

MT Bike Massage

Style Guide

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Fonts

Aa

Fredoka
Bold

Aa

Open Sans
Bold

Fonts Available through GoogleFonts.com

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas congue, arcu a ornare dictum, nisl neque aliquet est, et ultricies arcu mauris vel velit.

Colors

#277C48	#D87039	#E7AD4F	#F0CF39	#000000

Additional Images









MT Bike Massage

Case Study

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Inspiration



Wanting to invoke bright colors, I searched for a color palette that presented the serene aspects of nature and the depths of color only found in the mountains.

Resource: DepositPhotos

Key Elements

It was essential to the client that the logo represented a specific niche in her field, focusing on athletes and mountain bikers. She wanted there to be mountains and a bike in the logo. The challenge for me was keeping these elements without appearing off-brand for "Massage Therapy" which more often uses relaxing color palettes and more cursive fonts.

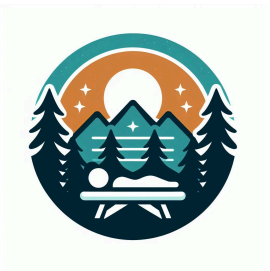
Using Co-Pilot to generate a few ideas and images for inspiration and composition, drawing rough sketches on paper, I settled into Procreate to build out the logo elements; Mountains, Bike, and Sunset.



Original Concept
Provided by the Client



AI-Generated



AI-Generated