



NuWe

Branding Proposal

NuWe is a health-tech brand, primarily focusing on AI driven diet plans and supplement recommendation.

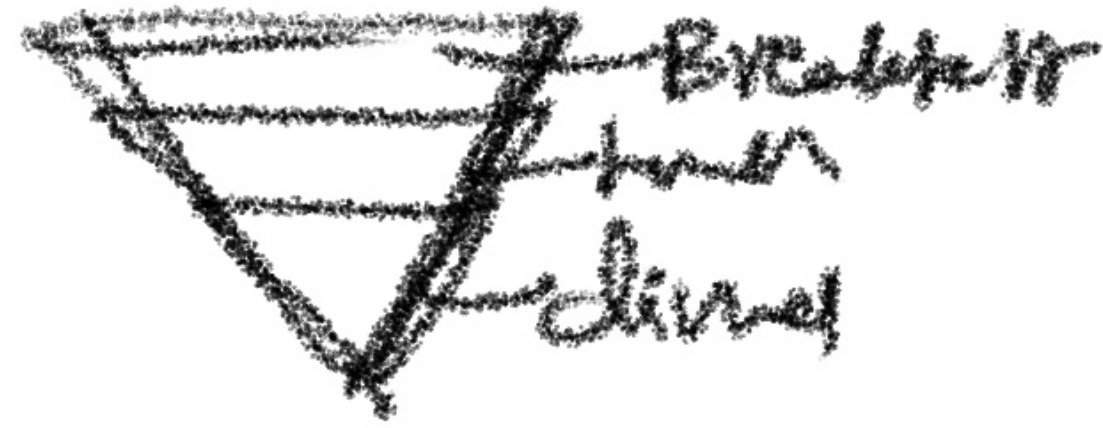
Keywords

Customer Transparency | Nutrition | Health and wellness | Simple

