

## BRANDING

# ROYA FOR PUBLISHING

"Roya for Publishing and Printing" is a publishing house and printing company. The logo concept is centered around reading, with a focus on the eye aiding in reading.

**Iconography:** The logo features an abstract representation of an eye, symbolizing vision and insight, crucial elements in reading and publishing.

**Color Scheme:** The color palette chosen for the logo may include warm and inviting colors such as deep blue for stability and trust, or warm brown for sophistication and reliability. These colors evoke a sense of trustworthiness and professionalism.

**Typography:** The font used for the brand name should be clear, legible, and modern, reflecting the company's commitment to quality and innovation in publishing and printing. Sans-serif fonts with clean lines can enhance readability and convey a contemporary aesthetic.

