

Visual Identity Logo Design Project for

# PRIME SHUTTER

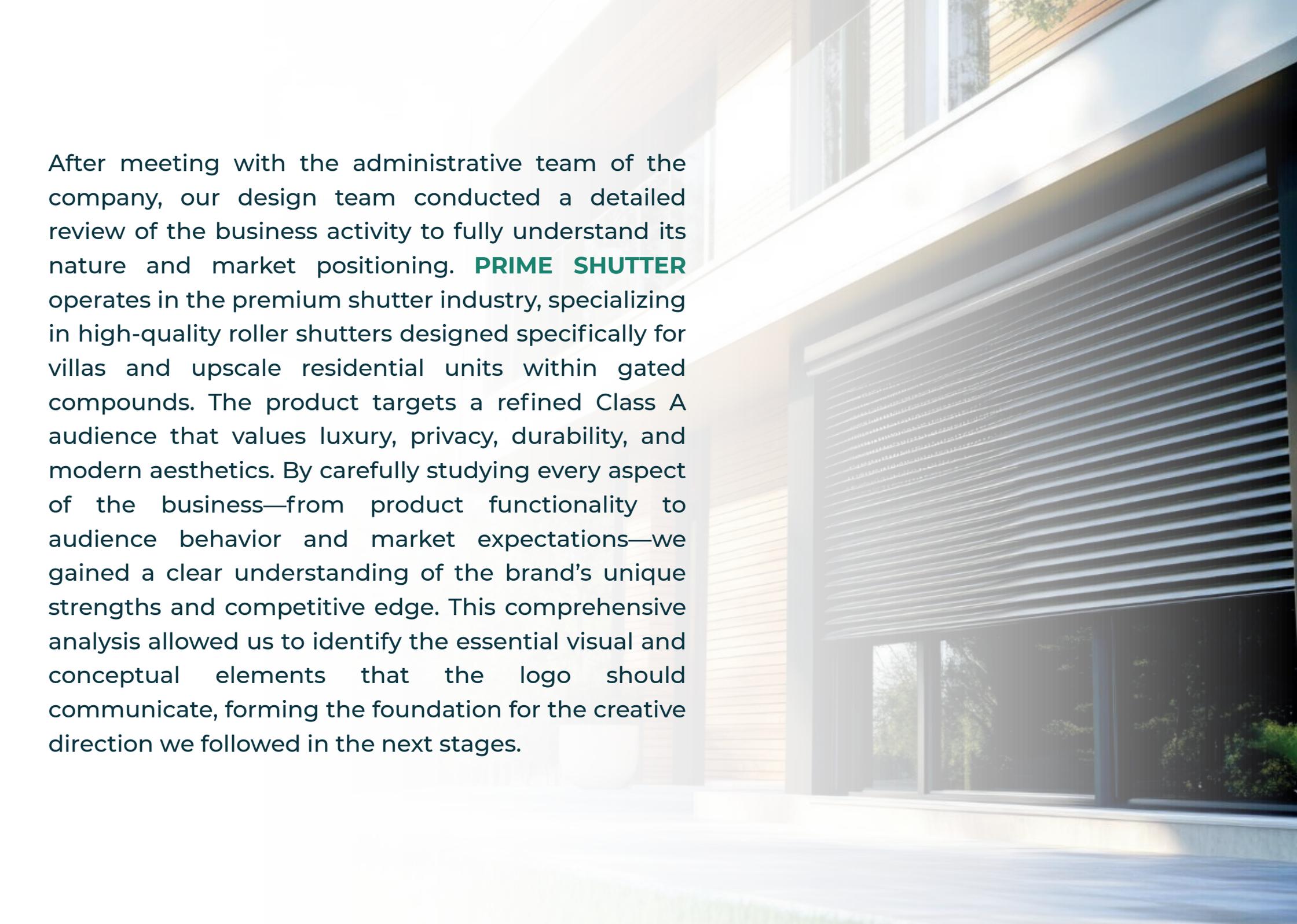


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The background of the slide is a photograph of a modern building's exterior at night. The building features a series of horizontal, illuminated slats or blinds that create a rhythmic pattern of light and shadow. To the right, a glass door or window is visible, reflecting the interior lights. The overall atmosphere is sleek and contemporary.

