

A person is working on a large, dark brown leather piece, possibly a bag or a piece of furniture, in a workshop. The person's hands are visible, and they are wearing a light-colored shirt. The background is slightly blurred, showing shelves with various items. The overall lighting is warm and focused on the work area.

A & S Leather

LOGO PRESENTATION

Presented by Logeshwari

Agenda

Overview

Logo design requirements

Logo design process

Colours & fonts

Mockups

Overview

Business Name: A and S Leather Tagline/Slogan: Luxury Affordable Leather

Industry: Leather goods startup specializing in handmade men's wallets, backpacks, and more.

Vision: To provide luxurious leather products at an affordable price point, ensuring high-quality craftsmanship that appeals to customers seeking elegance and value.

Target Audience: Primarily based in the US, targeting individuals who appreciate stylish yet affordable leather accessories.

Design Focus:

- Integration of the letters "A" and "S" as the central elements.
- A design that reflects luxury, affordability, and timelessness, resonating with the brand's core values.

Additional Elements: The logo will be versatile, designed to work seamlessly across all social media platforms and branding materials.

Logo design requirements

Design Elements:

- Leather: Represents quality and elegance.
- Needle and Thread: Symbolizes handmade craftsmanship and detail.

Design Style:

- Clean, minimal, and royal—showing luxury and simplicity.

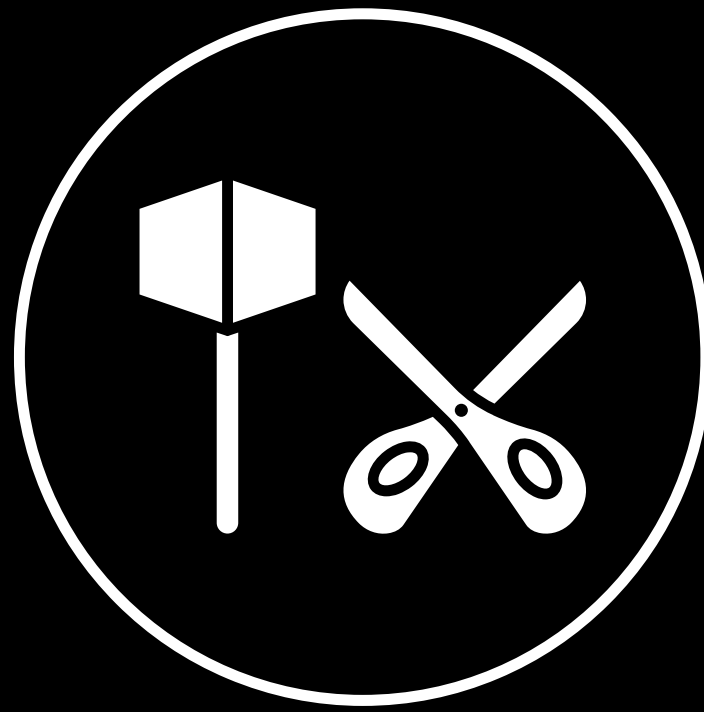
Usage:

- Social media platforms
- Print materials

LEATHER + LEATHER TOOLS + LEATHER CRAFTSMAN



+



+





(REPRESENTS THE LEATHER)





X

(REPRESENTS
THE TOOLS)

