

Brand Refresh

The Situation

Blink is expanding from accessible fitness to accessible wellness, with a focus on a new target customer: The Balanced Achiever. Our target is health conscious, knowledgeable, and works out to achieve a balance between body and mind. They're not motivated as much by others noticing their results. This approach is directly aligned with our brand philosophy.

The Solution

Building off of the success of the Every Body Happy brand platform, we continue to champion body positivity and inclusivity express through an optimistic bright, fun, eye-catching communication, taking cues from the wellness lifestyle space.

Brand Platform

MISSION
We change people's lives through fitness and improve the quality of life in the communities we serve. Fitness for everybody.

POSITION
Blink puts Mood Above Muscle®.

Visual Approach

A brand identity that makes you happy.

We set out to create a visual system that puts people in a good mood, is motivating, joyful, and accessible.

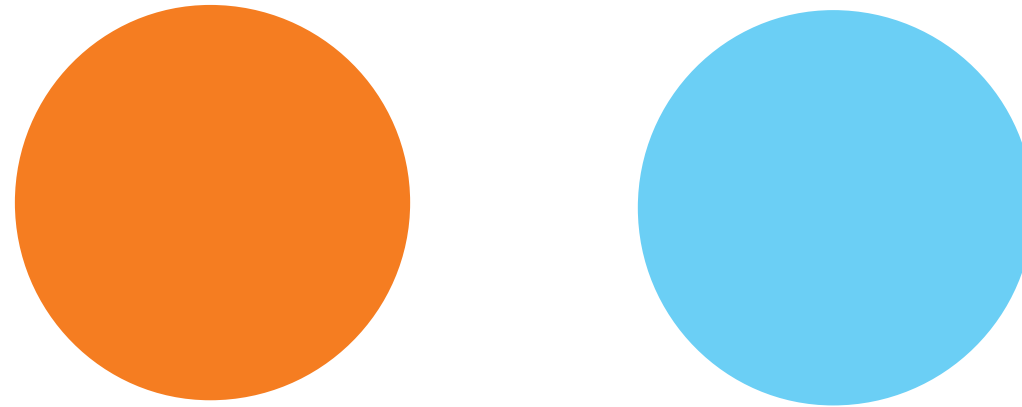
Logo

Bold, friendly and approachable. The shape of “fitness” expresses happiness, movement and reinforces positioning with a smile.





logo mark “the dots”
symbolize eyes that also
represent a blink and the
refresh of exercise.



