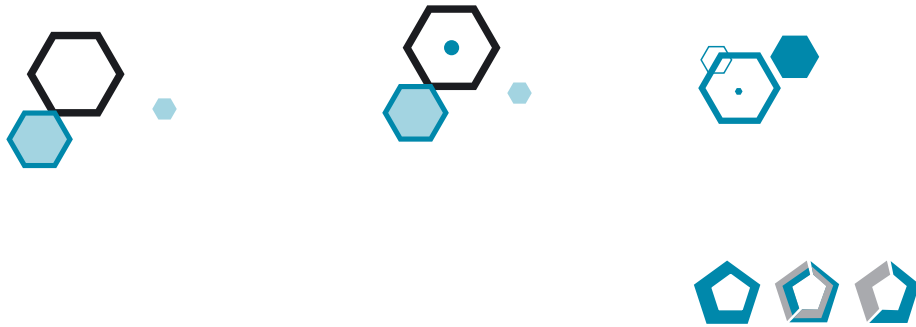


How the logo developed



Final logo options:



Colour Palette

Teel and Grey



How the logo developed



Final options:



Colour Palette

Lime



Red



How the logo developed



Final options:



Colour Palette

Lime / grey



Teel



Teel / grey



# Creative Rationale

## Page one:

This idea developed from the idea that the hexagon shape is representative of a 'skin cell' as skinGeeks is all about maintaining healthy skin cells. on the right hand side I have the three final logos - the first one shows the dot in the middle of the large hexagon (skin cell) is also the dot on the 'i' in 'skin'. The colour palette here is very simple (less is more) and therefore sophisticated. The fonts chosen are also interesting but easy to read and the last one is very memorable.

## Page two:

Here the logo is based on using the 's' letter from the word 'skin' and the 'g' from geek to create an icon. On the last two logos on the right hand side, we have turned the icon onto its side to represent, not only the 's' and the 'g' but also the 'g' starts to look like a pair of reading glasses which are synonymous with 'geeks' - this logo is a lot more 'playful' than the first logo and has more 'personality'. With regards to our target audience, being doctors and scientific people, they may prefer the first option of the logo on page one - as they are more scientific - however, this option of the logo might be more memorable.

## Page three:

The icon forming the centre of the logo in this option, is representative of skin cells as well as looking like a magnifying glass and the letter 'g' for 'geeks'.  
  
the 'magnifying glass' / large skin cell, has an extra skin cell at the base of it which is symbolic of one skin cell breaking away from the other and forming a new skin cell - this is suggestive of the renewed life and regeneration that the 'skinGeeks' products will offer their patients.