

Logo Concept

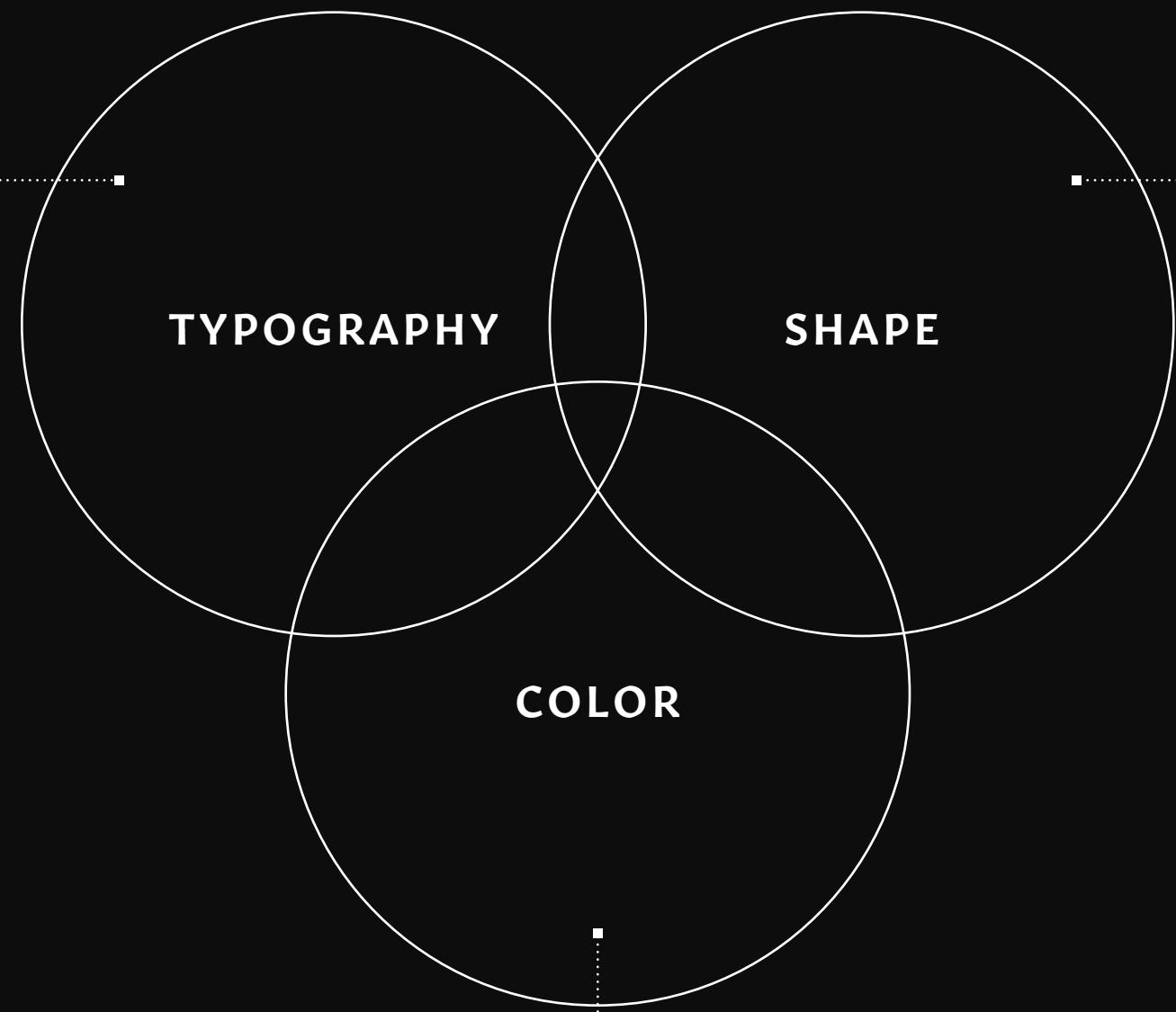
NICE
TOUCH × VIOLETT

2021

VISUAL PILLARS

UNIVERSAL

Simple
Accessible
Practical



TYPOGRAPHY

SHAPE

COLOR

CIRCULAR

Balanced
Flowing
Pure

LUCID

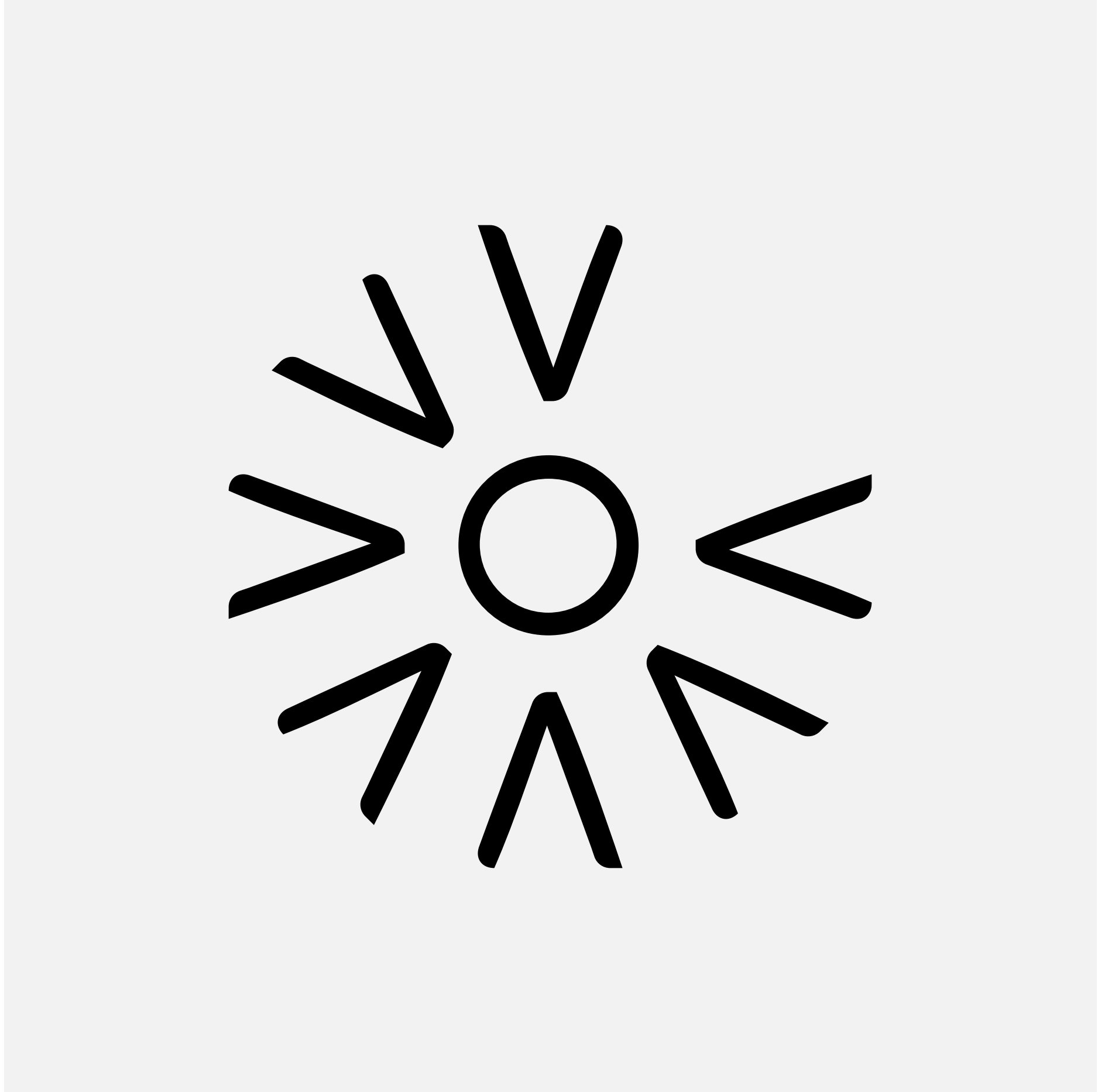
Clear
Spacious
Quiet



CONCEPT 1

To The Letter

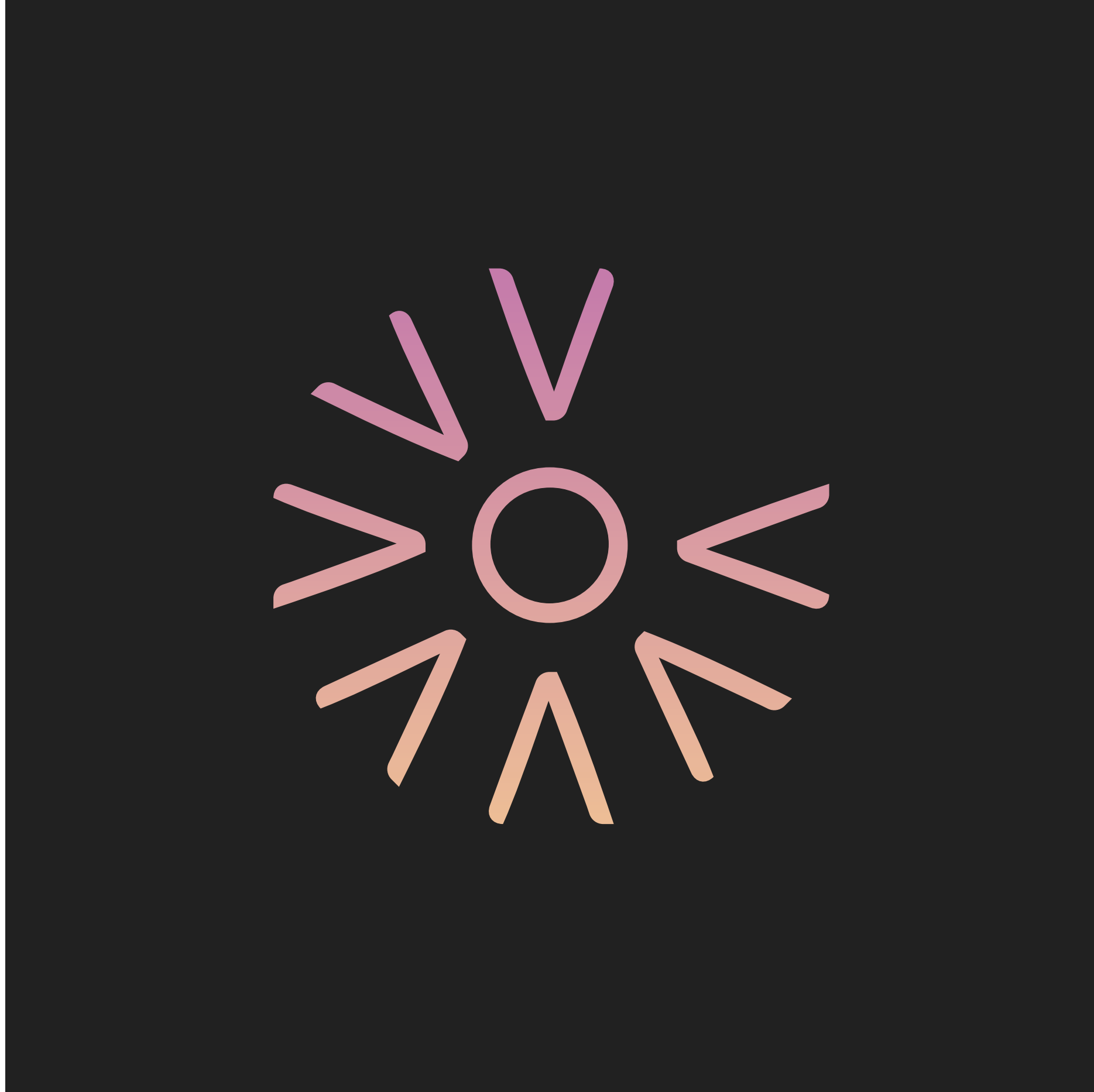
