Exercise: Think about your app or game's brand

Brand identity
26/11/2021

Who is your audience?

Those who want to plan to burn calories and make daily exercises.

What are your core features?

1) Add calculator
2) Add diet chart
3) Reminder

Why should potential users choose your app or game?

1) Easy to use
2) Simple and smooth UI
3) User can see diet related videos.

What's your app or game's brand character or personality?

1) Stay fit
2) Take healthy food in diet plan

What's your app or game's visual palette?

Light green