It is our honor as **HAWK DESIGNERS TEAM** to collaborate with the management of **PRIME SHUTTER** in developing their official logo and establishing the foundation of their brand identity. From the very beginning, this partnership represented more than just a design project—it was a responsibility built on trust, professionalism, and a shared vision for excellence. The confidence that PRIME SHUTTER placed in our creative team served as a strong motivation to push our boundaries, explore innovative ideas, and craft a visual identity that truly reflects the company's character and market presence.

Our commitment throughout this process has been to deliver



After meeting with the administrative team of the company, our design team conducted a detailed review of the business activity to fully understand its nature and market positioning. **PRIME SHUTTER** operates in the premium shutter industry, specializing in high-quality roller shutters designed specifically for villas and upscale residential units within gated compounds. The product targets a refined Class A audience that values luxury, privacy, durability, and modern aesthetics. By carefully studying every aspect of the business—from product functionality to audience behavior and market expectations—we gained a clear understanding of the brand's unique strengths and competitive edge. This comprehensive analysis allowed us to identify the essential visual and conceptual elements that the logo should communicate, forming the foundation for the creative direction we followed in the next stages.

## Step One – Concept Extraction & Initial Hand Sketching

After carefully studying the nature of the business, the first creative step was to extract the core concept that would visually represent PRIME SHUTTER. The idea emerged from the structural elements of the product itself—specifically the horizontal slats that form the roller shutter system. These slats embody the essence of the brand, symbolizing strength, protection, and premium craftsmanship. To bring this concept to life, we began with manual sketches, experimenting with the alignment, spacing, and rhythm of the slats to capture the product’s identity in a minimal yet powerful form.

The first sketch model consisted of eight horizontal slats, all drawn with equal dimensions and balanced spacing on every side. This ensured proportional harmony and a clean geometric structure that accurately reflects the product’s real components. This detailed hand-drawn foundation allowed us to build a strong and authentic visual direction for the logo’s development.





The original hand-drawn sketch of the first logo concept on paper.

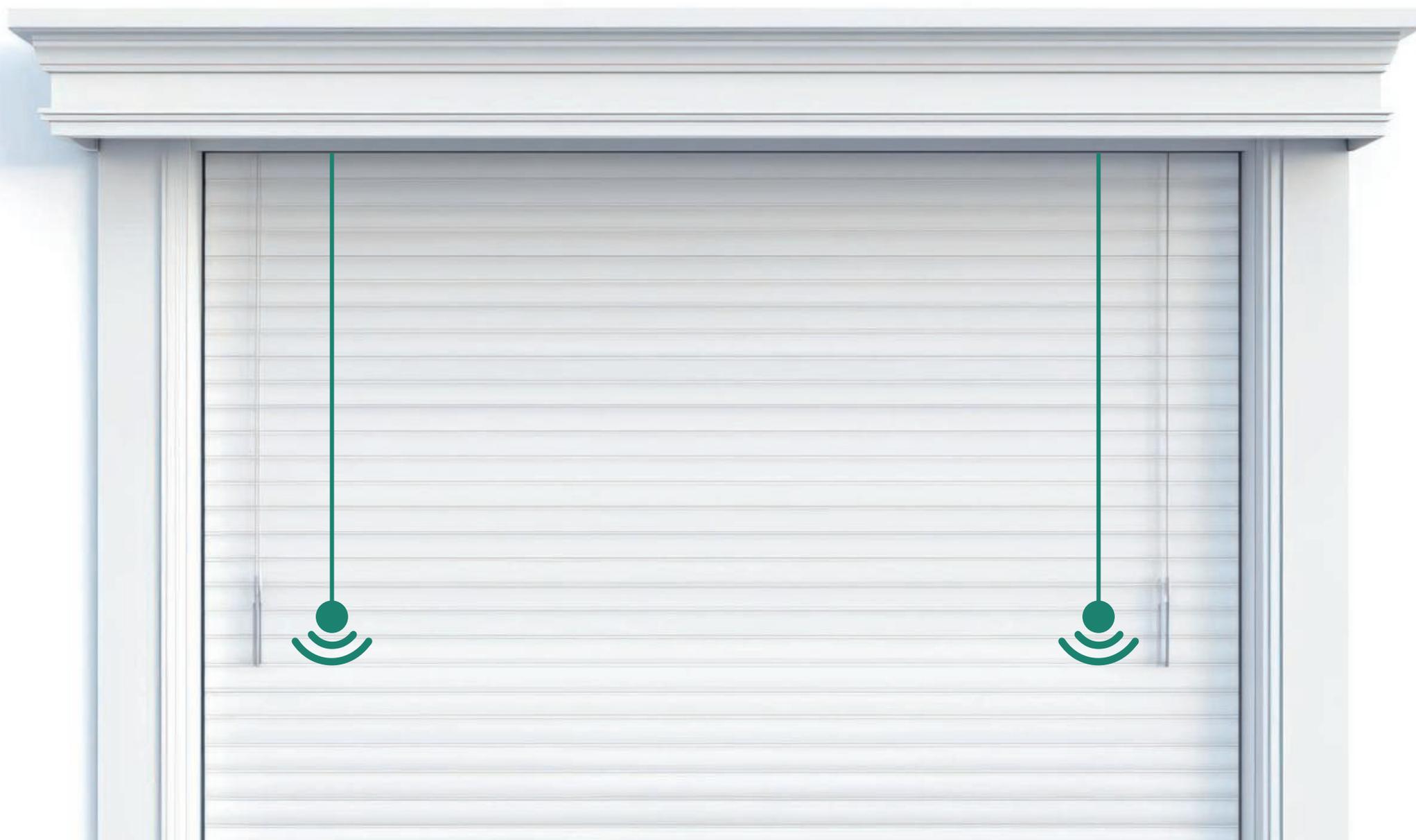
## Step Two – Identifying Key Functional Elements of the Product

