

crossfitteens

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Visual Thinking
Fall 2020

Mission

Spending money on gym memberships, diet plans, and personal trainers has unfortunately become a standard for adult health. Instead of trying to reverse the years of unhealthy habits, Crossfit Teens focuses on targeting the youth by promoting the development of healthy habits and lifestyles early so they can continue the same habits into adulthood.

Research

What do they do?

- Promote healthier lifestyles to the youth in order to prevent developing unhealthy lifestyles that carry into adulthood and need to be reversed later on.

Who do they help?

- Teenagers looking to get fit and learn more about nutrition.
- Ages 13-17
- All genders, races, religions, etc.

What does the brand want to promote?

- Inclusivity
- Innovation
- Professionalism

What should be included in the design?

- It is a fresh idea executed by a professional team that targets a younger demographic, so the design needs to be a balance of the youthful inventiveness of the brand and the audience without losing its clean, professional qualities.

Inspiration & Conceptualizing

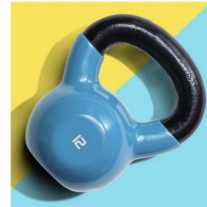
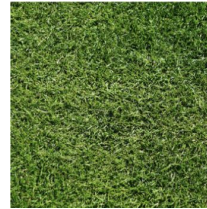
Words

- Fun
- Innovative
- Fresh
- Inclusive
- Professional
- Youthful
- Modern

Design Elements

- Color scheme that is sophisticated but still includes pops of bright, energetic colors.
- Minimal layout and typeface so it's easy to navigate and fitting to the modern concept.
- All aspects of the design need to be ambiguous to race, gender, etc. to support the inclusivity of the brand.

