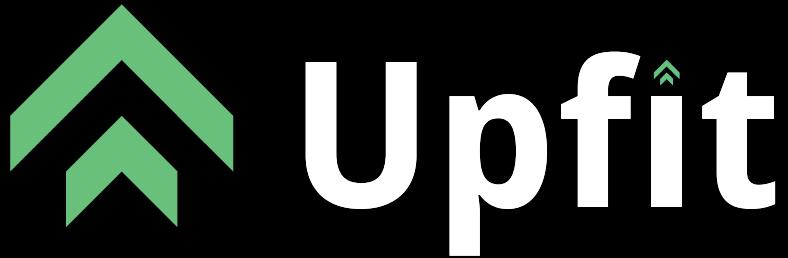


Client's Brief - Upfit

Description

This is a company that will offer free version and premium features for workplace wellness. As it is in its App Development stage, we need branding that resonates the purpose of the gym.

Result



Explanation of Proposed Logo (Logomark/Wordmark)



—

Since the core essence of the gym/company is to offer premium workplace wellness, we proposed that a symbol depicting progress will be a great fit. The arrows pointing up depict elevation in bodily wellness and state of mind.

Also, we gave the logo text a feel to make it stand alone without its icon. We proposed that it will help further branding implementation.



Upfit



Upfit

The word "Upfit" is written in a bold, black, sans-serif font. A small green chevron icon, identical to the one in the logo, is positioned at the top right of the letter "i".



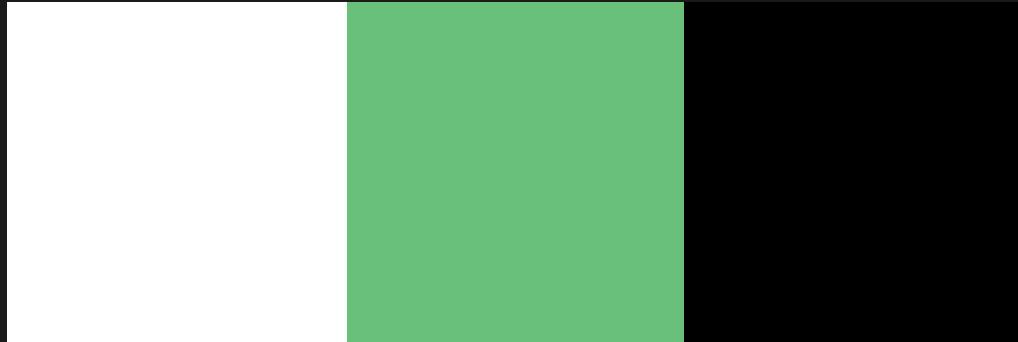


Upfit



Brand Elements

PRIMARY COLORS



C 0

M 0

Y 0

K 0

C 60

M 0

Y 70

K 0

C 50

M 50

Y 50

K 100

R 255

G 255

B 255

R 107

G 192

B 123

R 0

G 0

B 0

TYPEFACE

DROID SANS

AaBbCcDdEe1234