

LOGO/STYLE EXAMPLES

& INSPIRATIONS

TONE/VOICE:

- Empathetic yet empowering
- Aspirational and relatable
- Inclusive voice adaptation for women (Secondary Audience)

WHAT IF PLAYGROUND

PREFERRED COLOURS

VALUES & CONCEPT

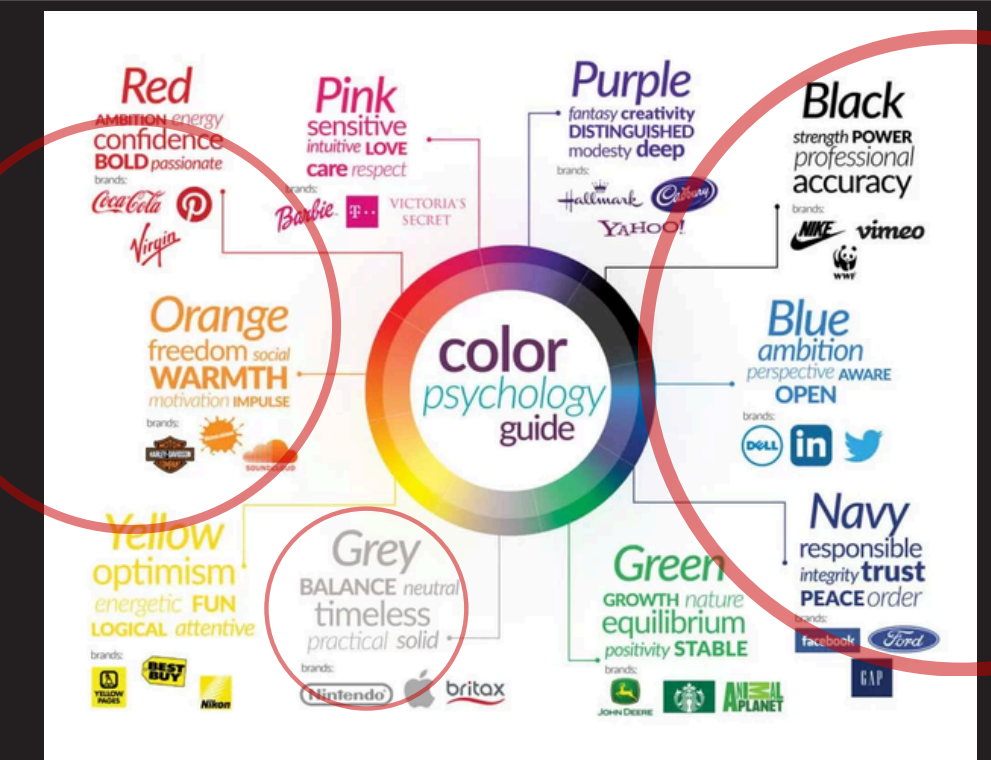
STYLE: TEXT & ICON

BRAND PERSONALITY

- Modern
- Capable/serious but open, curious and playful
- Thought-provoking
- Professional & elegant
- Free & Creative - goes with innate natural flow
- Reliable & trustworthy
- Bold, confident and passionate
- Compassionate and responsible
- Energetic and dynamic
- Mysterious, alluring and interesting
- Leans towards masculine, accommodates feminine
- NOT luxurious
- NOT minimal
- NOT corporate

KEY LOGO THEMES:

- **Bring out a strong sense of Curiosity**
- Maybe **Craftsmanship**, imagery like a **sculptor** crafting himself, his growth or life
- **Font Format:** balance the word playful as a playful font (**not too PLAYFUL**) with a 'What if' (without apostrophes) that has a different more serious tone/voice experiment with or without CAPSLOCK, as it **compels action/imagination**.
- **Balance playfulness and serious** (as we are professionally helping them craft their life). Perhaps bring in nature or the soul transforming.... themes of growth
- Like **combination of professional elegant with splashes of artistic creative colours** (e.g. can we use the Equineflow example)
- **Images brought into Logo must be relevant and intruding/thought provoking** (e.g. exploring ideas similar to Playful Curioisty Mindset's eg 'O' as a Key hole or 'p' represented as a key to unlock the door
- **Target Audience focused** - its a **life transformation/wellbeing company** mainly targeting **men 25-45**, and so colours/styles and brand vibe is to lean towards this (but not exclude the ability to appeal to women)
- Don't incorporate Slogan into Logo, or Puzzles or anything too cliché/generic



Possible colours/styles....



MY CREATION
AS AN EXAMPLE

PLAYFUL CURIOSITY MINDSET

