shemedia

Current Logo:
Font is boring. No brand recognition from uninspiring layout. "Shemedia" will remain one word but would like the design to possibly feature a different style for each word.

Keep the same colors.

Replace loop element with SM monogram. Explore geometric & playful interplay between S & M like example below:

MUSEUM·HILL

"Refinery 29" logo is an example of a stylized monogram.
Good use of typography and distinct branding.

REFINERY29

use of a feminine san serif font like example below is encouraged:

the vegan word