

# **Planet Fitness Rebrand Process**

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Madison Moats | GRDS 408 Portfolio  
Spring 2021

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# Purpose

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Planet Fitness is one of the largest fitness club franchisers in America, with 2,039 clubs internationally. The company was founded in 1992 and has since grown into a multi-million dollar company. It relies on a low-cost membership model aimed at fitness beginners; its target market is anyone who does not regularly exercise or have a gym membership. Since its founding in the 90s, its brand has largely remained the same, which has in turn caused the company to look dated compared to its luxury, elite competitors.

The company was in need of a rebrand to update its visual language. Its existing branding has not stood the test of time; the objective is to create something lasting while being exciting to compete with and reimagine the look of the modern fitness company.

# Project Proposal

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# Planet Fitness Identity Proposal

**To:** Jeremy Tucker  
Chief Marketing Officer  
4 Liberty Lane West  
Hampton, NH, 03842

**For:** Planet Fitness New Visual Identity

**1.0** Company Background

**2.0** Competitors

**3.0** Project Background and Goals

**4.0** Project Recommendations

## Section 1.1

### Company Overview

Planet Fitness is one of the largest fitness club franchises in the world, with over 2,000 locations and over 14 million members. Its locations span across all 50 states, as well as in Canada, Puerto Rico, the Dominican Republic, Panama, Mexico, and Australia. The company began in 1992 with Michael and Marc Grondahl, who operated a franchise of Gold's Gym until turning it into Coastal Fitness. They brought on current CEO Chris Rondeau, and in 1994, changed the name to Planet Fitness. In the early 2000's, they opened up their first franchise with a focus on low-cost, low-commitment memberships that would encourage casual, or first-time gym goers. The company went public on the New York Stock Exchange on August 6, 2015.

Planet Fitness' goal has always been inclusivity and accessibility for those that might be intimidated by the traditional gym environment. By establishing themselves as a "Judgement Free Zone," they have opened up the doors to people who would otherwise turn away. In addition to their relaxed environment, they have put an emphasis on community, hosting once-a-month pizza nights and bagel breakfasts for members. As of recently, Planet Fitness has had to make significant changes to its operations due to the COVID-19 pandemic. After reopening, all gyms now require members to wear masks while working out, and social distancing measures have been put in place, like blocking off pieces of equipment to ensure a safe distance stays between members. They have also begun to put a greater emphasis on their mobile application, which can be used to check crowd levels at gyms nearby, to use touchless check-in, and to view at-home, recorded workouts.



