

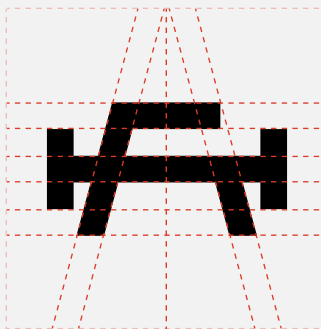
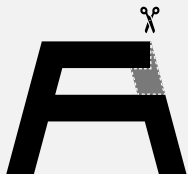


ALEX SMART TRAINING



# 01 Shape

In the psychology of shapes triangles can inspire dynamic power and continuous motion or improvement. Triangles have energy because they're pushing in a certain direction. Masculine, powerful, and brimming with clear edges, the triangle logo shape is well suited for a fitness brand or personal trainer. Combined with lines a subconscious association with strength and sophistication is created. Expressing an idea of motion and direction.



# 02 Typography

Quantico is an angular typeface family that was inspired by old military lettering. It utilizes 30 degree angles and completely straight lines to form unique character shapes. It is a unique and strong typeface that stands out from the norm. Highly cubic and stylized, this typeface adds personality and provokes emotional response. The typeface conveys strength and power and fits perfectly with the lines and clean edges of the logo design. It also harmonizes well with a large variety of sans serif fonts that can be used for body text.

LEASH YOUR STRENGHT UNLEA  
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 LEASH **YOUR STRENGTH** UNLEA  
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## 03 Color

In color psychology, teal blends blue's tranquil stability with green's optimism and healing properties. Teal is the color of restfulness and mental and spiritual balance. The calm shade has a natural dignity that is not contrived or "in your face." Teal's understated elegance encourages a calm, reflective mood. Red on the other hand provokes the strongest emotions of any color. This stimulating color is also associated with excitement. Those two come together in unity to express all the aspects of a fit lifestyle. From exhausting workouts and high energy training to inner balance, recreation and care for the body.



Midnight Teal

#153136

Fury Red

#DD361D

04

Billboard Showcase





05

## Apparel Showcase





06

## Social Media Showcase





Branding  
Alex Smart Training

Studio Vitiello  
08.12.2021