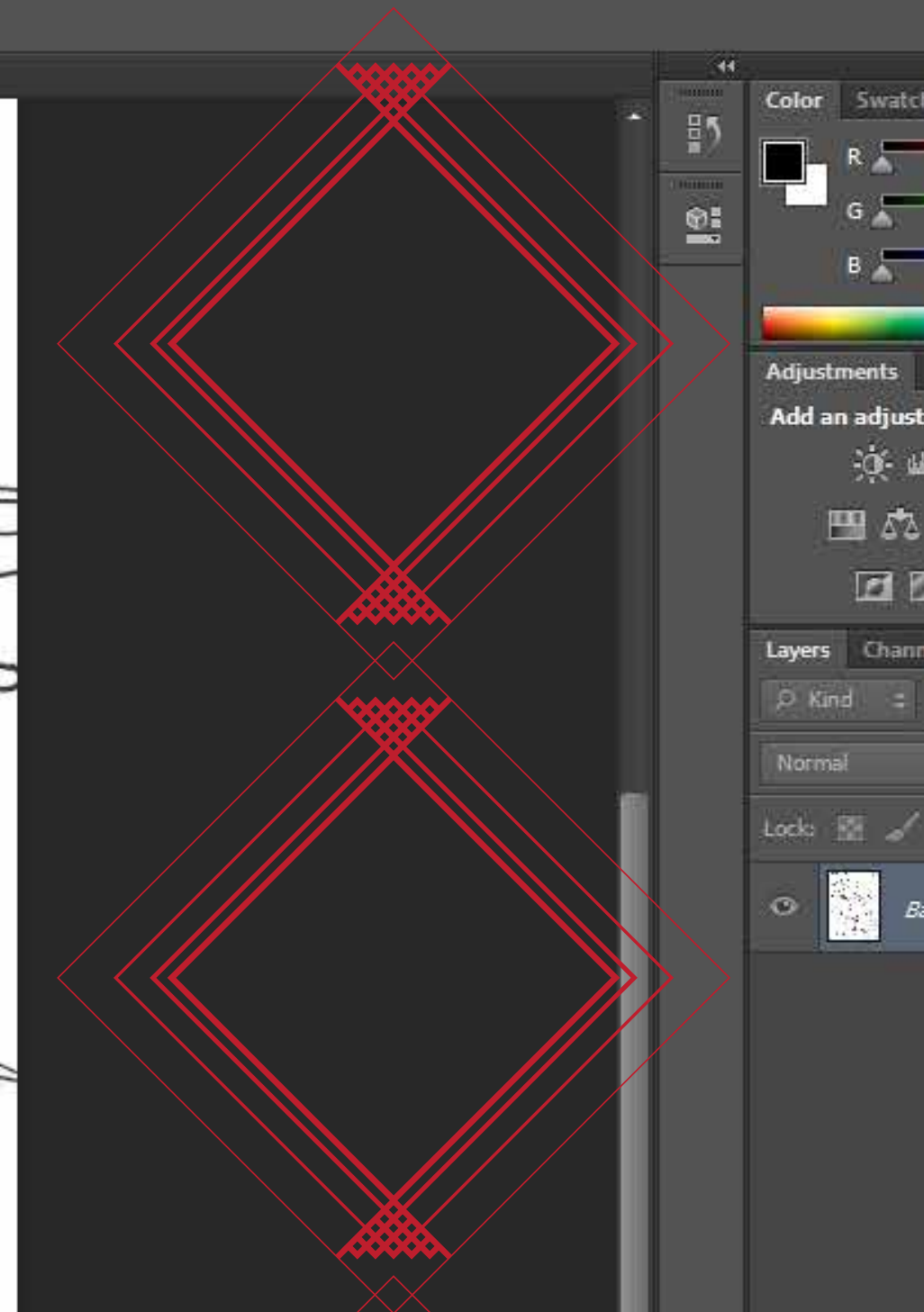