## Section 1.2

### Current Identity

Primary mark



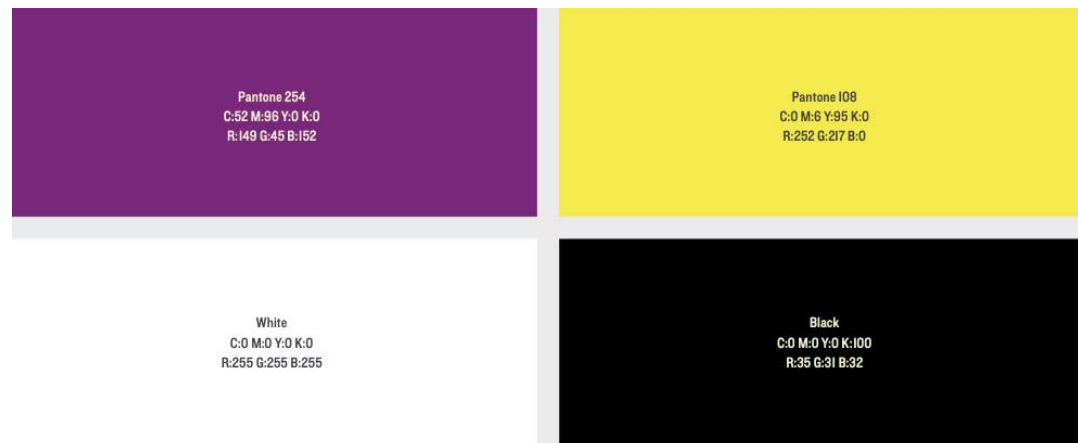
Building signage



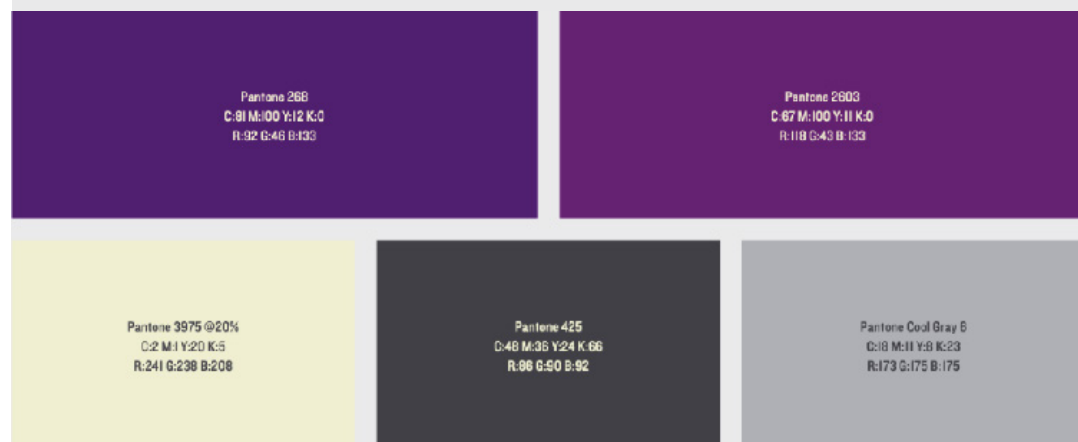
## Section 1.2

## Current Identity

## Primary Colors



## Secondary Colors



## Typography

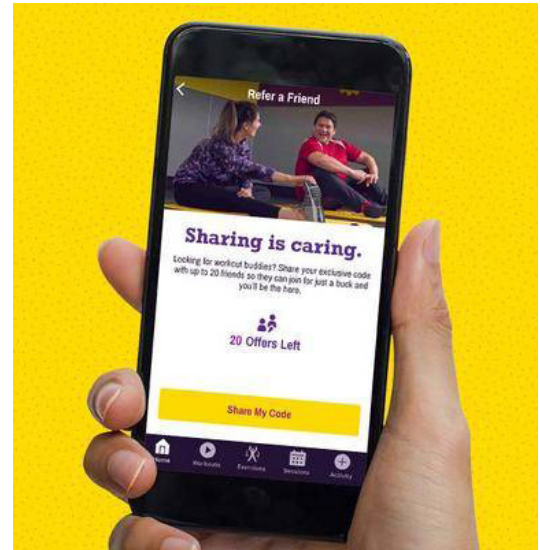
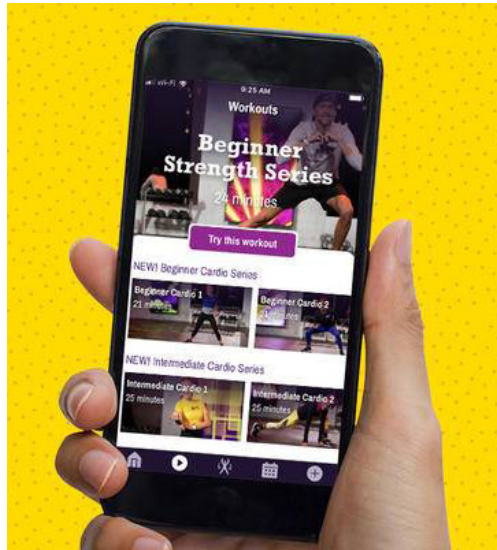




## Section 1.2

## Current Identity

## Mobile App



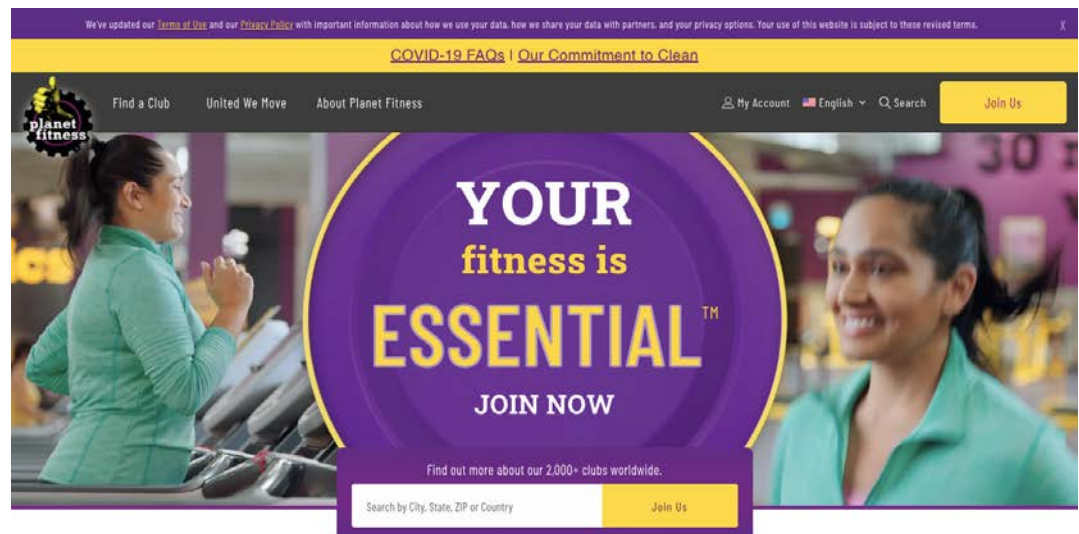
## Advertising/Collateral



## Section 1.2

## Current Identity

## Website



See how many people are currently at your club

### INTRODUCING THE PF CROWD METER

Just open the PF App or visit your local club's page to access our Crowd Meter. It will show you how many members are there! It just one of the many ways we're doing our part to ensure you can gym confidently.

→ [Download the App](#)



### YOUR FITNESS IS ESSENTIAL™

At Planet Fitness, we believe your fitness is essential™. Making your overall physical and mental wellness a priority will melt away stress, decrease anxiety, and increase your overall positive energy levels, and you'll feel healthy and strong for the holidays and new year!

See what Planet Fitness is all about!

### TAKE A VIRTUAL CLUB TOUR!

Before you visit, check out our virtual tour of a Planet Fitness. You'll learn all about



### **Section 1.3      Company's Mission**

Planet Fitness' mission statement is as follows: "...to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone, where anyone – and we mean anyone – can feel they belong." The heart of Planet Fitness' mission lies within inclusivity and accessibility. Their company goals all work to serve this purpose, the first of which is to promote health and wellness to all people. Secondly, they strive to improve communities, with their bias-free attitude and initiatives like anti-bullying campaigns. Finally, they work to use a low-price model that allows for greater accessibility for their customers.

### **Section 1.4      Company's Audience**

Planet Fitness targets a wide range of people - the 80% of Americans who do not have a gym membership. They aim to attract people who have never exercised regularly, are intimidated by gym culture, or simply do not enjoy working out. Their pricing model also allows for people who may not be able to afford elitist clubs to join Planet Fitness comfortably. Because this range is so large, its audience could fall into a number of different categories:

- All first-time gym members
- Younger people (18-27) who are newly independent and able to make the decision to start up a membership for themselves
- Adults (27-65+) who have not worked out regularly in a long time or maybe ever
- People all over USA and abroad
- People with new fitness goals/resolutions
- Former members of more expensive or "elitist" fitness clubs
- People with more casual or general goals instead of dedicated body-builders
- People who value convenience and accessibility

## Section 2.1

### Primary Competitors

Planet Fitness' competitors consist of large, national gym chains that are widely accessible, as well as smaller, boutique gyms that offer a more personalized environment.

#### LA Fitness



LA Fitness has 600 locations nationwide and currently has the highest revenue of any gym chain in America. Its memberships start at \$24.99, fifteen dollars more than Planet Fitness. Unlike its competitors, LA Fitness is not open 24/7. Its mission statement is as follows: "LA Fitness' mission is to help as many people as possible achieve the benefits of a healthy lifestyle by creating a nationwide network of sports clubs, offering its members the widest range of amenities and the friendliest service at an affordable price."

#### Anytime Fitness



Anytime Fitness has the largest number of locations of any single health club brand as of 2015, with a combined 3,028 owned and franchised sites. Their memberships are more expensive and vary depending on location; the average cost of monthly membership is \$36.50 in the United States and \$49 in Canada. The gyms are open 24/7 and offer a more personalized approach, with personal training available as well as a custom training guide when you join.



#### Gold's Gym

Contrary to other competitors, Gold's Gym is geared towards the fitness enthusiast, once called "the Mecca for bodybuilding," and endorsed by stars like Arnold Schwarzenegger and Lou Ferrigno. Gold's Gym has over 600 locations all over America. Its monthly membership fee is \$25, putting it in the same price range as many other competitors.

