

BASRAOUI™ Studio
©Yassine — Brand Designer
In Partnership with **Mustapha IbenKatab**
— **Gymboost** Owner

Gymboost®///

“MAKING FITNESS A LIFESTYLE NOT JUST A SPORT”

1. CASE STUDY

BRAND OVERVIEW

Making fitness a lifestyle, not just a sport—

Gymboost is a community for trainees, where they get inspired and take action not only to get in shape but to spread a healthy lifestyle everyone can adopt to their day-to-day lives.

“A place where there are no more bodybuilding myths. To change these mindsets, we will need continuous education and coaching.”

Gymboost believes real improvement comes from long-term plans requiring habits and behavior changes. Focusing only on results will lead to burnout and giving up because it takes time. That's why Gymboost confirms the importance of progress and minor improvements, and giving guides and tips is not enough. It's all about explaining how it works to help people make their own decisions.



Old landmark

Old landmark problems

Problems—

- Can't work on one color
- Can't work on small sizes
- Generic gym logo
- Has too much details
- Masculine



Brand Positioning

Current brand & business position



Masculine

Feminine

DRIVING IDEAS

In developing the Gymboost visual identity, I have been guided by key elements and concepts. These principles have influenced every design decision and can be seen and felt throughout the brand look & feel.

Healthy
Movement
Dynamic
Progress
Community
Balance
Balanced life
Clean

Lifestyle
Inspiring
Motivation
Sporty
Females & Males
Trainees
Easy

2. CASE STUDY

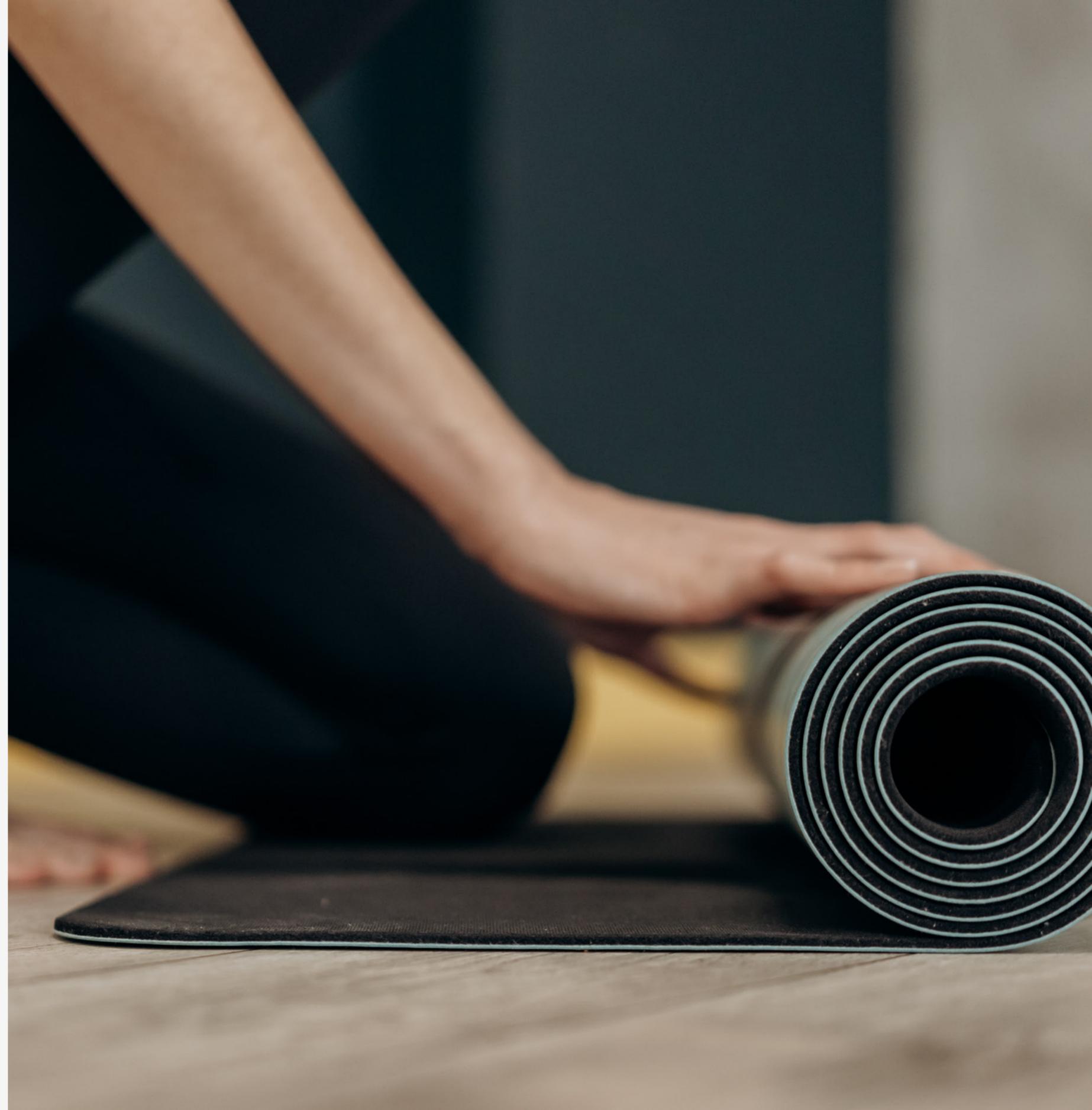
PROBLEM & CHALLENGE

Why change and why now?

