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**Himalayan Secrets Logo Development**

We are looking to UPDATE and/or RE-INVENT our current logo, “above”

* Logo should be very similar to current logo, just more modernized
* Logo should be versatile and able to adapt to any digital media/ social media platform
* Logo should be able to adapt to different color types, such as black & white, or other projects like “Rainbow Colors” for pride month, and other events in similar nature
* Looking for minimalist design, that stands out and is simple and sleek at the same time

Current Cons

* Bland, does not stick out, getting outdated
* Issue with printing, mountain design always trouble with printing. Especially embroidery
* Font is no longer available, have a lot of trouble maintaining logo
* It is too wide, so it is difficult to fit into squares, FB profile pic or other social media
* Has been copied a lot. A lot of companies have copied the mountain above the work mark type logo. We want to change and be different from others, competition

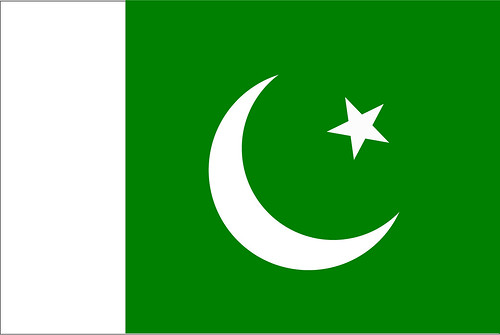
Current Pros

* Nice colors
* Easily readable and recognizable
* The mountains go alongside the work “Himalayans”

Special Request

* We are debating whether to get rid of the mountain design as so many companies selling similar products have a similar logo, but afraid to do so unless someone is brave enough to create a design that eliminates the mountain, or makes it stand out differently from what is on the market.
* Products are imported from Pakistan, we were hoping or wondering if the Pakistan Flag could somehow secretly be embedded somewhere in the logo. This is not a must, but a cool idea.

Pakistan Flag



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