

MassageWorks Logo

A client needed a logo for his brand new venture, MassageWorks. He was ready to start his practice as a professional massage therapist but had no brand identity and wanted to stand out amongst his colleagues. So he came to me and this is his logo story...

I had a few ideas, thought I would try them out on the computer...

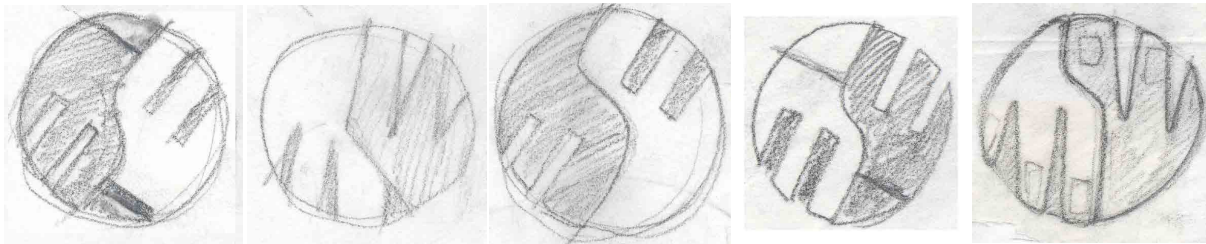


...turned out to be a tad too abstract, so I went the more conventional way...

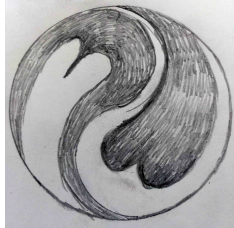


but it was definitely missing the mark...

so, I went back to the drawing board...the client wanted the letters "MW" in a yin/yang kind of way...



from that, they submitted this idea...



I took that and worked with it...



added some color and depth...



a couple of more tweaks and...
VOILA! the final look and another happy client.



MassageWorks