



*fuelora

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naming

fuelora

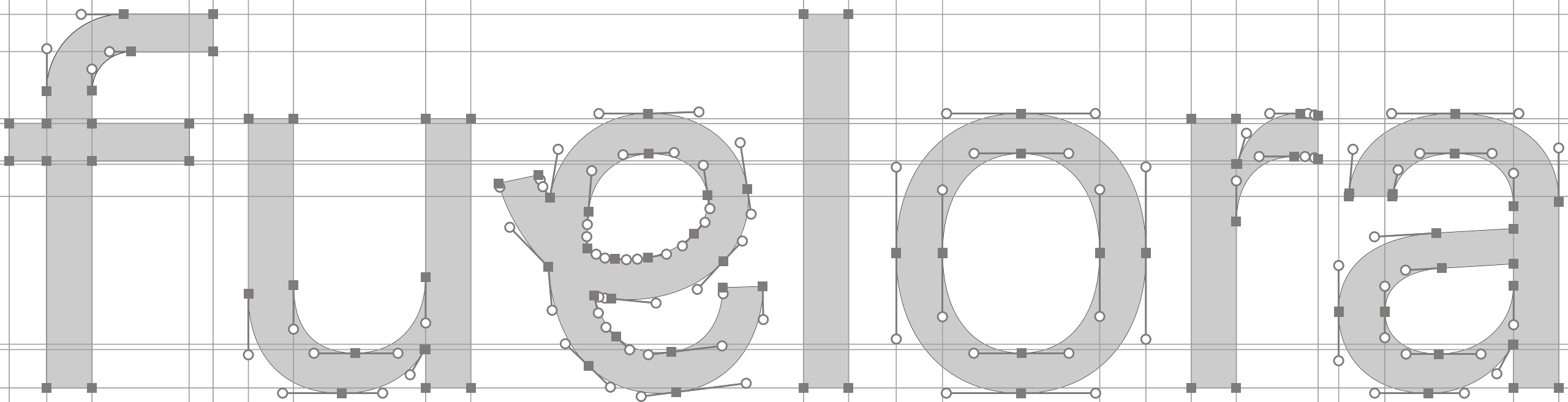
This name comes from the words *fuel* and *ora*. The first word refers to a material that is burned to produce heat, as well as supply or power. That is linked to the energy that the brand gives to the people, when using its products. The second word means *now* from the Italian, promoting that is always the right time to work-out, to stay in touch with our body and to improve our wellness.

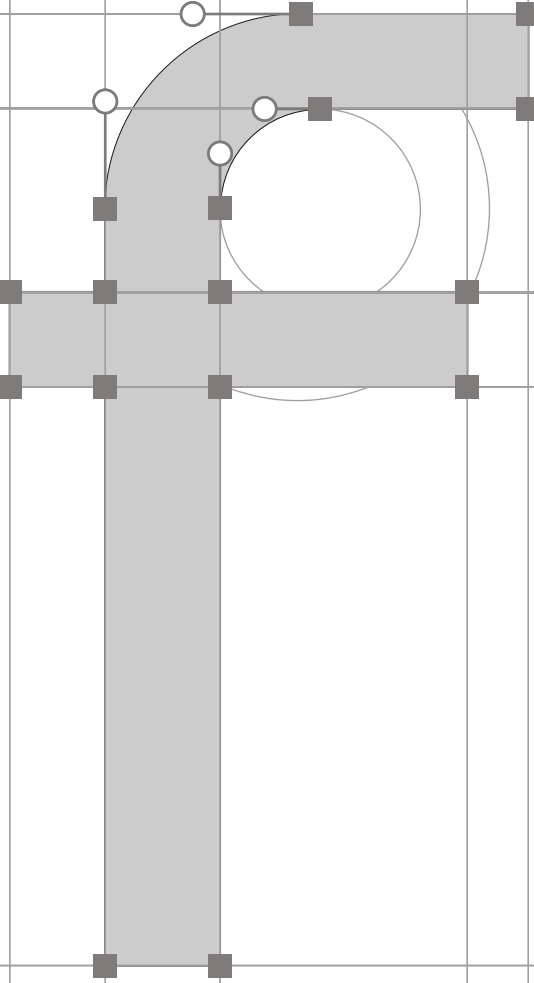
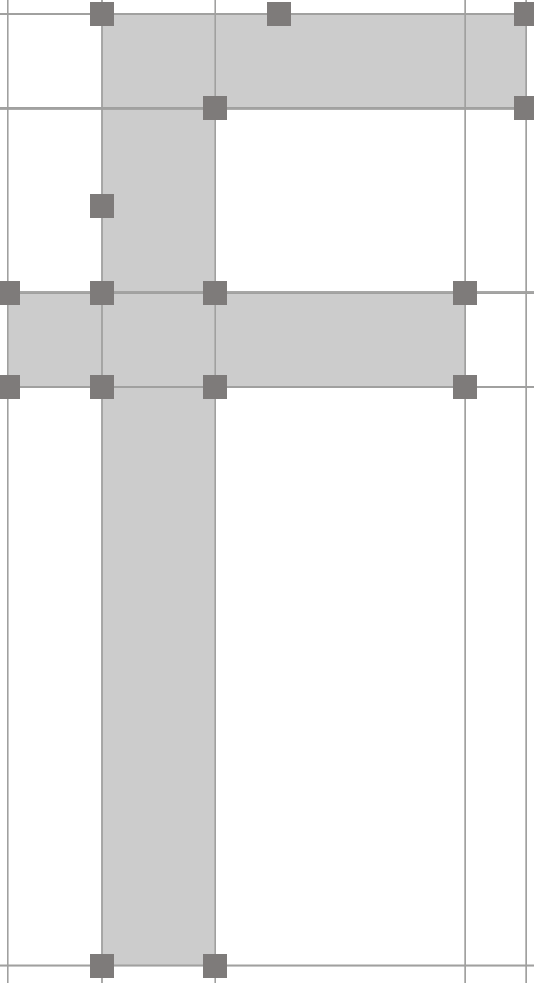
The name is also an easily spelled word, smoothly pronounced in both English, Spanish, and Italian, fully satisfying the company's market needs and its variety of customers all over the world.

