

New Brand Identity Presentation



CLIENT:

Elovita

PRESENTED BY:

PRZNC Private Solutions

Justin Hand-Gregory

Creative Director

justin@prznc.com

NOTES FROM THE DESIGNER:

For me, “elovita” is a play off of the word “elevate,” to elevate; to bring energy and rise. With that being said, in this presentation you will find a color palette that aims to visually transmit the feelings of physical and emotional elevation, which is “what the products sold by elovita can do for you.” However, keep in mind that these colors are not set in stone and anything can be changed.

Prznc
Private
Solutions

Option

1



Option

2



Option

2



Option

2

The logo for 'elovita' features a stylized white leaf icon on the left, composed of three overlapping leaf shapes. To the right of the icon, the word 'elovita' is written in a bold, lowercase, sans-serif font.

Option

3

elovita

Option

4

elovita

Option

4

elovita

Option

4

elovita

Option

5

melovita

Option

6

melovita

Option

6

melovita

Option

6

melovita

Option

7



Option

7



Option

8



elovita

Option

8



elovita