

Zeller Fitness

Identity and Website

THE SITUATION:

As a start-up that specializes in customized personal training, Zeller Fitness was eager to form a strong identity that would set it apart from the competition and help establish it as a leading physical conditioning specialist. There was a need to project a disciplined and professional appearance while still feeling engaging and personal.

OUR SOLUTION:

Zeller Marketing developed a company logo and identity that was colorful and dynamic. The Zeller Fitness website incorporates bold diagonal lines to direct the viewer's eye across the page while animated graphic elements provide an energetic vibe. The website has a strong personal appeal, emphasizing the owner's personal history and philosophy: When training is customized to the needs of the individual, it makes positive results attainable for everyone.

THE RESULT:

Skillful branding helps project the professionalism and confidence that a new business needs to establish itself. With a strong identity and supporting online materials, Zeller Fitness is well-positioned to break into new markets and build a strong client base.

