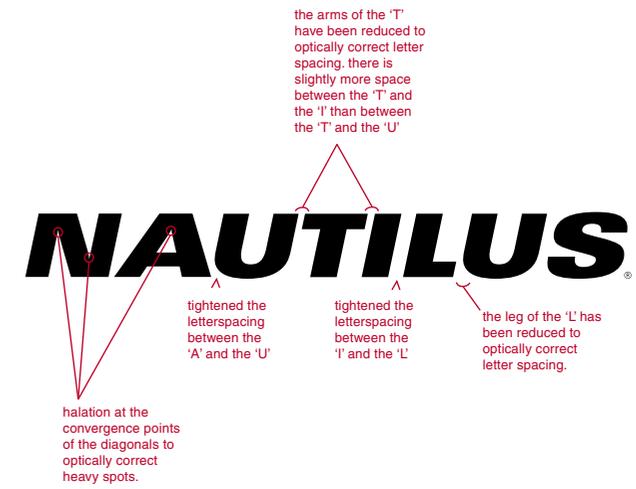
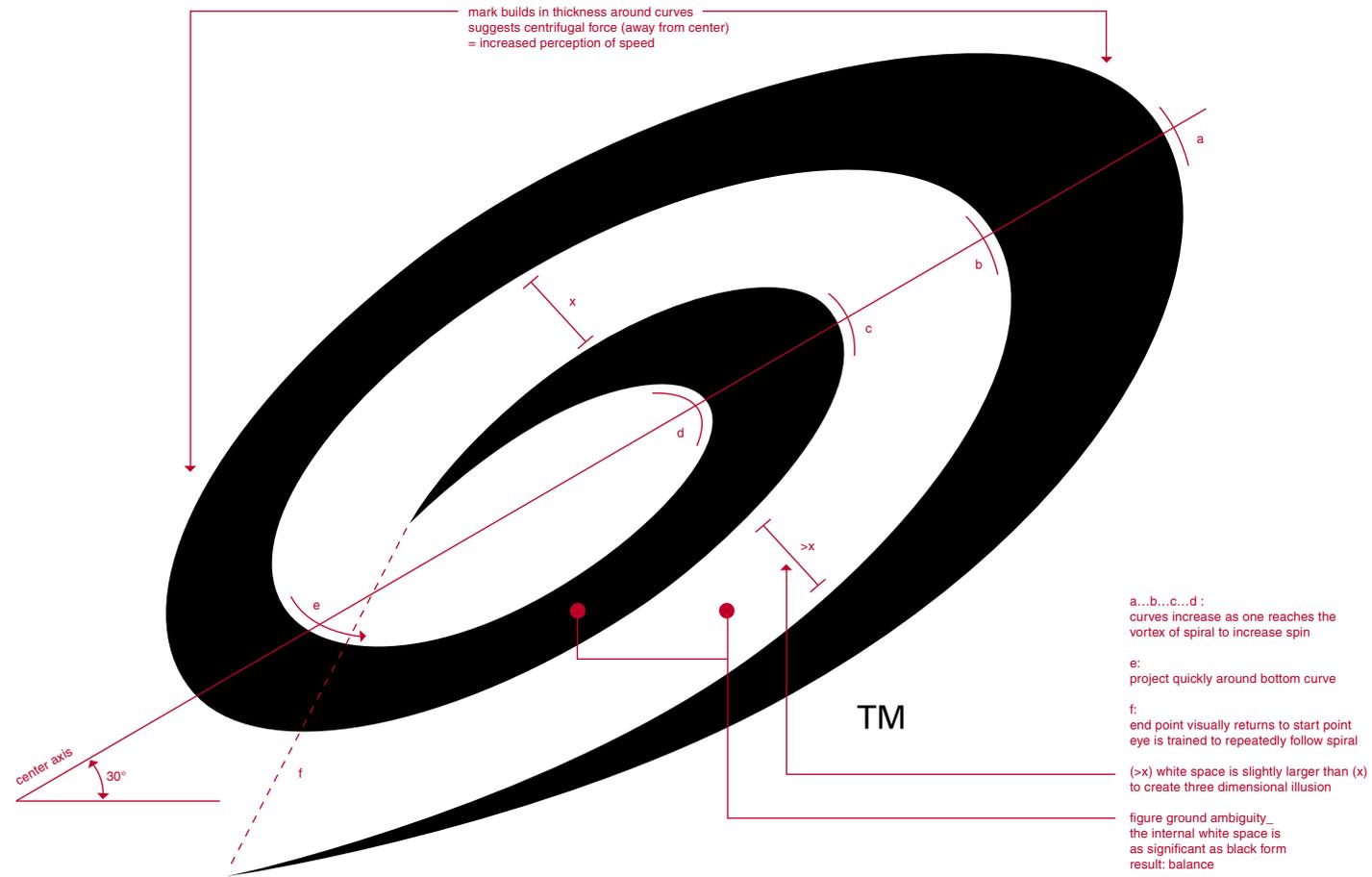




