



BODYLENS

Know more, live better

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TABLE OF CONTENTS

THE CONCEPT	3
LOGO	4
TYPOGRAPHY	5
COLOR USAGE	6
APPLICATIONS	7
STORY	8
CAROUSEL	9
HOMEPAGE	10
PRODUCTPAGE	11
CONTACT PAGE	12
REFLECTION	13

THE CONCEPT

Who?

BodyLens is designed for modern, health-conscious individuals — professionals, athletes, tech enthusiasts, and anyone who values proactive control over their well-being.

What?

It's a sleek, smart health-scanning device that looks like futuristic AR/VR glasses. BodyLens offers instant insights into your body — anytime, anywhere.

Who?

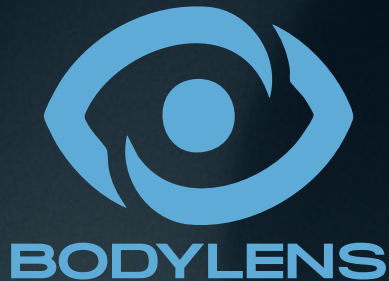
Using advanced sensors and intelligent algorithms, BodyLens scans your vital signs in real time — such as heart rate, temperature, breathing, and stress levels — and displays the data directly through a subtle visual interface.

Why?

True health starts with awareness. BodyLens empowers you to detect early signals, make smarter decisions, and live more confidently — with clarity at a glance.

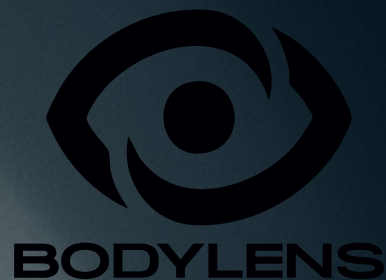
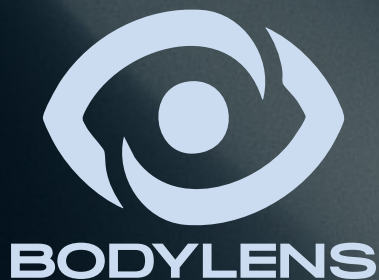
LOGO

Primary logo



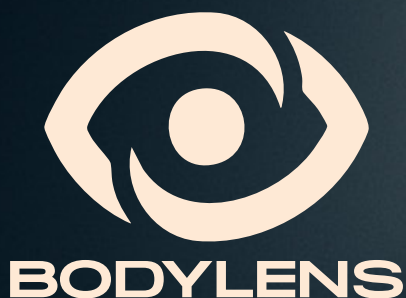
This is the main BodyLens logo. Use it on most branded materials for clear recognition and brand identity.

Secondary logo



Use these versions for limited color environments, monochrome printing, or minimalist layouts.

Tertiary Logo



Alternative styles for backgrounds, merchandise, or subtle branding where flexibility is needed.

TYPOGRAPHY

FONT SAMPLE
HUMANISM BOLD

ABCDEFGHIJKLM
abcdefghijklm

USED FOR:
Headlines
Section titles
Call To Action

FONT SAMPLE
MONTERRAT LIGHT

ABCDEFGHIJKLM
abcdefghijklm

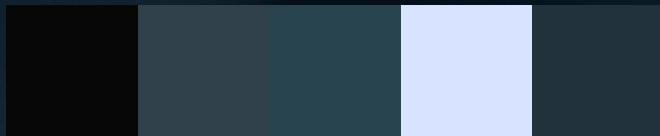
USED FOR:
Body text
Description
Subtext, quotes

Who is Bodylens for?

BodyLens is designed for modern, health-conscious individuals — professionals, athletes, tech enthusiasts, and anyone who values proactive control over their well-being.

COLOR USAGE

Primary Color Palette



#070707 #30414c #27444f #d8e4ff #22323d

Use:

Used for main brand elements like the logo, titles, and key visuals. They represent clarity, innovation, and trust.

Secondary Color Palette



#070707 #6daedb #ffeedd

Use:

Support layout and create contrast. Ideal for buttons, icons, and highlights.

Supporting Colors



#333533 #6daedb #96c5f7 #b9e4ff

Use:

Provide structure and balance. Used for backgrounds, dividers, and text areas.

APPLICATIONS

CAMPAIGN

BODYLENS

Know more, live better

BodyLens empowers you with instant insights and real-time diagnostics. Because your well-being should never be a mystery.