Some of the competitor brands



Exploration Sketches



NU
WE

NuWe

NuWe

NuWe

NuWe

capsule
NuWe

NuWe

NuWe

NuWe

D



0



NuWe

NuWe



©

NuWe

NuWe

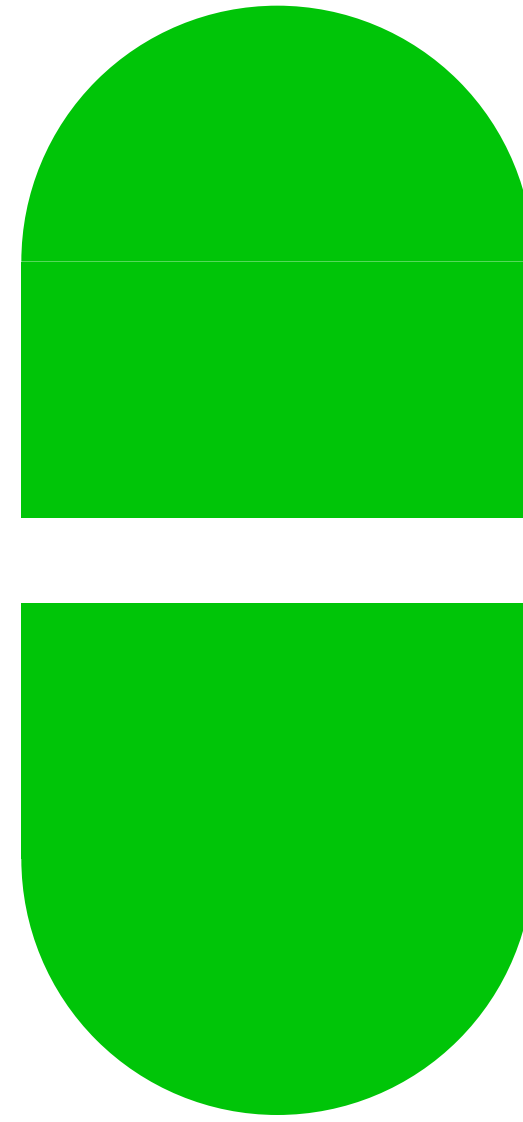
Na

NUWE

Concept