Through our continued study of the product's nature, we identified an essential functional component that plays a major role in the operation of the roller shutter system: the hand-operated lever used to lift and lower the shutter slats during opening and closing. This tool is a core part of the user experience and represents the mechanical interaction between the customer and the product. Recognizing its significance helped us understand how movement, control, and functionality could be visually translated into the logo concept. By analyzing this element, we were able to integrate a deeper layer of meaning into the design, ensuring the brand identity reflects both the structure of the shutter and the mechanism that brings it to life.

Additionally, we introduced the visual reference of a Wi-Fi control signal, symbolizing modern automation and remote operation, which highlights the brand's shift towards smart technology and automatic opening and closing systems. This integration supported the message of innovation and positioned the identity in line with advanced home-control solutions.



The tool is known as a roller shutter manual crank handle, combined with automatic control through a Wi-Fi signal or remote-control system.



### Step Three – Typographic Exploration Using the Initials “P S”

The third step focused on developing the typographic foundation of the logo by selecting the most representative letters from the brand name—P and S. These initials were chosen as core visual elements due to their strong structural presence and their ability to create a bold, memorable identity. To express them effectively, we selected the typeface Bebas Neue Regular, known for its clean lines, modern geometry, and confident visual weight. This font provided the ideal balance between simplicity and strength, allowing the initials to stand out clearly while maintaining a premium and contemporary aesthetic that aligns perfectly with the brand's character.



PS

Fill: #FFFFFF

Stroke: #000000

Opacity: 100%

Style: [ ]

Document Setup

Preferences

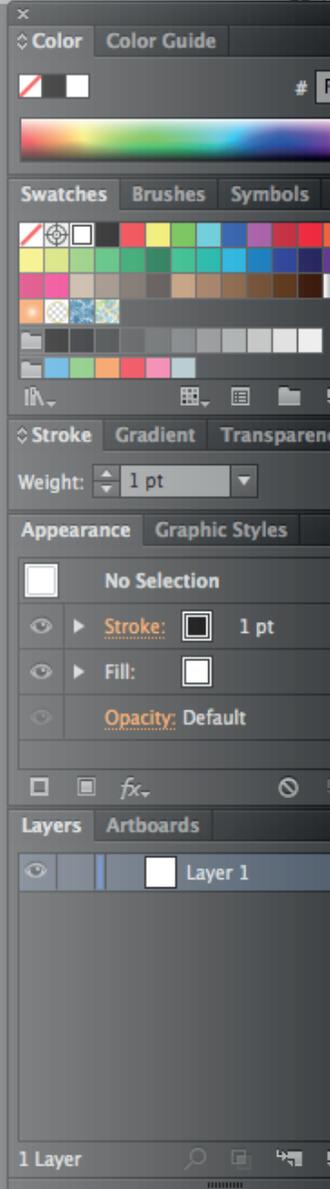
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Untitled-1 @ 94% (RGB/Preview)

