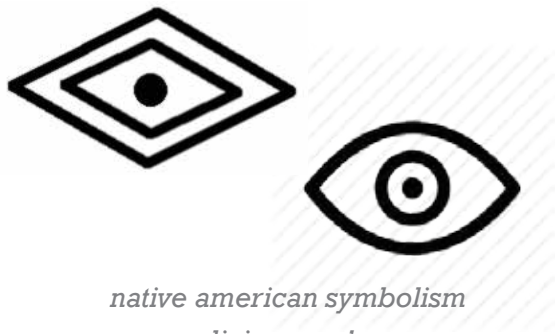


Branding Package for CrossFit Lozen

inspiration + concept

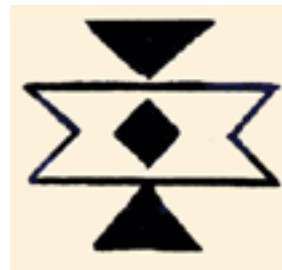
The following concepts are done in a monoline style to mimic native american drawings and symbolism.

Two of the concepts utilize the client's suggested font "Megrim", the other concepts use clean simple sans serif and slab serif fonts. All logos have been displayed using a variety of red, black and white shades to demonstrate differences in tones. Mock-ups of the logos on paper and apparel have also been provided to help envision final product. During our research, we read that Lozen was also a medicine woman and born in 1840, so those ideas have woven into the concepts as well.



*native american symbolism
medicine man's eye
meaning: wisdom*

+



*native american symbol for butterfly
meaning: everlasting life, spirit, strength*

+



*native american symbol for mountains
meaning: strength, great abundance*

Concept 1

main logo



color palette



one color logo



reverse logo



Concept 1 printed logo mock-up



Concept 1 apparel mock-up

Concept 2

main logo



color palette



one color logo



reverse logo



Concept 2: Printed logo mock-up



Concept 2: apparel mock-up

Concept 3

main logo



color palette



alternate circular logo



reverse logo



Concept 3: Printed logo mock-up



Concept 3: apparel mock-up

Concept 4

main logo



color palette



one color logo



reverse logo



Concept 4: Printed logo mock-up



Concept 4: Apparel mock-up