

## 1. Company Overview

### A. Company Name:

Pilatesequip™

### B. Background:

Briefly describe what your company does, its history, and its mission.

We manufacture and sell Pilates equipment. We sell ourselves as being the best in the world. Our equipment is strong, elegant with an industrial look. We started up in 2001.

### C. Values and Vision:

Outline the core values and long-term vision of your company.

Core Values: High quality, friendly, innovation, customer-centric service, functional, integrity and equality.

Vision: "To be the leading choice for Pilates professionals and enthusiasts globally, recognised for our unparalleled quality, innovative designs, and sustainable practices. We envision a world where PilatesEquip enables every individual to reach their highest potential in health, balance, and strength."

## 2. Project Overview

### A. Project Name:

Pilatesequip™ logo

### B. Objective:

State the main objective of the logo design. Why do you need a new logo?

We need an updated, more modern looking logo. To create a modern and memorable logo that reflects our warm friendly approach.

### C. Deliverables:

Specify what you expect to receive (e.g., logo files in various formats, colour variations, etc.).

I would like the Adobe Illustrator files saved for version CS3

## 3. Target Audience

### A. Demographics:

Describe the age, gender, location, and other relevant demographic details of your target audience.

Age is 18-70 years old. Mainly females at 80%. Worldwide appeal. This is for the Pilates, fitness and wellbeing industry.

### B. Psychographics:

Detail the interests, behaviours, and lifestyle of your target audience.

Pilates, movement, wellbeing, mindfulness, breath, fitness, looking good, rehabilitation, dance

## 4. Brand Identity

### A. Brand Personality:

Describe your brand's personality. Is it professional, playful, elegant, etc.?

Innovative, professional but friendly, beautiful, elegance, strong, trusted, modern

### B. Brand Colours and Fonts:

Mention any specific colours and fonts that should be used or avoided.

Warm Purples, Dark Blue, Maroon. Avoid yellow and green. My current logo has CMYK 35,100,0,40 and 97,95,0,37

Font: Haven't made final decision yet but I have narrowed it down to these 4 fonts.

Google Fonts. Ranked 1 to 4. Syncopate, Gruppo, Jura, Beiruti

Name to be written in capital letters with trademark symbol: PILATESEQUIP™

### C. Brand Voice:

Describe the tone of your brand's communication (formal, casual, friendly, authoritative, etc.).

We're friendly and helpful

## 5. Competitors

### A. Competitor Analysis:

List your main competitors and describe their logos. What do you like or dislike about them?

Balanced Body. <https://www.pilates.com>

I like its modern curves, with no straight lines.

Merrithew. <https://www.merrithew.com>

I like it's a symbol, but it has no feel or emotion to it Don't like its lack of colour.

Your Reformer <https://yourreformer.com.au>

Don't like the use of their initials.

Basi. <https://basisystems.com>

Don't like the use of a body.

### B. Differentiation:

Explain how you want your logo to stand out from your competitors.

We want our logo to be sleek, modern and simple, yet convey innovation and movement

## 6. Design Preferences

**A. Style and Aesthetic:**

Indicate the style you prefer (modern, vintage, minimalist, etc.).

Modern and minimalist, emotive

**B. Imagery and Icons:**

Mention any symbols or icons that should be included or avoided.

Don't use initials (PE) or the shape of a human body. Avoid using straight lines.

**C. Examples:**

Provide examples of logos you like and explain why.

IMG A. Sleek and colours

IMG B Colour and curves and movement. The sense of movement concentrating to one point

IMG C Movement and curves

IMG D Movement and curves and colours (except green)

IMG E Colours and curves

**7. Practical Considerations****A. Usage:**

Explain where the logo will be used (e.g., website, business cards, merchandise, etc.).

Website, social media, product stickers, business card, sewing labels, brochures

**B. Size and Scalability:**

Ensure the logo is scalable and works well in different sizes.

Logo and name to fit inside a 100x38mm sticker.

**C. Colour Variations:**

Specify if you need colour, black and white, and monochrome versions.

Need all the above