

AMY HAMILTON
ST. LAWRENCE COLLEGE
BRAND DESIGN

PROJECT: Corporate Identity/Stationary
COMPANY: TruLife Associates

PROJECT RATIONALE

TruLife is a fictional natural remedy, organic foods, and herbs retail chain. The largest percentage of herbal users are female, ages 46-55, followed closely by females in the 56-65 age group. However, the fastest growing group is males and females age 18-26. These younger individuals use herbal remedies and organic foods to enhance performance, maintain weight loss and maintain their appearance. These individuals also take herbal or homeopathic remedies for a wide variety of reasons, but primarily to alleviate symptoms of a disease or illness, to prevent illness or disease, and to improve their quality of life.

The goal was to form a strong brand identity that included a solid, unique and easily-identifiable logo. It was important to convey the company's values, principles, message, and perhaps characteristics. Specifically, the logo conveys feelings of trust, health, and wellness. The logo should affect the subconscious mind of people. The design is simple and unique so it will be easier for people to remember and recognize it. The geometric icon represents strength, connectedness, and harmony. The lines and shapes are clean and pure colour to relate to the company's values. The colours are fresh and minimal which suits the logo design and the company. The chosen typography is simple and does not compete with the icon. The typeface was chosen to reflect and mimic the clean diagonal lines in the icon.



TruLife

 **TruLife**


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> NATURAL REMEDIES · FOODS · HERBS <

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