

# MAKING OF A BRAND

THE

This project encompassed the complete branding and initial digital presence for a new women's athletic wear brand. The goal was to develop a strong, empowering identity that resonated with active women, from brand naming and logo design to tagline creation and website interface mockups. I was responsible for all aspects of this project, ensuring a cohesive and compelling brand experience.

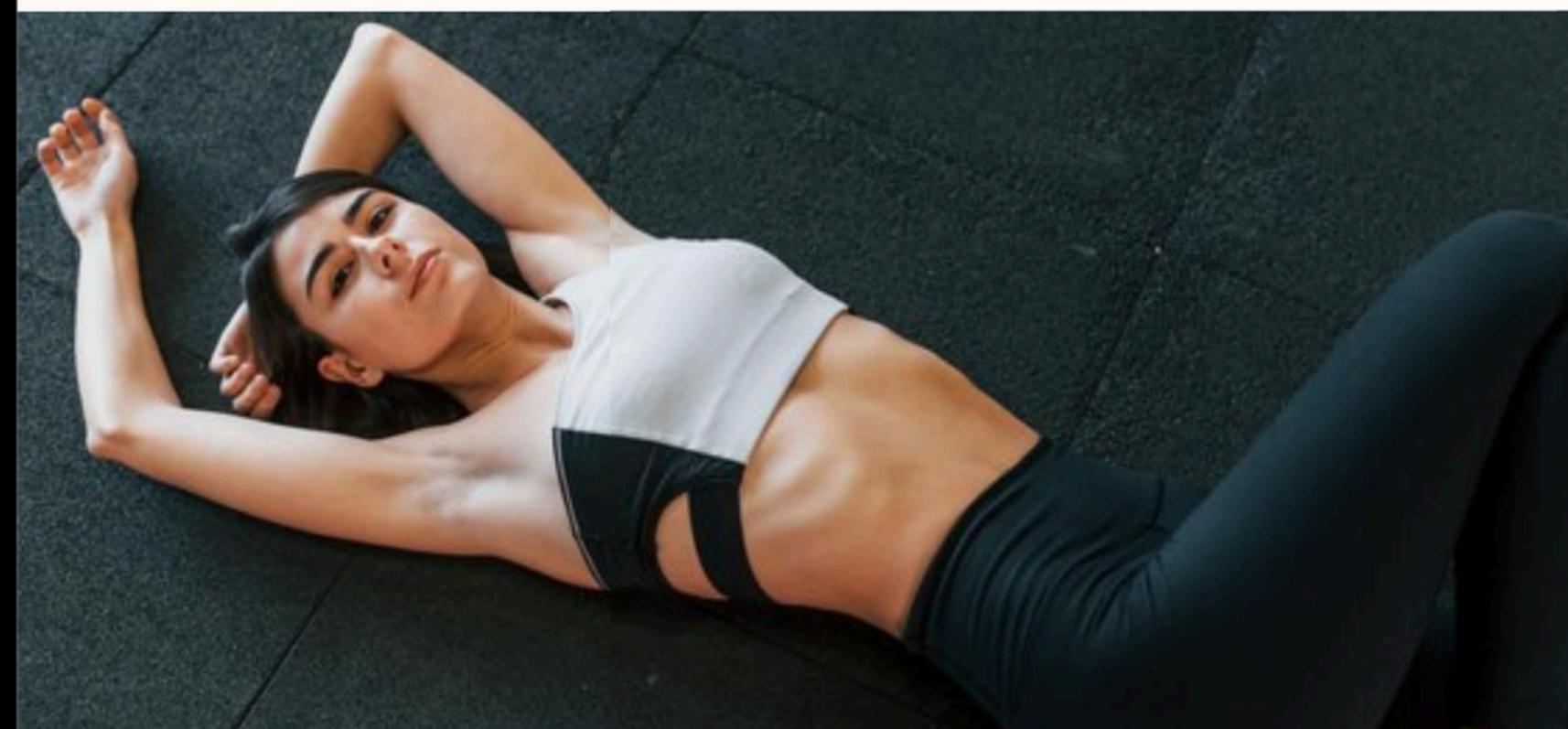
**The primary goals of this project were to:**

- Establish a strong and unique brand identity that resonates with active women.
- Develop a memorable brand name, logo, and tagline that effectively communicate the brand's values.
- Create a cohesive visual language that reflects the brand's aesthetic and target audience."

