

LOGO DESIGN.

**MYHARK**

September 2024.

# Step 1

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Discovery and research

Moodboard



## **KEY ELEMENT :**

**Fit body shape  
( Focus on middle  
body part)**

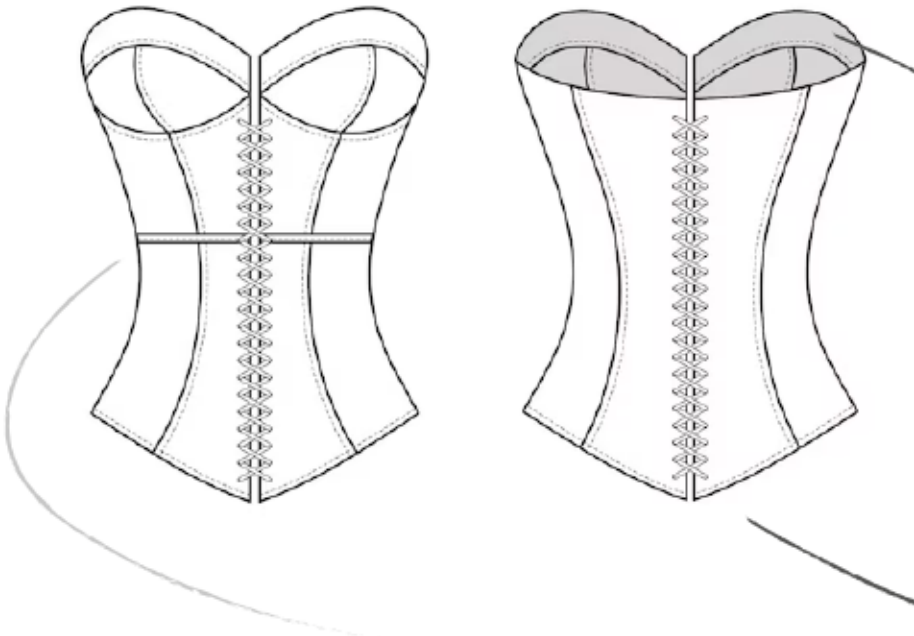
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## **THE GOAL**

**Ideal figure and shape  
+ Help with posture problems**

**Ensure The perfect  
Body shape, support  
the back and help  
to maintain the right  
posture**

**What Keep the shapewear different ?**



**a middle cut  
( Potential of including  
letter H )**

**The top shape**

**The down shape**

- **Improvement of posture and abdominal muscles**

Shapewear for women has a typical elasticity, and thus, it provides compression and supports your back. This makes your body straight and firm. It also helps in alleviating pain in the lower back and lumbar area. This significantly improves your walking and sitting posture. Now, most people may think that shapewear can be worn only if the body is covered with long dresses. Well, there's no such rule, and thus, it can also be worn under sarees. Shapers are perfect for ladies who want to be presentable in their pre-pregnancy clothing.

## Comfort

**I can refer to this through colors,  
Pastel ones to improve the comfortable  
feel and healthy goals.**

# Color choice



**Proposition 1**



**Proposition 2**



**Proposition 3**

**Almost the same**

**+ Feel warm, comfortable,  
- Less attractive and joyful**

**More bold, more feminine  
more attractive**

## Typography choice :

**My Hark**

MY HARK



MYHARK

MYHARK

**I will go with this extended minimalist simple font to keep it adaptive and fancy to look.**

# Step 2

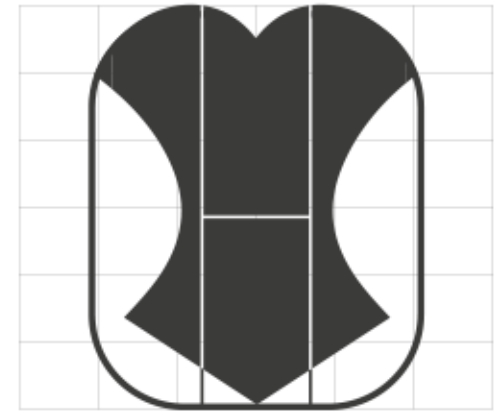
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Ideas Extraction

Primary Logo concepts



Trying to find a way to show  
the letter H



# Primary Result

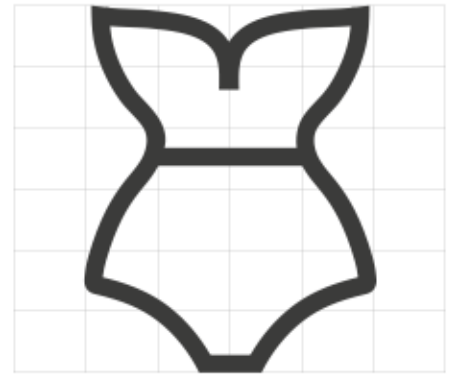
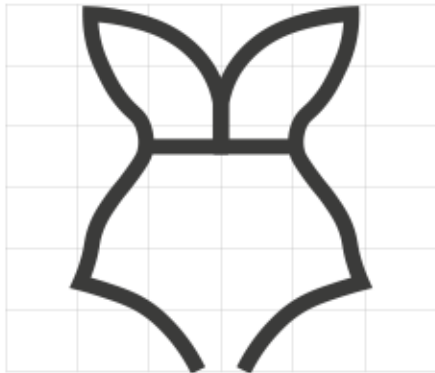


# Step 3

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Logo Concept Creation  
Final Versions

Trying to make a feminine shape  
with a purpose including H.



Found the ultimate solution



**MYHARK**

SHAPEWEAR FOR MOLDING YOU



Leter H



Shapewear

MYHARK

Name

# Step 4

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Color Test and choice  
Overview



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# Recommendation

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The last one is more vibrant, Feminine, Bold and attractive

**Thanks.**