#### 24 Hour Fitness



As of 2017, 24 Hour Fitness has over 4 million members and more than 420 clubs in 13 states, with more than 22,000 employees. Membership dues range between \$31.99 and \$51.99 per month depending on location. 24 Hour Fitness, however, is only in 13 states, and cannot satisfy as many customers as gyms that are located in all states.

## Section 2.2

### Secondary Competitors

Planet Fitness' secondary competitors are smaller, boutique gyms that offer a more personalized environment. Some of these gyms have a much different structure or focus area as well.

#### Orangetheory Fitness



As of December 2019, the chain includes over 1,200 studios in all 50 U.S. states and over 23 countries. Since its founding in 2010, the chain has expanded rapidly, surpassing \$1 billion in systemwide sales in 2018. Orangetheory differs in that it only offers trainer-led classes instead of an open gym environment, but because of this, people often see more results. Memberships range from \$59 - \$159 per month.

#### Equinox



The tag line It's Not Fitness It's Life sums up the comprehensive programming Equinox offers. Members can join the Conscious Movement and take advantage of workshops and classes showcasing science-based research on cutting edge topics including "mental engagement, music, breath work, movement quality, community and respect to life". Memberships start at \$185, the gyms are not open 24/7, and locations are only in a small number of states nationwide.

#### SoulCycle



SoulCycle offers indoor, stationary cycling classes in 99 locations throughout the US and Canada. It also only offers trainer-led classes instead of the 24/7, come and go model that Planet Fitness uses. SoulCycle is a much more expensive option, with each class costing between \$20-\$36. Each class focuses on intense cardio and lasts for 45 minutes.

## Section 3.1 Project Background

Planet Fitness is one of the largest fitness brands nationwide and has the most members of any fitness club chain. It continues to grow with its price-conscious business model, and has even more potential to bounce back as the COVID-19 pandemic ends and more people begin to join gyms again. The brand has received few visual updates since its founding in the 1990s, and as a result, is beginning to look dated compared to the many new, sleek fitness brands. In order to stay relevant, Planet Fitness is in need of a full visual identity update.

Its brand has often been associated with members joining and never attending, and feelings of alienation from more serious gym users who feel that Planet Fitness' marketing portrays them in a bad light. With a rise in at-home fitness, the company has also branched out to YouTube and other online sources to promote themselves. With these things in mind, there is an opportunity to promote more **inclusion** and **accessibility** with the new visual identity in order to boost membership and gym use in the coming months.

Some of the issues with the current identity are as follows:

- The logo is too obscure in relation to the company's values and mission. The gear and thumbs-up are not relevant to who Planet Fitness defines itself to be.
- The brand relies too much on its purple and yellow color scheme instead of having a cohesive design system. More visual elements can be developed.
- The purple and yellow colors are abrasive and limiting; with a wider range of colors, the brand can have more room to breathe.
- It is difficult for the logo to be applied to various formats, as it is oddly shaped and rides the line between symmetrical and asymmetrical.
- The brand feels more amateur and tacky compared to the more elitist and sleek fitness brands on the market today.



## Section 3.2

### Project Goals

**Goal 1: Create a new identity that promotes ideas of inclusion and self-care.**

Planet Fitness has the potential to be the go-to first step for anyone wanting to get healthier. With its price model, it is already much more accessible than most other fitness brands. Many of these fitness brands rely on elitist attitudes and oftentimes, unattainable ideas of health. Planet Fitness prides itself on being a “Judgement Free Zone,” and with that idea at the center of its mission, it can become a place for all people, no matter physical ability or fitness level, to feel good about exercising, moving, and taking care of themselves. The brand can be updated to reflect this; by making the brand language more original, artistic, and true to its customer base, people will be more inclined to join Planet Fitness, which they will begin to see as a welcoming place to improve their physical wellbeing.

**Goal 2: Create a visual language that is forward-looking and lasting.**

With an emphasis on self-care, the brand will look towards a healthier way to think about exercising and fitness. The visual elements of the brand should reflect its progressive mission.

- Create a language that feels refreshed and distinct from the competitors and fitness market
- Update color and typography choices to more timeless aesthetics while remaining modern
- Revitalize the identity with a more lively look, reflecting the brand's emphasis on movement

**Goal 3: Create an identity that is flexible and easily applicable**

Planet Fitness uses a wide range of collateral to promote its brand, and currently, the system is not cohesive across many different types of media. The new identity needs to be able to grow and stretch for the existing range of collateral, as well as new types in the future.

- Use easily adjustable and scalable design elements and typography
- Provide many options and variations in order to be applied best to different media

**Section 4.1****Main Identity**

- Mark in color
- Mark in B&W
- Mark in reversed B&W
- Mark in reversed color
- Mark in various sizes and vector file
- Mark in different configurations (horizontal, stacked, etc...)

**Section 4.2****Full Stationery**

- Business letterhead with and without letter
- Envelopes with and without address
- Business cards, front and back
- Membership and liability forms
- Paper billing template

**Section 4.3****Interactive Design**

- Corporate website
- Template for location-specific sites
- Mobile application
- Graphics for YouTube streaming and in-app streaming of at-home workouts

**Section 4.4****Advertising**

- Billboard advertisements
- Magazine print ads
- Outdoor signage and posters
- Motion graphics for TV and streaming spots
- YouTube graphics

**Section 4.5****In-store**

- Environmental graphics
- Employee uniforms
- Front desk set-up
- Membership cards
- Merchandising



**Sources**

Top 100 Health Clubs 2018, <https://www.clubindustry.com/awards-rankings/club-industry-s-top-100-health-clubs-2018>

What is the most successful fitness club in North America and why? What are the top 10 demographic statistics supporting that success? <https://askwonder.com/research/successful-fitness-club-north-america-why-top-10-demographic-statistics-cu6n4b6r9#:~:text=According%20to%20a%20Business%20Insider,time%20or%20casual%20gym%20users.>

Mission Statement Academy, <https://mission-statement.com/planet-fitness/#:~:text=Planet%20Fitness'%20mission%20statement%20is,the%20primary%20focus%20of%20the>

Planet Fitness Press Kit, [https://www.planetfitness.com/sites/default/files/equipment/Planet%20Fitness%20Press%20Kit\\_05102018.pdf](https://www.planetfitness.com/sites/default/files/equipment/Planet%20Fitness%20Press%20Kit_05102018.pdf)