Images



Brandboard

Kumbh Sans Regular

ABCDEFGHIJKLM

MNOPQRST

UVWXYZ

abcdefghijkl

mnopqrst

uvwxyz

FONT



SUBMARKS



VARIANT LOGOS



#14293b



#8dc750



#48ade2

COLORS



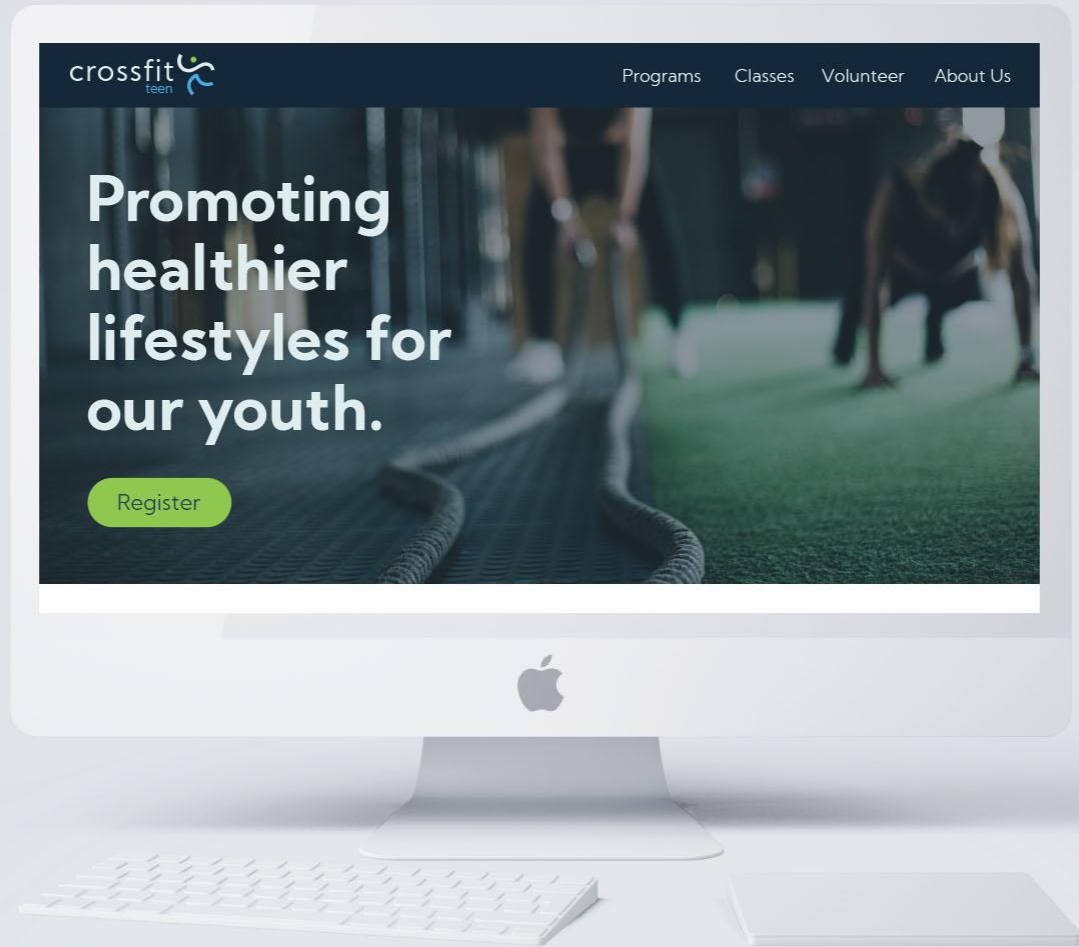
LOGO



KNOCKOUT LOGOS

Website Mockups

Landing Page





Nutrition

We offer lessons on proper nutrition so our students can continue their healthy habits outside of the gym.

[Learn More](#)



Fitness

Want to take your exercise to the next level? Join a group of diverse youths led by expert instructors to get you started.

[Learn More](#)



Volunteer

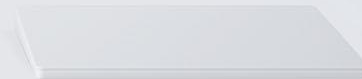
Extra help is always welcome. Want to lend a hand? Sign up now and we'll put you to work.

[Learn More](#)



