



WHY SHY?[®]

● STAR GROUP

Logo Development



LOGO BRIEF

- Important Visual Elements: STAR
- Company Name: Star Group
- Colors: Royal Blue and/ or Blood Red
- Style: Modern (Unicolor preferably)
- Both logo variants are suitable to be placed on any kind of vehicle





TAGLINE

- Bolt-ed by Passion
 - Bolt depicts charge and bolt-ed is tying down loose ends and connecting different parts of a motor vehicle
- Inspire Future, Nature First
 - Futuristic thinking but keeping in mind the importance of saving our planet (Long Term Ideology)
- Stellar Power
 - Stems from the root star and incorporating energy which is associated with eco-friendly electric vehicles





STAR





CONCEPT

- Iconic representation of the qualities of a star which suggest take off, launch, rise above, soaring, success, prosperity etc...
- Gradient for 'shine' of a star
- Blood red as per requirement





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THANK YOU!

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