

PREPARED FOR: SHE REX

# Brand + Logo Proposal

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Presented by Ava Carmichael



# Presentation Summary

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## OUTLINE OF TOPICS

- SHE REX Meaning
  - Color Theory
  - Inspiration
  - Logo Concepts + Brand Colors
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# SHE REX

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SHE REX "Recover Strong"

The SHE REX brand has launched a product for post-op industry that makes a BIG difference in comfort during recovery from mastectomies, augmentations, and other breast surgical procedures. The brand name implies feminine strength through adversity.



# THE SHE REX STORY

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## #MYSHEREX

As the saying goes, necessity is the mother of invention. After a double mastectomy Kelli Beckish was given the same post-op instructions as other patients; do not lift arms over 90° and restrict your arm movements to small "T-Rex" motions.

Being a busy mother of four and a company owner, this was easier said than done. So Kelli, a product engineer at heart, and President of one of Colorado's fastest growing manufacturing companies, went to work designing something that would comfortably help limit her arm movement. The simple but ingeniously designed SHE REX is the result. SHE REX gives you the fighting chance you need to heal properly.

# **INSPIRATION**

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## **SHE REX**

The brand name aims to inspire and support women who are recovering and returning to life after surgery. It offers the essence of strength, support and playfulness.

# CHANGES MADE

THE NEW LOOK FOR SHE REX



Old Logo



New Logo

## **LOGO CONCEPT #3**

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### **SHE REX**

The brand name aims to inspire and support women who are recovering and returning to life after surgery. It offers the essence of strength, support and playfulness. Target audience: Medical Doctors, Medical Distributors, End Consumer (female patients)

### **COLOR INSPIRATION, COLOR THEORY: DARK GREEN & PINK**

Green: New beginnings, stability and growth. It also signifies renewal and abundance. Green also relates to the "dino vibe"

Pink: Playful, Feminine





## **ROSE QUARTZ**

Feminine, Playful,  
Calm



## **PINE GREEN**

Stability,  
Earthy/Grounded,  
Growth, New  
Beginnings

## LOGO CONCEPT #3

The following logo concepts can be mixed and matched as needed



### COLOR PALLETE



### LOGO ELEMENT/ICON



This logo concept embodies a modern, feminine, playful and strong aesthetic. The offset words evoke strength as a T-Rex, as if shaking the ground as she enters whatever phase of life she's embarking on. The logo icon is pleasant, minimal and presents soft, feminine lines. This is a versatile logo to represent the SHE REX post-op band in the medical industry, or any other SHE REX post-op products that may follow in the future.

# LOGO CONCEPT #3 (IN USE)



## **LOGO CONCEPT #3A**

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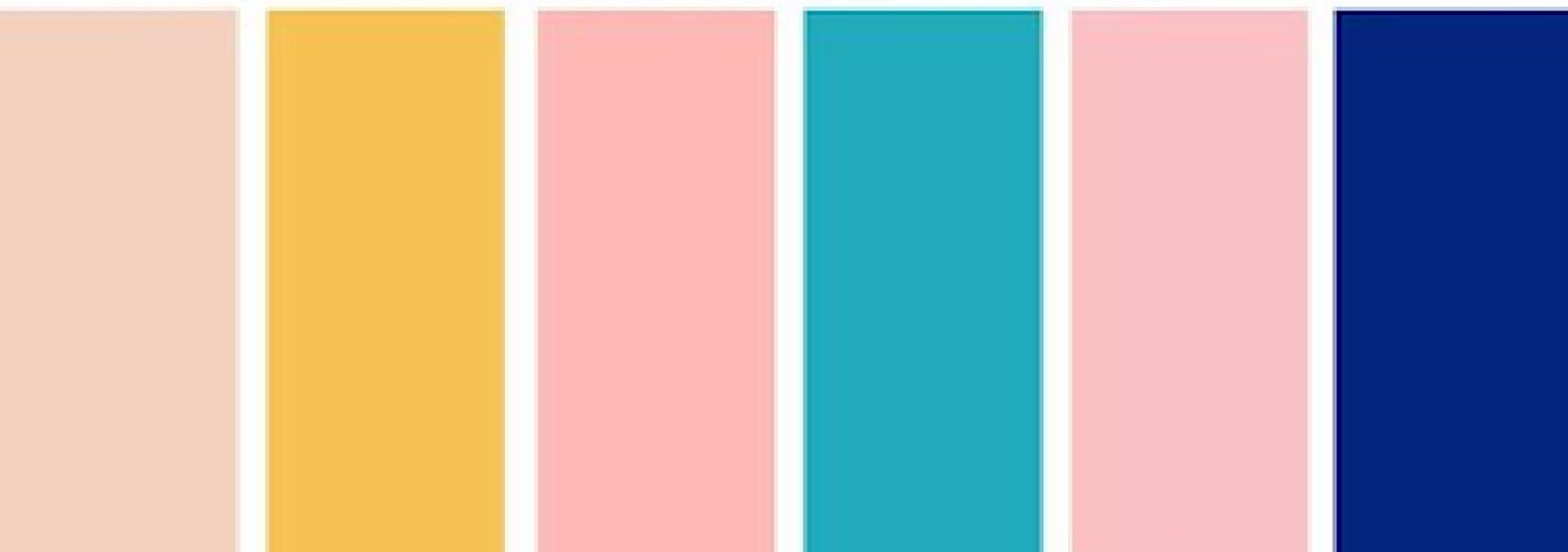
### **SHE REX**