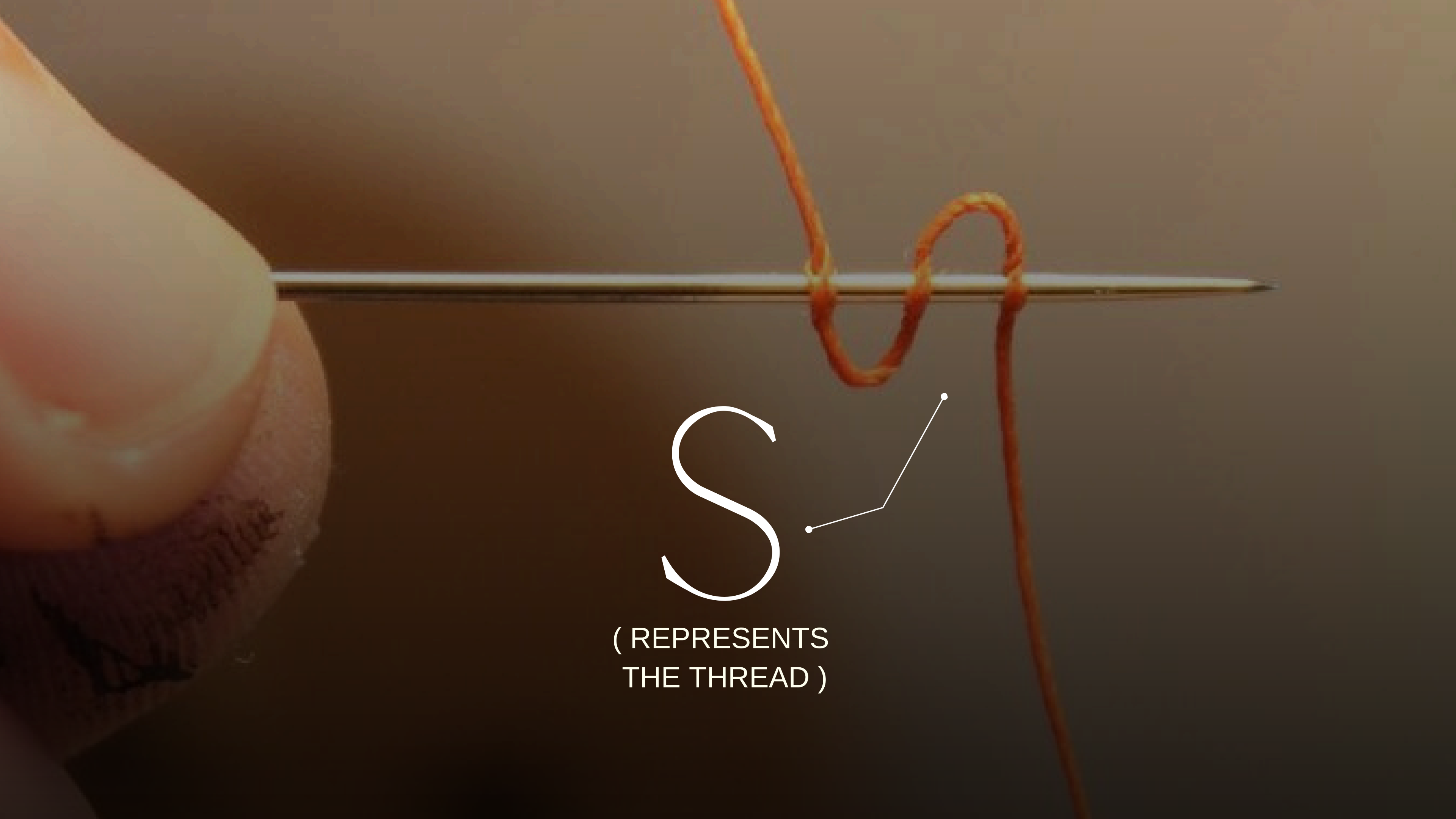
—

V

—

—

—



S

(REPRESENTS
THE THREAD)



(TOGETHER IT REPRESENTS
THE CRAFTSMAN)

TYPOGRAPHY



A&S LEATHER

LEATHER IS AFFORDABLE

CINZEL

(KNOWN FOR ITS ELEGANT AND
LUXURIOUS AESTHETIC)

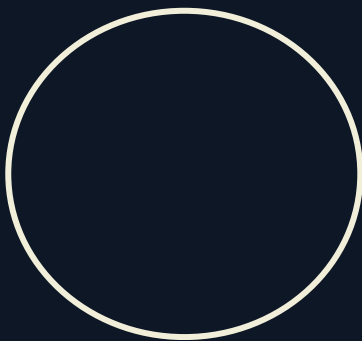
GARET

(KNOWN FOR ITS VERSATILITY,
READABILITY)

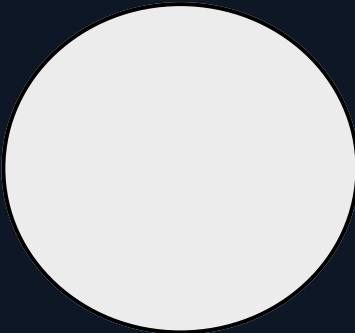
COLOUR
PALETTE



#9D9E54



#0E1726



#F1EFD9

A&S LEATHER

LEATHER IS AFFORDABLE

BLACK AND WHITE



A&S LEATHER

LEATHER IS AFFORDABLE



A&S LEATHER

LEATHER IS AFFORDABLE

VERTICAL VIEW
OF THE LOGO



A&S LEATHER

LEATHER IS AFFORDABLE

HORIZONTAL VIEW
OF THE LOGO



A&S LEATHER

LEATHER IS AFFORDABLE



A&S LEATHER

LEATHER IS AFFORDABLE

BUSINESS CARD



BUSINESS CARD





my_as_leather

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A&S Leather

 POSTS

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SOCIAL MEDIA POSTERS



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A&S LEATHER

LEATHER IS AFFORDABLE

A dark, moody photograph of a person's hands working on a piece of fabric, likely in a workshop or studio. The person is wearing a light-colored long-sleeved shirt. The background is blurred, showing shelves with various items. The overall tone is professional and artistic.

THANK YOU