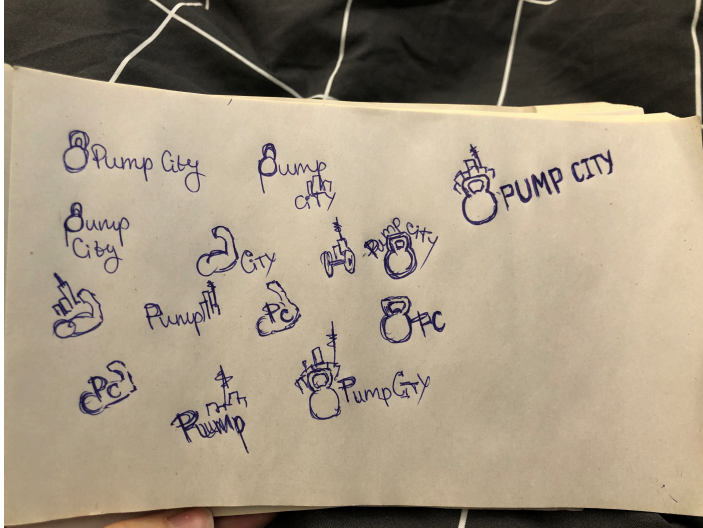




# LOGO ASSIGNMENT



My idea was to create a logo for a gym. The name of the gym is Pump City. "Pump"- while you exercise the blood rushes to the muscles and they become more visible, bigger. The two shapes represent :

- The weight- the pump, the exercising
- The shadows above the weight - the city

The contrast between black and white is commonly used by gyms. Also the red is a dynamic, powerful color that is very physical. It is energizing and can also portray friendliness and strength. It catches attention easily and is very powerful as an accent color.

Also the red overlaying the weight is between another black stripe. The red looks closed in between the black. This represents the blood rushing through the veins in the human body.