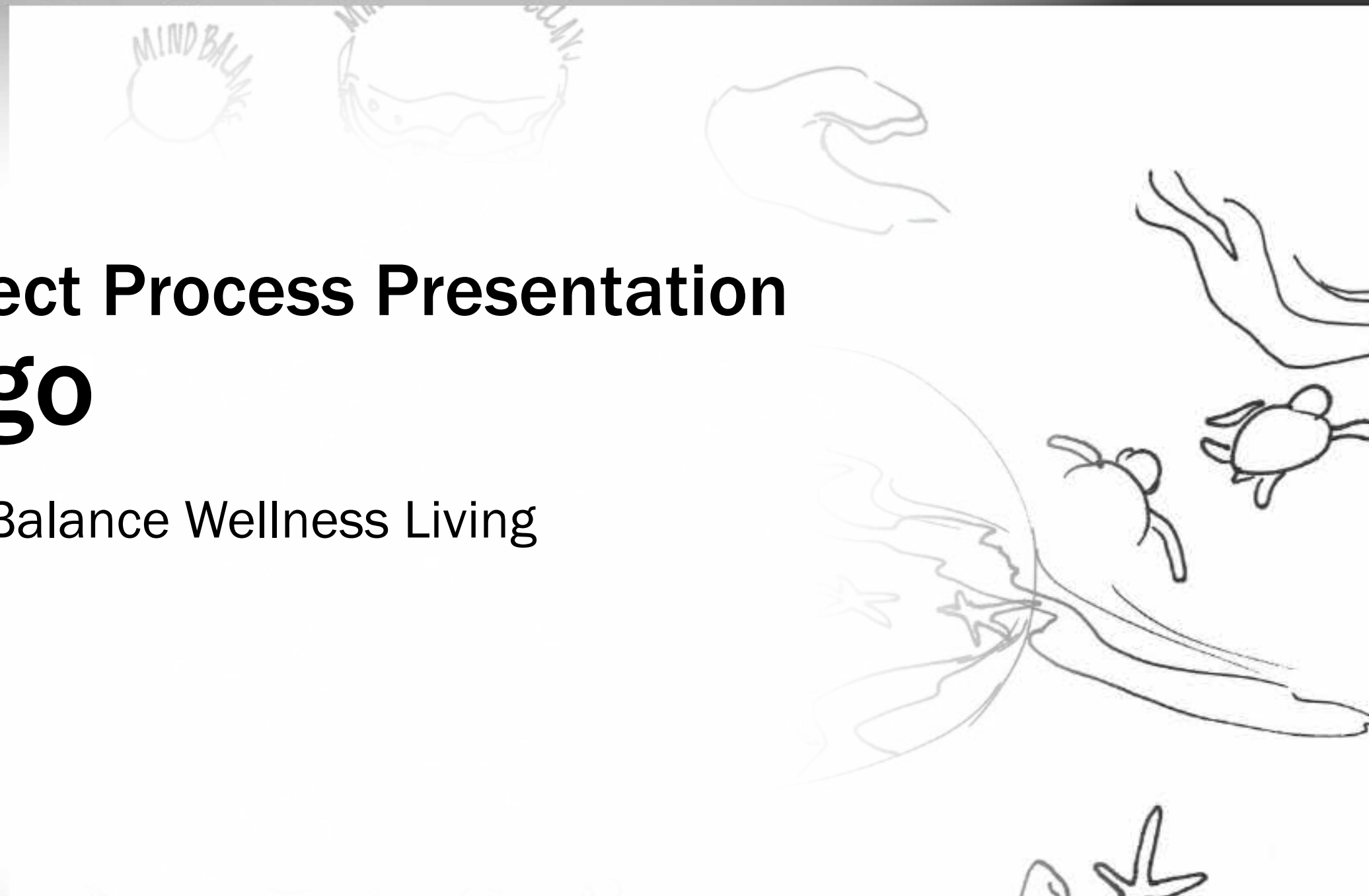


