

Logo Design Project:

Project Title: Rebrand 3Fitt Corporate Wellness Platform (the name “3Fitt” comes from a focus on these 3 areas of health: Physical, Financial, and Social/Emotional)

Describe what your organization or product does and its target audience: 3Fitt is an online wellness platform that focuses on and supports wellbeing in the three areas most important to living a fulfilling and successful life:

1. Being and aspiring to being physically healthy and aware of good physical health and striving to improve, regardless of your current state.
2. Being financially stable and knowledgeable. Working towards and being financially well and ultimately, self-sufficient.
3. Being emotionally well as an individual and in the relationships that matter to you.

Color Preferences:

We like blues and greens and are open to other suggestions.

Design comments:

We like simple, impactful, and something that can be turned into icons and embroidered on various materials.

Our Brand Tone:

Primary Audience: Corporate Human Resource Professionals -buyers of the platform (X in scales below)

Secondary Audience: Consumers/Employees – users of the platform (O in scales below)



Our Brand Voice:

Characteristic	Description	Do	Don't
Purpose	We're going to give you the tools, insight and resources you need to produce results	Be honest and direct, Show how you produce results, stick to your word Over deliver	Be wishy-washy, use superlatives Over promise Oversell 3FITT capabilities
Passionate	We're passionate about making the important work of managing successful employee engagement easier so you can spend your time increasing engagement for even better outcomes	Use strong verbs Be champions for HR professionals Respond with enthusiasm	Be lukewarm, wishy-washy Use passive voice
Committed	We are committed to providing products and information that will help our customers become more successful	Offer assistance Take an active role in discussions Be consultative	Pass up opportunities to show expertise
Authentic	Relatable. We meet people where they are and strive for excellence one step at a time, no matter where we start, there is always a next challenge	Be honest Be understanding Admit it's difficult Be a trusted advisor	Make excuses, be negative

Additional Notes: We plan to custom-brand our program for particular groups of people and would like a logo that can easily be modified to appeal/apply to that audience. For example, we might create a wellness platform for a group of gardeners called GardenFitt (instead of 3Fitt, but the platform functionality and focus around 3 key areas will remain unchanged). In that scenario, we will not use the 3fitt logo, but instead would use a modified version of the 3fitt logo. Here is an example of what we have in mind when it comes to a logo that can easily be modified to fit a particular group of people.

