

Simply
PRINT



ELOQUENT WOMAN



MASTHEAD+LOGO DEVELOPMENT

BRAND NAME: ELOQUENT WOMAN
BRAND PROMISE: to inspire, enrich and empower women by promoting healthy self-confidence and celebrating her inner and outer beauty
INDUSTRY: Online Publication
BRAND TAGLINE: “For the woman with style and grace because beauty is more than skin deep”

WHAT IS THE DESIGN OBJECTIVE?

to create a masthead for the magazine but also have it applied to their online presence (website and social media)

WHO IS YOUR TARGET AUDIENCE?

majority of readers are women ages between 18 and 49

WHAT ADJECTIVES DESCRIBE DESIRED LOGO?

distinctive, elegant, bold, legible

WHAT DIFFERENTIATES YOU FROM COMPETITORS?

features include real women with real curves, stories of women as world changing heroines, and the best and most profound moments in a women’s history to inspire readers

WHAT IS THE COMPANY’S VISION?

“...although no woman is perfect, every woman is spectacular.”

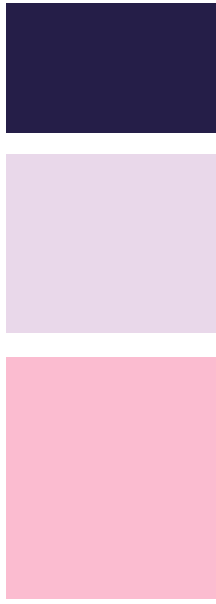
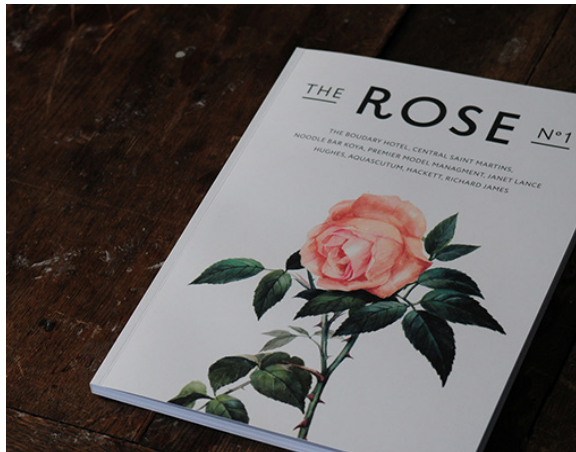
CURRENT + PREVIOUS LOGOS

ELOQUENT
Eloquent
WOMAN



PAST MASTHEAD PLACEMENTS





001.

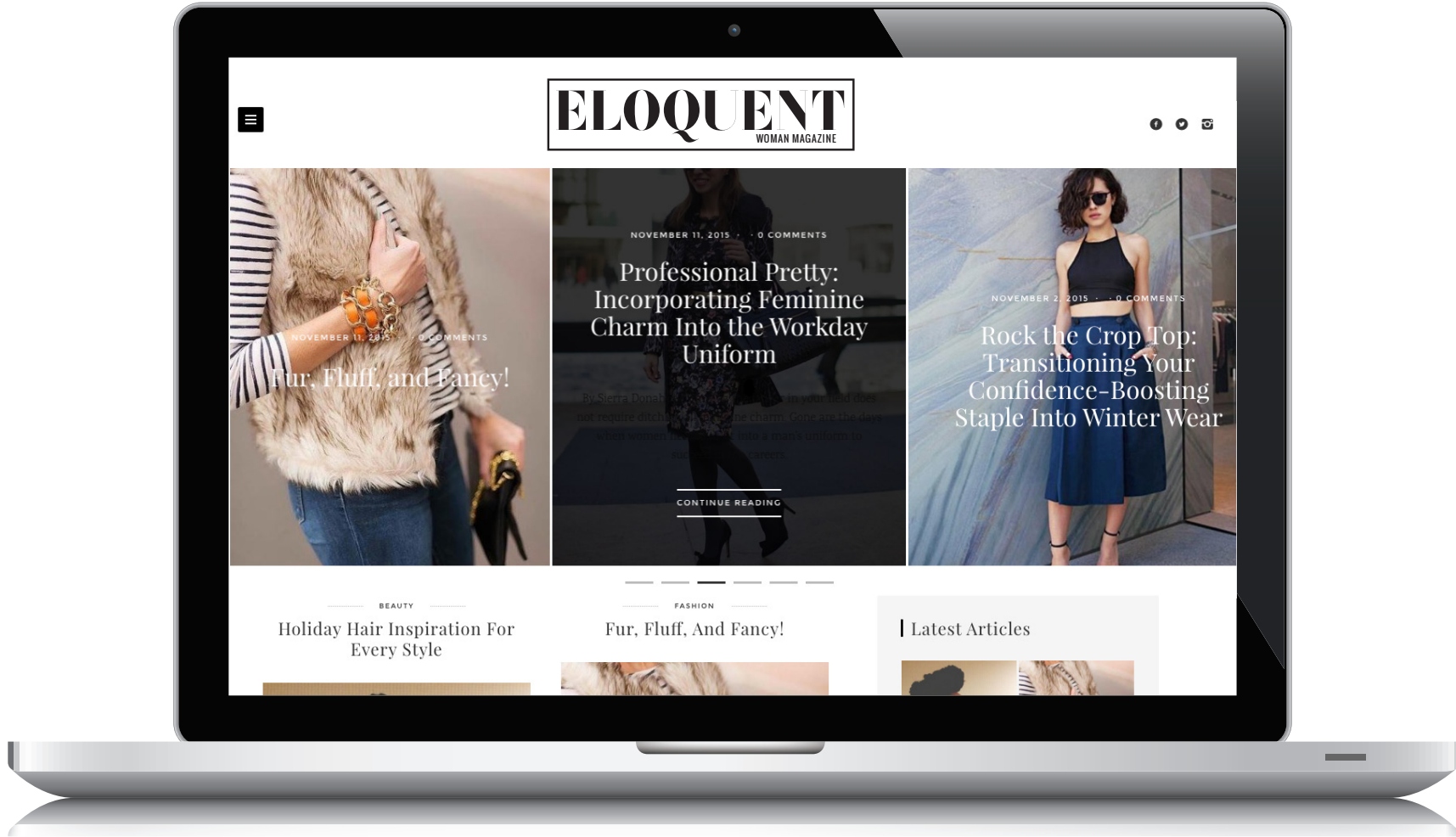
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002.