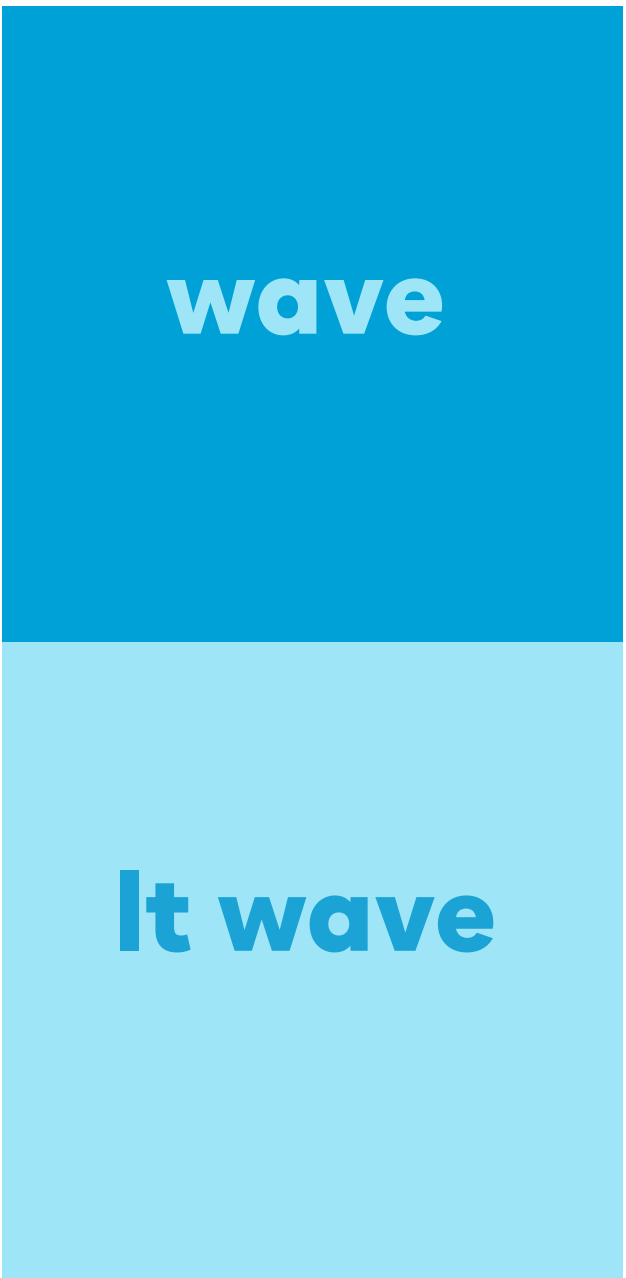
Color

Refreshed tonal brand palette to express fitness + wellness:

papaya orange for invigoration, wave blue for productivity and lime for tranquility.



Invigoration



Productivity



Tranquility

Color Usage



Color Usage



Typography

PRIMARY TYPEFACE

Blink Fitness Font

Blink Fitness font design is based off geometric forms, the design of the lowercase has quirks that give it a lot of warmth and echo Blink logo brand “dots” and custom glyph “in” glyph

AaBbCcDdEe
1234567890
;)!\$

in

PRIMARY TYPEFACE

Blink Fitness Font

headlines

SUBHEADLINES

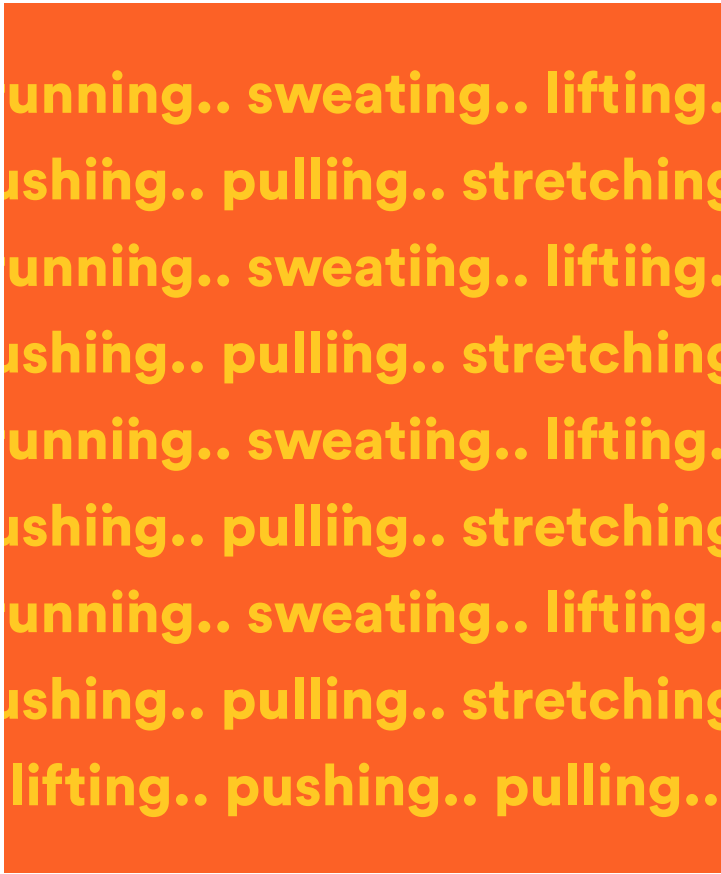
Body Copy

STRONG
AaBbCcDdEeFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BALANCED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LEAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Design Elements



Imagery

Happy looks good on you.

Our photos show the way a balanced lifestyle makes you feel. Because we concentrate on showcasing the inner benefits of fitness rather than the superficial ones, we feature radiant, confident models who have healthy, relatable, fit bodies that defy fitness industry stereotypes.