Project Process Presentation Logo

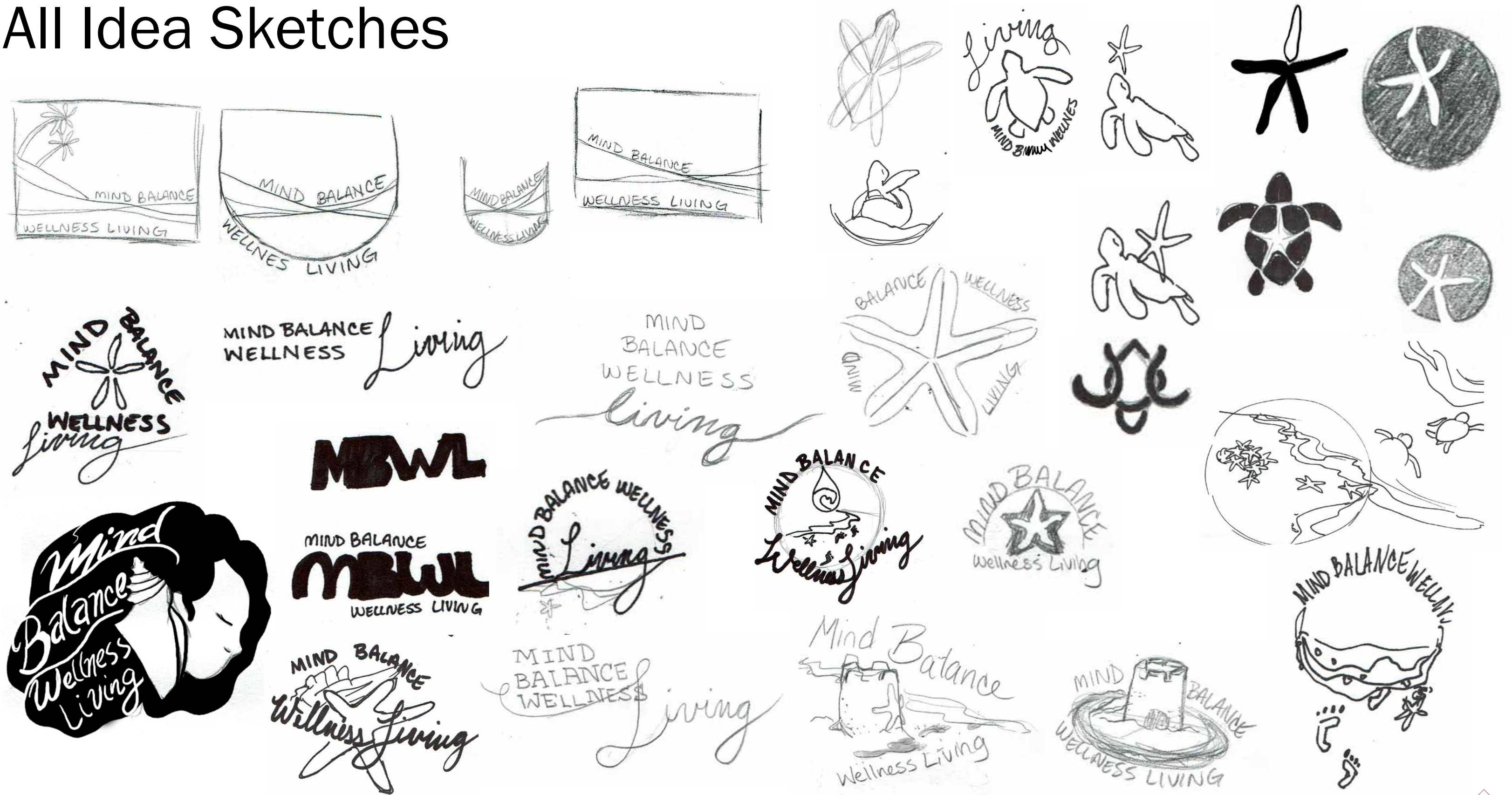
Mind Balance Wellness Living



Stephenie Walker
SWalkerDesigner.com

SWalkerDesigner@gmail.com | 573-337-1296

All Idea Sketches



