

In-Store Signage

FORMA ATHLETICS + APPAREL



▶ The client came to Red Rocket with a new concept in healthy living — a cutting-edge fitness studio combined with a boutique retail outlet located in West Vancouver. We knew that this significant branding assignment had to be visually compelling and appeal to a lifestyle-oriented market. After a thorough discovery process Red Rocket's creative team established an elegant brand identity that features a modern typeface and a dual-role icon — reflecting the two separate, but related, retail offerings. The mark was approved on the spot, along with an alliterative positioning line — Form. Fit. Function — developed to define the benefits of Forma's competitive advantage. Red Rocket went on to further develop a brand identity, stationery set, interior and exterior signage, branded garments and a cutting-edge, content-managed website. The whole package helps brand the company as a high-end, forward-thinking fitness operation that's geared to a busy West Vancouver lifestyle.