

# Branding for BORVO



# BORVO

Rise to Greatness

# Goal

To create a young, modern look for a sports brand based out of UAE.

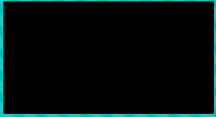
# Logo

The logo symbolizes a Gazelle, one of the fastest animals in the world. It represents the characteristic of an athlete, being agile energetic and flexible.

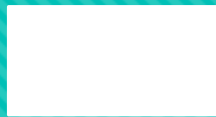


# Colour Palette

## PRIMARY COLOURS



RGB- 41, 41, 41  
CMYK- 75, 68, 67, 90  
CODE- #292929



RGB- 255, 255, 255  
CMYK- 0, 0, 0, 0  
CODE- #FFFFFF

## SECONDARY COLOURS



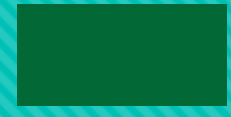
RGB- 254, 214, 0  
CMYK- 2,13,100, 0  
CODE- #FED600



RGB- 207, 10, 44  
CMYK- 12,100,100, 4  
CODE- #CF0A2C



RGB- 0, 50, 159  
CMYK- 100, 90, 9, 7  
CODE- #00329F

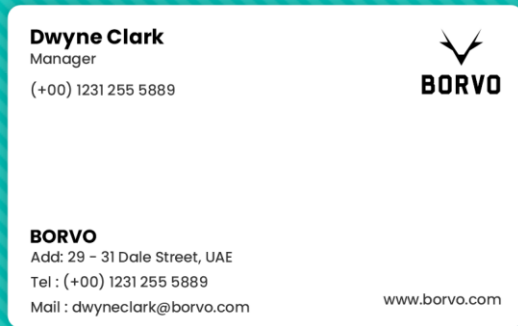


RGB- 2, 104, 54  
CMYK- 98, 34, 100, 31  
CODE- #026836

## Fonts

**Porter** : (Title, Heading, Sub-Heading)

**Poppins** : (Epigraph, Body Text, Caption)



01. Business Card Front

02. Business Card Back

# Corporate Identity



# Thank You

Take your business to the next level with us!

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[www.whyshy.co](http://www.whyshy.co)

