

LOGO CONCEPT

T W E N N I E S

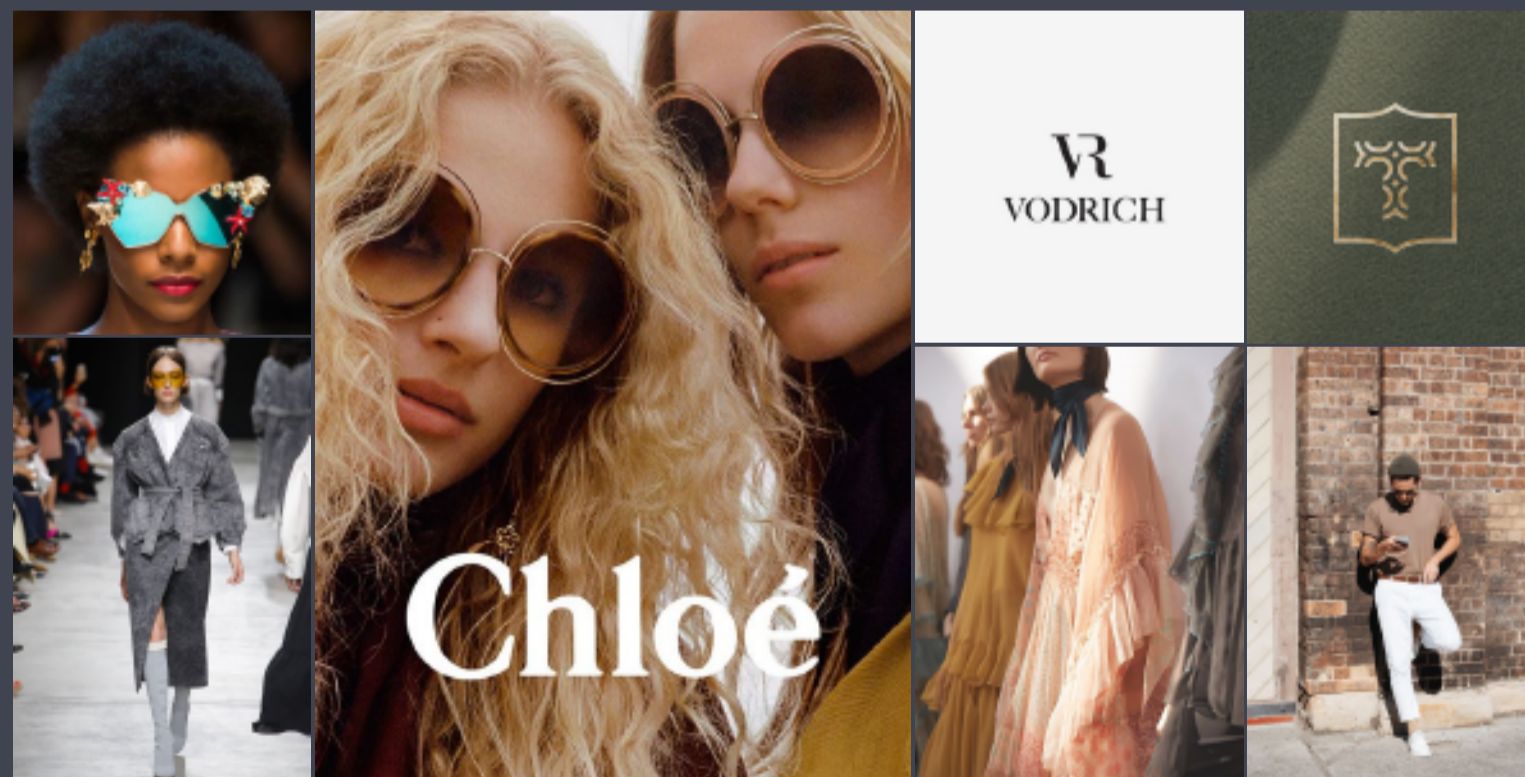
MOODBOARD

Direction 1: **Fashionista**

Fashionable people, they consider the glasses are essential accessories to enhance the perfect beauty of the clothes they wear.

Inspired by edgy style in fashion.

