



Logo Design and Concept by Krishna Rathi

www.rathikrishna42.com

About the Client

ejunction is an e-commerce platform that deals in a variety of products ranging from clothing, handicraft, home decor, corporate gifting & utility and new generation fashion.

Most of the products come from regional craftsman, artisans and manufacturers, giving them a platform to sustain their business while bringing the best quality, genuine products for the buyers.

The Logo Design explained...

The Importance of 'e'



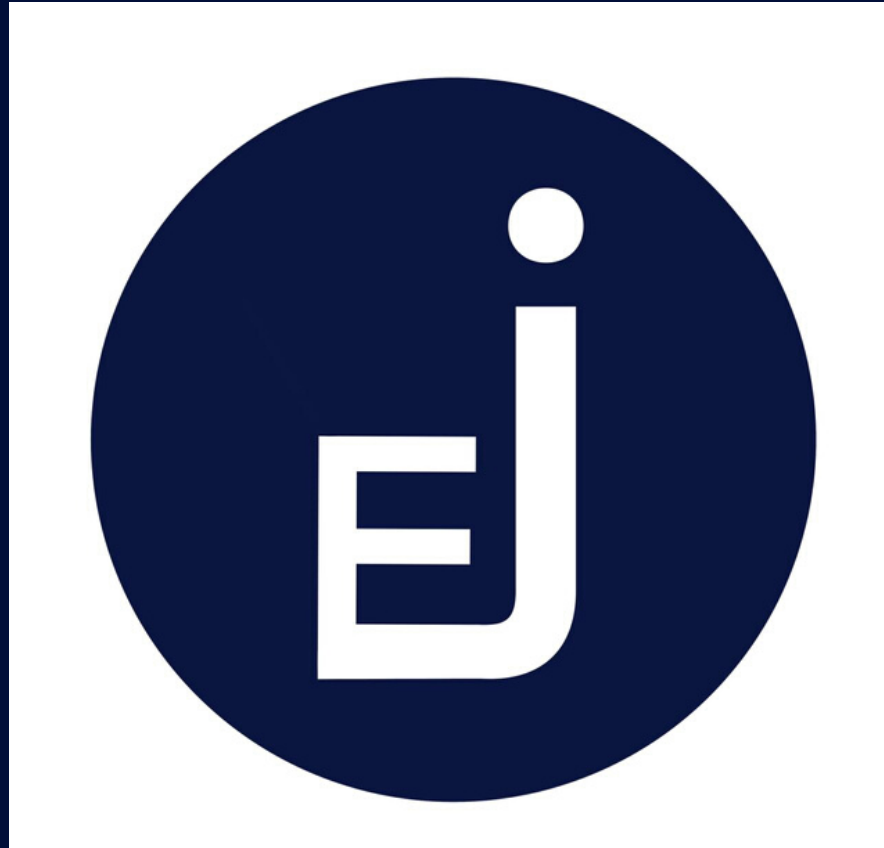
'e' stands for energetic, signifying the zeal and enthusiasm of the young generation. The business is bringing trendy products for the new, energetic generation that have an essence of actual craftsmanship.

The Relevance of 'j'



'j' is the initial of junction. ejunction is the confluence of different sellers and products to ensure a wide variety for the user. The stylistic approach of 'j' is also a representation of a human figure.

The Union



The union of 'e' and 'j' shows the dependence of humans on technology. It also adds value to the meaning of junction by bringing both the alphabets together.

The Modern Consumer



A line tilted at 120 degrees above the alphabet 'e' is a symbolic representation of a laptop. The design completes to become a human figure browsing on a laptop, depicting the habit of a modern consumer to shop online.

The Light



The light coming from the screen of the laptop indicates that it is on. Similarly, ejunction is always open for its consumers to provide them with the best quality products.

The Final Design



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Colour Symbolism

The colour **WHITE** stands for the simplistic approach of buying and selling goods via e-junction. It also reflects sophistication.

Classic Blue represents e-commerce and technology. Symbolically, it personifies trust and commitment. It is also the Pantone colour of the year 2020.

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