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

IDEA 1

TURTLES & STARFISH



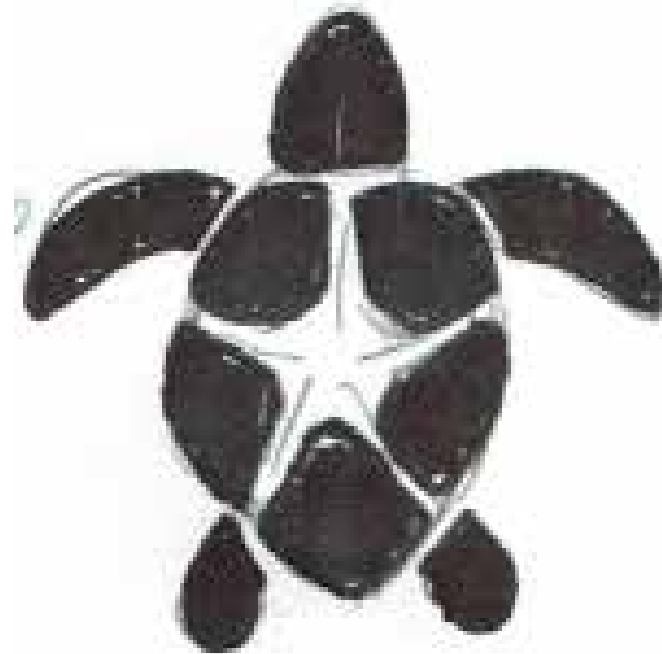
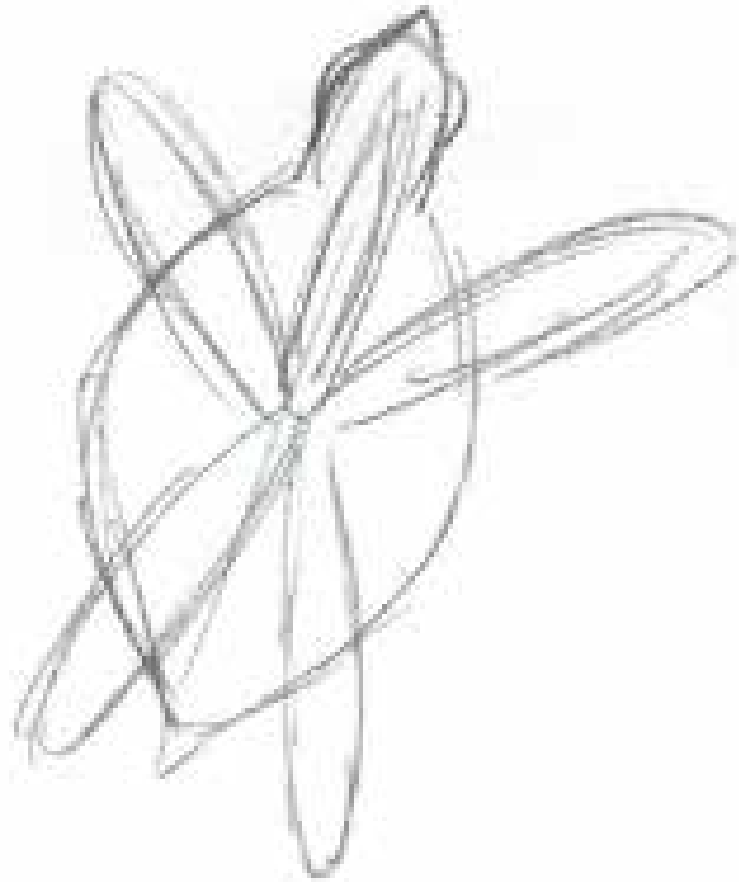
Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

IDEA 2

TURTLE IS STARFISH



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

IDEA 3

TURTLES

MIND BALANCE
WELLNESS LIVING



Emerge
from egg



Stylized



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

IDEA 4

STARFISH

Option 1



Emphasizing
head/mind
of starfish



Pentagon shape
made with text

Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

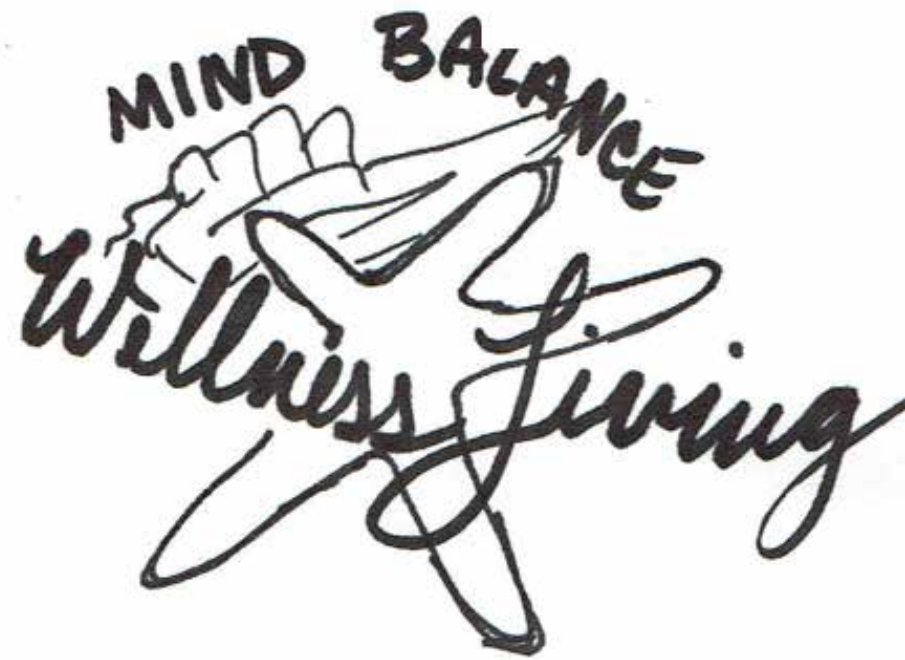
STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

5

IDEA 5

STARFISH

Option 2



Starfish and Conch shell



Wiggly starfish inside solid geometric star. Represents goals.



IDEA 6

CIRCLES AND WATER



Footprints in sand
walk toward water



Pile of Starfish
or
Pile of turtles
running for water



IDEA 7

SAND CASTLE



Footprints walk
towards water



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

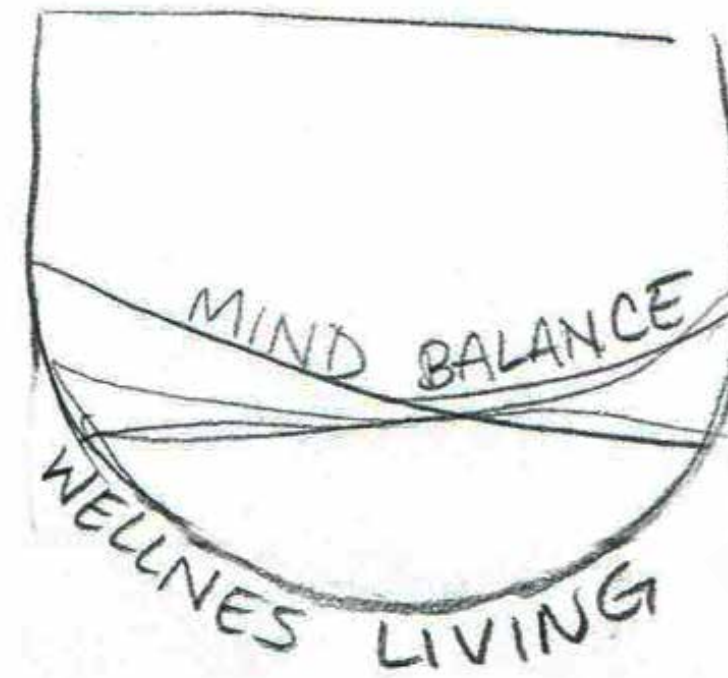
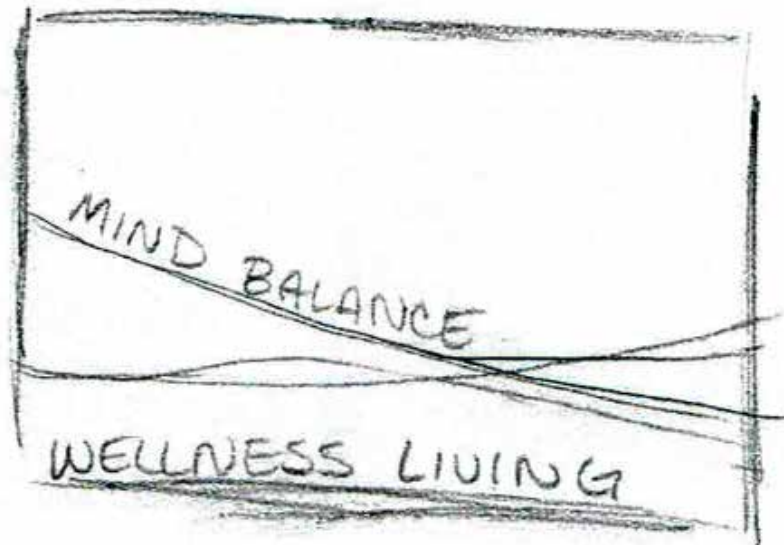
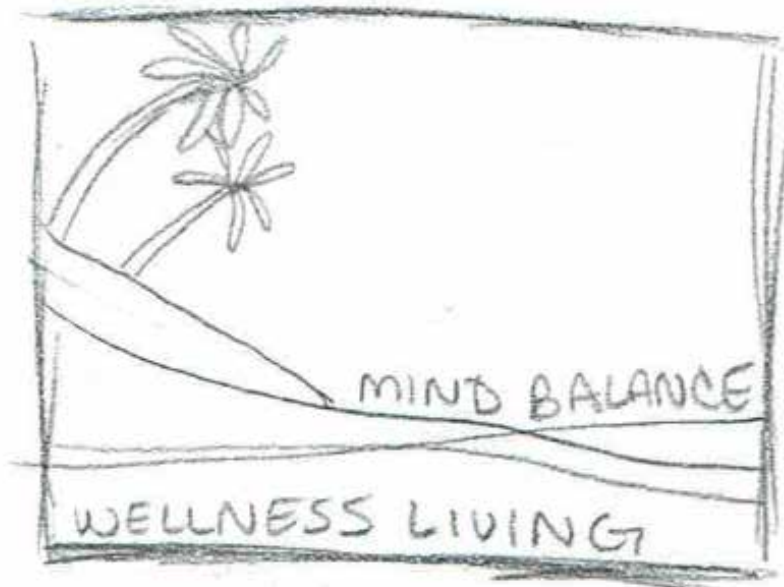
STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

8

IDEA 8

STYLIZED WATER

Mimic Water Lines:



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

IDEA 9

BLUE WAVES AND TEXT



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

10

IDEA 10

SHELL TO EAR



People listen to shells
People listen to coaches.

Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

11

IDEA 11

SIMPLE WITH CURSIVE FONT

MIND BALANCE
WELLNESS *Living*

MIND
BALANCE
WELLNESS
living

MIND
BALANCE
WELLNESS *Living*

Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

12

IDEA 12

BOLD LETTERS WITH PHOTO

Technique Examples:



MBWL

MIND BALANCE

mbwl
WELLNESS LIVING

Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

Client Logo Options

ALL LOGOS

1



2



3



4



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

Client Logo Options

ALL TEXT FONTS

1

MIND BALANCE
WELLNESS LIVING

2

MIND BALANCE
WELLNESS LIVING

3

MIND BALANCE
WELLNESS LIVING

4

MIND BALANCE
WELLNESS LIVING

Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

Client Logo Options

OPTION 1

Blue & Gold



Mind Balance Wellness Living
Logo Design

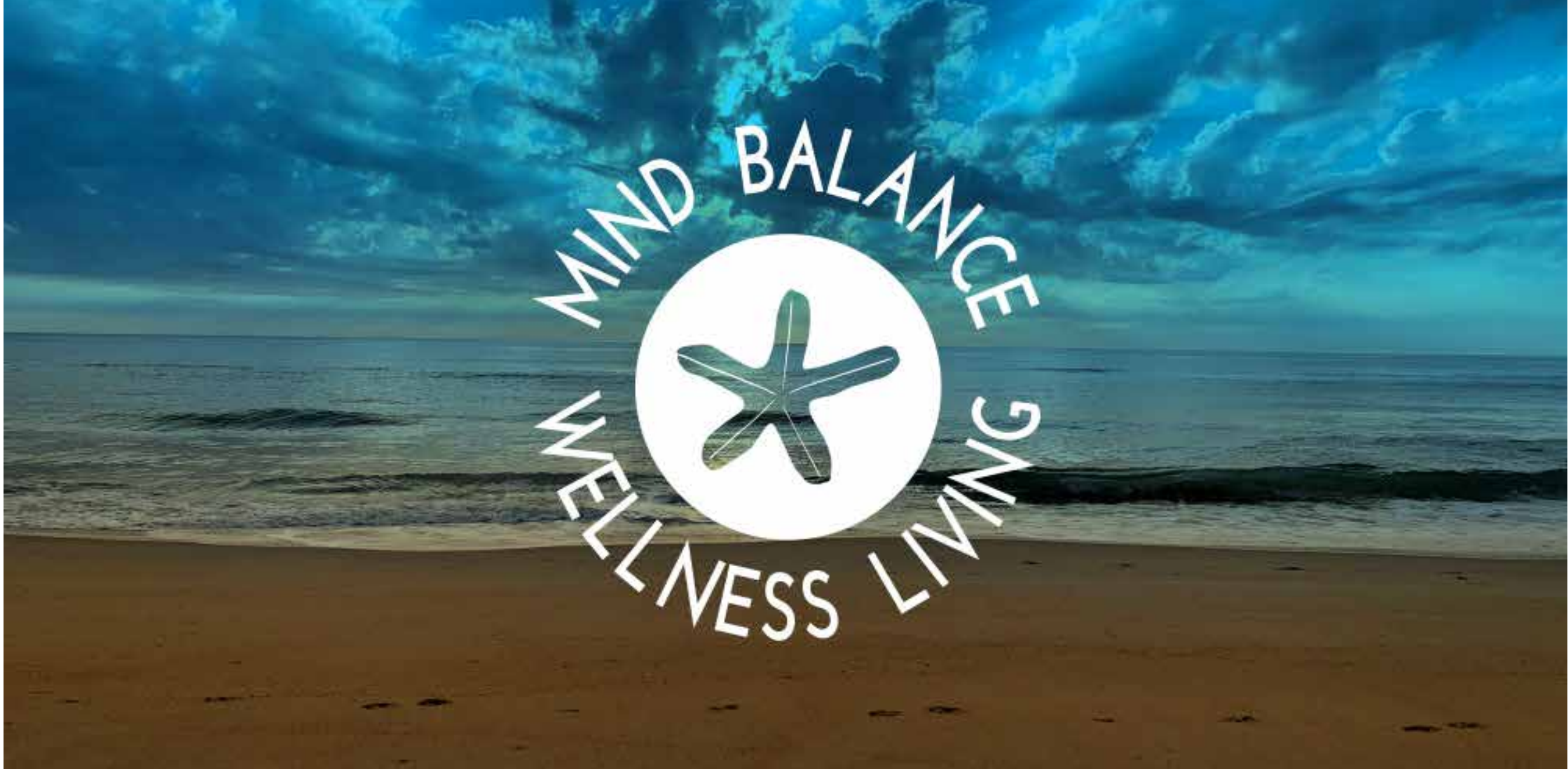
PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

Client Logo Options

OPTION 2

Blue & Gold



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

Client Logo Options

OPTION 3

Blue Overlay



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

18

Client Logo Options

OPTION 4

Blue & Gold



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

19

Client Picked Logo Options

SELECTED

Selected Design



Crop of Photo

Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

Refined Logo

COLOR OPTIONS

Selected Design



2



1



3



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

Final Logo



Mind Balance Wellness Living
Logo Design

PROJECT PROCESS
Logo

STEPHENIE WALKER
SWalkerDesigner.com | 573-337-1296
SWalkerDesigner@gmail.com

22