

## Livsnjutarklubben – Logo description

What is Livsnjutarklubben?

Livsnjutarklubben is an exclusive "Club" for people who enjoy life (eg. Spa retreats, good food etc), health & wellness. Livsnjutarklubben can best be translated to "The club for people to enjoy life's pleasure"

The club is an exclusive club for members to either be invited in or, apply for membership. Coaches for eg. Fitness, health & wellness, travels abroad to retreats will be available for members to take part in.

Thoughts about the logo:

The logo should have 1 symbol and text and the logosymbol and text should be able to work on their own. Eg. Only the logosymbol should be able to be printed alone, or the text alone, or both logo and text together.

Se example img maria\_akerberg. The top logosymbol working on its own, while the text (Maria Åkerberg) also working on its own while also they use both logosymbol and text together on printed items.



Logo Keywords

Premium, luxury, wellness & health

Text

Livsnjutarklubben

Colors:

Different colors for symbol and text.

Inspiration colors: maybe some blue or/yellow yellow eg. Blue for symbol, yellow for text or vice versa. Gold or silver is also acceptable. Can also be other colors that illustrates exclusivity, luxury and wellness. Use your imagination ☺ Should be able to be printed on single color clothing and other items.

Required: VECTOR Graphics (Illustrator)

The logo should be neither masculine nor feminine.

Inspiration:



In the below image is the **Crown** that is interesting.



In the below image it's the **Crown** that is interesting. The **text NOT**. To much "snirkly"

