



BEURER: FASCIA-RELEASER CONCEPTS

Option 1

This design direction focuses on the muscle recovery the athlete will benefit from with using this type of massage tool. The graphics cover only about half of the Fascia ReleaZer to highlight the tool. The typography is bold, sporty with a black background and an accent of bright green. Whether they are a professional athlete or want-to-be professional athlete, the photography focuses on those that consider themselves serious about sports.



Front view

Option 2

This design direction focuses everyday sports enthusiasts. The photographic icons under the bulletpoints show visually the benefits of this type of massage tool. The graphics cover only about half of the Fascia ReleaZer to highlight the tool. And the waves simulate vibrations. The typography is clean, the colors are sporty with a black background and an accent of bright blue.



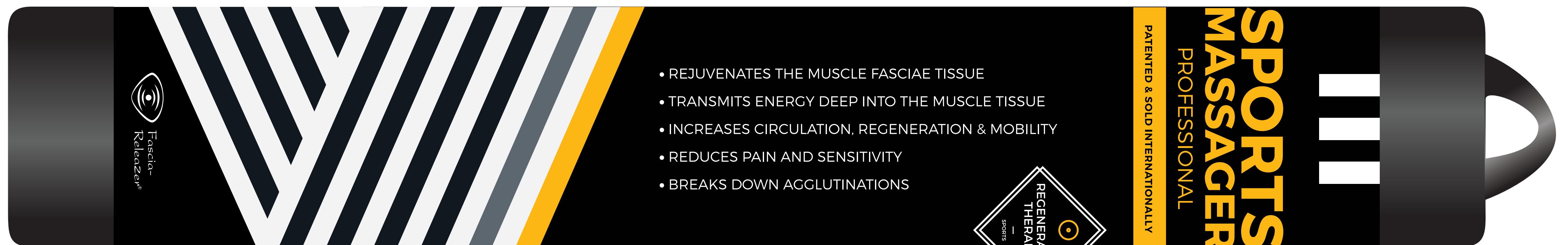
Front view

Option 3a

This design direction focuses on the massage tool itself. The typography and graphic patterns are bold and clean. The massage tool can be read both vertical and horizontal.



Front view



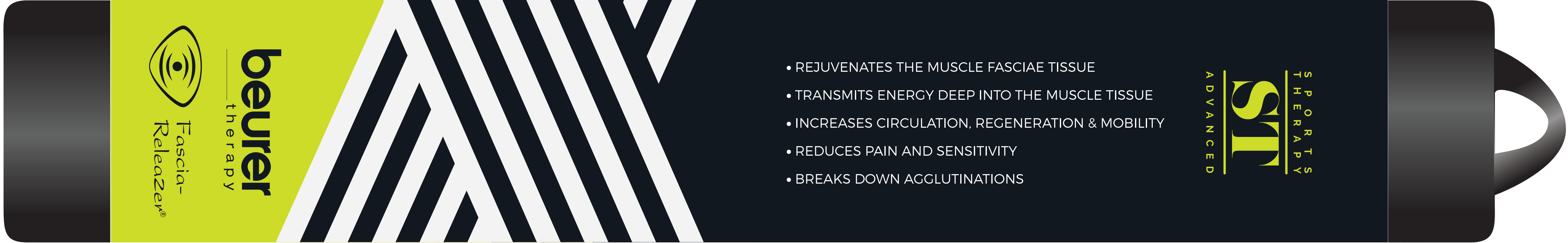
Back view

Option 3b

This design direction focuses on the massage tool itself. The typography and graphic patterns are bold and clean.



Front view



Back view