

The logo features the word "Vicco" in a white, elegant serif font. The letter "i" is stylized with a yellow circular icon containing a green plant-like symbol. Below "Vicco" is the tagline "ART OF AYURVEDA" in a smaller, yellow, sans-serif font. The background is a textured green with a faint image of a person's face, and a small pile of orange powder is visible in the bottom left corner.

Vicco
ART OF AYURVEDA



BRIEF

Vicco turmeric is one of the oldest and most trusted brand in the county. It provides quality Ayurvedic product at a very nominal price yet it doesn't appeal to the young audience. The Brand now requires fresh personality which not only appeals existing customer but also youth.

DELIVERABLES


Logo, Stationery and packaging of Vicco turmeric paste and its box.





Vicco
ART OF AYURVEDA





KAPHA IS A AYURVEDIC DOSHA. IT IS ESSENTIALLY COMPOSED OUT OF EARTH AND WATER COMPONENTS. IT IS HEAVY, SLOW, COOL, SLEEK, SMOOTH, DELICATE, THICK, STABLE, GROSS, AND CLOUDY. KAPHA PROVIDES STRUCTURE AND ROBUSTNESS TO ALL THINGS; IT GIVES THE COHESIVENESS NEEDED TO MAINTAIN A PARTICULAR FORM. KAPHA ADDITIONALLY HYDRATES ALL CELLS AND FRAMEWORKS, LUBRICATES THE JOINTS, SATURATES THE SKIN, MAINTAINS IMMUNITY AND SAFEGUARDS THE TISSUES. KAPHA IS OFTEN ASSOCIATED WITH WATER ENERGY, AND WITH LOVE AND COMPASSION.





Vicco
ART OF AYURVEDA

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ART OF AYURVEDA

MUSTARD YELLOW
#FFAA00
R(255) G(170) B(0)
C(0) M(38) Y(100) K(0)

JUNGLE GREEN
#2BAD66
R(43) G(173) B(102)
C(78) M(04) Y(100) K(0)

Theodore

Theodore Regular

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z 0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o
p q r s t u v w x y z
! @ # \$ % ^ & * () _ +

Lato

Lato Regular

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z 0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o
p q r s t u v w x y z
! @ # \$ % ^ & * () _ +

John Doe
Designer

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Vicco
ART OF AYURVEDA





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Email: consumercare@viccolabs.com

Date 21-09-2021

Sumit Kumar,
Designer,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit id diam ac effcitur. Aliquam aliquam risus sed tellus rutrum lobortis. Suspendisse et fermentum nunc, et hendrerit ligula. Fusce malesuada risus ante, ac molestie sem viverra non. Nulla id ipsum purus. Mauris luctus velit ipsum, eget suscipit leo semper vel. Suspendisse consectetur sem justo, sit amet congue eros condimentum eu. Donec non semper ipsum, vel tristique velit.

Quisque feugiat suscipit neque non tempor. Aliquam tristique justo nec quam hendrerit iaculis. Fusce ornare, ligula et feugiat eleifend, velit velit sagittis elit, id malesuada ligula nisi quis dui. Proin sollicitudin non sem quis interdum. Sed sem nunc, dictum sed justo a, tempor fringilla metus. Curabitur sagittis dapibus tellus quis mattis. Mauris elementum mauris vitae iaculis sollicitudin. Cras ligula diam, malesuada eget massa et, varius lobortis nibh. Nam id augue eget urna consequat elementum eleifend sit amet nulla. Aliquam vitae massa urna. Integer maximus felis quis est auctor, ultrices dapibus diam ullamcorper.

Keshav Pendharkar
Keshav Pendharkar
CEO, VICCO



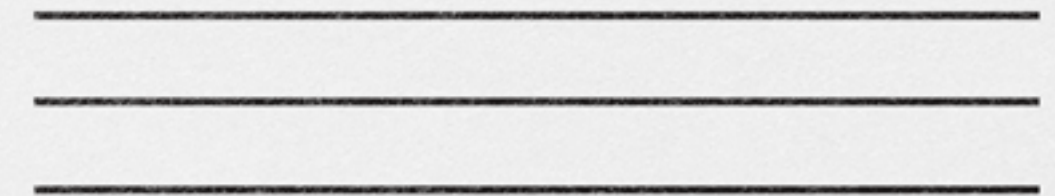




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Vicco
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TURMERIC AYURVEDIC
TURMERIC POWDER
SANDALWOOD OIL

100% AYURVEDIC
SINCE 1952

50GM 125/-

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