

Semiotic Parades:

SERENITY SHELTER



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As a creative agency, our journey begins with understanding the brand's essence, values, and target audience. We delve deep into their story, ambitions, and aspirations, extracting the very core that makes them unique.

Semiotics plays a pivotal role in this process. It's the science behind the symbols—the colors, shapes, and icons—that convey a brand's identity. We meticulously choose colors that evoke emotions aligned with the brand's personality. Shapes are selected to signify stability, innovation, or any other trait the brand embodies. Icons are crafted to resonate with the brand's message, connecting with viewers on a profound level.

The creative process continues with sketching, refining, and iterating. The logo is tested across various applications, ensuring its adaptability and impact across platforms. Through this journey, the logo takes shape, representing not just a brand, but a promise, a message, and an entire story.

Semiotics elevates the logo beyond aesthetics. It communicates subliminal messages, triggering associations that linger in the minds of the audience. A well-designed logo, with strategic use of semiotics, becomes an emblem that instantly conveys a brand's values, personality, and mission. It's a visual cue that ignites recognition, trust, and emotions—transforming a brand's identity into an enduring symbol of its essence.



OVERVIEW

In Sanskrit Samadhi means total self collectedness : a state of intense concentration achieved through meditation.

In Indian philosophy and religion, and particularly in Hinduism and Buddhism, the highest state of mental concentration that people can achieve while still bound to the body and which unites them with the highest reality.

Samadhi studio deeply believes that by doing creative activities and putting your intention in it and the space surrounding you, you can be in a wellness state that allows you to explore your full potential.

THE RESULT

Samādhi .

studio

Samādhi .

studio

Samādhi .

studio

Samādhi .

studio

Samādhi . o i p . s t u

SAFE ZONE

Samādhi Studio logos should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the capital S is drawn around the logo to create the visible boundary of the area of isolation. There must be separation on a minimum and should be increased wherever possible. Please avoid positioning any elements closer than the defined safe zone.



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MINIMUM LOGO SIZE

There are no predetermined maximum sizes for Samādhi Studio logos. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for Samādhi Studio logos. Minimum sizes are as shown here.

Samādhi . o i p . s t u
47px

30px

© Samādhi Studio, 2016

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BRAND GUIDELINES

TYPOGRAPHY

Selected Google fonts are used to
the use of the open font options
are shown here.

Primary Font

Urbanist Bold is used for headers,
and feature text.

Urbanist Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Secondary Font

Open Sans Light is used for bodycopy.

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09


COLOR PALETTE




GRADIENTS



inline
creations

@inline.creations 

inlinecreations.co 

creations.inline@gmail.com 

+62 812 3805 339 

+62 812 3769 5337