

dhaval modi design ©2019

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📷 dhavalmodidesign

tigi hr
human resource
professional

scope of work
logo identity

D
+ D M

case study

challenge

the current branding wasn't doing the job, but most importantly the old logo mark was resembling "a curve line, circle and the content inside", this making the logo not unisex.

an consistent visual language that should represents simplicity, flexibility and brand recognition.

approach

since most HR professionals are women, we needed to get away from a muscular look to better appeal for our industry.

an consistent visual language that should represents simplicity, flexibility and brand recognition.

mood board



conclusion

incredibly collaborative approach and exponentially productive resource. we decided to “human element” in our logo mark with consistent line that represents helping a professional who are “progressive, passionate and vision to look forward nature”.

logo

the icon reflects
our brand idea of
perpetual creation.
it's and evolution
of simplification
and imagination.





tigi HR





tigi HR



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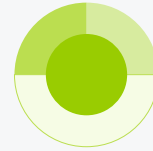
tigi HR

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color palette

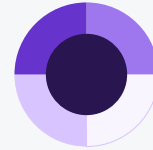
our previous primary brand color was lacking the contrast and energy that we wish to reflect with our new brand identity.

the new color stands between purple and pear green, an energetic and eye-catching combination that suits to tigi.



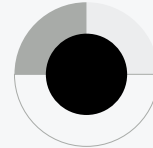
pear green

CMYK 69 / 25 / 86 / 47
RGB 59 / 97 / 48



purple

CMYK 51 / 2 / 100 / 11
RGB 142 / 189 / 32



sage

CMYK 50 / 23 / 48 / 15
RGB 129 / 150 / 129

compelling story

our design style, layout
and presentation template
is simple, colorful, and
extremely flexible.

thank you

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GOOD
GOOD
GREEN



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