TUHAYE

ROOTING FOR THE DREAMERS **FROM DAY ONE.**

NEW YORK
ENTERPRISE SOFTWARE
PRE-SEED
VENTURE CAPITAL FIRM

LOGO & VISUAL IDENTITY DESIGN

(Version 01)

March 02, 2020 by Oval Branding

TUHAYE
Venture Partners

Brand associations

New York
Data-drive
Quant-feel
Analytical

Energy
Vibrance
Full of life
Busy

Traditional
Innovative
Stability

Colour scheme

Dark

c99 m89 y43 k52
1A213D

Grey

c75 m64 y46 k45
3E404E

Blue

c99 m85 y33 k23
203360

Yellow

c0 m38 y93 k0
F8AB14

Concept

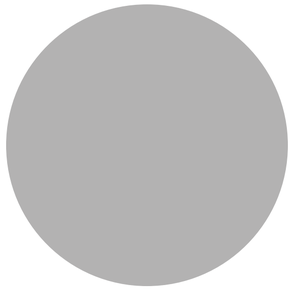
Tuhaye: noun [tü-hāy]
Good land, allowing seeds to root and grow.

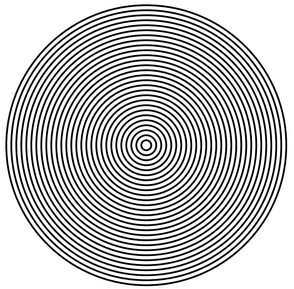
Concept 01

HAY ROLLS

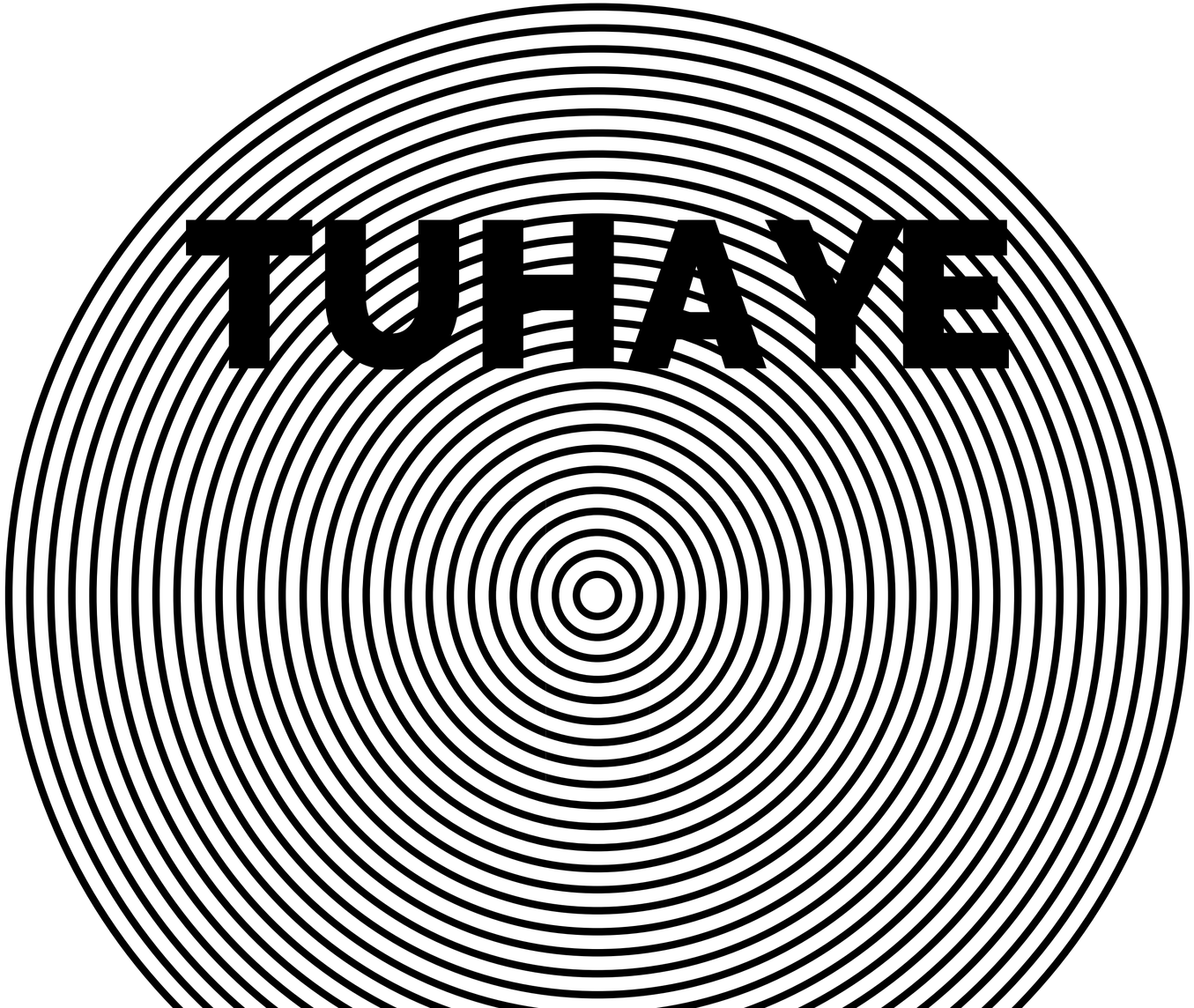
(Harvest / Feeding)