## Step Four – Integrating All Elements into One Unified Logo Concept

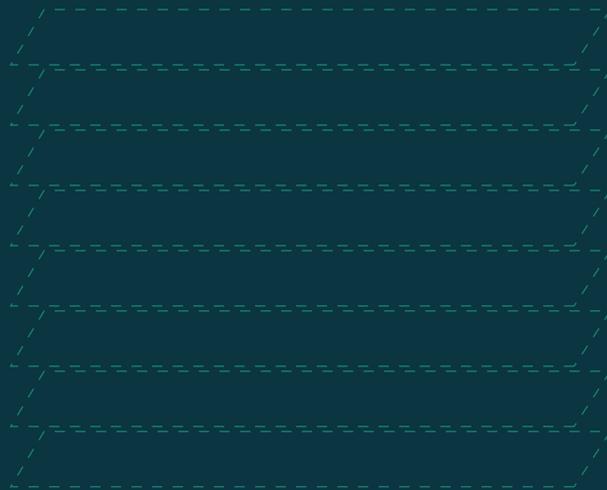
The fourth step involved merging and illustrating all previously extracted elements into a single, cohesive logo design. These elements included the horizontal shutter slats, the manual crank handle used for opening and closing, and the initials P S. By combining these components thoughtfully, we aimed to create a professional and balanced symbol that captures every aspect of the brand—its name, its product essence, and its functional nature. The objective was to craft a distinctive icon that is visually expressive, instantly recognizable, and delivers strong clarity and impact in all viewing sizes.

The digital merging and illustration process was executed on Adobe Illustrator, ensuring precise geometric alignment, accurate proportions, and high-level visual standards in every structural and optical detail. This allowed the final logo to achieve premium quality, refined balance, and a clean aesthetic that reflects PRIME SHUTTER's identity with exceptional professionalism.

