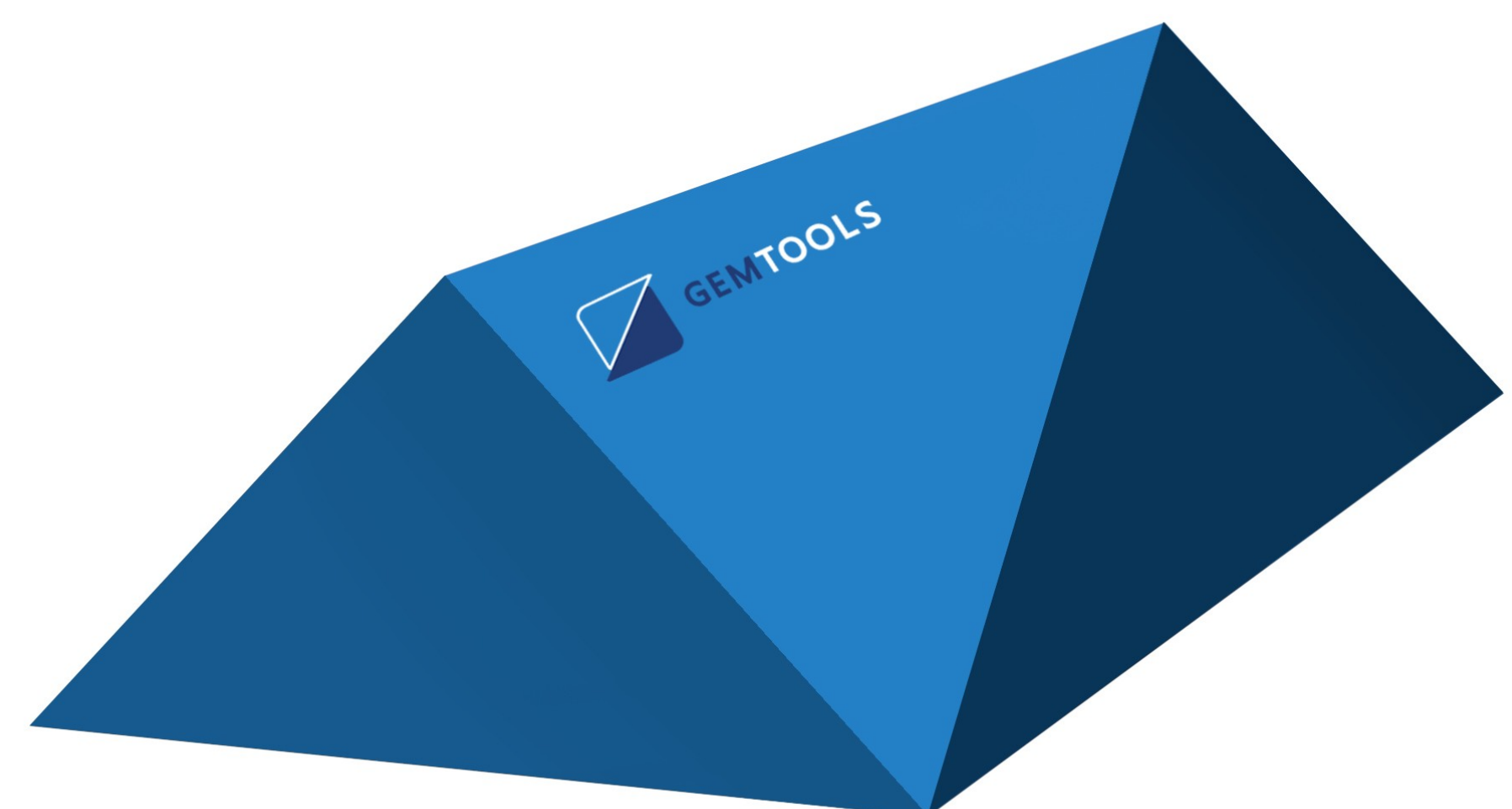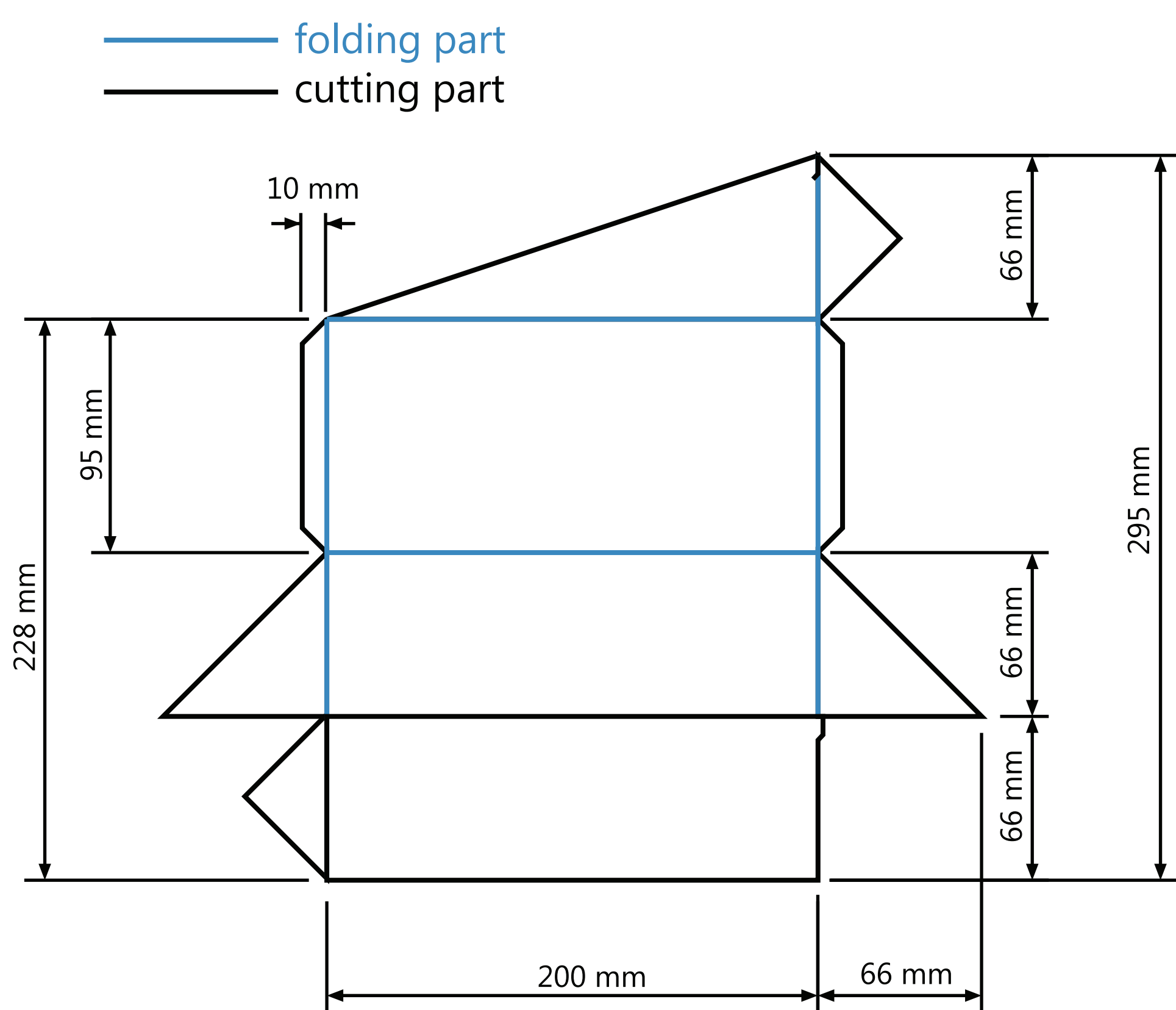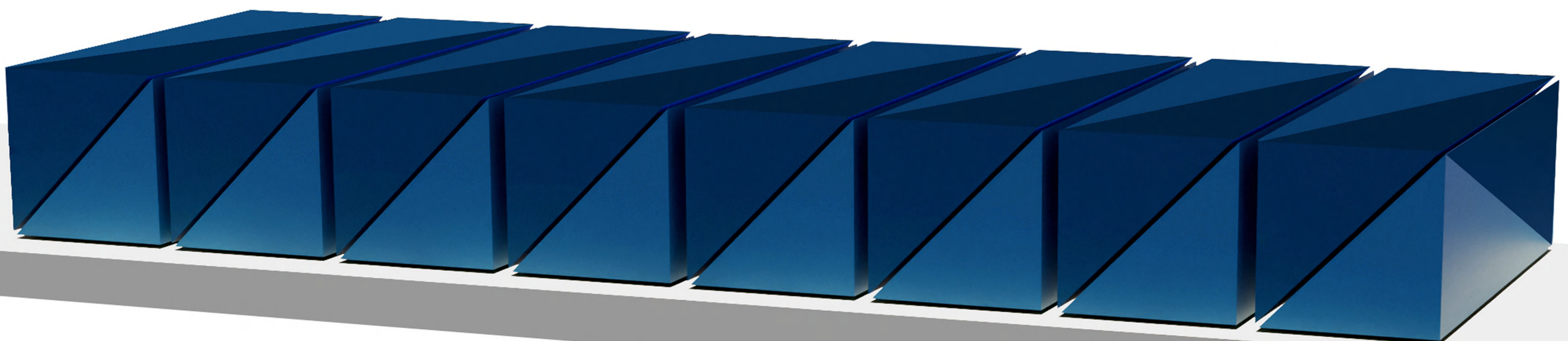# GEMTOOLS

Visual Style

The logo represents a brand for a product called GEMTOOLS – jewelry saw. At the same time, it is a logo for a company that manufactures jewelry hand tools.

The pictogram is designed dynamically. The handle also comes from dynamics. The icon is stylized to be legible and eye-catching. The pictogram also includes an inlaid font, which is composed of two words - GEM and TOOLS. The logo is preferably placed on a white background.

The packaging is based on the pictogram. It is a three-sided prism that, when stacked on a shelf, resembles a logo.

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GEMTOOLS

—— folding part
—— cutting part

10 mm

66 mm

95 mm

295 mm

228 mm

66 mm

66 mm

200 mm   66 mm

GEMTOOLS

223B75 RGB 30 59 117 CMYK 100 88 26 12	RAL 5012 colour RGB 0 137 182 CMYK 75 30 0 10