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The project's objectives :

- Create a modern and elegant logo that reflects the spirit of the "UrbanStyle" brand.
- Use an attractive color palette that grabs the attention of the target audience.
- Incorporate a unique and memorable graphic element that can be used as a brand distinctive.
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Project requirements:

- The logo must include the text "UrbanStyle" in an appropriate typeface.
- The design should be evocative, modern and original.
- The logo should work effectively on different mediums such as clothing labels, websites, social media, and posters.