**My responsibilities**

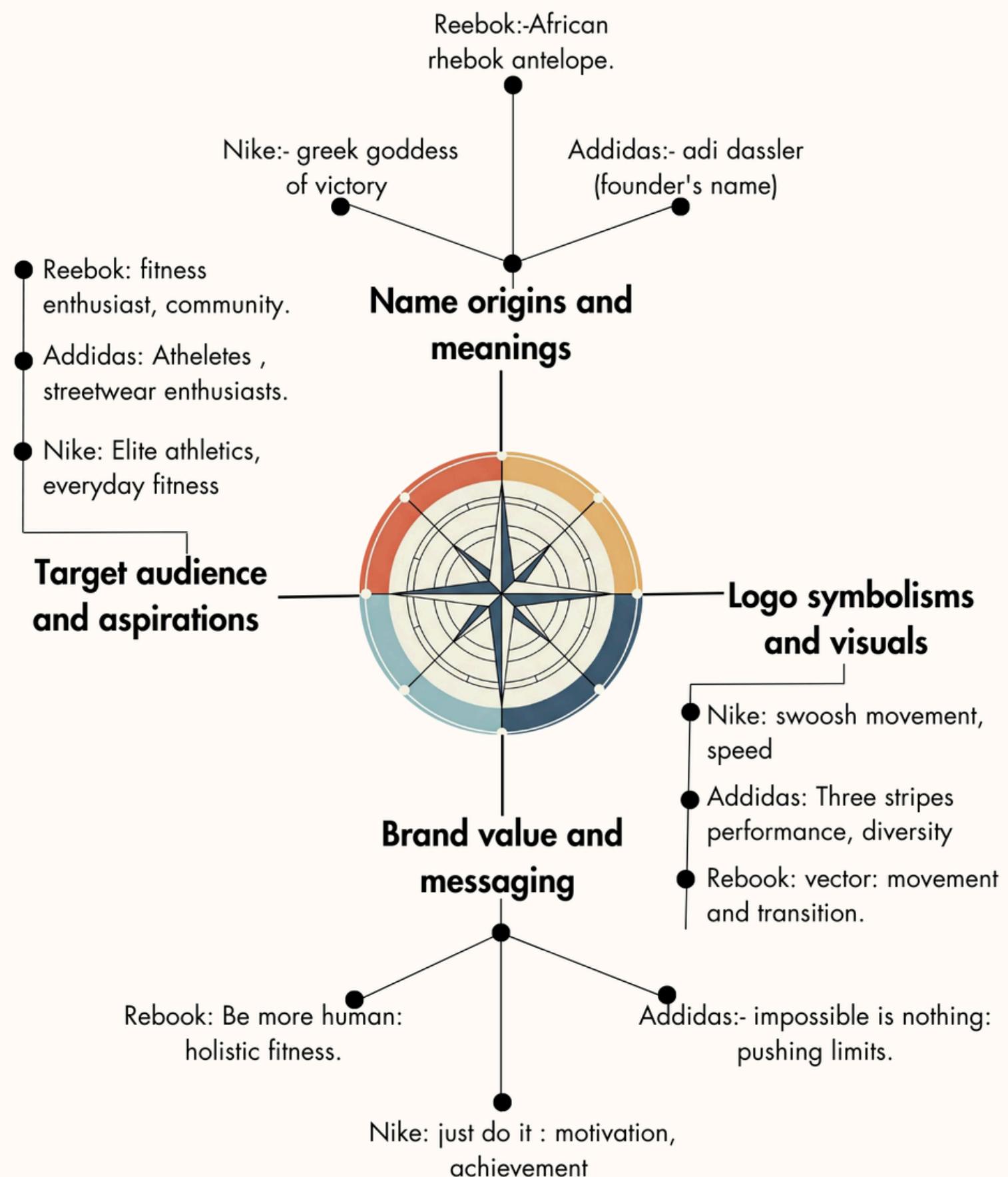
As the sole designer and brand developer, I was responsible for all aspects of this project, including:

- Brand name generation and selection.
- Logo design and visual identity development.
- Tagline creation.
- Website interface design and mockups."



