



**Fig. 1** *Phylogenetic tree of the 12 species of the genus *Phragmites* based on the *trnK* gene. The tree was constructed using the maximum parsimony method. Bootstrap values are shown at the nodes. The scale bar represents 0.1 substitutions per site.*

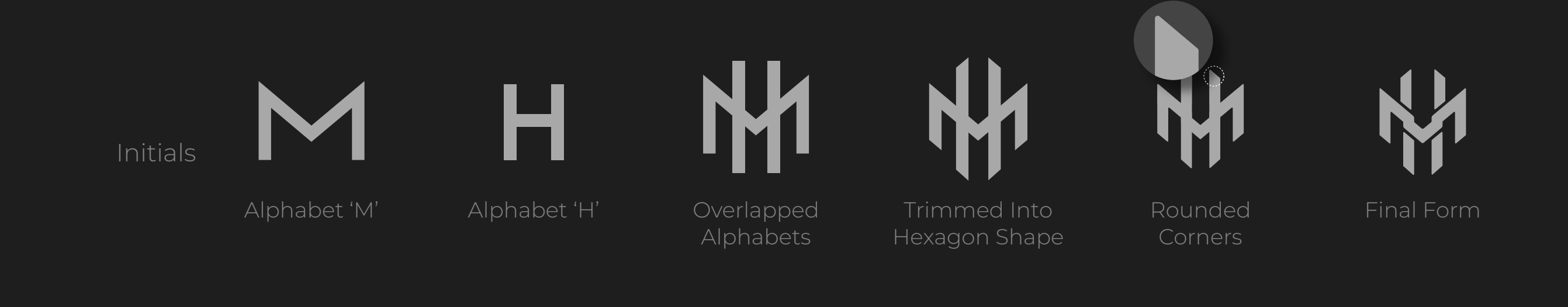
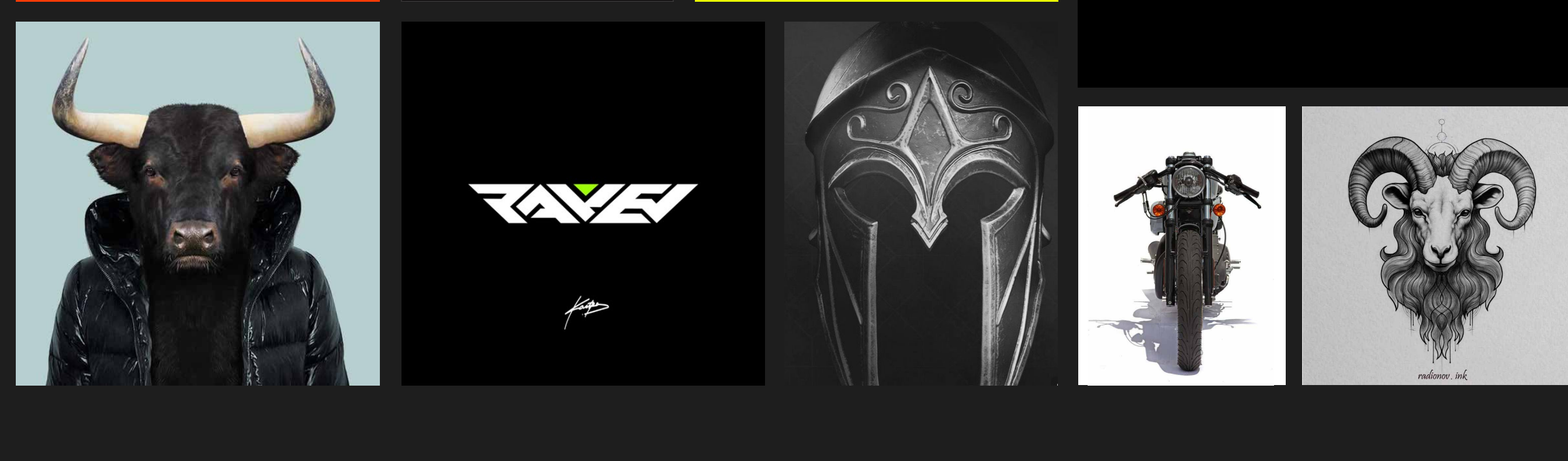
**The Objective**

brands: VLF, a sleek, eco-friendly Italian option and Brixton, an Australian brand for those who blaze their own trails.