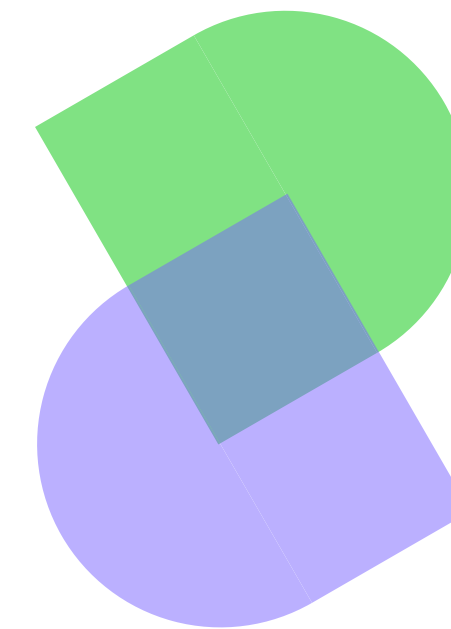
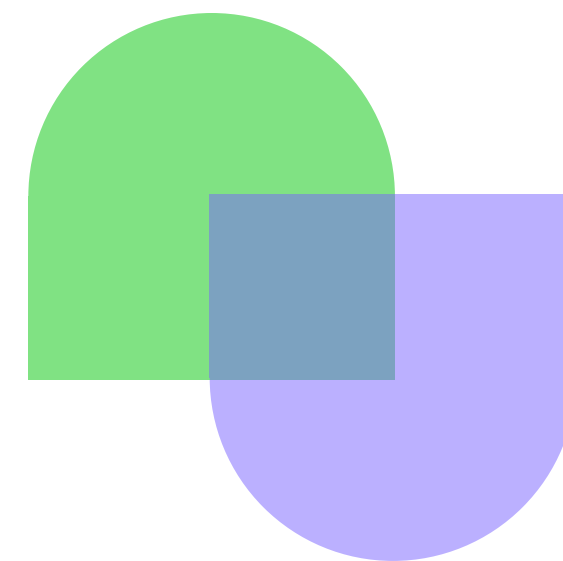
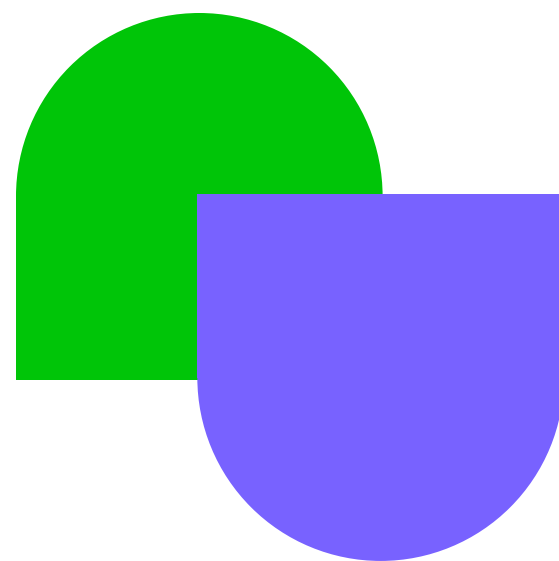
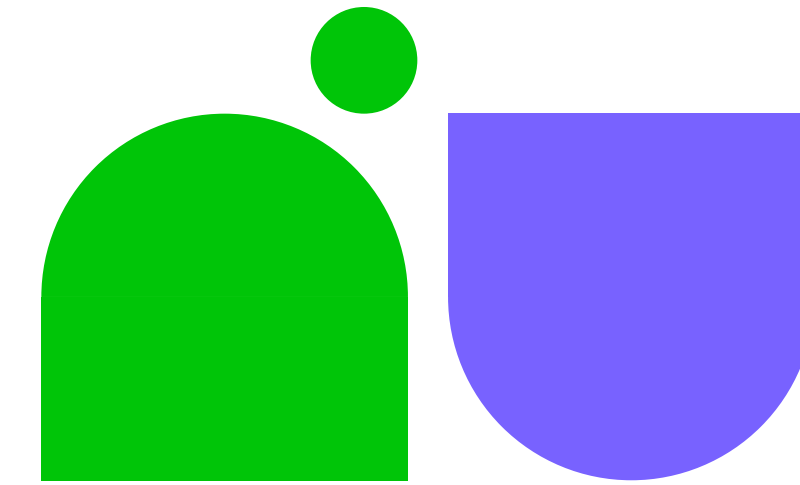
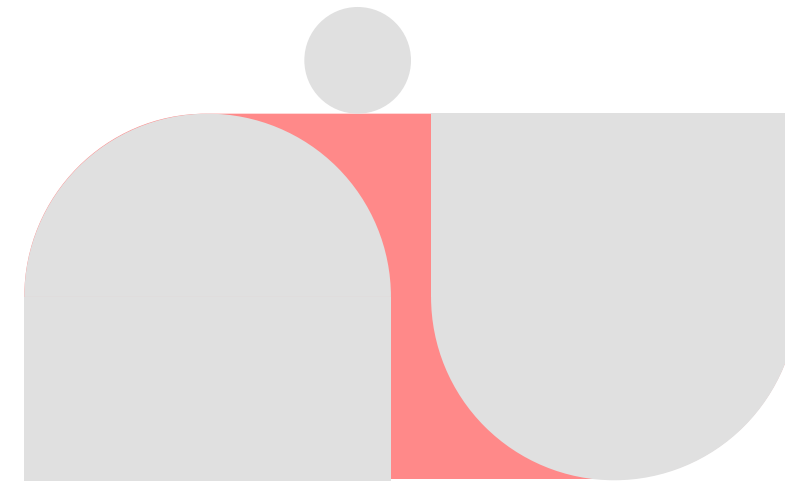
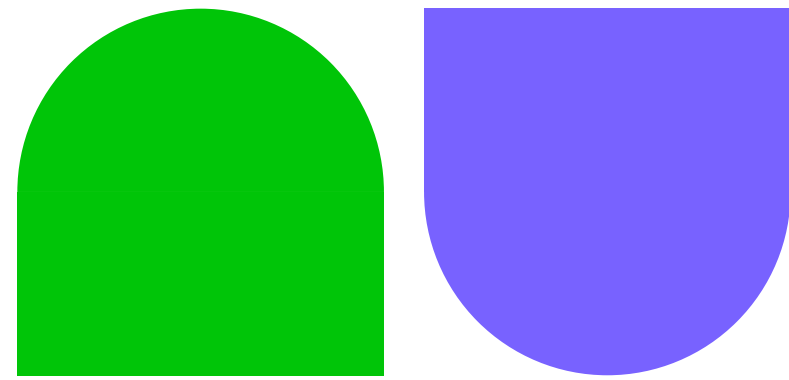