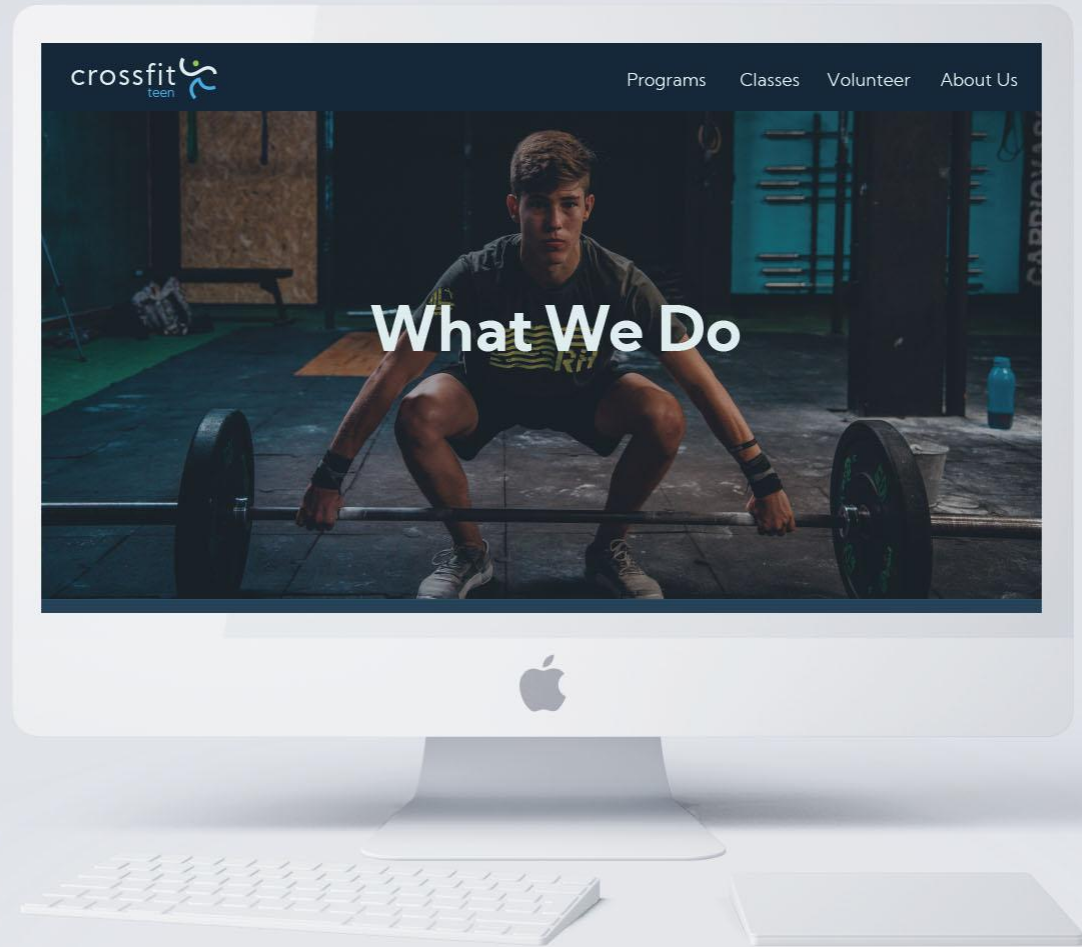
Our Mission

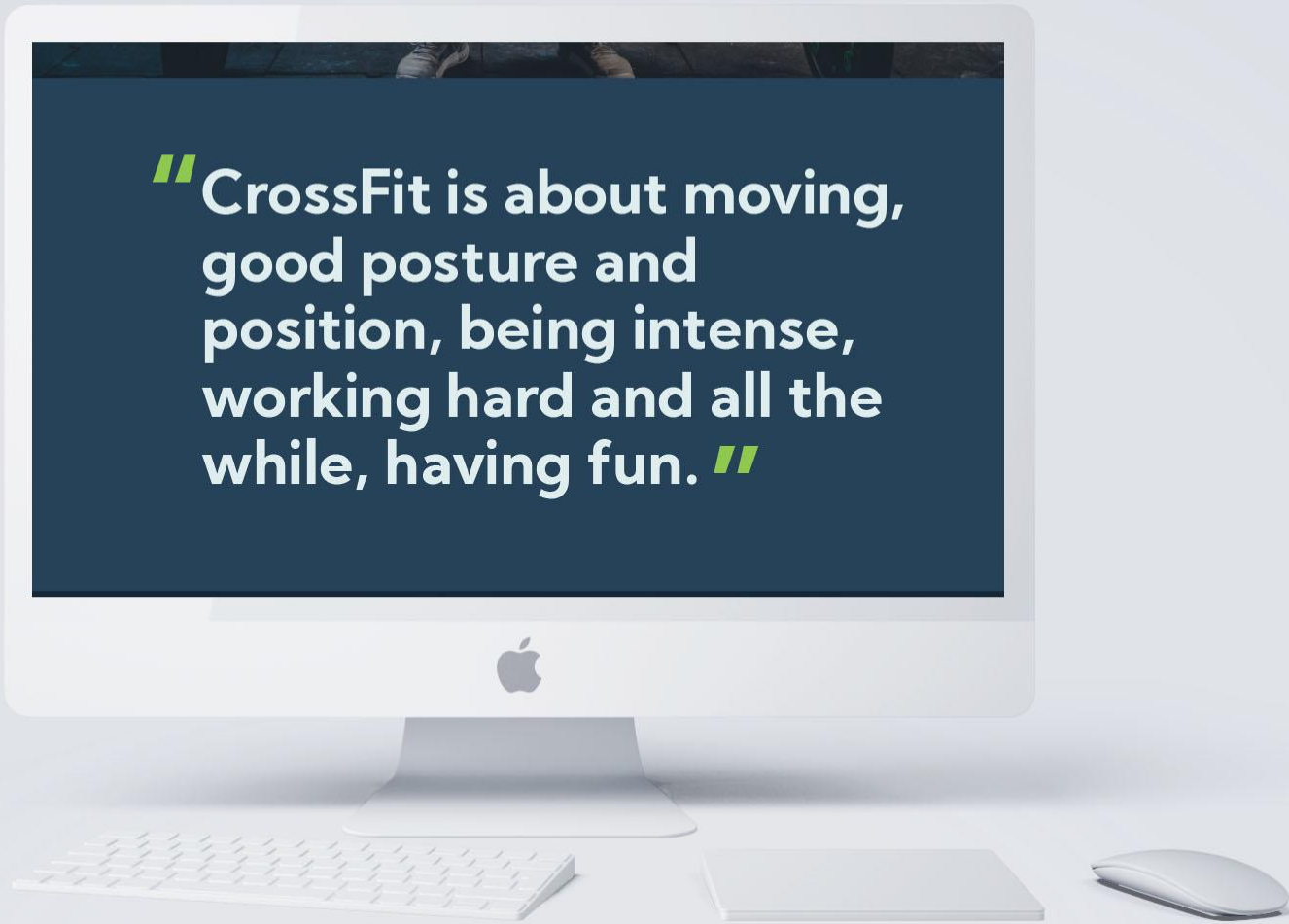
Crossfit Teens works to raise awareness and promote a proactive, healthy lifestyle for our youth. We believe that a healthy lifestyle is not something only adults should be concerned with. It's a choice that requires patience, dedication and a willingness to learn. It is our wish to inspire both parents and children to lead healthy lives as we play a role in helping everyone understand that better food choices, along with exercise, is a proactive undertaking.