With a community of over 4 million and continuous growth, they have set new objectives starting with building a mobile application that will provide the community with guidance through science-based recommendations and online coaching and reach more females. *Research and analysis showed that 80% of the current community are males. The rest is 20% females, and Gymboost believes fitness is for everyone.*

Redefining the brand—

Beyond the complexities of creating a simple, flexible brand identity system, there was a core challenge to solve: to redefine and reposition Gymboost as a fitness brand for both men and women.



3. CASE STUDY

PROBLEM'S SOLUTION

Rethinking everything from scratch—

Working side by side with Gymboost's CEO to rethink everything from scratch, reposition the brand so it can relate to both men and women, and create a cohesive brand identity system that is flexible to work primarily in the digital world, extending to the real world. The new brand needs to stand out from the generic, usual, bold, and masculine gym/fitness brands.

Starting with the brand-face/brandmark—

To capture the core essence of Gymboost, we designed a balanced, simple wordmark featuring three dynamic moving forward lines symbolizing progression and the community of Gymboost, which it is all about.

Translating everything to a visual language—

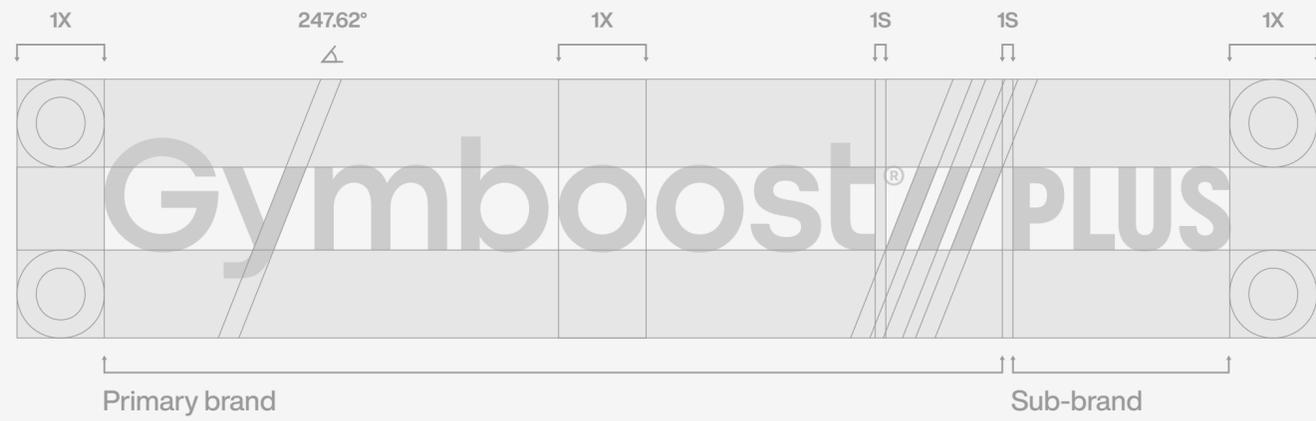
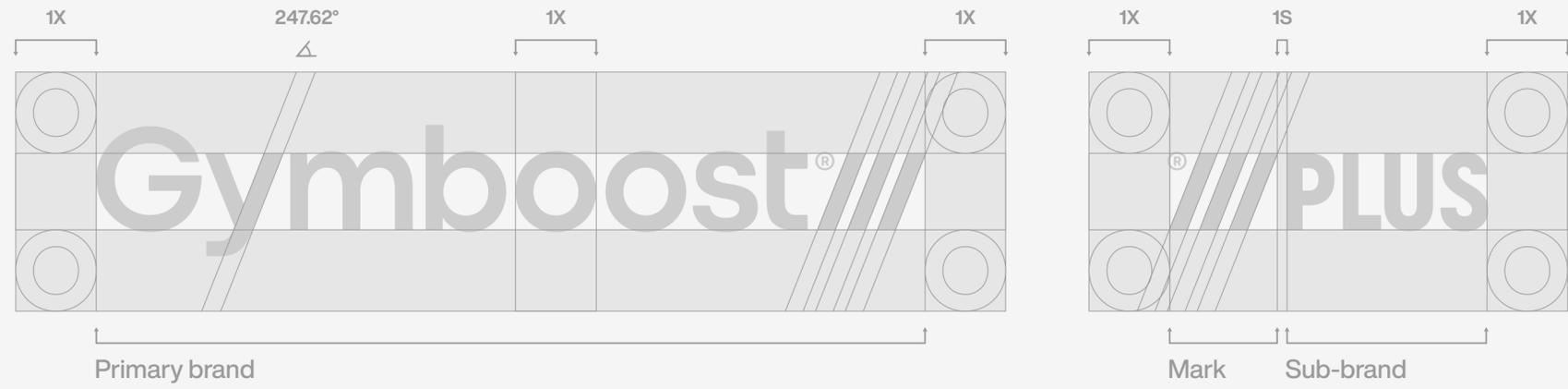
Integrating the three lines with inspiring and realistic photos, youthful, vibrant colors, an energetic typeface, and a progress-driven tone of voice, we developed a verbal and visual language that inspires and encourages people to adopt fitness as a lifestyle. *The new visual identity communicates everything Gymboost is about and stands for: fitness for everyone & progress never stops.*



