THRISK

HARMONISING RISK & GROWTH

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LOGO STORY

Thrisk logo embodies simplicity, elegance, and strength, aligning with the brand's goal of establishing itself as a premium, global name in insurance and risk solutions. The bold, uppercase font (Futura Heavy) for "THRISK" delivers a powerful presence, exuding confidence, stability, and authority.

This choice of typography communicates Thrisk's commitment to providing robust and dependable services, a quality essential for a company in the risk management industry.

The color palette combines warm gold (#c7a079) and deep black (#14181b), striking a balance between luxury and sophistication. The gold symbolizes prestige and wealth, positioning Thrisk as a high-end brand, while the black adds depth and strength, enhancing the logo's elegant simplicity.

The tagline "Harmonising Risk & Growth" in Roboto Medium reinforces the brand's mission of balancing protection with opportunity. This font complements the boldness of "THRISK" while maintaining a clear, professional aesthetic, emphasizing Thrisk's promise of carefully crafted, client-centric solutions.

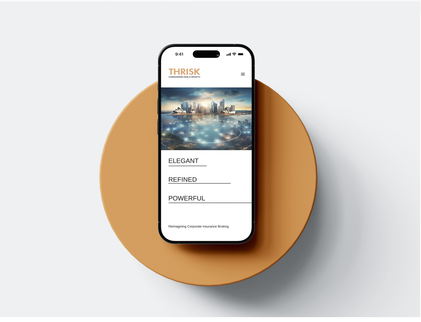
The minimalistic design, devoid of unnecessary elements, reflects Thrisk's dedication to clarity and precision. By focusing solely on typography and color, this logo projects a refined, modern image that is both bold and luxurious, perfect for a brand that aims to inspire trust on a global scale.

COLOR PALETTE

#d9a46e

#14181b

#f4f4f4



APP ICON

96 PT

72 PT

48 PT