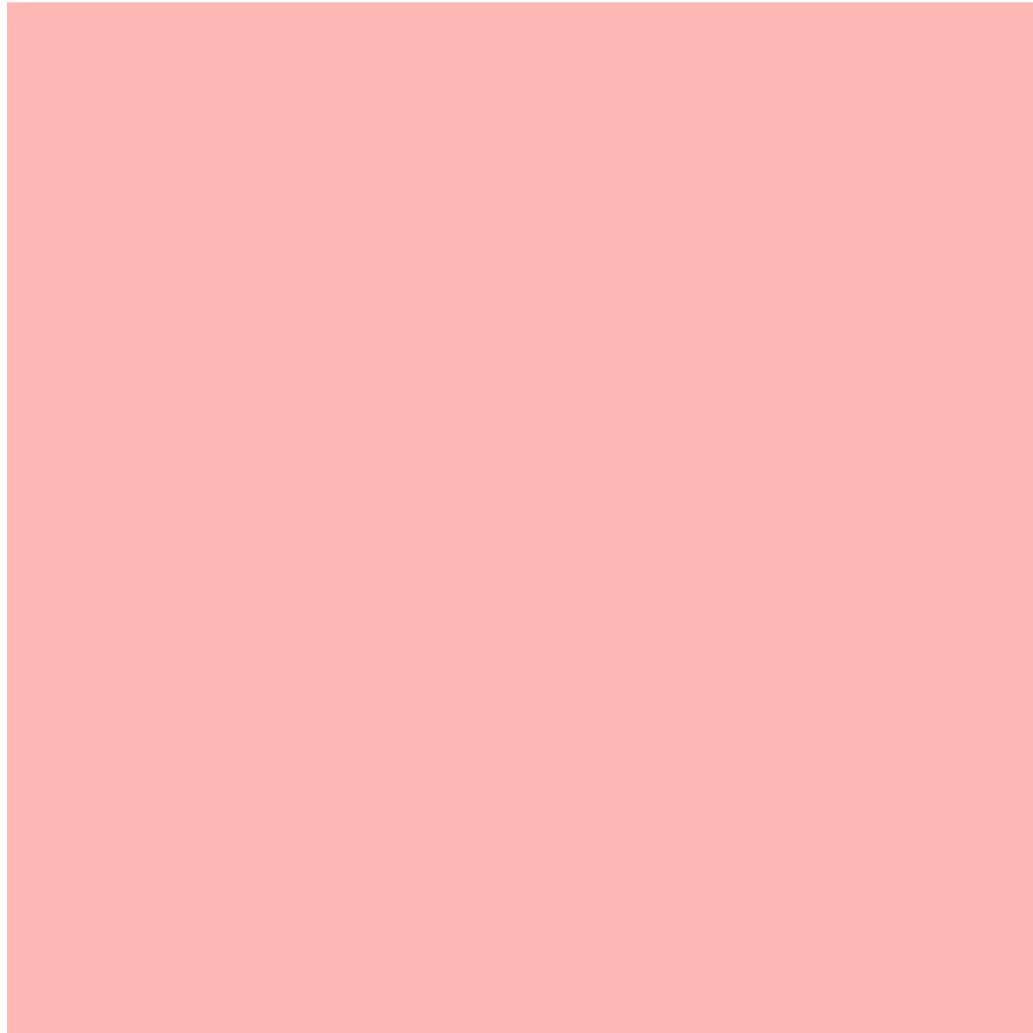
The brand name aims to inspire and support women who are recovering and returning to life after surgery. It offers the essence of strength, support and playfulness. Target audience: Medical Doctors, Medical Distributors, End Consumer (female patients)

### **COLOR INSPIRATION, COLOR THEORY: TURQUOISE BLUE & PINK CORAL**

**Turquoise Blue:** The color turquoise helps to open the lines of communication between the heart and the spoken word. It presents as a friendly and happy color enjoying life. In color psychology, turquoise controls and heals the emotions creating emotional balance and stability.

