Logo

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# Goals & Requirements

We’d like to develop a fresh, good looking logo for Fit Fortis, with the following requirements:

1. Basics:
   1. The logo is a **dragonfly**
   2. The name is **Fit Fortis** (ideally capitalized, but there may be other treatments)
   3. The tagline is **Your personal health hub**
2. The logo should evoke change, transformation, self-realization:

The dragonfly, in almost every part of the world symbolizes change and change in the perspective of self-realization; and the kind of change that has its source in mental and emotional maturity and the understanding of the deeper meaning of life.

1. The logo should be presented as a “system” that can be used on both web sites, mobile apps, and written documents.
2. The system should include several logo variants, in various different sizes (for web, mobile):
   1. Logo + name (default logo)
   2. Logo only
   3. Logo + name + tagline
   4. Stylized
   5. Watermark
   6. “favicon.ico” – tony icon for web sites
3. The system should have the following treatments:
   1. Default colors (white for logo, blue)
   2. Inverse colors
   3. Black and white colors
   4. Outline (of the logo)
4. For ideas, see [**https://logojoy.com/editor/26168189**](https://logojoy.com/editor/26168189)**,** as well as the Inspiration section below.

# Inspiration