Colorful branded with the motivating colors of our gyms

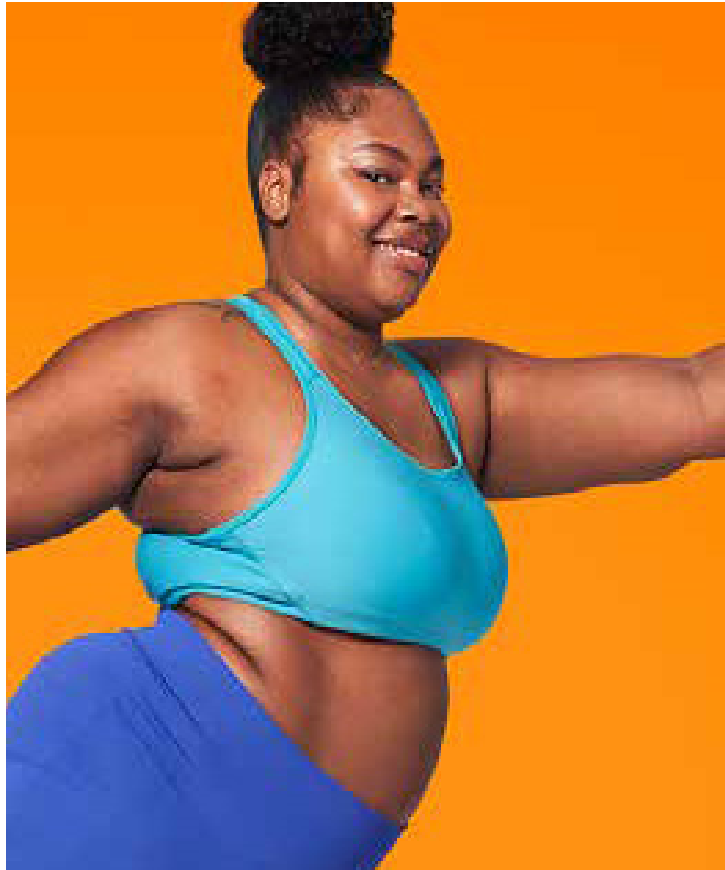
Glow Effect representing the inner to outer glow effects of exercise

Joyful Movement candid, energetic poses & portraits, raw, spontaneous

Embracing the Perfectly Imperfect endearing body parts/ expression of individuality

Gym Cues light equipment, exercise movement, styling athletic / workout gear

Infectious playful spirit/ authentic fun



Brand Voice

Copy That Makes Us Smile

Our best headlines — whether they appear in collateral, digital, or print — are short and to-the- point. But more importantly, they’re tongue-in-cheek and witty, without obscuring the message. We accomplish this by adding a “wink” when needed. That means being playful with the copy and even throwing in some puns and double entendres, if it makes us smile.

**Copy That
Makes Us Smile**

Tagline
Every body Happy

Headlines
Feeling good is the new
looking good.

