1. BASS

CONCEPT

Given that the heart of the exercise relies on the beat being anticipated by the brain, here i was thinking about the beat itself as a mentally all-consuming, obsessive concept, an inclination that follows the dancer even after the class is over. This follows the same logic as a song being "stuck in your head" so to speak. There could be a lot of potential with this concept as a jump off point for copy, ad campaigns, slogans, etc.

TYPE

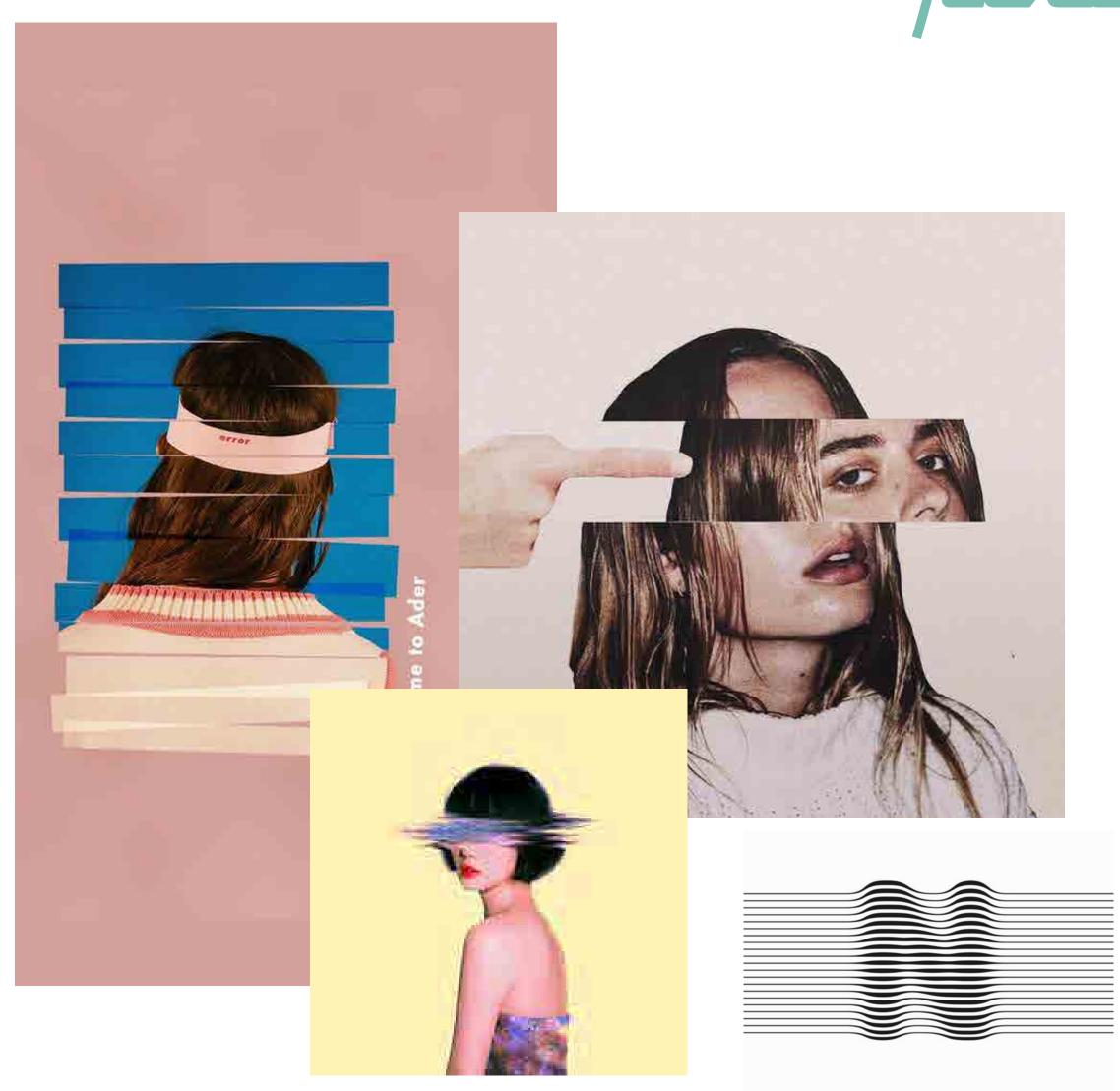
I am feeling really good about a bold, contemporary sans-serif font. I think there is something slightly nostalgic about a feminine, dance-based exercise classes, however if used right, your branding colors you have selected can harken back to just enough of this fun edge and a bold, contemporary font can balance out the brand by adding an up-to-date sensibility.

