

MCDONALD MEDIA GROUP

PRESENTS:

# ATHLETIC HEARTS CORPORATE IDENTITY

PREPARED FOR

# ATHLETIC HEARTS

// MARCELLO PUCCIATTI



A wide, diagonal stripe in a light beige or cream color runs from the top-left towards the bottom-right of the page. The rest of the background is plain white.

**WELCOME**

# PRESENTATION CONTENT

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- CREATING THE BRAND
- LOGO VARIATIONS
- COMMERCIAL SIGNAGE
- STATIONARY PACK
- BRAND MERCHANDISE



# A BRAND IS BORN

Welcome to the Brand Presentation of the  
*Athletic Heart Gym Co.*

The thought train behind the creation of the brand identity derives from elements popularly used in gyms, fused with the “retro” athletic typeface and bold crest.

The proposed logo sets a bold statement. It is easily identifiable and recognizable.

Brand Logo variations (found further herein explore different elements.)

## OBJECTIVES:

1. To create a brand for Athletic Hearts
2. To best describe what the brand Athletic Hearts is all about.
3. To allow flexibility in branding options such as clothing and signage





# CREATING THE BRAND

For the creation of the Brand, research was done into gym companies all over the world. From Mega-Fitness Centers to niche specialist facilities.

The logo is a versatile, simple and easily recognizable. The elements were kept simple to allow for different pieces of equipment for flexibility at a later stage.



**ATHLETIC**

**HEARTS**

**EST 17**





# LOGO VARIATIONS

## Logo Variation A:

The intent of this Logo was to show strength. The crest around the hand has been shaped as a heart to follow the brands name. Although an aesthetically pleasing symbol, it is recommended to use this for a campaign, promo or in-house division such as a vip athlete.

## Logo Variation B:

This variation uses a far bolder type-face placing the primary emphasis on the word "Athletic". Advised for apparel or in-house division

A



B





BROOKLYN    PRETORIA

# COMMERCIAL SIGNAGE



# STATIONARY PACK



# BRAND MERCANDISE















**ATHLETIC**  
**HEARTS**  
EST 17



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C R E A T I V E   D I R E C T O R

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