

STOW – LOGO RATIONALE

The image shows the word "STOW" in a 3D, embossed font. The letters are a vibrant blue with a slight greenish tint at the top, giving them a liquid, water-like appearance. The font is smooth and rounded, with a slight shadow beneath each letter, making them look like they are floating or resting on a surface.

- ✓ Blue color signifies water & tranquillity
- ✓ Greenish tinge symbolises prosperity and richness
- ✓ Embossed fonts indicate writing with water
- ✓ Smooth-edged alphabets indicate surface tension phenomenon of water (as a result, shrinking into smaller space effect)

The image shows the word "STOW" in a 3D, blue font. The letters are thick and smooth-edged, with a light-to-dark blue gradient. The letter 'O' is particularly stylized, featuring a fluid droplet pattern that flows through the center, symbolizing purity and progression. The font has a slight shadow beneath it, giving it a three-dimensional appearance.

- ✓ Light/Dark blue gradient symbolises depth and intensity
- ✓ Blue color signifies water & tranquillity
- ✓ Thick and smooth-edged fonts indicate strength and stability in the brand
- ✓ Fluid droplet pattern of "O" indicates purity and progression

STOW

- ✓ Light/Dark blue gradient symbolises depth and intensity
- ✓ Blue color signifies water & tranquillity
- ✓ Thick and smooth-edged fonts indicate strength and stability in the brand
- ✓ Fluid droplet pattern of "O" indicates water droplet, a symbol for water



- ✓ Rightward pointing water-drop indicates progression and development
- ✓ Blend of blue and green speaks of water and prosperity going hand in hand
- ✓ The folding-in of blue and green wings indicates sense of security and safety
- ✓ The overall leaf pattern also symbolises element of life

STOW

- ✓ Blue color signifies water & tranquillity
- ✓ Thick and smooth-edged fonts indicate strength and stability in the brand
- ✓ The inward furling of "O" speaks for the depth and fluidity in water

Stow

- ✓ Blue color signifies water & tranquillity
- ✓ Thick and smooth-edged fonts indicate strength and stability in the brand
- ✓ Fluid droplet pattern in "W" indicates water droplet, a symbol for water, extending into a wavy stream, further exemplifying the agility and strength of water.