ADJECTIVES

Modern / Engrossing / Absorbing / Bold /
Captivating / Preoccupying
Controlling / Stimulating / Riveting
Gripping / Fascinating

Note: there are several ways to get this effect, so if this concept is something you'd like to explore, I can work on perfecting it visually and amping it up or down





ON BEAT UN FLASS

ON BEAT ON FLERA

ON DIATURESS

ON BEAT UNIVERSE filmess



ON BEAT
UNITED THESS

ANDEAT UNILA 7:tress

ON BEAT HELLES

ON BLAT JULIAN JULIAN

ON BEAS HERESS

TELL THE NFL WE NEED STADIUMS TABLE



2. MOTION

CONCEPT

Here I was thinking something similar to the previous concept, only a bit more focused on movement and motion — as if the excitement to move during your exercise class is something that stays with the "dancer" all day. Because the typeface mimics the vibration of movement, it might also be interesting to incorporate graphics that exaggerate how strong the beat is, as illustrated in the "2" graphic which is about to fall off the wall

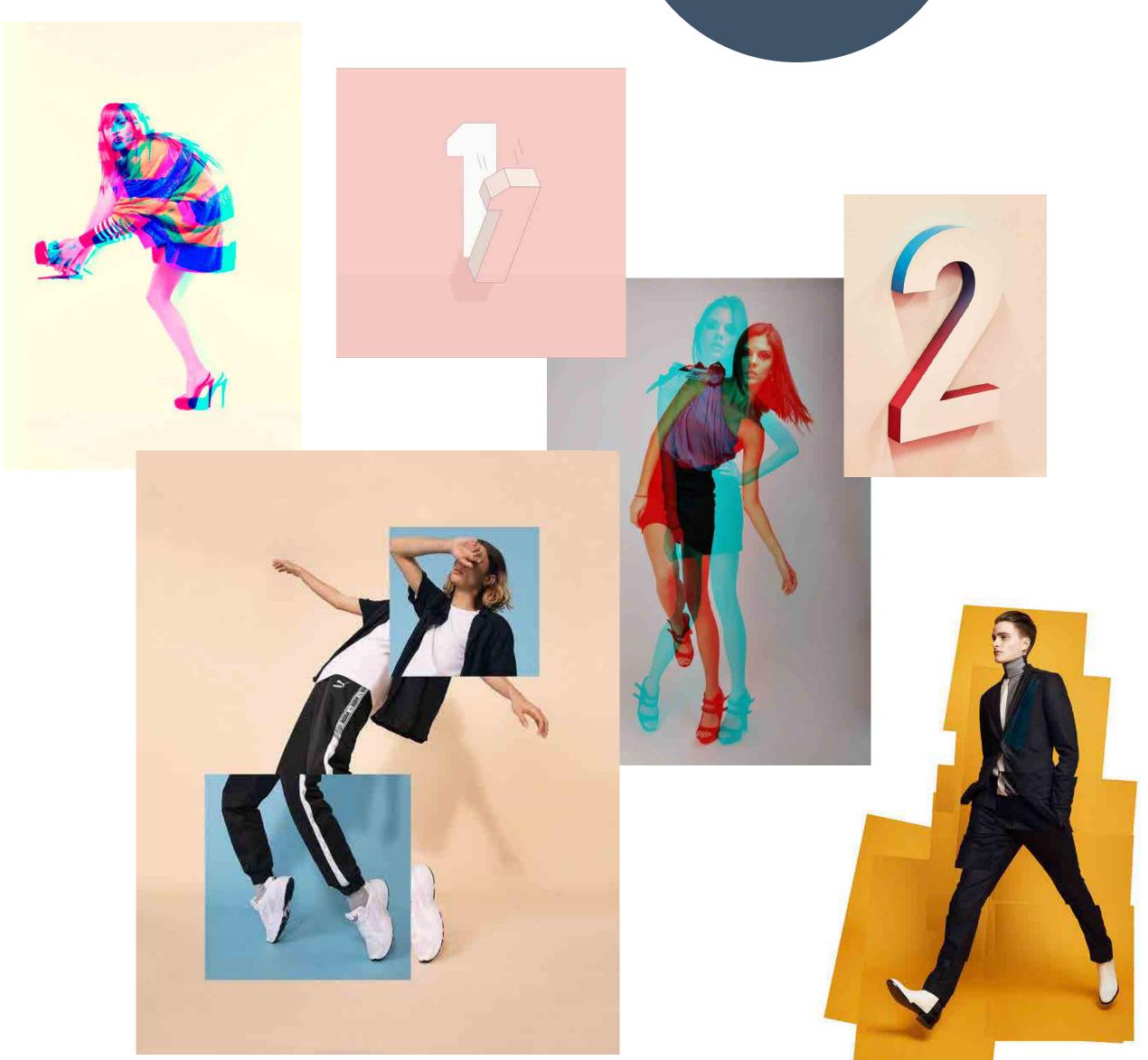
TYPE

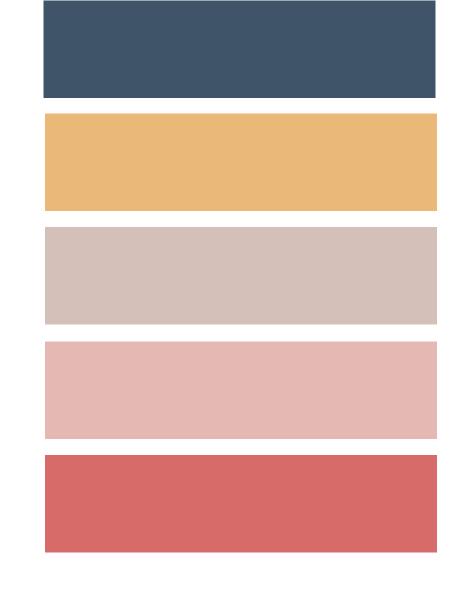
Again, the bold, contemporary type is featured in this option as well as a specialty type mimicking motion/bass movement.

ADJECTIVES

Rhythmic / Modern / Absorbing / Preoccupying Controlling / Stimulating / Riveting Gripping / Lively / Exciting







MOODBOARD + COLOR







ON BEATFITNESS

ON BEAT FITNESS

LISTEN TO THE GROUND, THERE IS MACONING ALL AROUND



3. OUTLINE

CONCEPT

This option is a bit more retro / straightforward and there are several options to look through. I am not sure it is contemporary enough, however I did like the idea of the multiple circles that could mimic a record and also be reverberated back into branding in the same way I mentioned in the first two concepts (the beat following you throughout the day)

TYPE

Again, here is a mix of bold contemporary with retro, almost script-like font. I feel the bold font works well on one line, however if we move forward with the options that include both fonts I would like to perfect some spacing with the bold font.

ADJECTIVES

Retro / Positive / Fun / Stimulating Riveting / Vintage / Young





MOODBOARD + COLOR















4. CONSTANT

CONCEPT

This is a straightforward concept that relies symbolically on the constant, continuous logic of the beat throughout a given song. I think it has a great balance of retro feel with contemporary simplicity, a yin-yang also represented by your classes as a concept alone. There are a few different options for the "On" type here, depending on preference. This concept could also ride along with the previous pitches in terms of the beat as an all-consuming factor, however I think here a straight line withers this down a little.

