

STYLE M  TCHER
show who you are without speaking

STYLE M  TCHER
clothes to go

STYLE M  TCHER
silent expression

STYLE **M**  **TCHER**

STYLE **M**  **TCHER**



STYLE MATCHER



Logo n.1.

Initials of the logo

Represents the company name

This logo doesn't straight away clearly specify what is this app going to be about, but it refers to the app with its smooth elegant design, which refers to our target audience – women.



Logo n.2.

T-shirt with a question mark

Represents the company orientation

This logo represents the field in which the company is orientated – in clothing. But on the other hand the question mark in the middle brings up a question, which doesn't match with the purpose of the app. Our goal is not to bring up a question but answer.

- ✓ VISIBILITY – logo 2 is more visible because of it's colours
- ✓ SIMPLICITY – logo 1 is way more simple, the colours and shapes are simple and smooth, there is no confusion and big contrast.
- ✓ ON SCREEN – both logos are new to the screen.
- ✓ DISCREET IDENTIFICATION – logo 1 wins because it is a unique logo, therefore for logo 2 we can find various matching and similar apps.