

A portrait of Yusuf Odukoya, a man with short dark hair and a beard, smiling. He is wearing a dark t-shirt with a white horizontal stripe and a beaded necklace. The background is a light blue wall with a white horizontal line. The entire image has a blue overlay.

Yusuf Odukoya

Porter v.

FAR™



Far Above Rubies.

The Far Above Rubies brand is characterized by its minimalist vision for style.

The logo is inspired by the fashion industry in France and the Eiffel Tower. France is known to be a stronghold in modern-day fashion, as we have had a lot of designers emerged from there. Among them are Coco Chanel, Christian Dior, Hubert de Givenchy, Christian Louboutin, Christian Audigier, Louis Vuitton, Lacoste, and HERMES.

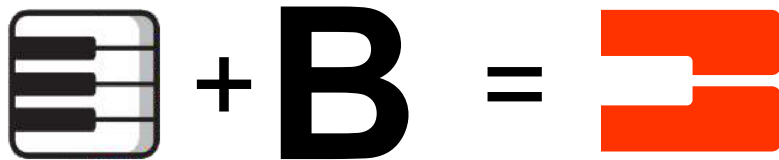
The A in the FAR logotype represents the word "Above" and it was inspired by the Eiffel Tower. The Eiffel Tower is the tallest structure in the city of Paris, France. It also represents one of the tallest and magnificent monuments in the world.

The choice of the typography presents a clean source and of easy reading in different applications. The primary color composition in plain gold conveys the elegance of the brand.

Logo

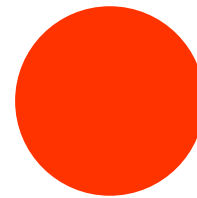


Inspiration

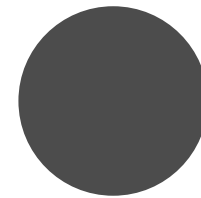


The Logo was inspired by the piano keys. A "B" was carved out from the inspiration. The letter "B" represents the first letter of the brand's name, thereby effectively making this concept the best and most creative option.

Colors



Deep Orange
HEX #Ff3300
R 255 G 51 B 0



70% Black
HEX #4C4C4C
R 76 G 76 B 76

Wordmark

BRAMS
MUSIC
SCHOOL

Wordmark was based on the Vibrocentric Bold Typeface

HYB. | **HANDLING
YOUR
BUSINESS**

Handling Your Business

Handling Your Business by Vivianne Agbontaen is a marketing resource and training website where users can learn and buy resources on Marketing.

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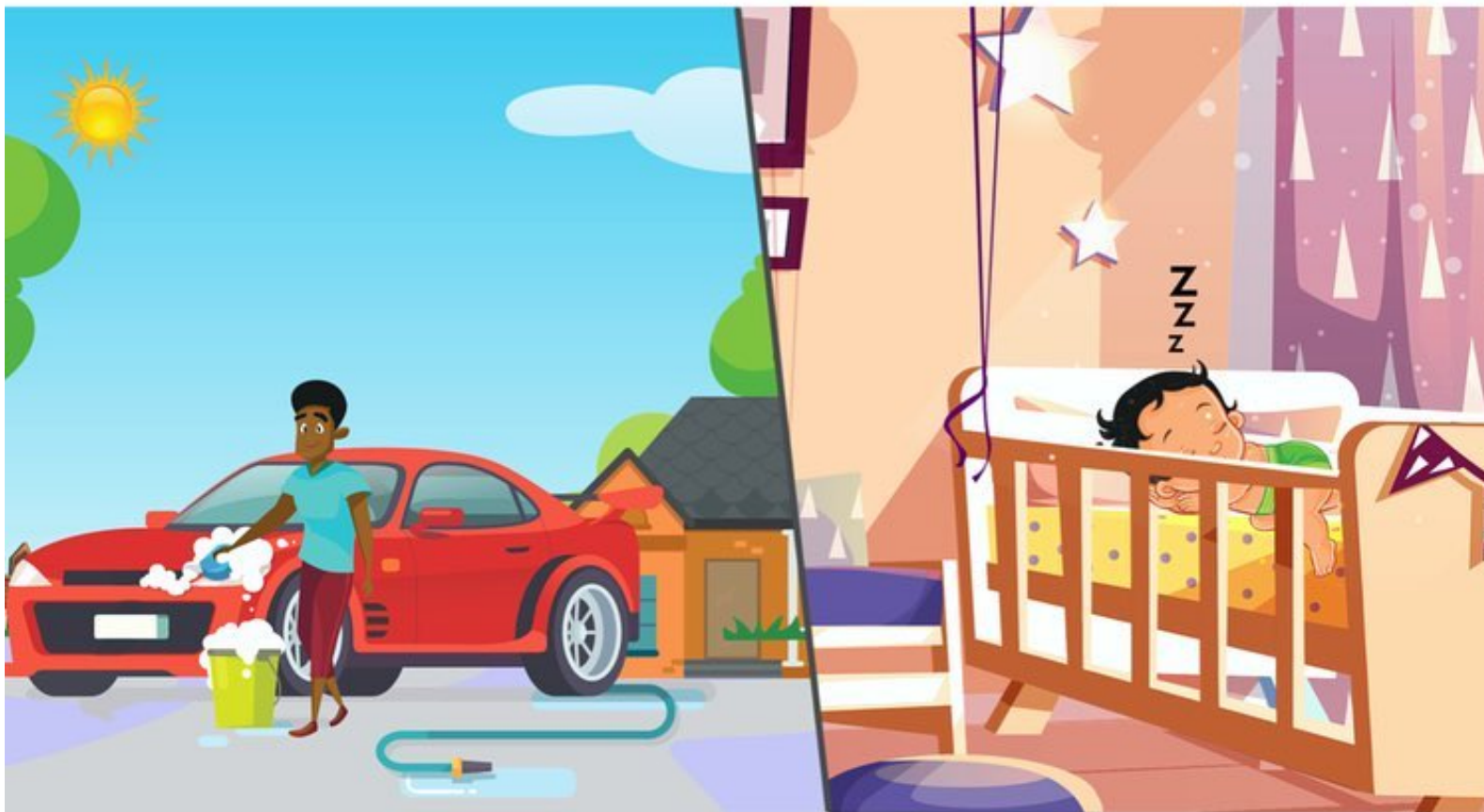


