**Objective**  
To produce a logo to brand our fitness and Wellness Company.

**Our Business**  
We are based in Vietnam. We are the official distributor and exclusive of premium fitness brands and wellness equipment in Vietnam. Some of the brands we distribute include Technogym, Reebok, Bosu & bio-synergy.

**What** **we offer:**

1. Fitness and wellness equipment
2. Fitness and wellness solution from small to big projects.
3. Supplements
4. Repair and maintenance service
5. Sports Accessories
6. Sport product training

**Target Audiences**

Primary Target

* Customers are mainly top commercial gyms, property developers, hotels universities, and condominiums owners.
* Entrepreneurs who looking for a consultant to join fitness and wellness industry.

Secondary Target

* Personal trainers: those who want to understand how to use correctly fitness and wellness products to develop their own physique and career development.
* Men and women who like to exercise, get fit and are searching for knowledge to advance their own understanding of fitness and wellness.

**Perception / Tone / Guidelines**

* The design should be timeless, conservative, minimalist, yet warm and inviting, with character.
* Simple but different - a step above your typical fitness logo.
* We need something that will look good on our website banner. We want to communicate to everyone we are the best/top in this industry
* The tone of the logo should be looks powerful, fresh and creative.

**Logo Text (Two Alternatives)**

**Indochine Wellness**

or

**IWC**