CONCEPT 1: GRAYSCALE



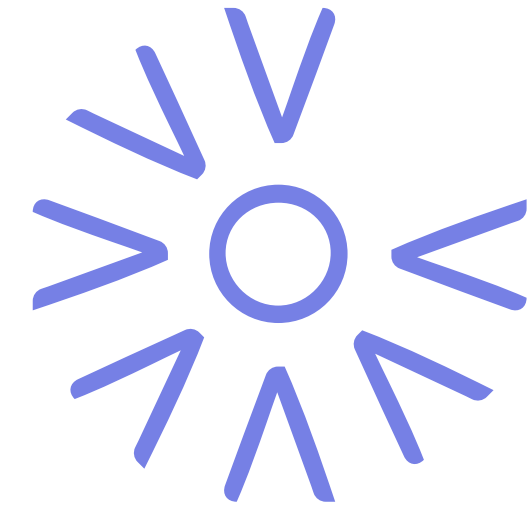
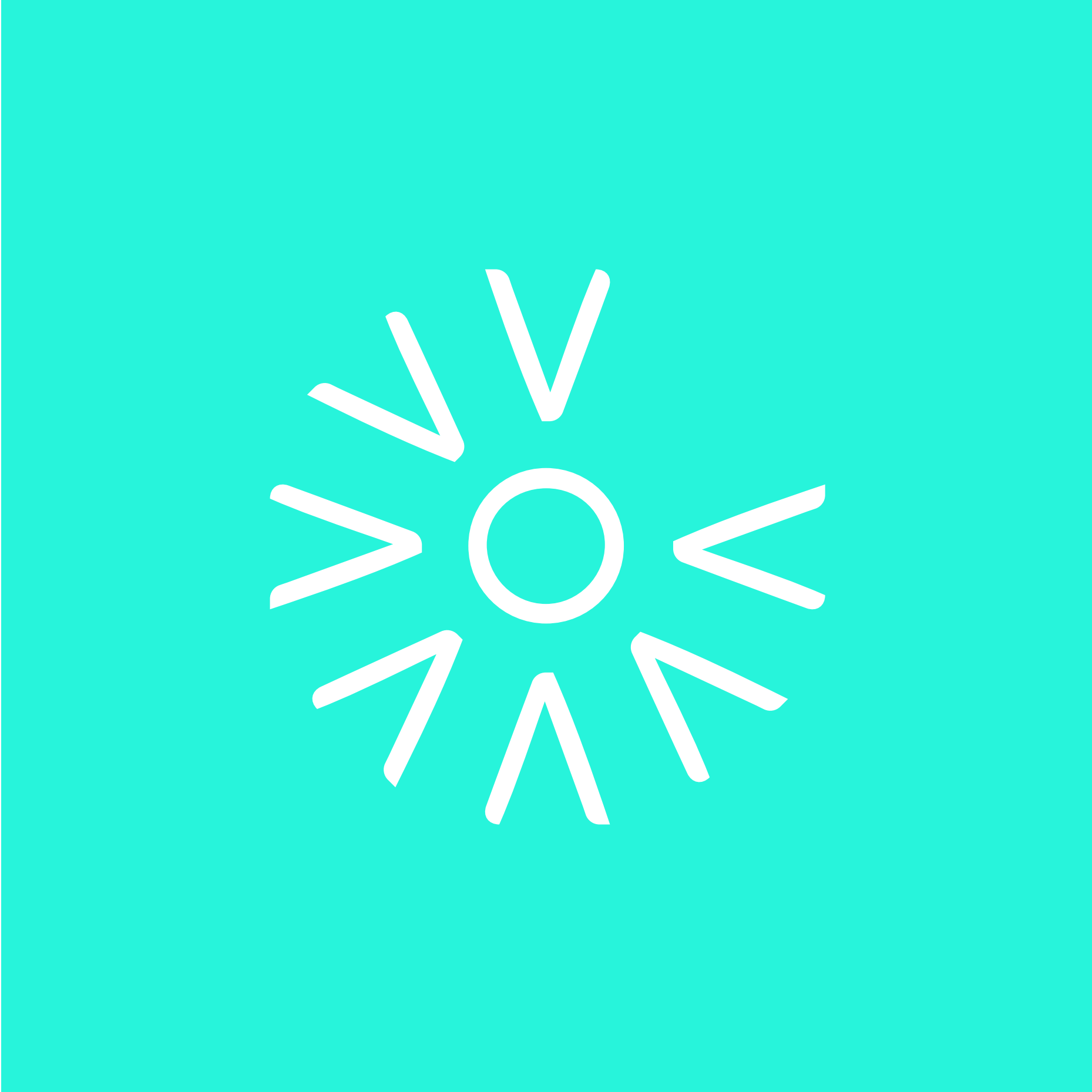




CONCEPT 1: COLOR COMBO 1



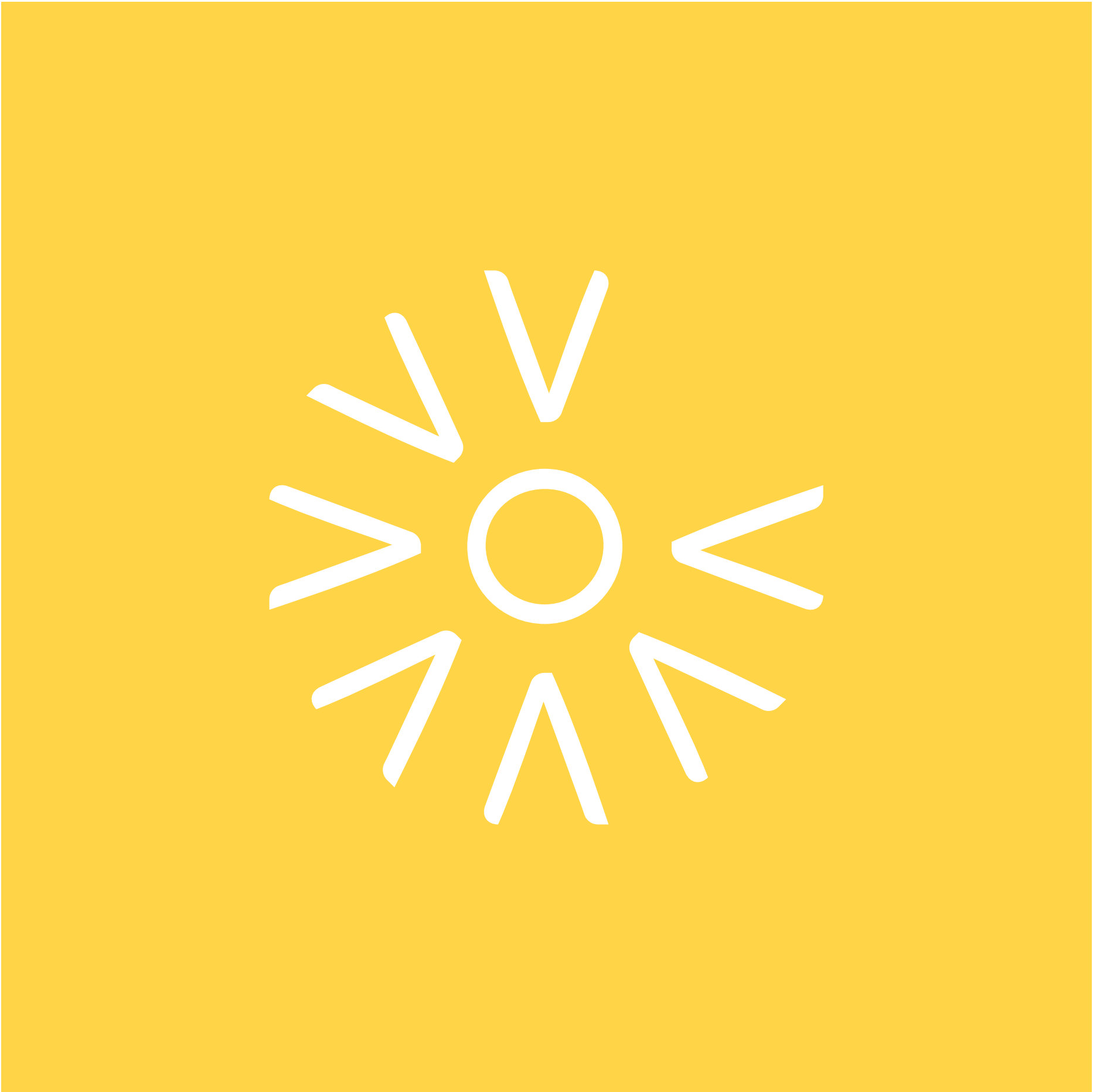
CONCEPT 1: COLOR COMBO 2



VIOLETT



CONCEPT 1: COLOR COMBO 3





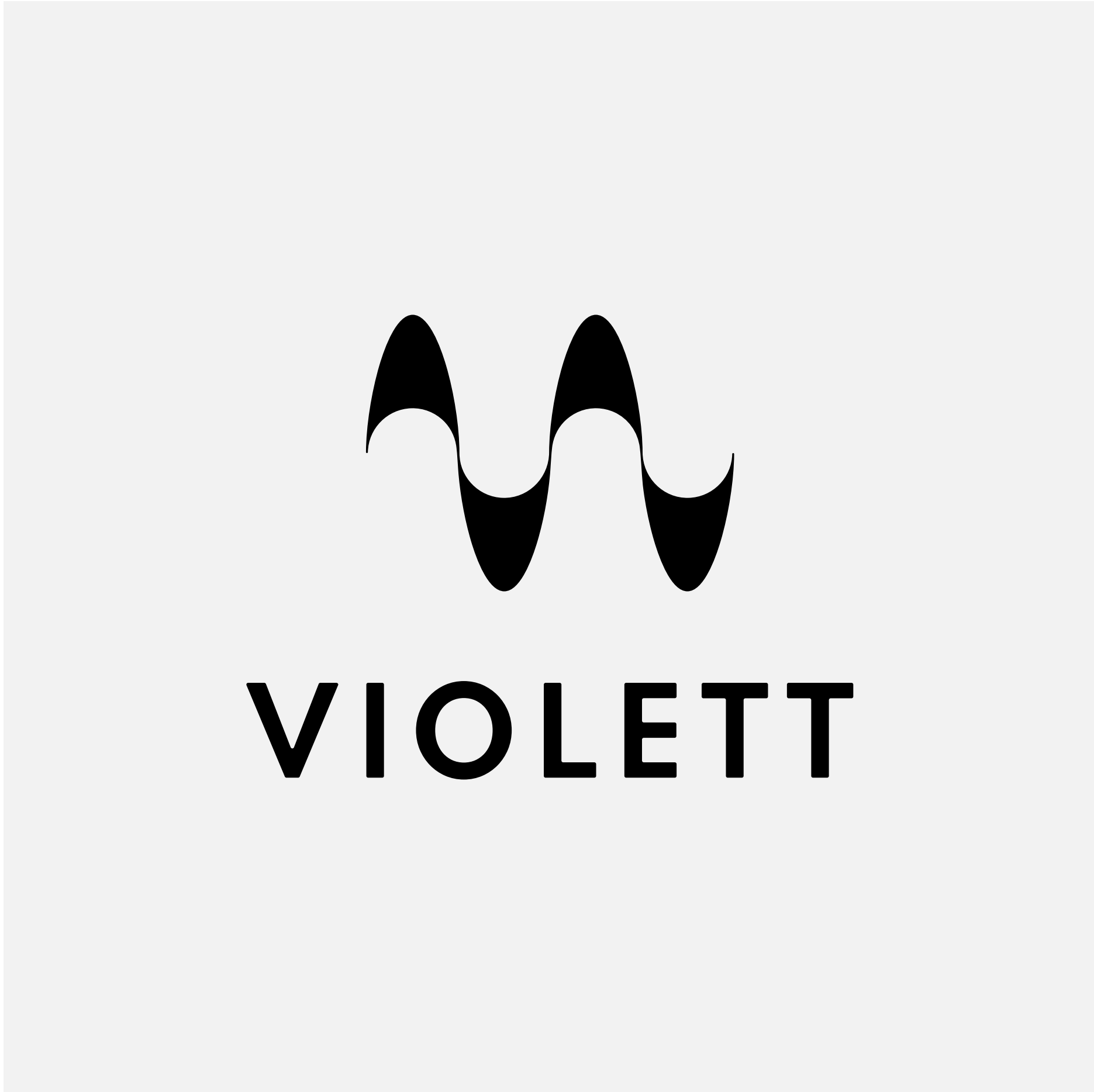
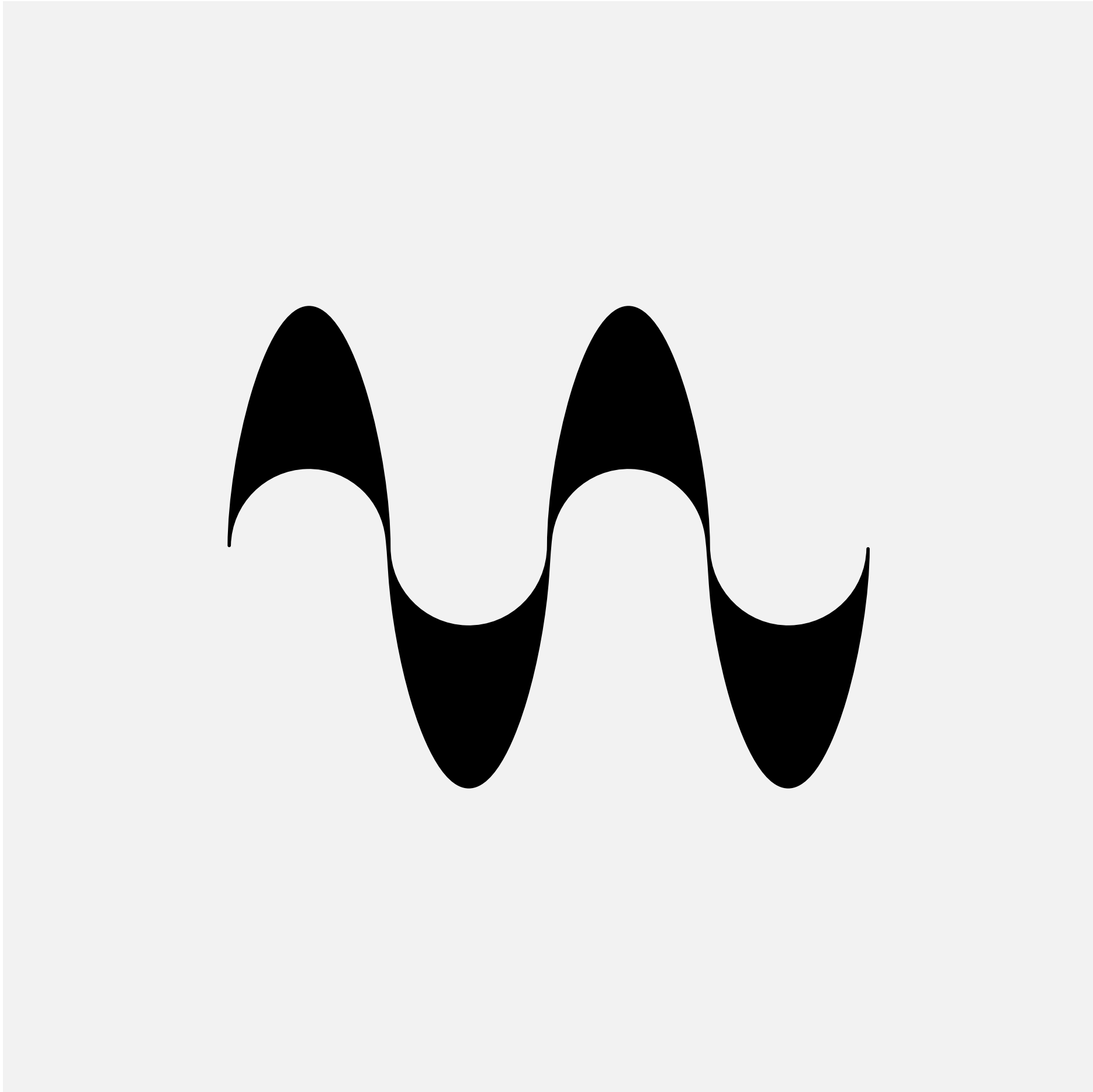




