**Beyond Body Wraps**

July 4, 2018

**Project:** Logo design for Beyond Body Wraps

**Background:**

We are starting a new retail body wrap and health spa store in Huntington Beach, California. Our goal is to help people:

* Lose weight
* Lose inches
* Tighten their skin
* Detox
* Combat the aging process
* Relieve pain

We do this through offering treatments such as:

* All natural, organic beauty treatments including collagen oils, masks and lotions
* Body wraps treated with organic, all-natural vitamins and minerals we wrap customers up in and place under an ultraviolet heating blanket (helps detox body, reduce inches)
* Firmasculpt treatments that helps breakdown fat, reduce inflammation and maximize weight loss
* LED light beds that help increase healing process, reduce wrinkles and aging spots
* Detox teas
* Weight loss programs
* Skin tighten (non-surgical facelifts, 24k facials, etc.)

**Audience:**

* Mainly women, but more and more men are using spas to reduce inches and manage weight and pain
* We are targeting 20 – 65 years old

**Look and Feel:**

* We are in Huntington Beach, so we want something hip
* Contemporary font – not a script font, I like san serif fonts
* We want something fun, high energy, but we are offering all-natural botanical oils, lotions and solutions for our treatments (you cannot buy this online or in the stores as we make it fresh daily) … so we want it to feel natural, like a whole foods store or think classy hippie - Bohemian
* I love Picasso’s surrealism period – I want this store to feel different, creative, when you see our materials they stand out … fun, creative, cool, sophisticated in an edgy way NOT conservative

**Ideas:**

Think Picasso

    

**Meets Bohemian:**

    

    

**Requirements:**

* Need the font in an eps, ai and jpg format
* If you are using a specific font, I want to know the font and if you iterate on a font, I still want to know the font
* This needs to work for a storefront sign – I want it to pop as well as in print and online