ONIMS®
Agro Solutions Limited

ONIMS
REBRANDING

v.2.0



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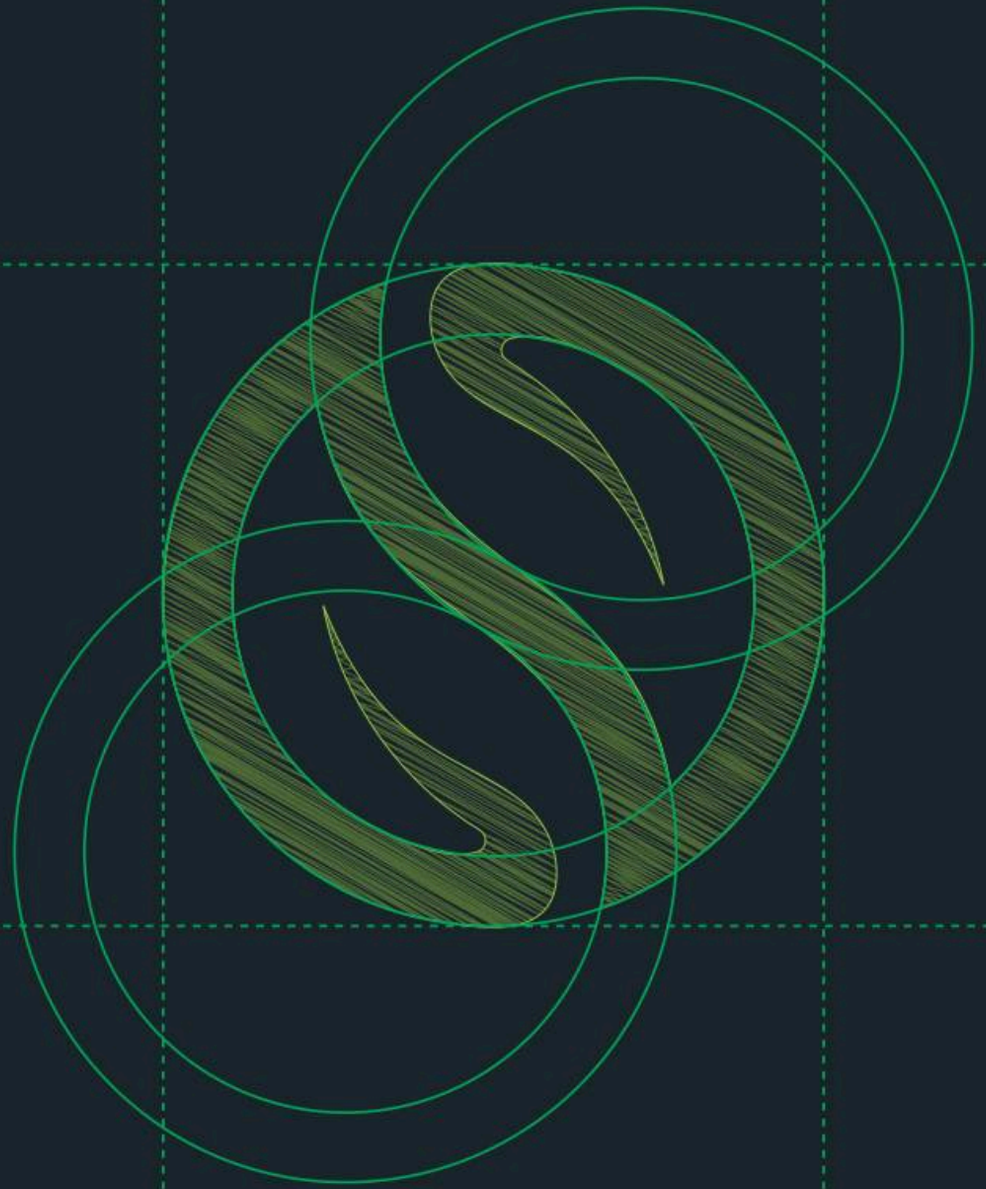
Project:
Rebranding

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Rebrand Overview

Onims Agro Solutions Limited is undergoing a rebrand to enhance its visual identity and strengthen its market presence. This new branding reflects the company's commitment to sustainability, innovation, and growth in the agricultural sector.