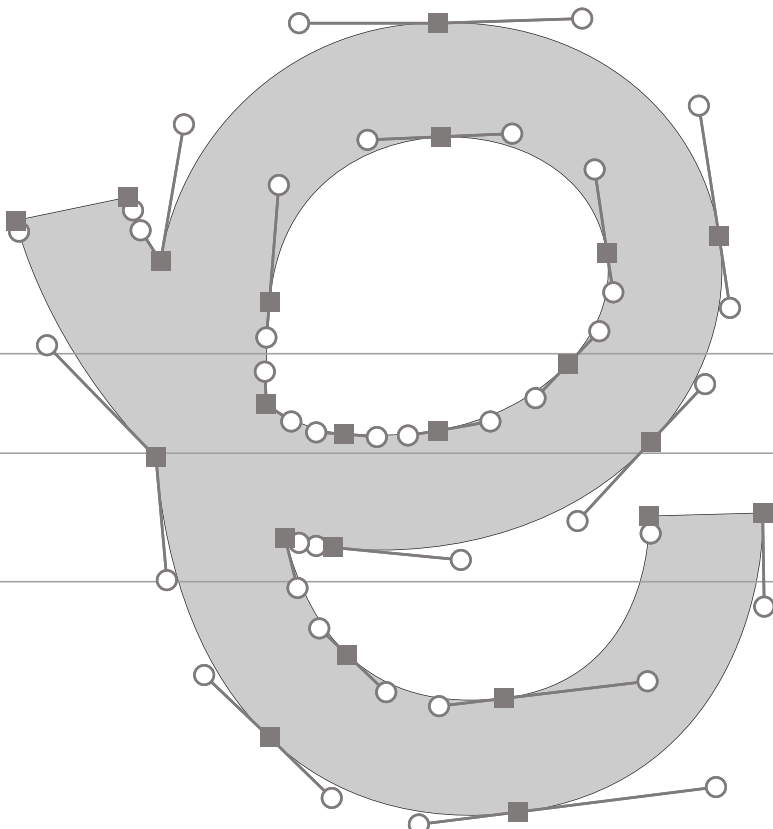
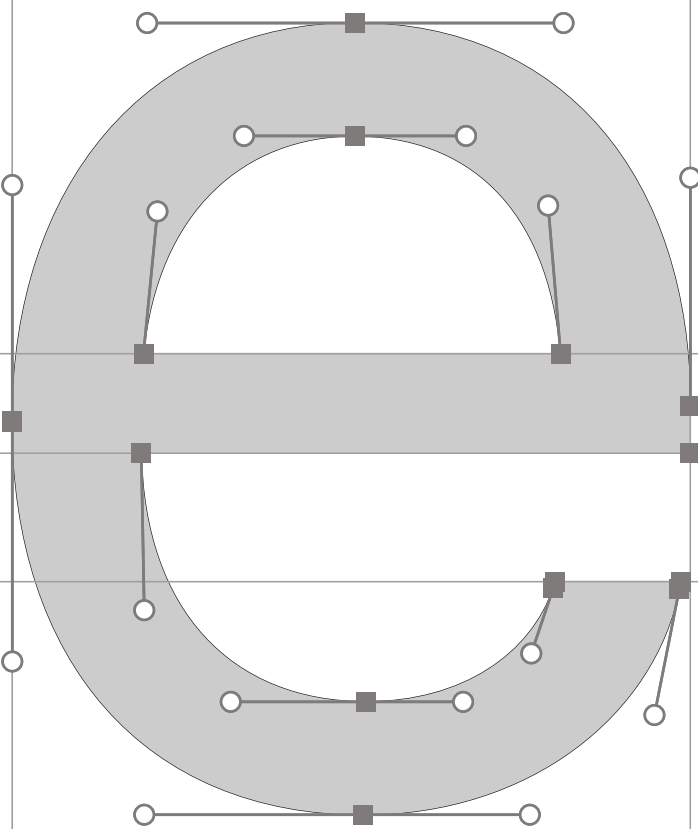


