DELPHIN
-Technologies-

S&N SUPPLIES
Your Partner In Excellence

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Your Partner In Excellence

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Your partner in excellence

Project Type

S&N Supplies Case Study

Production

Delphin Technologies

Services

Design, Develop and Marketing

Concept

The logo for S&N Supplies consists of an elephant silhouette merged with the initials "S" and "N," symbolizing strength, reliability, and a global presence
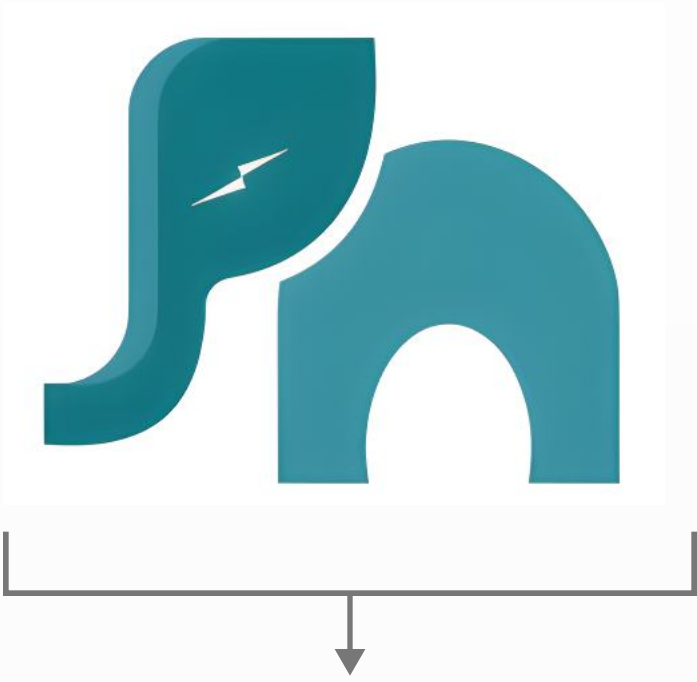
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Logo Concept

The logo for S&N Supplies consists of an elephant silhouette merged with the initials "**S**" and "**N**," symbolizing strength, reliability, and a global presence. The design is modern, minimalistic, and professional, using simple and bold lines to convey trustworthiness and innovation. A lightning symbol is integrated within the elephant's eye to suggest agility and speed.
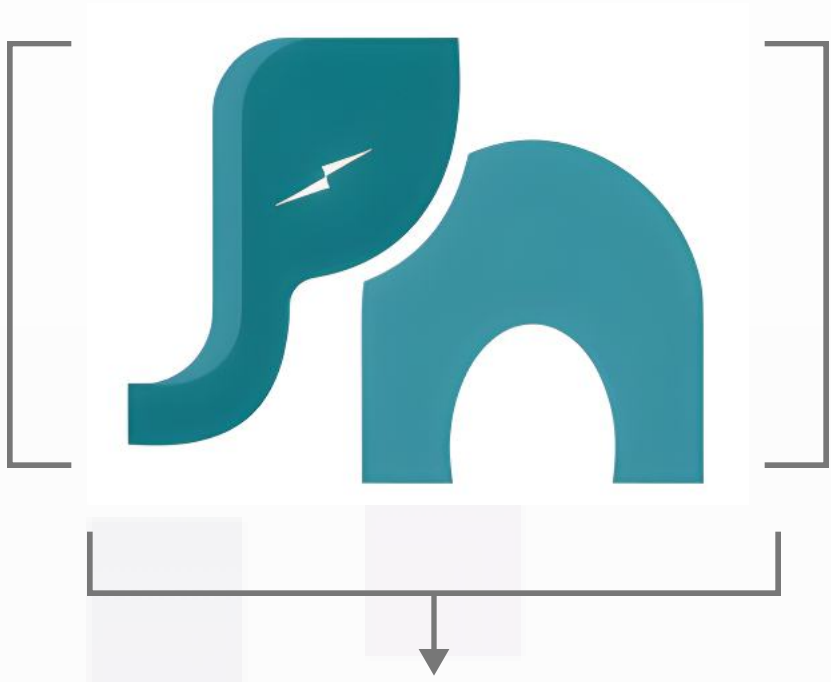
Design Elements

→ Elephant Silhouette:

Represent strength, reliability and wisdom. Incorporates a subtle global element, symbolizing the company's reach and impact.

→ Initials "S" and "N" :

Seamlessly integrated into the elephant design. "**S**" stands for **Shamloo** and "**N**" for **Najem**, representing the family names behind the company.

→ Lightning Symbol:

Integrated within the elephant's eye. Suggests agility, speed, and a forward-thinking approach.
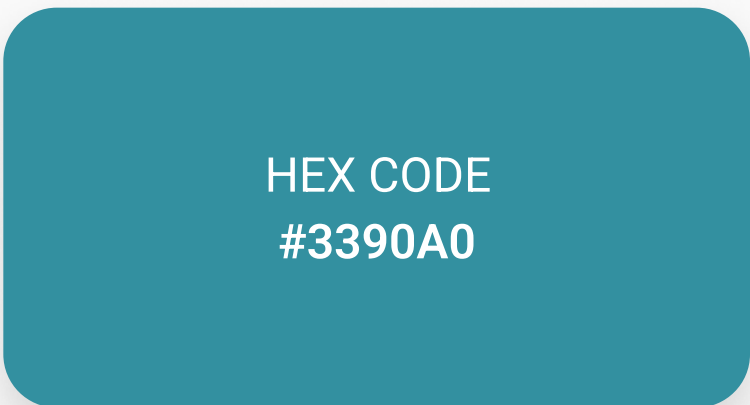
→ Tagline:

"**Your Partner in Excellence**" is included to emphasize the company's commitment to quality and partnership.

