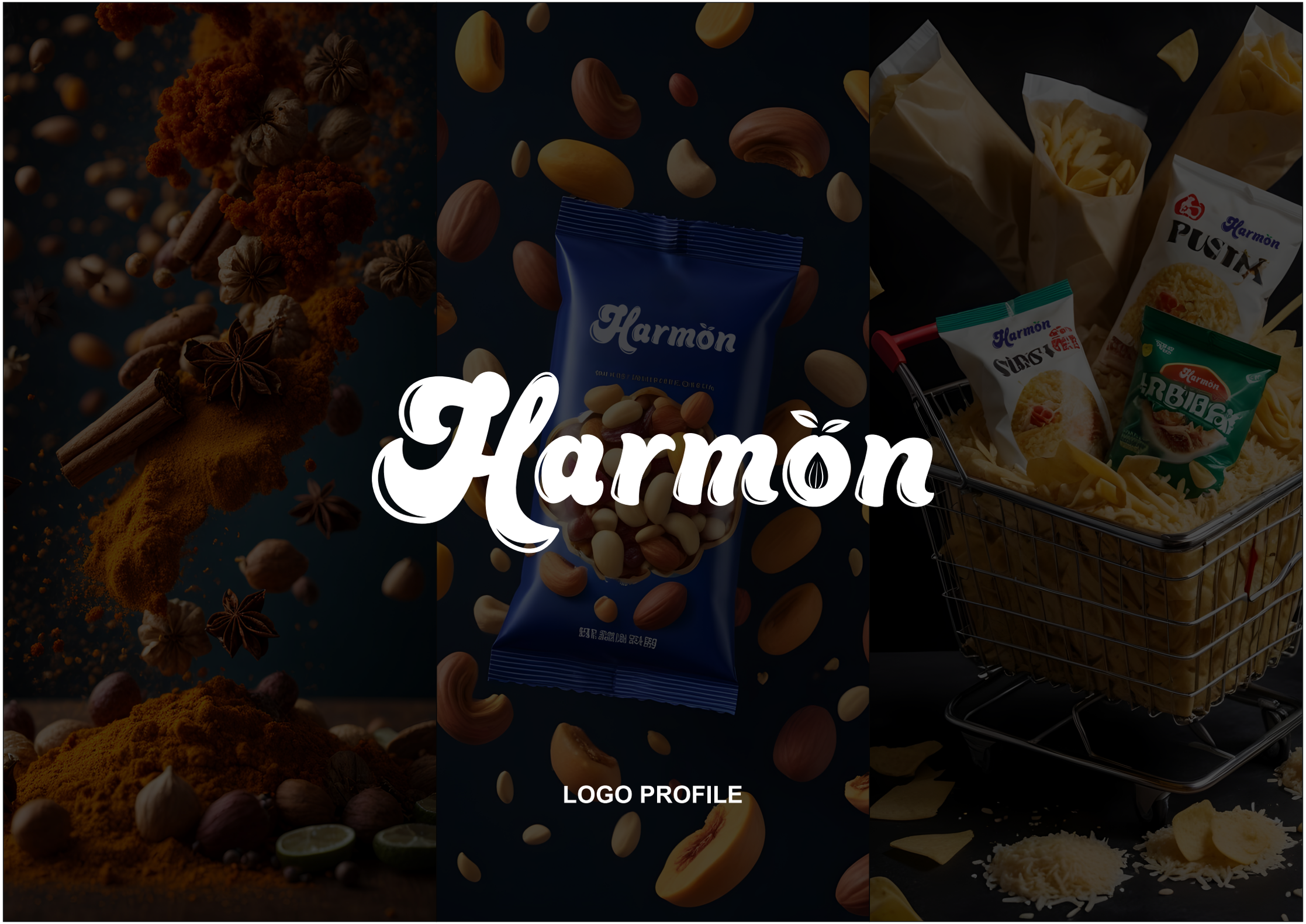


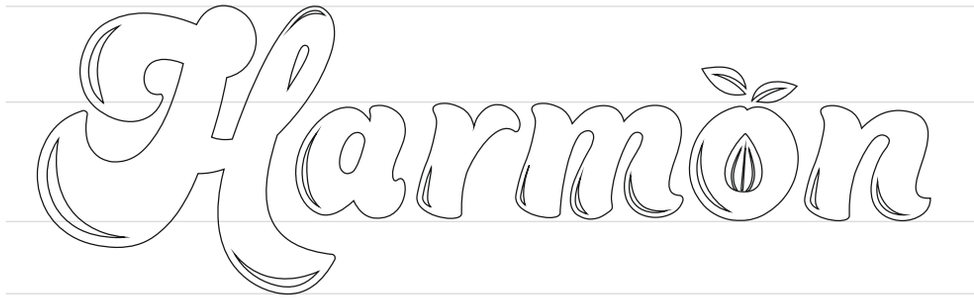
Harmon

LOGO PROFILE


Harmon

Harmon

Company Overview :
HARMON is a versatile brand that specializes in offering high-quality dry fruits, spices, and Kirana items. The company is dedicated to providing fresh and authentic products to its customers, ensuring a delightful and flavorful experience in every bite.



Logo Design :
The HARMON logo is a vibrant and meaningful representation of the brand's values and product offerings. The design elements are thoughtfully chosen to communicate the essence of the company effectively.

