



MANOJ SWEETS

Sweet moments forever



The principle of logo is to identify and simplicity is its means.

– Paul Rand



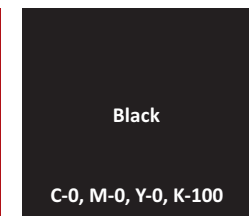
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Logo Colours:

There are three approved colours:

1. **Golden (C-20, M-45, Y-100, K-0)**
2. **Maroon (C-0, M-100, Y-100, K-30)**
3. **Black (C-0, M-0, Y-0, K-100)**





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The logo is the heart of our corporate identity.

It is distinct (original and unique), highly adaptable, memorable and has a timeless appeal.

Our logo has three distinct elements:

- **The graphic**
- **The logotype**
- **The tagline**



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Analysis

1. The graphic consists of organic floral look with petals being represented by rectangular elements. These 'burfi' like forms communicate the essence of our business. In the centre of this floral design is the mnemonic with letter M super-imposed on S conveying the pre-eminence of our brand name 'Manoj' over the nature of our business 'Sweets.' There is a balance in the rectangular forms as they are evenly and symmetrically placed around the mnemonic.

2. The logotype Manoj Sweets has the Trajan Pro typeface. Trajan typeface can be conveniently used in all forms of media be it print, outdoors or the Internet. Trajan has an interesting history. The font is inspired from inscription on the base of the Trajan column in Rome. An example of classic Roman letterforms, which reached their peak of refinement in the first century A.D., it is believed that the letters were first written with a brush, then carved into the stone. Serif increases the readability of the logotype and gives it an enhanced emphasis. The word 'Manoj' comes from the name of the founder of the business Sh. Manoj Kumar Goyal.

3. 'Sweet Moments Forever' is inspired from the work philosophy of the founder. He has sweetened the lives of the people of the region by providing quality products for all occasions for two decades. In other words, life is a celebratory occasion and Manoj Sweets is always with the customer.

Overall there is a balance in the logo. There is compactness in its complexity and it helps the customer focus, while ingesting the message and appeal of brand 'Manoj Sweets.'