



Brand Presentation

Brand Presentation and Logo Explanation for
PARRIS & CO. NUTRITION CONSULTING

Brand Presentation Content.

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LOGO

Primary Logo



Secondary Logo



Parris & Co.
Nutrition Consulting

Logo Explanation

1. Human Empowerment Symbol

The form rising from the bottom to the top of the logo represents an empowered person, symbolizing growth, vitality, and progress — key outcomes of effective nutrition consulting.



2. Half Apple Shape

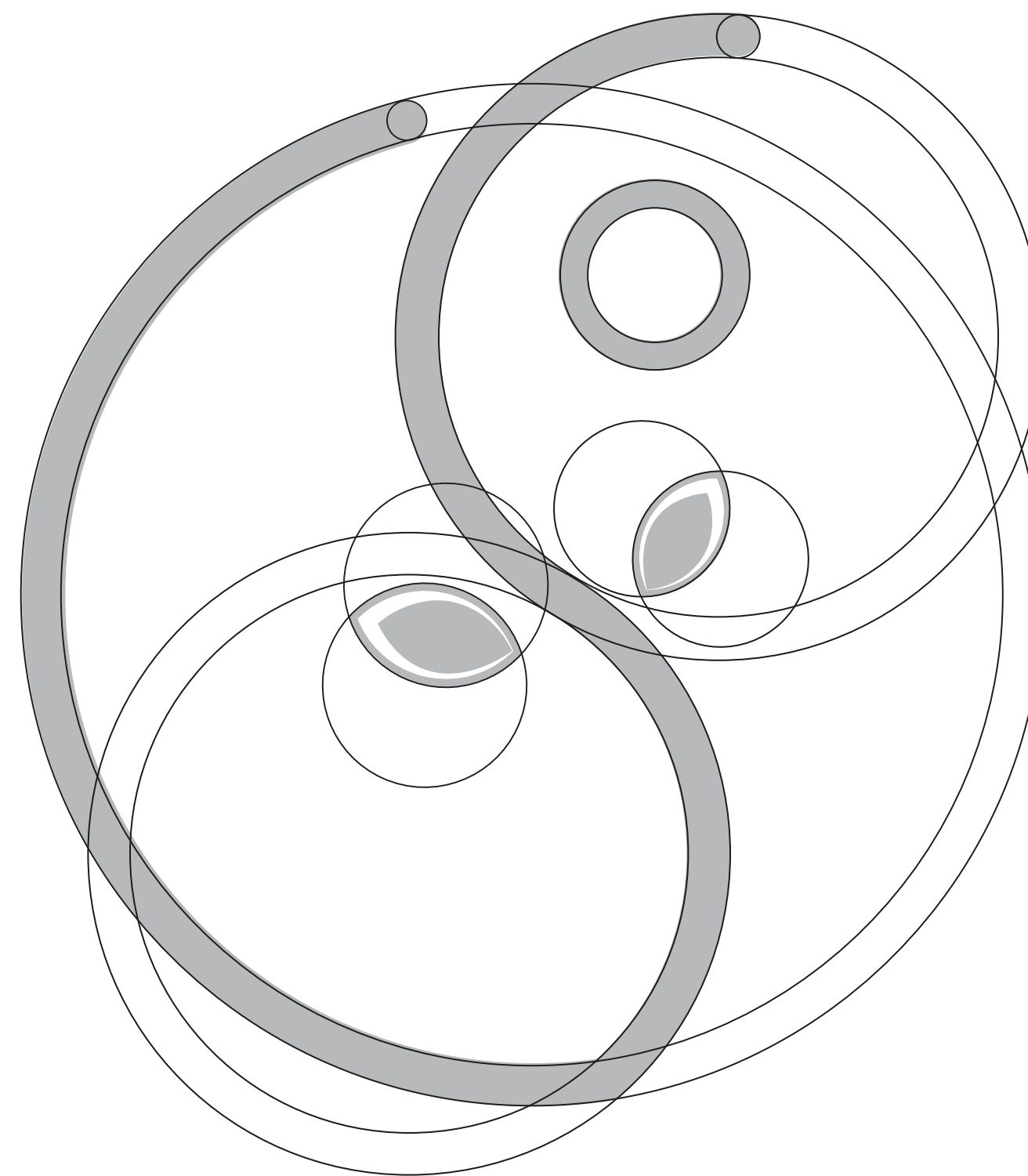
The design incorporates the outline of a half apple, connecting the logo directly to the field of nutrition and healthy living, while keeping it minimal and modern.

3. Overall Concept

The logo blends human empowerment and nutritional symbolism into one unified mark, reflecting Parris & Co.'s mission to promote balance, confidence, and well-being through expert guidance.