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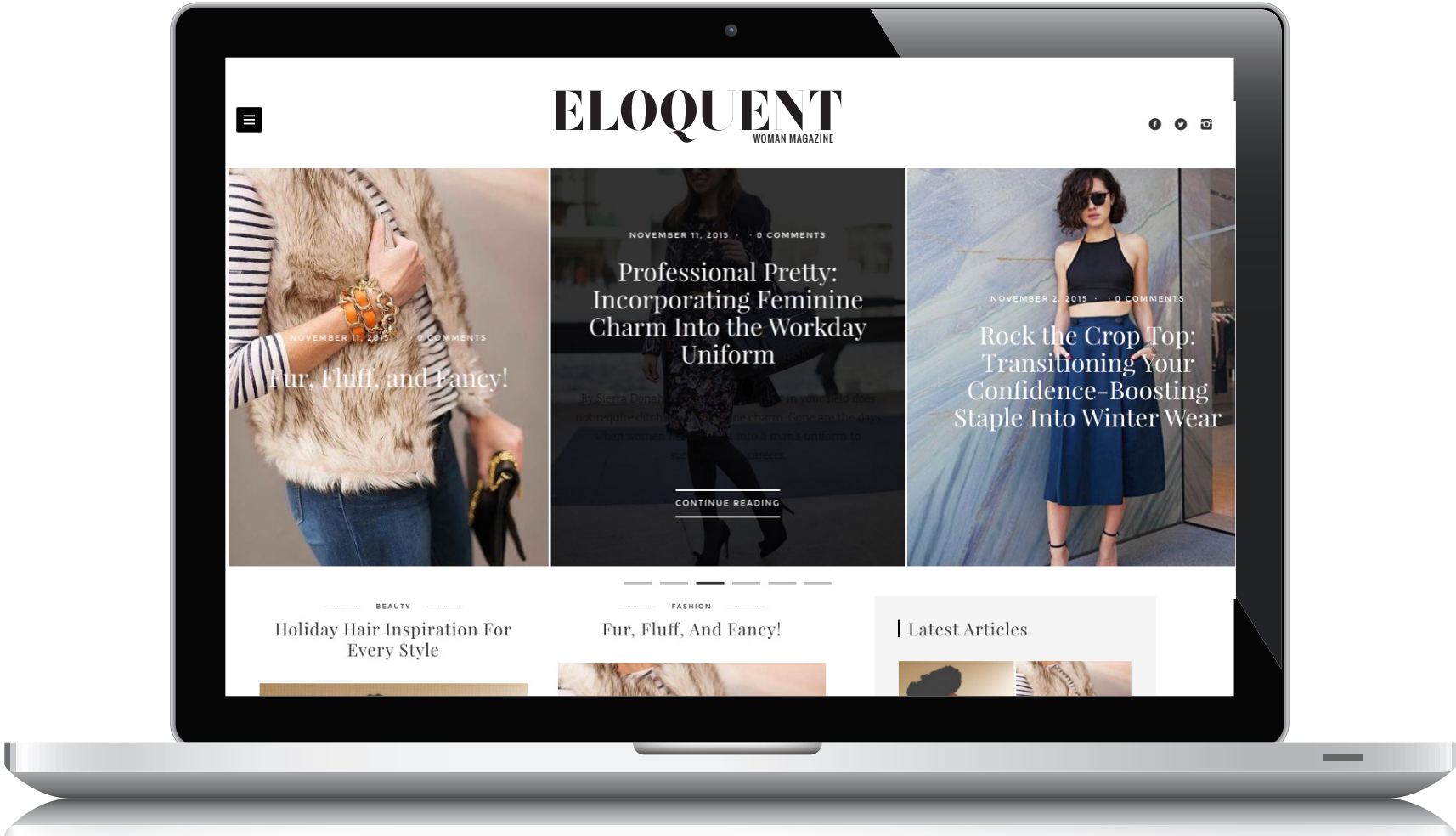
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001A.





001B.

ELOQUENT
WOMAN MAGAZINE