



# StyleOne

*CYCLING*

Last update: Apr.3

# BRIEF

Redesign a **Logotype & Mark (Graphic)** x 1

# StyleOne

⚠ It will be applied to **Clothes** in most cases, not **stationery**!

The current logo is classic and elegant, but it is not suitable for a sports fashion brand. It is too thin and not young and fashionable enough, and lacks personality and recognition.

Нынешний логотип очень классический и элегантный, но он не подходит для брендов спортивной моды. Он слишком стройный, недостаточно молодой и модный, ему не хватает индивидуальности и узнаваемости.



# References

Here are some similar brands you can refer to:

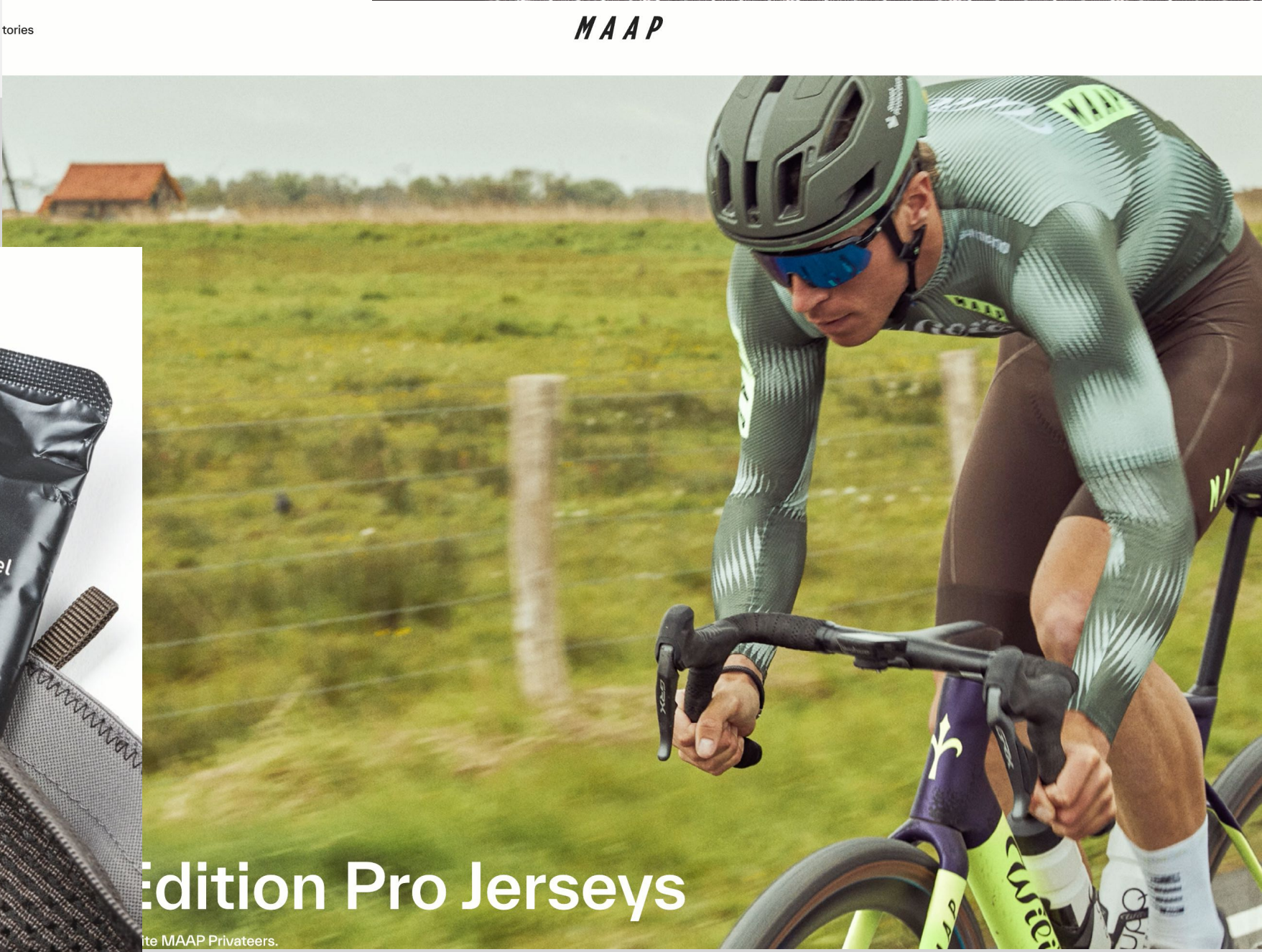
<https://satisfyrunning-com>

<https://pasnormalstudios.com>

<https://maap.cc>

[Torsa.co.uk](https://torsa.co.uk)

<https://conceptspeed.cc/>



Edition Pro Jerseys

ite MAAP Privateers.



Our Vision

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# STYLISH CONTEMPORARY SPORTSWEAR

StyleOne





Our Vision



# STYLISH CONTEMPORARY SPORTSWEAR

StyleOne

Logo mark

Pending / Sample





StyleOne

1<sup>ST</sup> CAPSULE

*Cycling*

COLLECTION 2024





StyleOne

Athleisure 运动休闲

Modern Urban 都市风尚

Effectless 松弛感

Functional 功能性

Black & White 黑白调

+

CYCLING LIFESTYLE







## Moodboard





# StyleOne





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