

Rationale

The new Banaja Holdings brand mark portrays an impressive growth in value and the dazzling shine of a progressive vision through reflections of a precious stone, encapsulated within a diamond frame of heritage and traditions.

Carrying on the same spirit, this vivid burgundy jewel-like rendering embodies the perfect visualization of a multifaceted development within this corporate group.

It is the continuous process of expansion and improvement that deserve this crystalline embodiment and the 3D feeling. And it's as well the huge leap forward that dictates the use of modernity in the logotype design.