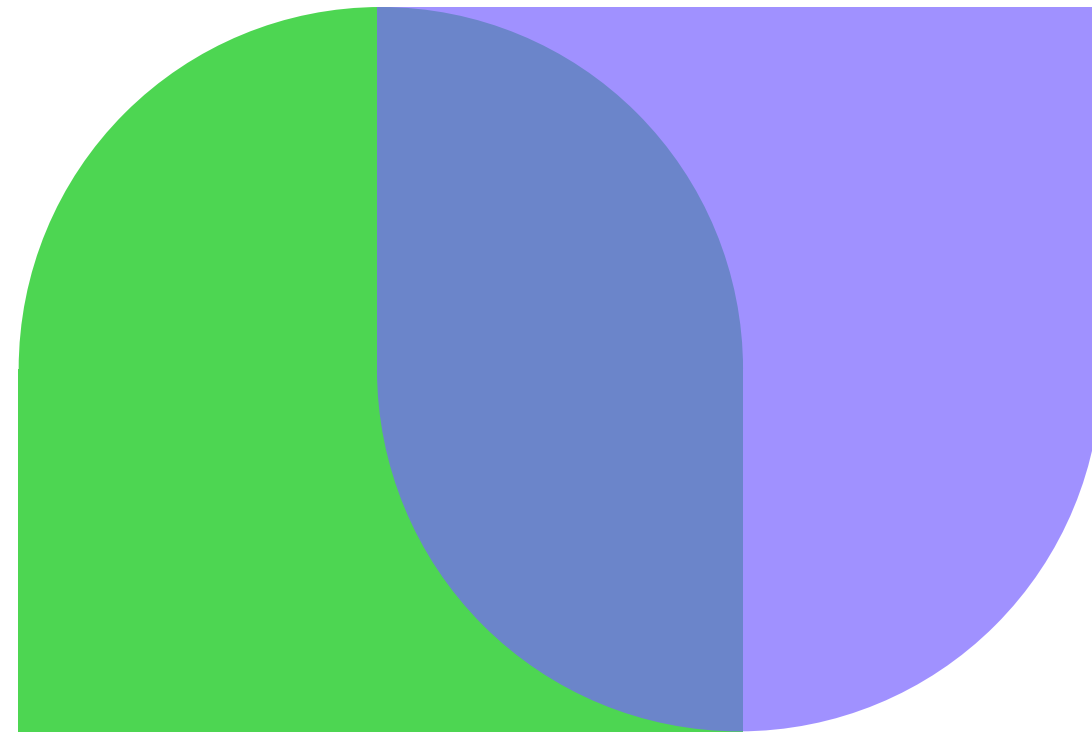
Capsule (Supplement)



