We need a logo design for our new scientific and clinical concept of Dynamic Neurocognitive Imagery (DNI). This concept is a new addition to an already-existing Franklin Method (FM) one, which has its own logo (see below)\*. We anticipate that the two logos will communicate well with each other, with the new one emphasizing its scientific and academic aspects.

The new DNI logo will represent an innovative scientific/academic approach towards imagery based on knowledge from anatomy, neuro-science, and human movement and thein its clinical applications to daily life and movement. We imagine a design in blue/light blue, gray, and potentially silver. It will be used in scientific conferences and presentations, workshops, printed materials (as a letterhead), on our website, for business cards, and as a signature on emails. We want to communicate professionalism, innovation, and customer-friendliness.

Please include the 3 words "Dynamic", "Neurocognitive", and "Imagery" showing how the first letter of each word creates the term “DNI” on some of your sample designs. Also, please offer a suggestion or two for a larger logo, one containing a wavy line underneath, that we could use at the top of our Presentation slides. In all, we would like to see a few options, some containing a graphic in addition to the words: Anything related to neurons, brain, movement, and human body is relevant.

Thank you.

You can find us at our website: http://www.franklinmethod.com/

\*The Franklin Method logo:

