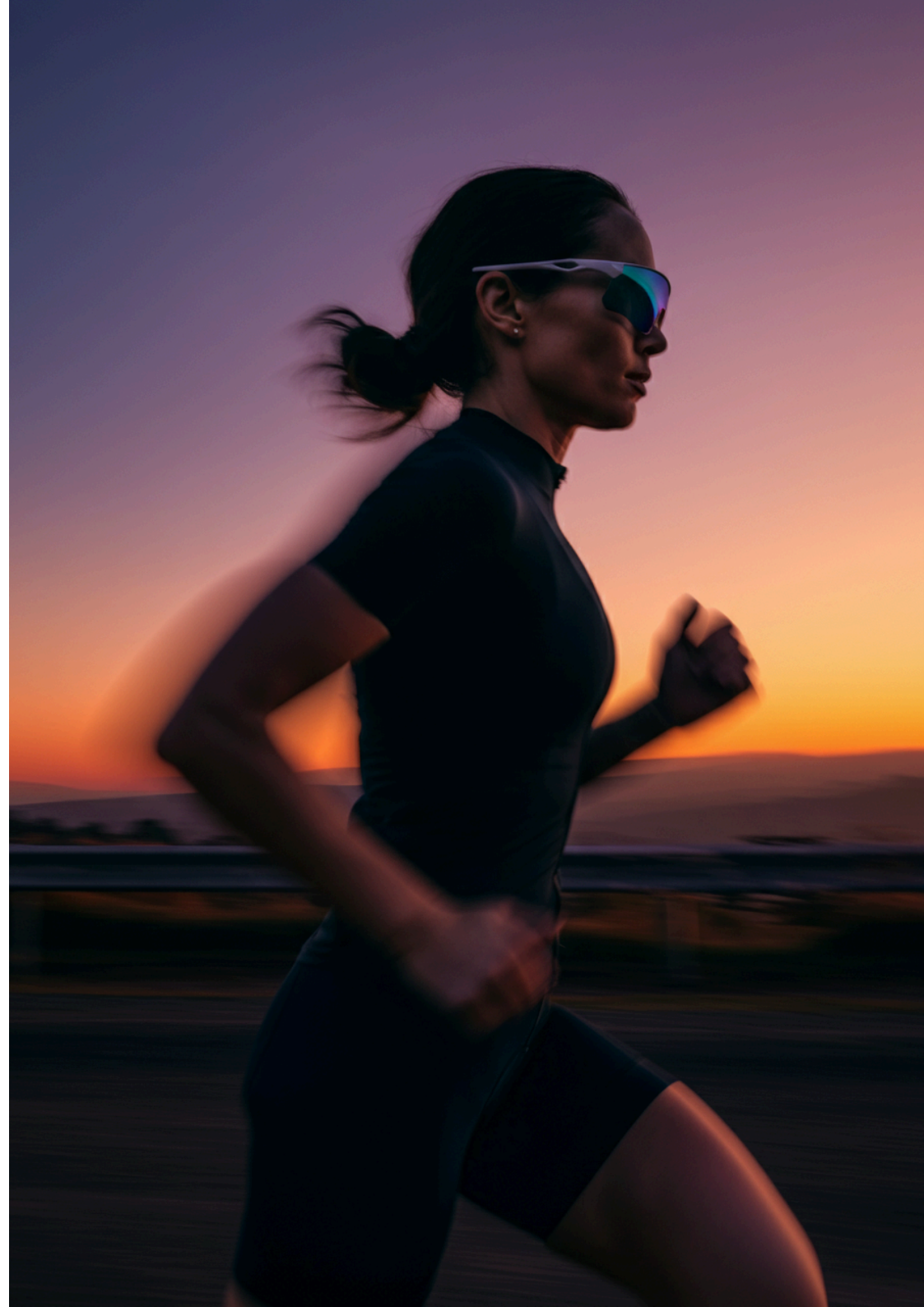
