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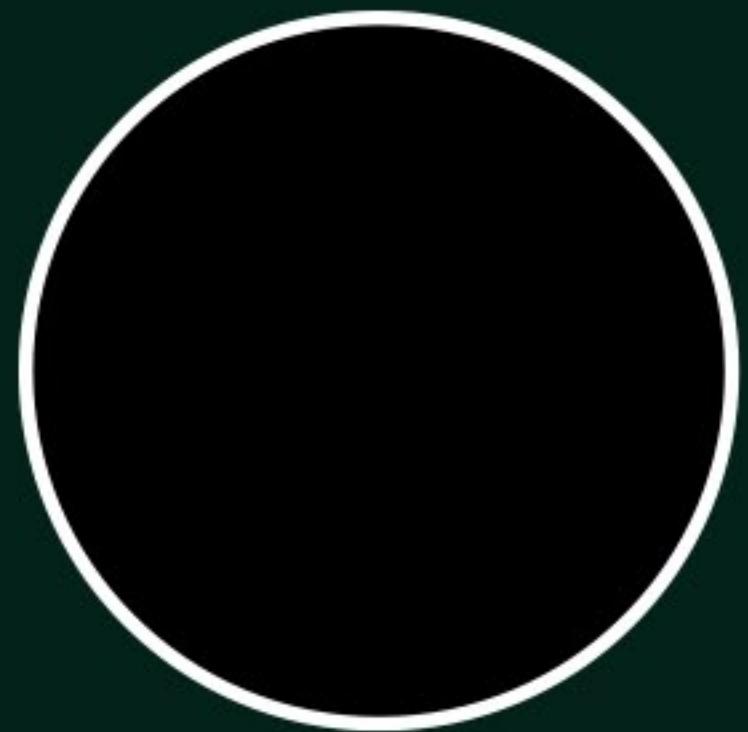
dawat usa



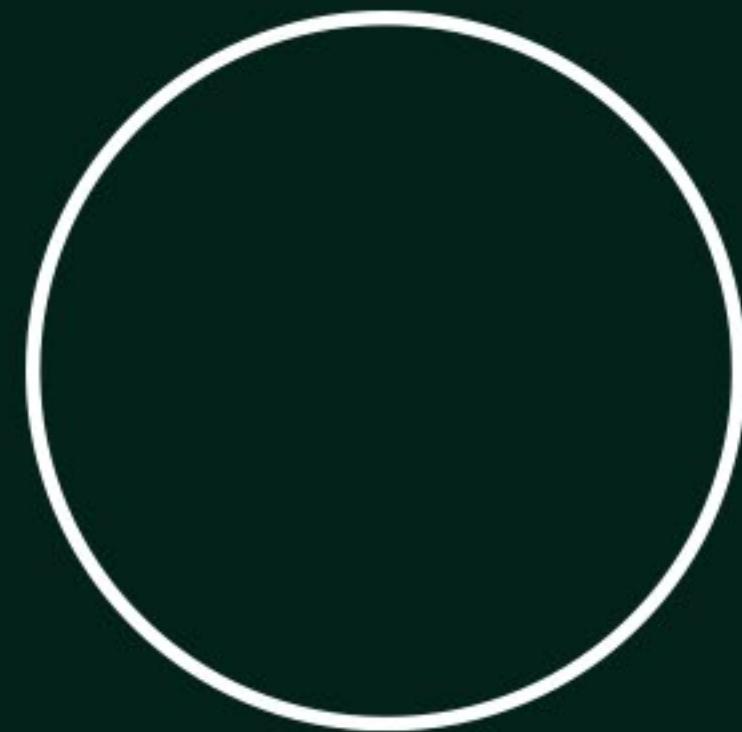
ABOUT

DAWAT is an event management, catering, PR, Photography company located in Pakistan. We specialize in weddings, parties, corporate events and much more. We use our expertise to create powerful impressions in all of our endeavours, to make your event leave a lasting impression for years to come. We are able to provide a variety of different services, following an easy and efficient 3 tier system, to maximize productivity and results. Our experienced team is instilled with values of integrity, trust, dedication and most importantly a love for what we do. Let us make your next event everything you dream of and more.