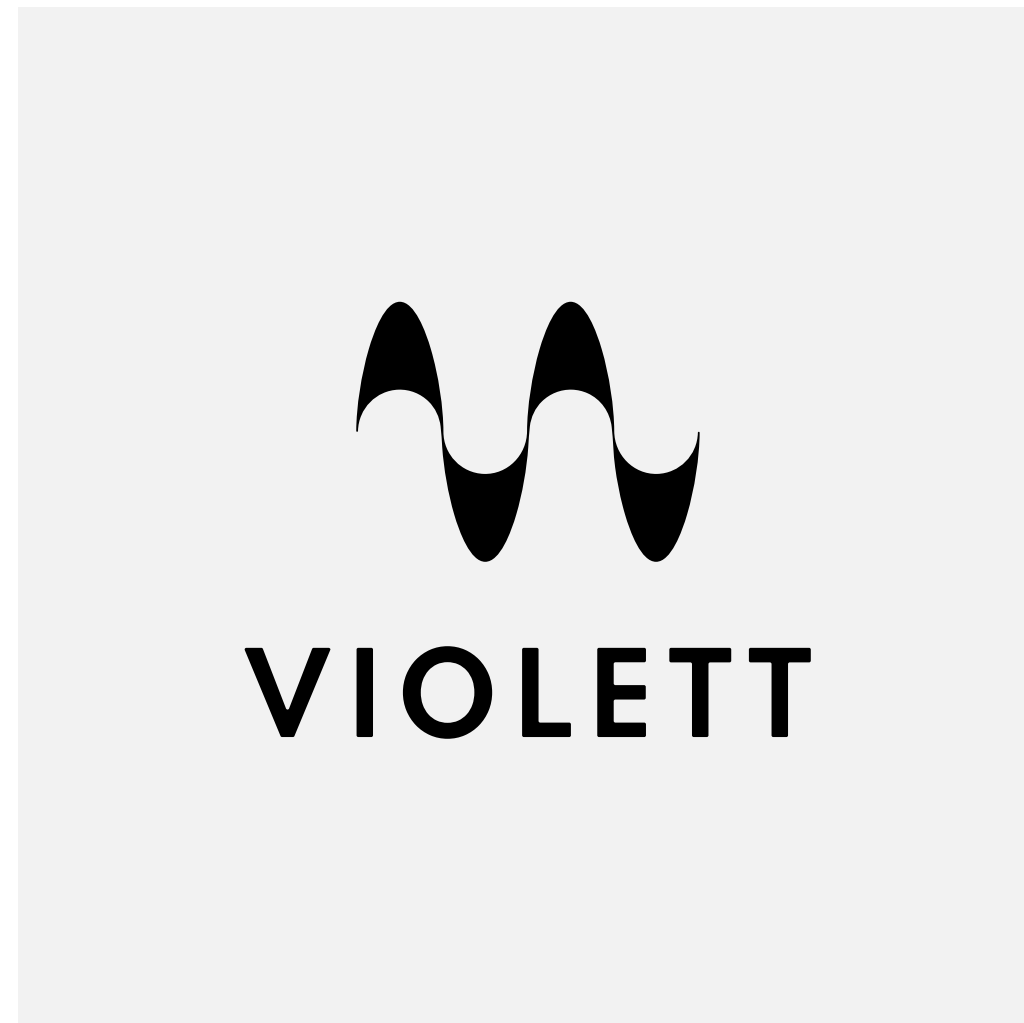
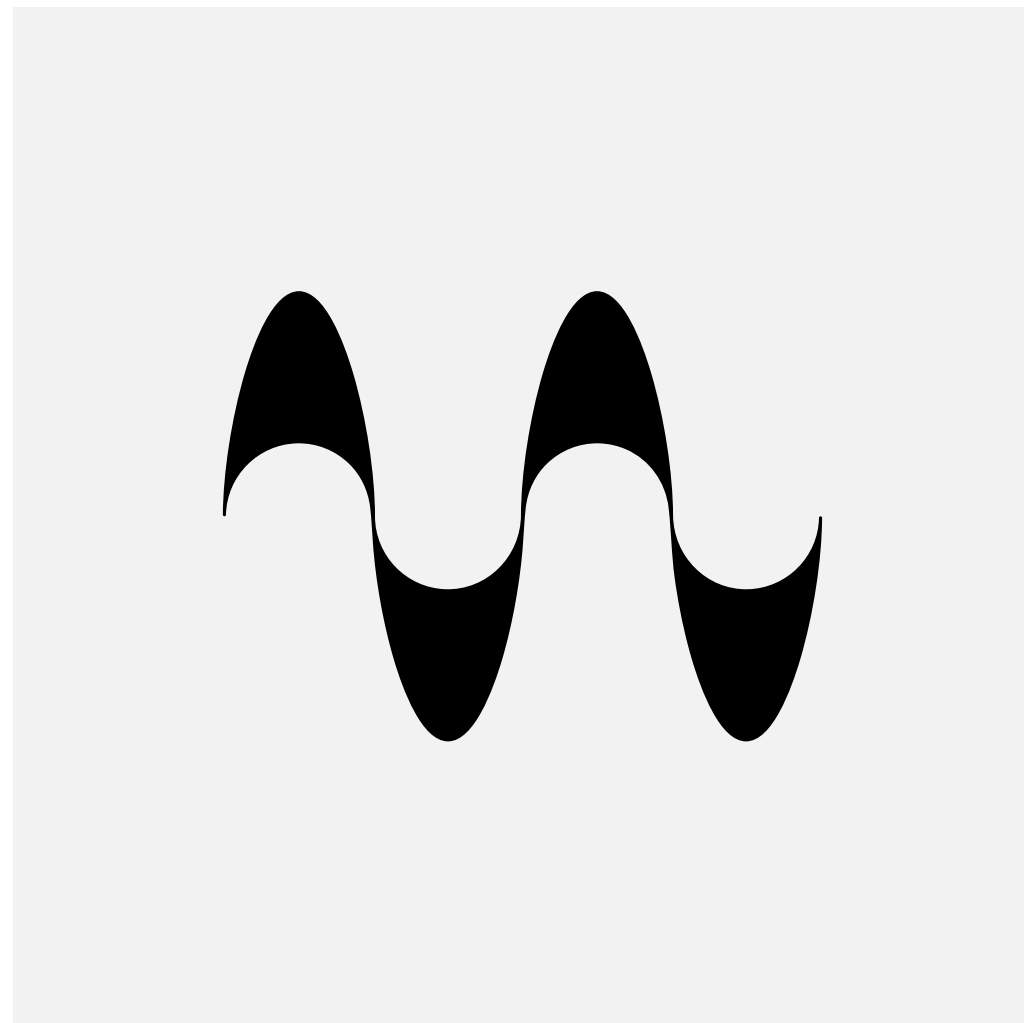
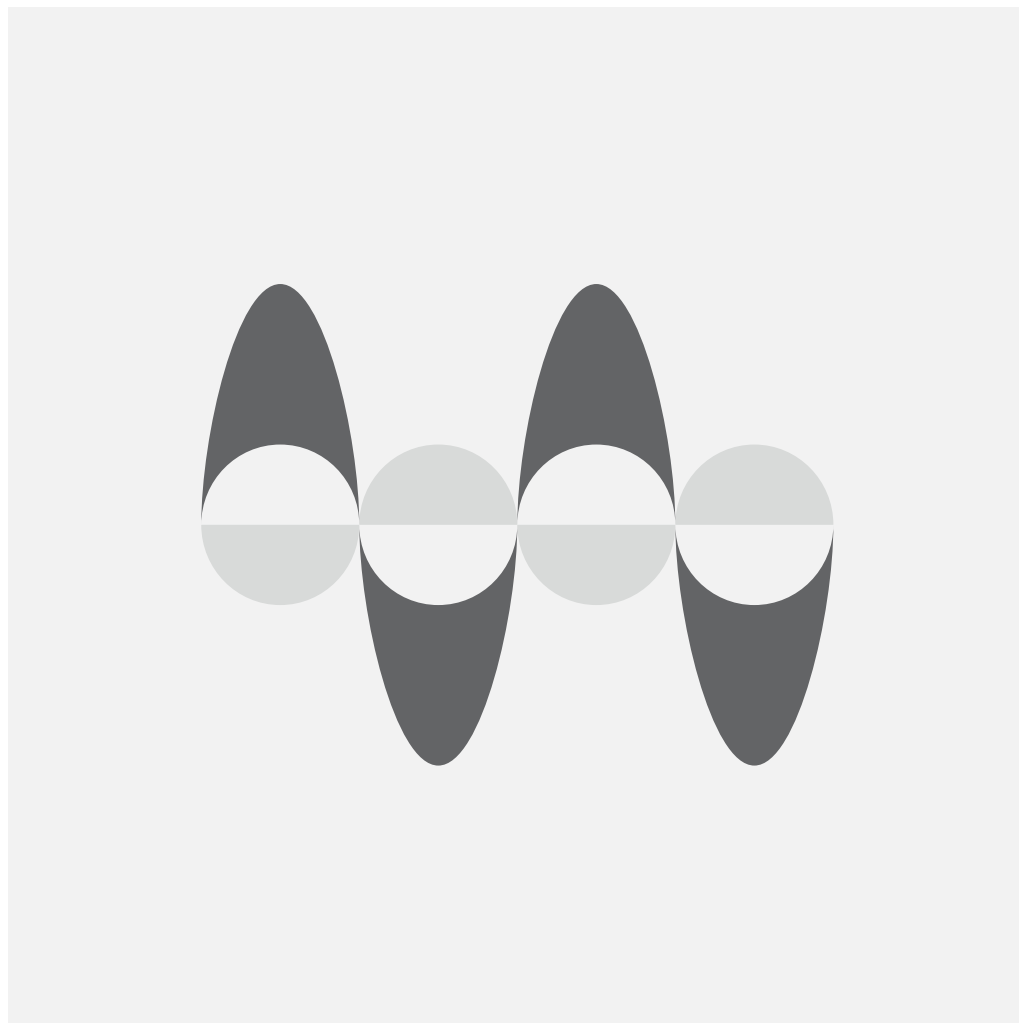