NAUTILUS - LOGO REDESIGN
1 OF 7

THE ORIGINAL NAUTILUS LOGO APPEARS IN THE LOWER RIGHT-HAND CORNER. THE NEW REDESIGN THAT I DID WAS LOOSELY BASED OFF THE IDEA OF A NAUTILUS SHELL, BUT WITH ADDED ENERGY, SPEED & SIMPLICITY. THE TYPE TREATMENT UTILIZES A MUCH MORE WEIGHTY FACE AND ALL CAPS - ADDING A SENSE OF STRENGTH AND IMPORTANCE. - KEEPING THE ITALICS SO THEIR IS A BIT OF CONNECTION TO THEIR PAST.





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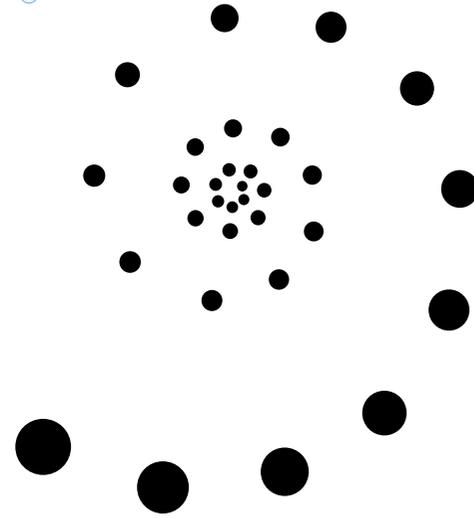




NAUTILUS - LOGO REDESIGN
5 OF 7

AFTER THE REDESIGN OF THE NAUTILUS LOGO - THEIR OTHER BRAND, BOWFLEX WAS NEEDING A BIT OF AN UPDATE AS WELL. THEY WANTED THIS NEW REDESIGN TO CONNECT IN STYLE TO NAUTILUS, BUT ALSO LOOK DISTINCTIVE ENOUGH TO RECOGNIZE AS AN ENTIRELY DIFFERENT BRAND. ANOTHER REQUIREMENT WAS TO SOMEHOW ALLUDE TO THE "FLEXING" OF THE RODS THAT ARE AN INTEGRAL PART OF THE MACHINE.

NAUTILUS®



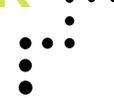
BOWFLEX



SCHWINN

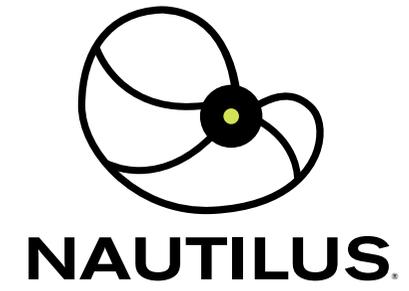


STAIR MASTER



TREAD CLIMBER







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