

BUILDING A SPORTS NUTRITION BRAND

A VAN ENEY '09 SEVERN
FELLOWS PROJECT

DESIGN BRIEF

Summary: I am looking to create a modern, clean looking logo for Performance Backed. The company creates innovative and effective supplements to improve the sports performance of elite athletes such as long distance runners, cyclists, weightlifters, and triathletes, etc. The logo should be **simple**, yet convey a sense of **trust, science, friendliness, and premiumness**. Since the logo will be used across the web, social media, and on packaging, I would like for it to be text-based rather than more illustrative. While the below details should help guide the design, it is ultimately up to you to make the design choices you see fit.

Company Name: Performance Backed; the name is derived from the idea that all of the company's products are heavily *backed* by science and will thus improve your *performance*.

Target Audience: 18-44 year elite athletes; male & female (leaning towards male); median to higher income. 21

Company Positioning Statement: Performance Backed produces safe and effective supplements for elite athletes who want to optimize their athletic performance. By tailoring products toward our customers, creating the most effective formulas based on continuous research, and committing to excellent customer service, Performance Backed delivers an unparalleled customer experience that allows our customers to feel and perform their best. We back this effort through rigorous product testing and an 100% Satisfaction Guarantee.

Possible Colors: Black, white, blue, light green, purple

Sample Colors That I Like: *Note, please do not use these exact colors since they come from already established brands.



Closest Competitors' Logos



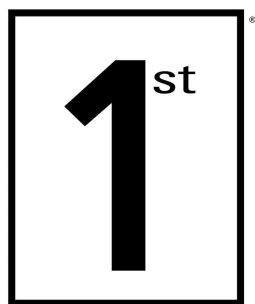
I really like this logo for the fact that it is simple, but I am not the biggest fan of the typeface they used.



I feel like this logo accomplishes what their brand's mission is: to deliver safe supplements for athletes. I like the simple icon they use as well.



Momentous is probably my closest competitor. I do not like how they stack the parts of their name in the logo.



Out of all my competitors' logos, this is by far my least favorite. I do not like how tall it is and the font they used.

phorm

THORNE

I really like Thorne's logo because of its simplicity. The font is nice, and I feel like the small "thorne" on the T works really well. It is my favorite of the examples.