

# LifeWorx Brand Identity Presentation



## Design A

Color variations pages 2-5

The use of a clean typeface with elegant serifs provide a professional yet approachable image that encourages confidence in the brand. The iconography presented is symbolic of the intertwining of individuals and lives, as seen by the connectedness of the lines at the core of the graphic, which mirror the "x" in the type. The accented ends are reminiscent of leaves, which stand for organic growth of the relationships between the clients and candidates, who are in turn represented as the dots in between.



## Design B

Color variations pages 6-9

A bold font choice effectively counteracts the playfulness of the iconic "x" in the organization name, instilling confidence while subliminally implying intimacy and individuality through the distinctive icon. The graphic's warmth, evoked by flowing lines and jaunty angles, speaks to the caring of the company as well as the humanistic approach taken by LifeWorx towards their clients and candidates both, showing a personal touch that is less apparent in graphics that are more corporate.



## Design C

Color variations pages 10-13

Simple, well-spaced out letters provide a strong image, but shorter strokes and rounded sans serif characters softens the overall impact and brings forth a feeling of calm, collected reliability and familiarity. The curved icon plays with the spheres and angles seen in the type, and reaffirms the "life" part of LifeWorx with a growing branch that also serves as a metaphor for the unified goal of LifeWorx, their candidates, and client families -- to work together as one unit towards a brighter, far-reaching future.