Mood Above Muscle®

Blink is the gym for
Every Body

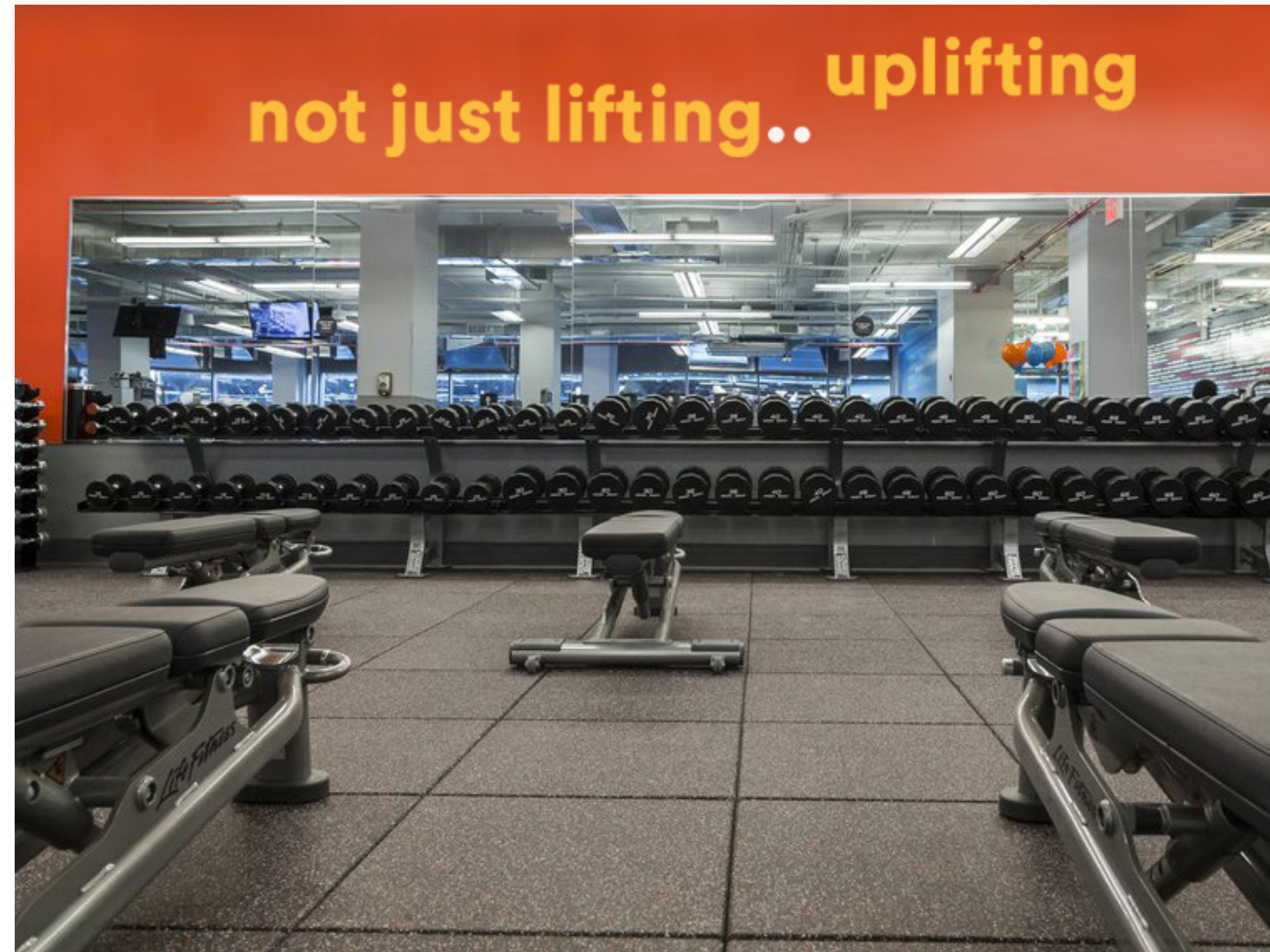
Get the Feel-Good
Experience®

Assets

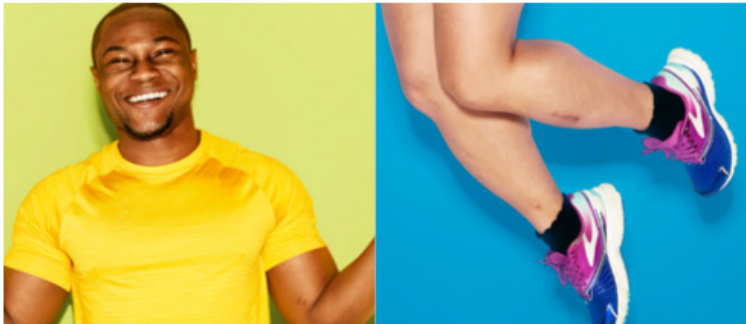
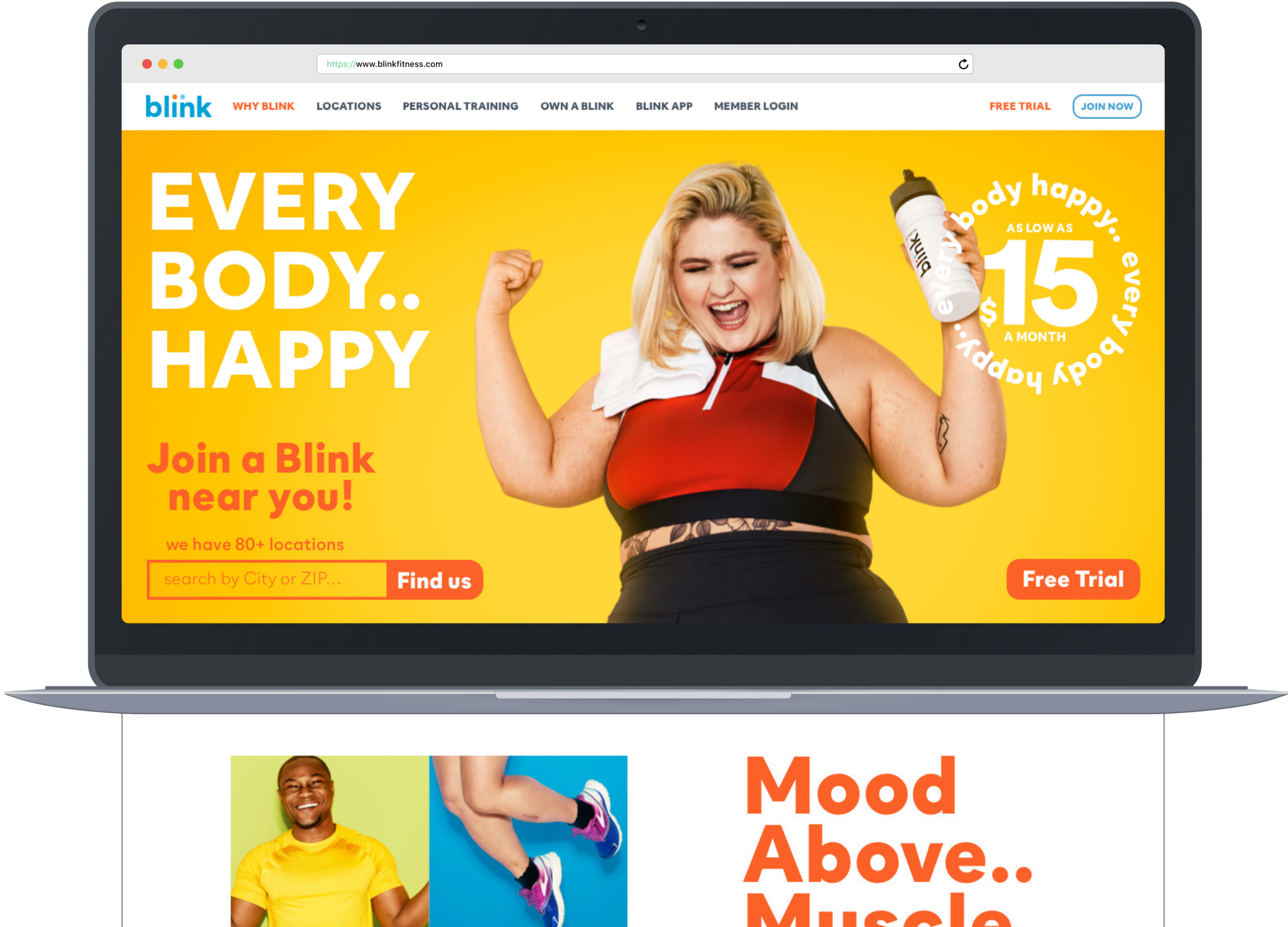
Exterior
Graphics



Interior Graphics



Web page



Mood
Above..
Muscle

Email



[JOIN NOW](#)[LEARN MORE](#)[LOCATIONS](#)[TRY US](#)[TIPS](#)



ready.
set.
glow.

join for \$1 .. rest of month free..
\$1

Join Now

#EveryBodyHappy



© 2018 Blink Fitness. All rights reserved.

Digital Banner
300x600



Digital Banner
300x250



Direct Mail
Front



Thank
You;)