Concept 01





Concept 01



Concept 01

TUHAYE

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TUHAYE

Concept 02

SUNLIGHT & SHADOW

The sunlight and shadow concept is about growing every day with the founders.
Putting in the work day in and day out with the portfolio companies.

Concept 02

Concept 02

Concept 02

TUHAYE

Concept 02

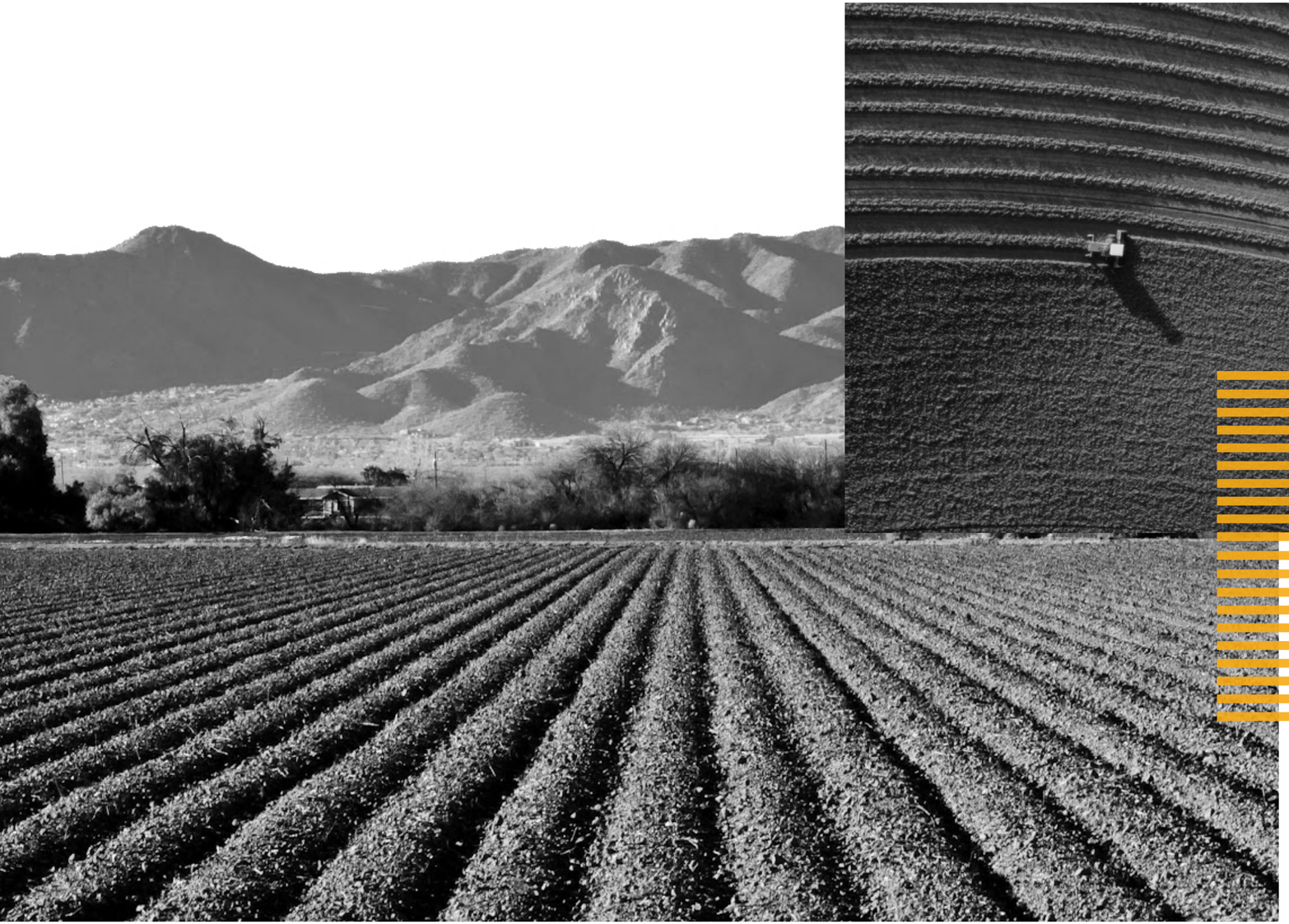
TUHAYE

Concept 03

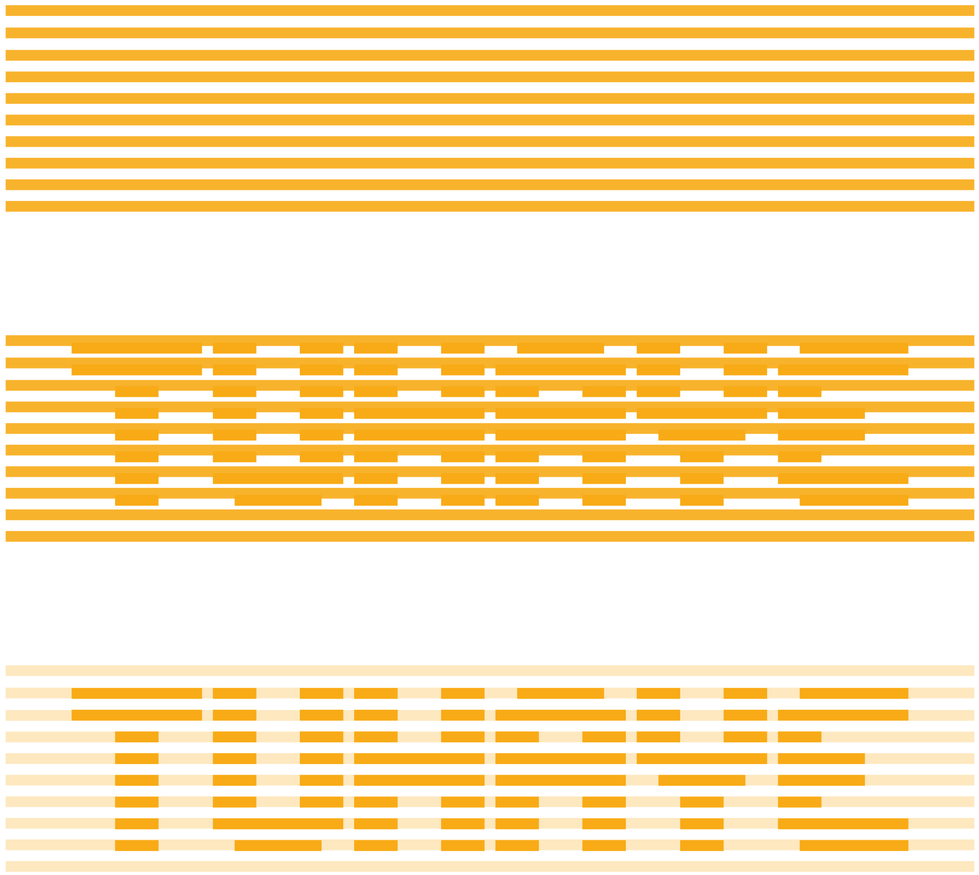
FARM

The “Farm” concept uses farming imagery to echo the Tuhaye name. The horizontal lines are dynamic and powerful, with a strong New York speed feeling.

Concept 03



Concept 03



Concept 03

Concept 03

Concept 03

Concept 04

BUILDING BLOCK & MAP

“Maps and Building Blocks” are icons in the modern day “lands” where the “seeds” grow.
The stackable square design is versatile and adaptable.

Concept 04
Lincoln Center for the Performing Arts
The Frick Collection
UPPER EAST SIDE
E 72nd St
3rd Ave
Time Warner Center
Central Park Zoo
Park Avenue Armory
E 65th St
LENOX HILL
11th Ave
Carnegie Hall
The Plaza
HELL'S KITCHEN
Bloomingdale's
E 62nd St
E 63rd St
E 61st St
E 57th St
Rockefeller Center
St. Patrick's Cathedral
Times Square
Ed Koch Queensboro Bridge
Park Ave
Ess-a-Bagel
MIDTOWN MANHATTAN
Franklin D. Roosevelt Four Freedoms State Park
Chrysler Building
Macy's
Empire State Building
MURRAY HILL
Gantry Plaza State Park
E 34th St
1st Avenue
FDR Dr
Flatiron Building
East River
E 23rd St

Concept 04

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Concept 04

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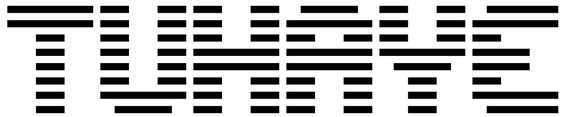
Concept 01

Concept 02



Concept 03

Concept 04

THANK YOU