Website Mockups

About Page

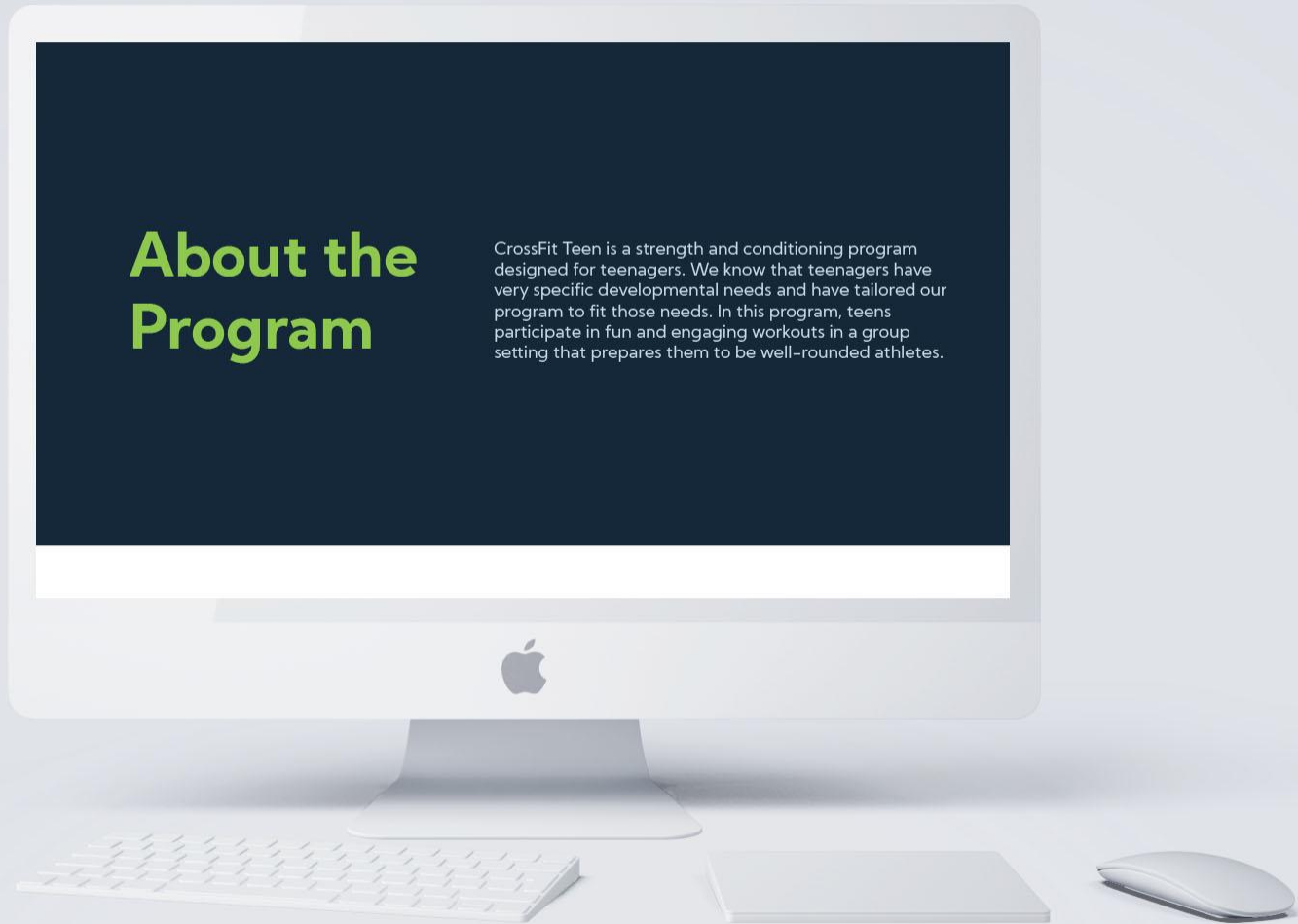


An Apple iMac computer setup is shown against a light gray background. The iMac monitor displays a quote in white text on a dark blue background. The quote is: "CrossFit is about moving, good posture and position, being intense, working hard and all the while, having fun." The quote is enclosed in double green quotation marks. Below the monitor is a white keyboard, a white mouse, and a white trackpad.

**"CrossFit is about moving,
good posture and
position, being intense,
working hard and all the
while, having fun."**

About the Program

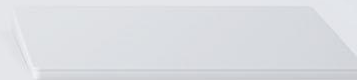
CrossFit Teen is a strength and conditioning program designed for teenagers. We know that teenagers have very specific developmental needs and have tailored our program to fit those needs. In this program, teens participate in fun and engaging workouts in a group setting that prepares them to be well-rounded athletes.



Meet Erin

Erin Richter, owner of and Level 3 Trainer at CrossFit Old School, saw the need for proper education surrounding leading a healthy lifestyle- from childhood to adulthood- within the community of Bowling Green, Ky.

She is dedicated to promoting the maintenance of a healthy lifestyle in youths from infancy and beyond.



The Team

Donnie Ritcher

Co-founder,
The Ethan Foundation
(270) 940-1657

Jolene Lovett

Board Member Emeritus,
The Ethan Foundation
(270) 940-1657

crossfit
teen



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Information

Programs
Classes
Volunteer
About Us

Helpful Resources

512 College Street, Bowling
Green, KY 42102
(270) 904-1657

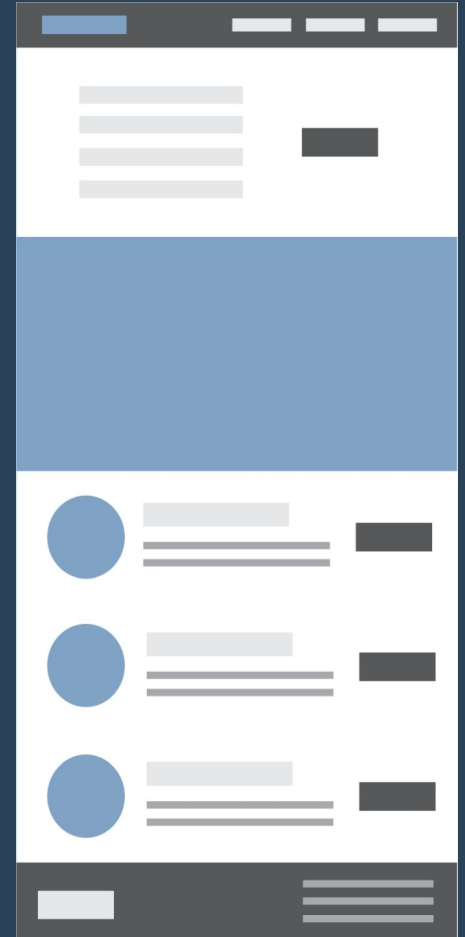
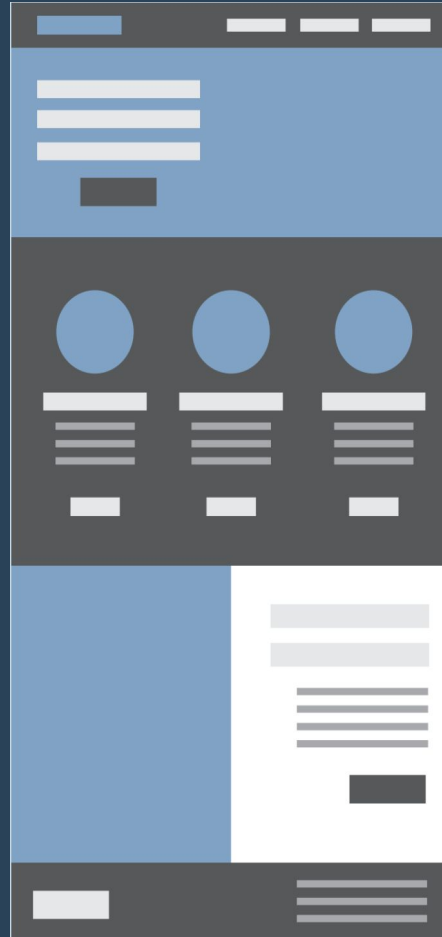
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Strategy

The main goal for the web design was to ensure that the navigation of the layout was not only clean to fit the modern and sophisticated elements of the brand, but to make it simple for teenagers or their parents to find both information about the programs and how to sign up for them.

- For the landing page, it was important that the photographs and copy embodied the main messages the brand wants to communicate. There also needed to be quick access to the places the audience can sign up if they don't need the information. For the about page, it was necessary that the same messages carried over so that it is clearly associated with the founders of the brand and the rest of the team.



Prototype

<https://invis.io/N7ZNEL6VHQJ#/439662134> Prototype 1

Outcomes

This entire project for the semester has been one that has been out of my comfort zone. I haven't worked much with UX and UI concepts in design yet and the process of branding an organization/program from "scratch" was something entirely new for me. From it, I have learned the significance of consistency and simplicity. The website taught me to focus first on the logistics of the layout and its functionality before getting picky with the design, something that took me some time to get used to. It was difficult to create a website layout or a logo that didn't feel too simple or something that's been done before, but the truth is that most things have already been done before. Due to this, the project was also a liberating as it allowed me to break free from that worry of being "unique" and instead focus on the fundamentals of design. Overall, the process from start to finish has been a large leap away from what I normally do, so I'm happy to have this experience and to add this project to my portfolio.

Thank You.