

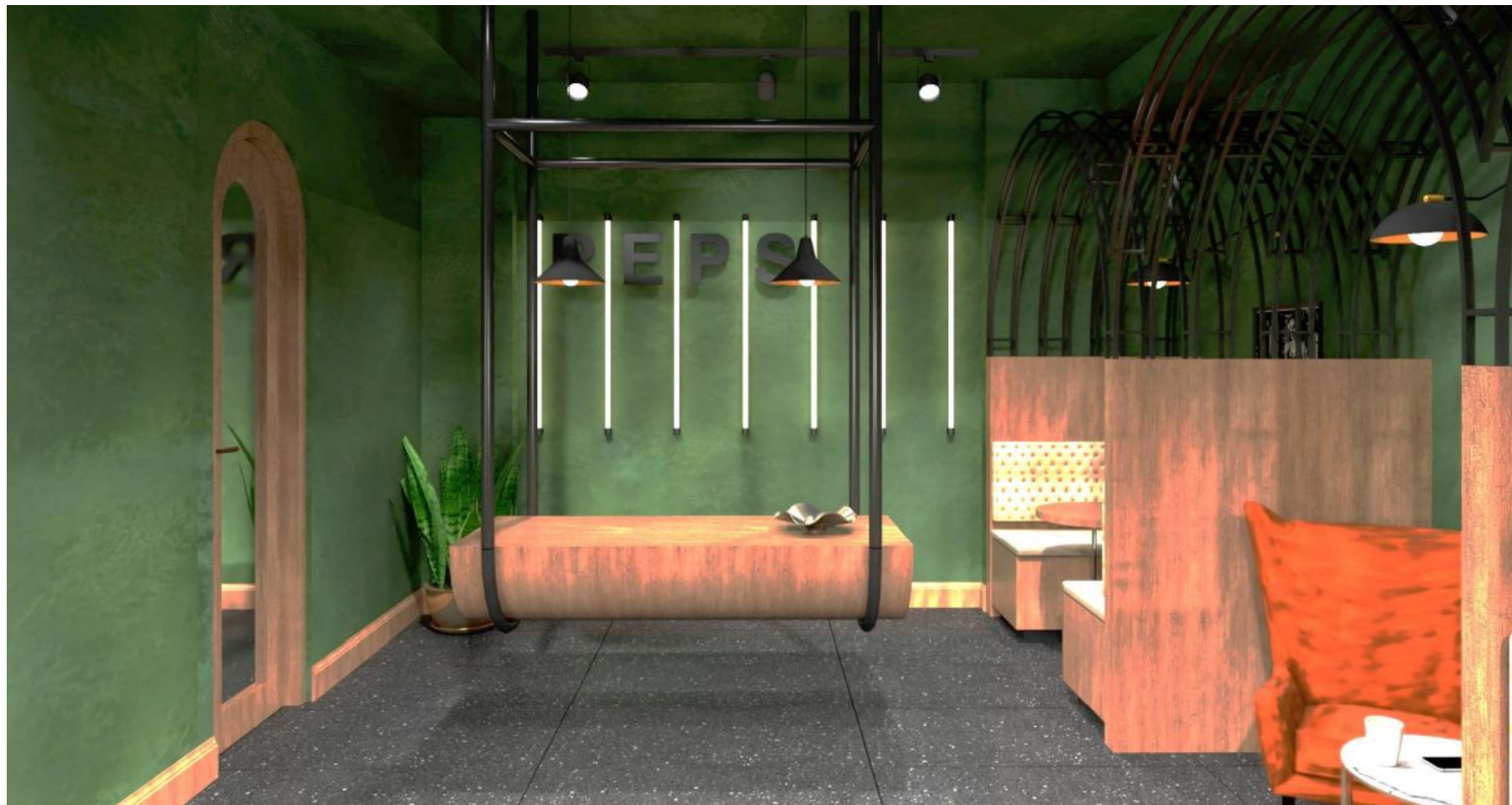
REPS FITNESS STUDIO

LOGO DESIGN PRESENTATION



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OBSERVATIONS FROM RESEARCH ON GLOBAL FITNESS BRANDS

1. Most of the fitness brand logos are typography driven; Sans Serif fonts widely used since they are clean, legible and engaging. It further connotes towards making the logo look effective and brimming with a mod flare.
2. Certain fitness brand logos are combination mark.
3. Most other fitness brand logos come across as bold and edgy.
4. Font combinations in terms of Script and Sans Serif/Serif are evident in some logos together with contrasting weight weights.

