

Client: **Balanced Body, INC.**
 Project: **New Logo & Ad Campaign**

The best graphic design starts with the best photography. For this new Balanced Body ad campaign it was important to bring attention **ONLY** to the product and to the results of that product: the healthy, fit person.

Since a background would only clutter our message, I planned and shot our custom photography against a plain white backdrop. With the help of a professional photographer and his studio, we had a series of dynamic and versatile images to use in a spectrum of colors that fit our new color selections.

The 4-circle logo was also designed for versatility, Each of approximately 25 silhouettes could be selected in whichever arrangement was appropriate.



Client: **Balanced Body University**
 Project: **Pilates on Tour Catalog '08**

This mailer project consisted of a tri-fold catalog with a 24-page book stapled inside.

First, I photographed specific locations marked with real pins on a US map. Next, I crumpled up a piece of paper and scanned it in high resolution to get a background image that looked like mountainous terrain. Finally, I included some studio photography and arranged information the booklet.

Printing: approximately 750 units



Client: **Balanced Body, INC.**
 Project: **Annual Catalog '08**

For this annual catalog I started with the circle- as it was the main form of the new BB logo. Beyond this, the main concern was, again, good photography and color relationships.

Photo shoots were planned with clothes that would complete the color spectrum of BB's new identity. Mainly, Crimson, black and natural tones were the across-the-board colors, which spoke of permanence, severity and dignity.

Printing: approximately 75,000 units



Geoff Tuttle design portfolio photo direction

photographer: kent lacin | model: robin naymick-white