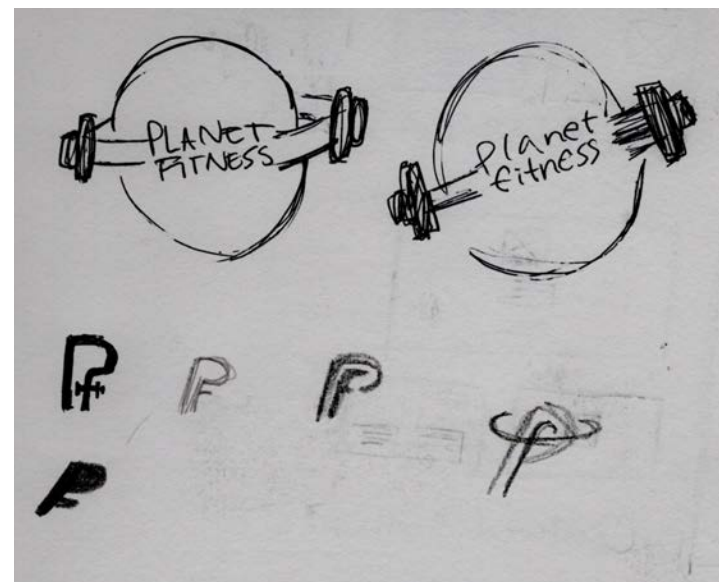
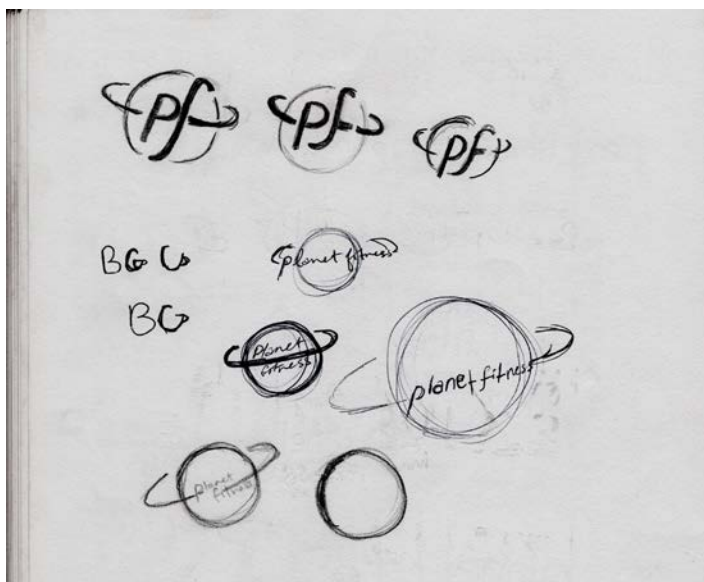
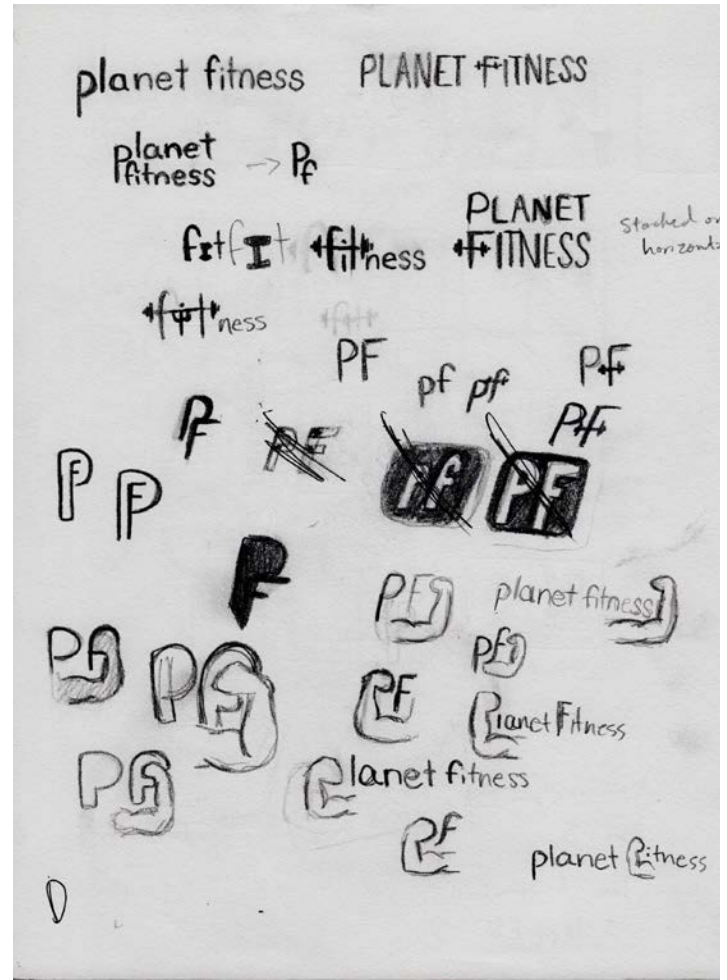
Planet Fitness Brand Style Guide