wordmark

fuelora







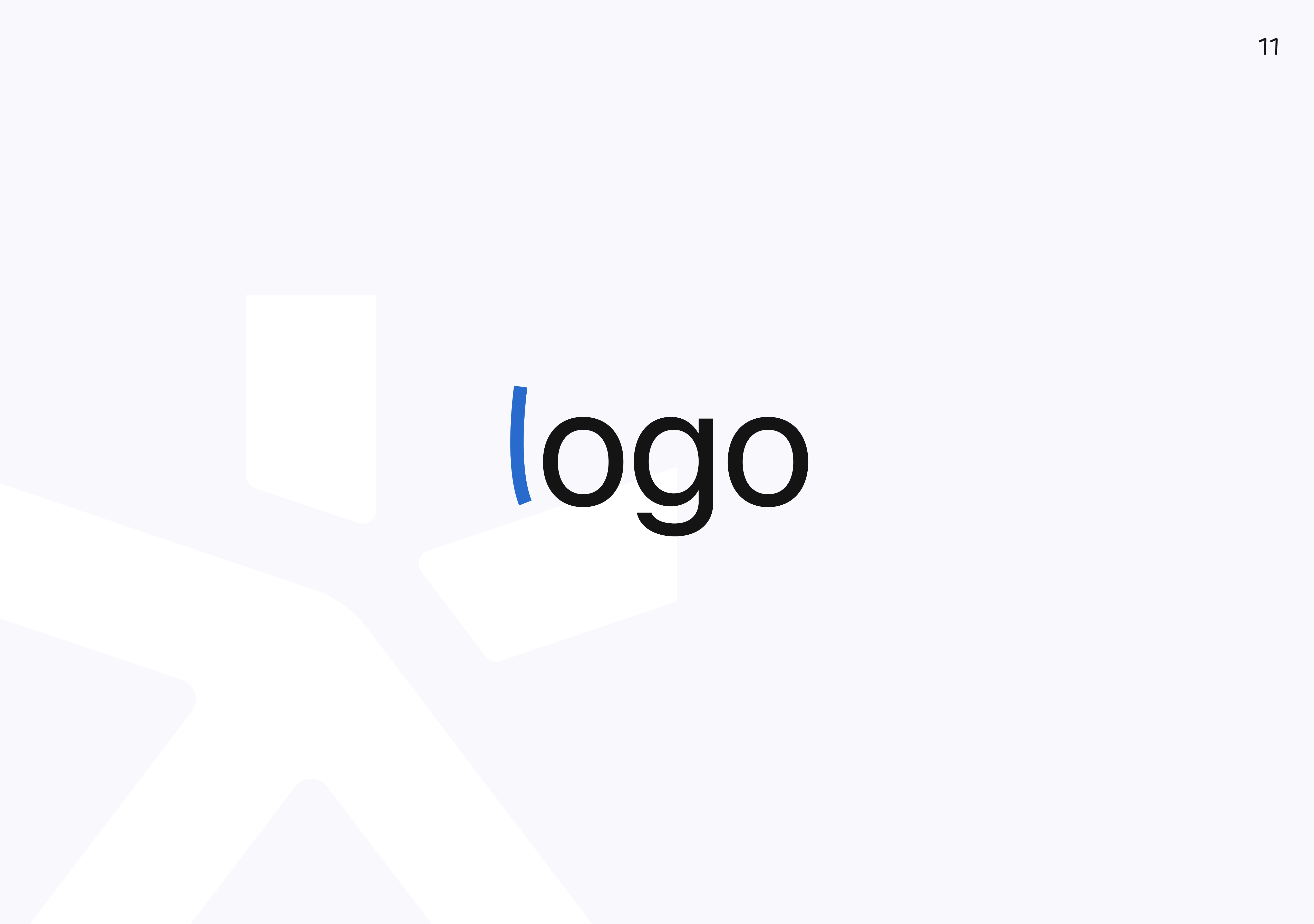
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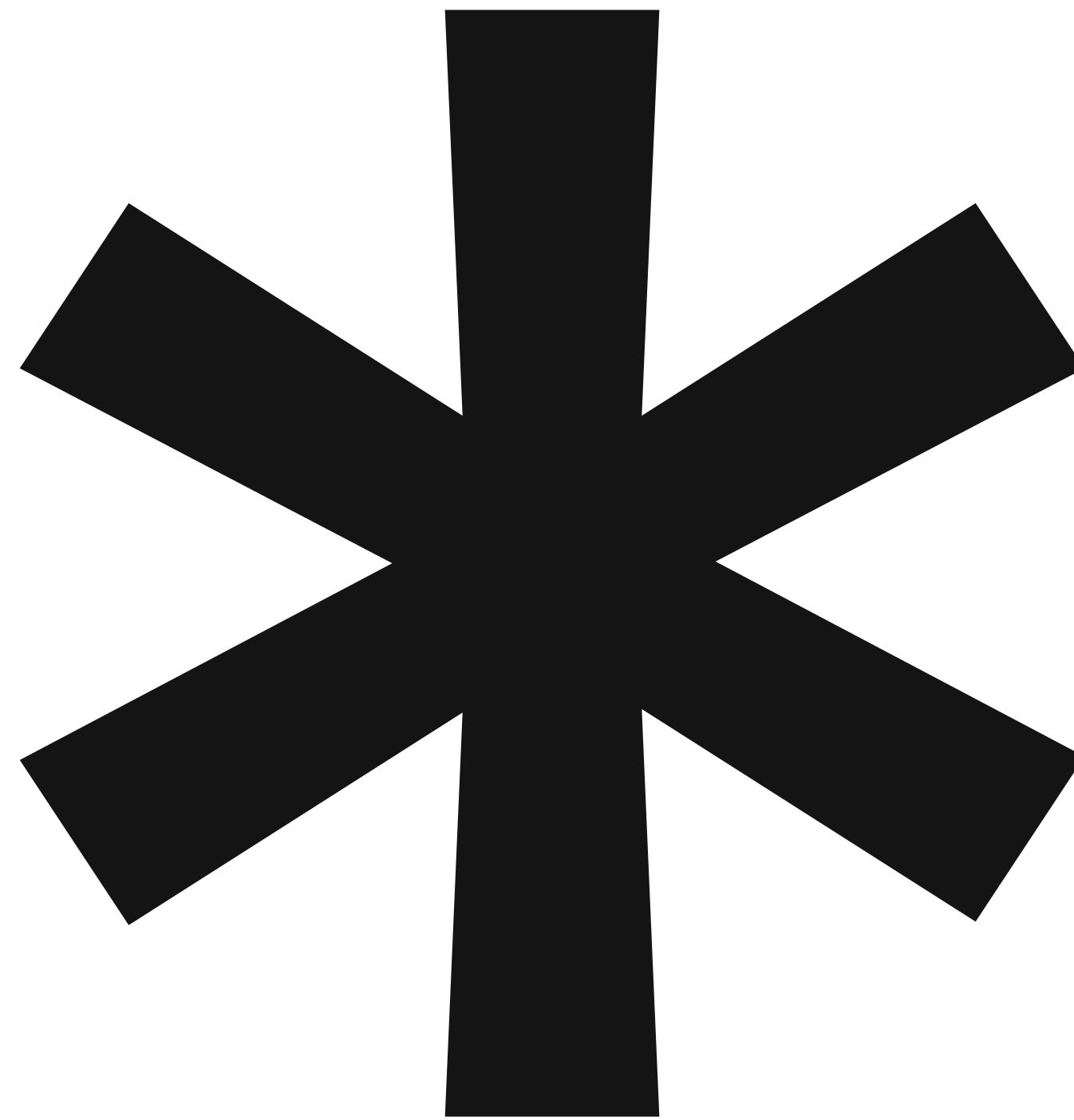
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l o g o

