Our business requires a logo that accurately and uniquely identifies the essence of our business and what we provide.

***This document is to be read along with the logo design examples provided***

# What is Bio Sync?

We create a space in which people find the strongest versions of themselves.

Bio Sync is a club for people who are doing hot and cold therapy, breathing, movement in order to increase mental and physical performance.

Our Core Values

* Integrity
* Compassion
* Authenticity
* Vulnerability
* Aliveness
* Energy

What do we want the logo to represent:

The complementary nature of both hot and cold (blue and red/orange), air and earth/nature (light green)

Target clientele

People who are exploratory, curious and looking to accomplish inner peace and mastery through testing their personal limits both physically and mentally through immersion and experience of the 4 elements (represented by fire, water, earth and air)

* Cold therapy (ice baths) - Earth
* Sauna and exercise – Fire
* Movement – Earth
* Breathing & Meditation - Air

Any more questions and clarification please ask 😊

PLEASE

Kindly,

Dean