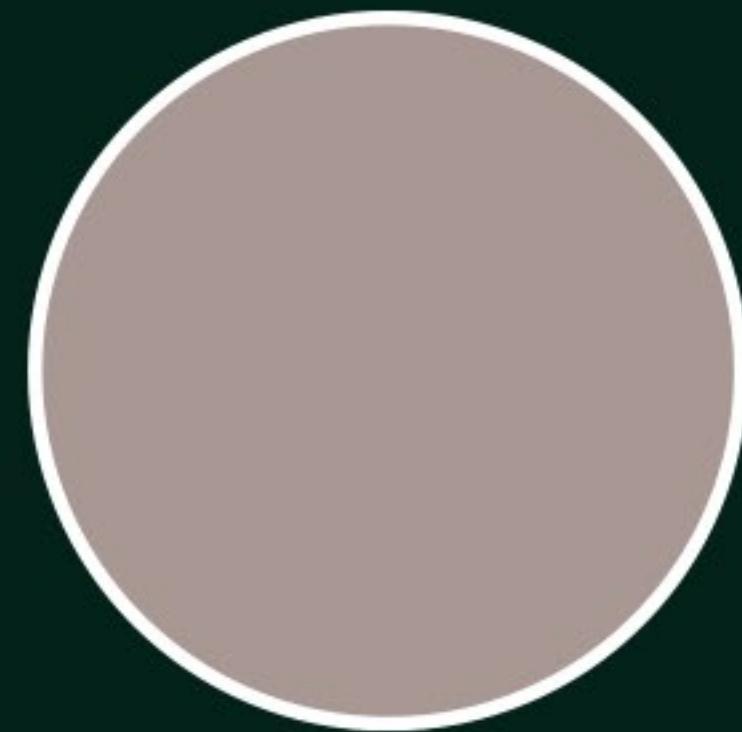
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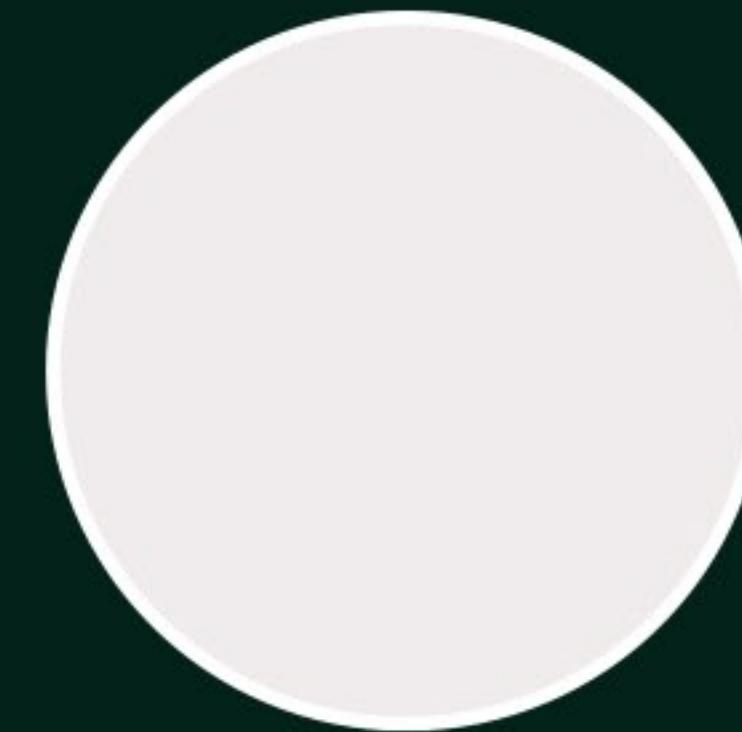
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#032219



#a89893



#f0ecec

FONT

Nomark

ABCDEFGHI
JKLMNOP
QRSTUVWXYZ

ACUMIN VARIABLE CONCEPT

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

LOGO VARIATIONS

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.

Logo variations can include a range of colors, sizes, and formats, but there are four main logo variations every brand needs. A brand identity designer should design you at least four non-negotiable logo variations to help your brand show up and look consistent no matter where you place it.



PRIMARY LOGO



SECONDARY LOGO



SUBMARK LOGO

PRIMARY LOGO

The primary logo is the main graphic that represents your business and is used most often. When designing the primary logo, our goal is to communicate who you are, what you offer, or where you operate. This logo may include your company's tagline, category or geographic location.



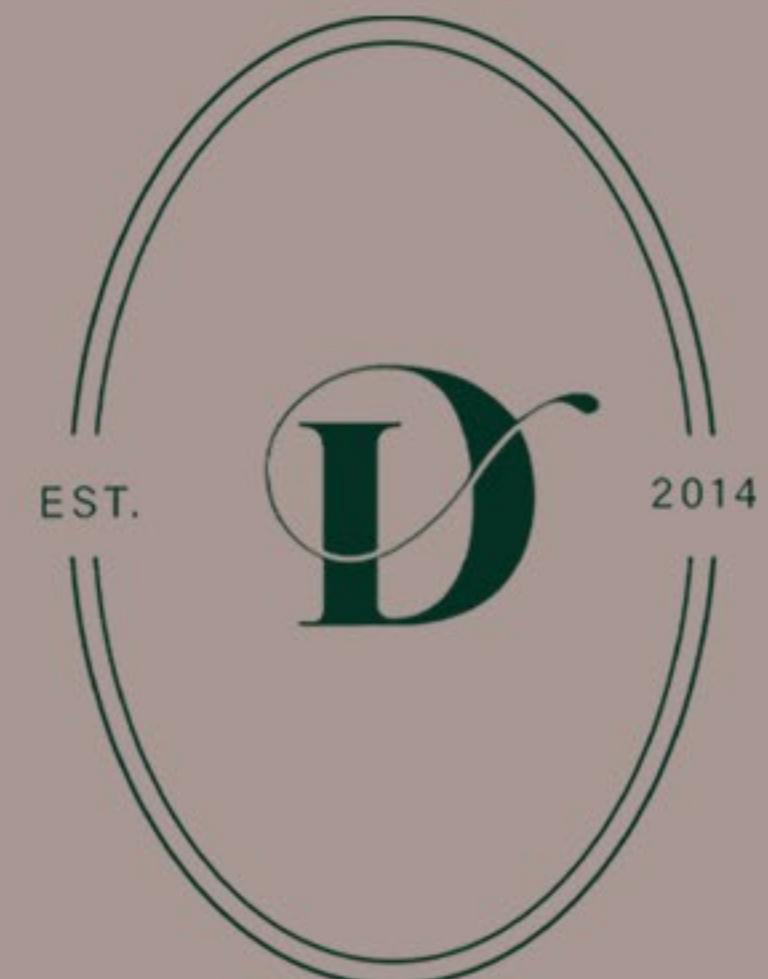
SECONDARY LOGO

The secondary logo is a simplified version of the primary logo. This design may eliminate or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.



SUBMARK LOGO

A sub-mark logo is a stripped down graphic of your main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Reading the text on a logo takes time, help your customers quickly identify and remember you with a well designed sub-mark logo.



LOGO SPACE

Standards should be set to distinguish the space around the logo which is referred to as clear space. This helps ensure the distance from other design elements that surround the logo. Ultimately, clear space increases the visibility and impression on the audience.