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Logo Concept

The new logo is designed to be modern, minimalistic, and symbolic of growth and sustainability. The letter "N" is crafted in a geometric circle line style, giving it a structured and balanced look. Within the negative space of the logo, two leaves are carefully positioned, emphasizing the brand's strong connection to nature and agriculture. The circular shape represents unity, continuity, and the life cycle of agricultural growth, reinforcing the company's mission of sustainability and development.



Initial Letter "N" from the brand name Onims:

The new logo features the letter "N" crafted in a geometric circle line style.



Two visible leaves in the negative space:

Two leaves are visible in the negative space, symbolizing agriculture, nature, and sustainability.

The geometric lines provide a clean and contemporary aesthetic, ensuring that the brand identity is versatile and adaptable across different mediums.

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Logo Form and Aesthetics

The Onims Agro Solutions Limited logo embodies a harmonious blend of structure and nature, reflecting the company's commitment to sustainability and growth. Designed in a geometric circular line style, the form represents continuity, unity, and the agricultural life cycle. At its core, the letter "N" is seamlessly crafted within the circular frame, with two leaves subtly integrated into the negative space, symbolizing nature and eco-consciousness. The minimalist and modern approach ensures a clean, professional aesthetic with a balanced interplay between geometric precision and organic elements.

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The contrast between the structured letterform and the soft curves of the leaves creates a visually compelling identity that is both distinctive and adaptable across various branding applications. The logo maintains clarity and legibility at any scale, making it versatile for digital and print use, from business cards to large-scale signage.

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Color Palette

The color palette for Onims Agro Solutions Limited is carefully selected to reflect the brand's connection to nature, sustainability, and professionalism. The primary colors, Leaf Green and Emerald Green , evoke freshness, growth, and vitality, reinforcing the company's agricultural focus. These vibrant greens are complemented by Charcoal Blue, a rich background color that adds depth, stability, and trustworthiness to the brand identity.

Primary Colors

Leaf Greent

HEX:
#92C44B

Emerald Green

HEX:
#03A85A

Secondary Colors

Muted Blue-Gray

HEX:
#5C6B73

Deep Teal

HEX:
#00343F

Charcoal Blue

HEX:
#1B262C

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Primary
Typography

Aa

The primary typeface for Onims Agro Solutions Limited is Outfit, a modern geometric sans-serif font chosen for its clean, professional, and contemporary appeal. Its precise letterforms and balanced proportions enhance readability while conveying a sense of innovation and trustworthiness. The geometric structure of Outfit aligns seamlessly with the brand's visual identity, complementing the structured design of the logo while maintaining an approachable and friendly tone.

Headings, Titles

Font:
Outfit

Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Ww Xx Yy Zz | 1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) _ + ?

Styles: Ex-Light Light Regular Medium Semibold Bold Extrabold Black

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Logo Variations

The Onims Agro Solutions Limited logo is designed with versatility in mind, ensuring adaptability across various branding applications. The primary logo features the geometric letter "N" within a circular framework, incorporating negative space leaves to symbolize sustainability and growth. To maintain consistency and functionality, multiple variations have been developed for different use cases.

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Primary Logo

The full-color version of the logo, featuring the brand's lettermark cooperated with the brand name logotype with registered trademark symbol.



Secondary Logo

The full-color version of the logo, featuring the brand's lettermark, paired with the brand name in the primary typeface with registered trademark symbol.



Monochrome Version

A black-and-white version of the logo for limited color use cases, such as monochrome printing or subtle embossing.

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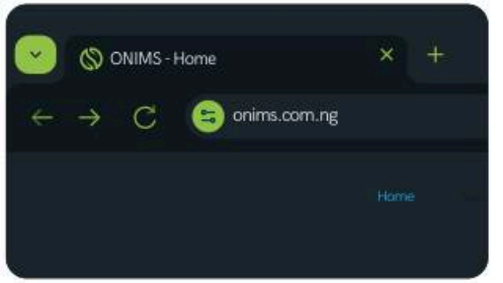
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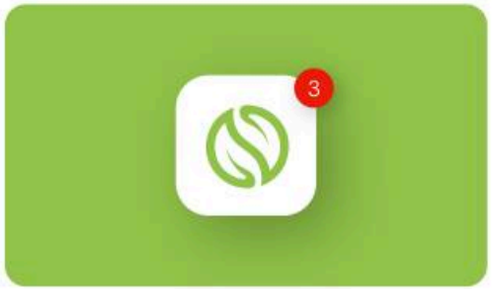
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Brand Application

The Onims Agro Solutions Limited brand identity is designed for seamless application across various touchpoints, ensuring a strong and consistent visual presence. The logo, typography, and color palette are strategically implemented across digital and physical mediums to maintain brand recognition and professionalism.









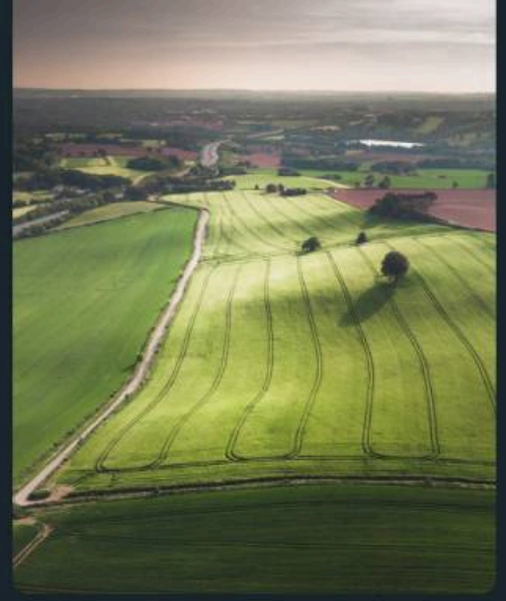


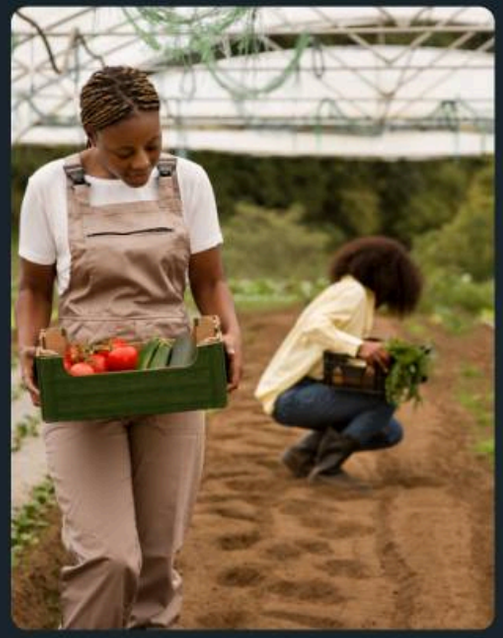
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Brand Images





