



**alexela**  
**kontserdimaja**  
**logos**

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# Primary Logo

The primary logo is the main identity carrier for the brand.

It is the default logo for use in every possible instance, and can be used in any colour defined in the colour palette to retain maximum legibility on different backgrounds.



ALEXELA  
KONTSERDIMAJA

The primary logo is displayed in a vibrant blue color against a white background. The word "ALEXELA" is rendered in a stylized, rounded font with leaf-like flourishes on the 'A's and 'E's. Below it, the word "KONTSERDIMAJA" is written in a clean, uppercase, sans-serif font.

ALEXELA  
KONTSERDIMAJA

The primary logo is displayed in white against a solid blue background. The stylized "ALEXELA" and the sans-serif "KONTSERDIMAJA" maintain their visual identity while providing high contrast against the blue field.

# Monogram

The monogram logo can be used as a substitute for the logos, especially in instances where size/space restrictions render any other logo illegible.

For example, in use as a favicon, a pin or an icon. It can also be used as a supplementary or decorative element.



# Horizontal Logo



ALEXELA KONTSERDIMAJA

The logo consists of the word "ALEXELA" in a stylized, blue, sans-serif font with rounded letterforms. To its right, the word "KONTSERDIMAJA" is written in a simpler, blue, all-caps sans-serif font.

ALEXELA KONTSERDIMAJA

The logo is identical to the one above but is rendered in white against a solid blue rectangular background.

The horizontal logo can be used as a substitute for the logos, especially in instances where size/space restrictions render any other logo illegible.

# Horizontal Monogram Logo

The horizontal monogram logo can be used as a substitute for the logos, especially in instances where size/space restrictions render any other logo illegible.



ALEXELA  
KONTSERDIMAJA

Crafted by  
**Good Bits Studio**  
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