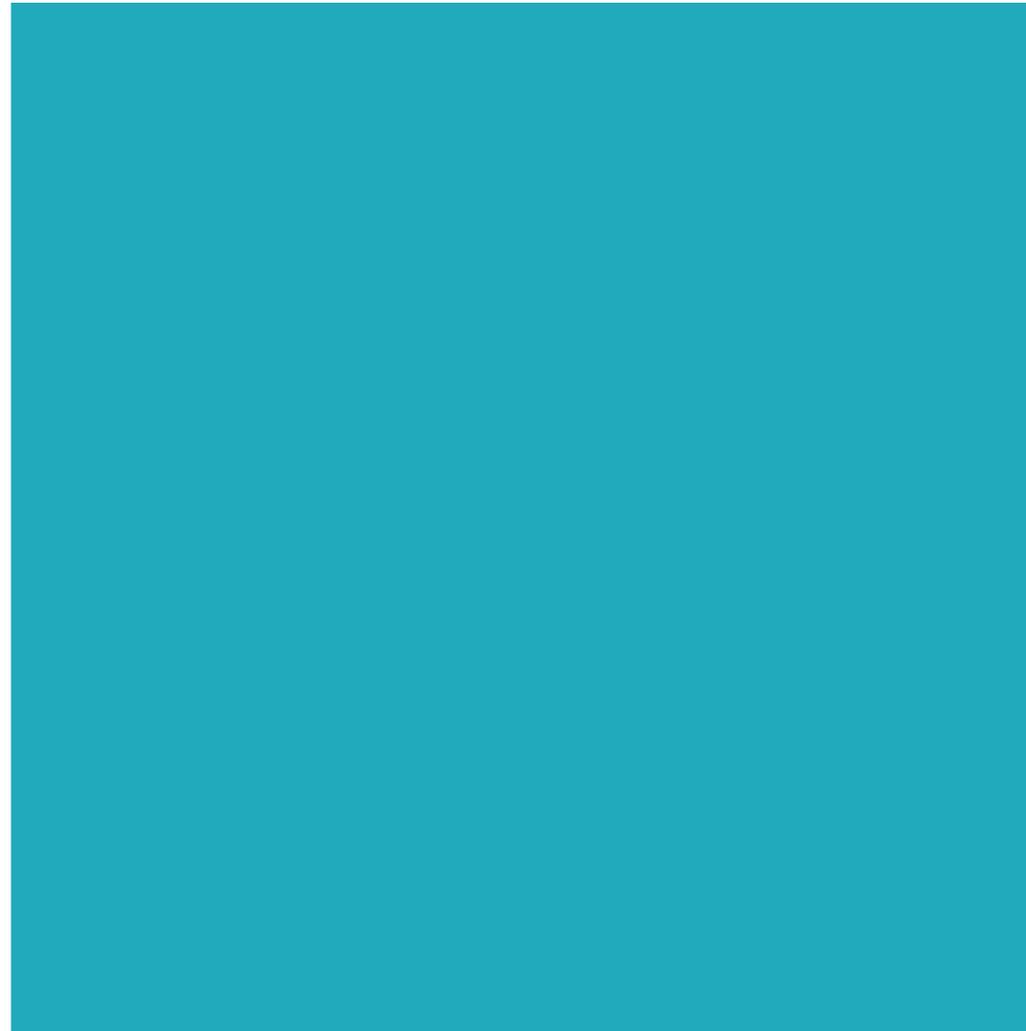
**Pink Coral:** Pink Coral hues are perceived as a largely positive color. Warm, dynamic, and invigorating, it blends the femininity of pink with the optimism and energy of orange.





