LOGO PROJECT

Company Name : LUIDO

Know-How :

* Promotional objects, unique creation for events & trade-shows
* Mock-up design and pre-industrial projects (labels, coverings, accessories for fragrance, spirits & cosmetics sectors)
* Web communication (event web site, emailing, …)
* Print communication (brochure, templates, …)

Market sectors:

Packaging & industry (cosmetics, fragrance, spirits)

LOGO DESIGN:

Tones: elegance, simplicity with a detail that expresses the single side

Preferred color: "black" (maxi 2 colors)

Note: what is important is the unique and recognizable shape as the color of the logo and textures can change.

Why: because when printing we want to be able to show textures in the logo, so it must be thick enough on some parts to get tactile effects textured (tactile sensations).

Examples:

