

# **Enlightened Boys + Empowered Girls**

Logo Revival Project

## **DESIGNER'S HOPE**

To provide the Enlightened Boys and Empowered Girls clubs with a logo identity that visually supports the **youthfulness, ambition, and forward momentum** of the young men and women.

# THE 2 GROUPS

## **Empowered Girls...**

learn how to discover their power, raise their voice, and become leaders in their schools and villages. A collaborative, team-building environment helps support girls in their efforts to set and achieve goals for their future, and inspire others to do the same.

## **Enlightened Boys...**

learn to respect themselves and others, set and achieve goals for the future, and become positive role models in their school and village. The boys receive knowledge and tools to help channel their individual power to achieve their highest potential by mindfully bringing their bodies, their minds, and their emotions into synergy.



## CONCEPT #1 — DIY WATERCOLOR

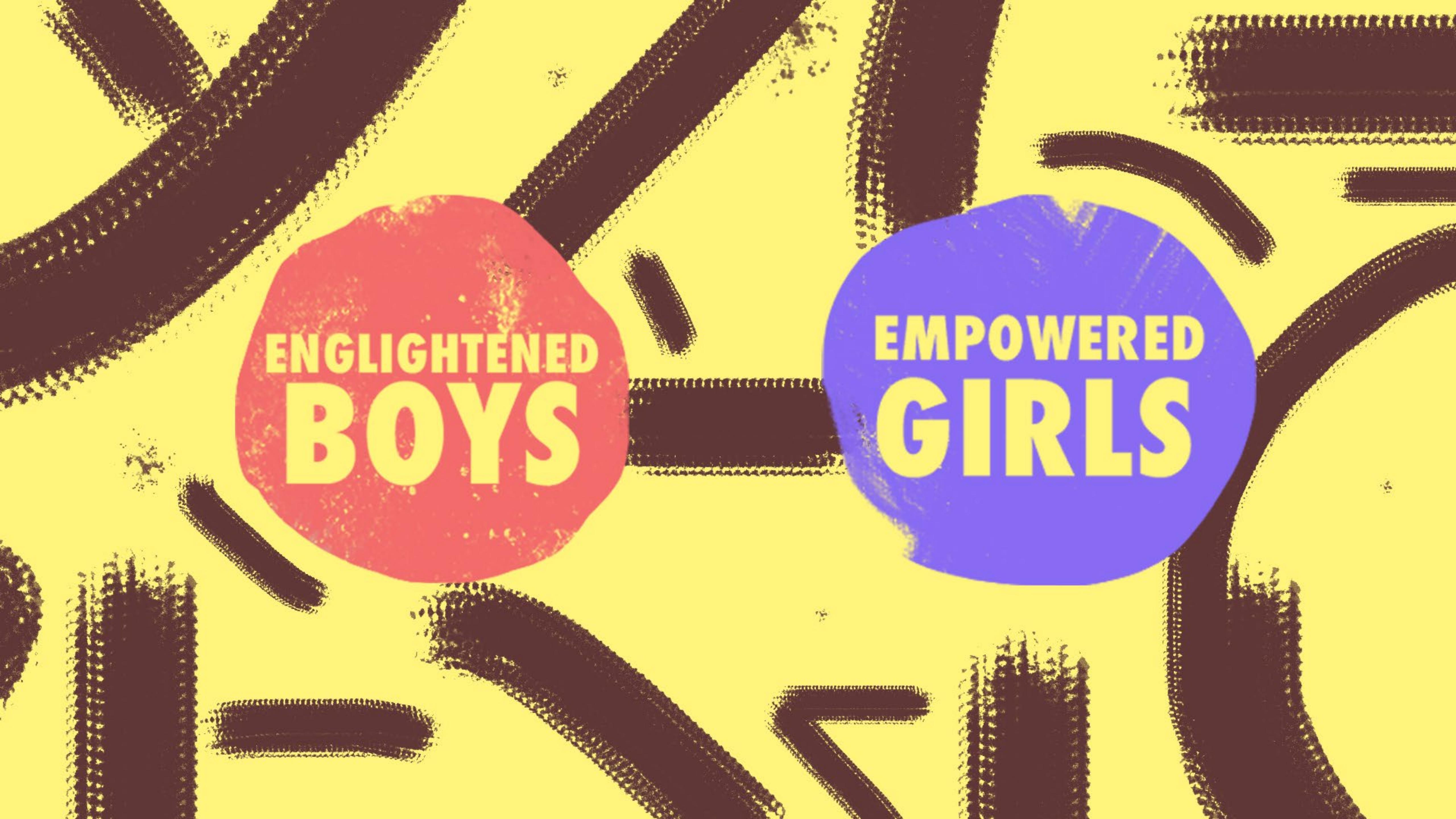


*Enlightened*  
**Boys**

*Empowered*  
**Girls**

## **CONCEPT #2 — VIBRANT IMPACT**





**ENLIGHTENED  
BOYS**

**EMPOWERED  
GIRLS**

## CONCEPT #3 — KUJENGA