#Luxury #Timeless #Practical #Premium

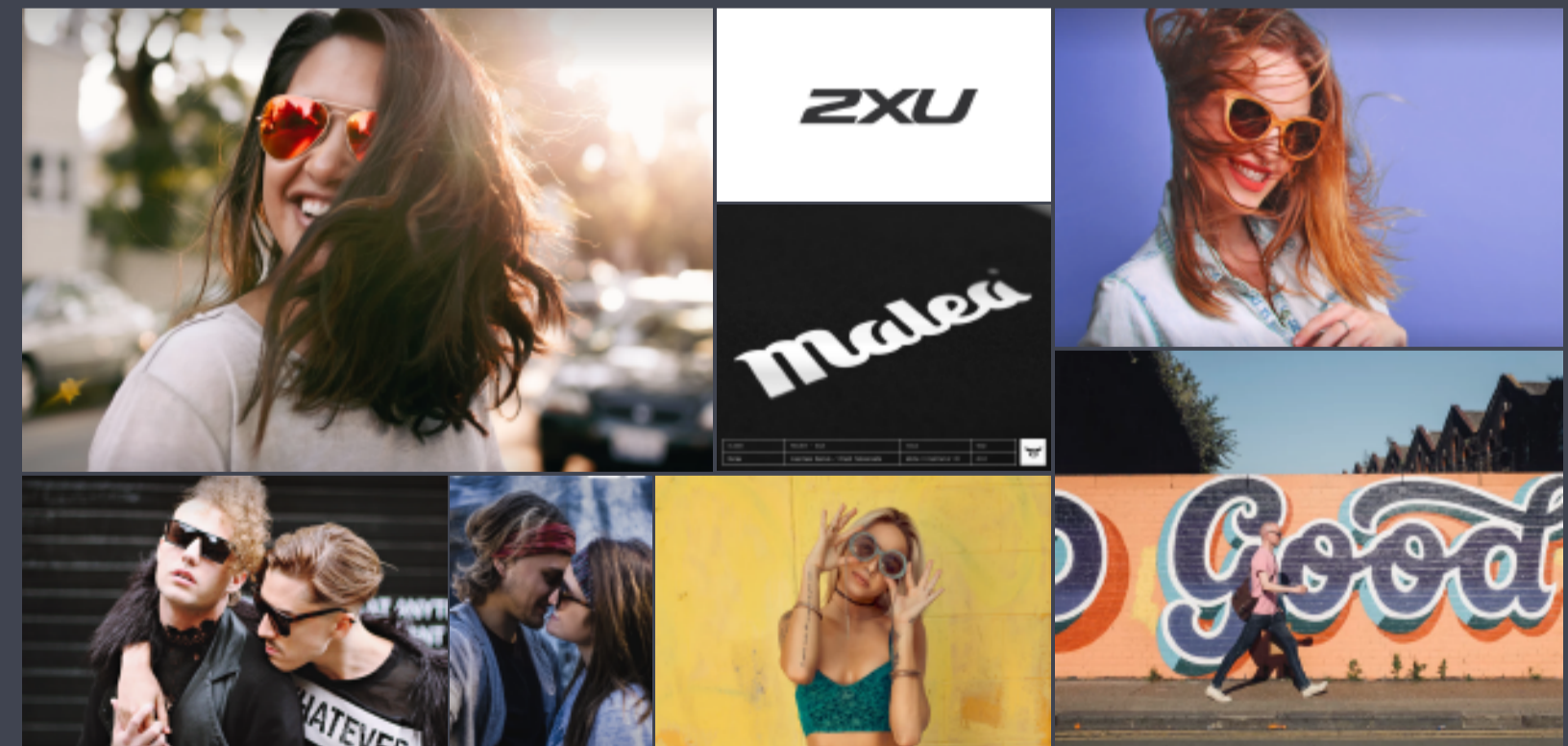


Direction 3: **Dynamic life**

Glasses is considered as indispensable fashion accessory in life. For our daily activities such as posing, traveling, jogging, outdoor activities

Inspired by young, dynamic lifestyles, moving shapes.

#Trendy #Young #Action #Practical #cool #20



IDEA & CONCEPT

Concept: **Fashionista**

Edges, differences, breaks and creativities in fashion. Those are inspirations to create this logo.



Monogram



LOGO



Horizontal Version

LOGO



T W E N N I E S

Vertical Version

IDEA & CONCEPT

Option 2: **Fashionista**

Another option to this concept is the typography logo. The combination of fashion inspiration, a typeface Old style but modern enough.



LOGO

twennies

MOCKUPS



IDEA & CONCEPT

Concept: **Dynamic life**

"Twennies is a derivative of 20/20 vision (someone with perfect eyesight). We aim to provide our clients with high quality sunglasses with premium sunglass lenses, which in turn will give the client maximum visual acuity. The name twennies also applies to our core demographic of people in the age of twenties."



Monogram

20



LOGO



T W E N N I E S

LOGO

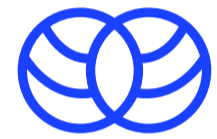


T W E N N I E S

MOCKUPS

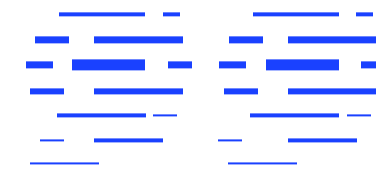


UNSELECTED OPTIONS



T W E N N I E S

Twennies



T W E N N I E S

T W E N N I E S