N and U

Exploration with N and U combination





NuWe
Nutrition . Simplified



Nutrition. Simplified

Consumer transparency

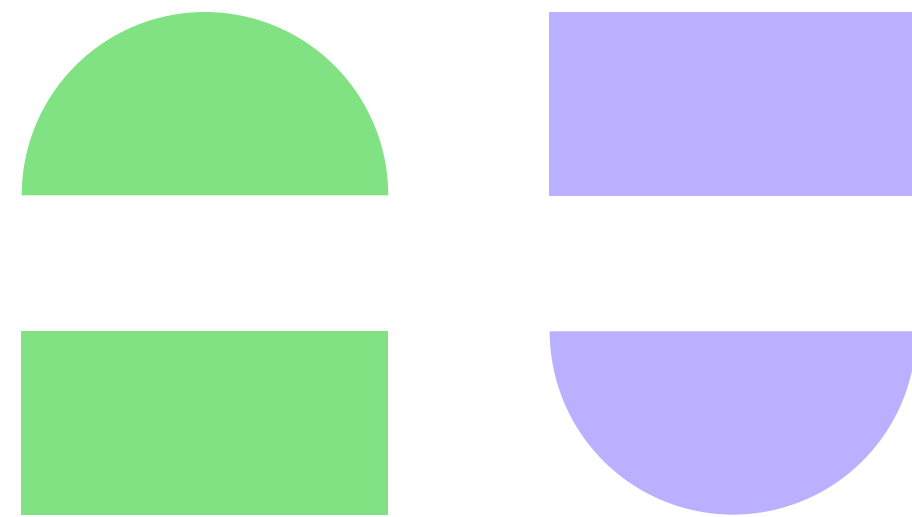
AI driven diet plans

Certified products

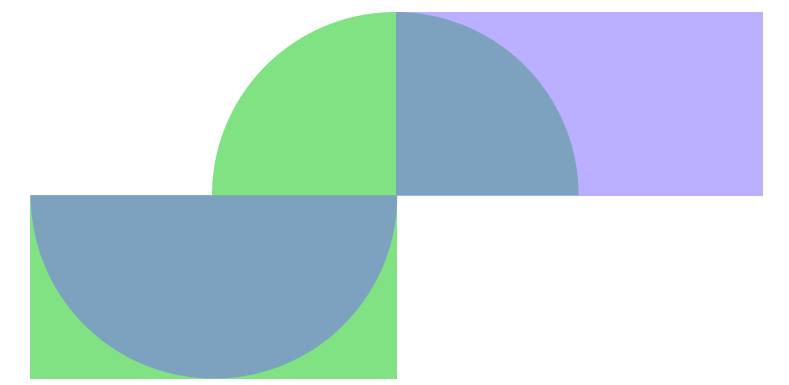
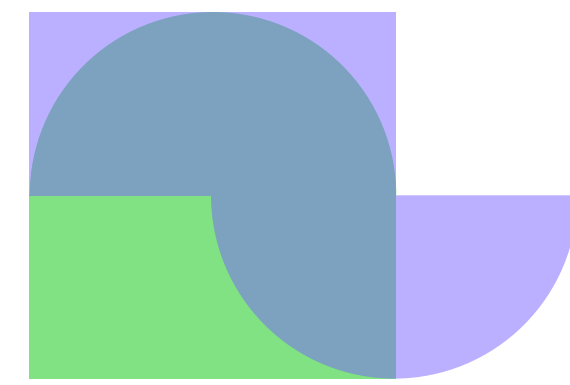
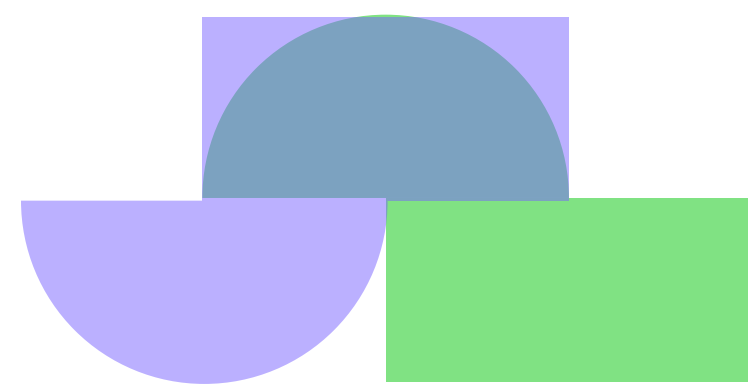
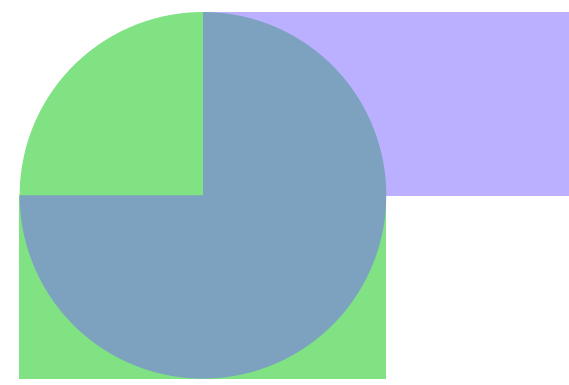
