



MYNAME!SDAN

A PRESENTATION TO:
THE MVMNT BOX

PROJECT BRIEF

The MVMNT Box is a start-up gym/personal trainer focusing on fitness for the 'everyday' body. With an open arms approach to members of all ages, sizes and experience, The MVMNT Box need to appeal to a wide audience, and promote their three areas of focus, Physical, Mental & Social health.

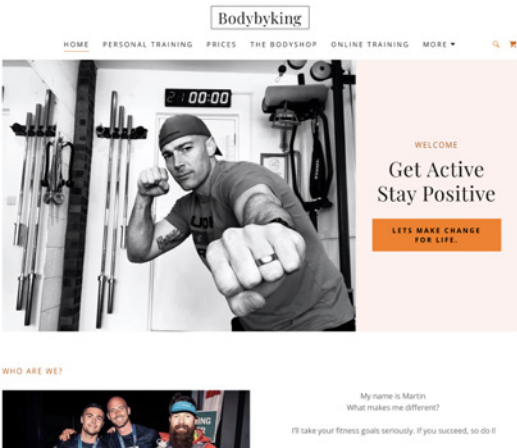
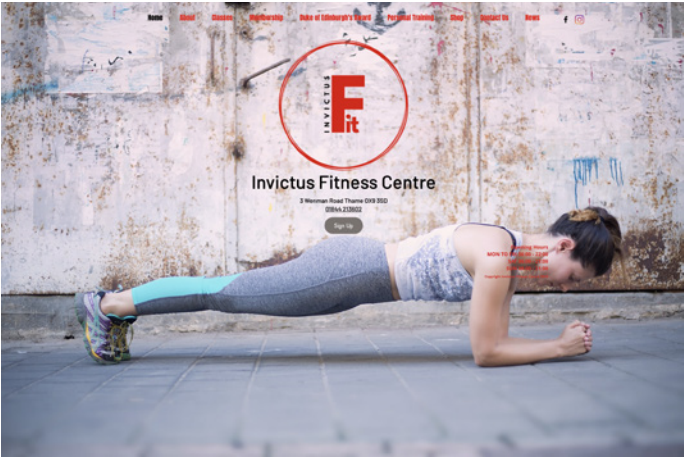
This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

Dan

COMPETITOR BRANDS

PRIVATE & CONFIDENTIAL





PERSONALITY/DESIRABILITY

PRIVATE & CONFIDENTIAL



LOOKING AROUND AT RECENT REBRAND TRENDS

PRIVATE & CONFIDENTIAL



John Lewis

JOHN LEWIS
& PARTNERS

Waitrose

WAITROSE
& PARTNERS

Uber

UBER

airbnb

 airbnb

 BLACK&DECKER

BLACK+
DECKER



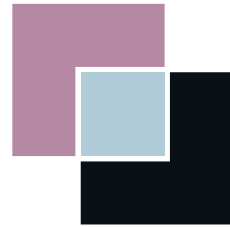
weightwatchers



LOGO CONCEPT ONE:

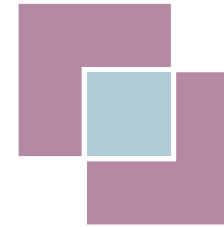
THREE BOXES

This concept uses an icon that shows three overlapping boxes, which represents the three core pillars of the brand. Physical, mental and social. I have picked a bold, strong font to show the 'strong' nature of body and mind. On some of the concepts I have colour coded the boxes and the strap-line.



THE MVMNT BOX

PHYSICAL | MENTAL | SOCIAL



THE MVMNT BOX

PHYSICAL | MENTAL | SOCIAL



THE MVMNT BOX

PHYSICAL | MENTAL | SOCIAL



THE MVMNT BOX

PHYSICAL | MENTAL | SOCIAL



LOGO CONCEPT ONE: THREE BOXES

PRIVATE & CONFIDENTIAL





THE MVMNT BOX

PHYSICAL | MENTAL | SOCIAL



THE MVMNT BOX

PHYSICAL | MENTAL | SOCIAL



THE MVMNT BOX

PHYSICAL | MENTAL | SOCIAL



THE MVMNT BOX

PHYSICAL | MENTAL | SOCIAL





PRIVATE & CONFIDENTIAL



THE MVMNT BOX
PHYSICAL | MENTAL | SOCIAL

LOGO CONCEPT TWO:

STRIPE BOX

Again using three objects to create an icon, this concept uses three lines to build the box shape, to again represent the three pillars. Another use of a strong font and colour coding has also been used to visually coordinate the business. These codes could be rolled out into other brand assets too.



The MVMNT Box

PHYSICAL • MENTAL • SOCIAL



The MVMNT Box

PHYSICAL • MENTAL • SOCIAL



The MVMNT Box

PHYSICAL • MENTAL • SOCIAL



The MVMNT Box

PHYSICAL • MENTAL • SOCIAL





The MVMNT Box

PHYSICAL • MENTAL • SOCIAL



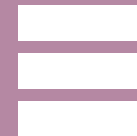
The MVMNT Box

PHYSICAL • MENTAL • SOCIAL



The MVMNT Box

PHYSICAL • MENTAL • SOCIAL



The MVMNT Box

PHYSICAL • MENTAL • SOCIAL





PRIVATE & CONFIDENTIAL



The MVMNT Box

PHYSICAL • MENTAL • SOCIAL

LOGO CONCEPT THREE:

SOFTER TOUCH

Still trying to stick with the concept of having three parts, these concepts are more mixed. However, I have used lower case text throughout, so it isn't as strong, and gives a more 'open' feel. Again the three icons used could be colour coded.



the mvmnt box

PHYSICAL | MENTAL | SOCIAL



the mvmnt box

PHYSICAL | MENTAL | SOCIAL



the mvmnt box

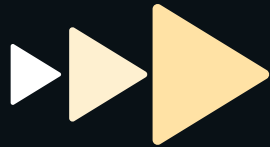
PHYSICAL | MENTAL | SOCIAL



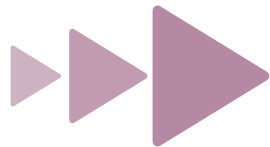
the mvmnt box

PHYSICAL | MENTAL | SOCIAL





the mvmnt box
PHYSICAL | MENTAL | SOCIAL



the mvmnt box
PHYSICAL | MENTAL | SOCIAL



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PHYSICAL | MENTAL | SOCIAL



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the mvmnt box

PHYSICAL | MENTAL | SOCIAL

CUTTING ROOM FLOOR:

DIDN'T QUITE MAKE IT...

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.



REFINING THE STRIPE BOX

With Feedback from the initial concepts, this next section shows the refinements to the logo. Including the new colourways, and how it can link with the affiliate name of CrossFit Thame.



MENTAL

PHYSICAL

SOCIAL

PRIVATE & CONFIDENTIAL



MVMNT BOX
T H A M E

DARK LOGO



MVMNT BOX
T H A M E

LIGHT LOGO



MVMNT BOX
T H A M E

MONO-BLACK/WHITE



MVMNT BOX
T H A M E



MVMNT BOX
T H A M E

IMAGE OVERLAY

CROSSFIT THAME

powered by  MVMNT BOX

CROSSFIT THAME

powered by  MVMNT BOX


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