

References & Inspirations

Logo Styles

Wordmark Logo (name based)

Neutrogena® bliss® Dr.Jart+

Emblem Logo (enclosed in shape)



Abstract Logo (text is optional)



Icon Logo (illustration or object)



Font Style Interests | Serif | Sans Serif | Helvetica

Clean

Friendly

Rounded

Aesthetic

Somewhat Bold | Balance of serious & fun | Somewhat Modern

Somewhat Personable | Balance of Feminine and Masculine

Balance of Color and Conservative | More Economical

Words Associated with Company

Cozy | Warm | Inviting | Soothing | Gentle | Transparent | Stable

Conscious | Confident | Balanced | Motivated | Belonging | Respected

Understood | Calm

Requirements

Must have company name | Notion

Colors To Avoid | Gray (subtle gray okay) | red

Potential Colors | Black, neutral-brown, orange, purple, blue, green, yellow

Color/Mood Board

