

# **Tyche**

## Visual Identity

# Introduction

Tyche was the Greek goddess of fortune & luck and one of the extraordinary number of gods and goddesses worshipped by the ancient Greeks. Tyche personified the combination of unexpected, random circumstances that we call luck, fortune, chance or fluke. She heaped gifts from a horn of plenty. If a person succeeded in all he undertook without possessing any special merit of his own, Tyche was said to have smiled on his birth.



# Nomenclature

The name Tyche for a digital marketing agency stands apt as our partnership with our clients will deem to be fortunate, and aspire to prosper with the help of mutual skills, knowledge and hard work.

And goddess Tyche will smile and favour us with unlimited fortune, prosperity and abundance.



# Design Process

Let's begin the design process...

Belief





# Inspiration



It's already a 'mythological fact' that if a person succeeded in all he undertook without possessing any special merit of his own, Tyche was said to have smiled on his birth.

This is what we believe too.



**FORTUNE  
FAVOURS  
THE  
BRAVE**

# Visual Expression





The goat horn



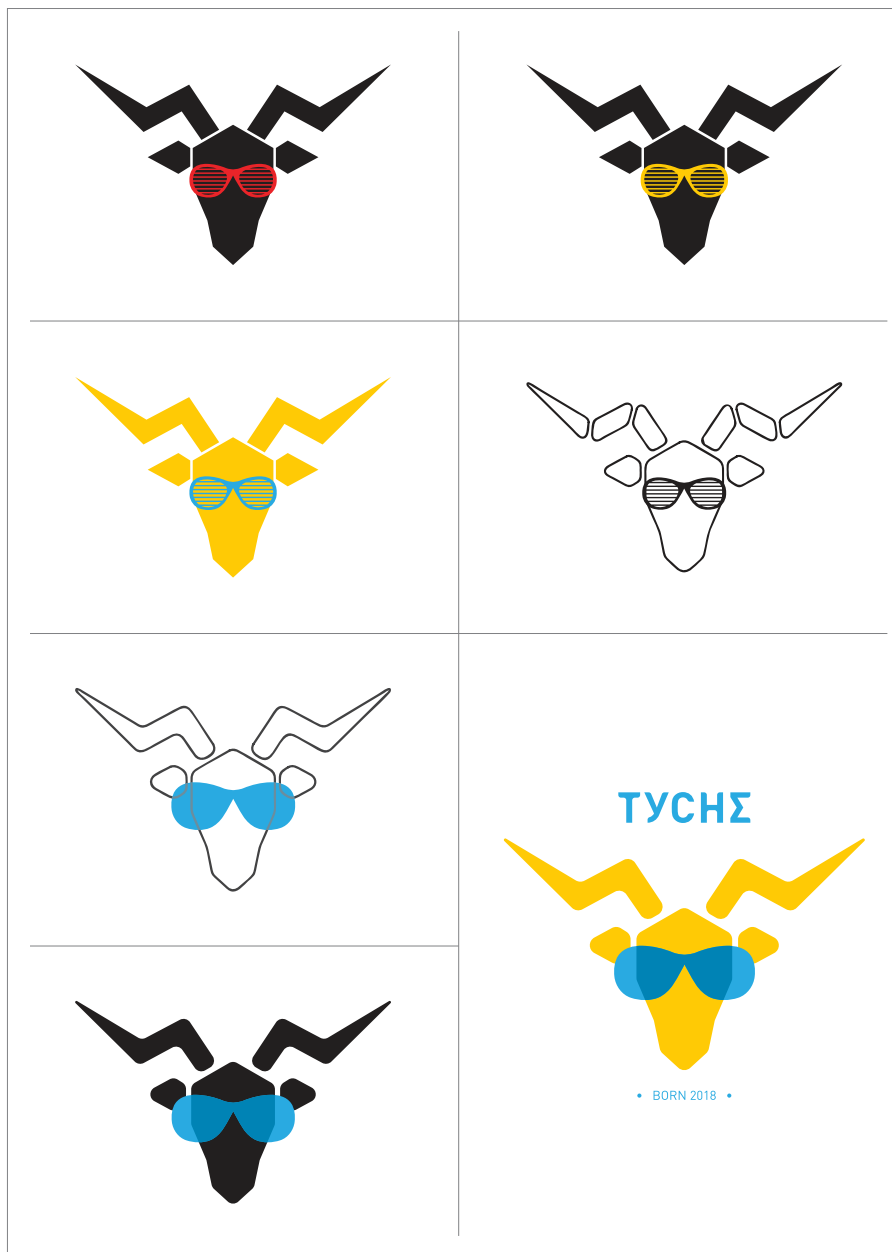
Or the horn of plenty, the Cornucopia, in which  
Tyche keeps all her gifts & wealth



**horn of plenty**

as realistically as possible...

...realistic depiction connotes truth!



ΤΥΧΗΣ



•  
BORN 2018  
•

ΤΥΧΗΣ



•  
BORN 2018  
•



brand prosperity  
from a new perspective