



*Corporate**Warm**Modern*

OBJECTIVES

- + Branding for Existing Business
- + Create Logo
- + Communicate
 - Health
 - Environmentally Friendly
 - Chemical Free
- + Website Design

Wellness Unlimited

Robin Ebanks has been operating Wellness Unlimited, a product sales business, for several months. In seeking to expand her business and reach more clients she was ready to create an identity with a logo and website. She desired her identity to communicate health and products that are chemical free and environmentally friendly. She also wanted to promote the business opportunity of selling her products and the freedom of schedule it brings. She wanted the look and feel of the designs to speak modern, warm, and corporate.

FINAL CONCEPT

The three-leaved, green logo is representative of the environment and the 'green' movement of natural, chemical-free products. It is a clean, crisp design consistent with the client's desire for a modern look. The three website design comps combine the modern, warm, yet corporate identity sought after by the client while highlighting the benefits of the business opportunity. Each design takes on a bit more of one of the three traits. By choosing one, the client will be able to more clearly brand her identity.