

Revive

Wake Up And Win

Apparel Logo Design Brief
By John Santos

About Wake Up And Win

Athleisure/ sports / lifestyle brand. Comfortable apparel, motivating message and community impact

Links about the vision of the brand:

<https://www.inc.com/cox-business/meet-get-started-las-vegas-winners-jonathan-santos-cesar-santos-and-medin-gebregzier-of-revive-brand-co.html>

Project Scope

Create a font that will be used on apparel and other wake up and win products.

Stylized word and font for

WAKE UP AND WIN

**WAKE UP
AND WIN**

Keep in mind it needs to be used for social media and website as well. Preferably no & sign in the design, unless really needed.

Brand Details

Brand Colors

<https://color.adobe.com/Sports-color-theme-12543/>

Current Site with misc. Products:

<https://revivebrandco.com/>

DIRECTION:

STYLIZED FONT LOGO TO BE USED ON SOCIAL MEDIA AND APPAREL PRODUCTS

SIMPLE YET POWERFUL

Examples to follow that contain text and styles that capture attention and are a great place to start the design direction



antisocialsocialclub

Follow

1,707 posts

1.7m followers

1 following

🌸 Spring / Summer 2018 🌸 March 10, 2018 🌸 8 AM PST

shop.antisocialsocialclub.com

**Unique design, ideally something we are going for. Timeless yet simple.



Safe direction, can possibly work.



Bold lettering is good, not sure how it would work for what we are doing, but this is a direction we can explore





This style is bold and makes a statement.

Can possibly work for our project



Another safe yet timeless approach. May or may not work for our vision.