



# HABIT

HIGH PERFORMANCE

BY

*Liam Jones*



BRAND DEVELOPMENT

## THE CHALLENGE

Liam Jones needed a simple, cut down branding package for his personal training business.

His signature move was a key element to include as well as a nod to his heritage.

## THE NAME

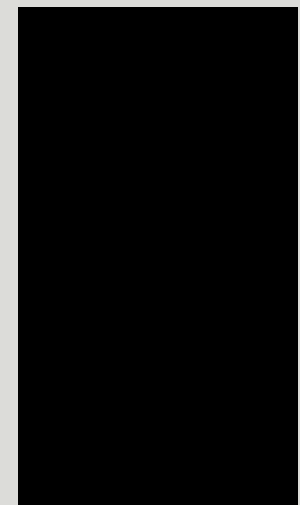
### HABIT

The name highlights Liam's approach to training as a part of your every day habit. His name was also to be included to capitalise on his personal recognition.

## THE CREATIVE SOLUTION

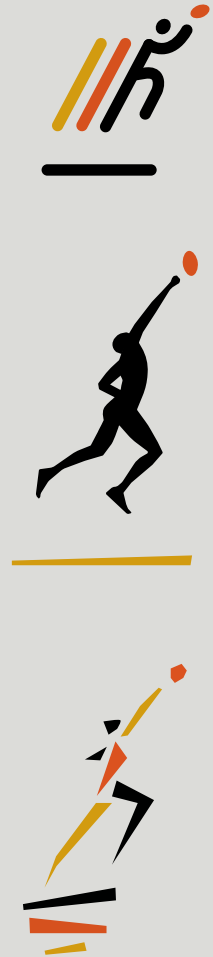
The colour palette from Liam's heritage and action reflected in the shape of Liam was combined with strong type to create the logo.

Elements of the logo flowed on to promotional material ideation.



## LOGO IDEATION

Initial ideas included incorporating the letter 'h'.  
After consultation with the client a more detailed logo was developed  
and the figure was flipped to reflect correct pose.



## LOGO DEVELOPMENT

A strong typeface was combined with a signature flourish to add a personal touch.  
In some applications the signature could be omitted if needed.



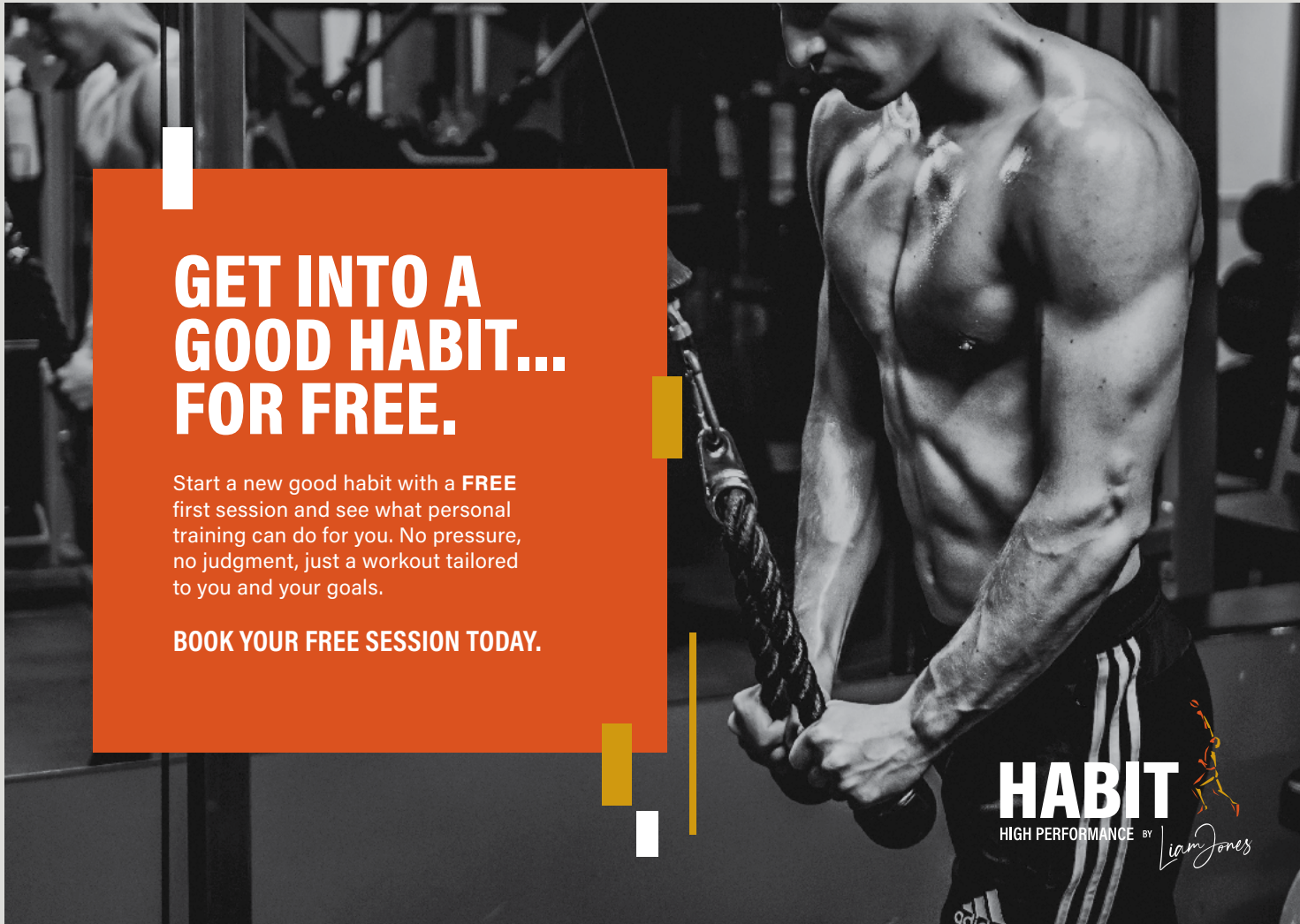
## IMAGERY STYLE

Black and white strong contrast photos are combined with blocks of brand colours for strength & movement.



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**GET INTO A  
GOOD HABIT...  
FOR FREE.**

Start a new good habit with a **FREE** first session and see what personal training can do for you. No pressure, no judgment, just a workout tailored to you and your goals.

**BOOK YOUR FREE SESSION TODAY.**

**HABIT**  
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