

PRIMARY MARK REDESIGN



DESIGN OBJECTIVE

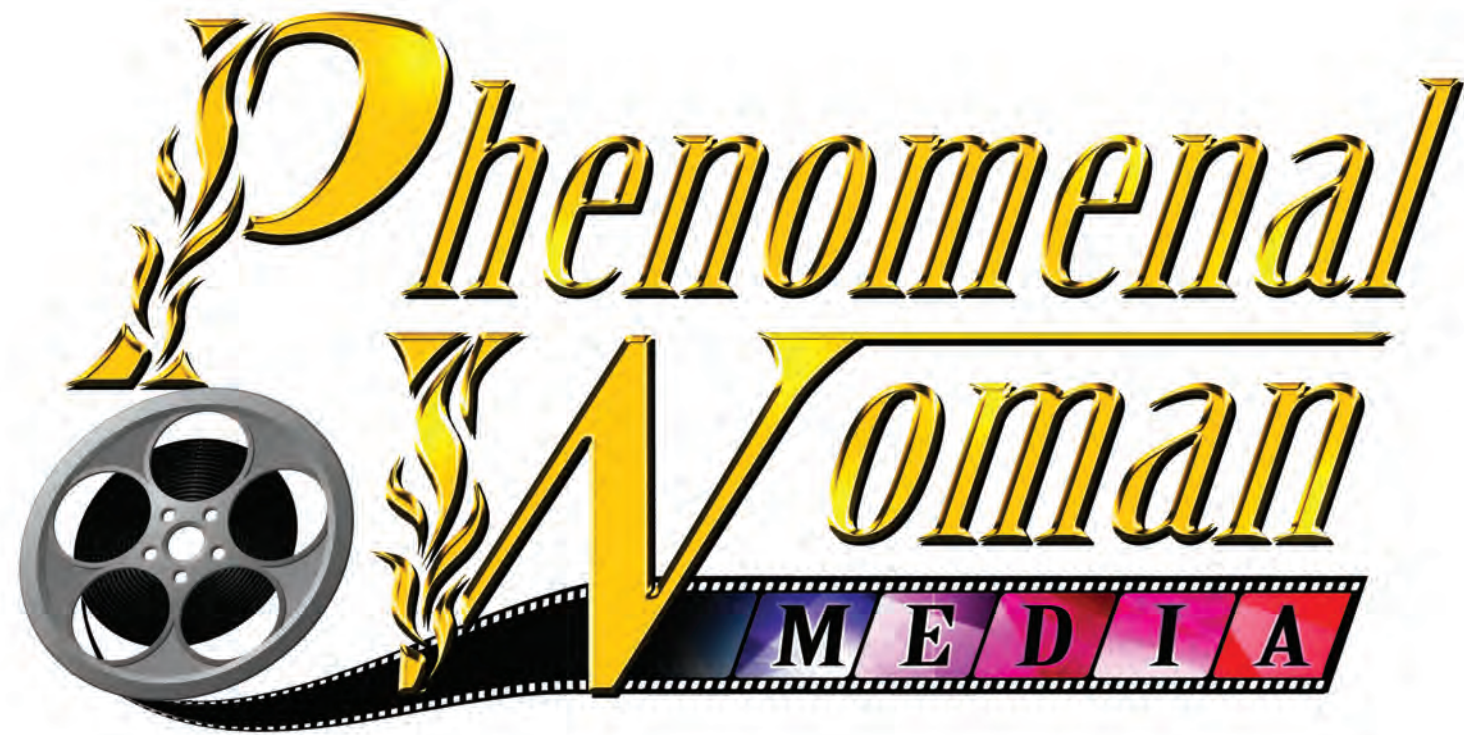
To create a business card for the media house Phenomenal Woman that enhances the brand and provides an immediate feedback of professionalism and craftsmanship