## Stage 1

### Women's gym wear brand



## Stage 2

### Name variation and rationale

Fit forge

Fit Forge is a name that combines two powerful words - "Fit" and "Forge". The word "Fit" relates to physical fitness, which is the core focus of the business. The word "Forge" means to create or shape something, which represents the brand's commitment to creating high-quality fitness clothes that are both functional and stylish. Together, the name Fit Forge communicates a sense of strength, determination, and creativity - all qualities that are highly valued in the world of fitness and fashion.

Fitrend

Fitrend is a combination of the words "fit" and "trend". "Fit" refers to the fitness aspect of the business, while "trend" indicates that the brand is fashion-forward and up-to-date with the latest styles. The name suggests that Fitrend offers trendy workout clothes that are both fashionable and functional.

### Final Name Selection

#### Short description

Atlaskin is a name that combines the words "Atlas" and "skin". Atlas refers to the Greek mythological figure who held up the world on his shoulders, symbolizing strength and endurance. Skin, on the other hand, represents the clothing aspect of the business. Together, Atlaskin suggests a brand that offers durable and high- performance clothing, much like Nike and Adidas. The name also has a modern and edgy feel, which could appeal to a younger demographic.

#### Why Atlaskin?

Greek gods sculpture are always somewhere connected with Fitness and finness.Incorporating the name "Atlas," the Greek god associated with strength and endurance, into a fashion and fitness brand can create a powerful and impactful image.

This immediately establishes a connection with strength, endurance, and a commitment to achieving physical goals.

#### Why only atlas God?

Because the atlas God is known as one of the powerful God in Greek because he hold up the heavens or sky for eternity.

This will create an huge impact on the customers that the brand can hold alot of things for there customer and the brand is super strong.

## Stage 3

### Logo design

01



02



03



04



In this logo, a perfect circle takes form, symbolizing unity, balance, and endless potential. Within this circle, a dynamic network of abstract lines and contours intertwine, reminiscent of the intricate pathways that make up the human body's muscles and fibers. These lines, varying in thickness and direction, evoke a sense of motion, power, and energy.

The abstract lines, resembling an artistic interpretation of muscle fibers, blend seamlessly with the circular backdrop. They represent the strength and agility of those who wear the brand's gym clothing. Each line flows harmoniously, mirroring the fluidity of movement achieved through rigorous workouts.

## Stage 4

### Tagline

1-"Style that moves you"

"Style That Moves You" implies that the clothing from this brand not only makes you look good but also motivates and inspires you to take action, be active, and engage in physical activities, especially in a gym setting. It combines fashion with functionality, encouraging customers to stay active and lead a healthy lifestyle.

2-"Fashion meets Fitness"

This catchline implies a transition or versatility in your clothing choices. It suggests that the brand offers a range of clothing that can seamlessly take you from stylish everyday wear to functional fitness apparel. It signifies that you don't have to compromise on style while prioritizing your fitness goals, emphasizing a balance between looking good and feeling great during workouts.

3-"Power your passion"

This catchline suggests that this clothing brand empowers individuals to pursue their passions and interests with the energy and confidence they need. It signifies that when you wear their products, you're better equipped to excel in your chosen activities, particularly in the gym, and fully express your dedication and enthusiasm for what you love. It's about giving you the strength to fuel your desires and ambitions.

~AtlasKin: Where Fashion Ignites Your Fitness Flames.

~AtlasKin: Your Journey to Fashionable Fitness.

~Elevate Your Style, Fuel Your Fitness with AtlasKin.

~AtlasKin: Sculpting Style, Shaping Fitness.

~AtlasKin: Where Trend and Training Collide.

~Style Meets Strength with AtlasKin.

~Fitness by Fashion, AtlasKin's Passion.

~Crafting Trends for the Active You.

~AtlasKin: Your Journey to Fit Fashion.

## Final logo color variations



Final logo

