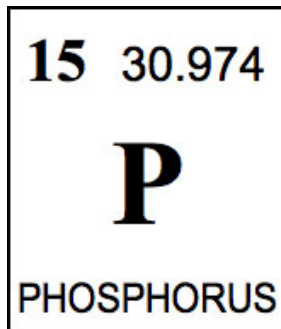


Phosphorus

The Idea

The Element Phosphorus, in the atomic table is represented as,



and hence the use of a box



The font face of the letter P represents the existence of style, induces a modern and casual feel and connects to the youth

The Colour Scheme

Phosphorus generally occurs in a pale green colour, and glows in the dark. Hence the dark / illumination colour scheme. Also, since Phosphorus is a men's apparel brand, the use of pinkish shades is prohibited



Extras

The number spots above and below the P can be used for representing the established year of the company etc.



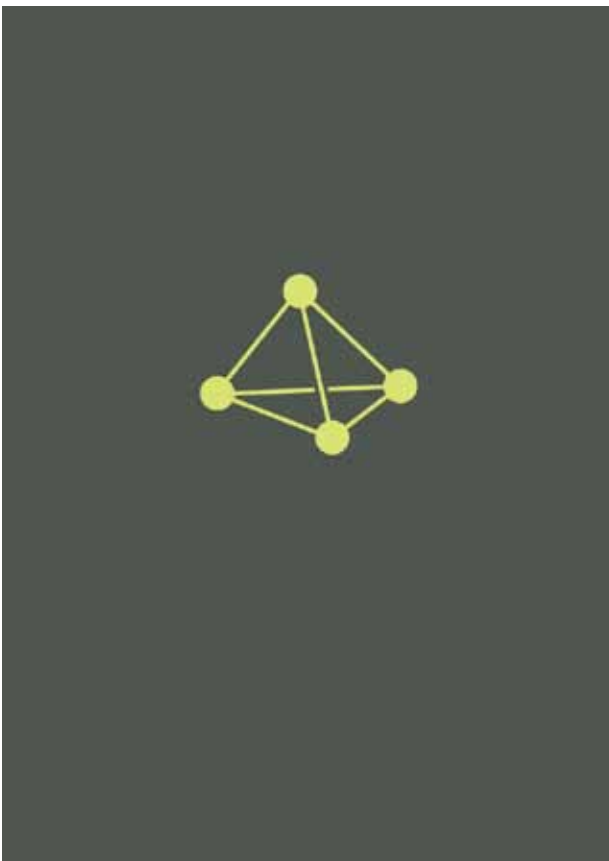
The Font

As mentioned before , phosphorus glows in the dark and hence, the font is to be thin (to look illuminated).

Phosphorus

The Second Idea

Phosphorus commonly occurs in the form of P₄, a 4- moleculed tetrahedral structure, and hence the logo. The 4 molecules can be used to represent different mottos of the company.



The Iterations

The various iterations represent the various levels of casualty and modernity, slowly changing the straight lines between the molecules into pressured strokes, and eventually nullifying them out .

Thank You