Logo Structure



Logo Container

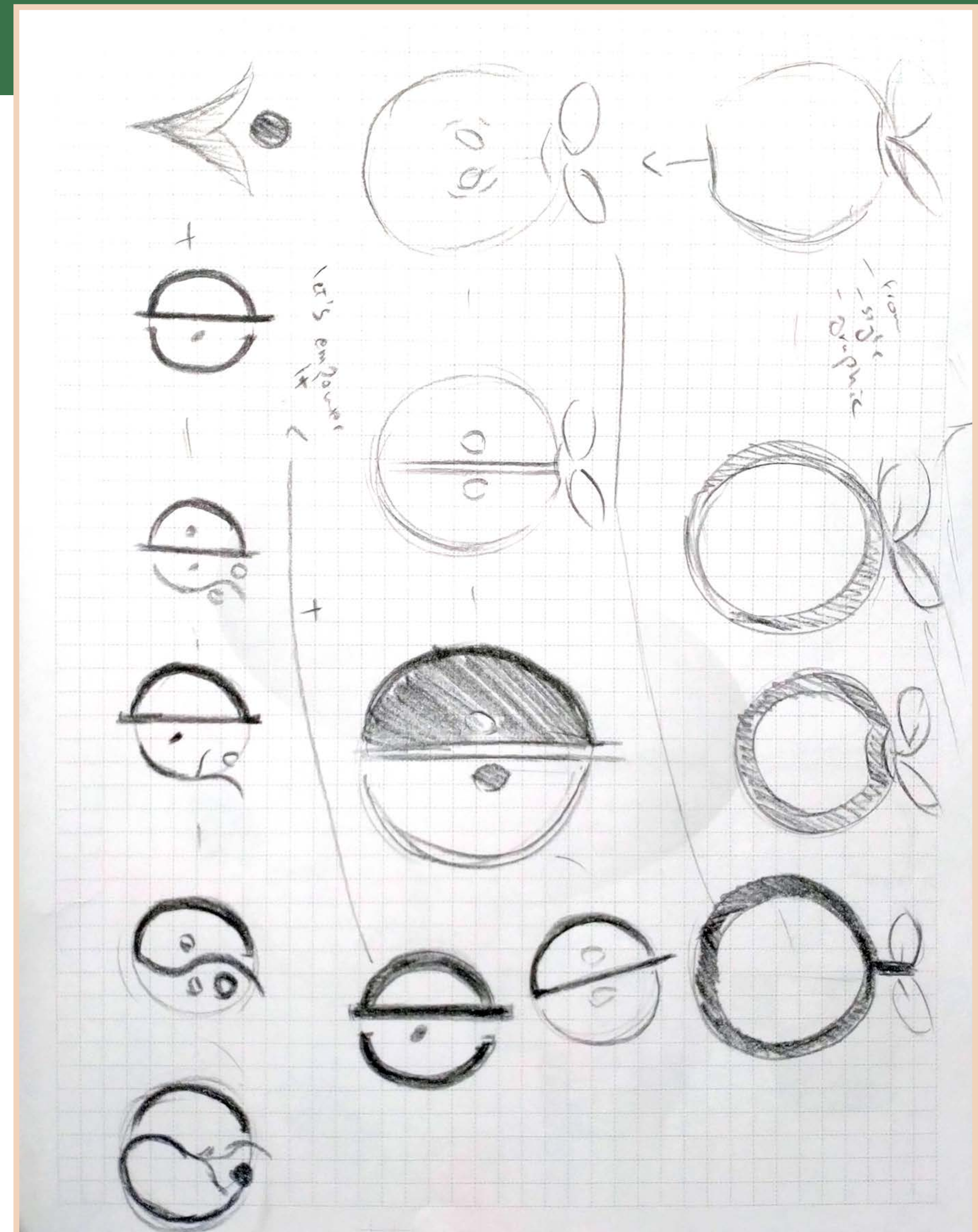




SKETCHING PROCESS

Logo Sketching Process

The sketching process is very important in logo design as it lets you explore and develop different ideas prior to creating them in digital format. Sketching also allows the designer to play with shapes, ideas and layouts without restriction therefore helping in developing creative concepts. It gives ground to test multiple iterations by researching and knowing what looks good visually or technically. It is a practical experience that keeps time and long-term for you because it allows you to focus on finding the best ideas from the first step, making sure if in fact the final brand will be strong to face the market.





TYPOGRAPHY SYSTEM

Fonts & Typography

Gotham

Gotham is a geometric sans-serif typeface family designed in 2000 by American type designer Tobias Frere-Jones with Jesse Ragan and released through the Hoefler & Frere-Jones foundry in 2002. Gotham's letterforms were inspired by examples of architectural signs of the mid-twentieth century.[3][4][5] Gotham has a relatively broad design with a reasonably high x-height and wide apertures.

