THE
GYMBRAND

Company Profile

GET IT **DONE**

thegymbrand.agency

GET IT
DONE

The file is interactive! View it on Google Chrome or Adobe Acrobat DC for a better experience.

You can start by clicking here

Or you can click here too!

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01 /06
Who We Are

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Scroll to continue

01 . Who We Are

01
Click here

01
About Us

Click here

About Us

The Gym Brand is a leading gym branding & marketing agency that helps gym owners with **starting, scaling and standing out**, by providing them with our extensive experience, outstanding quality & exceptional results.

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The menu above is clickable, enjoy using it

01 . Who We Are

Our Mission

To Build Gyms That People Love, and to Fill Them Too!

02
Our Mission

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01 . Who We Are

Our Vission

To Be the Leading Agency for Gyms in the Middle East

03
OUR VISSION

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07

01 . Who We Are

Our Values

Quality
We do it Better.

Time
We do it Faster.

Results
We aim Higher.

Transparency
We talk Clearer.

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04
OUR VALUES

Click here or at the navigation bar

What We Offer

Click here

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We recommend you view everything in order, but if you are in a hurry, everything is clickable, and navigation is easier than ever to get to what you want right away!

02 /06
Positioning

Instagram

X

LinkedIn

Facebook

YouTube

Scroll to continue

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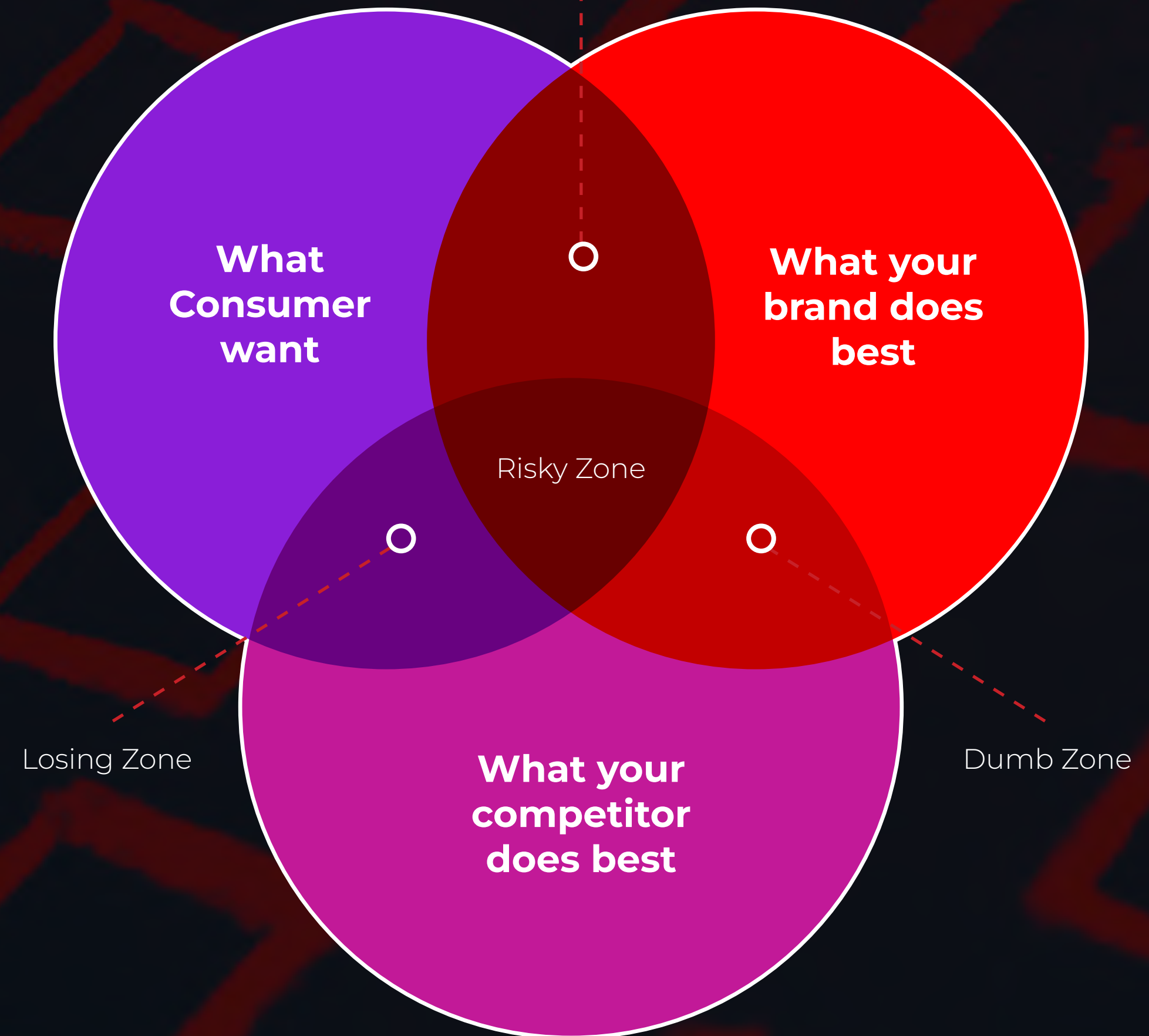
02 . Positioning