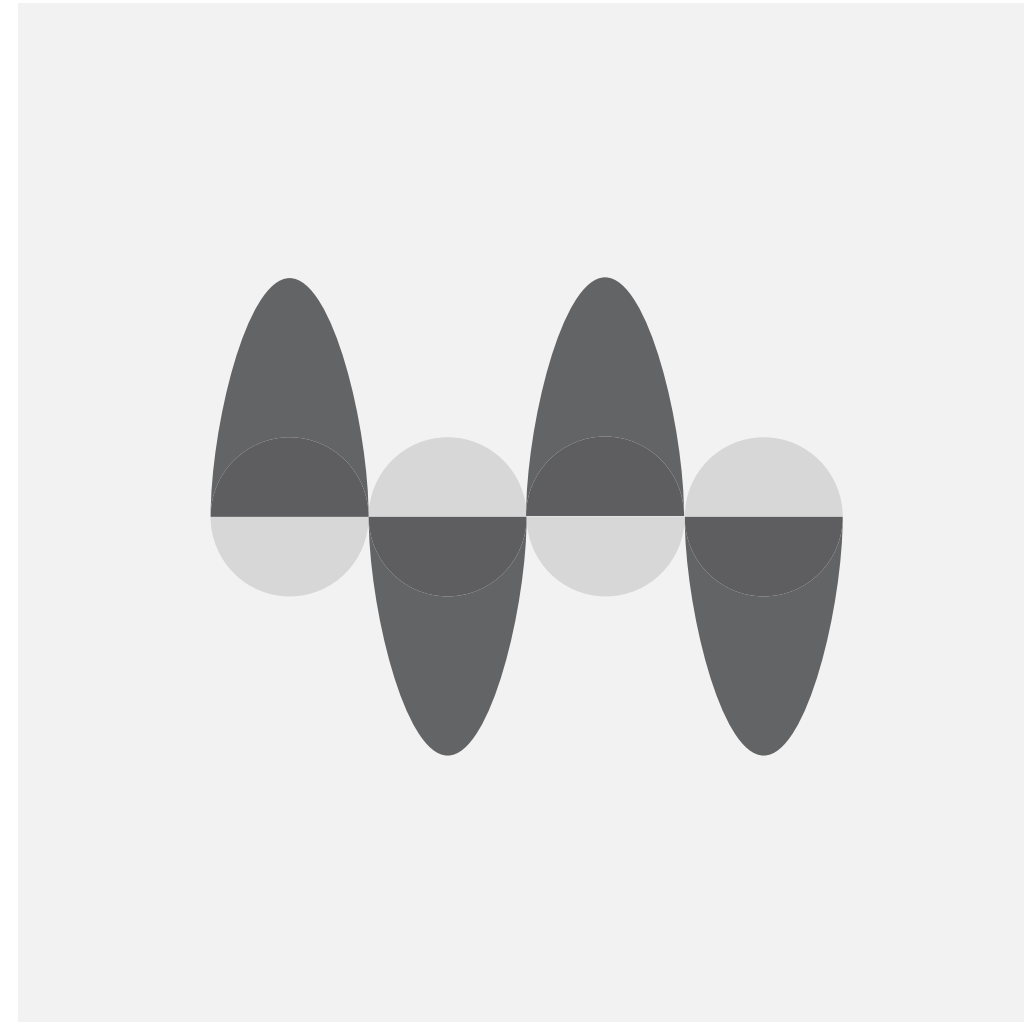
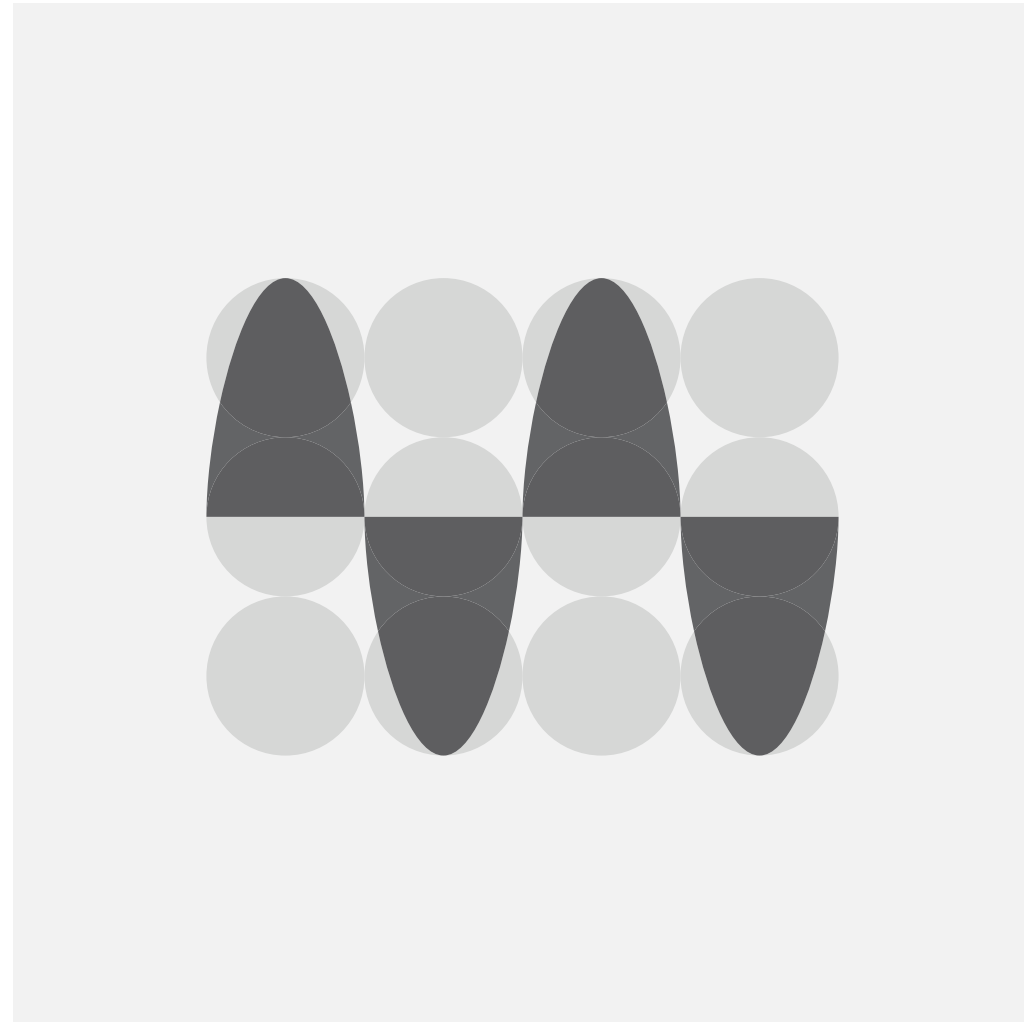
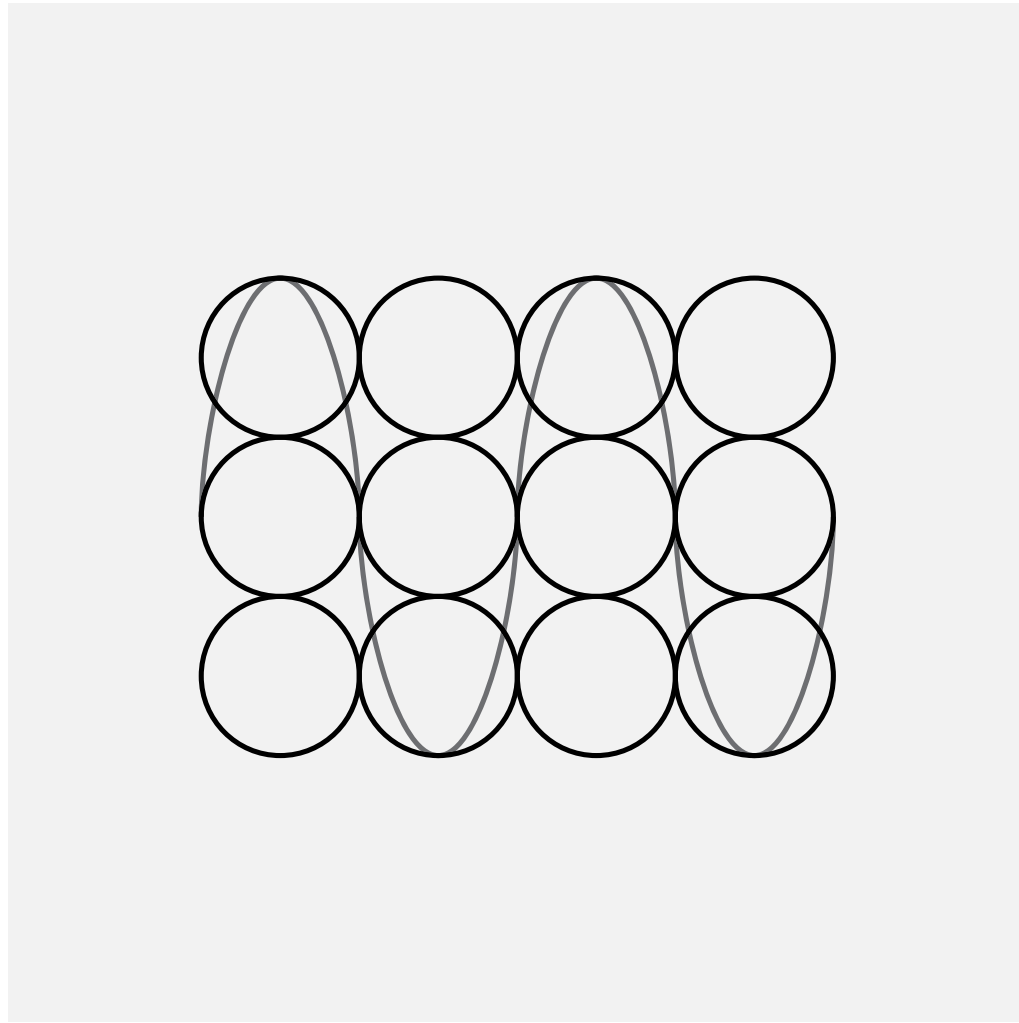
CONCEPT 2