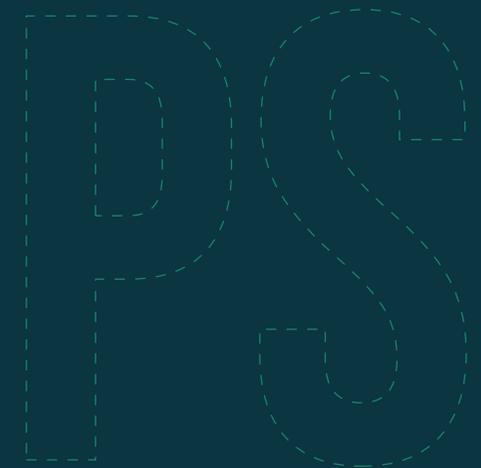




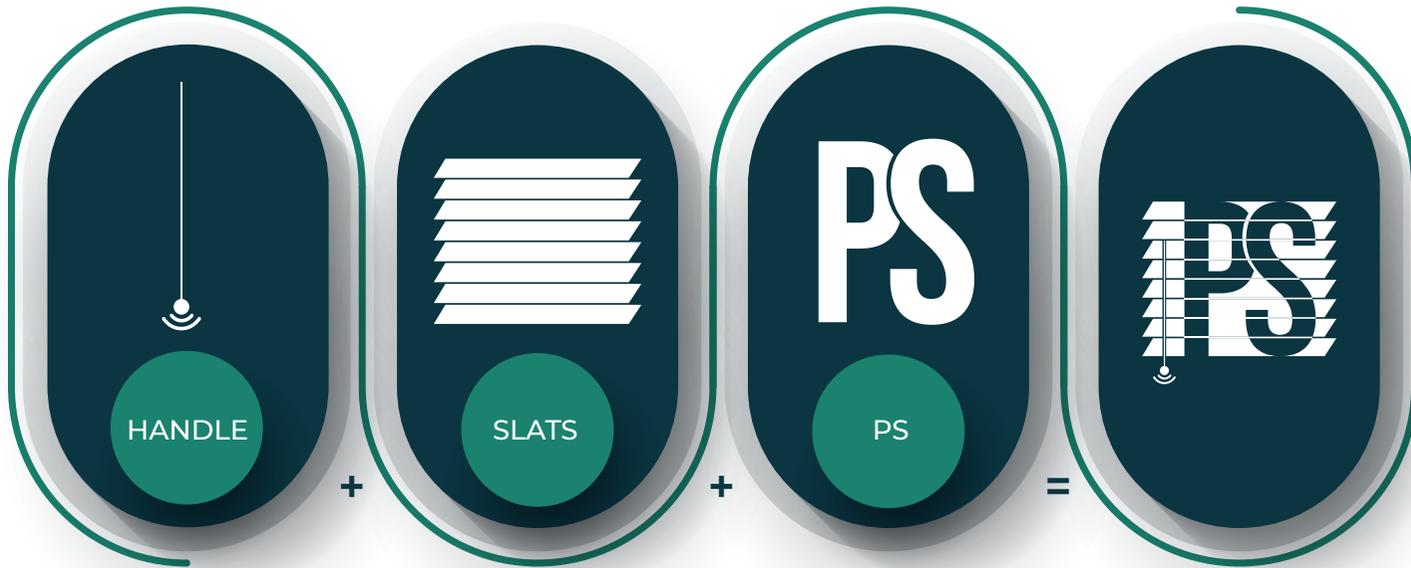
ROLLER SHUTTER  
WINDER HANDLE



ROLLER SHUTTER  
SLATS



THE LOGO INITIALS



## Step Five – Selecting the Suitable Typography for the Brand

After studying the nature of the business and understanding the visual character required for PRIME SHUTTER, we identified the most fitting typefaces to represent the brand with clarity and precision. The primary logo type was crafted using Bebas Neue Regular, a font known for its clean geometry, consistent proportions, and strong visual presence—making it an ideal match for a modern, structured, and premium product like roller shutters. Its balanced dimensions allowed the brand name to appear confident, sharp, and perfectly aligned with the technical nature of the activity.

For the descriptive texts and presentation elements, we used the Montserrat type family, chosen for its readability, contemporary style, and harmonious compatibility with the main logo font. This combination ensured a cohesive visual identity across all branding materials, maintaining professionalism, clarity, and aesthetic consistency.



# PRIME SHUTTER

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magna

## BEBAS NEUE REGULAR

A B C D E F G H

A B C D E F G H

123456

!@#\$%^&

## Montserrat

A B C D E F G H

a b c d e f g h

123456

!@#\$%^&

## Step Six – Color Palette Selection and Visual Harmony

For the sixth step, we focused on developing a color palette that reflects the premium nature of PRIME SHUTTER's products while ensuring strong visibility and aesthetic balance. We selected a harmonious two-color palette designed to create brightness, attraction, and visual clarity, allowing the logo to stand out across all mediums. These colors were carefully chosen based on the essence of the activity and the appealing tones found in the product materials.

The final color palette consists of:

**#1A7F6B** – a fresh, modern green symbolizing innovation and refined product quality.

**#133743** – a deep, elegant blue that conveys stability, strength, and professional contrast.

Together, this palette offers versatility and compatibility with a wide range of primary and secondary colors, ensuring a cohesive and impactful brand identity.



#1C7F6B

C M Y K : 83% - 27% - 62% - 12%

R G B : 28 - 127 - 107

H : 166°

S : 77%

B : 49%

#133743

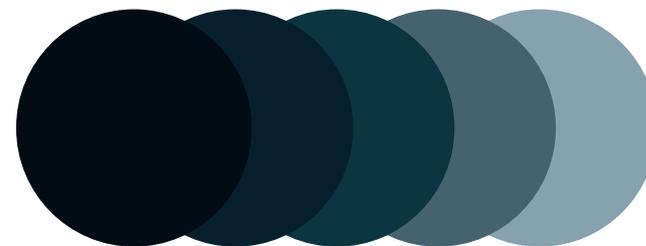
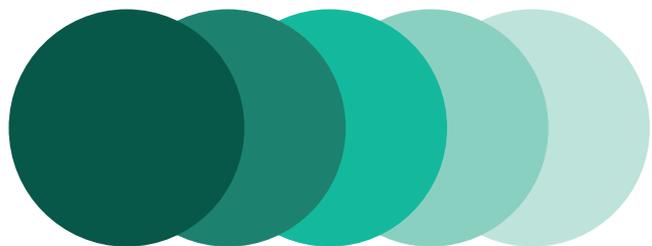
C M Y K : 93% - 62% - 50% - 53%

