

# LOGOS - DRAFT

Reference for color:



Feedback:

- I would like to see options with the logo in the colour above (like aubergine - red wine) that could bring us a more sophisticated look&feel
- I would like to add an element that could symbolize "alma" like "aura" (the dots). I did two "drafts" as a reference...can you work on ideas around it?
- I like the "home" on the top right, but not sure if it could work with the aura symbol as well..what do you think? Otherwise we keep the 'home' at the bottom
- Can we also try the letters just a little bit closer to each other?

alma  
HOME DECOR

alma  
HOME DECOR

alma  
HOME

alma  
HOME

alma HOME

alma HOME

alma HOME

alma HOME



alma HOME

alma HOME

## *References from the design industry*

LE LIS BLANC<sup>DEUX</sup>



divinostrancoso

{ FINNISH DESIGN SHOP }

LE LIS

**vitra.**

dpot objeto



G A L E R I A G A R I M P O

**MISSONI**

TapeTo

**arquivo.**  
contemporâneo

TANIA BULHÕES

**Etsy**

artefacto

**BOOBAM**

**MICASA**

ETNIAS MUNDI