Planet Fitness website, <https://www.planetfitness.com/>

# Process

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# Sketches



# Initial Computer Explorations

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 planet fitness



 planet fitness



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Planet Fitness

# Final Computer Explorations

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Aktiv Grotesk Ex reg

planet fitness

Termina med

planet fitness

Sweet Sans pro

Planet Fitness

Termina Bold

**Planet Fitness**

Europa reg

planet fitness

Europa light

Planet Fitness

Omnes light

planet fitness

Termina

Planet  
Fitness

Termina

Planet  
Fitness

Europa light

Planet  
Fitness

Europa light

planet  
fitness

#792bff

# Feedback

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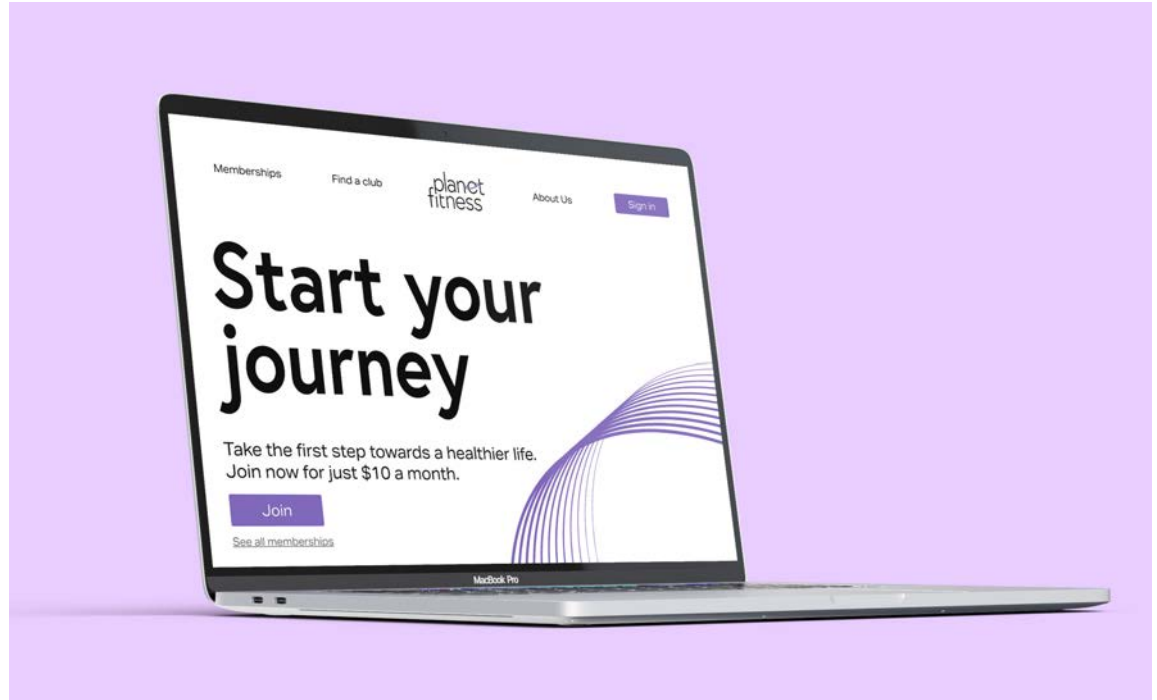
- Create more diversity in elements. Think of interactivity, motion, and where each brand iteration will live.
- Include before and after pictures to better tell the story. Highlight why the brand has shifted, why certain elements have been added or abandoned (i.e. why no photography use, why the minimalistic look)
- Make refinements to the website. Website seems thin in terms of content; create enhancements to better represent the brand.
- In order to better align with desired employers, create more advertising collateral to show how the brand can expand to different media.
- Color correct and normalize mockups for consistency.

## Changes based on feedback

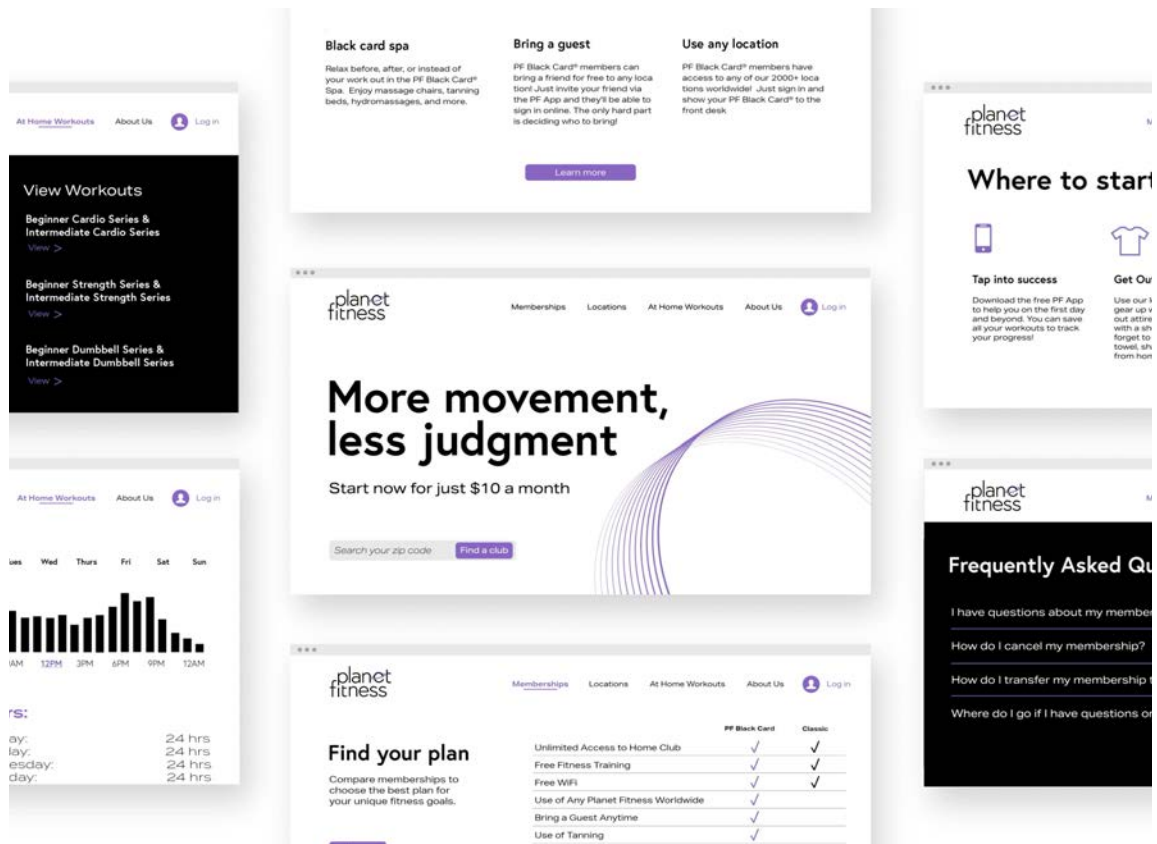
# Website

Content enhancements and motion incorporation. Copywriting updated to better communicate the fitness element of the brand.