VISUAL REFERENCE

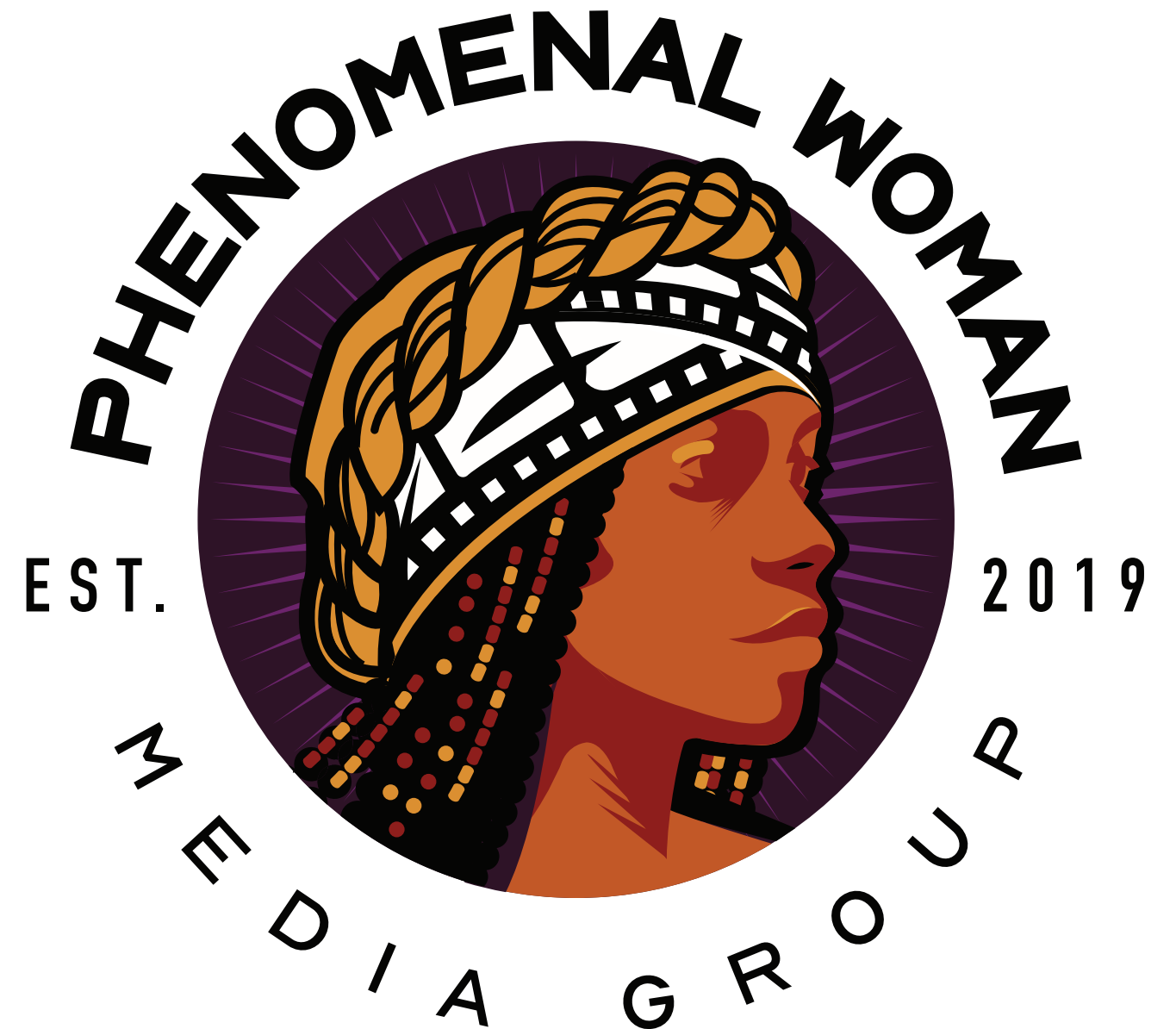


PRIMARY LOGO

PRESENT MARK



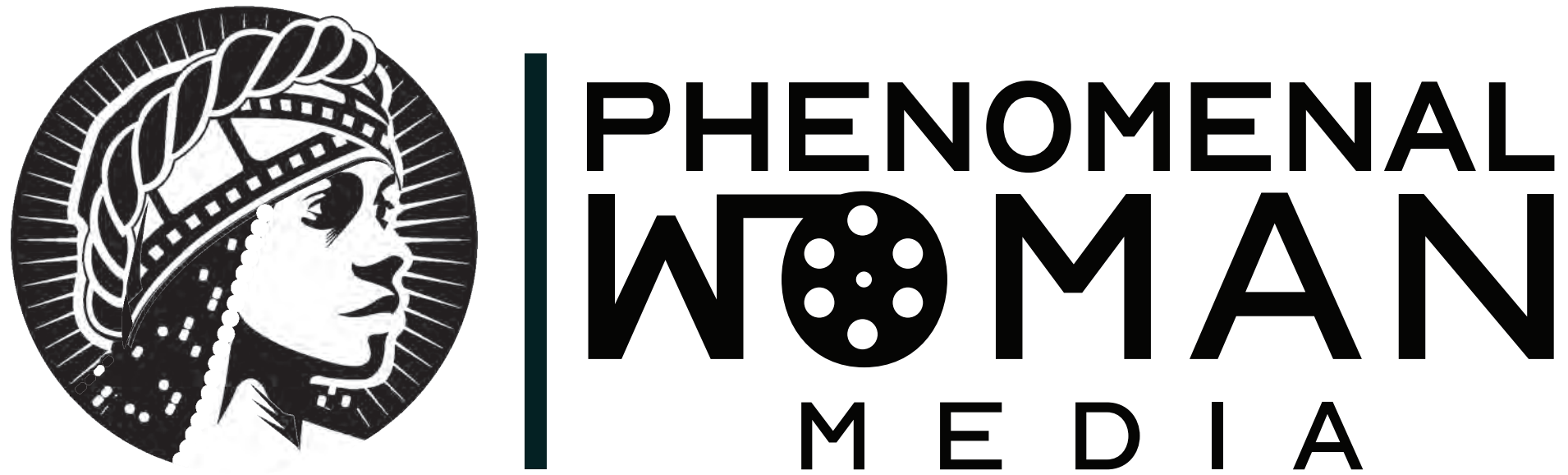
PROPOSED MARK



PRIMARY LOGO/ COLOR & BLACK AND WHITE



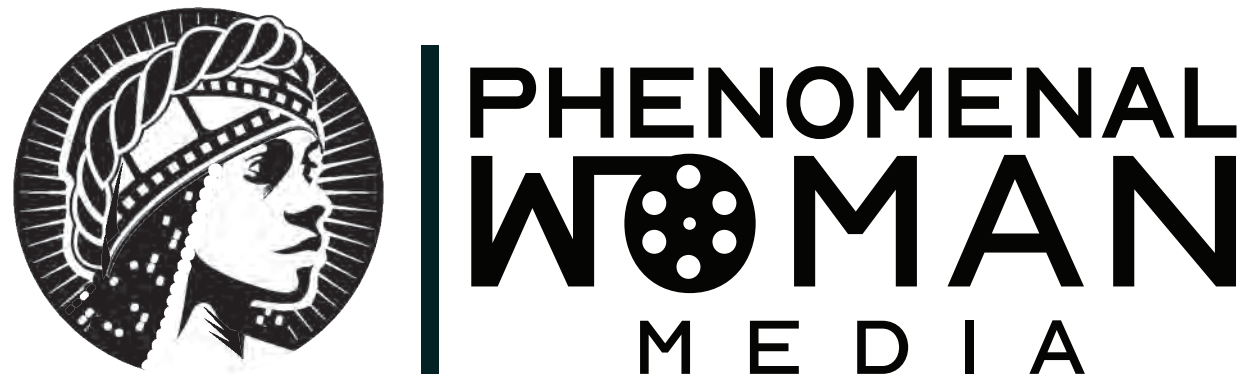
PRIMARY LOGO & LOGOTYPE



PRIMARY LOGOTYPE

PHENOMENAL
WOMAN
MEDIA

PRIMARY LOGO & LOGOTYPE



BRAND COLORS



WHITE

PANTONE
P85-15 U

PANTONE
P20-15 U

PANTONE
P47-8 U

PANTONE
PROCESS
BLACK

PANTONE
40-15 U

thanks for trusting me
with your visual identity.