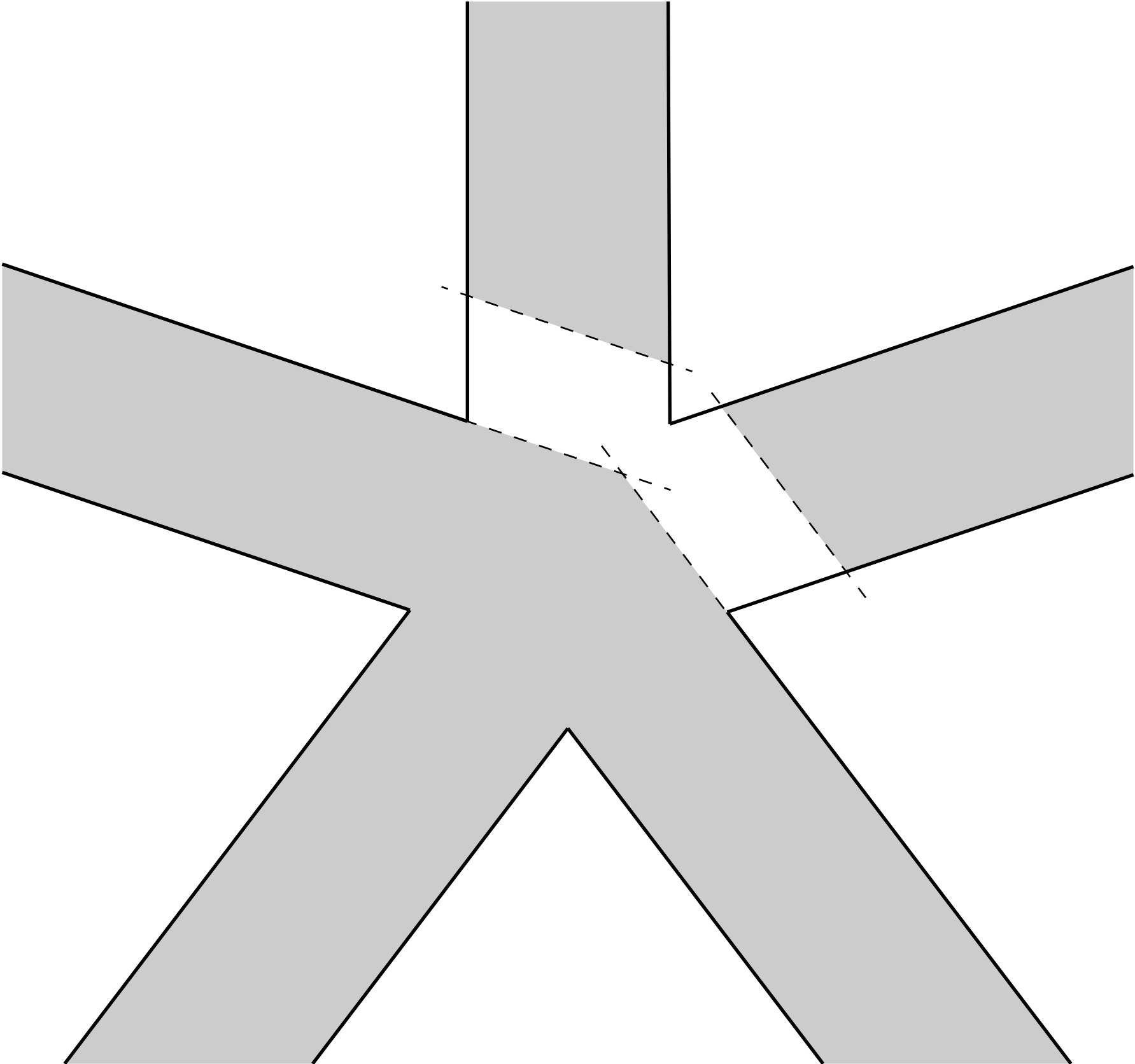


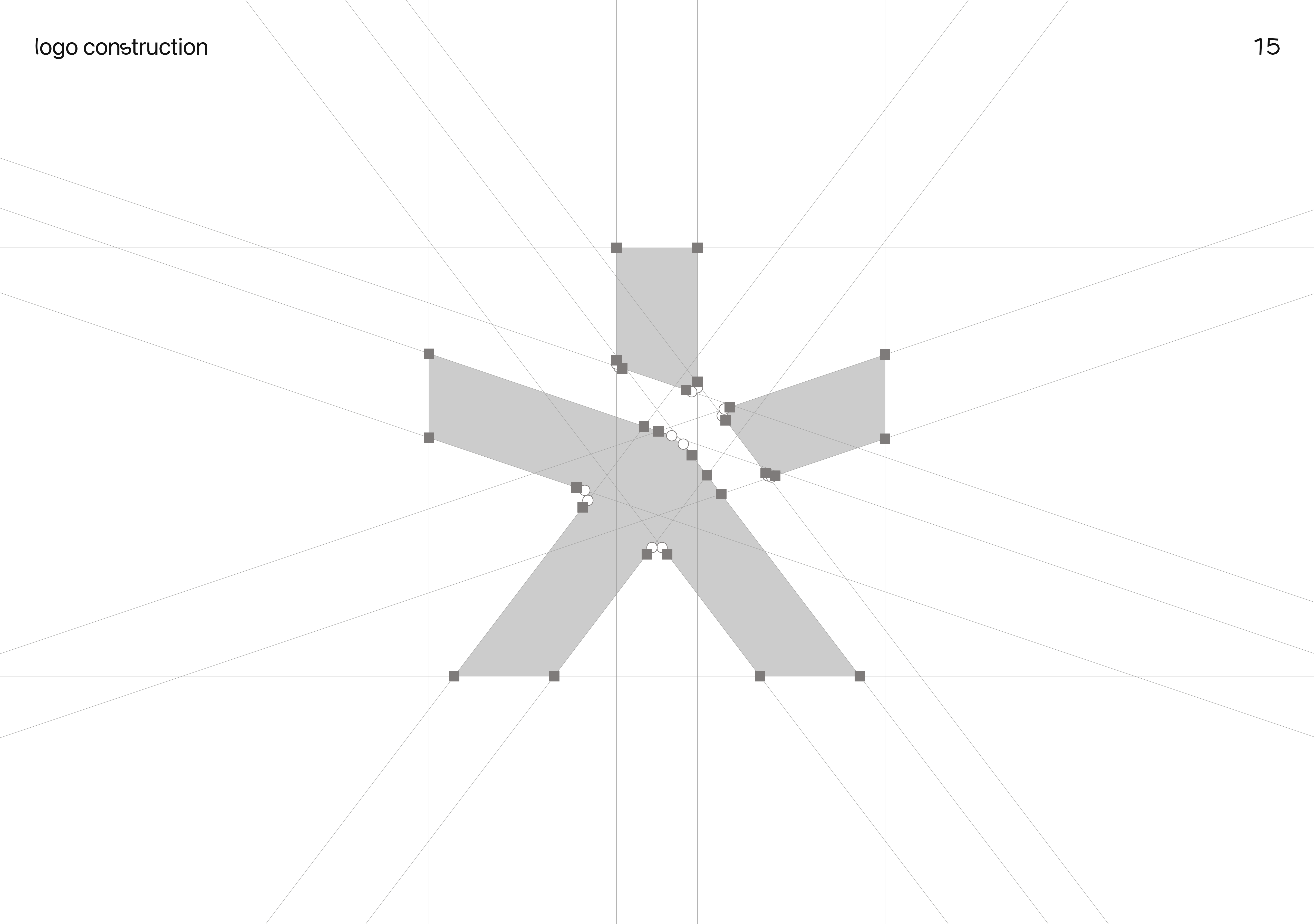
From the Greek language *star* as an enlightening certainty. A point from which light arises, capable of illuminating the various paths it points out. Asterisk as a symbol of uniqueness and remarkable. Associated with values of exceptionality, prestige and distinctiveness. The shape also recalls the different paths by which one arrives at a single centre.