## **BLUSH CORAL**

Feminine, Playful,  
Optimistic



## **BLUE TURQUOISE**

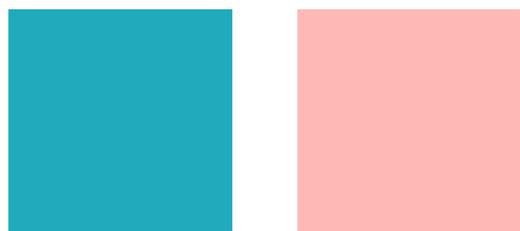
Stability, Healing,  
Medical, Happy,  
Balance

## LOGO CONCEPT #3A

The following logo concepts can be mixed and matched as needed



### COLOR PALLETE



### LOGO ELEMENT/ICON





## **LOGO CONCEPT #3B**

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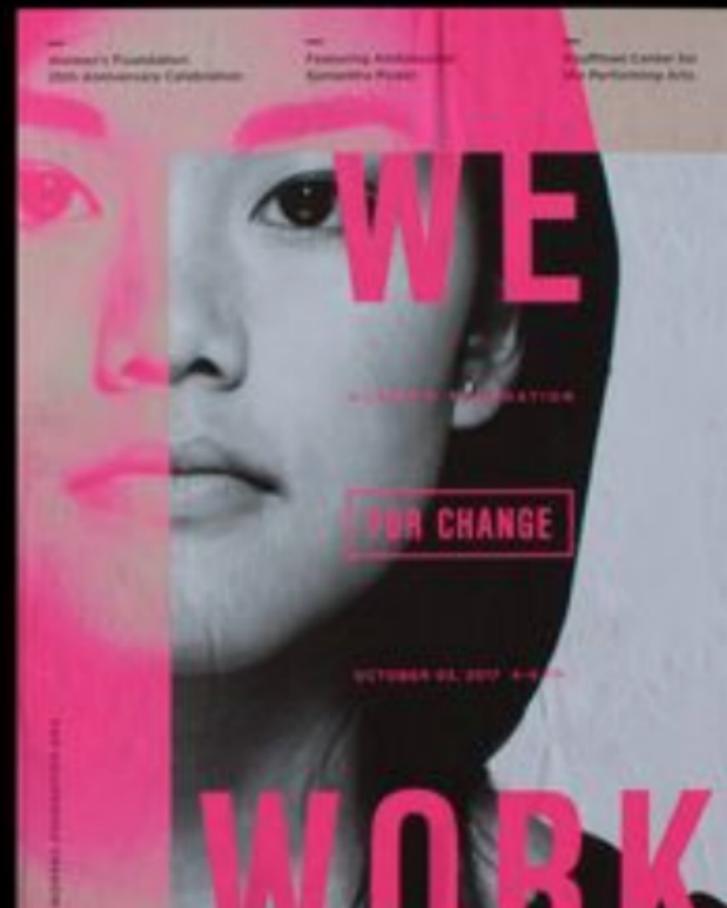
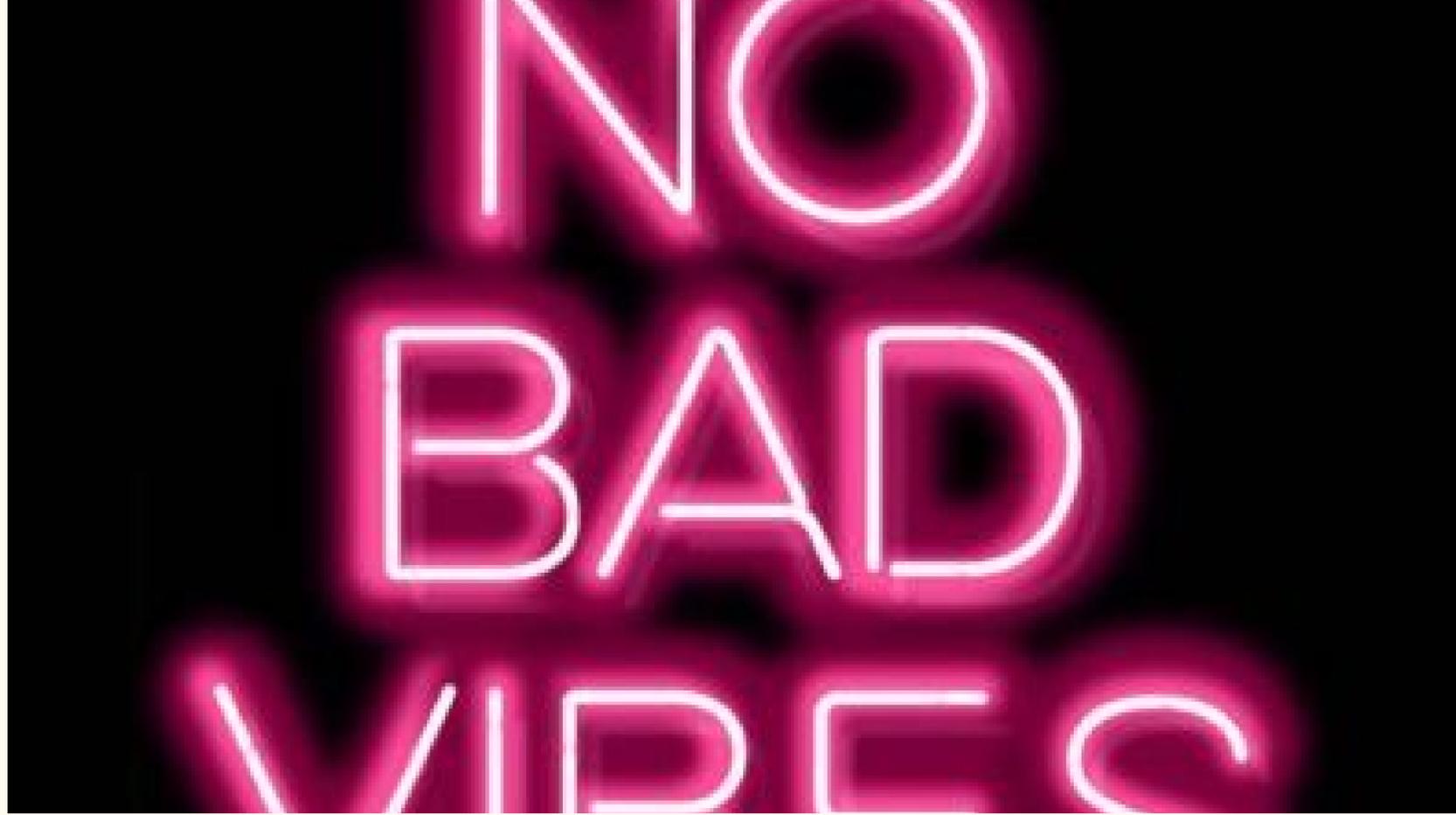
### **SHE REX**