## BEFORE



## AFTER (Animated on portfolio website)





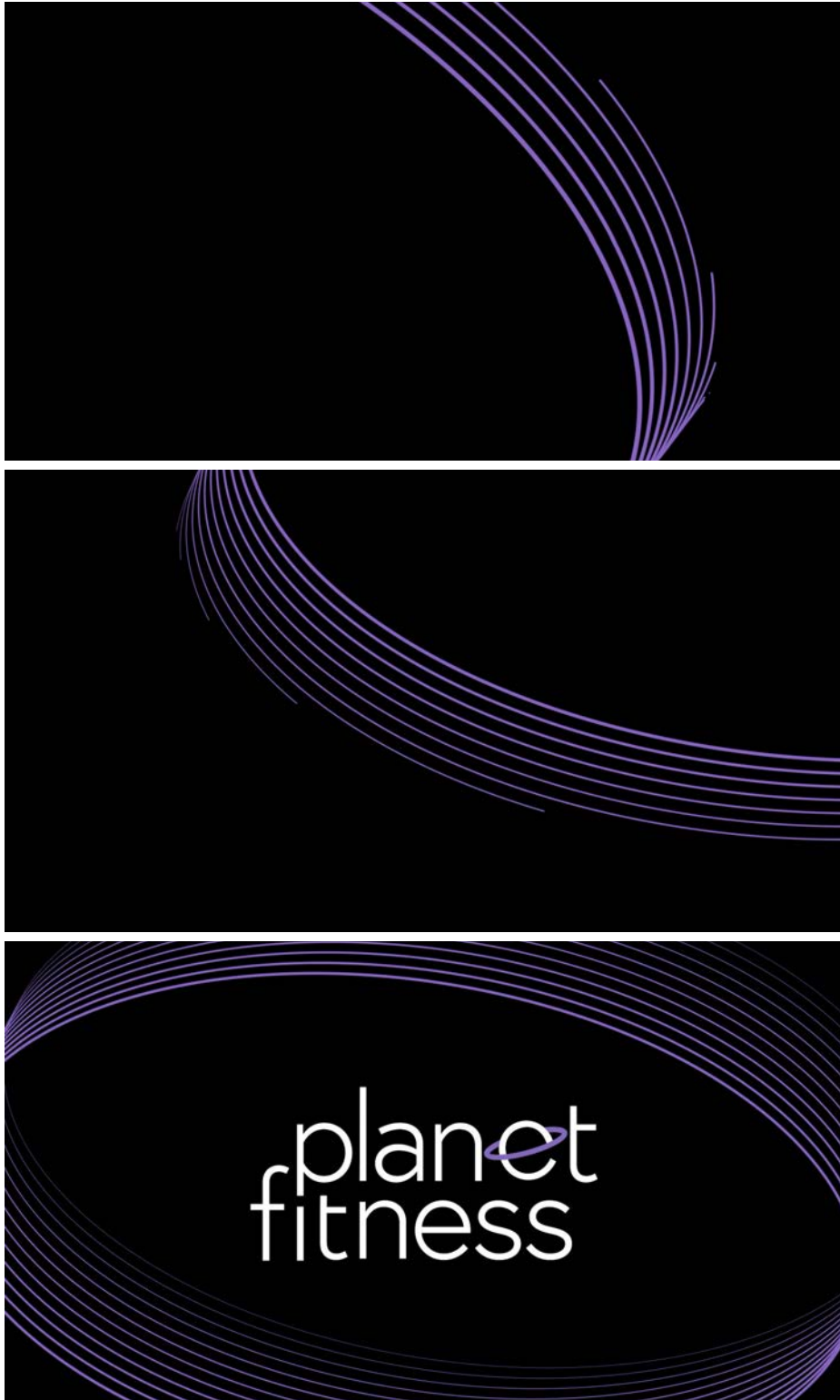
# Motion

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Logo animation:

View here: <https://drive.google.com/file/d/1Ghirt6KDX-GOTDp2x4KSOQTd2nd2WeBFq/view?usp=sharing>

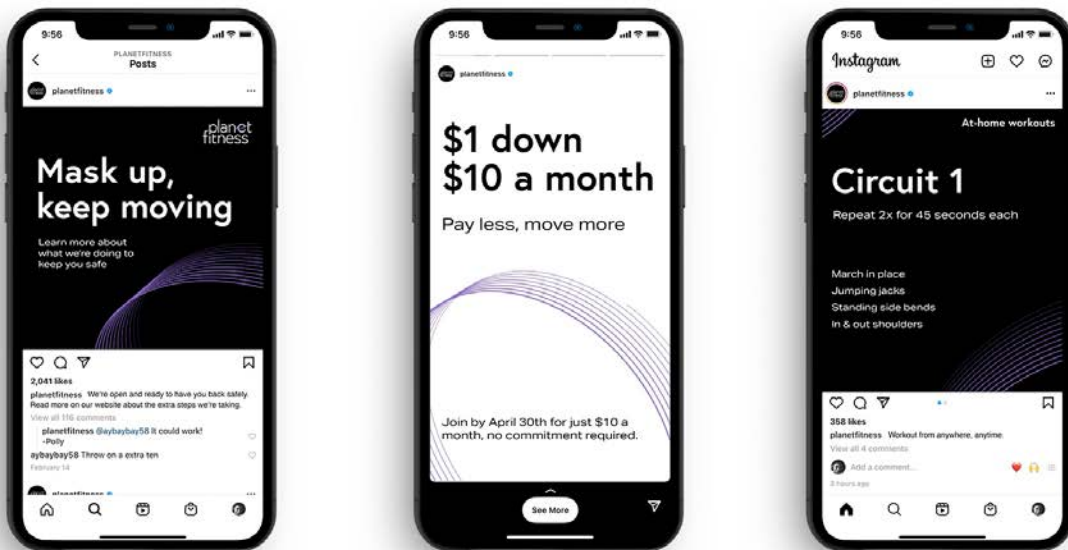
Added to enhance variety of media types and act as introduction to the project.



# Motion/Advertising Collateral

Social media animation:

View here: [https://drive.google.com/file/d/1EL39fwcoVslXa\\_v1S-DRT16SDm5BMBTnM/view?usp=sharing](https://drive.google.com/file/d/1EL39fwcoVslXa_v1S-DRT16SDm5BMBTnM/view?usp=sharing)



# Mockups

Normalizing color and style of mockups.

BEFORE



AFTER  
(sample from all  
images)



## Final Product

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Currently, luxury fitness companies like Equinox, Peloton, or Orangetheory that have very strong brand loyalty are dominant in the industry. Planet Fitness has lacked that kind of brand loyalty for some time; in fact, they are often associated with people beginning a membership and never using it to visit the gym. In order to build those personal connections with Planet Fitness, the updated identity is sleek and stylish to promote the idea of a premium experience for its customers.

However, these luxury fitness brands also have a strong sense of exclusivity. Their visual language includes photography of people who are very advanced in their fitness journey, and their high price point makes them inaccessible to the average customer. Planet Fitness' target audience is the first time gym-user, and the brand promotes a "judgement-free zone" ethos that encourages everyone, no matter your fitness level, to join. Because of this, the highest priority was to promote inclusivity. The identity abandons photography in favor of a universal graphic look, and copywriting has been changed to encourage positive relationships with exercise - to work out because it feels good, not because you have something to gain or lose.

The updated identity successfully brings a fresh, contemporary look to Planet Fitness, giving it a new relevance in the landscape of modern fitness companies. The design choices set it apart from other brands, pushing the boundaries of how a national, affordable gym can be perceived.

# Mark

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The new mark is simplified, reads well in both black and white and color, and is scalable for legibility at all sizes.