Positioning

Positioning or differentiation simply means **standing out from the crowd.**

This is exactly what we do, **we help you stand out!**

Together, **we discover what makes you unique** (Or your unique value proposition if you like fancy marketing terms).

We help you articulate and communicate this through studied and **proven frameworks.**

02 . Positioning

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What Consumer want

What your brand does best

Risky Zone

Losing Zone

Dumb Zone

What your competitor does best

02 . Positioning

Examples of Different Gym Positionings

01
The Strong One

GOLD'S GYM

Gym for legendary body builders

" The Mecca Of body Building"

02
The non-judgemental one

PLANET FITNESS

Gym for the insecure & out of shape

" No Gymtimidation"

03
The Fancy One

EQUINOX

Gym for those with luxurious tastes

Luxury Fitness Club

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02 . Positioning

Positioning

This helps us **create your brand identity** for your gym which will be beneficial in branding and marketing.

BRAND IDENTITY: is how you present your gym to the public and is typically visualized by branding.

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013

03 /06
Branding

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03 . Branding

Branding

Branding: is the process of creating a **distinct identity** for a business in the minds of your target audience and the general population.

We do just that, your brand identity will be based on the positioning we've created together.

So, you can brag about your unique value, like Gold's Gym about Arnold Schwarzenegger.

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04 /06
Marketing

Scroll to continue

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04 . Marketing

Marketing

Just like you in fitness, we are experts in our fields. We know how to reach new gym members and engage with the current ones.

With us, you'll be putting **your online channels on auto-pilot!**

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04 . Marketing

Marketing

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04 . Marketing

01

Marketing Campaigns

Studied, tested, and optimized campaigns that **convert.**

01
Marketing Campaigns

Click here

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04 . Marketing

Posts.
Posts.
Posts.

02
Posts

We write, design, plan and, you guessed it, post each month's social media calendar.

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04 . Marketing

ONLINE 24/7

Never miss a lead again with our
dedicated online customer service.

03
ONLINE 24/7

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Know more about our process from here

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Here's everything you need to know about our process

05 /06

Our Journey Together

💡 **We recommend you view everything in order**, but if you are in a hurry, everything is clickable, and navigation is easier than ever to get to what you want right away!

🖱 Scroll to continue

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Stepping
Stone

05 . Our Journey Together

Click here

Stepping Stone

We start our journey by doing the positioning
and market research to determine your unique
value proposition, target customers, and, most
importantly, your name!

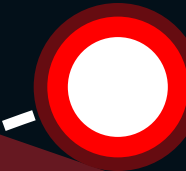thegymbrand.agency

Positioning

- Unique Value Proposition
- Market Research
- Competitor Analysis
- Target Customers

About us

- Name
- Slogan
- About Us
- Mission
- Vision
- Values

05 . Our Journey Together

Brand Identity

Now, we create multiple logo concepts, select one together, and develop it along with typography, colors, and a pattern or shape until your brand identity is fully established.

Brand Identity

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Brandbook

- Logo
- Colors
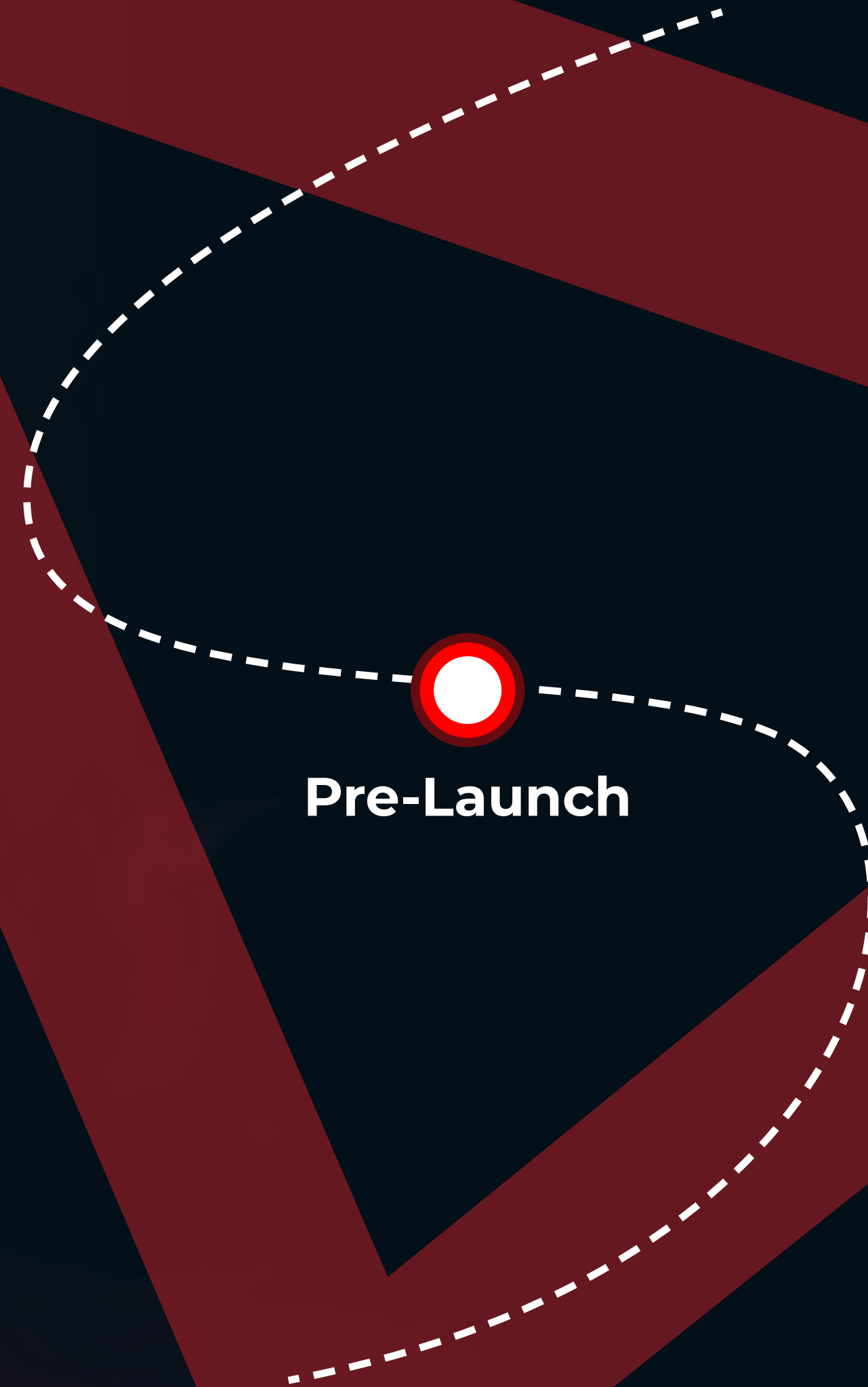- Typography
- Pattern
- Shapes

Stationary

- Letterhead
- Business Card
- Staff ID
- Lanyard
- Membership ID
- Envelopes
- Folders
- Stamps
- Forms

05 . Our Journey Together

Pre-Launch

This stage involves completing all essential elements required to start your gym.

Pre-Launch

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Uniform Design

- T-shirts
- Hoodies
- Jackets
- Pants
- Caps

Sign System Design

- Doors & Lockers Signs
- Motivational Quotes on walls
- Wall Posters
- Main Outdoor Sign
- Instructions signs
- Directional signs
- Banners
- On-Screen System

Social Media

- Social Media Pages Creation
- Profile Pictures Design
- Cover Pictures Design
- Post Copywriting and tone of voice
- Post Designs
- Content Calendar

05 . Our Journey Together

Launch

Let's kick off your gym with amazing social media marketing campaigns and a unique website to spread the word and attract customers.

Marketing Strategy

- Awareness
- A/B Testing
- Optimizing
- SWOT Analysis
- Online Customer Service
- CRM

Website

- Site Objective
- Site Map
- Wireframe
- Site Content
- Prototype
- Design & Responsiveness
- Development
- Deployment
- SEO

Launch

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05 . Our Journey Together

Post-Launch

This phase is not just about posting; it's about **consistently filling your gym all year long!** With online customer service, data-driven marketing campaigns, and our carefully studied sales pipeline, we aim to bring more customers to your door than any other company in the Saudi market.

Now let's take a look at our work

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Post-Launch

06 /06

Our Case Studies

Click to start.

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06 . Our Case Studies

01
Logo Design

Logo Design

We start by drawing concepts based on the positioning we have established. Then, we pick a concept and develop it into your logo.

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The menu above is clickable, enjoy using it

06 . Our Case Studies

01
Logo Design

Logo Design

From Scratch

We can develop a brand new and unique logo for you if you do not currently have one.