MODERN

DYNAMIC

BOLD

CONTEMPORARY

GEOMETRIC

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SIPPERS



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VISITING CARD



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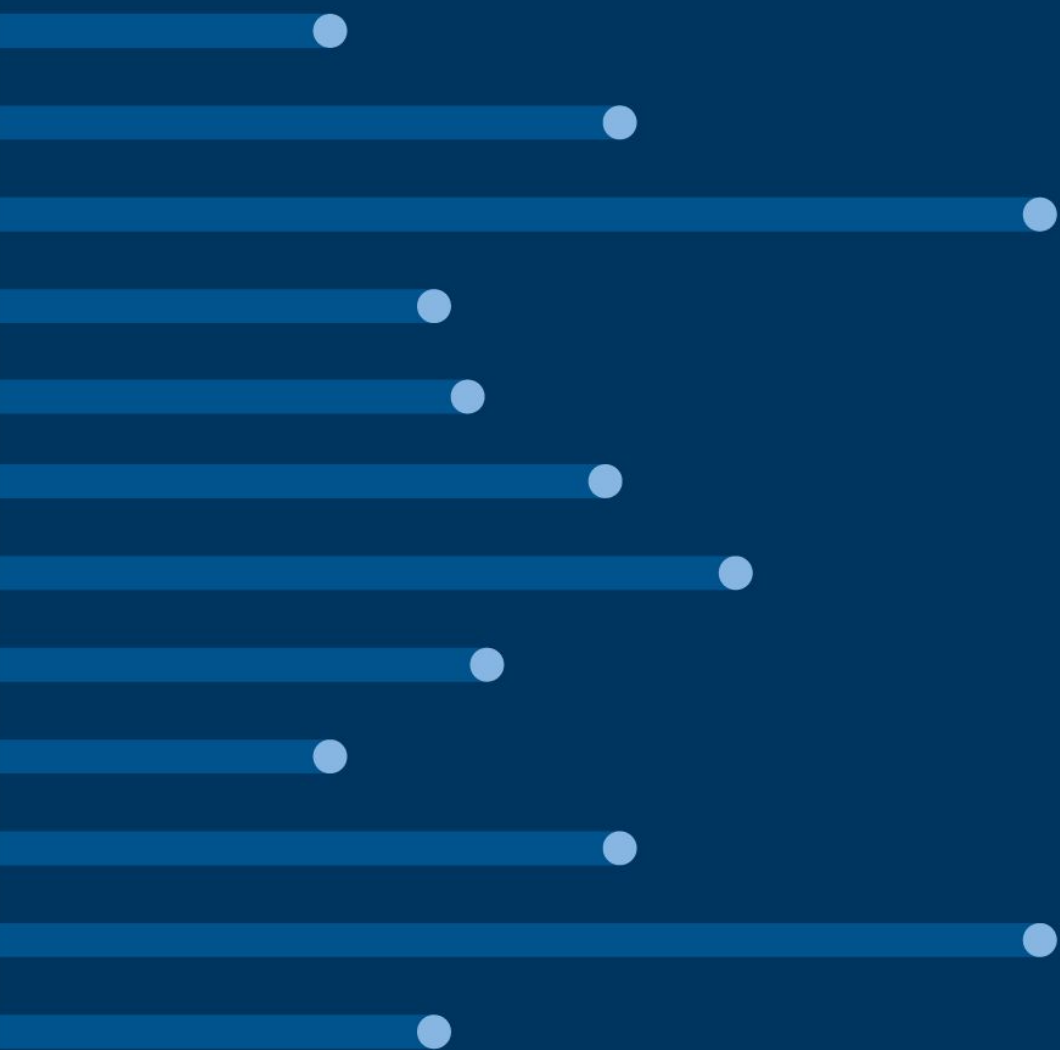


YOGA MAT

REES
FITNESS STUDIO

COLOR VARIANTS & COMBINATIONS





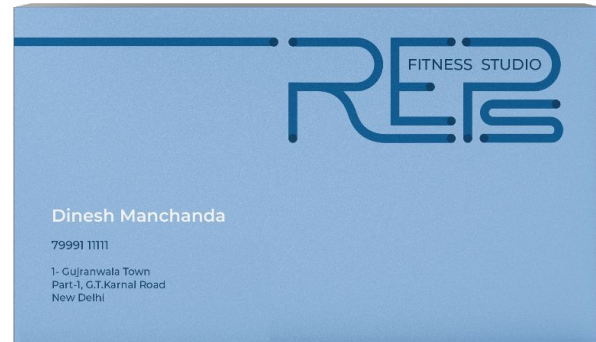
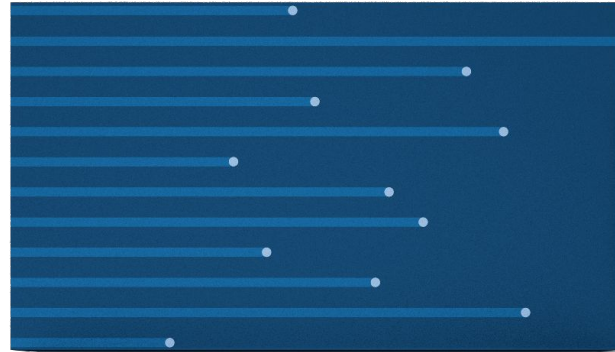