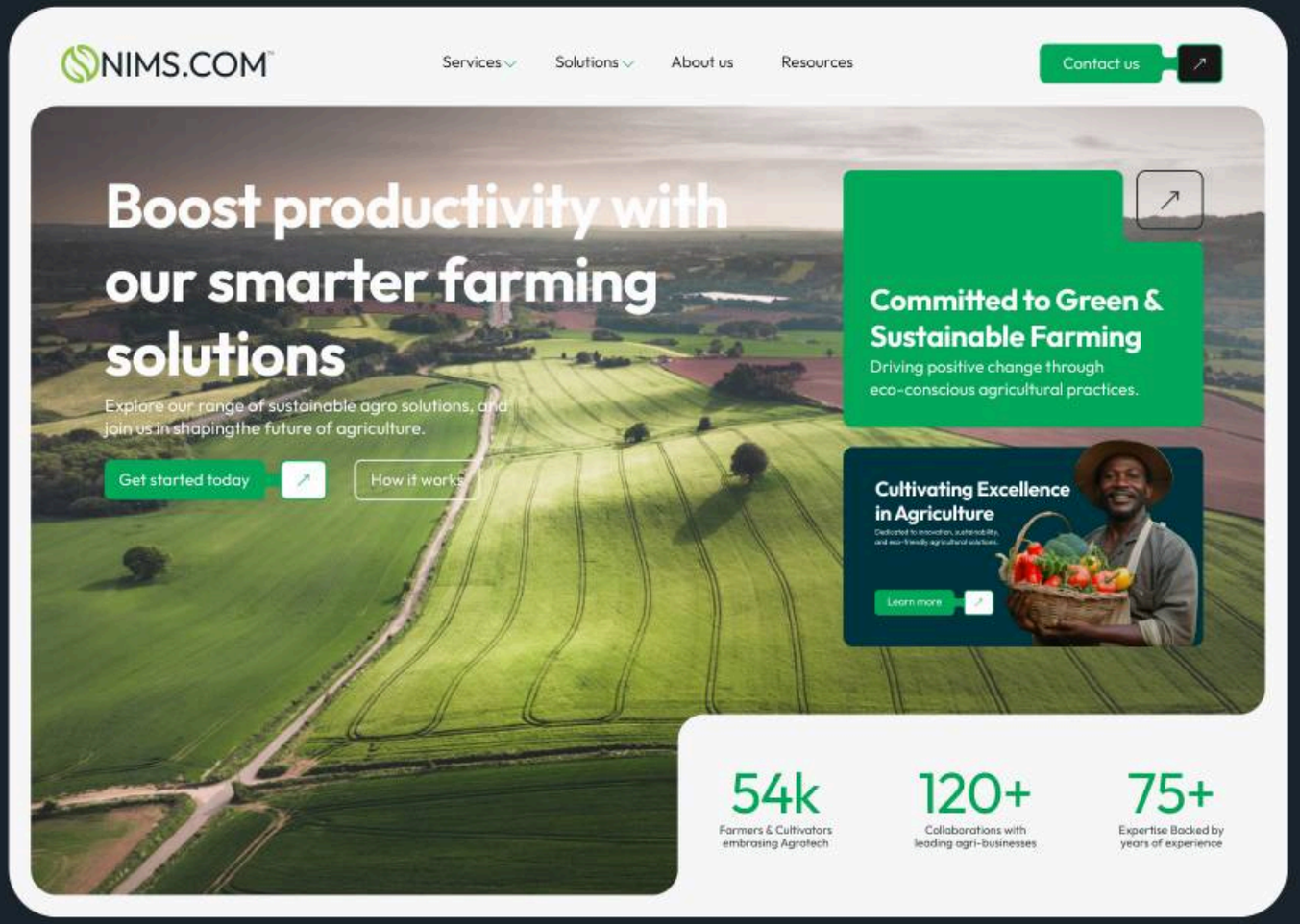


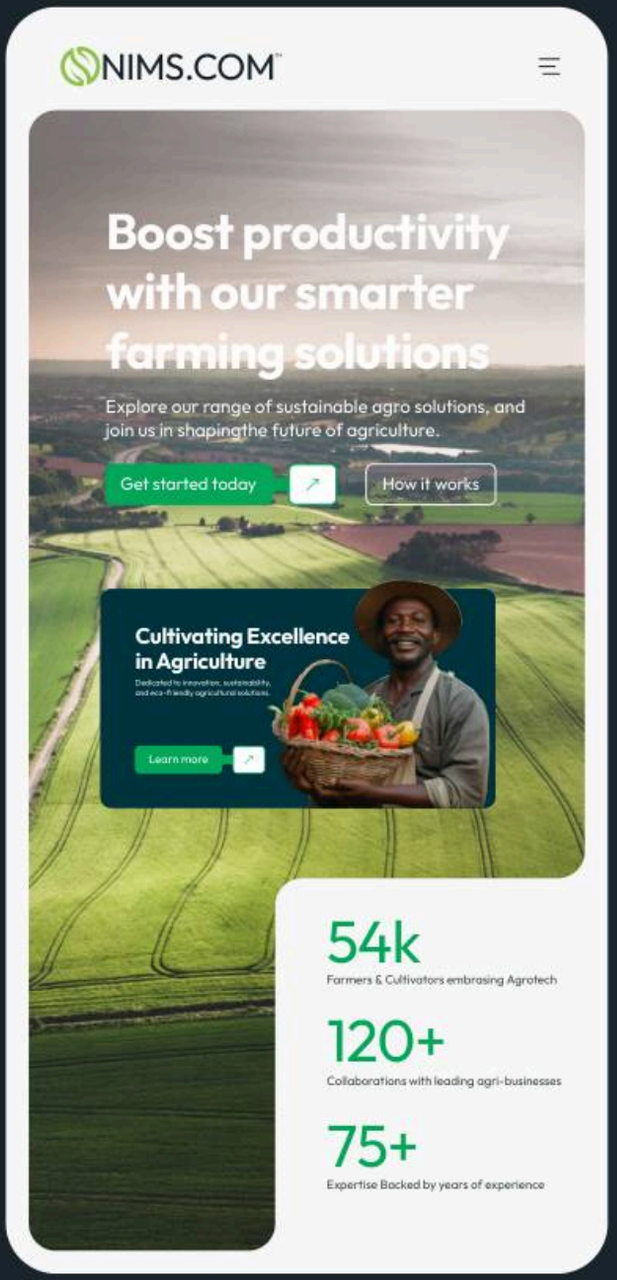