Primary

The logo for Planet Fitness is displayed in a large, black, sans-serif font. The word "planet" is on the top line and "fitness" is on the bottom line. A purple ring, resembling a planet's ring, is positioned around the letter "e" in "planet".

planet  
fitness

## Color + Reverse



## B&W + Reverse



## Sizes



128 x 128 px



64 x 64 px



32 x 32 px



128 x 128 px



64 x 64 px

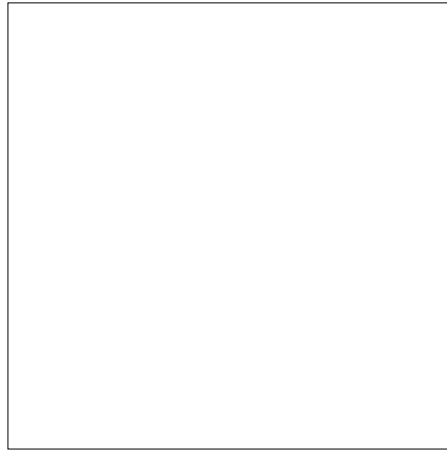
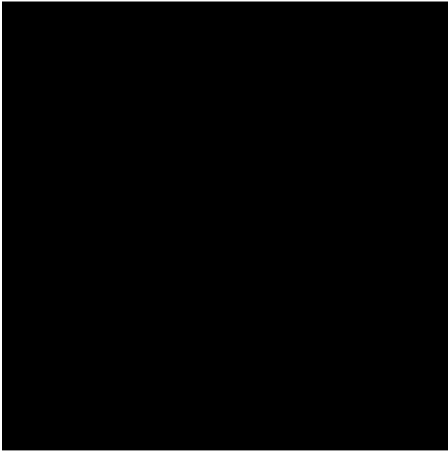


32 x 32 px

# Colors and Typography

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The new colors are black, white, and purple, to nod to the original Planet Fitness colors while simultaneously making it sleeker and more streamlined.



## Headings

# Europa Bold

## Subheadings

## Aktiv Grotesk Ex Regular

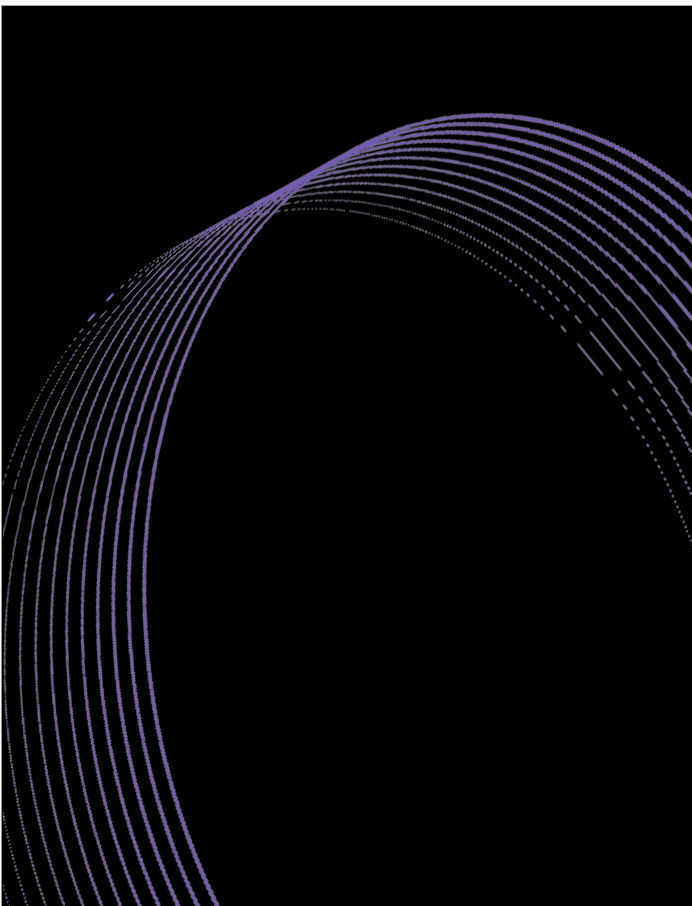
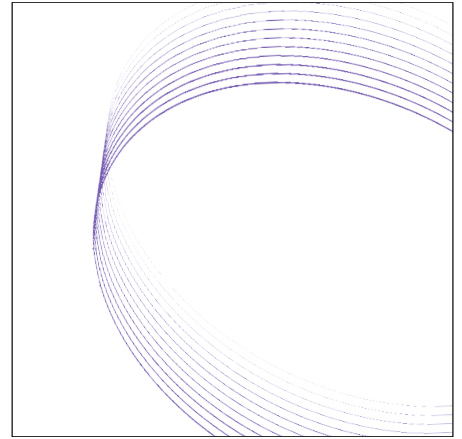
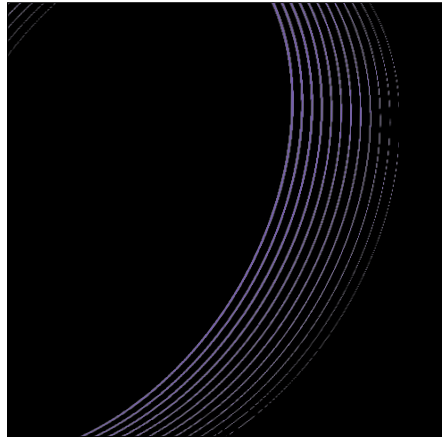
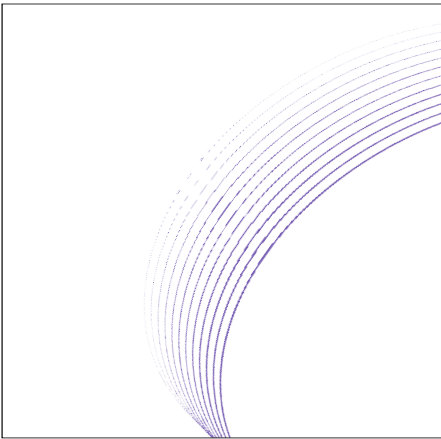
## Body Copy

Aktiv Grotesk Ex Light. Pudi dunt aliquibeati quaecatem sunt qui nobistum aligent, iur modi occabor eperciam lam fugit offic tem exped quame laceritio.

# Patterns

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The ring shape in the mark is now used as a modular graphic system, using the layered rings as compositional elements on various collateral. The rings can be angled and cropped to create new looks.