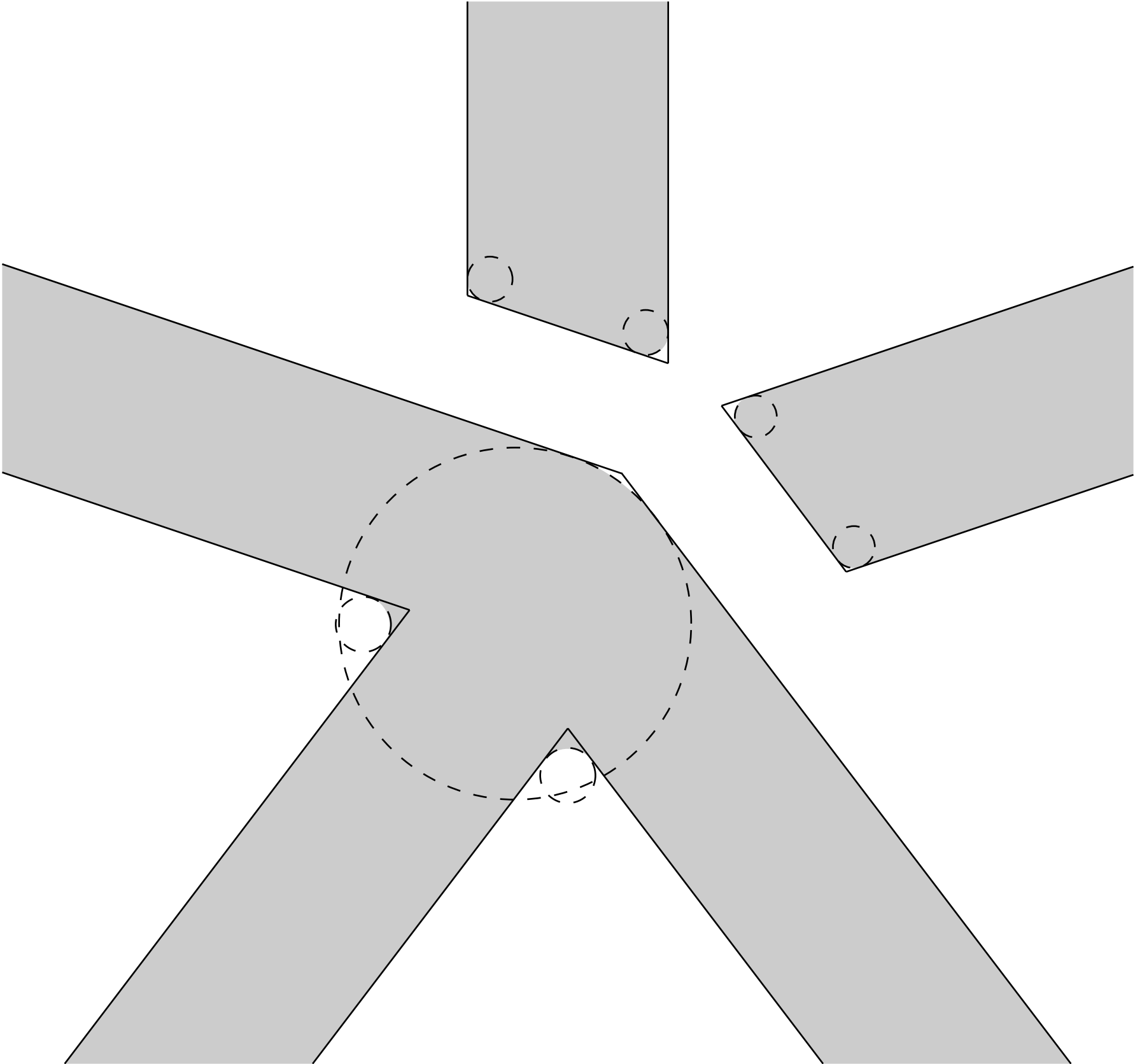
Distinctive, also able to associate symbolism with movement, with the dynamism of activities.

Not a normal asterisk, but a slightly flexed one, indicating the shape of a human, thus bringing him closer to the consumer and making him recognisable in it thanks to sympathetic and soft references.





