



NAACS CREATIVE Logo Explanation

Concept & Symbolism

The **Naacs Creative** logo embodies the agency's mission: transforming ideas into impactful realities. The symbol is composed of two interlocking, rounded hexagonal shapes forming an abstract "N," which stands for **NAACS**.

The interlocking design symbolizes the fusion of creativity and structure, collaboration with clients, and the multi-disciplinary nature of the agency

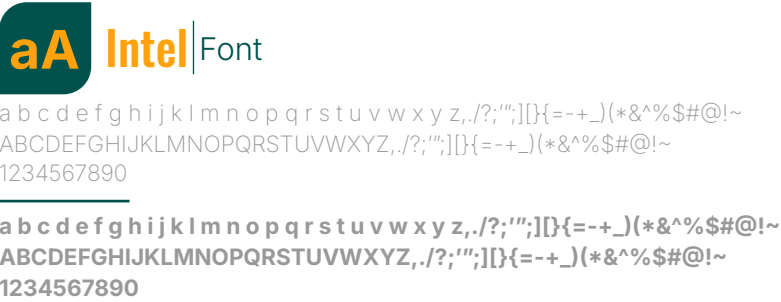
The overall look communicates both professionalism and creativity solid foundations with a friendly touch.

Typography

The logo uses the **Intel font**, a clean, modern sans serif typeface:

- **"NAACS"** is set in bold to create a strong and lasting impression.
- **"CREATIVE"** is presented in a lighter weight, giving balance and expressing clarity and innovation.

Together, the typography supports a message of confidence, professionalism, and modern creativity.



Color Palette

#01514d

Green :
Symbolizes trust, stability, and intelligence. It reflects the agency's commitment to professional excellence and strategic depth.

#ffa20d

Warm Yellow :
Represents energy, creativity, and transformation. It conveys the vibrant and idea driven nature of **Naacs Creative**.



Green



Yellow

Logo Variations & Usage

To ensure flexibility and brand consistency across platforms, the **Naacs Creative** logo includes the following variations:

Vertical Logo



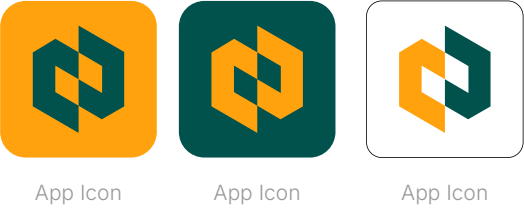
Horizontal Logo



Horizontal Logo + Slogan

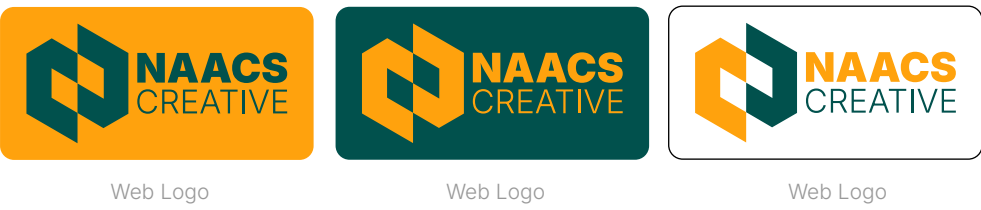


App Icon:



A simplified version of the symbol, designed for mobile app icons, profile pictures, and favicons.

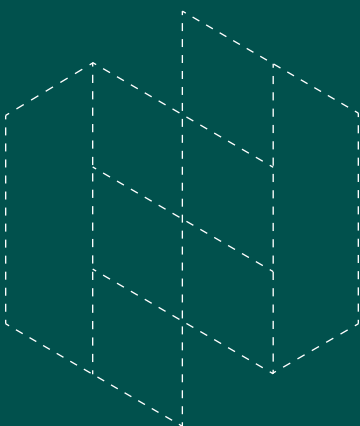
Web Logo:



A horizontal version of the logo, ideal for use in website headers, footers, and email templates.

Web Logo:

A minimalist outline version, used for watermarks, light branding, or elegant printed materials.



These variations help maintain brand recognition while adapting to different contexts and platforms.

Slogan Integration

The slogan **"Where ideas become reality"** emphasizes **Naacs Creative**'s core promise: to bring imagination, vision, and strategy together to create real impact. It speaks directly to the agency's mission and client focused approach.

Overall Tone & Brand Personality

With its updated rounded design and balanced color scheme, the **Naacs Creative** logo expresses a brand that is:

- Modern and approachable
- Creative but structured
- Friendly but professional

This visual identity is designed to resonate with both corporate clients and creative collaborators, reinforcing **Naacs Creative** as a forward thinking, trustworthy, and idea-driven agency.

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