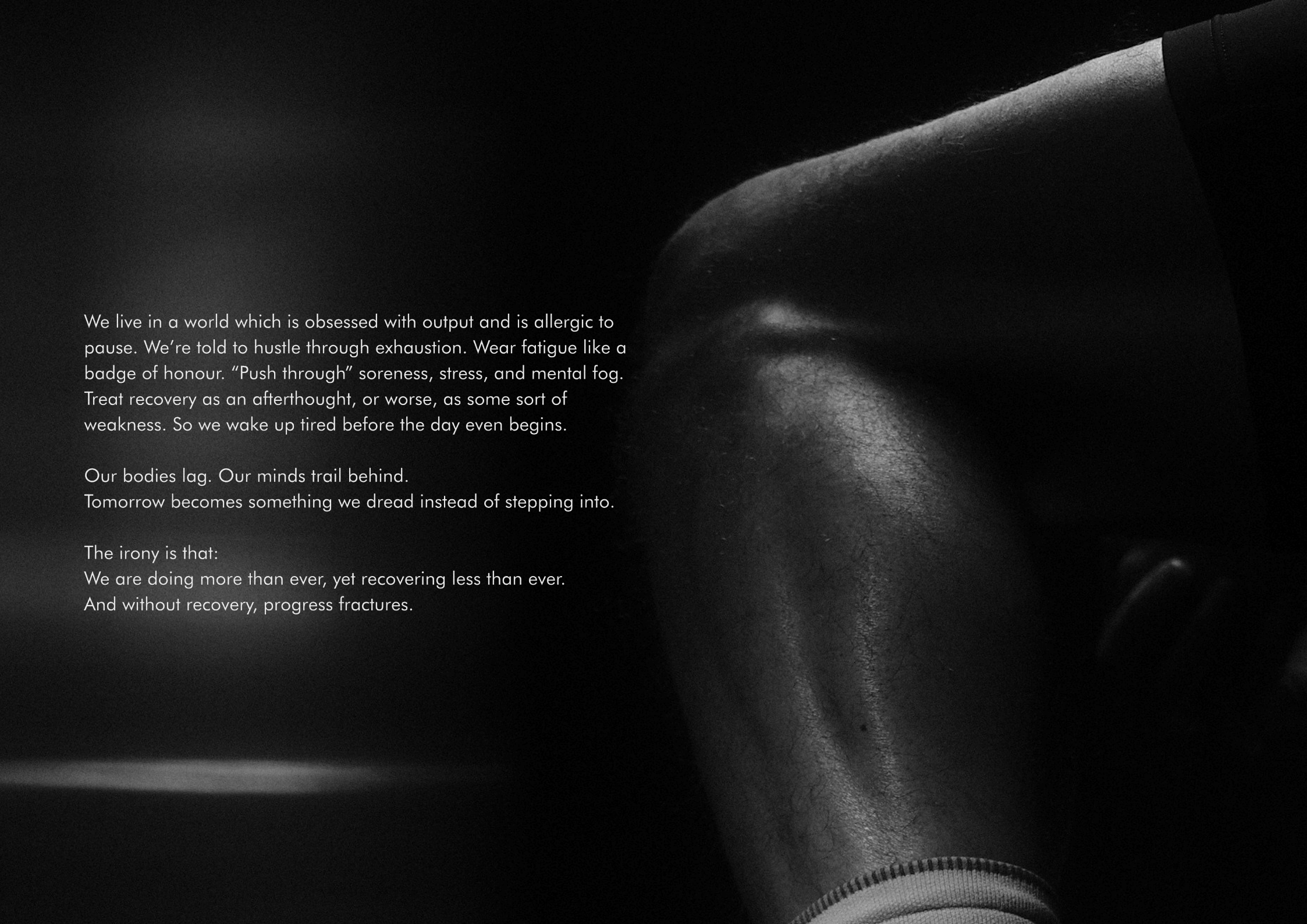