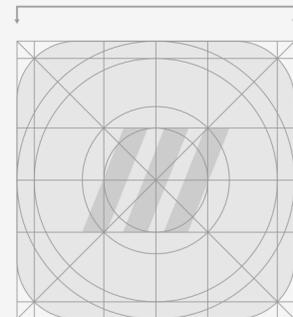


Brandmark system

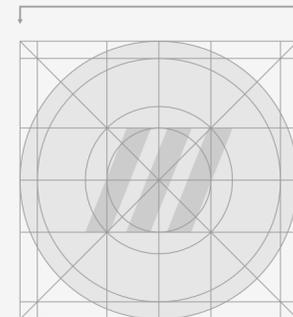
Gymboost wordmark + sub-brands +
app icons + subscription badge



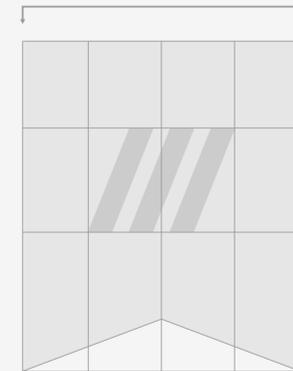
iOS app icon



Also can be used on iOS Apple Watch
Android app icon



Color changes based on the subscription plan on the app
Subscription badge



LIFESTYLE GREEN

NAVY BLUE

BLUE PROGRESS

PURE WHITE

BLUE BLANCE

SPORTY BLUE

Gymboost[®]///

Primary wordmark

Gymboost wordmark + sub-brands

Gymboost[®]///PLUS
COACHING
COMMUNITY
FITNESS
NUTRITION

EXTRALIGHT
LIGHT

REGULAR
AKROBAT

SEMIBOLD

BOLD

BLACK

Brand identity system
Supportive graphical elements



**HOME
FOR TRAINEES**



**PROGRESS
NEVER STOPS**



**HOME OF
PROGRESSION**

HOME FOR TRAINEES

A close-up photograph of two hands clasped together in a firm grip. The hand on the left is darker-skinned and the hand on the right is lighter-skinned. The background is blurred, showing a person in a grey shirt and a person in a blue shirt. The image is framed by a decorative border of alternating blue and green diagonal stripes.

FITNESS IS FOR EVERYONE

Brandmarks
Before & after



Gymboost®///

Brand Positioning

New brand & business position



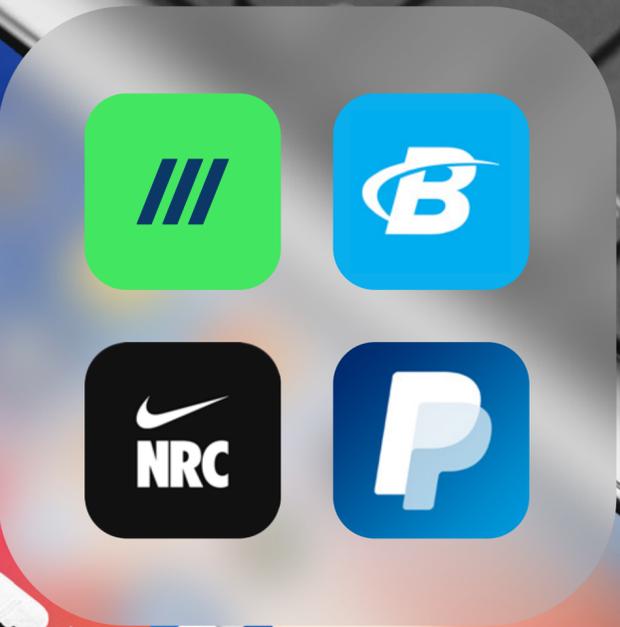
Gymboost///

Masculine

Everyone

Feminine

BRINGING EVERYTHING TOGETHER









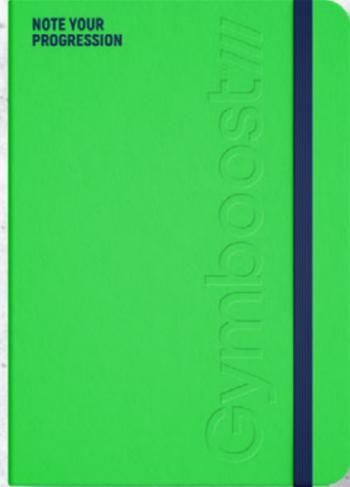


**PROGRESS
NEVER STOPS**



Gymboost





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PROGRESSION**

Gymboost®



**HEALTHY FOOD
DRIVES PROGRESSION**

Get it on

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PROGRESSION**

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Thank you to all
the creative people
behind Gridliners.

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Founder & CEO

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Design
for people.