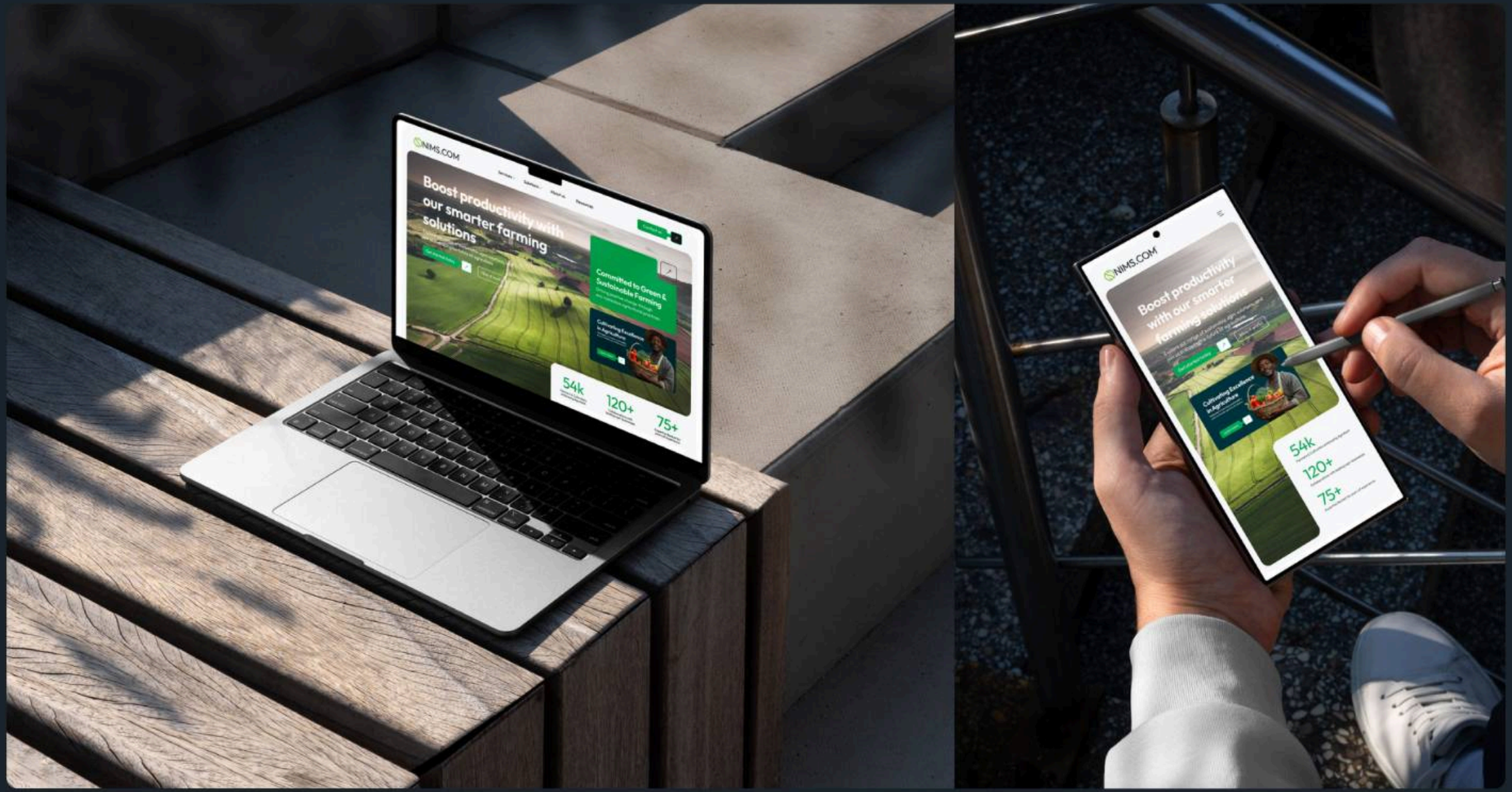


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