On your way to  
**Recover**

**SLOW  
DRAG**  
STUDIO





We live in a world which is obsessed with output and is allergic to pause. We're told to hustle through exhaustion. Wear fatigue like a badge of honour. "Push through" soreness, stress, and mental fog. Treat recovery as an afterthought, or worse, as some sort of weakness. So we wake up tired before the day even begins.

Our bodies lag. Our minds trail behind.  
Tomorrow becomes something we dread instead of stepping into.

The irony is that:  
We are doing more than ever, yet recovering less than ever.  
And without recovery, progress fractures.

Recovery isn't passive. It's an active decision. It's not about stopping life.  
It's about forming yourself again through every night, every pause, every reset.

You don't need a retreat. You need a system.



**formme**

Remember. Rebuild. Renew.



# formme

Remember. Rebuild. Renew.

For formme, the logo is not designed to sit still, it moves. The typography carries a sense of urgency, as if it is mid-transition. The slight rush and blur within the letterforms reflect the very state the brand addresses: exhaustion turning into renewal. It captures that in-between moment when the body is tired, but tomorrow is already calling. The motion embedded in the design is intentional. It suggests momentum. Recovery is not passive; it is active, kinetic and necessary.

Visually, the blur is a transition. It represents stress dissolving, tension diffusing, fatigue fading into clarity. The typography feels slightly stretched forward, as though pulled toward the next day. There is a subtle restlessness to it, because the modern body is restless. The logo mirrors that truth before offering relief. formme acknowledges the rush. And then it offers restoration within it. It is a mark that feels like movement because recovery was never about stopping.

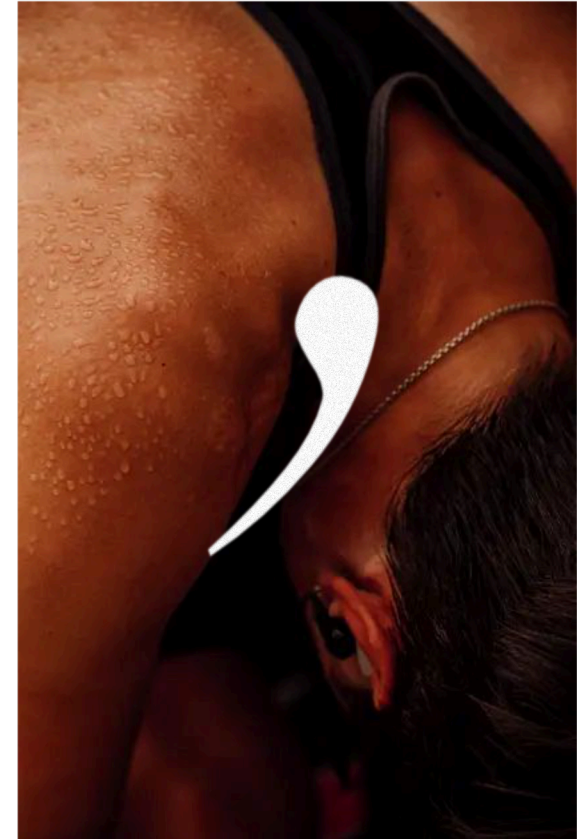


# formme

Remember. Rebuild. Renew.



*frequency*



“frequency” implies tuning yourself. Adjusting your internal settings. Getting back into sync. Returning to your natural rhythm. Recover more calmly, deeply, and in a more composed manner. The curvature in the letters prevents it from feeling rigid; there’s a subtle softness inside the structure. That balance is important for strength and surrender coexisting together.

“frequency” wordmark feels fluid, almost sonic. The typography is elegant, serified and slightly elongated carrying a kind of confidence in it. The comma-like flourish at the end becomes the emotional anchor. It feels like a pulse, a breath held and released, a sound wave tapering into silence. Visually, it reads as continuation that recovery is not a full stop, it’s an ongoing rhythm. That gesture softens the logo and gives it a level of sophistication. It is minimal and clean, communicating trust and confidence.





Form.me stands for formulated recovery. The muted red palette brings a physiological undertone of blood flow, circulation, vitality but in a restrained, mature way. Paired with the neutral base, it feels grounded. It holds both softness and structure, the emotional promise of tomorrow, delivered through a design language that feels credible, physical, and product-oriented. The circular repetition of “for your tomorrow” creates a sense of ritual. It feels like a seal, a certification of a promise in motion that recovery is a cyclical act. The faint blur within the circle refers to the transition of the body. The typography is classical with soft details giving it warmth without losing its refinement.

 RECURVE

The trademark represents a modern recovery-focused brand dedicated to helping athletes and active individuals restore, rebuild, and enhance physical performance through scientifically designed recovery solutions.



RECURVE feels architectural. The typography is clean, spaced and modern. The symbol, that is the twin curved strokes resembles a wave, a signal, a muscle fiber, even a spine in motion. It visually echoes the idea of "curve" without being literal. The form implies rhythm and recalibration where the body is bending, releasing and returning. Recovery is not linear, it is curved. RECURVE is about alignment. It positions recovery as a recalibration of structure that is the muscle, breath, nervous system and most importantly routine and discipline. It understands the body's geometry and strives to provide tools to restore it. The generous letter spacing mirrors the recovery space created within the body. It suggests control.

 R E C U R V E



**FIN**