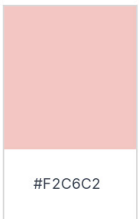
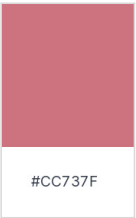
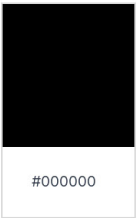
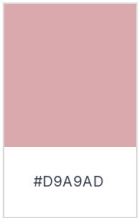


# MOODBOARD



## CONCEPT 1.

saviour  
nails.

## CONCEPT 1.

*saviour  
nails.*

## CONCEPT 1.

*saviour  
nails.*

# CONCEPT 1.

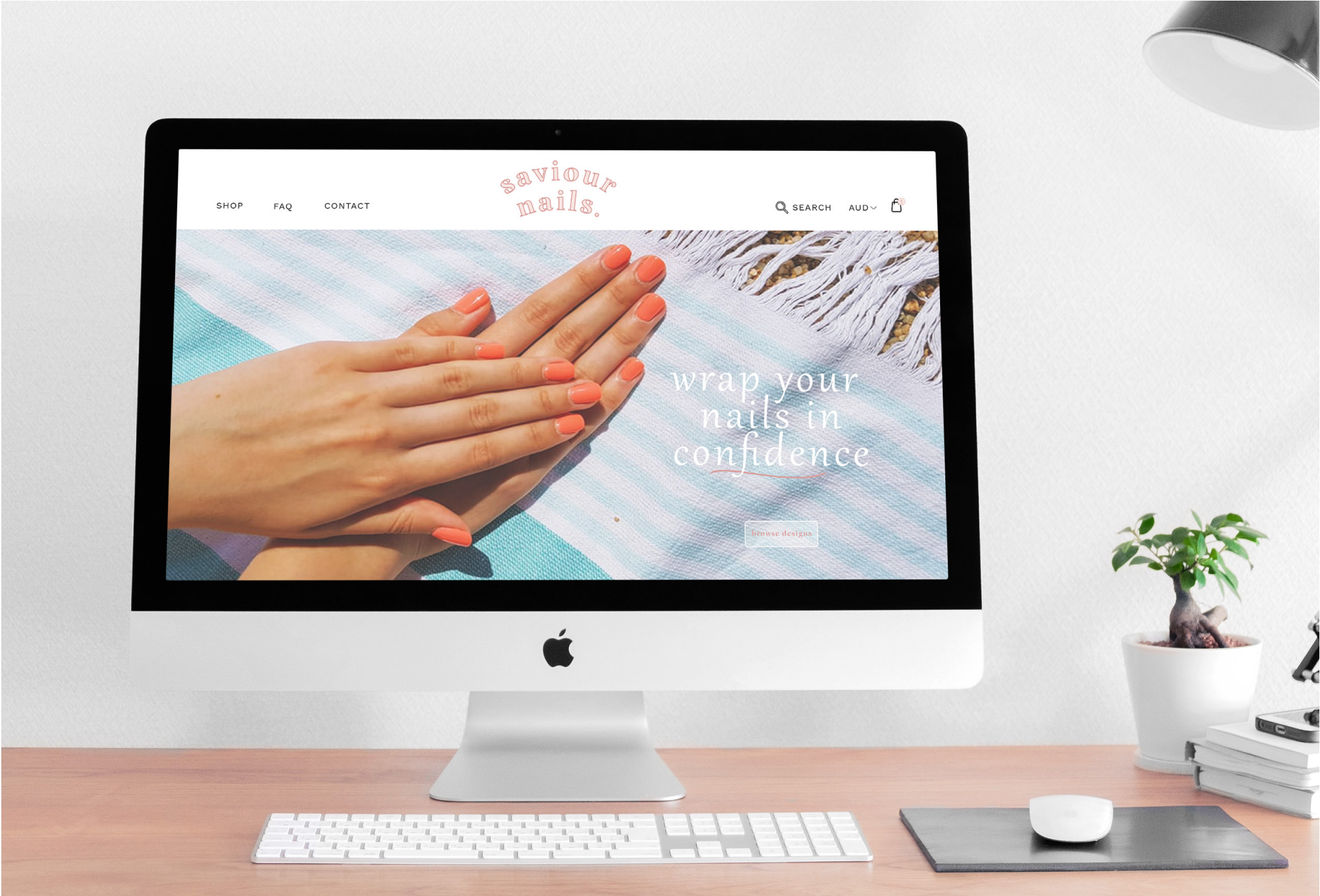


## CONCEPT 1.





# CONCEPT 1.



## CONCEPT 2.

SAVIOUR  
*nails*



## CONCEPT 2.

SAVIOUR  
*nails*

## CONCEPT 2.

SAVIOUR  
*nails*

## CONCEPT 2.

Colour: feminine, stylish, mature shade  
for target audience

Neutral font: clean, modern,  
elegant (and readability)  
Flourishing font: luxury, stylish

SAVIOUR

nails

Uppercase: strong, confident  
lightweight: approachable, mature

Lowercase: friendly, approachable  
handwritten style: DIY



CONCEPT 2.