LEARN MORE

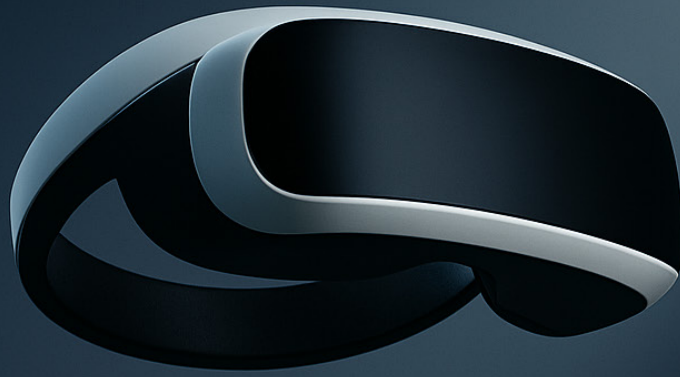
www.bodlens.com



STORY



**KNOW MORE,
LIVE BETTER**



Make your vitals visible
with Body Lens

Discover the future of health

CAROUSEL

**What if your body
could speak?
Would you listen
to it?**

NOW YOU CAN!



Bodylens allows you to
view all your vitals and
potential diseases with their
innovative hardware.

WHO IS IT FOR?

BodyLens is for those who
want to take control of their
health and body



**DISCOVER
BODYLENS**

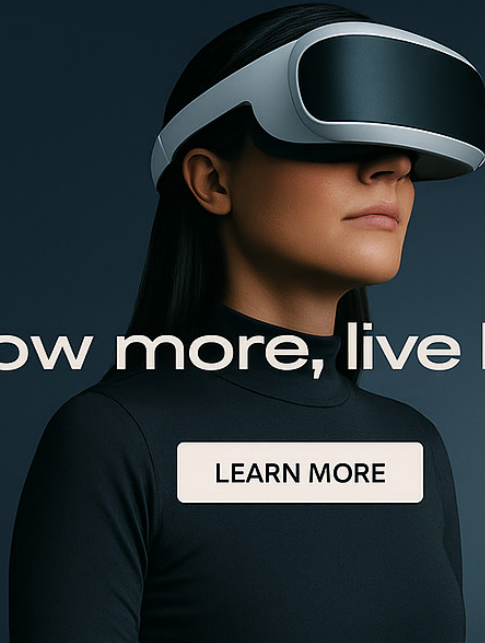


Know more,
live better

HOMEPAGE



PRODUCTS ABOUT BLOG CART



Know more, live better

LEARN MORE

What is BodyLens?

BodyLens is a revolutionary health monitoring device that helps you stay in tune with your body's Signals, displaying vital information through an immersive interface.



Who is it for?



Individuals

Maintain your well-being with real-time health insights.



Professionals

Monitor clients health data effectively and accurately



Innovators

Leverage cutting – edge technology to develop new health solutions.

PRODUCTPAGE



[PRODUCTS](#) [ABOUT](#) [BLOG](#) [CART](#)

Bodylens Core

- Seamless health monitoring
- Gives instant insights
- Sleek and comfortable design

\$499

[Buy Now](#)

[Learn More](#)



BodyLens Core lets you track all your vitals and analyze them with precision accuracy. instantly check if you have any diseases q''health problems in a sleek and comfortab design that you can wear all day.

Product Photos



CONTACT PAGE



[PRODUCTS](#) [ABOUT](#) [BLOG](#) [CART](#)

GET IN TOUCH

Name

Email

Subject

Message

SEND MESSAGE



REFLECTION

I found this project challenging, mainly because it was difficult to maintain a consistent style throughout the entire brand book. The process required a lot of thinking and making deliberate choices: which fonts fit my brand, what kind of logo I wanted to design, which colors would strengthen the identity, and what style and atmosphere I wanted to convey.

Although many parts progressed slowly and with some difficulty, choosing the fonts was the easiest step for me. My final font selection fits perfectly with the minimalist and sleek look I want BodyLens to have, and it supports the professional and futuristic atmosphere of the brand.

Designing the logo, on the other hand, was the most difficult part. I found little inspiration online, as almost every logo in the medical sector contains a plus sign — something I consciously wanted to avoid because it is too strongly associated with pharmacies or hospitals. After much brainstorming, I decided to use an eye as the base, because you use your eyes to look through the glasses, and it also symbolizes insight and observation.

During the process, I learned that designing a website is much harder than people think, especially when it comes to maintaining one specific style across all pages. This applies not only to the website itself but also to the content you share on social media.

If I were to start again, I would begin with the typography. Strong font choices immediately lay the foundation for the visual identity and make it easier to align other elements later on.

What I will definitely take with me to future projects is the importance of consistent brand experience. By making all visual and content decisions from one clear brand identity, your communication remains powerful and recognizable — something that, in branding, makes the difference between a good idea and a strong brand.