



A PRESENTATION TO:  
**BARBELLES TRAINING**

## PROJECT BRIEF

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Barbelles Training are an all female (although want to avoid being 'too girly') fitness group of all levels and backgrounds. They run CrossFit style workouts at specialised events, workshops and camps throughout the year. They wanted a new empowering, inclusive & recognisable brand to help grow their audience.

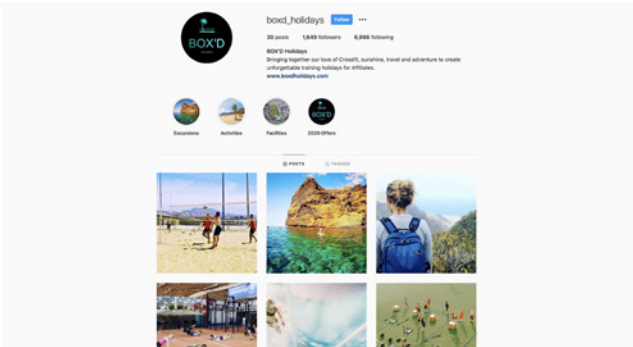
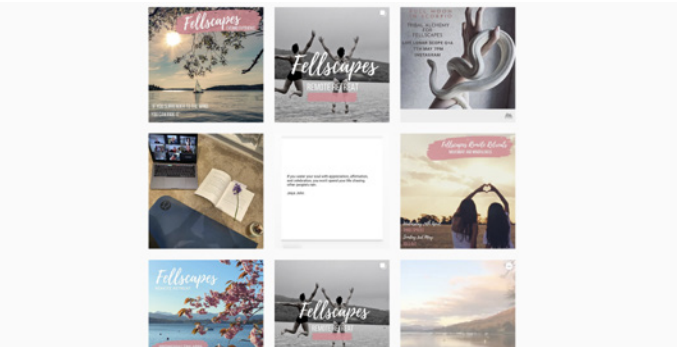
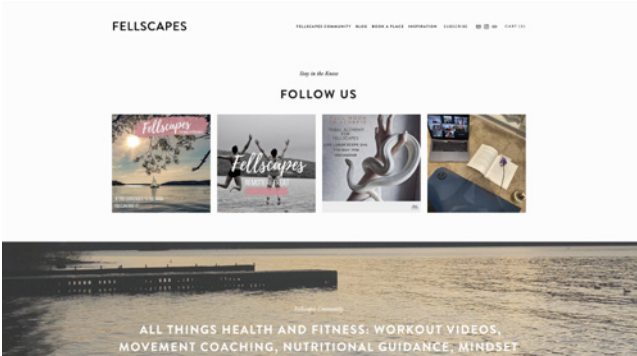
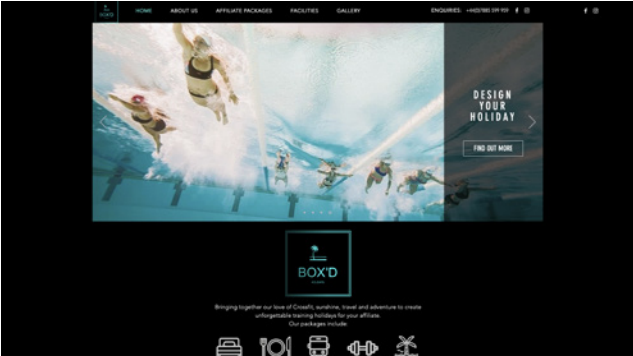
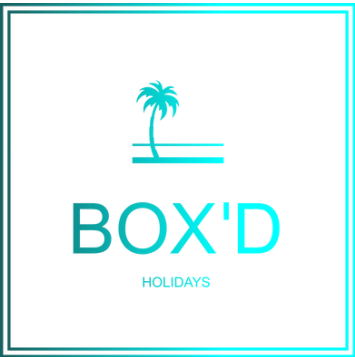
This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

*Dan*

COMPETITOR BRANDS

PRIVATE & CONFIDENTIAL





Sweaty Betty  
LONDON

Jeep

BOOTH'S  
FOOD, WINE AND GROCERY

RANGE  
ROVER

F A L K E



PERSONALITY/DESIRABILITY



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## LOOKING AROUND AT RECENT REBRAND TRENDS

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John Lewis

JOHN LEWIS  
& PARTNERS

Waitrose

WAITROSE  
& PARTNERS

Uber

UBER

airbnb

 airbnb

 BLACK&DECKER

BLACK+  
DECKER



weightwatchers



**LOGO CONCEPT ONE:**

## **DOUBLE-B BARBELL**

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Refining slightly what already exists, and modernising it to be more 'solid' and bold. This concept uses the two B's (found phonetically in the word BarBell) to create a Barbell icon. The colours used suggest all female, but we avoid being too girly with this concept.





LOGO CONCEPT ONE: DOUBLE-B BARBELL

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LOGO CONCEPT ONE: DOUBLE-B BARBELL

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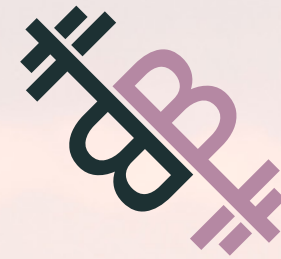


LOGO CONCEPT ONE: DOUBLE-B BARBELL

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# BARBELLES

T R A I N I N G

**LOGO CONCEPT TWO:**

**B HEART**

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Fitness, health and wellbeing are all part of training, for a 'better' lifestyle. This concept uses the well-recognised shape of a heart (which on it's side looks like a 'B') to hint towards a lifestyle change. A softer, more feminine font is also introduced.

LOGO CONCEPT TWO: B HEART

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Barbelles

T R A I N I N G



### LOGO CONCEPT THREE:

**BB**

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This concept steers away completely from the fitness imagery and just uses the B's as icons, much in line with a lot of the inspiration earlier in the presentation. Again use of colour is important here, to convey the businesses personality and target market.







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**BARBELLES**  
T R A I N I N G



**LOGO CONCEPT FOUR:**

**SOFTLY**

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This concept ignores a lot of the brand inspiration and goes for a softer, less 'in-your-face' font to create a softer feel. The idea is that the icon represents strength, and the text softness, showing both sides of an all female training camp (without sounding too stereotypical).

*Barbelles*  
aH—HB  
T R A I N I N G

*Barbelles*  
aH—HB  
T R A I N I N G

*Barbelles*  
aH—HB  
T R A I N I N G

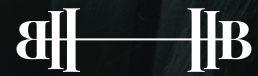
*Barbelles*  
aH—HB  
T R A I N I N G





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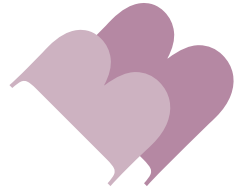
T R A I N I N G

**CUTTING ROOM FLOOR:**

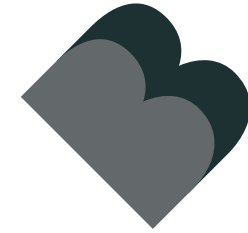
## **DIDN'T QUITE MAKE IT...**

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A Few other logo concepts that I wanted to include, but didn't feel answered the brief quite as well, or weren't as strong as the others.



Barbelles  
T R A I N I N G



**BARBELLES**  
TRAINING



**Barbelles**  
Training




MYNAMEISDAN

**Daniel Tiller**

Graphic & Web Designer

07595 397 242 | [dan@mynamedan.co.uk](mailto:dan@mynamedan.co.uk)

[www.mynamedan.co.uk](http://www.mynamedan.co.uk)

 [@my\\_nameis\\_dan](https://twitter.com/my_nameis_dan)