

Jambo

LIMIRI FAMILY FOUNDATION

Identity Development Proposal

brief

Provide sets of logo options for **LIMIRI FAMILY FOUNDATION** which comprises a visual representation of a IDENTITY

These should reflect an identity profile described above – with an objective to creating/delivering shared value to stakeholders/community.

target audience

- Public

creative execution

T H E L O G O S

Rationale-- identity

The identity is inspired by the use of variation or a logo, a standard and versatile aspect ratio is generally 1:1 (square), which is widely adaptable across various mediums such as social media, websites, and print. However, depending on the application and branding style, you might also consider other ratios:

Common Logo Aspect Ratios:

1:1 (Square) - Ideal for social media profiles, app icons, and small print.

2:1 (Horizontal) - Best suited for websites, banners, and signage, offering a balanced look.

3:1 (Horizontal) - Provides a more elongated design, good for website headers and wide banners.

4:3 or 16:9 (Rectangular) - This ratio works well for presentations, business cards, and videos.

For flexibility, you may want to create multiple versions of the logo (square and horizontal) to ensure it fits different formats and use cases. A 1:1 square version would be an ideal starting point for most applications.



RATIONALE

This logo for the foundation is a beacon of hope, just like the sunrise that lights up the morning sky. The star symbolizes the bright future, warmth, and optimism for the community, while the blue reflects trust, peace, and stability. Open hands represent the community's willingness to give and receive, and the heart symbolizes love, unity, and compassion.



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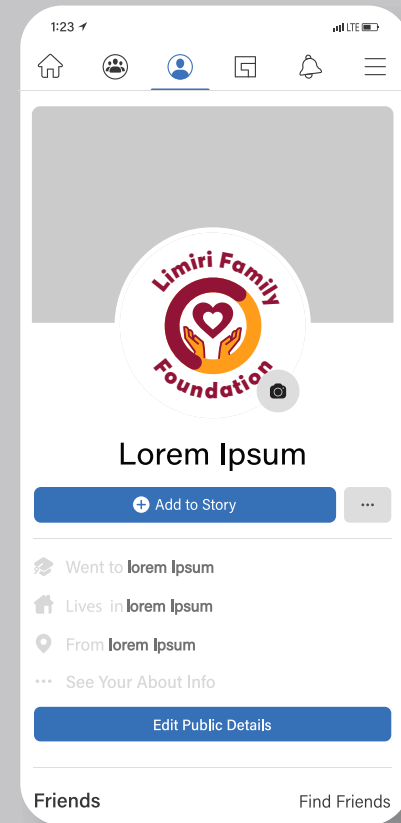
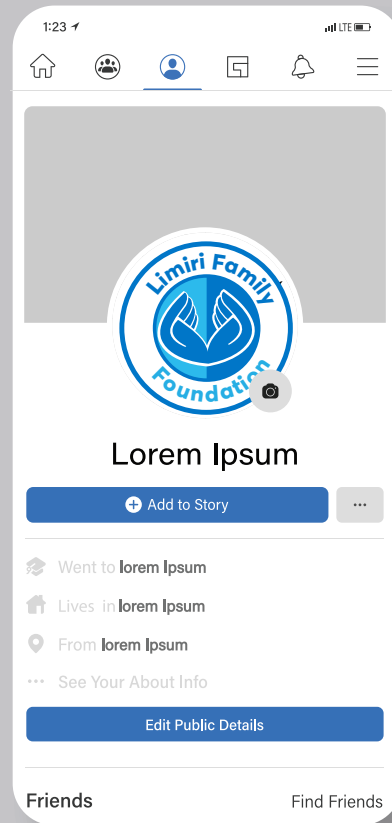
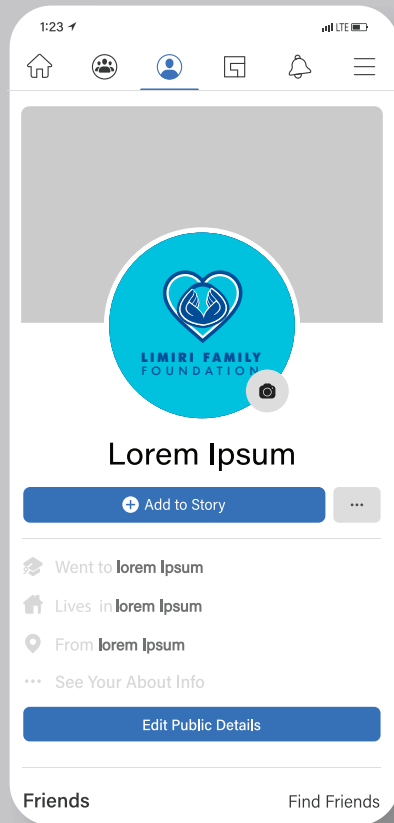


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RATIONALE

This logo for the foundation celebrates the diversity in the community while promoting unity. Yellow and Maroon signifies the diverse talents and opportunities available, while blue represents the calmness and harmony needed for cohesion. The open hands symbolize the community welcoming all, regardless of background, to work together for the common good.

LOGO FB AVATAR PROFILE MOCKUP



Thankyou