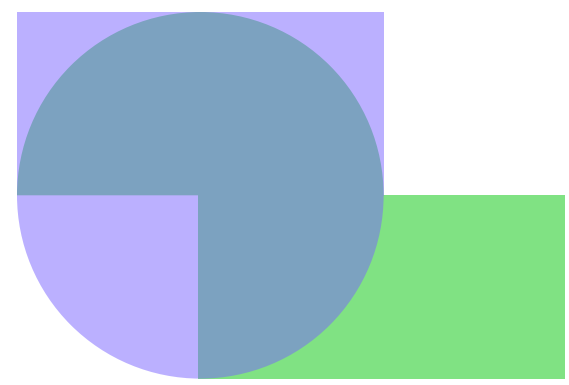
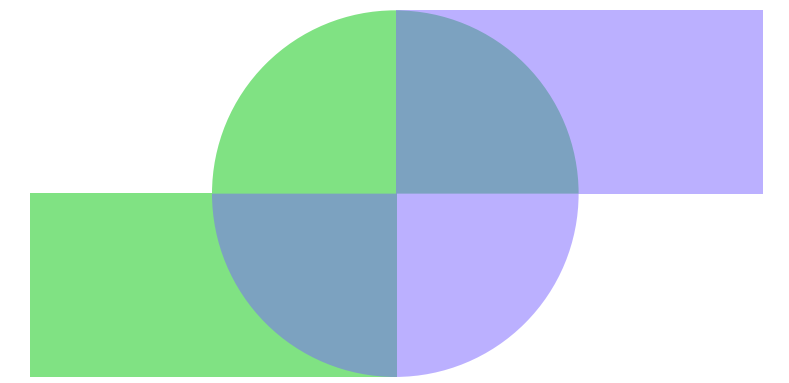
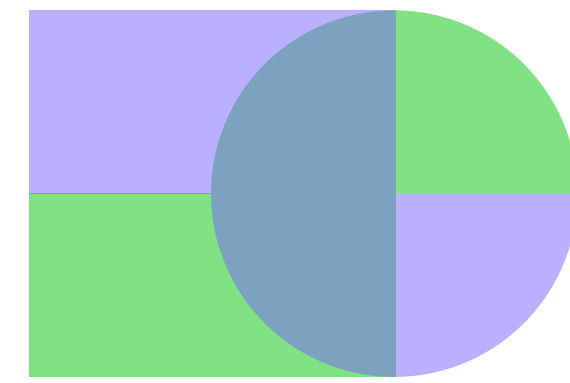
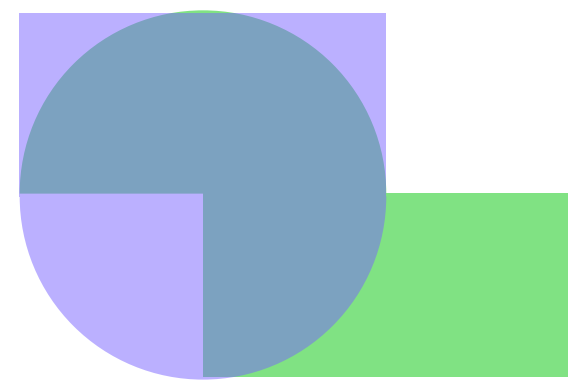
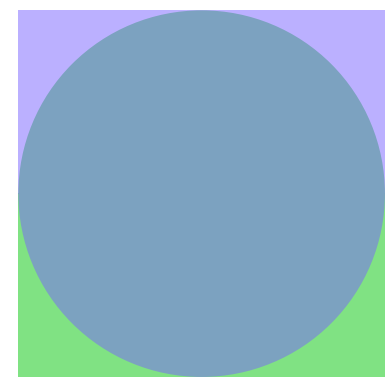
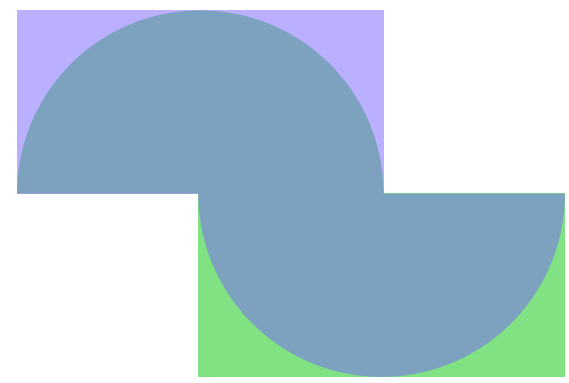
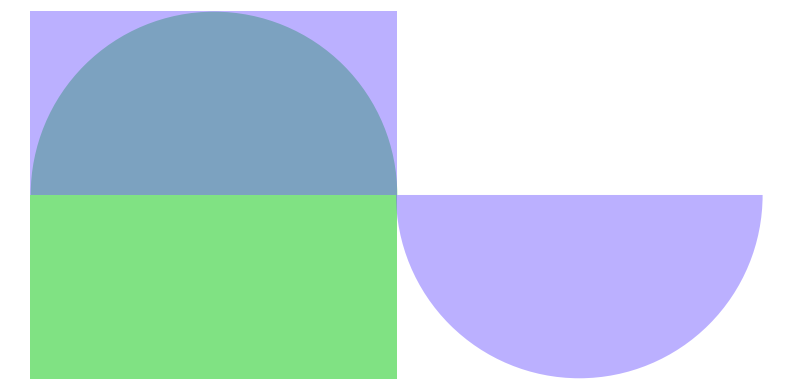
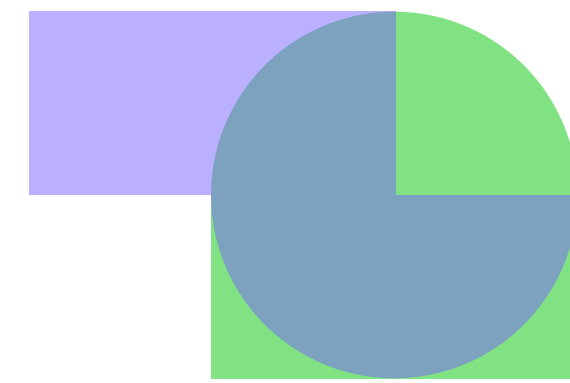
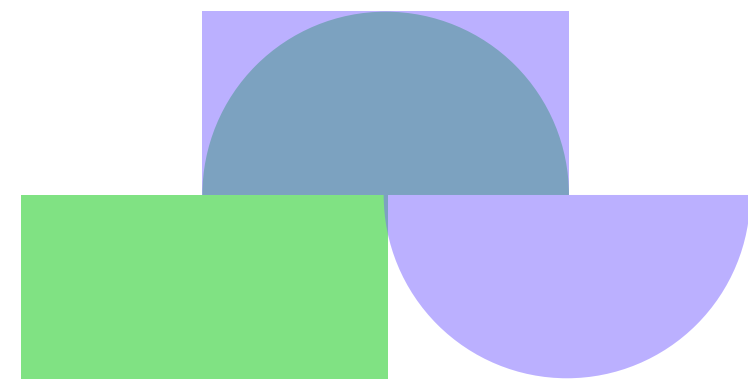