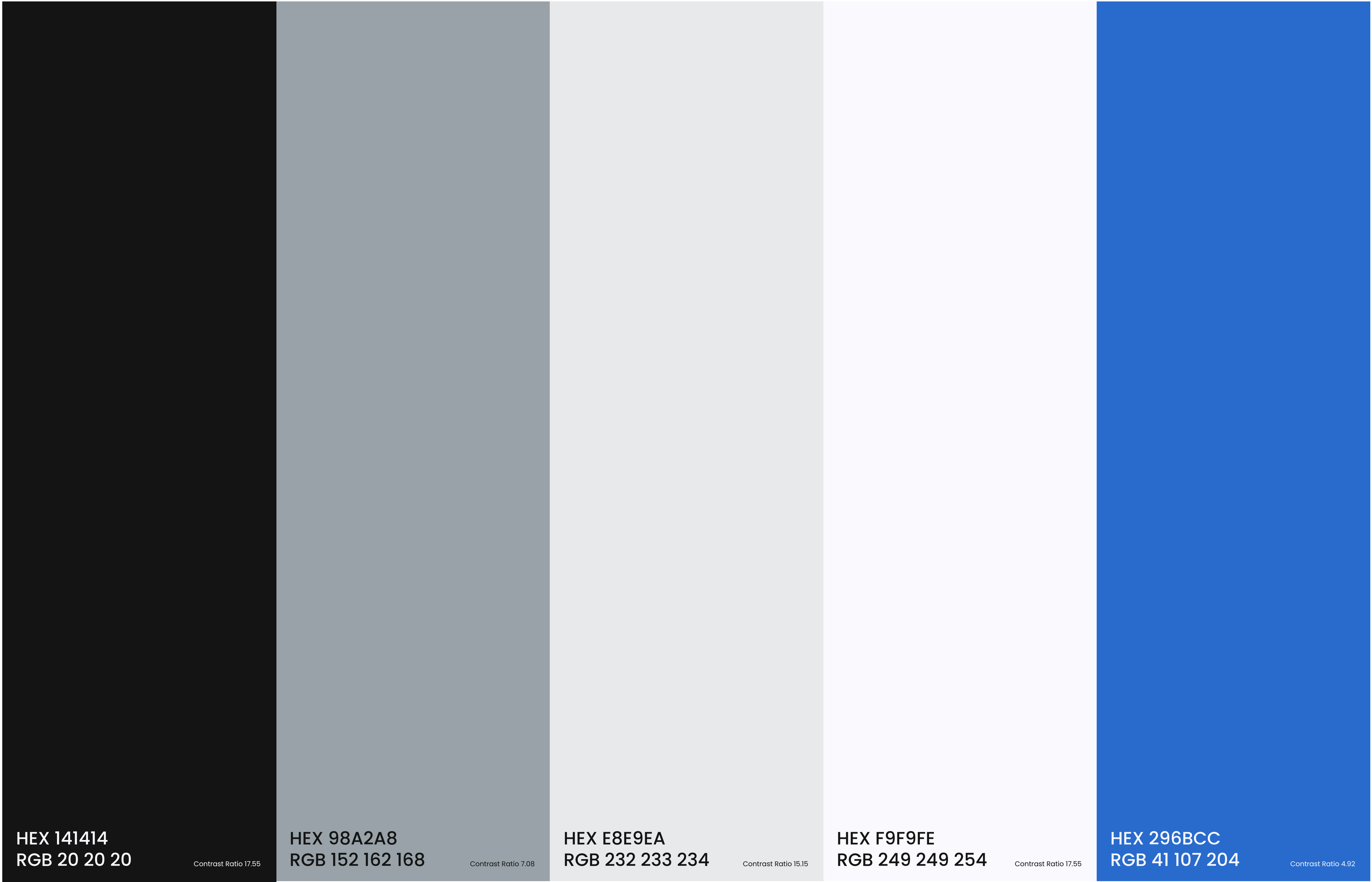


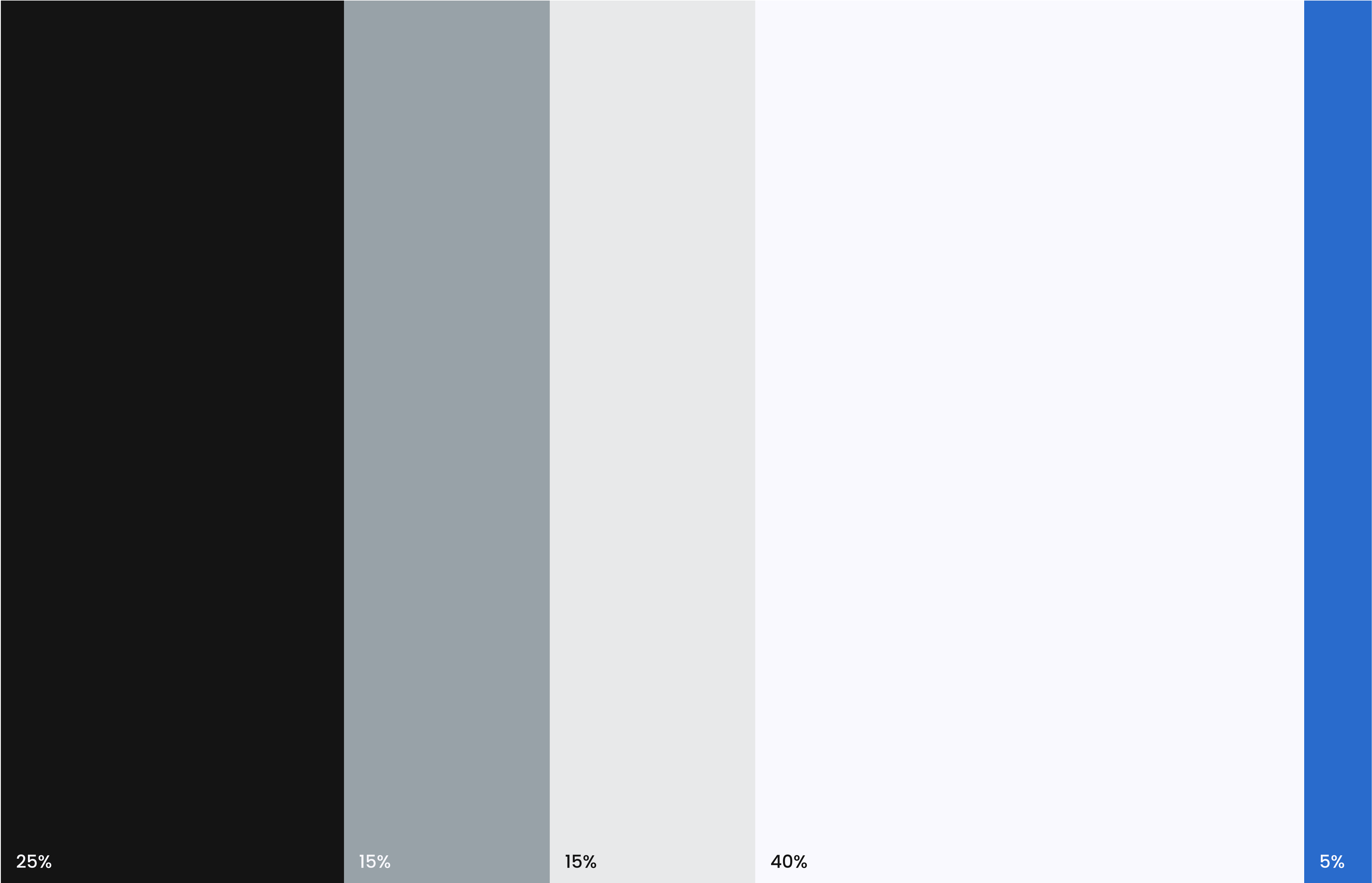






colors







typeface

Apple font | Designed by Apple

Sf Pro Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
@ # % & , . \$! + = * " ' "