Signature Flow

CONCEPT 2: GRAYSCALE



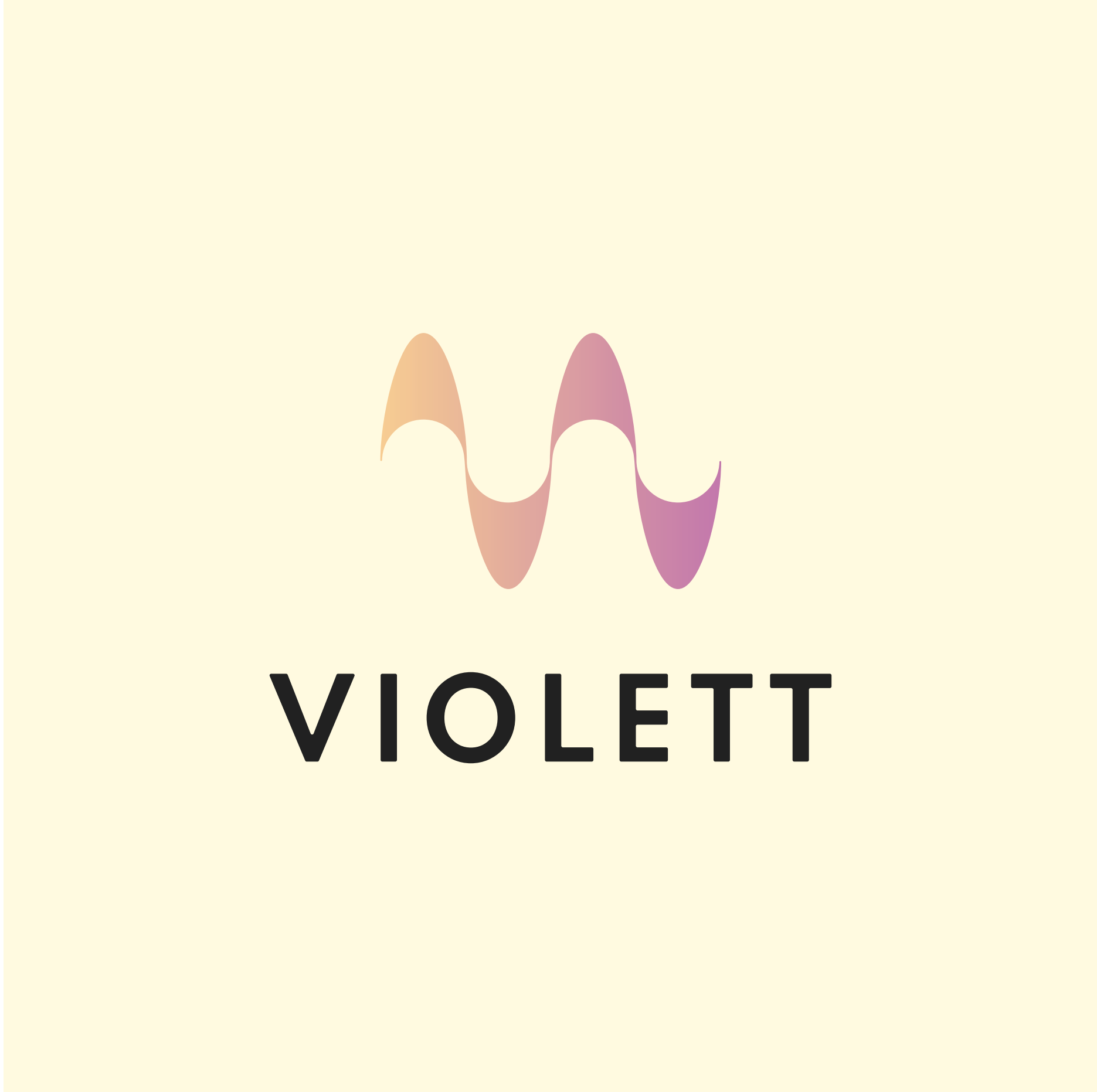
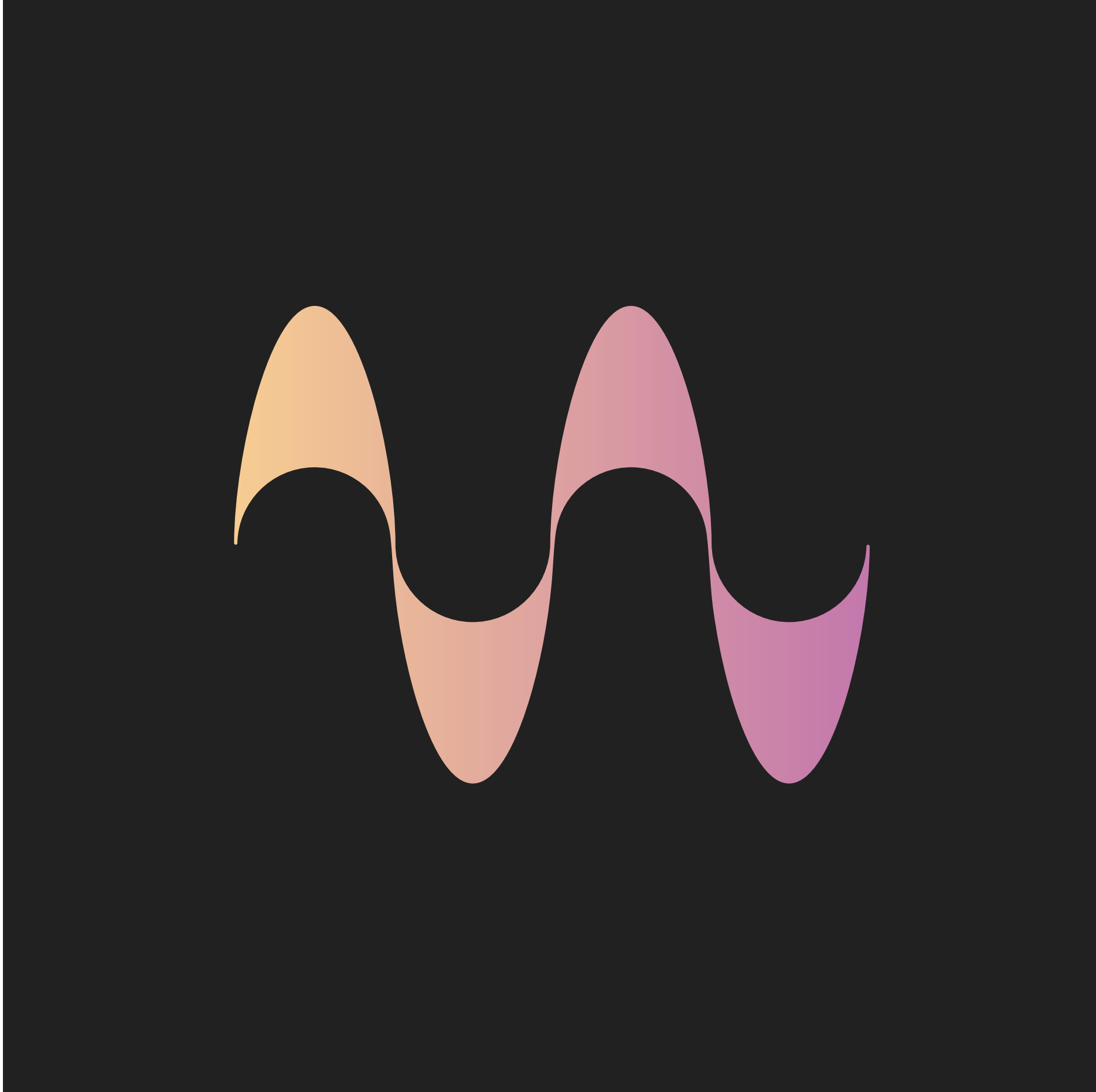
CONCEPT 2: GEOMETRIC ORIGIN



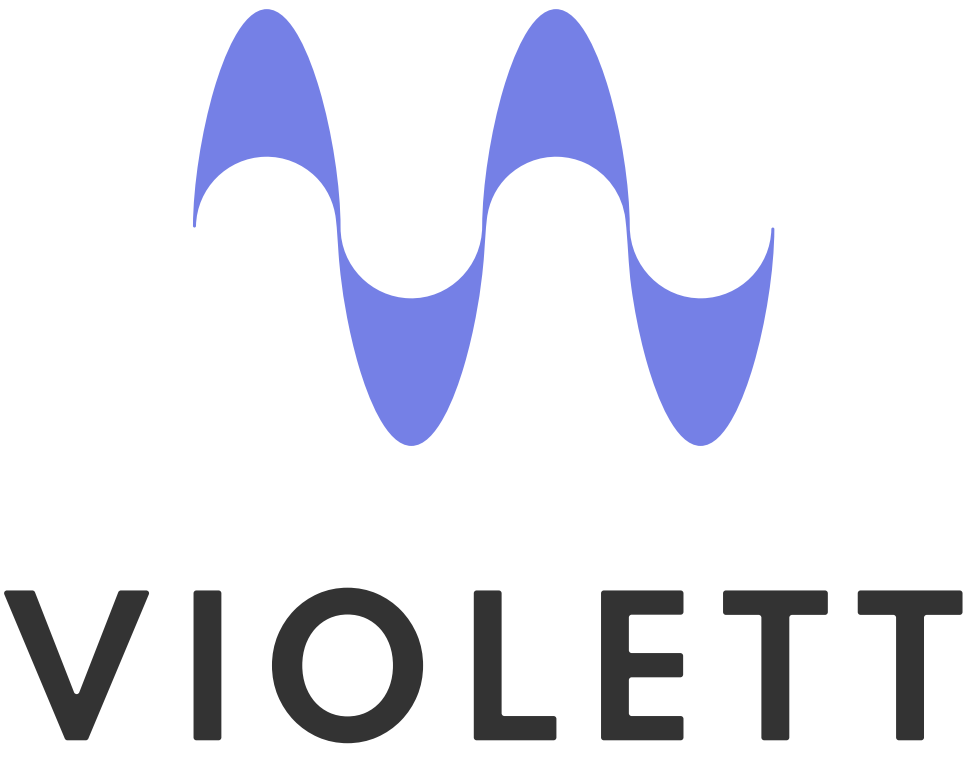
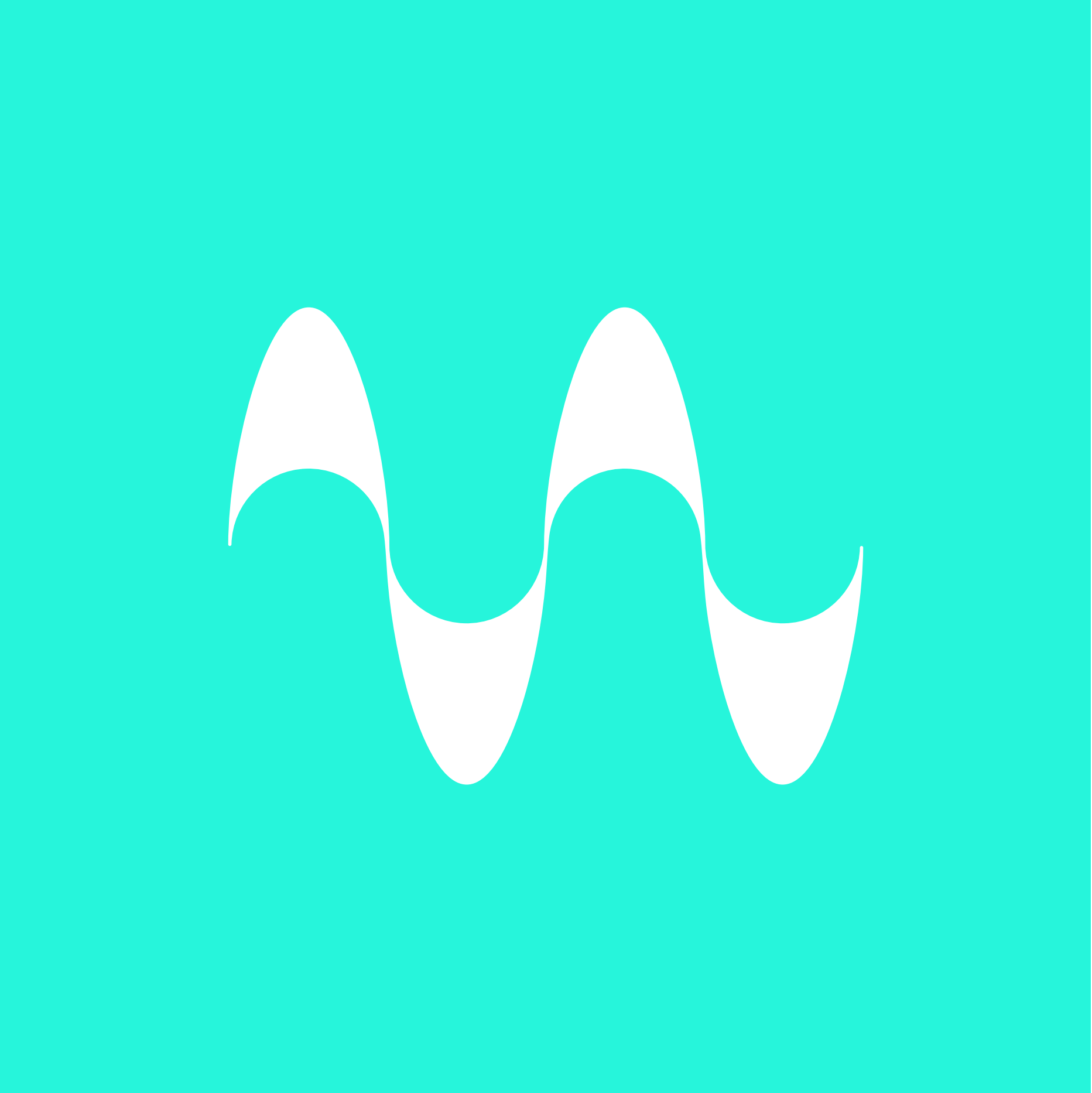