**Concept Write-up**

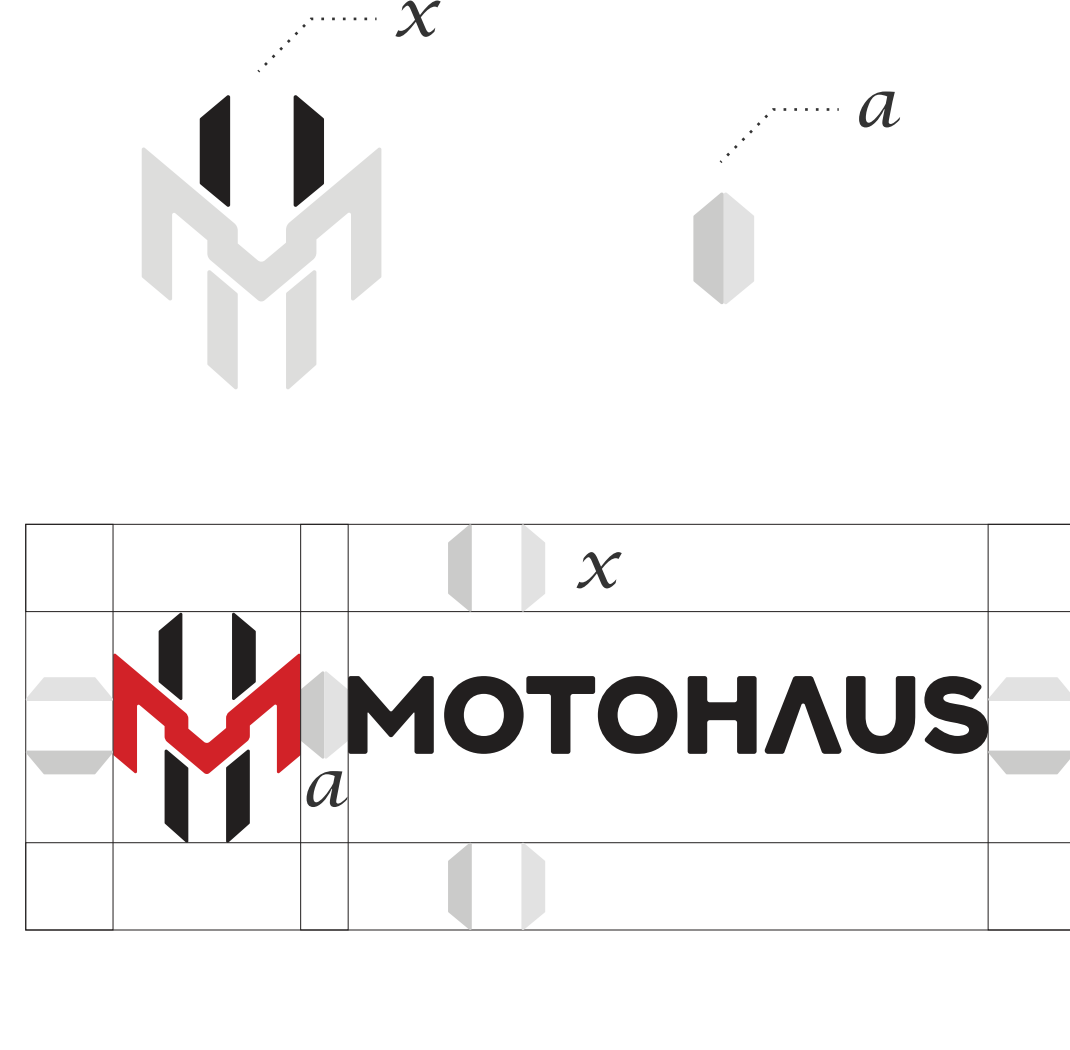
**The Outcome**

With a clean, modern logo and a digital presence that conveys both sophistication and