R G B : 19 - 55 - 67

H : 194°

S : 71%

B : 26%



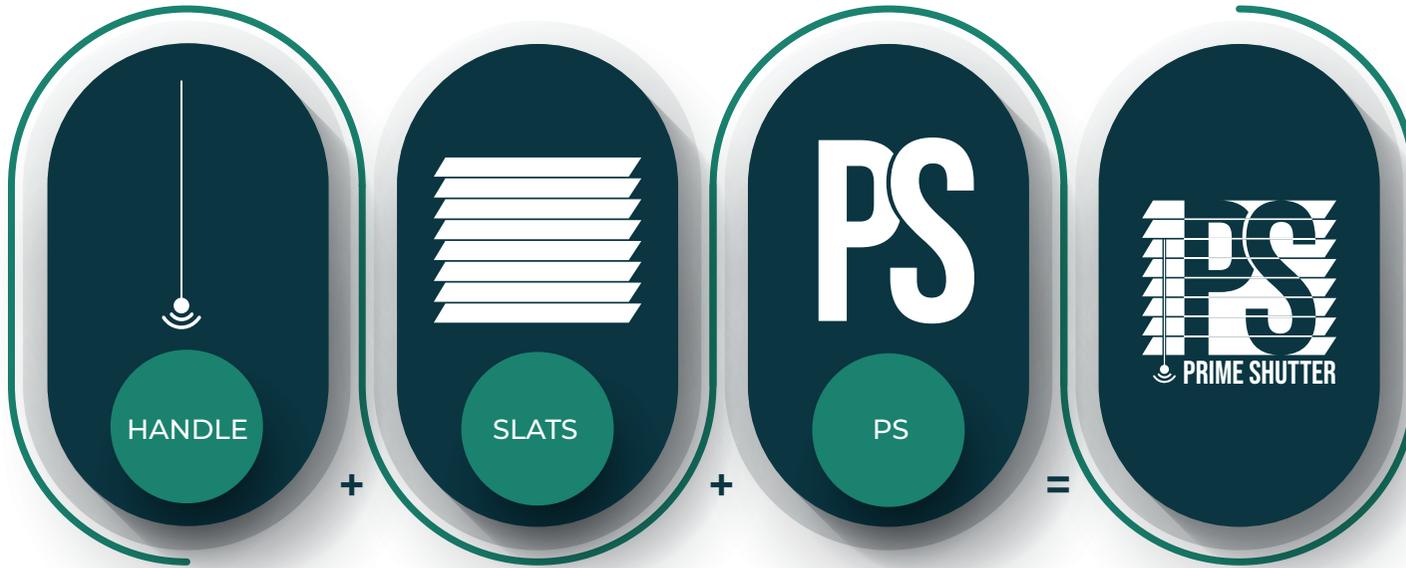
PRIMARY COLORS



## Step Seven – Assembling All Design Elements to Create the Final Logo

In this stage, we combined all the refined components to produce the final form of the PRIME SHUTTER logo. This process included integrating the illustrated elements, the stylized initials, and the selected typefaces into one cohesive structure. We then applied the chosen color palette to enhance visual clarity and strengthen the brand's identity. By aligning the slats, the winder handle concept, the “P S” initials, and the company name with precise spacing and balanced geometry, we ensured a clean and professional composition. This comprehensive assembly brought together every detail—from shapes and typography to color and proportion—resulting in a distinctive, polished, and fully representative final logo.