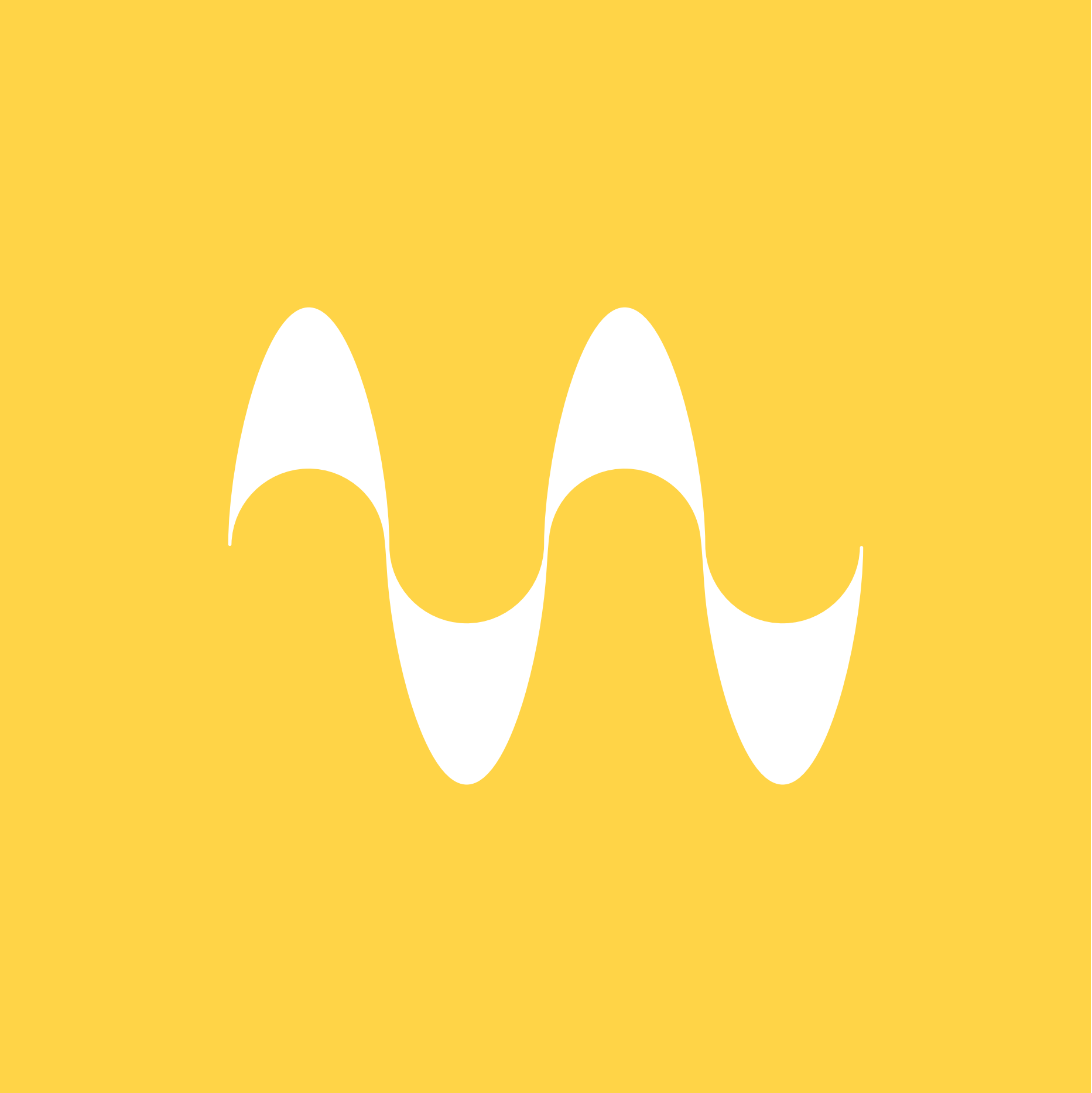
CONCEPT 2: COLOR COMBO 1



CONCEPT 2: COLOR COMBO 2



CONCEPT 2: COLOR COMBO 3





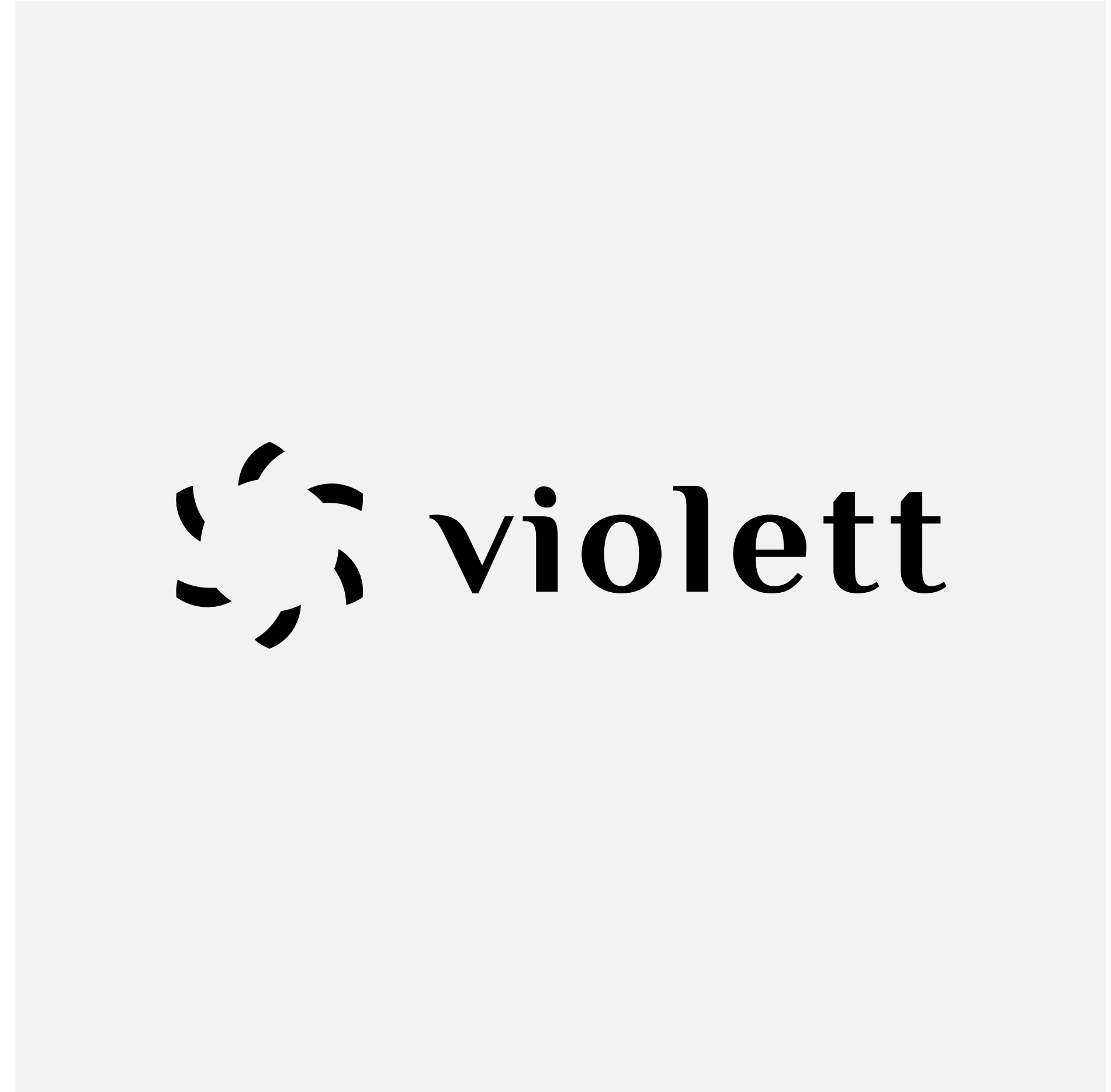
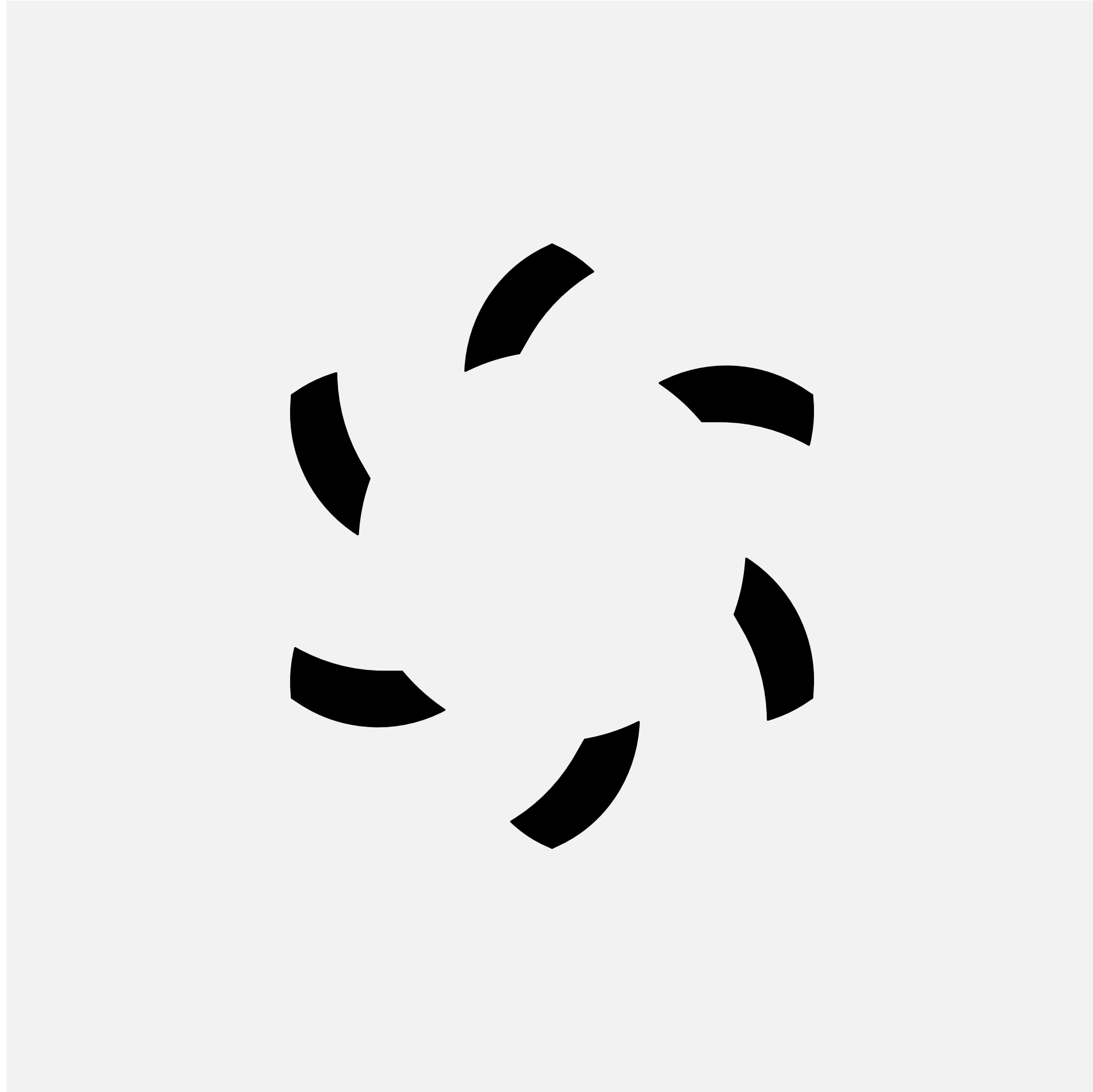




