

Brand Identity



**RB Strength
Media**

Where Strength Meets Creative Vision

BRAND STATEMENT



"Empowering athletes with expert strength coaching and high-quality multimedia content."

In order to assist athletes and teams in enhancing their performance as well as establishing their brand, RB Strength Media combines elite multimedia content production with expert strength and conditioning coaching. We can help you get both professional media coverage to showcase your adventure and optimum physical conditioning.

LOGO DESIGN



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LOGO CONCEPT & DESIGN

The logo for RB Strength Media is designed to reflect the brand's dynamic blend of strength and multimedia services.

RB Strength

A powerful, bold font for "RB Strength" that conveys strength and stability, signifying the coaching services for strength and conditioning.

Media

The word "Media" has a subtly placed multimedia emblem to symbolise the brand's proficiency in creating digital content. This might represent creativity and media creation and look like a camera lens or a button for playing videos.



By fusing the methodical approach to multimedia content with the accuracy of physical training, geometric forms are employed to balance both facets of the brand.

Rationale

The logo's strong, confident message is reflected in the bold, simple font, which exudes authority and confidence. The multimedia emblem, which is discreetly integrated into the design, draws attention to the brand's innovative offerings and establishes it as a cutting-edge, contemporary business. Strong lines and a simple layout guarantee that the logo is flexible and adjustable for print and digital media, which fits with the company's dual purpose.



RB Strength
Media

VISUAL IDENTITY

TYPOGRAPHY

Aa

Primary Font Montserrat Black

This modern sans-serif typeface, which exudes strength and clarity, is suited for headlines and brand writing.

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Secondary Font: Roboto Regular:
A sleek, adaptable typeface for body content that is readable on both print and digital media.

VISUAL ELEMENTS



Geometric Icons: To accentuate the contemporary, structured vibe, the brand identity will include clean lines and shapes like squares, which stand for solidity, and circles, which signify unity and completion.

Multimedia-Inspired Imagery: To convey the brand's active character, branding-related images and videos will have a vibrant, dynamic sense.

VISUAL IDENTITY COLOUR PALETTE



ELECTRIC ORANGE

HEX: #003366
RGB: 255, 107, 0
CMYK: 0, 58, 100, 0

Symbolizes energy, action, and creativity, aligned with the media aspect of the brand

DEEP BLUE

HEX: #1A3D7C
RGB: 26, 61, 124
CMYK: 79, 51, 0, 51

Represents professionalism, strength, and stability

LIGHT GREY

HEX: #D3D3D3
RGB: 211, 211, 211
CMYK: 0, 0, 0, 17

A neutral color used for backgrounds and spacing, ensuring the primary colors stand out.

This colour palette strikes a balance between professionalism and creativity by fusing the assertiveness of deep blue with the exuberance of orange. To strengthen the identity, it will be utilised in all branded content, including social media and websites.