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### **COLOR INSPIRATION, COLOR THEORY: DARK PINK & BLACK**

**DARK (Hot) PINK:** Hot pink is normally a color associated with girls and femininity. Hot pink is considered a color of good health and life; New Life, Energy, Femininity, Good Health, Vitality.

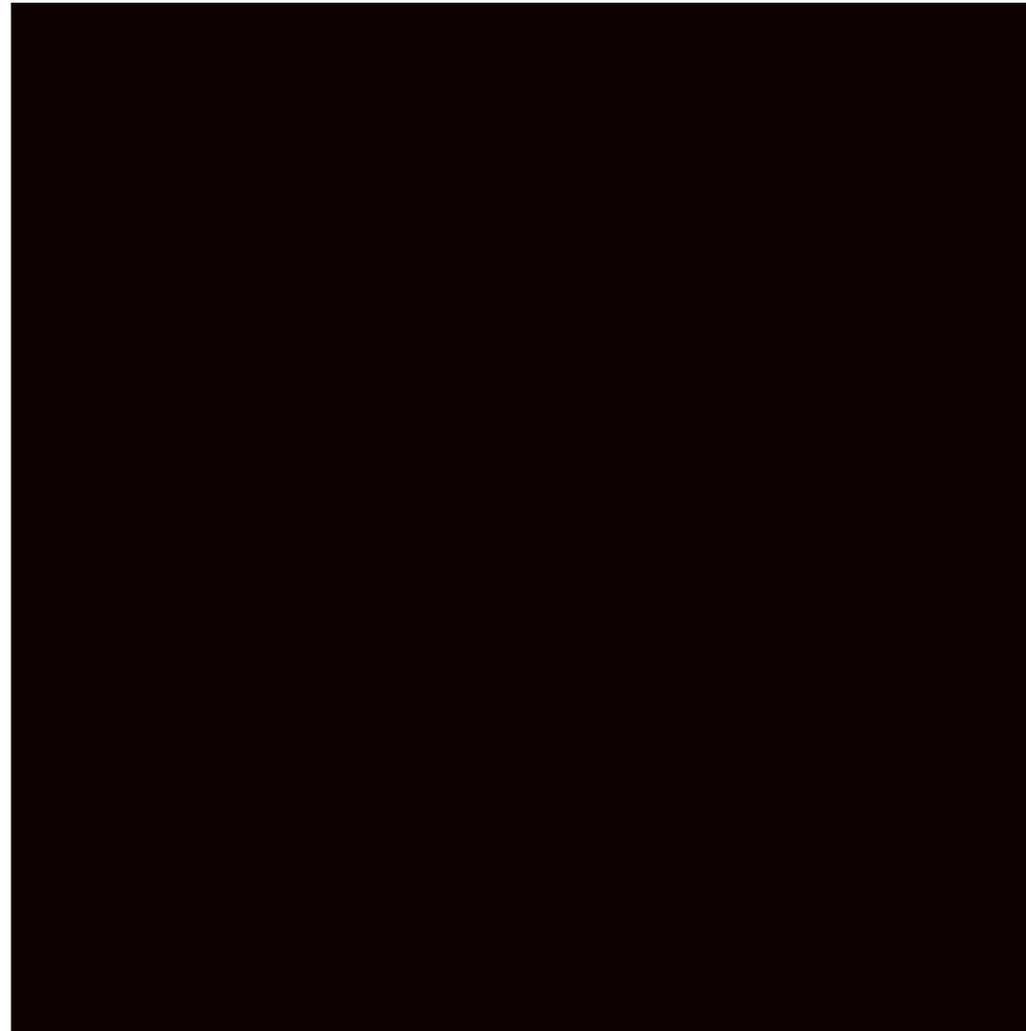
**BLACK:** Black is associated with power, strength, authority, elegance, formality, rebellion, and sophistication.





