

'AK Coaching' Brand Identity

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'AK Coaching' is a personal training business tailored towards young women with the intention of developing their personal health knowledge and assisting them with reaching both their short and long term fitness goals. As a recently established business, Ashley Ker, the founder of 'AK Coaching', required a full brand identity package and designs that would be both functional and visually appealing for the target audience of young women. This included a logo, business cards, fitness attire, a tote bag, informative pamphlet demonstrating what the business offers, and a promotional video to give insight into the business' values and purpose. It was proposed that the designs should explore illustration techniques and contrasting colours to represent the contemporary, bold and energetic nature of the business, whilst also ensuring that it appeared youthful, feminine, and passionate. Together, the designs needed to be cohesive in a way that was versatile for both digital marketing and product design. Furthermore, it was important to express that a unique focus of 'AK Coaching' was not only on their emphasis to educate and train women, but their care to individual clients in building self worth and motivation.

To capsulize the aesthetic and purpose of the business, the specific demographic of young women in the fitness industry was addressed and found to be generally ages 18-27. In particular, what stimulated my creative process was the inspiration of a business 'KO Studio' designed by Yin Qi Xie, a boxing apparel company geared towards women in which they create and sell boxing gloves and equipment. Her business is also targeted towards an age group of around 18-27, and has successfully reached this through her use of soft pastel gradients, vectorised illustrations of line patterns and organic shapes for her social media posts and website. Her use of contemporary, illustrated bubble typography and contrast with majuscule, sans serif tag lines and crisp white body type demonstrated functional hierarchy and readability, suitable for the female target audience. The combination of these elements made her business appear exciting, feminine, active, and youthful.

My final logo employs knowledge of colour psychology through the dark green circular background to communicate the healthy and dynamic aspect of 'AK Coaching'. The light pink hand-scripted typography of 'AK' surrounding an illustration of a feminine figure positioned in the centre, can be perceived as the epitome of the business as it captures potential female clients. Together, what really features the motion and enthusiasm of AK Coaching is the use of a variable width stroke profile of the logo's outline illustrations, creating a more organic, hand-drawn appearance and establishing a 'swoosh' effect to symbolise the feeling of motivation and speed. This effect was particularly vitalized from initial general research of various fitness-related graphics including Nike, which similarly has an iconic swoosh to depict an arc of movement. The use of handwritten typography of the word 'COACHING' in the logo creates a personalised touch for clients, enabling them to gain an emotional attachment to the business, but uses majuscule lettering to maintain its sense of boldness and innovation.

Furthermore, the graphic identity of 'AK Coaching' has attained its cohesion and effectiveness as all elements of the corporate identity are derived from the logo, allowing diverse application to other products. Multiple, simplified versions of the logo were designed by extracting its original main illustrative features including the handwritten typography, love heart icon, and the weighted stroke, without the female figure.

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This was applied to the final garments including a cap, sports bra, leggings, crop top, tote bag, and a jumper maintaining unity due to the consistent colour scheme of green, pink, and light cream. This was imperative for the immediate recognition of the business. The tote bag design was diversified through the development of further illustrations of the feminine figure from the original logo, whereby other figure variations were created and found in different forms, such as lifting weights, boxing, and treadmill to communicate the business' empowerment of women's fitness and health. The contrast of the green with the garments I created were slightly darker than anticipated compared to my design mockups, although this was uncontrollable due to the limited colour availability of the printing vinyls from a third party company.

The business card and informative pamphlet made use of the business colour scheme and logo to present its distinct aesthetic, whilst introducing relevant information about what the business offers. To further supplement the visual identity of 'AK Coaching' here, more illustrative features were explored. This exploration was strongly inspired by a women's fitness business called 'VIS Studio' which uses simple lines, wavelengths, and fitness-related icons, encouraging me to also create a pattern of fitness-related icons such as dumbbells and knives and forks which are connected together through the use of squiggly lines. This pattern was applied onto the business card and pamphlet to produce a sense of playfulness while demonstrating the actual content and details about what the business provides. What enhanced the pamphlet's functionality and visual interest was the use of type hierarchy in terms of size and colour contrast to cue readers into what content is most important on the page. A sense of balance is found throughout the pamphlet, achieved through the organised alignment and arrangement of imagery and text to create a robust structure, naturally guiding the potential client across the page.

The intention of the animated promotional video was to extend the business storytelling, bringing it to life. A women's lifestyle magazine company, named 'Allas' demonstrates their business aesthetic through their website which includes a gradual reveal of their logo through animation which was highly effective in communicating their sense of passion and fun. Therefore, this inspired me to similarly integrate a gradual reveal of the logo in my video to present an invigorating first impression of the business. 'VIS Studio' mentioned earlier, also incorporates motion illustration through transforming simple and thin lines into wavelengths and zig zags that are symbolic to their core values of energy, drive, and movement. This influenced me to create a fast motion of line patterns and text which was highly effective in expressing movement, rhythm, and vigour to reflect the exciting and interactive manner for potential clients. This asset is highly effective for a young target audience, particularly as they will connect with the business via online platforms (social media) in which they can easily access and come across this promotional video.

Throughout the designing of 'AK Coaching', I ensured that the designs targeted the audience of young women through a well-contrasted colour scheme of green and pink to evoke both a sense of energy and motivation, whilst communicating the feminine and passionate philosophy of the business. These qualities were enhanced by discovering the eminence of moving and weighted lines and organic shapes that denote a sense of direction, mirroring the competence and zeal for fitness. It was crucial to create designs that increased the visual identity of the business for easy recognition by the creation of logo variations and alternating colours. This in turn allowed the design of 'AK Coaching' to be highly functional, overall inviting young females to be provided with a sense of optimism, personal drive, and initiative through the business' visual appeal.