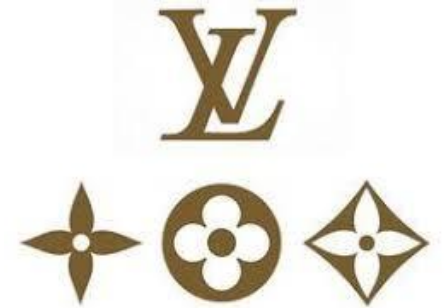




Active Living Group

(We have no rights to use the various elements.

They are for inspiration/direction only!)



Task Description

- Active Living Group is a Copenhagen based, purpose driven investment company.
- Our purpose is to enrich peoples lives by investing in businesses, that develops products and market these in a way that inspires people to live an active and healthy lifestyle. Corporate Responsibility (in its broadest sense) must be at the core of companies we invest in too.
- We need a logo design that reflects our company name and purpose:
- To support an active, healthy lifestyle.
- We invest with both our heads and our hearts - with a purpose, that supports a healthy heart - so a heart might form part of the logo too.
- Corporate Responsibility including environmental friendliness is a must for us to invest and might inspire our logo.
- The logo must have a clean, Nordic aesthetic.
- We would like to see designs that use the color green or blue.
- If a heart is part of the logo, then this should be red.
- The logo should not illustrate any specific sport, but simply the dynamic of being active.