Primary Fonts &
Typography

Poppins

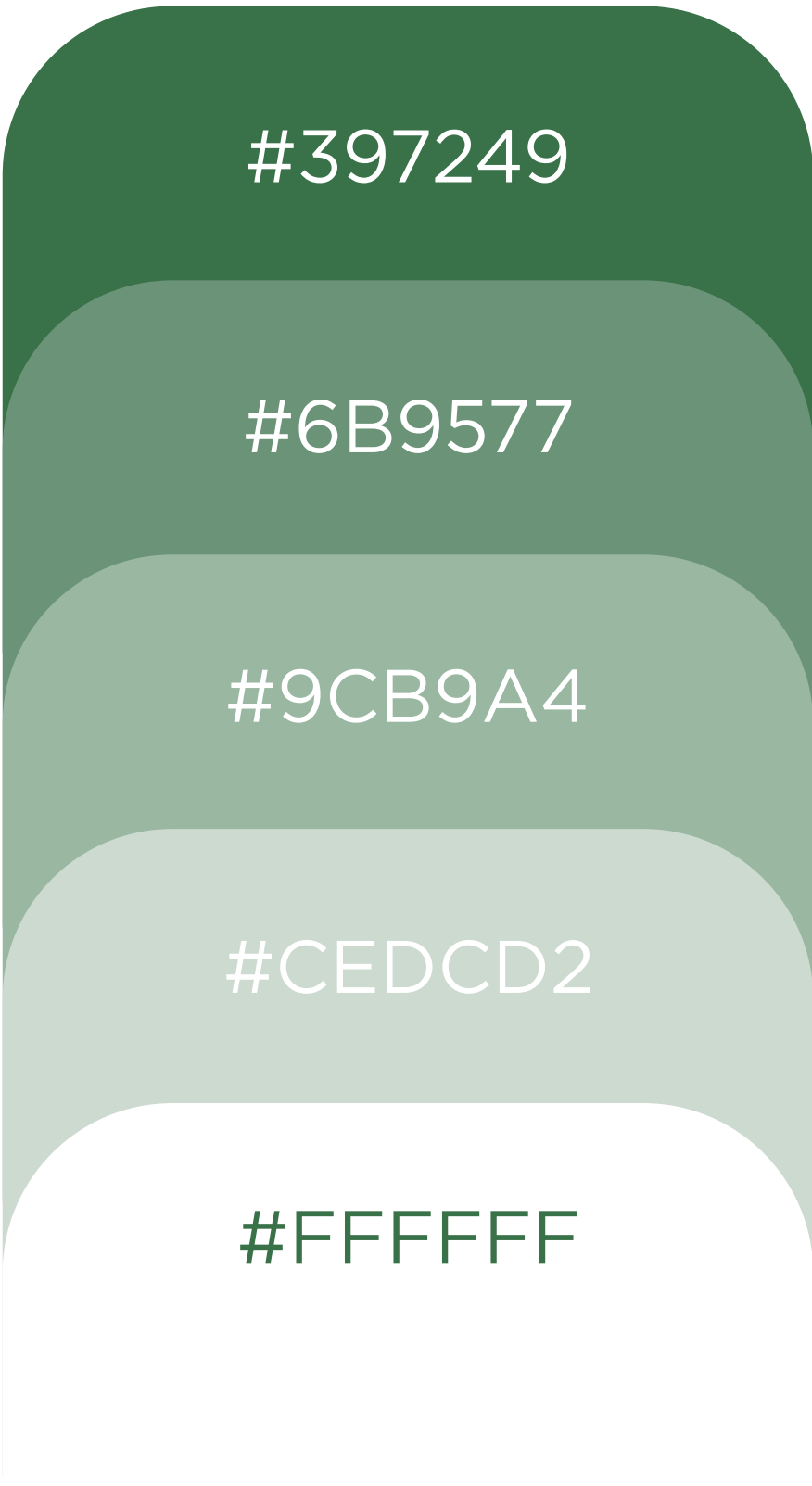
Poppins is a Geometric sans serif typeface. Each letter-form is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

Secondary Fonts &
Typography



BRAND COLORS

Brand Colors



C	79%
M	33%
Y	83%
K	21%
R	57
G	117
B	73



C	3%
M	16%
Y	24%
K	0%
R	243
G	213
B	189





BRAND IN ACTION



Parris & Co.
Nutrition Consulting



Parris & Co.

Nutrition Consulting



Parrris & Co.

Nutrition Consulting