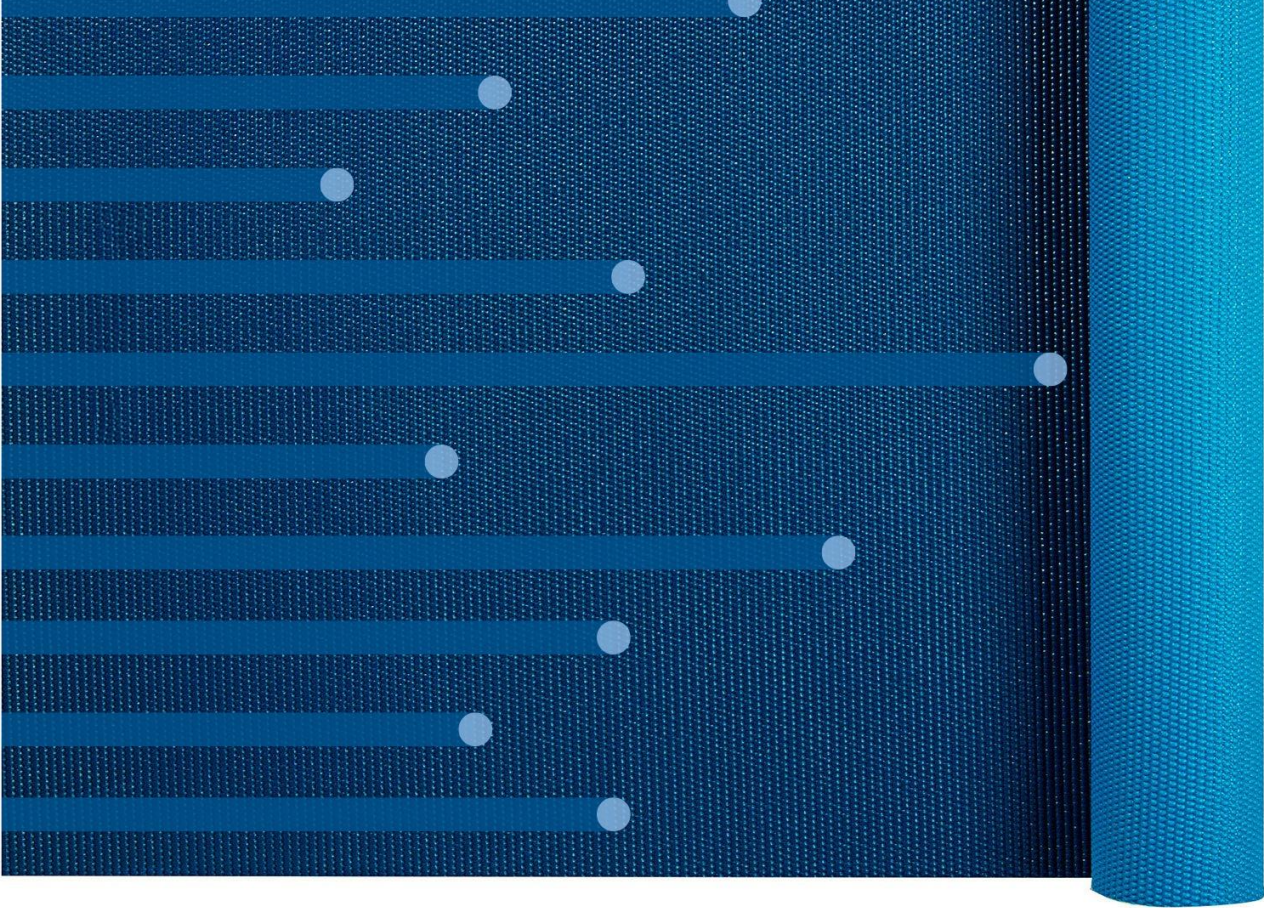
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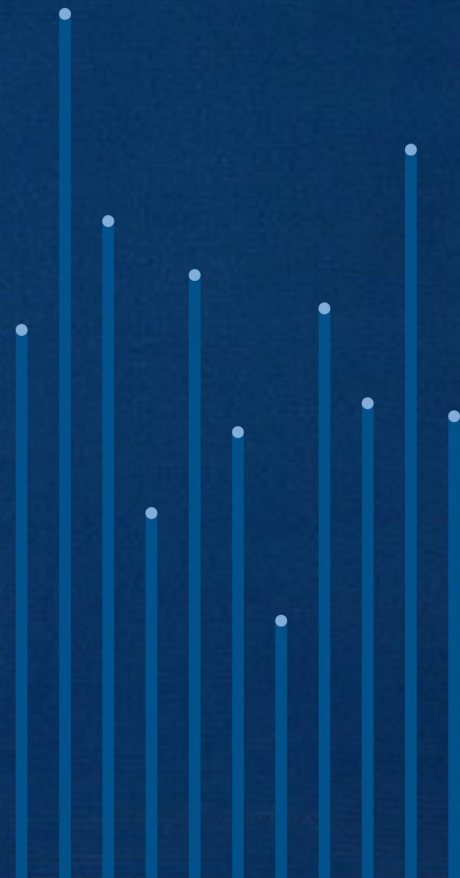
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LOGO VARIANTS



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SIPPERS



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