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Ultralight	Thin	Light	Regular	Medium	Semibold	Bold	Heavy	Black

Pixel Surplus | Designed Giulia Boggio

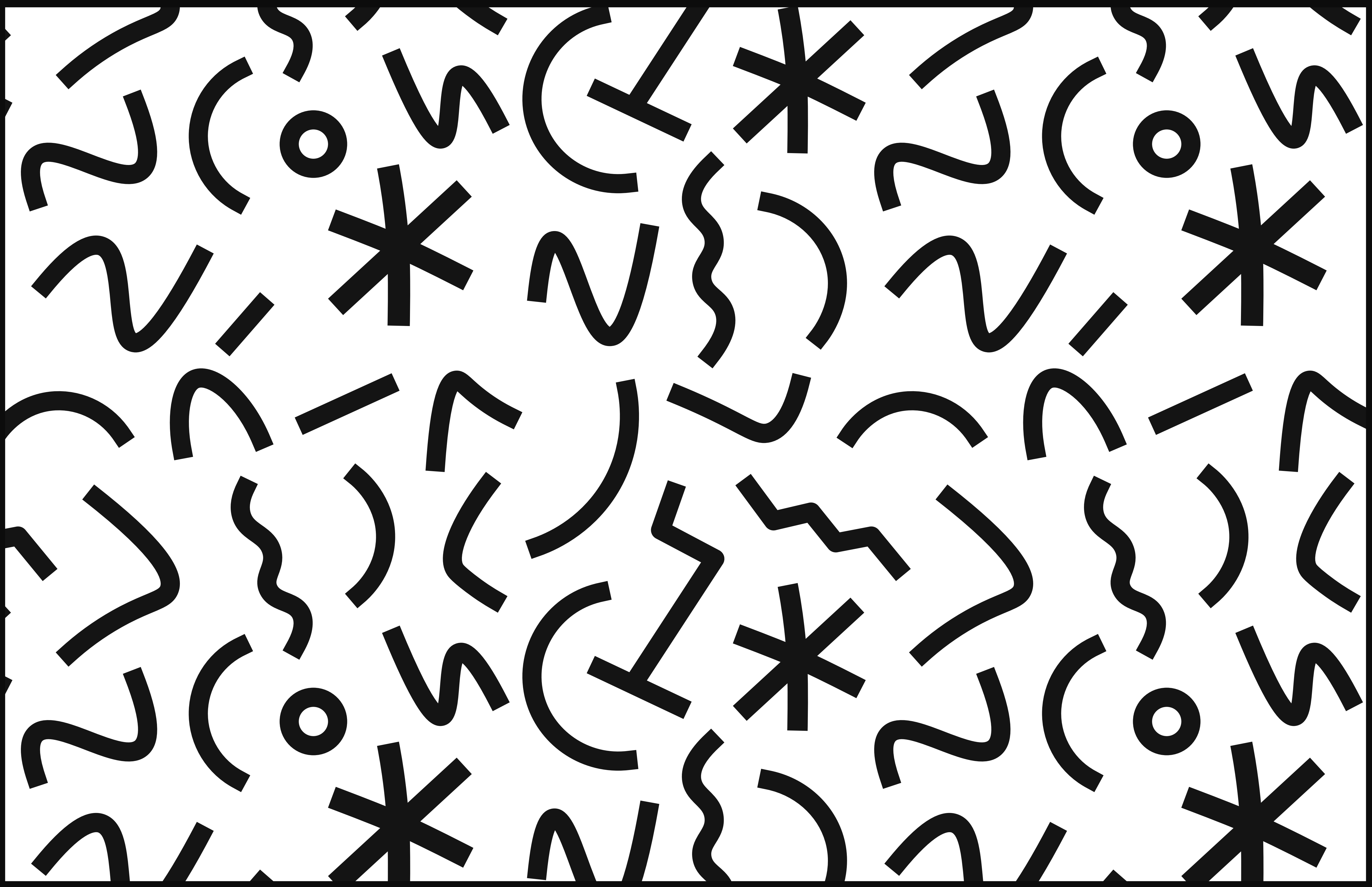
Boris

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
@#%&_.\$!+=*"



pattern





mockup