Color Scheme

Two primary color variations are provided

Teal and **Dark Gray** for a modern and approachable look.

HEX CODE #3390A0	HEX CODE #6D6E71

Black and White for a classic and professional appearance

HEX CODE #000000	HEX CODE #FFFFFF

Font

The font used is sans-serif, modern, and clean, reinforcing the company's professional and innovative image.

Applications

The logo is designed to be versatile and adaptable for various uses, including

→ Website and social media profiles

→ Print materials such as business cards, brochures, and packaging
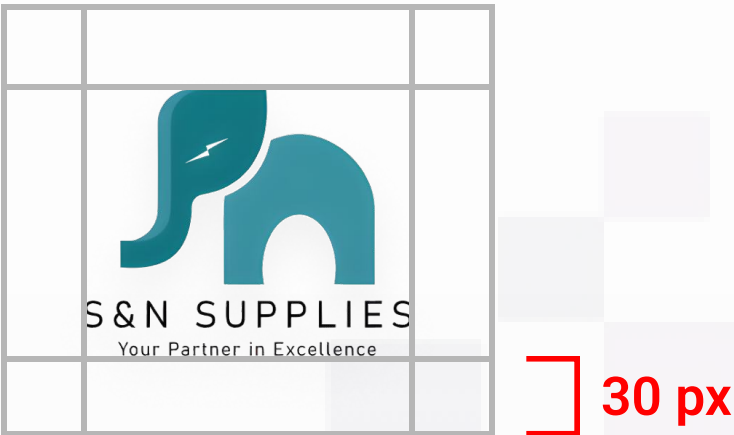

→ Signage and promotional items

Safe Area

The use of the **S&N Supplies** logo on various media has a safe area of at least 30 pixels from the boundaries between the objects.

Horizontal Logo

30 px

Vertical Logo

30 px

Design Objectives

The font used is sans-serif, modern, and clean, reinforcing the company's professional and innovative image.

Professional and Trustworthy:

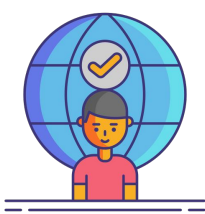The logo should convey a sense of professionalism and trustworthiness to appeal to potential clients and partners

Modern and Innovative

The design should reflect the company's forward-thinking approach and commitment to innovation in the wholesale industry.

Attention-Grabbing

The logo should be distinctive and memorable, capturing the attention of customers and standing out in a competitive market.

Global Presence

The logo should subtly suggest the company's global reach and capability

Brand Color Psychology

Teal
Representing decency & renovation

#3390A0

HSB: 189, 68, 63, 100

RGB: 51, 144, 160, 100

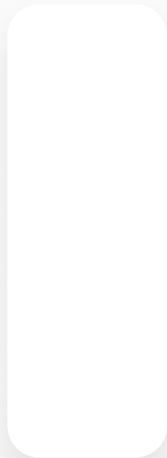HSL: 189, 52, 41, 100

Dark Gray
Representing modern & approachable look

#6D6E71

HSB: 225, 4, 44, 100

RGB: 109, 110, 113, 100

HSL: 225, 2, 44, 100

White
Representing Classic & Professional
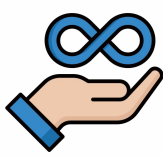
#FFFFFF

HSB: 0, 0, 100, 100

RGB: 255, 255, 255, 100
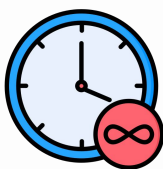
HSL: 0, 0, 100, 100
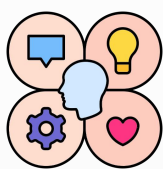
Design Analysis and Score

1. Simplicity

→ Score: 8/10

→ Analysis: The design is clean and straightforward, with minimal elements that make it easily recognizable. The lightning symbol, while subtle, may need slight enhancement for visibility at smaller sizes.
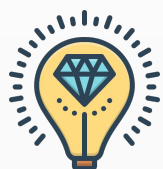
2. Memorability

→ Score: 9/10

→ Analysis: The unique combination of the elephant silhouette with the initials and lightning symbol makes the logo distinctive and easy to remember.

3. Timelessness

→ Score: 8/10

→ Analysis: The modern and minimalistic design is likely to remain relevant and appealing over time.

4. Versatility

→ Score: 9/10

→ Analysis: The logo works well in different color schemes and can be adapted for various applications, ensuring it remains effective in different contexts.

5. Appropriateness

→ Score: 9/10

→ Analysis: The elephant symbolizes strength and reliability, and the lightning symbol suggests agility, aligning well with the company's values.

6. Scalability

→ Score: 8/10

→ Analysis: The logo maintains its integrity and recognizability when scaled, though the lightning symbol may need to be slightly more prominent at smaller sizes.

7. Uniqueness

→ Score: 9/10

→ Analysis: The integration of the elephant, initials, and lightning symbol is unique and sets the logo apart from others in the industry.

Overall Score: 8.5/10

Summary: The S&N Supplies logo is a strong and effective design that balances simplicity, memorability, and appropriateness. It effectively communicates the company's values and differentiates itself in the market. Minor considerations for improvement could involve ensuring the visibility of detailed elements at smaller sizes. Overall, it's a well-executed logo that aligns well with the company's identity and goals.
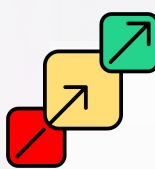
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Thank You...

LET'S
GET IN
TOUCH

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