

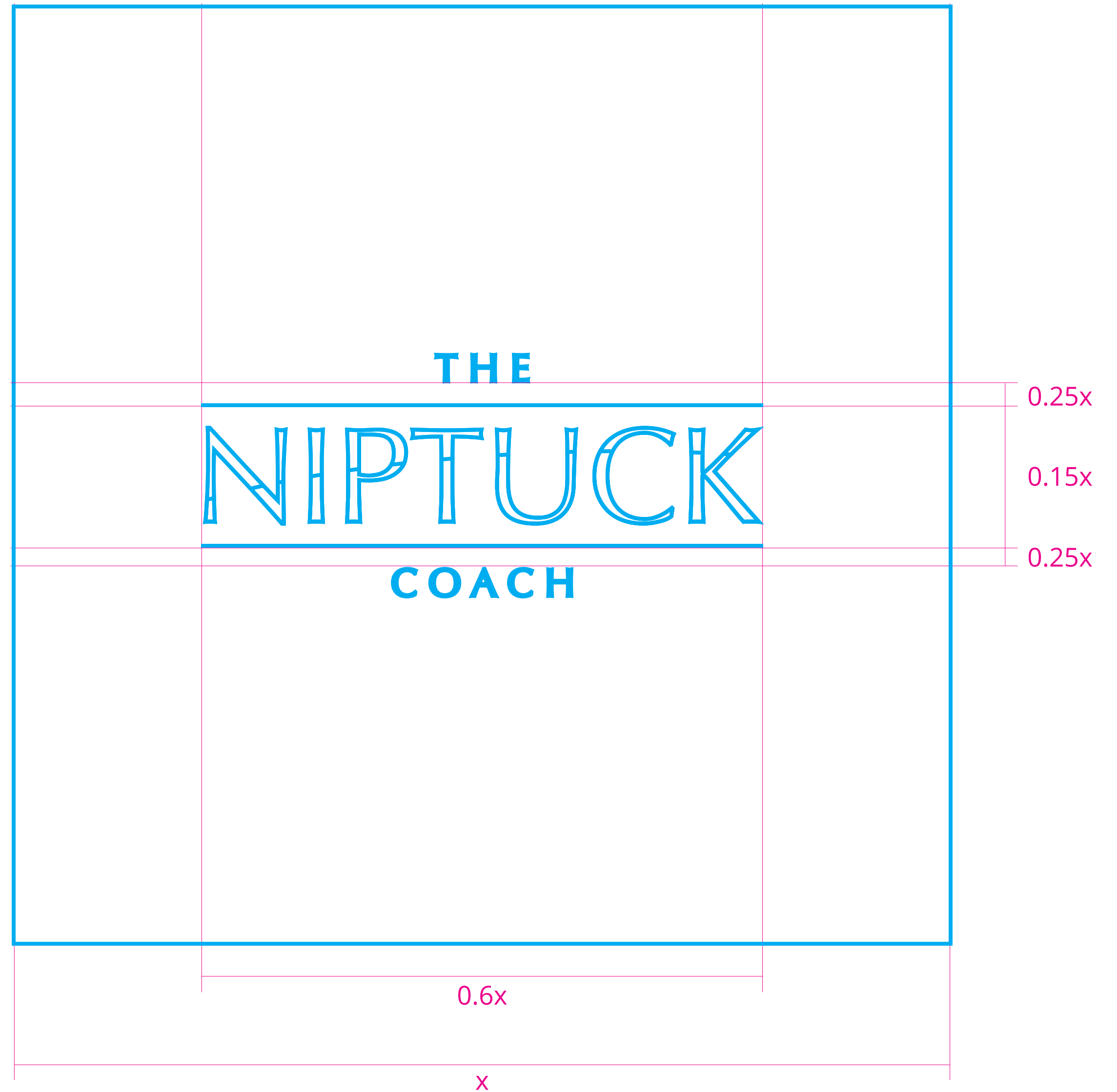


Logo designed by JAVIER™

# Conceptualization and construction

The logo was built basically using solid lines, I have combined the brand's name with an elegant typography, if we analyze the logo of the brands provided through the questionnaire like (Tiffany, Chanel, Burberry and Vogue), these logos are basically conformed by a single name, I think it is important to maintain the same concept to achieve a solid idea, since The Niptuck Coach is a brand name conformed by 3 different words I have used different typography proportions to include the full brand's name but using NIPTUCK as the main word.

This is the typography used to write the brand's name, it can be used in your marketing material to maintain the same identity and consistency across the whole brand.



# Color.

As it was suggested the color options to apply to your logo were gold and charcoal which I think are the perfect combination to get the attention of the target audience described in the questionnaire.

Additionally to this I thought it was a good idea to include a cut somehow in the brand's name, that is why I've decided to use 2 different tones of gold, adding a glossy effect to the brand's name which is adding a touch of elegance.



Color version



Black and white version



## Logo usage samples





The Niptuck Coach  
@TheNiptuckCoach

- Home
- About
- Photos
- Events
- Videos
- Likes
- Tradable Bits
- Posts
- Shop
- Notes
- Manage Tabs
- Promote



Message
Edit Page Info
View as Page Visitor
More
Call Now

Status Photo / Video Offer, Event +

Write something...



Search for posts on this Page

- 2,663 post reach this week
- See Pages Feed  
Posts from Pages you've liked as your Page
- Invite friends to like this Page



Phoster

VSCO

PhotoToaster



Facebook



TNC





Thank you for your time and feel free to share this presentation with colleagues and friends, even in social media if you wish, keep in mind what you prefer as the client or what I prefer as the designer doesn't matter, what really matters is the market acceptance.

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