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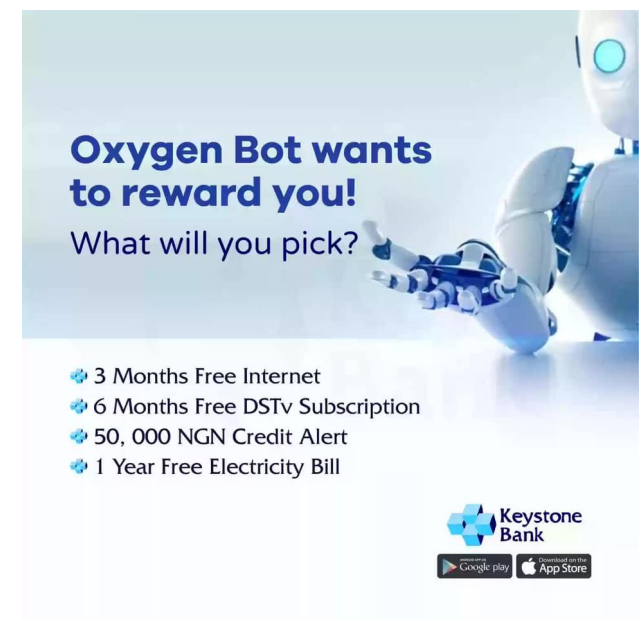
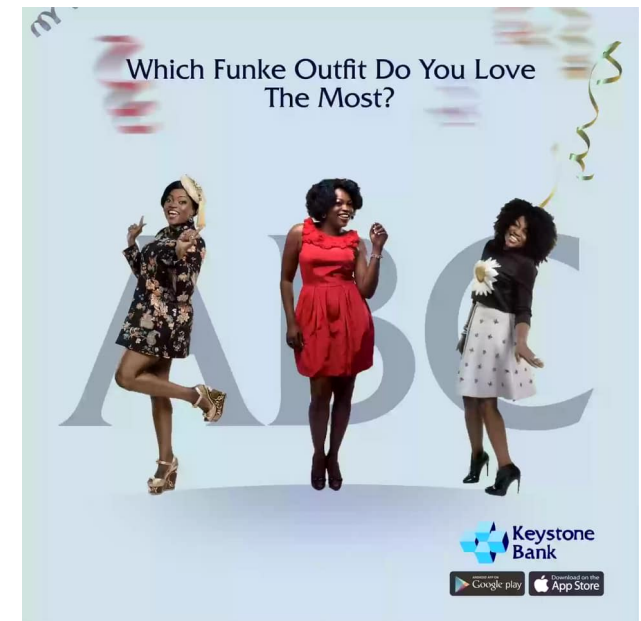
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