## CONCEPT 3.





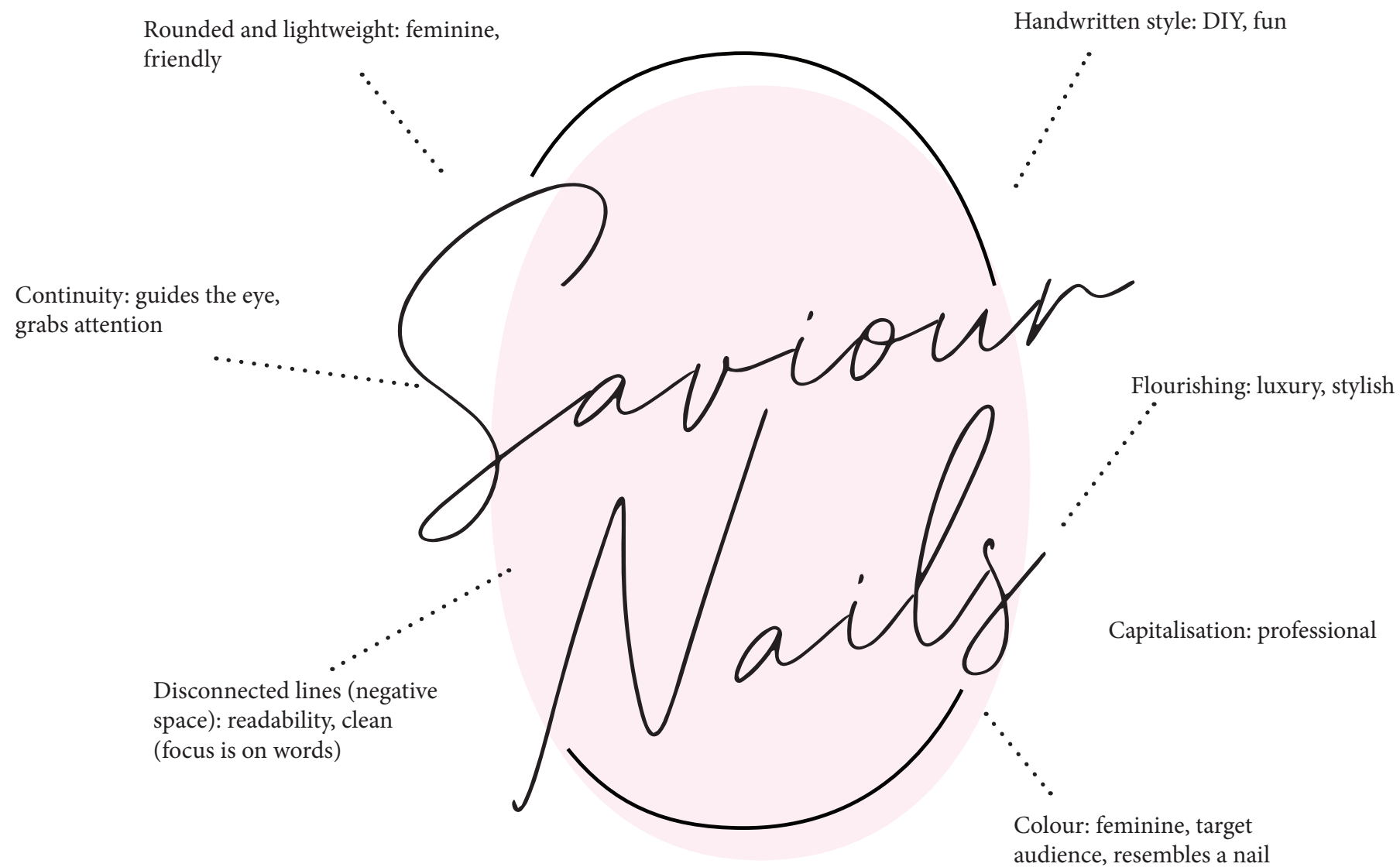
## CONCEPT 3.



## CONCEPT 3.

Saviour  
Nails

## CONCEPT 3.



CONCEPT 3.



CONCEPT 3.

