

BRANDING

YOPPIA

"Yoppia" is an online store selling electronic accessories, similar to Amazon. The logo represents the shape of a hand-held bag.

Iconography: The logo features a stylized depiction of a hand-held bag, symbolizing convenience and portability, similar to carrying electronic accessories.

Color Scheme: The color palette chosen for the logo may include modern and vibrant colors such as yellow, blue, or metallic silver, reflecting the technological aspect of electronic accessories. These colors evoke a sense of innovation and sophistication.

Typography: The font used for the brand name should be bold and modern, reflecting the company's dynamic and contemporary approach to online retail. Sans-serif fonts with clean lines can convey a sense of professionalism and reliability.

Simplicity and Convenience: The design aims for simplicity to ensure easy recognition and scalability across various platforms, while also communicating the brand's focus on providing convenient and accessible shopping experiences for electronic accessories.

