

# Amaya™



#### Amaya

Derived from the natural essences found in the Amazon Rain Forests of South America, Amaya is pure and timeless. Like the rain forest, Amaya holds the secrets to age defying beauty in its ingredients derived from these unique natural resources.

#### Rationale

Asymmetrical shapes flow freely reflecting her natural beauty, confidence and free-spirited nature.

Subtle greens recall the herbal qualities of **Purity** while hot pinks signal the tropical floral qualities of **Intensity**.

#### Feedback

*The rationale is sound and we would like to move this one forward, too.*

*We would like to take a look at an alternative to the green, keeping the pink, since one of our target competitors has a dominantly-green product line.*

*There is some concern with the sharpness of the serifs in the logotype, which seems in conflict with the soft and sensual positioning.*