CONCEPT 3

Purity Inside

CONCEPT 3: GRAYSCALE



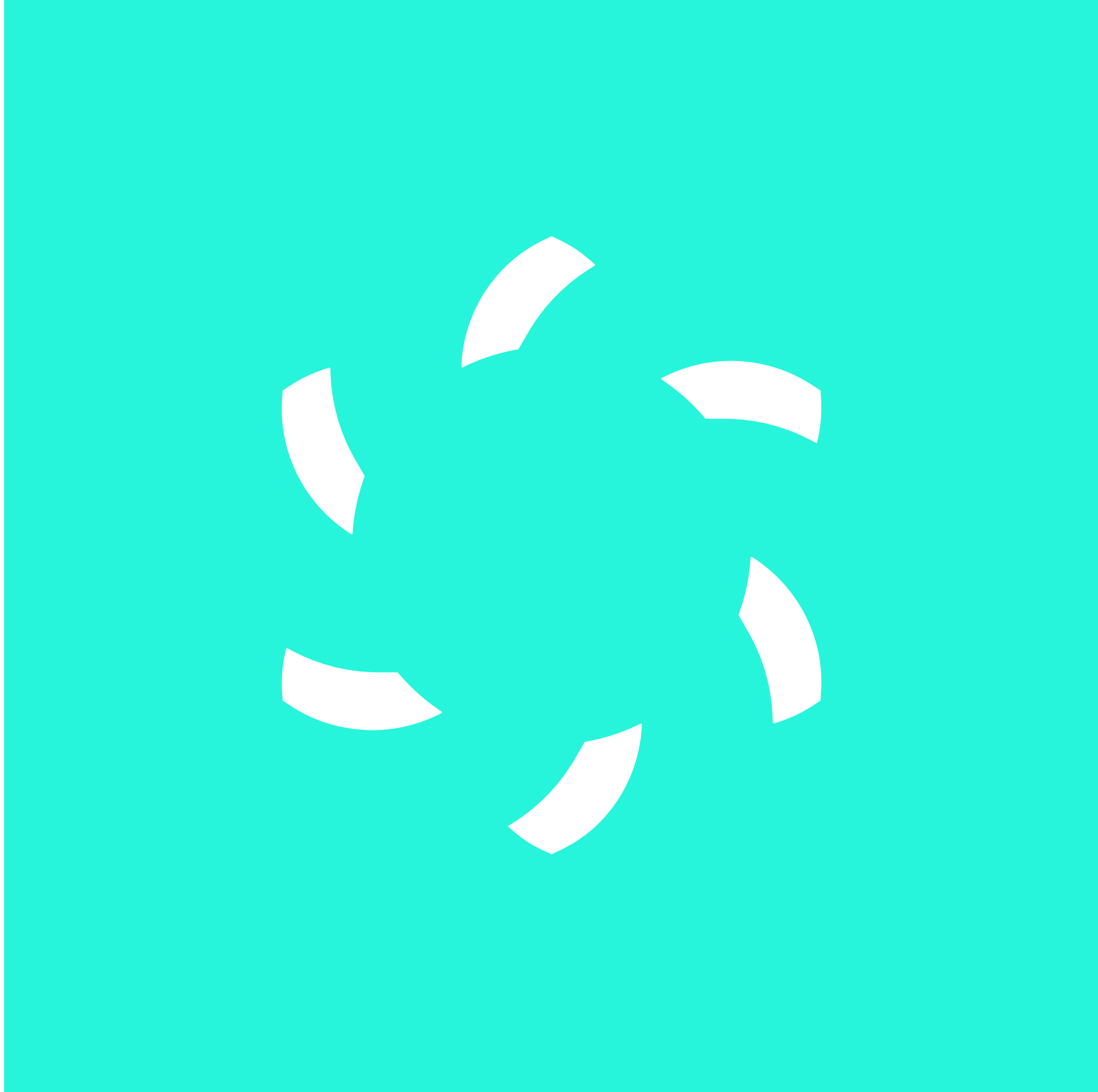




CONCEPT 3: COLOR COMBO 1



CONCEPT 3: COLOR COMBO 2



CONCEPT 3: COLOR COMBO 3

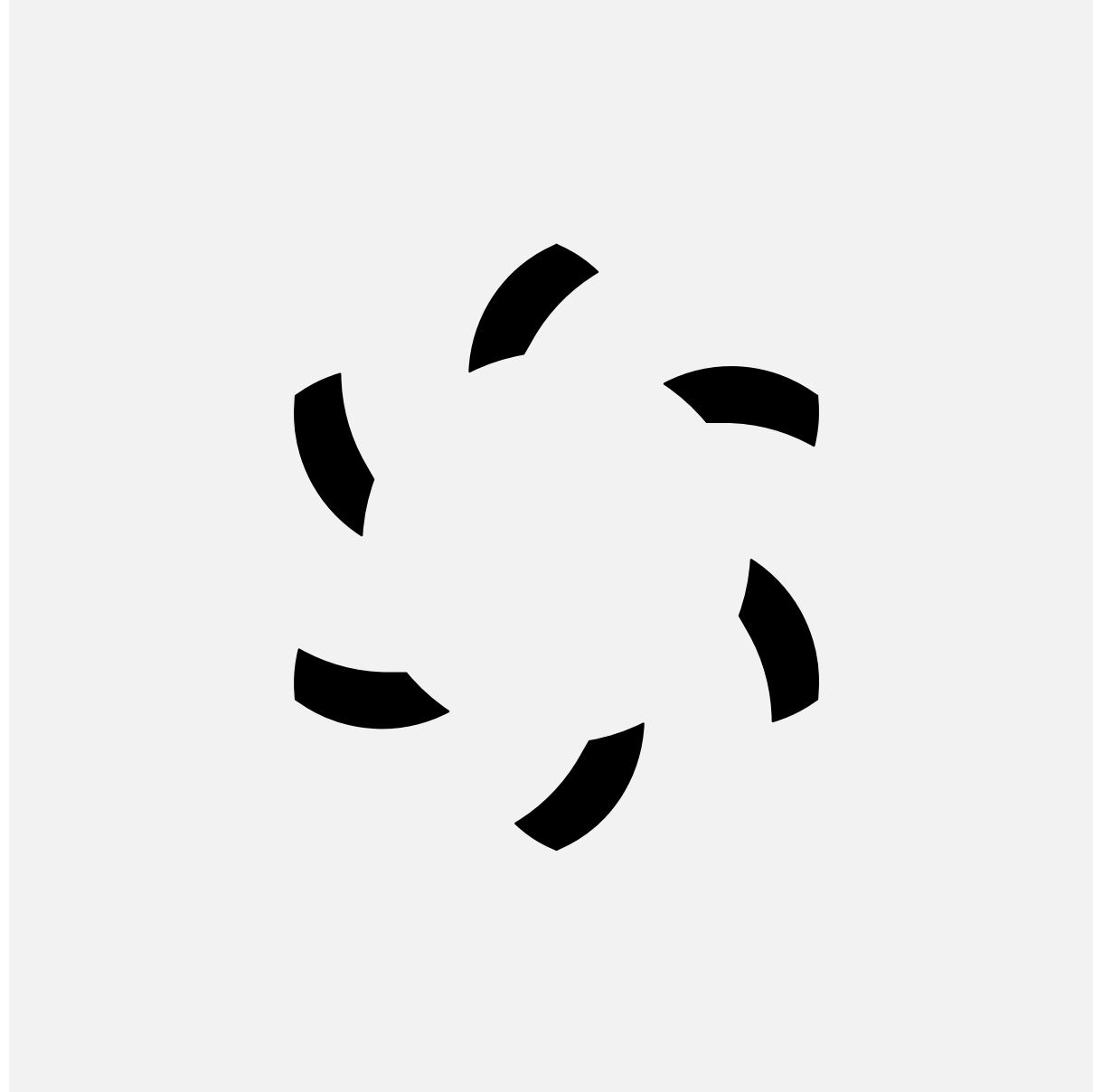
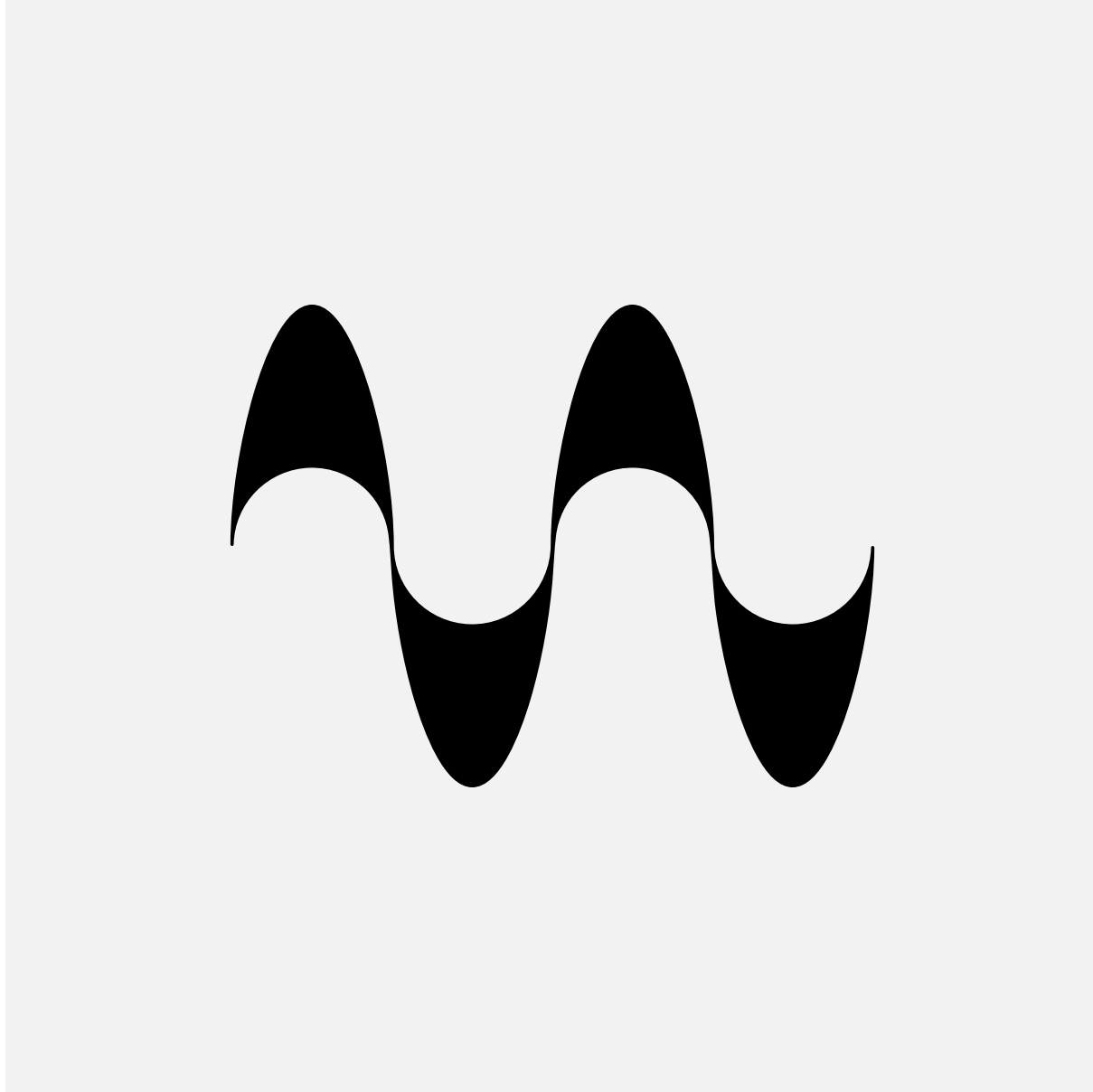
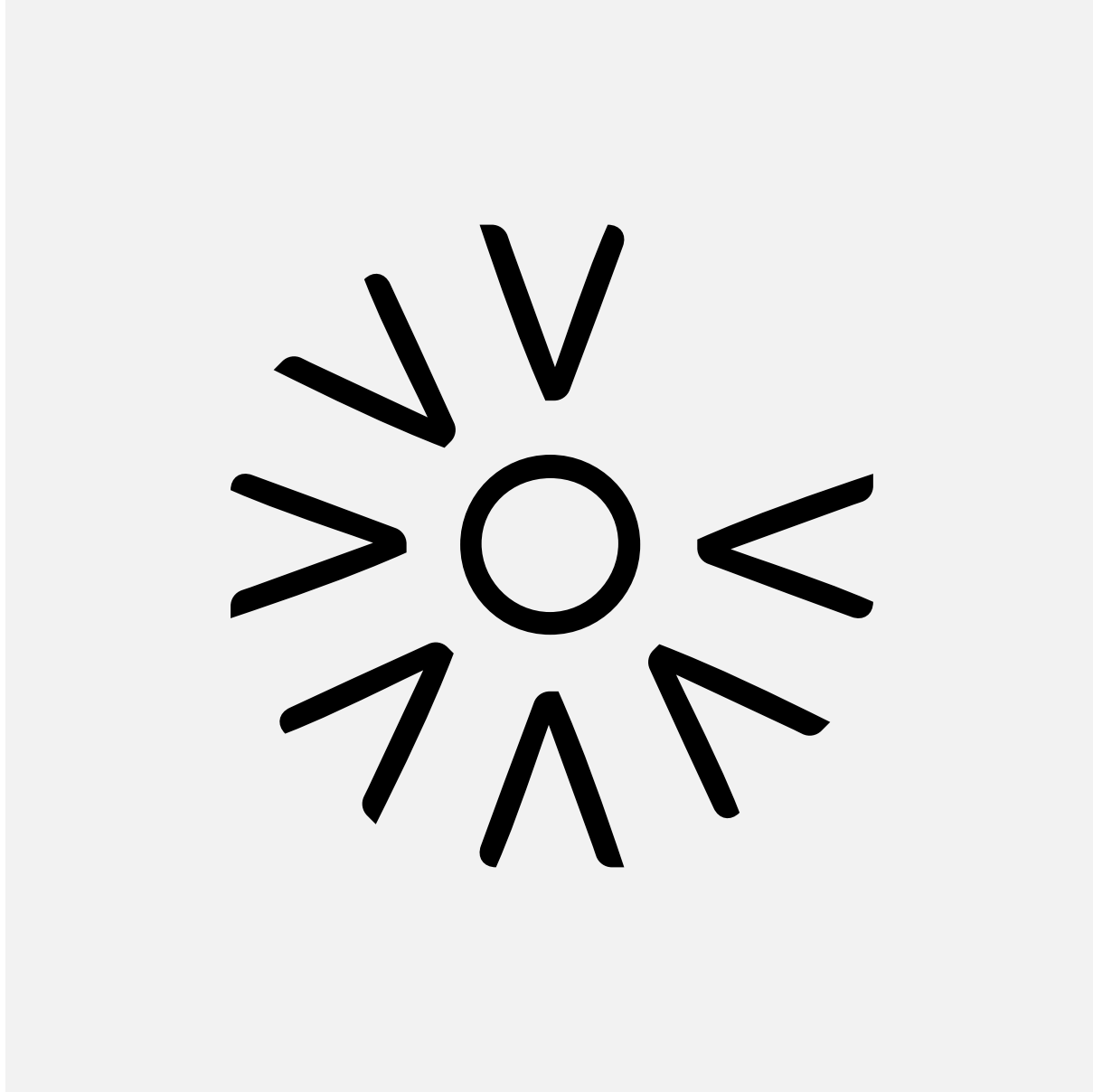