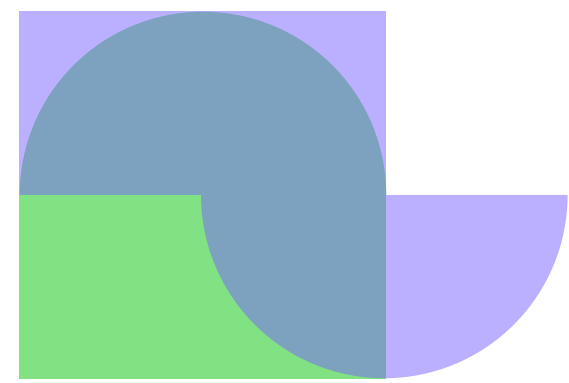
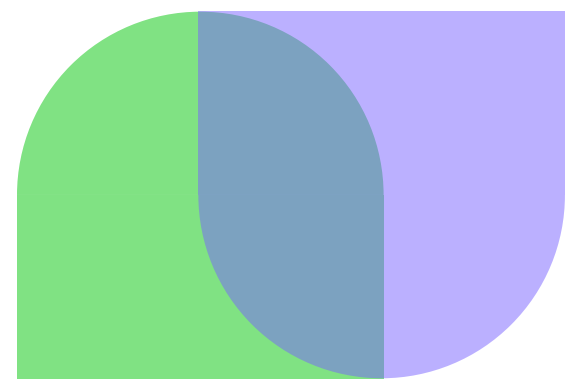


NuWe
Nutrition . Simplified

Supporting Graphics



Combination of simple geometric shapes builds up the logo. This gives us an endless combinations of the shapes that can be used as supporting graphics across the brand communication.





Nutrition . Simplified

