

Sahewa – Brand Identity Style Direction

Logo (Primary):

- A **bold font-based logo** that feels cultural, timeless, and rooted in heritage.
- The typography should capture the essence of Sahewa's vision: Northern Nigeria, culture, history, storytelling

Secondary Logo:

- This was my initial idea (but can be subject to change) An outline/illustration of a **man in a turban**
- This can serve as the main icon, used for social media handles, etc. Should look powerful as a standalone. I was thinking green background and gold illustration.

Color Palette:

- Inspired by **Northern Nigeria's landscapes and culture.**
- Key tones to explore (just an idea from the top of my head):
 - **Red**
 - **Green**
 - **Brown/Earthy tones**
 - **Blue**
 - **Gold, etc**

Not interested in the Arewa symbol, i want something unique and special.

Here are a few inspirations for the brand

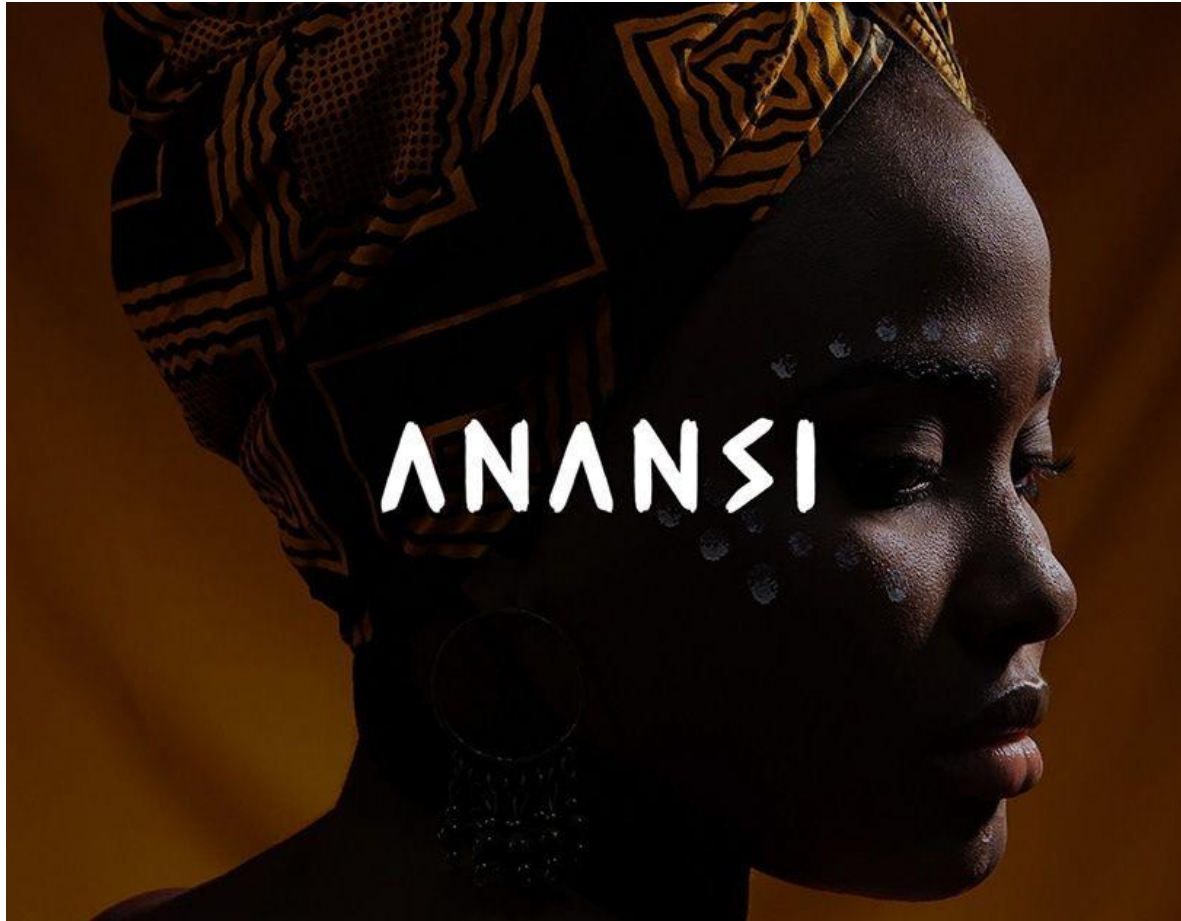
<https://youtu.be/KzcrNBQ9yIY?si=tAzsLbvpB54j0rQV>

<https://www.instagram.com/reel/DLpGgEStRQI/?igsh=MXg1bWQwZzR4YXQxcw==>











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