



Branding Identity

Spellathon is one of India's biggest spelling bee competitions. Contestants are asked to spell a broad selection of words and are judged based on their speed and accuracy.

Client Name

Spellathon

Project Duration

2 Months

Project Type

Brand Identity

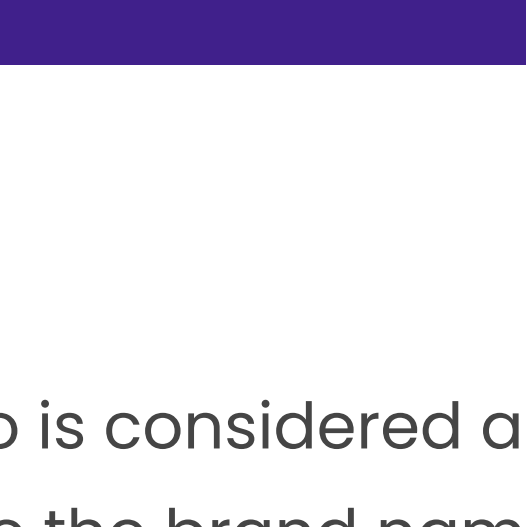
Design Brief

To design a logo which can represent an english spelling competition while keeping the target age group in mind.



Spell

+



Marathon

=

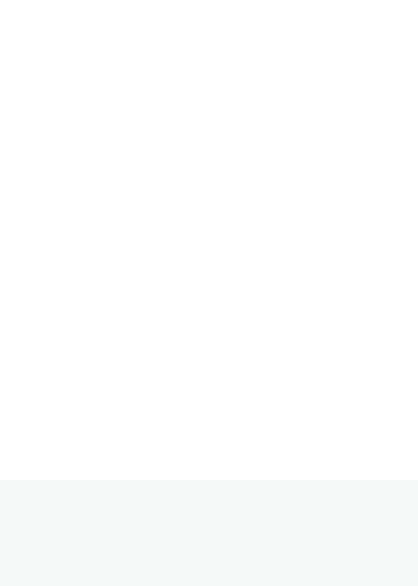
SPELLATHON

Nomenclature

The logo is considered an emblem mark. It's an Emblem mark because the brand name is inextricably connected to a pictorial element and with both the text and icon working together to reinforce the brand.

Logo Explorations

Various logo explorations were made while keeping the design brief in mind.



Final Logo



Color Palette

Colour plays an essential role in our virtual identity. The primary color palette references the colours of celebration.

Bright Orange
#FFC628

Bright Red
HEX #F15F22

Bright Pink
HEX #E9266D

Soft Navy
HEX #574A9F

Deep Purple
HEX #24073D

Gradation of orange and pink with 45 deg angles.

Typography

Phosphate font was selected as it's sharp and crisp yet has a playful look.

Phosphate



AaBbCc

012345678

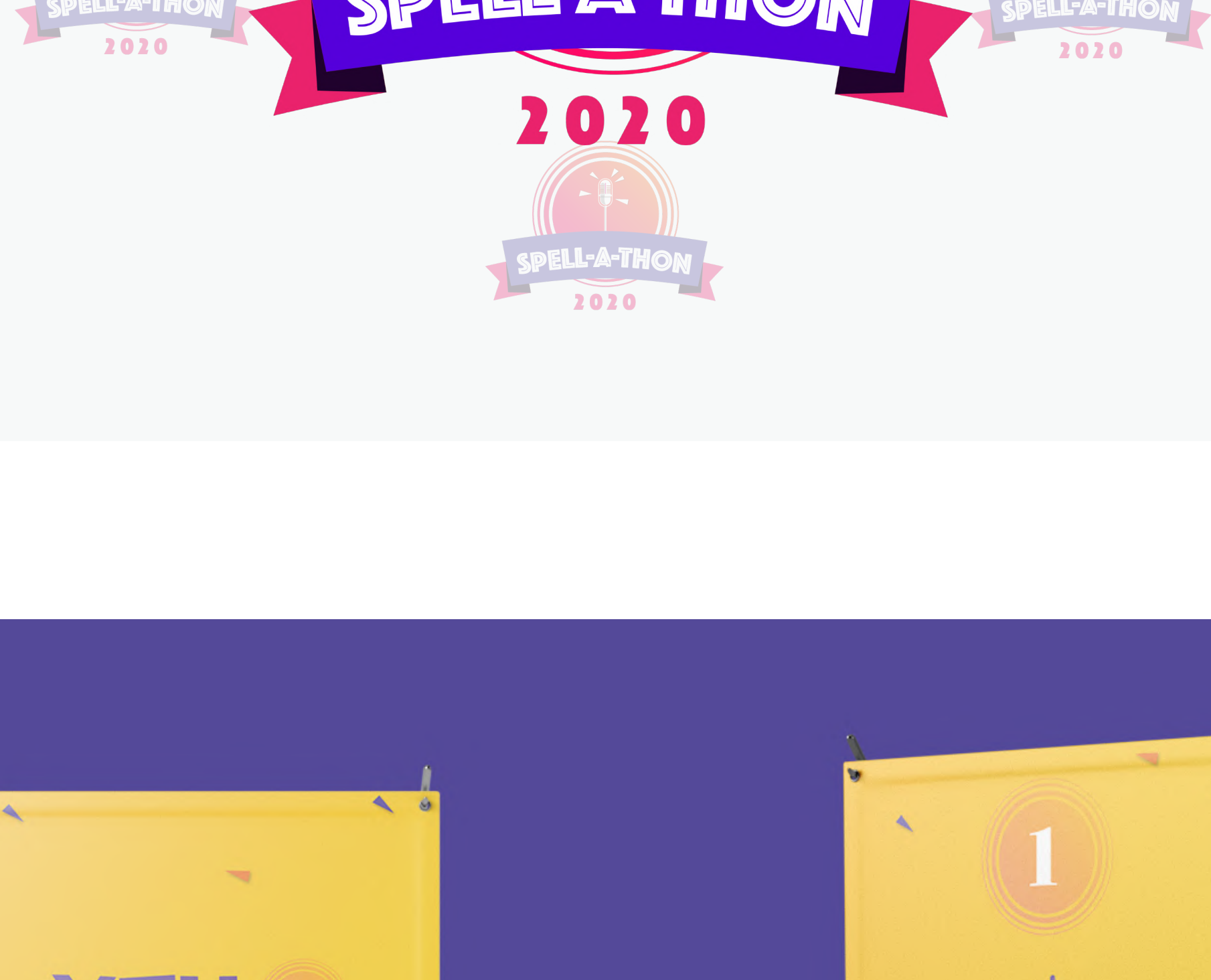
Logo Color

Three versions of the logo were created to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

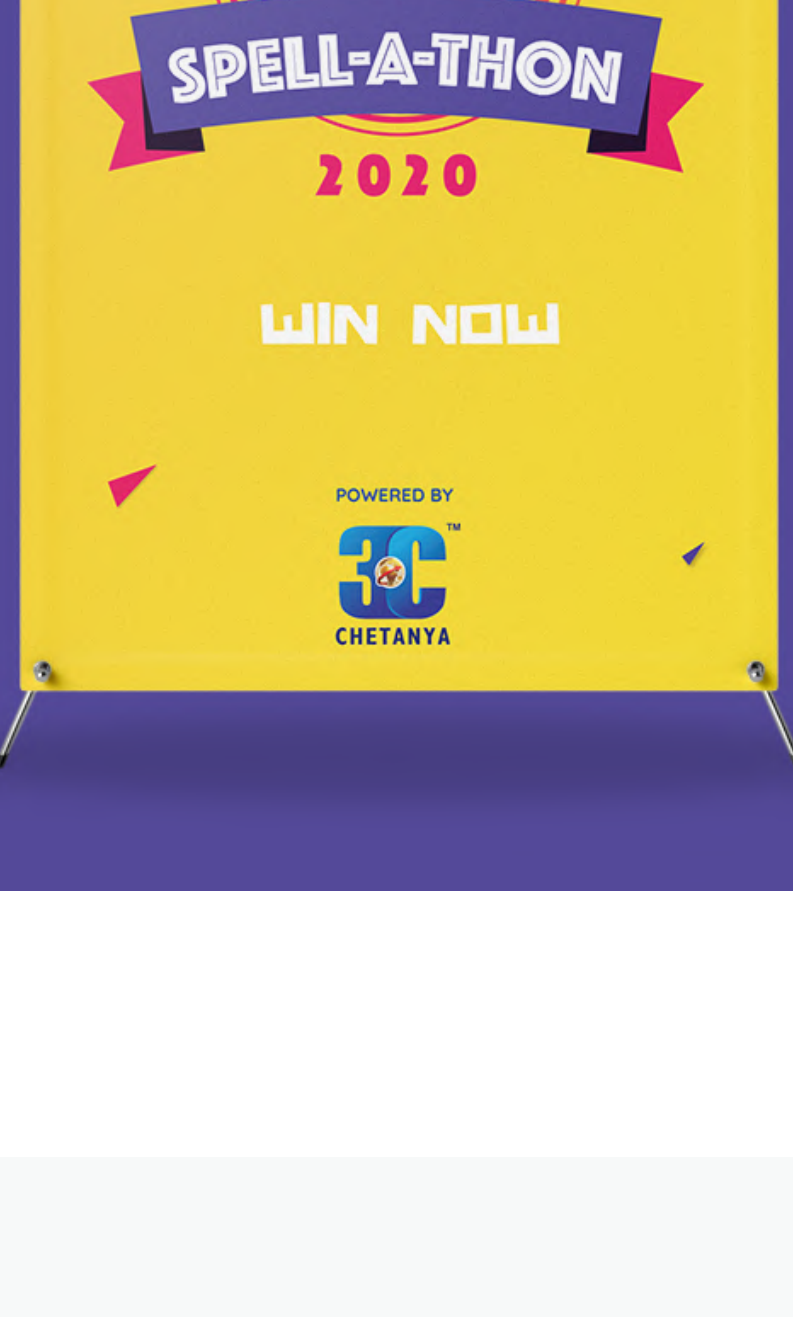


Logo Breathing Space

1/3 the size of the logo has been used for breathing space. This is done to streamline scaling up and various use cases.



Sample Application



20+ Logo Iterations

2 Extraordinary Designers