

PMS
3268

Amazonite Latina

PMS
7412

Topaz Europa

PMS
7417

Coral India

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Address:

-

Straight and Wavy

Contact: Frank
Date: 22.01.2013
Issue: C

Approved by:

Name _____
Date _____



logo option - 1.1

Concept:

- The logo makes use of a strong silhouetted icon to make easy reference to the product use. The hair in the icon is evocative of fire giving the icon energy and life, while the lower corner of the icon is defined by a sharp edge leading to straight vertical and horizontal lines, giving the icon both spotanious form and opposing order.
- The logo uses 2 type faces again to define the idea of both controlled order as shown in the type face for “STRAIGHT” and spotanious fluidity in the waves and fluid curves of the type face used for “WAVY”.
- The “&” (ampersand) is incorporated into the icon of the hair so that its form becomes part of the idea of the flowing waves of the hair.
- The sub-brands are incorporated into the logo and read vertically and opposed to the main brand “STRAIGHT & WAVY”, this is to show that the sub-brand reads separate to the main brand. The sub-brand Morphs into the edge of the icon taking the same colour as the icon and so defining the colour for that sub-brand.

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