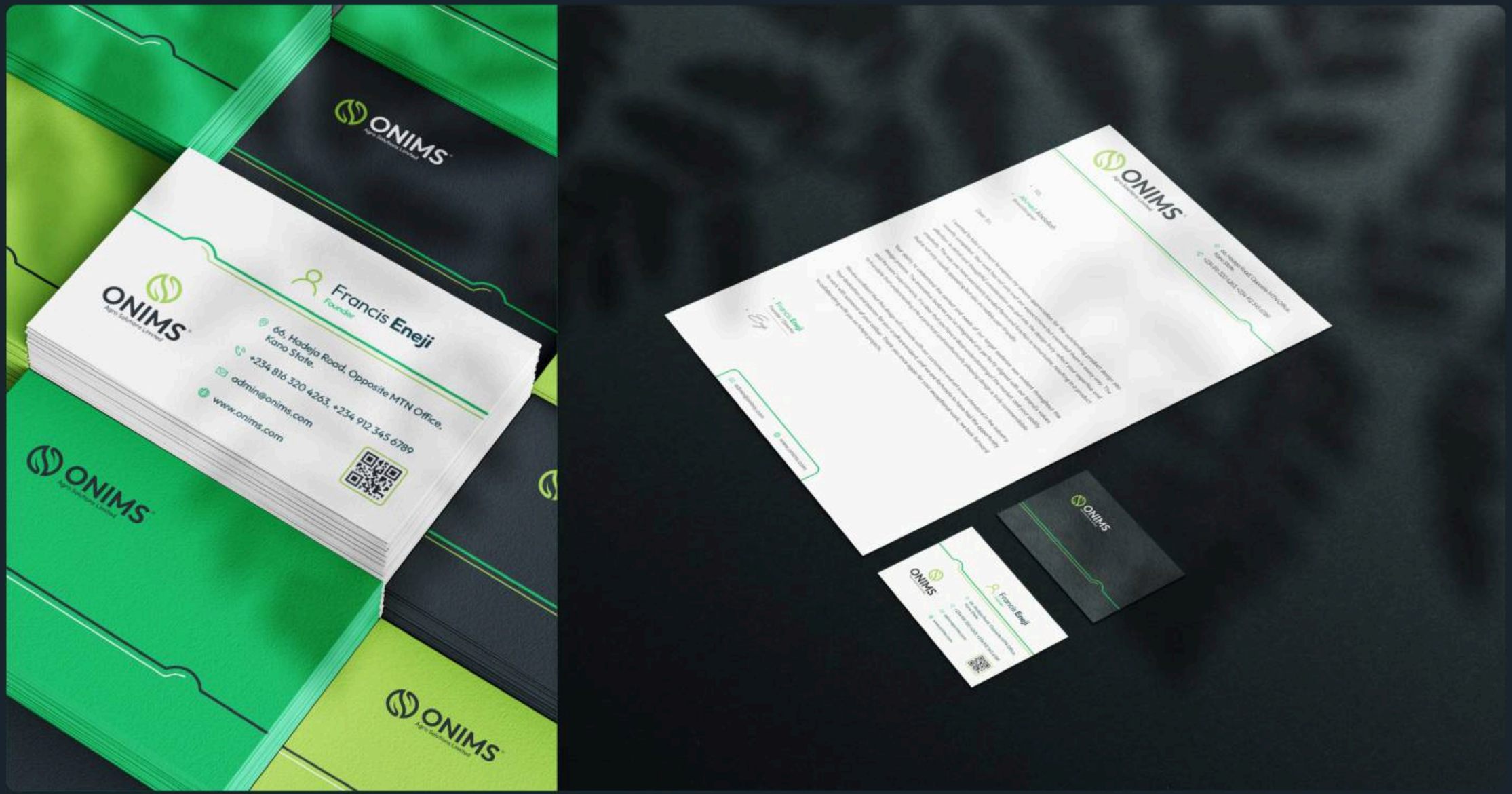
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