

We are looking for a logo/identity to be created with the following guidelines:

Logo + PRSUIT (typeface) + Tagline

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Brand representative Logo

See page 2 for logo inspiration and desired look and feel

PRSUIT

Typeface/font/ styling of PRSUIT needs to be developed

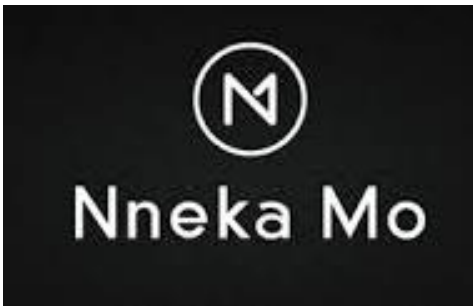
Tagline in the following format/style:

Needs to read:

a collective lifestyle experience for a new generation

****We are open to the placement of the logo in relation to the tagline and PRSUIT**

Logo Inspiration



Logo Notes

- **Logo, typeface and tagline for PRSUIT needs to reflect a high end fashion feel but needs to reflect a hip and relatable vibe for its online audience**
- **We are open to both rounded and non-rounded logos**
- **Also open to logos that incorporate PRSUIT or “P” and also logos that are simply representative of the brand (Fashion Outlets, Art Institute, examples etc)**
- **Prefer BLACK/GRAY and GOLD colors and fonts**
- **Overarching Theme: “Gritty meets glamorous”**
 - Needs to reflect a sense of rugged aspiration for the best life
 - **Gritty**: reflecting an entrepreneurial sense of resolve, determination and hard work amidst a “concrete junglesque” theme
 - **Glamorous**: reflecting the end goal of success (both materialistic as well as personal pride and satisfaction)
 - The target audience is millennial males (approx. 18-34 years old) so we do not want to ostracize any segments with images/concepts they cannot relate to...keep it younger skewing and keep it fresh, while maintaining an aspirational vibe that is reflective of “the good life”

Final Product needs to offer the following:

- **[Logo and title and tagline] combined**
- **[logo and title] combined**
- **[Logo] separate**
- **[Title] separate**
- **[Tagline] separate**