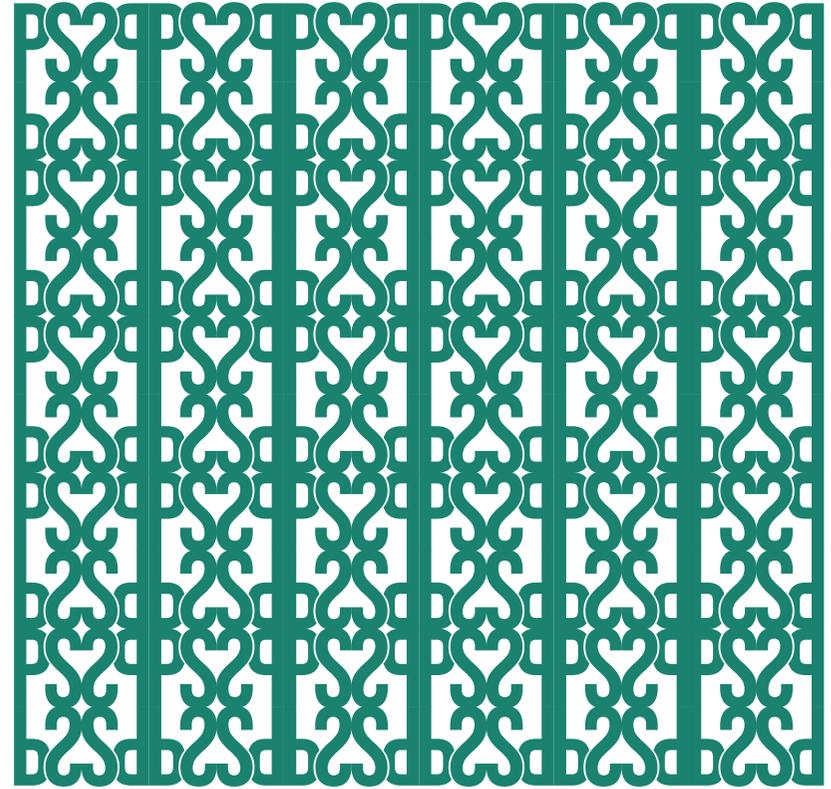
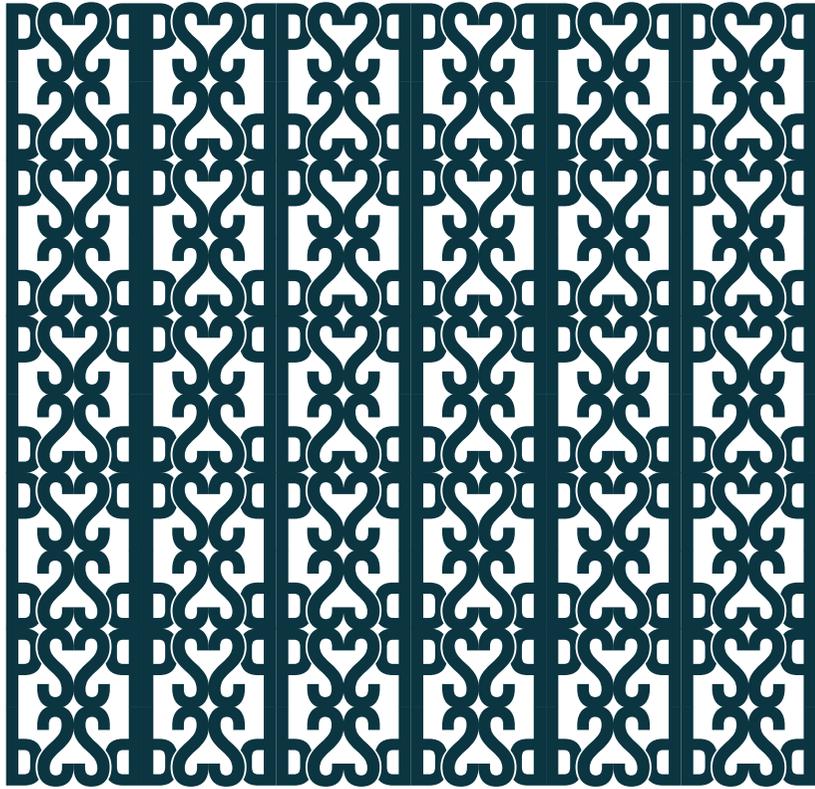


PRIMARY COLORS



SECONDARY COLORS





**MOCKUPS**



## LATTER HEAD



BUSINESS CARD



STAMP



PAYMENT VOUCHER

It has truly been an honor for us as HAWK DESIGNERS TEAM to collaborate with PRIME SHUTTER and contribute to building a visual identity that reflects the company's vision and premium position in the market. We highly appreciate the confidence and trust placed in our team throughout every step of this creative journey. We hope that this identity will serve as a strong foundation for future achievements and support the brand's growth and presence across its target markets. With sincere respect and appreciation, we wish PRIME SHUTTER continued success, prosperity, and ongoing progress in all their upcoming endeavors.





Thank  
you

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