



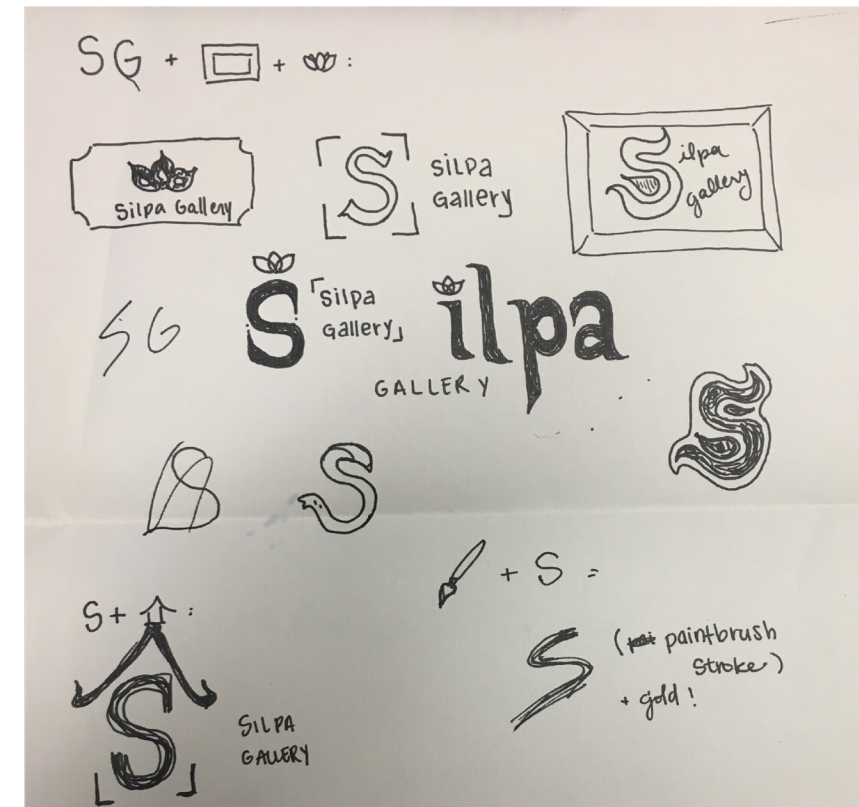
Keywords

Niche Traditional Friendly Artistic

Key Visuals



Sketches



Type of Work  
Branding

**Client**  
Silpa Gallery, an art gallery  
focused on Thai art

**Project**  
Naming and designing a brand logo

**Challenge**  
Naming an art gallery, designing a logo for it as well as the brand  
guidelines.

**Solution**  
The art gallery is named "Silpa" Gallery, which means "Art" in Thai.  
The lotus graphic element represents Thailand, beauty and the  
color wheel. Silpa is in a gold gradient as is it a color immensely  
used in Thai art.



# 01 The Logo

The Silpa Gallery logo should be used mostly in color with a white background.

The black and white version logo should be used on documents that are printed in black and white.

COLOR WITH WHITE BACKGROUND

COLOR WITH BLACK BACKGROUND

BLACK & WHITE WITH WHITE BACKGROUND

BLACK & WHITE WITH BLACK BACKGROUND

# 02 Logo & Usage

The logo's exclusion zone is equal to the height of the lotus flower (marked as x in the diagram).

The logo should never be smaller than 70px in digital or 20mm in print.

# 05 Graphic Elements

The lotus icon can be used as a graphic element as is, or cropped.

Lotus icon by itself, as is:

Here are examples of how the lotus icon can be cropped: