

MYNAME!SDAN

A PRESENTATION TO:
NIDUS

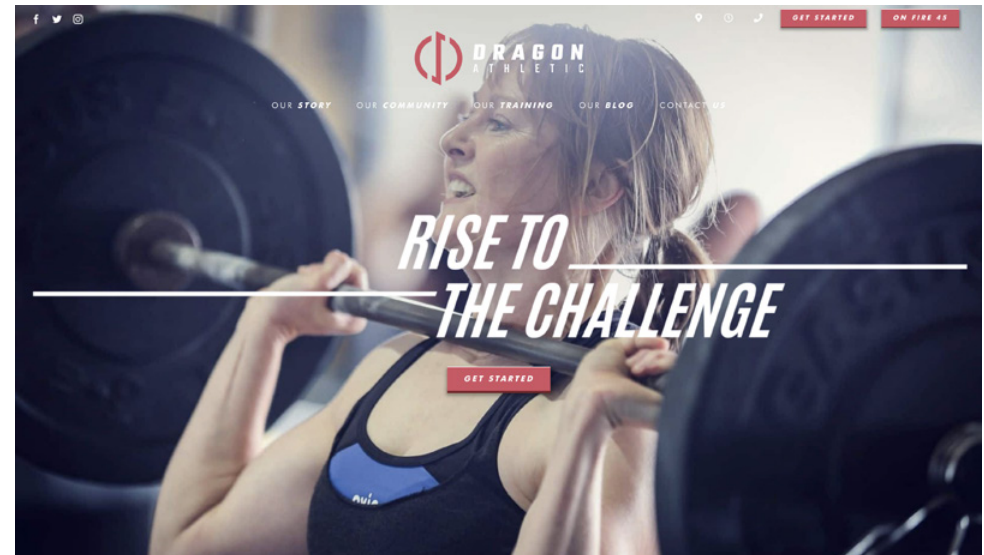
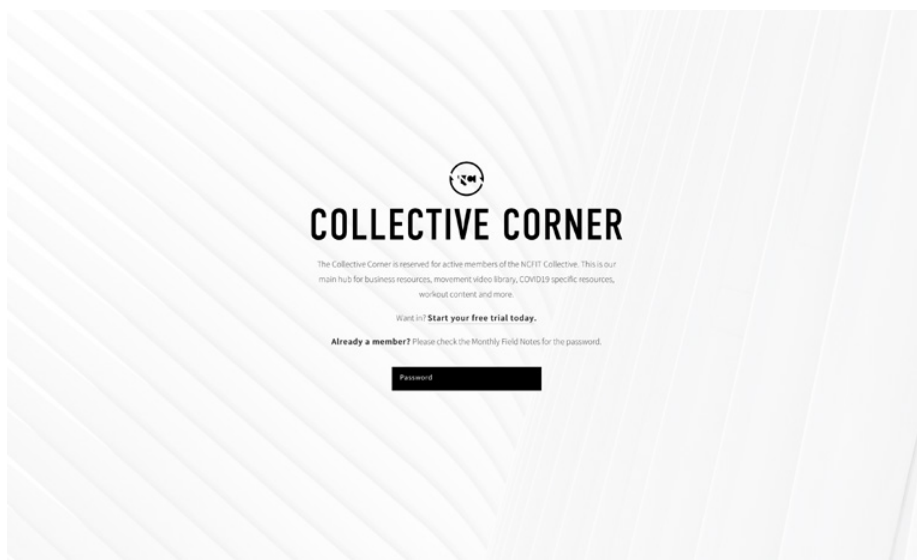
PROJECT BRIEF

Nidus wanted a new look to launch with after the 2020 lockdown, and to further themselves from the CrossFit brand that has come under scrutiny after it's founders comments during the BLM movement. They were keen to keep a nod to the phoenix from the past brand, but artist free license was given to come up with new ideas.

This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

Dan





OAKLEY



ROGUE



TESLA

TIKIBOO 

RHONE
XXX



CLN
ATHLETICS

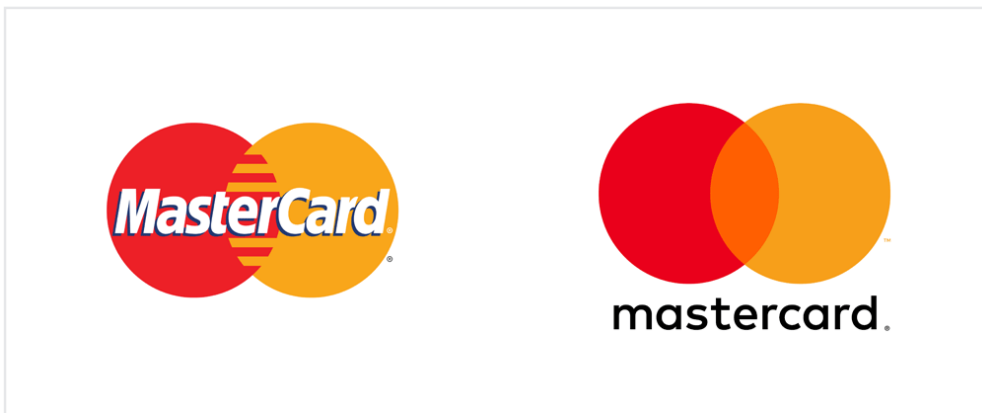
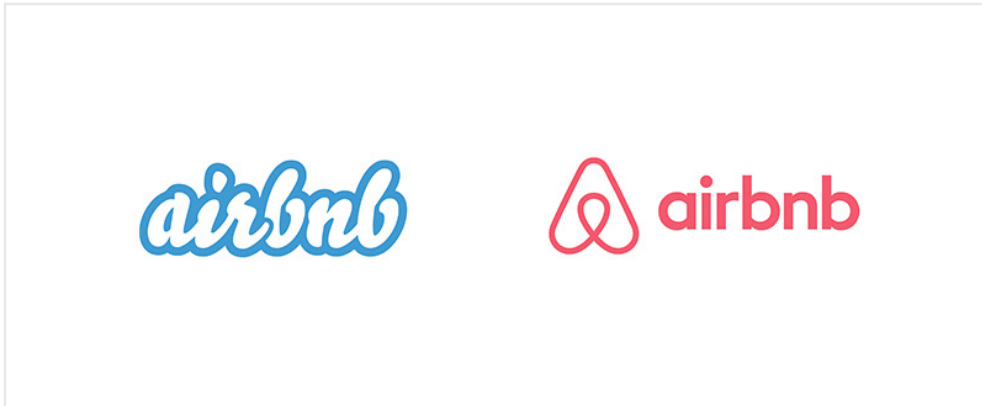
F A L K E





LOOKING AROUND AT RECENT REBRAND TRENDS

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LOGO CONCEPT ONE:

THE CIRCLE

A few of the inspiration brands, along with competitors used circular logos - ideal for badges/stickers and crests. This concept uses a traditional font (suggesting a 'growing up') and a circular format to create a round logo. Also included is a typographical version as I like the font.

LOGO CONCEPT ONE: THE CIRCLE

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NIDUS
MOVE • LIVE • STRIVE

NIDUS
MOVE • LIVE • STRIVE

NIDUS
MOVE • LIVE • STRIVE

NIDUS
MOVE • LIVE • STRIVE





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NIDUS

move • live • strive

LOGO CONCEPT TWO:

THE BIRD

This concept is an evolution of the current brand. Taking the phoenix from the existing logo and creating a more solid, icon led route. Using a cleaner icon may help going forward with things such as badges and crests on t-shirts. It helps keep the brand recognisable.





LOGO CONCEPT TWO: THE BIRD

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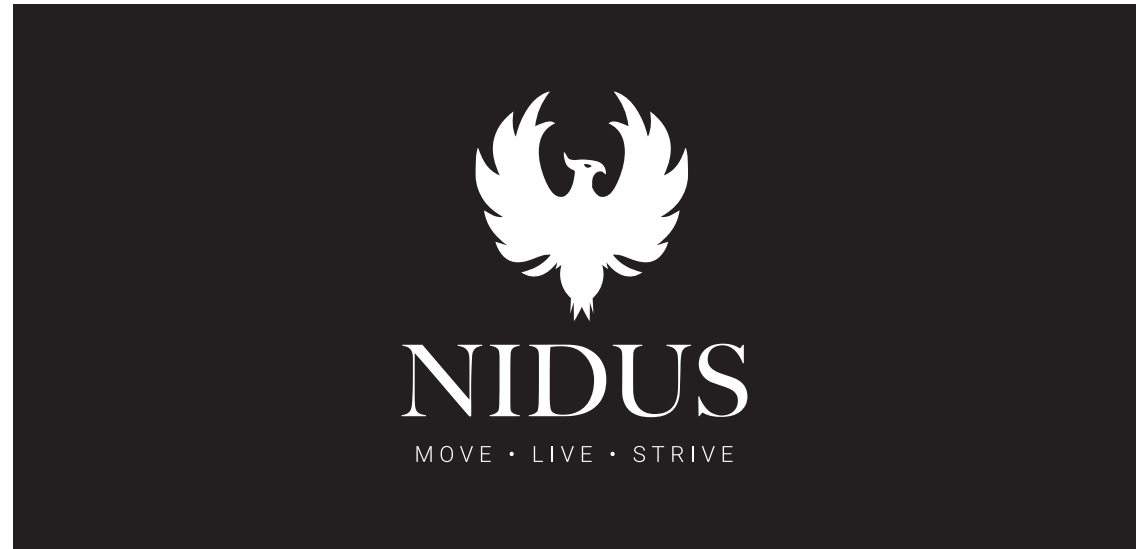
LOGO CONCEPT TWO: THE BIRD

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LOGO CONCEPT TWO: THE BIRD

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NIDUS

MOVE • LIVE • STRIVE

LOGO CONCEPT THREE:

THE CIRCLE BIRD

This concept is based on a more stylised, stripped down version of the phoenix, much like how many brands have simplified their icons over the past few years, to help with multiple platform visibility (mobile web mainly).



LOGO CONCEPT THREE: THE CIRCLE BIRD

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NID  S

MOVE | LIVE | STRIVE

LOGO CONCEPT FOUR:

THE STRIPES

Again this concept is based on refining the phoenix from the previous logo, however, for this idea I have used a less obvious design, using stripes/lines to create the bird. These also represent movement and speed, so tally well with being a gym.







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