# Final Images

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Logo animation. Can be viewed here: <https://drive.google.com/file/d/1Ghirt6KDXGOTDp2x4KSOQTd2nd2WeBFq/view?usp=sharing>



# Final Images



# Final Images

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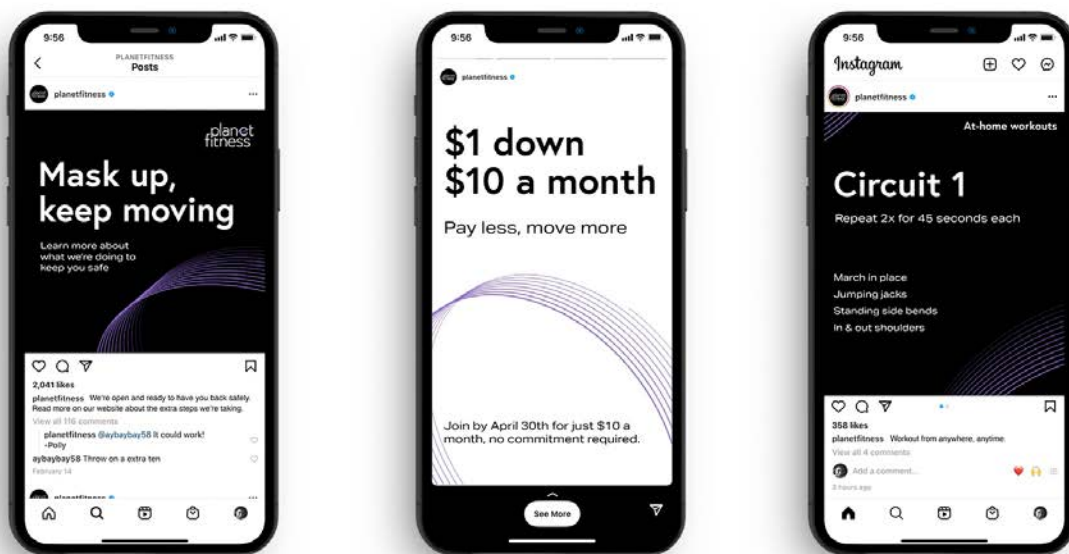
# Final Images

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# Final Images

Social media post animation. Can be viewed here: [https://drive.google.com/file/d/1EL39fwcoVsIXa\\_v1SDRT16SDm5BMBTnM/view?usp=sharing](https://drive.google.com/file/d/1EL39fwcoVsIXa_v1SDRT16SDm5BMBTnM/view?usp=sharing)



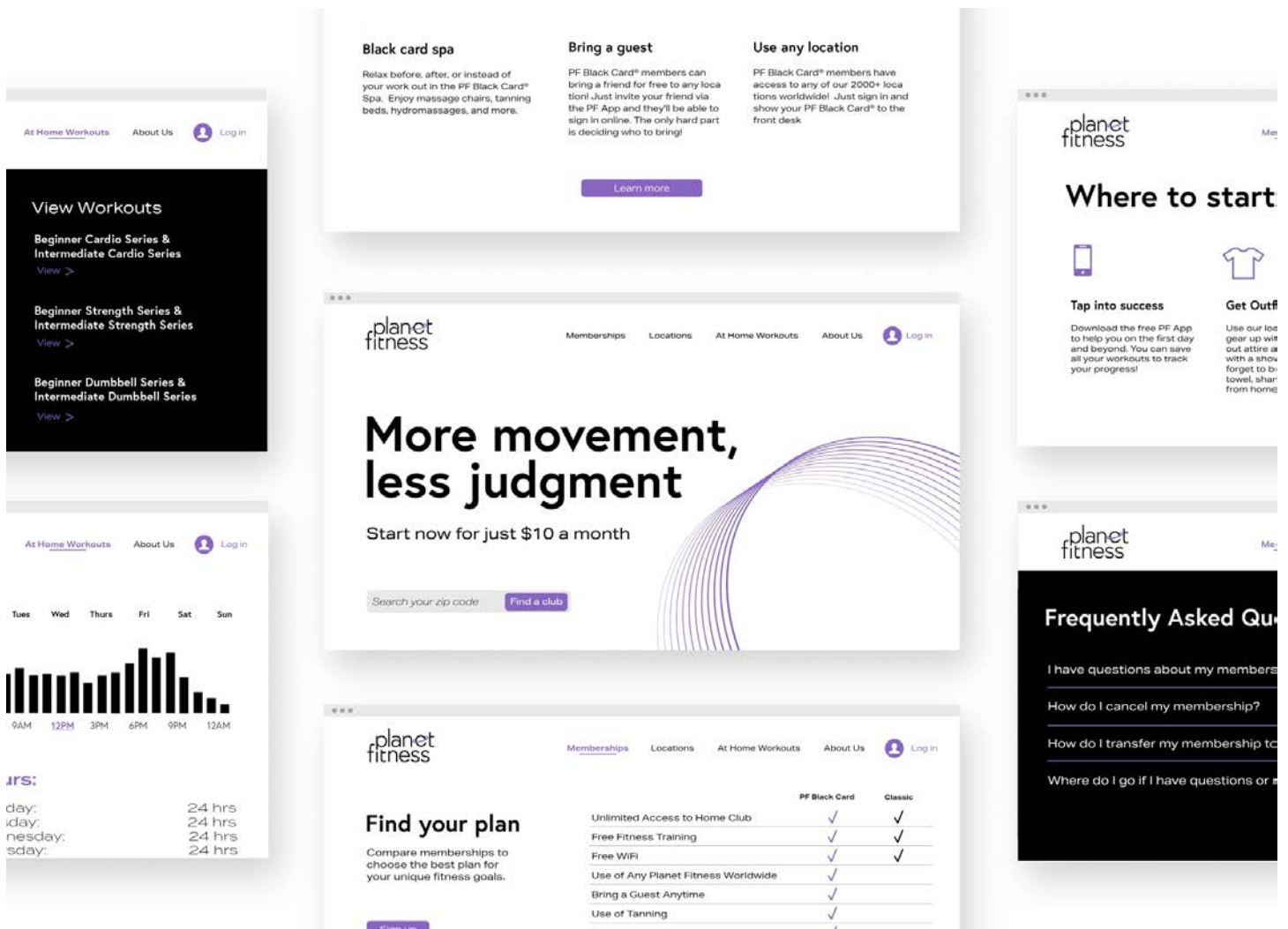
# Final Images

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# Final Images

Website stills animation. Can be viewed here: <https://drive.google.com/file/d/1wNZ3t2OBCKZyZrynLTNNOtdhesyVKooZ/view?usp=sharing>



## Before and After

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# Before and After

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The previous mark did not scale well, included irrelevant visual elements, and is difficult to read when color is not present.

The new mark takes these flaws into consideration to create something lasting and usable.

## BEFORE



## AFTER

planet  
fitness

# Before and After Examples

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# Before and After Examples

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# Before and After Examples

