

LOGO DESIGN PRESENTATION

30 APRIL 2025

abstractalley1

ATTITUDE VIBE IMAGINATION

For this project, I designed a bold, modern logo for Studio AVI, a dance fitness company focused on energy, movement, and creativity. My goal was to create a strong visual identity that reflects the excitement and rhythm of dance while maintaining a clean, professional appearance. I incorporated vertical sound wave graphic elements above and below the typography to represent music, motion, and the energy of fitness. The bold lettering establishes a powerful brand presence, while the creative line work within “AVI” adds a unique, contemporary touch. The tagline, “Attitude, Vibe, Imagination,” reinforces the company's personality and creative spirit. I chose a black-and-white design for its versatility, allowing the logo to work effectively across apparel, promotional materials, signage, and digital platforms. Overall, this design demonstrates my ability to combine typography, visual storytelling, and branding to create a memorable identity that connects with its target audience.



Primary Logo

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ATTITUDE VIBE IMAGINATION

Secondary Logo









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STUDIO AVI
ATTITUDE VIBE IMAGINATION