

LOGO PROPOSAL

THE GRL GUIDE
X
MARISOL VÁZQUEZ

¿WHAT IS THE GRL GUIDE?

The GRL Guide is a community for women to connect, build friendships and stay motivated/inspired.

“I want women to feel inspired when interacting with my content”

- Juzanne, Founder

LOOK & FEEL

LOGO PROPOSAL

REVISION

LOGO



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DESIGNED BY MARISOL VÁZQUEZ - MATYVA.COM

a)



b)



c)



d)



e)



f)



g)



h)



I'd love to see the circle and drop shadow from H put behind the B design with a combination of B and H color palettes.

I think I love E the best but maybe find another scripted font for "grl," one that itsn't as thick, and use the pink tone from the original design (like A).

Could you change G to have the pink tone from the original design (like A)?

1)



2)



3)



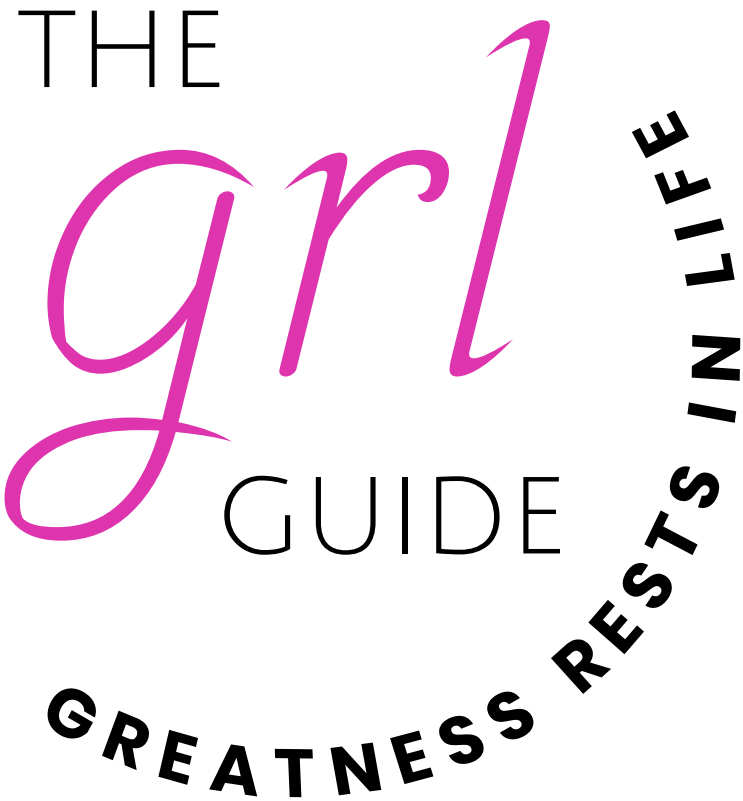
4)



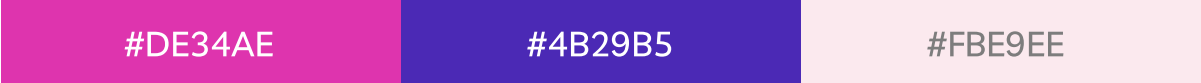
5)



Logo



Colour palette



Black



Grey



White (no circle)



Icon



* For small spaces where you can't read tiny letters.

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