MODERN ELEGANCE PEACOCK









This logo design for The Sassy Peacock shows style, confidence, and inclusivity in a modern and balanced way. The main mark has two peacocks facing each other with layered, flowing feathers. These feathers represent beauty, renewal, and individuality. The overlapping shapes create depth and movement, which reflects the variety of items found in a consignment boutique. Peacocks are also known as a symbol of luxury and prestige, which connects to the boutique's goal of offering stylish and high-quality fashion. The design updates the brand by using simple shapes and soft transparency, making it look fresh and modern instead of traditional. The color palette includes blues, greens, and neutrals to appeal to both men and women. Darker tones like navy and deep green help include men, while softer tones keep the design welcoming for younger audiences.

Different versions of the logo were created to make it flexible and easy to use in many places. These include a full-color version, a black-and-white version for print, and a pink color variation for different audiences or seasonal use. The designs shown also include a blue and green main version, a monochrome version, and a pink variation, along with a "20 Years" anniversary version that celebrates the brand while keeping the same style. The typography uses a script font for the brand name to give it an elegant and stylish look, while a simple serif font is used for the tagline to keep it clear and readable. The layout can also be adjusted for different uses like business cards, rack cards, and social media. Each version was made with purpose to keep the brand consistent while allowing creative flexibility. Overall, the design updates the brand, reaches a wider audience, and creates a strong and recognizable identity.

By: Lata Vishesh















The Sassy Peacock

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Mens & Womens Consignment Boutique









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Men's & Women's Consignment Boutique


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Emerald Dusk Elegance



Deep Navy Blue
HEX: #1F3A5F
RGB: 31, 58, 95
CMYK: 67, 39, 0, 63



Rich Forest Green
HEX: #0B5D2A
RGB: 11, 93, 42
CMYK: 88, 0, 55, 64



Teal Blue
HEX: #23a9e1
RGB: 35, 169, 225
CMYK: 71, 16, 0, 0



Fresh Lime Green
HEX: #8CC63E
RGB: 140, 198, 62
CMYK: 29, 0, 69, 22



Dusty Plum
HEX: #6E4A5A
RGB: 110, 74, 90
CMYK: 0, 33, 18, 57

Blush Garden Luxe



Dusty Rose
HEX: #B07A84
RGB: 176, 122, 132
CMYK: 0, 31, 25, 31

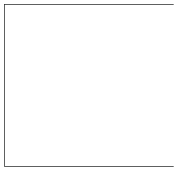
Soft Pink
HEX: #e7bac6
RGB: 231, 186, 198
CMYK: 7, 30, 10, 0



Dusty Plum
HEX: #6E4A5A
RGB: 110, 74, 90
CMYK: 0, 33, 18, 57



Olive Green
HEX: #8A8F45
RGB: 138, 143, 69
CMYK: 3, 0, 52, 44



Milky White
HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Peacock Garden Luxe



Deep Teal
HEX: #2F5D58
RGB: 47, 93, 88
CMYK: 49, 0, 5, 64



Warm Gold
HEX: #E2B24C
RGB: 226, 178, 76
CMYK: 0, 21, 66, 11