## **PUNCH PINK**

Feminine, Vitality,  
Strength, Energy



## **BLACK**

Power, Strength,  
Authority, Elegance,  
Rebellion

## LOGO CONCEPT #3B

The following logo concepts can be mixed and matched as needed



### COLOR PALLETE



### LOGO ELEMENT/ICON



# LOGO CONCEPT #3B (IN USE)



## **LOGO CONCEPT #3C**

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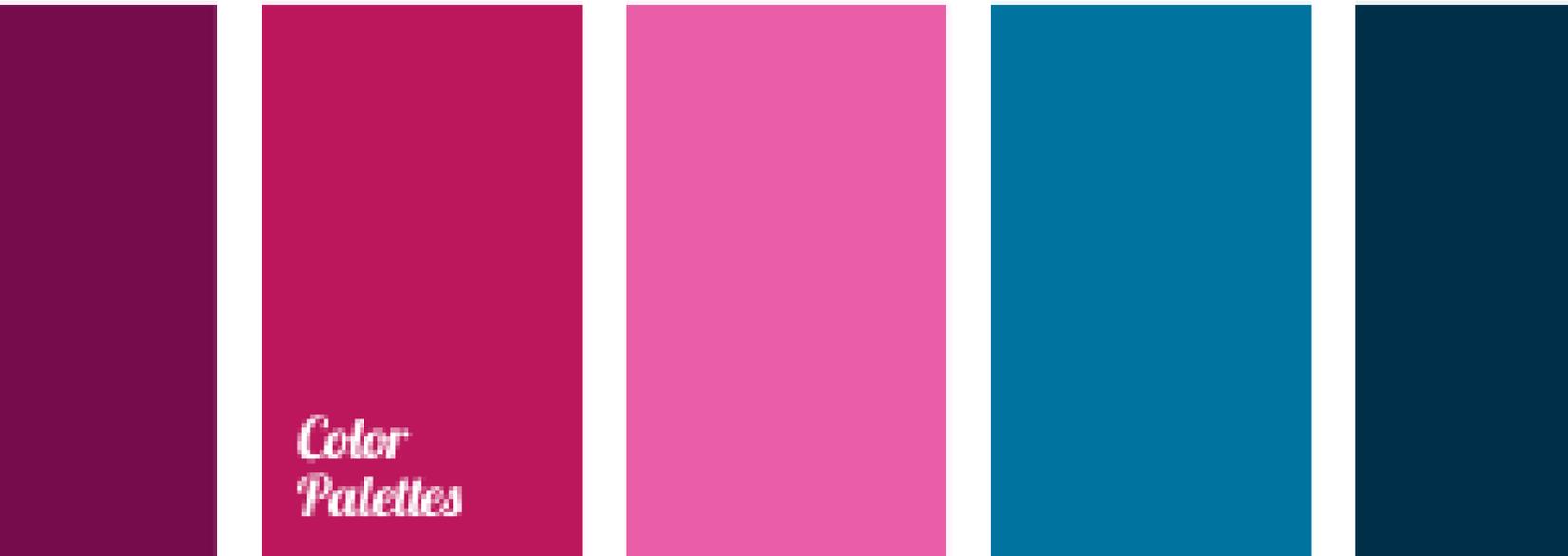
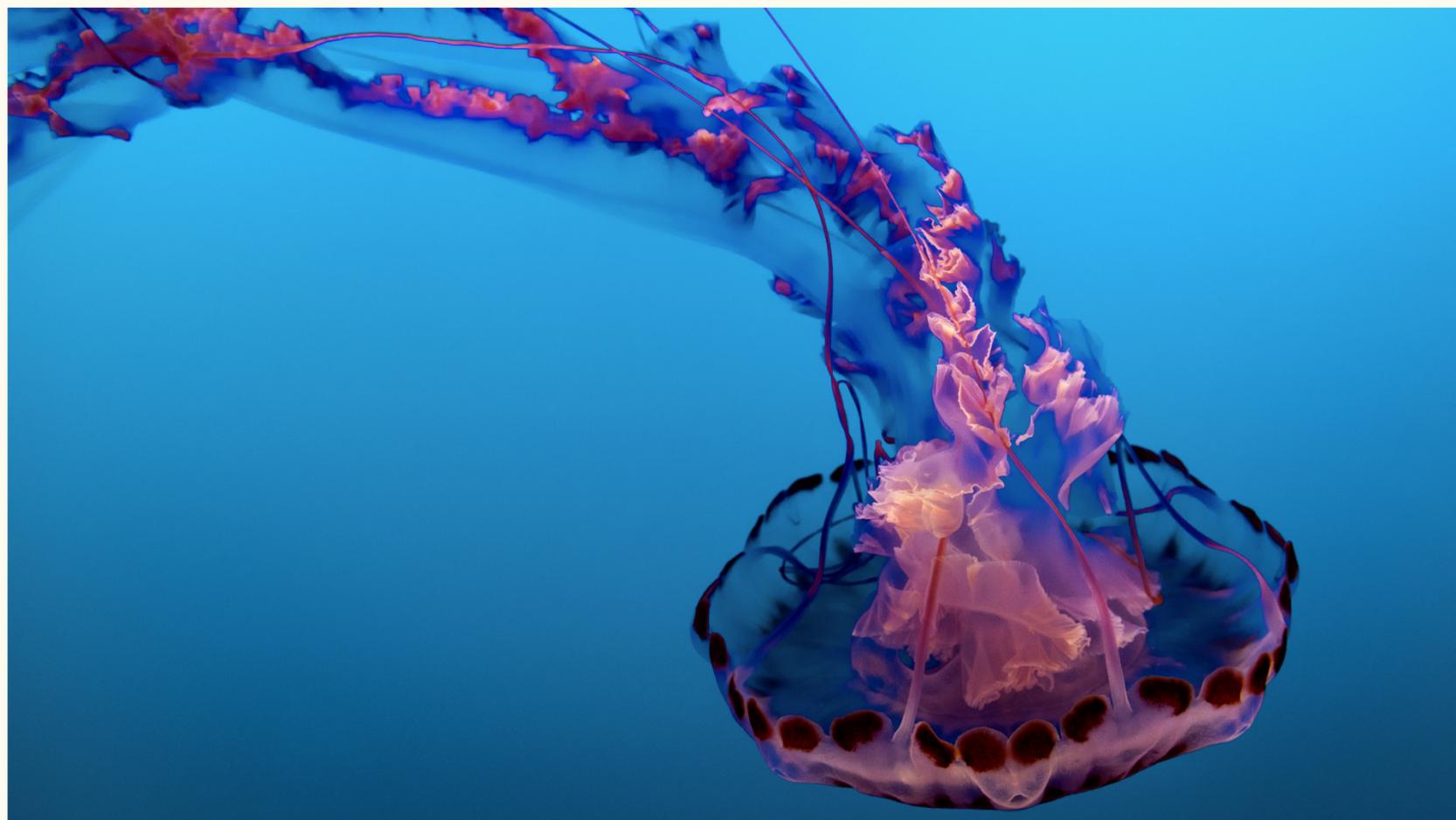
### **SHE REX**