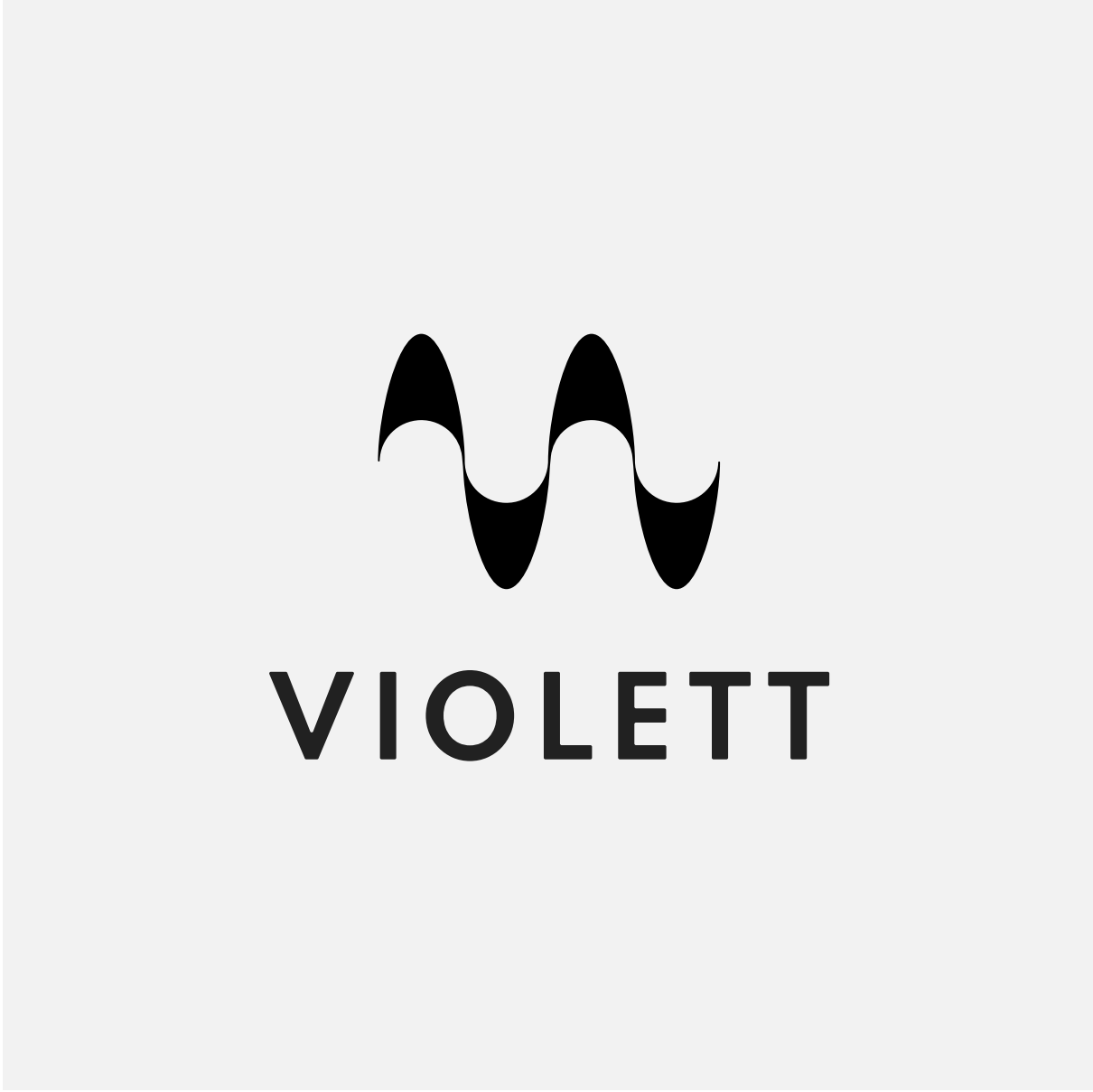




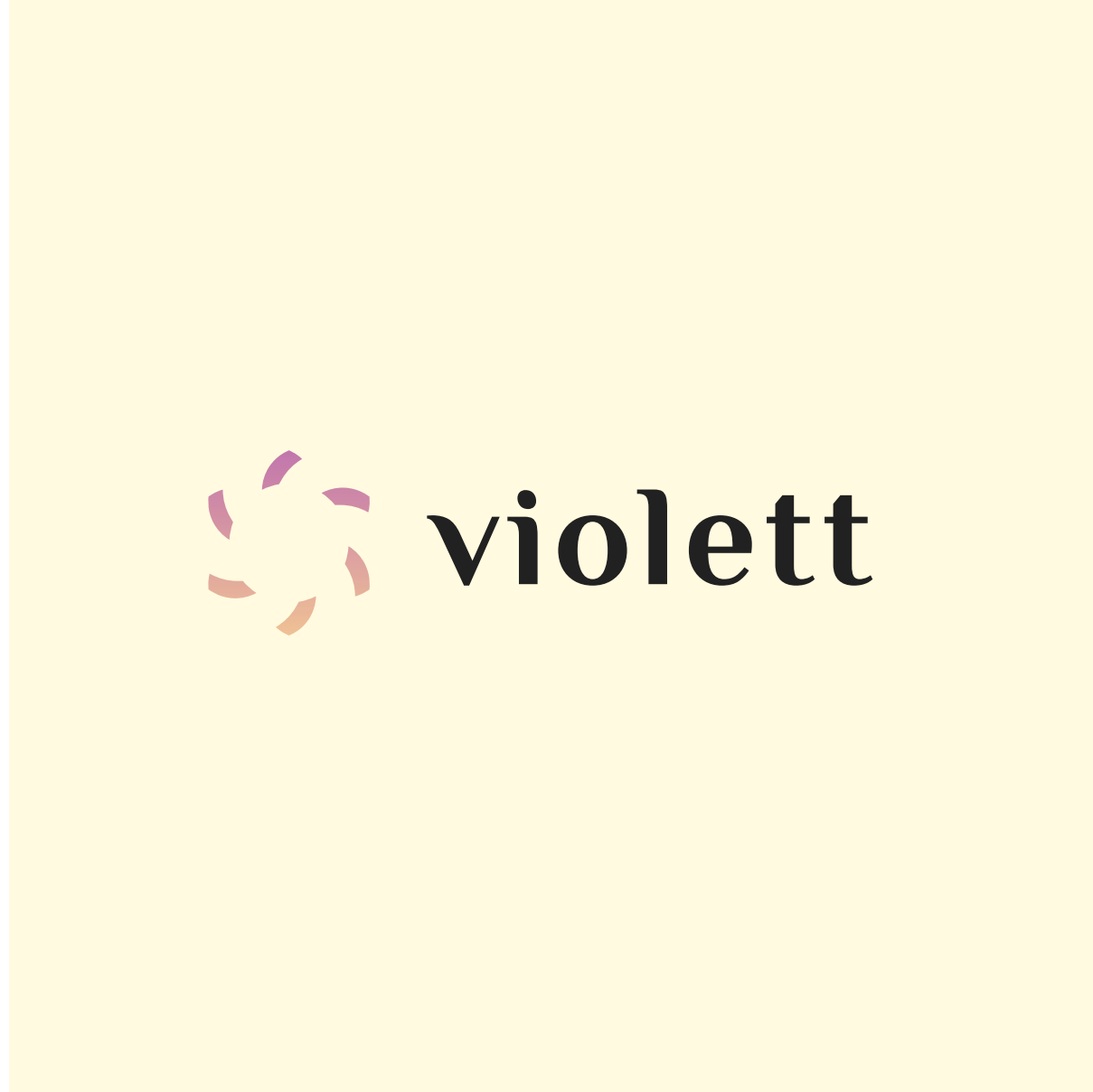
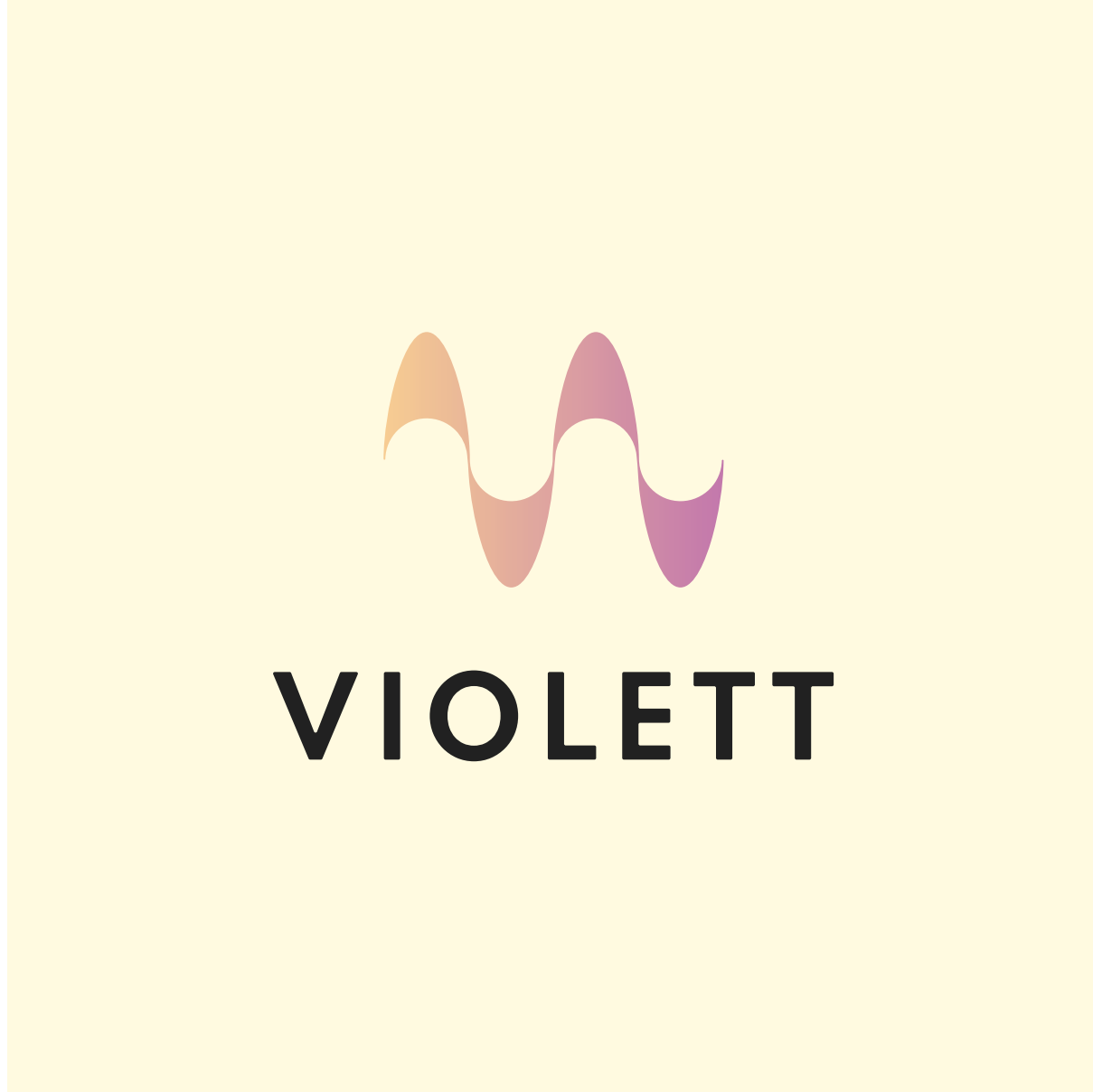
COMPARISON: MARK GRAYSCALE



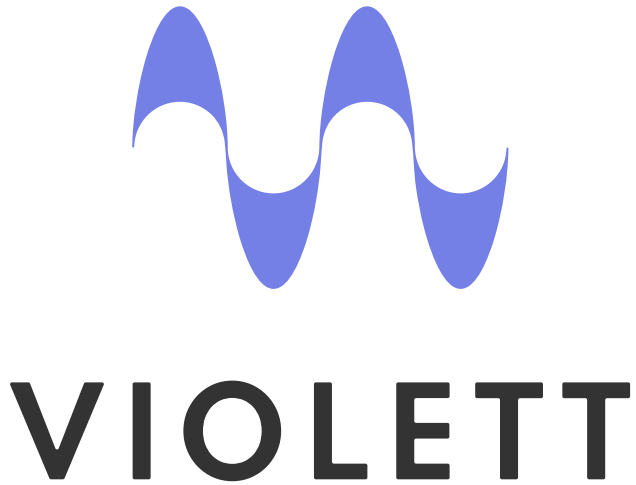
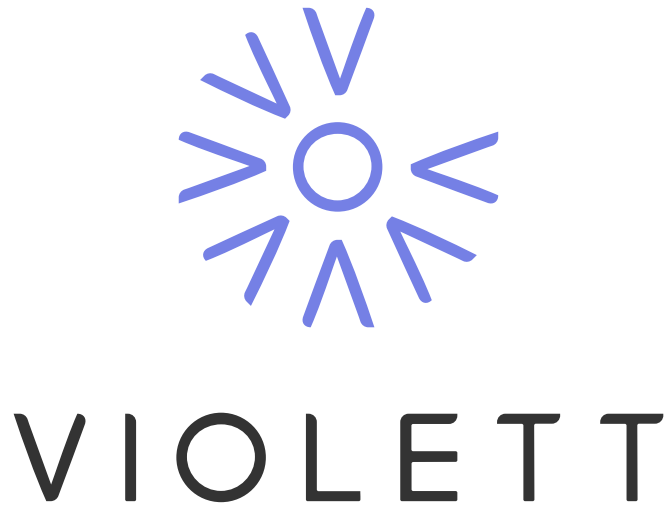
COMPARISON: LOCKUP GRAYSCALE



COMPARISON: LOCKUP COLOR COMBO 1



COMPARISON: LOCKUP COLOR COMBO 2



COMPARISON: LOCKUP COLOR COMBO 3



Cheers!

