



## **Good Gym**

[www.thegoodgym.org](http://www.thegoodgym.org)

The Good Gym pairs runners with isolated less-mobile people in their area. Runners jog to their house, deliver something nice, have a brief chat and are on their way again. It helps people get fit by providing a good reason to go for a run and it helps the person being visited by giving them someone different to chat to who brings them something useful as well. The Good Gym is running in Tower Hamlets, before launching a version that can be used more broadly.

### **The brief for Good for Nothing**

#### **Repositioning the brand:**

Good Gym aims to make volunteering and doing good in your area feel urban, exciting and different. We aim to align the brand much more closely with Nike than with Age UK. We aim to mobilise people who don't normally volunteer; young professionals and those who think they're too busy to get involved. To help us reach this audience and to help re-position the brand, we'd like you to design marketing material and collateral that will help us move in this direction.

#### **Outputs we'd like to see:**

- Designs/graphics for website.
- Designs for flyers
- Designs for posters
- Designs for stickers
- Designs for newsletter (Mailchimp)
- Improved copy for website
- Photographs/ideas for campaigns
- Ideas collateral for new campaigns

All of these materials should work alongside the existing brand not replace it.

#### **Limitations:**

We'd like to keep the logo the same.

We'd like to keep the colourways roughly the same Red/white or black/white

#### **Keep in mind:**

We run on a very low budget and have limited funds for production costs.