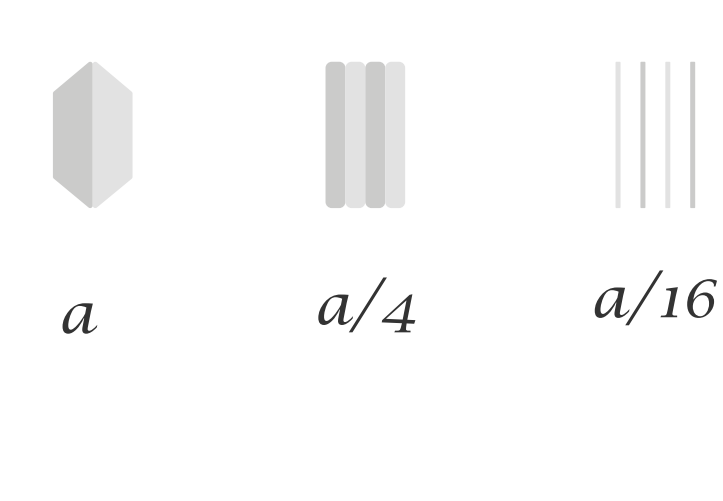
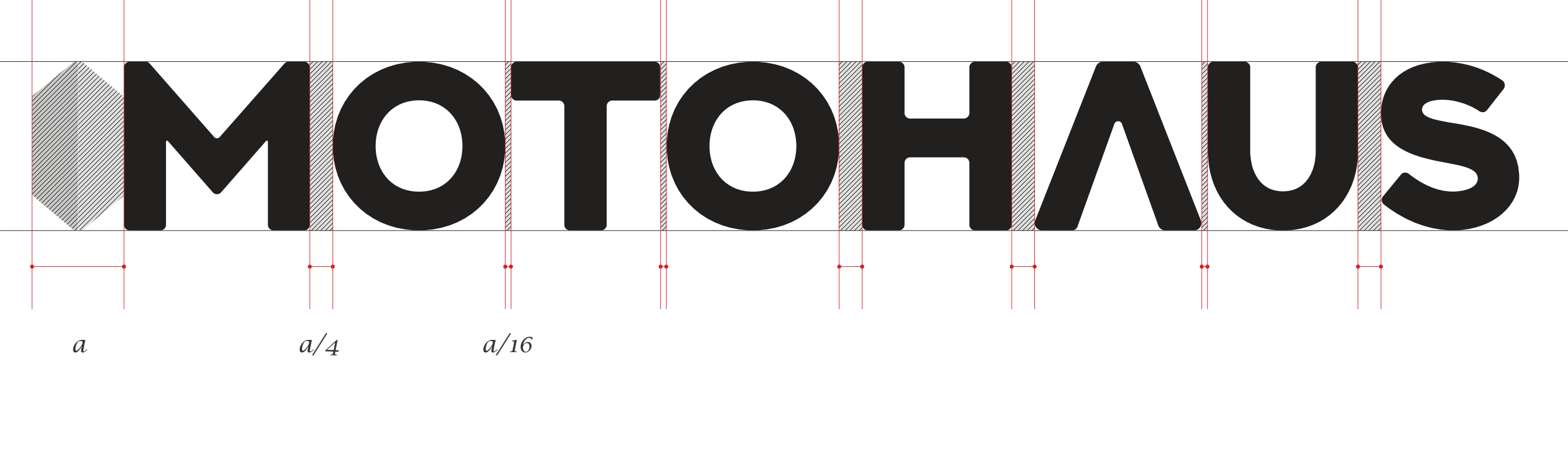
The sharp angles and rugged appearance of mechanical shapes convey strength, durability, and power – qualities that are often associated with the biker community. The use of these shapes in a logo can create a sense of toughness and resilience, appealing to those who value these qualities in their products or services. Additionally, the bold and aggressive look of mechanical shapes can reflect the adventurous and daring spirit of bikers, making it a perfect fit for a brand targeting this audience.

## Logo & Brand Identity Guidelines

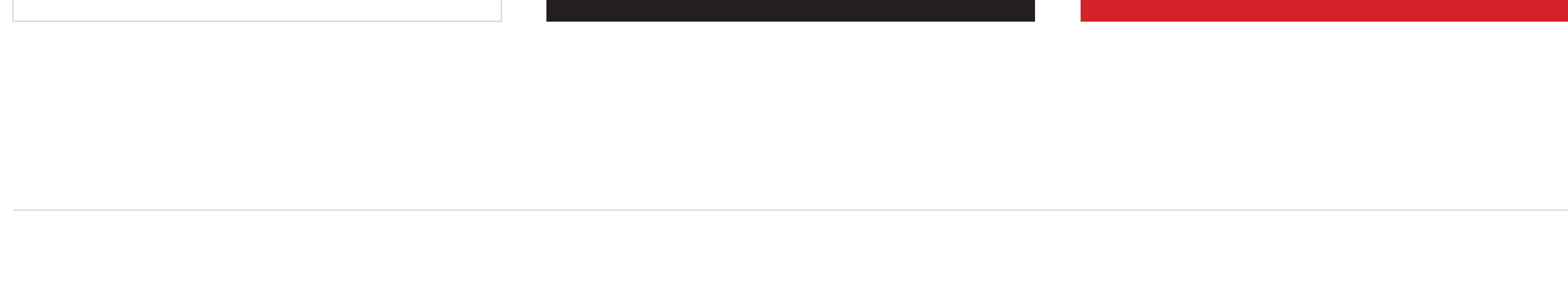


The exclusion zone represents the area around the logo which must remain clear at all times, no text nor graphic elements should appear in this area. The exclusion zone is the height of the upper part of the Monogram (Two standing lines of alphabet H)

what we refer as value 'a', when we join value 'x' (Two standing lines of the alphabet H).



1/4, and 3/16. This careful arrangement ensures each letter stands out clearly, contributing to a cohesive and aesthetically pleasing monogram.



Marathi

Tamil

मोटोहाऊस

மோட்டோஹவுஸ்