TYPE

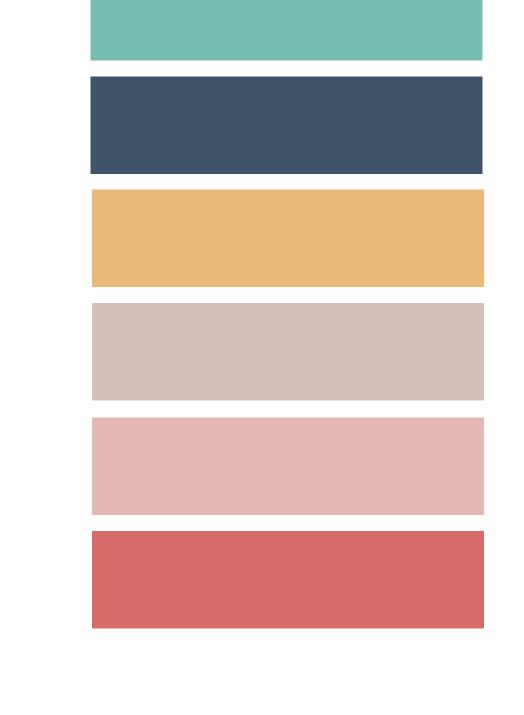
The typefaces used here are both bold and contemporary while the design factors bring in a certain amount of nostalgia.

ADJECTIVES

Engross / Absorb / Bold / Continuous Positive / Riveting / Classic

OnBeatfituess





OnBeatfituess

DIBEATFITHESS

OnBeatfituess

Days Are Here Again



5. ECH0

CONCEPT

The bold factor of this logo is very much left to its font which bold and fresh yet unique. For me, the question is whether or not we take advantage of the curvy nature of the letters and add in an echo/sound wave touch or let the font breathe on its own which still looks elegantly simplistic. If we played with the sound wave idea, it could be interesting to expand the brand visuals in the same way as shown in the moodboard, highlighting motion and repetition in a fun, edgy way.

TYPE

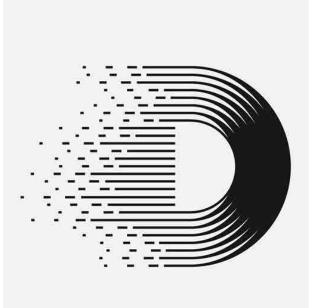
Again, the typefaces used here feature a combination of nostalgic lettering and contemporary, bold sans-serif typography. The large spaces between the "fitness" lettering bring a nice modern, minimalist touch against a more decorative typeface above.

ADJECTIVES

Lively / Young / Stimulating / Riveting / Nostalgic / Energizing / Whimsical









MOODBOARD + COLOR

ON AND BESS



Harmon American State of the St

ON towas BRANCE









YOU, SHOULD BEGANCING



6. VOLUME

CONCEPT

This concept plays a bit more on the contemporary, DJ side of your brand by alluding to volume and using bold, up-to-date lettering. You could extend the branding into a collection of clean, sleek and modern graphics as shown in the moodboard.

TYPE

Of all type used, I am the most unsure about this typeface. I believe a bold, blocky font matches well, however if you want to move forward with this concept I would run through a few more options as this one began to look a bit too clunky/childish especially in the lower-case version. I am more partial to the version that uses the volume illustration in the middle. Also, if we move forward with this concept I would add in a clean script font as shown in the "branding application" example to balance things out design-wise.

ADJECTIVES

Bold / Contemporary / Witty / Minimal



MOODBOARD + COLOR

ON BEAT FINESS

On Beat Filtness

















ON BEAT



On Beat Fitness

On Beet Filmes







