

Brand and Logo Design Brief - Vigorilla

Summary of Business

Vigorilla is *the* complete marketing and client relationship management (CRM) platform for personal trainers (PTs).

Business Aims

1. To provide a **complete, all in one solution** for personal trainers to promote their offering, acquire new businesses, manage client relationships and coordinate their business. To help PTs develop a thriving business.
2. To deliver a **comprehensive service** to consumers seeking PTs, to assist them in sourcing the very best PT to suit their needs and to accomplish their goals
3. To position our portal as **the most highly trusted** source of PTs **for consumers** and a place where they can obtain advice and guidance, not just find a directory of PTs.
4. To position this business as the most highly trusted solution **for PTs and other associated sectors**.
5. To provide a level of service and **TANGIBLE results that** ensures repeat business and recommendations.
6. To offer a competitively, realistically priced solution. To be better than the competition, but also more economical – not just cheaper but better **value for money**.

We are

Fun, friendly, trusted, well-organised, experienced, professional, leading, knowledgeable, exclusive, clean, healthy, efficient, fun, helpful, sporty, active, fit, holistic, fresh, exciting

Competition

We want to be perceived as a brandable product and service like Innocent, Virgin, SurveyMonkey or MailChimp, and we do not want to look like our competition.

But to get an idea of the services that they provide in the UK, please visit these links.

- NRPT – National Register of Personal Trainers <http://www.nrpt.co.uk>
- Workout at Home <http://www.workoutathome.co.uk>
- Matesratesforfitness.com
- At Home Fitness <http://www.athomefitness.co.uk>
- Your Personal Training <http://www.yourpersonaltraininguk.co.uk>
- Fitfasttrainers.co.uk
- Returntoglory.co.uk

Slogan

Personal Trainer Platform

The logo should be shown with and without the strapline.

The name is a combination of two words: Vigor and Gorilla.

Vigor

vigour

'vɪɡə/

noun

noun: **vigor**

1. physical strength and good health.

"the springing curls were a sign of vigour and health"

robustness, healthiness, good health, [hardiness](#), [strength](#), [stamina](#), sturdiness, [fitness](#), good shape, good trim, good condition, fine fettle, toughness, ruggedness, [muscle](#), [power](#); More

[bloom](#), [radiance](#), [sap](#);

[energy](#), [activity](#), liveliness, [life](#), spryness, sprightliness, [vitality](#), [vivacity](#), vivaciousness, [verve](#), [animation](#), spiritedness, [spirit](#), [enthusiasm](#), [fire](#), fieriness, [fervour](#), [ardour](#), [zeal](#), [passion](#), [might](#), forcefulness, [determination](#), [intensity](#), [dynamism](#), [sparkle](#), [effervescence](#), [zest](#), [dash](#), [snap](#), [spark](#), [gusto](#), [pep](#), [bounce](#), [exuberance](#), [drive](#), [push](#), [elan](#);

synonyms:

informal [zip](#), [zing](#), [oomph](#), [vim](#), [go](#), get-up-and-go, [punch](#);

informal [welly](#);

literary [threw](#), thewiness

"they ran with great vigour"

antonyms

:

[weakness](#), listlessness, [lethargy](#)

- effort, energy, and enthusiasm.

"they set about the new task with vigour"

robustness, healthiness, good health, [hardiness](#), [strength](#), [stamina](#),
 synonyms: sturdiness, [fitness](#), good shape, good trim, good condition, fine fettle,
 toughness, ruggedness, [muscle](#), [power](#); More

Use of a Gorilla

You may decide to use a Gorilla Ape character as part of the logo, or submit idea(s) with and without.

If you decide to use a Gorilla Ape character as part of the logo, ensure the following:

1. It is concise and simple – it is a logo after all
2. It is a scalable vector and would work on large and small print from web to t-shirts
3. It appeals to both female and males and is not too masculine
4. It seems fun and approachable and not scary
5. It is professional, not a cartoon or cheesy looking.

Usage

The primary use of the logo will be on the website, vigorilla.com. We will also use the logo on business cards, letterheads, leaflets, flyers, presentations, t-shirts and promotional merchandise.

Research Links

<http://www.gorillas-world.com/>

The winning logo

The winner will be design that feels established and stands out from the competition.

If possible, please go the extra mile and create a branding board showing the potential use of logo across media, fonts and colours.

The winner may be invited to work on further branding work and/or website design work.

Attached: Vitua Gym

Also see <https://uk.mindbodyonline.com>

Note these both use orange so we may want to stand out against these.