

# MALLON CLOTHING

BRANDING  
LOGO AND  
GRAPHIC DESIGNS

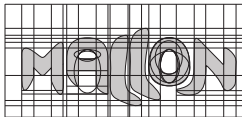
PRESENTED BY  
CHUKWUDI PATRICK ENUMAH



LOGO DESIGN  
CONCEPT ONE



## FONT TYPE



Creative formation of Mallon Logo type  
with the use of Logo grid

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
12345678910

Font Type - Vermin Vibes 2 - Black

**MALLON**

Font Type - Vermin Vibes 2 - Black

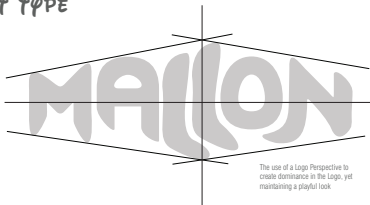


**MALLON**

Creative transformation, making use of  
the Vermin Vibes 2 - Black



FONT TYPE



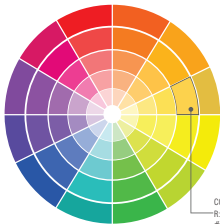
The use of a Logo Perspective to create dominance in the Logo, yet maintaining a playful look

C L O T H I N G

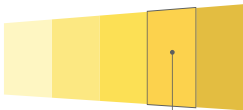
Font Type - Swis721 LICn BT



## COLOR CODE



COLOR CODE  
R: 253 G: 212 B: 88  
#FDD458



**MALLO**N  
C L O T H I N G

BLACK LOGOTYPE ON YELLOWISH GOLD BACKGROUND

**MALLO**N  
C L O T H I N G

YELLOWISH GOLD LOGOTYPE ON WHITE BACKGROUND

LOGO DESIGN  
CONCEPT TWO

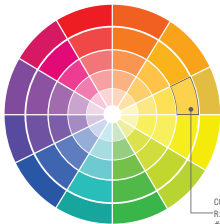


The image features a large, bold, black, stylized cursive logo for the brand 'MALLON'. The letters are thick and rounded, with a fluid, hand-drawn quality. The 'M' is particularly prominent, with a large, rounded top. The 'A' is also thick and rounded, with a small white circle in the center. The 'L' is a simple, thick vertical stroke. The 'O' is a thick, rounded shape with a white circle in the center. The 'N' is a thick, rounded shape with a white circle in the center. The 'O' is a thick, rounded shape with a white circle in the center. The 'N' is a thick, rounded shape with a white circle in the center.

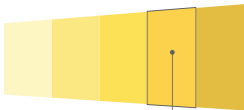
RECREATED FROM THE SKETCH - FREE HAND DRAWING



## COLOR CODE



COLOR CODE  
R: 253 G: 212 B: 88  
#FDD458



**MARLON**  
C L O T H I N G

BLACK LOGOTYPE ON GOLDEN YELLOW BACKGROUND

**MARLON**  
C L O T H I N G

GOLDEN YELLOW LOGOTYPE ON WHITE BACKGROUND

**GRAPHIC DESIGN**  
PUBLICITY



Brand identity(Same applies to others)

Representing image that appeals to the target audience (Same applies to others)

Converting sales copy (Same applies to others)

Led Display AD



Brand  
identity

Representing  
image that appeals  
to the target audience

Converting  
sales copy

Bus stop Led Display AD



Brand  
identity

Representing  
image that  
appeals to the  
target audience

Converting  
sales copy

Led Display AD



Brand  
identity

Representing  
image that appeals  
to the target audience

Converting  
sales copy

Billboard AD

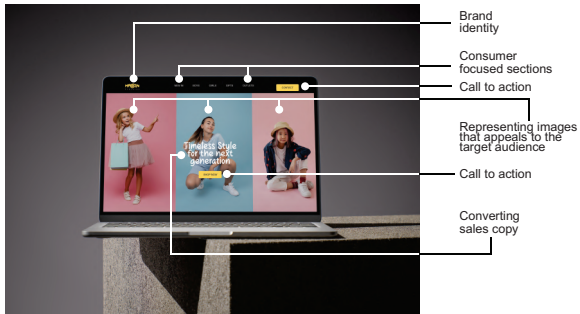


Brand  
identity

Representing  
image that appeals  
to the target audience

Converting  
sales copy

Bus stop Led Display AD



Home Page Design

# MALLON CLOTHING

BRANDING

LOGO AND  
GRAPHIC DESIGNS

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