

BoConcept®

The logo for BoConcept is displayed in a large, bold, white sans-serif font against a solid purple background. The letters 'B', 'o', 'n', 'c', 'e', and 't' are solid white. The letter 'o' is replaced by a circular image of a classical sculpture's face. The letter 'c' is replaced by a circular image of a champagne glass. The letter 'n' is replaced by a rectangular image of a horse's head. The letter 'e' is replaced by a circular image of several round cookies. The letter 't' is replaced by a vertical rectangular image of a woman's legs in a high-heeled shoe. A registered trademark symbol (®) is located at the top right of the 't'.