

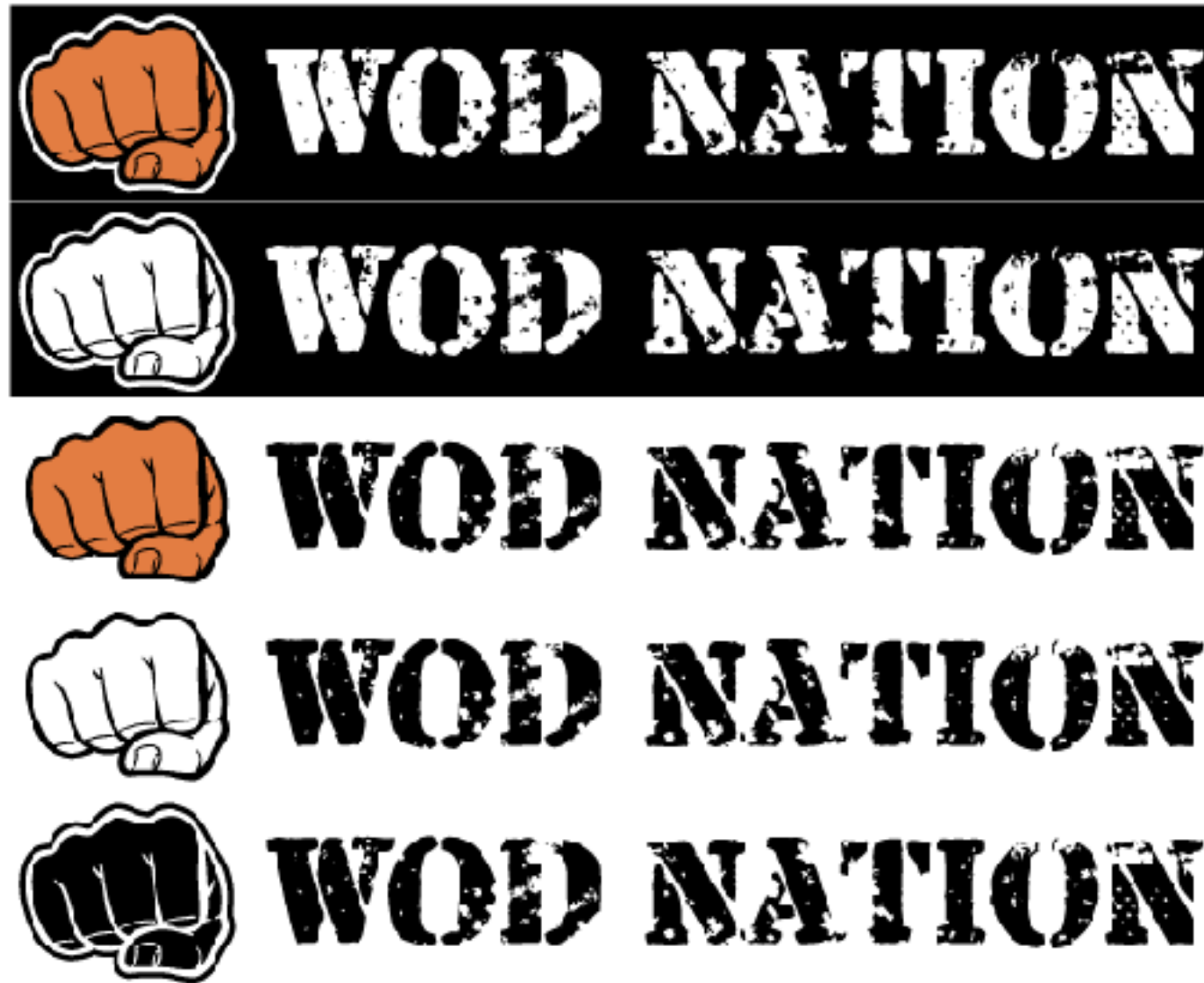
WOD Nation Logo Design

WOD Nation is a fitness company in the CrossFit space and has been in business for about 4 years. We sell mostly in the USA and Canada but are branching out to Asia and Europe and feel like its a good time to refresh our logo.

We are looking to update the logo by making it more gender neutral, crisp, light, fresh and clean. In the following pages you'll see example of our current logo, new logo attempts and a few logos we like that are not ours.

To learn more about WOD Nation and our products go to:
wodnationgear.com

Current Logo Variations



Comments about current logo

We like the fist and want to carry it forward in our new logo. It would be ok to stylize it a little but we don't want to extend it too far.

Our main issue is the font - Armalite Rifle. While it does fit with the CrossFit audience of a few years ago... rugged, military, manly, bold... The audience has changed a lot. We also don't like the square version because the fist ends up being too big and the text too small.

Logo Attempts We Didn't Like

We hired a designer and gave her the instructions of making it gender neutral, crisp, light, fresh and clean and feel like she just isn't getting it. These feel dated and lack most of what we were after.



Logo Attempts In the Right Direction

This is just my playing with Illustrator and I'm no designer.

As you can see we've lighted it way up and the lockup works better but it can be done way better than this.



Logos we like (not ours)



2 variations mandatory

We need the logo in two variations. Horizontal and Square. Horizontal for most of our products. Square for our social profiles and apparel.