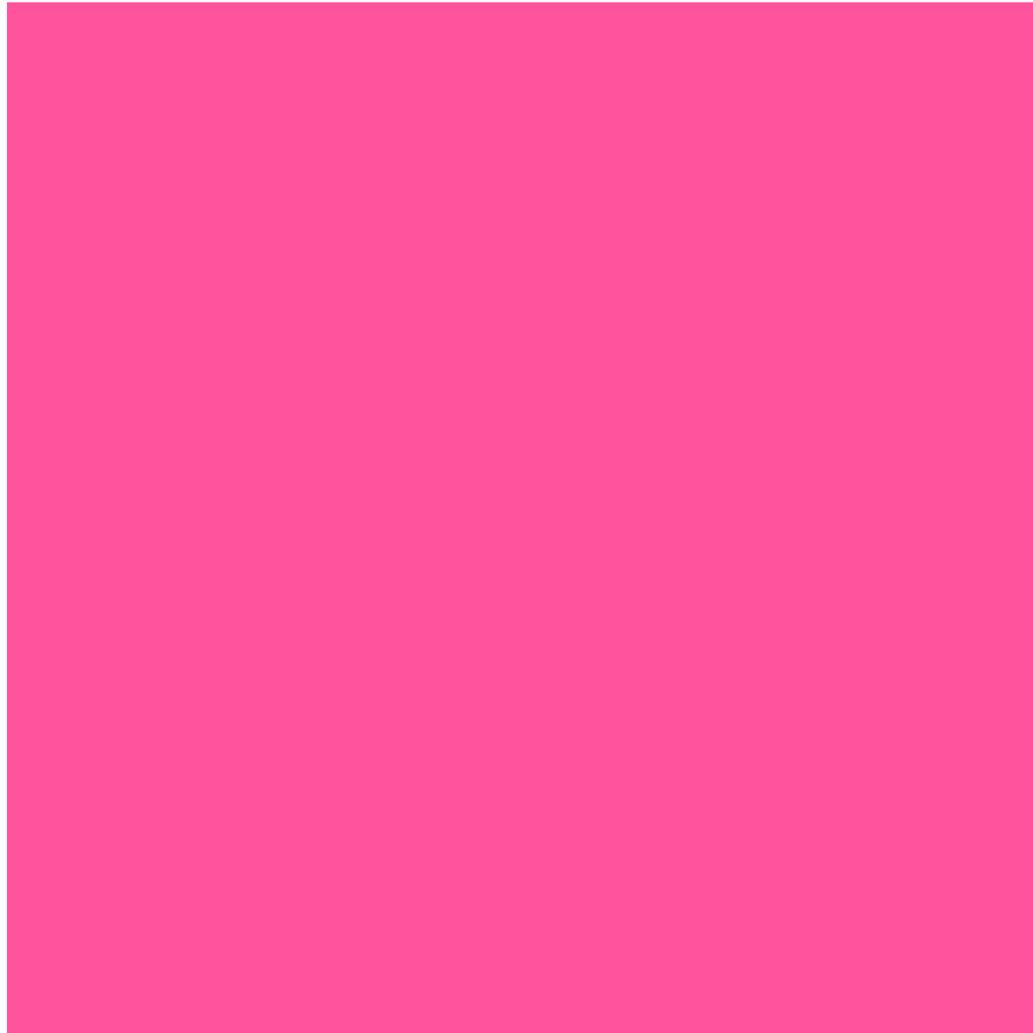
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**MARINE BLUE:** Dark Blue is softer than Black. It evokes trust, loyalty, wisdom, confidence, intelligence, faith, truth. Blue is considered beneficial to the mind and body. Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America.





## **WATERMELON**

Feminine, Playful,  
Energetic, Vitality



## **MARINE BLUE**

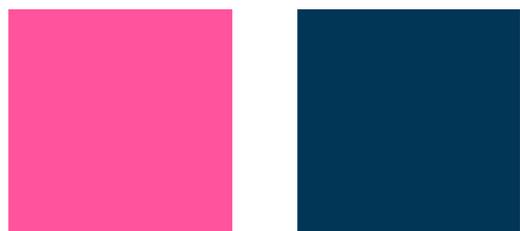
Stability, Healing,  
Medical, Trust,  
Loyalty, Confidence

## LOGO CONCEPT #3C

The following logo concepts can be mixed and matched as needed



### COLOR PALLETE



### LOGO ELEMENT/ICON



# LOGO CONCEPT #3C (IN USE)



*Thank You!*

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WE ARE HONORED TO BE A PART OF  
BUILDING YOUR BRAND STORY



# *Contact Info*

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GET IN TOUCH

[www.pitschy.com](http://www.pitschy.com)

PHONE

(540) 406-3588

EMAIL

[ava@pitschy.com](mailto:ava@pitschy.com)