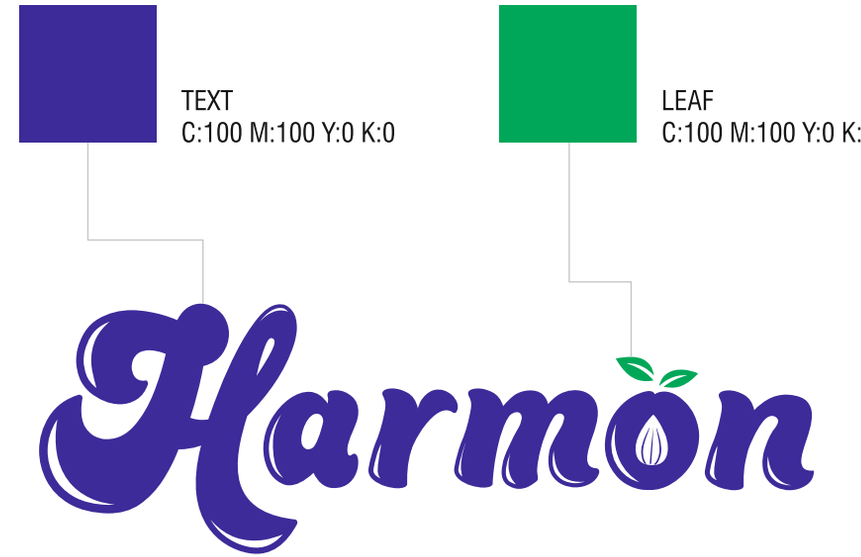
Harmon

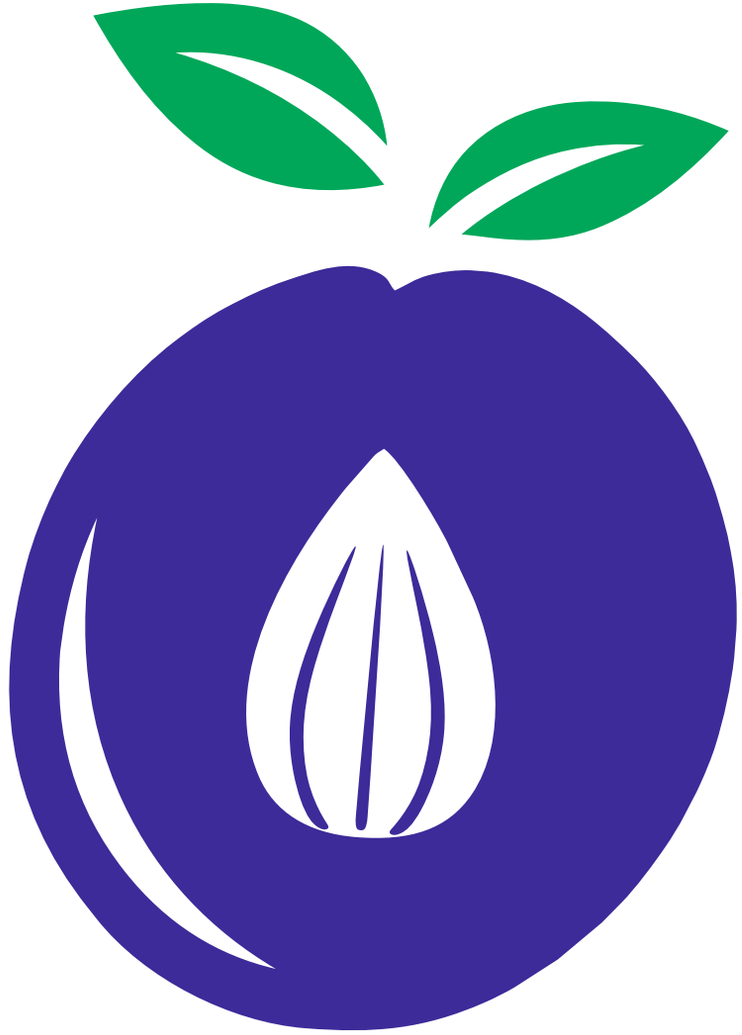
Font and Text :

- The word “HARMON” is rendered in a slightly creamy font, which gives a warm and inviting feel, reflecting the brand’s commitment to quality and customer satisfaction.
- The creamy texture of the font adds a touch of elegance and sophistication, highlighting the premium nature of the products.

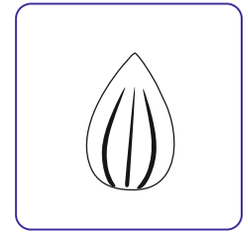
Color Scheme :

- The primary color used in the text is navy blue. Navy blue signifies trust, reliability, and stability, which aligns with HARMON’s reputation and long-standing history since 1951.
- The use of navy blue also provides a professional and dependable feel to the logo, making it both eye-catching and memorable.
- The green color of the leaves signifies health, vitality, and the organic nature of the products, emphasizing the brand’s commitment to offering wholesome and natural items.











Symbolism:

- At the heart of the logo design is the “O” character, which features a nut symbol and green leaves on top. This creative element is a visual nod to the company’s core product line of dry fruits.
- The nut symbolizes the richness and nutritional value of HARMON’s dry fruits, while the green leaves represent freshness, growth, and the natural quality of spices and Kirana items.
- The green color of the leaves signifies health, vitality, and the organic nature of the products, emphasizing the brand’s commitment to offering wholesome and natural items.


Harmon
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BRANDING AND PACKAGING SAMPLE











Harmon

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