

RADHAN PLASTIC

Inspiration

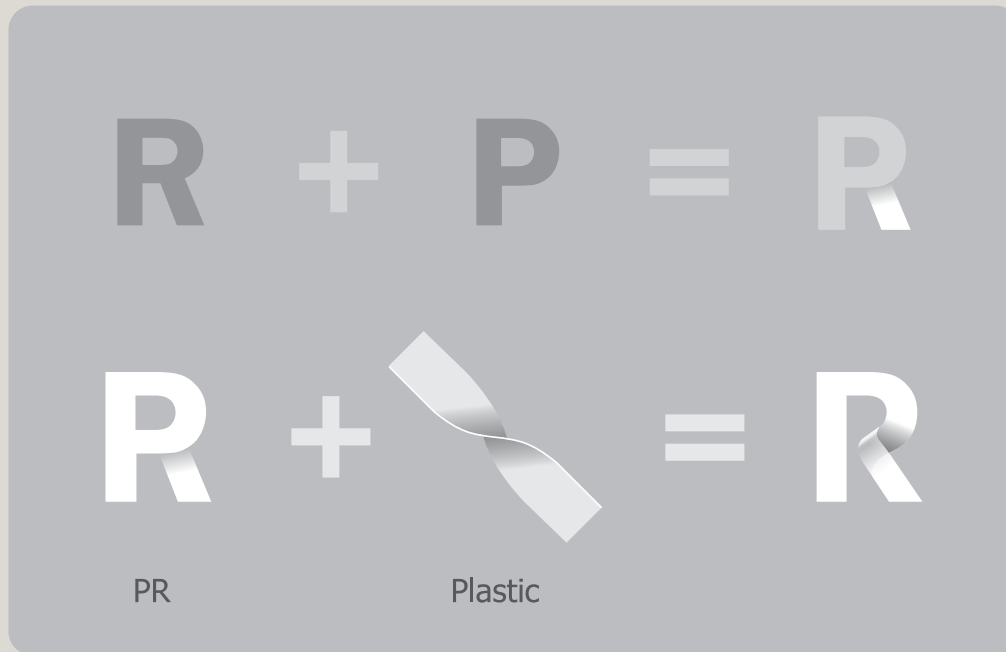
Plastic Twist



Flexibility is basic characteristics in **Plastic**

Radhan Plastic Thinking Process

Inspiration & Research Graphics



Logo design process, based on the square shape and the letteres "R" and "P"

Inspiration & Research Graphics



PR

Plastic Bag

Radhan Plastic Thinking Process

Reverse Process



Radhan Plastic Thinking Process

Inspiration & Research Colour palette mood board

Product

Plastic sheets, Rolls, Bags, Covers...



Colour Code



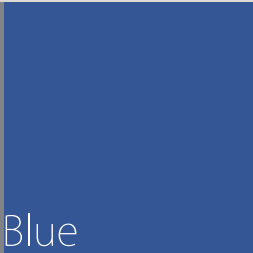
White

White is associated with light, goodness, innocence, purity, & virginity, also it associated with lightweight products.



Gray

Gray represents controlled. corporate look Authority, maturity, security, stability



Blue

Blue symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, & heaven.



Dark Blue

Dark blue is associated with depth, expertise, stability & he represents knowledge, power, integrity, & seriousness.

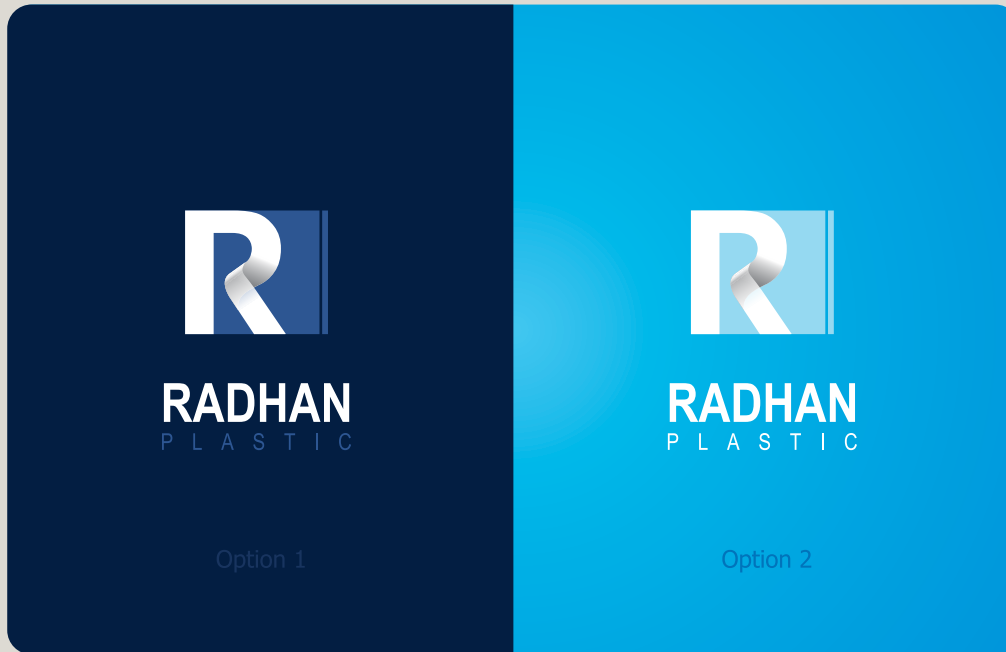
CMYK

| | | | |
|-----|------|------|-------|
| C 0 | C 0 | C 90 | C 100 |
| M 0 | M 0 | M 75 | M 85 |
| Y 0 | Y 0 | Y 15 | Y 35 |
| K 0 | K 60 | K 0 | K 55 |

RGB

| | | | |
|-------|-------|-------|------|
| R 254 | R 132 | R 66 | R 41 |
| G 254 | G 134 | G 94 | G 51 |
| B 254 | B 136 | B 152 | B 77 |

Colour Option



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Final



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