

### Introduction

This document guides the logo sketching process for boAt Lifestyle, based on previously defined branding guidelines.

### Brand Personality Summary

- Bold
- Energetic
- Trendy

Target Audience: Youth (ages 16–30), tech-savvy, lifestyle-conscious.

Core Elements: Audio waves, headphones, sails, upward motion, sharp geometry.

### Logo Style Exploration

- Wordmark: Use the brand name 'boAt' in a custom font with energetic personality.
- Lettermark: Stylized 'b' or 'bo' using audio or sail shapes.
- Pictorial: Use icons like headphones, sailboats, or waves.
- Abstract: Create modern shapes that represent sound, speed, or energy.
- Combination Mark: Blend a symbol with text for brand flexibility.

### Sketch Concepts to Try

1. 'b' with waveform inside (Lettermark)
2. Abstract triangle with audio bars (Abstract Mark)
3. boAt wordmark with stylized 'A' as a sail (Wordmark)
4. Headphones forming a boat shape (Pictorial Mark)
5. Upward energy arrow with bold text (Combination Mark)

### Instructions for Submission

- Sketch at least 5 ideas on paper or digitally.
- Take clear photos or scan your sketches.
- Annotate each sketch with a short explanation (what it represents, why you chose that style).
- Select top 2–3 sketches for refinement.
- Save images as PNG, JPEG, or PDF.
- Optional: Upload your sketches here to receive feedback and formatting help.