Ex.
Here's the Herak Gym logo, targeting youth seeking a powerful gym.

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01 / 08

01/05

06 . Our Case Studies

Logo Design

Rebranding

If you already have a logo, we can assist with rebranding.

Ex.
Sway Gym's old logo (right side) was very generic and needed something that better reflects their personality.

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01 / 08

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06 . Our Case Studies

Logo Design

Facelift

If you do not wish to fully rebrand we can enhance your logo

Ex.
Here's Life Style Gym and their process into making their old logo (right side) much more vibrant and alive.

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01 / 08

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06 . Our Case Studies

Logo Design

Same Approach

If you wish to add an extra logo to complement your brand.

Ex.
Here's Life Style Gym and their process of creating a men's logo based on the ladies' one.

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Color Palette

New Logo

Original Logo

EST. LS 2019
LIFE STYLE
FITNESS
CLUB
FOR LADIES

EST. LS 2019
LIFE STYLE
FITNESS
CLUB
FOR MEN

01 / 08

04/05

06 . Our Case Studies

Logo Design

Sublogo

If you want an additional logo for a special class or occasion.

Ex.
Here's Lift Gym and their process of creating a sub-logo (left side) for Shape Your Body classes, based on the main logo (right side).

01
Logo Design

Click to move to
the next page

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New Logo

Original

SHAPE YOUR BODY

LIFT GYM

LIFTGYM
FOR LADIES

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05/05

06 . Our Case Studies

02
Stationery Designs

Stationery Designs

From business cards and letterheads to membership cards, we've got you covered.

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02 / 08

01/04

06 . Our Case Studies

Stationery Designs

From business cards and letterheads to membership cards, we've got you covered.

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02 / 08

02/04

06 . Our Case Studies

Stationery Designs

From business cards and letterheads to membership cards, we've got you covered.

PREMIUM MEMBERSHIP CARD

LiftGym.sa

/liftgymsa

LiFTGYM

PREMIUM MEMBERSHIP CARD

Name
Fatama Abdullah

Member No.
0005

Exp. Date
09/24

LIFTGYM

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06 . Our Case Studies

Stationery Designs

From business cards and letterheads to membership cards, we've got you covered.

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04/04

06 . Our Case Studies

Uniform
Design

Then, we design the uniforms
following the same process
as the stationary.

03
Uniform Design

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06 . Our Case Studies

Uniform Design

Then, we design the uniforms following the same process as the stationary.

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06 . Our Case Studies

Uniform Design

Then, we design the uniforms following the same process as the stationary.

PRIVATE TRAINER

SWAY

FEEL THE BEAT WITHIN

03
Uniform Design

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06 . Our Case Studies

Uniform Design

Then, we design the uniforms following the same process as the stationary.

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06 . Our Case Studies

Uniform Design

Then, we design the uniforms following the same process as the stationary.

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05/05

044

06 . Our Case Studies

Sign System

Sign System Design

We develop a sign system so people won't get lost at your gym.

SWAY
Feel the Beat Within

منطقة الاستراحة
Lounge

الحمام
TOILETS

أنتبه لخطواتك
WATCH YOUR STEPS

المخزن
Storage Room

04
Sign System Design

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06 . Our Case Studies

Sign System

Sign System Design

We develop a sign system so people won't get lost at your gym.

04
Sign System Design

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06 . Our Case Studies

Sign System

Sign System Design

We develop a sign system so people won't get lost at your gym.

04
Sign System Design

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03/03

047

06 . Our Case Studies

Website

Planning

We help you create the Sitemap,
Wireframe, & Prototype.

05
Website

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06 . Our Case Studies

Website

Designing

We design a breathtaking, simple website that converts for you.

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05
Website

02/03

06 . Our Case Studies

Website

Development

We develop your website using the
newest, fastest technologies.

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05
Website

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06 . Our Case Studies

On-Screen System

We design the screen system so you will be able to display schedules, different offers, and motivational videos inside your gym.

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06
On-Screen System

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06 . Our Case Studies

On-Screen System

We design the screen system so you will be able to display schedules, different offers, and motivational videos inside your gym.

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06
On-Screen System

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On-Screen System

We design the screen system so you will be able to display schedules, different offers, and motivational videos inside your gym.

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06
On-Screen System

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06 . Our Case Studies

On-Screen System

We design the screen system so you will be able to display schedules, different offers, and motivational videos inside your gym.

06
On-Screen System

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06 . Our Case Studies

Social Media Management

Social Media posts that are made for your audience, aimed to give the most value, get the most engagement, and convert most clients.

06 . Our Case Studies

Social Media Management

Social Media posts that are made for your audience, aimed to give the most value, get the most engagement, and convert most clients.
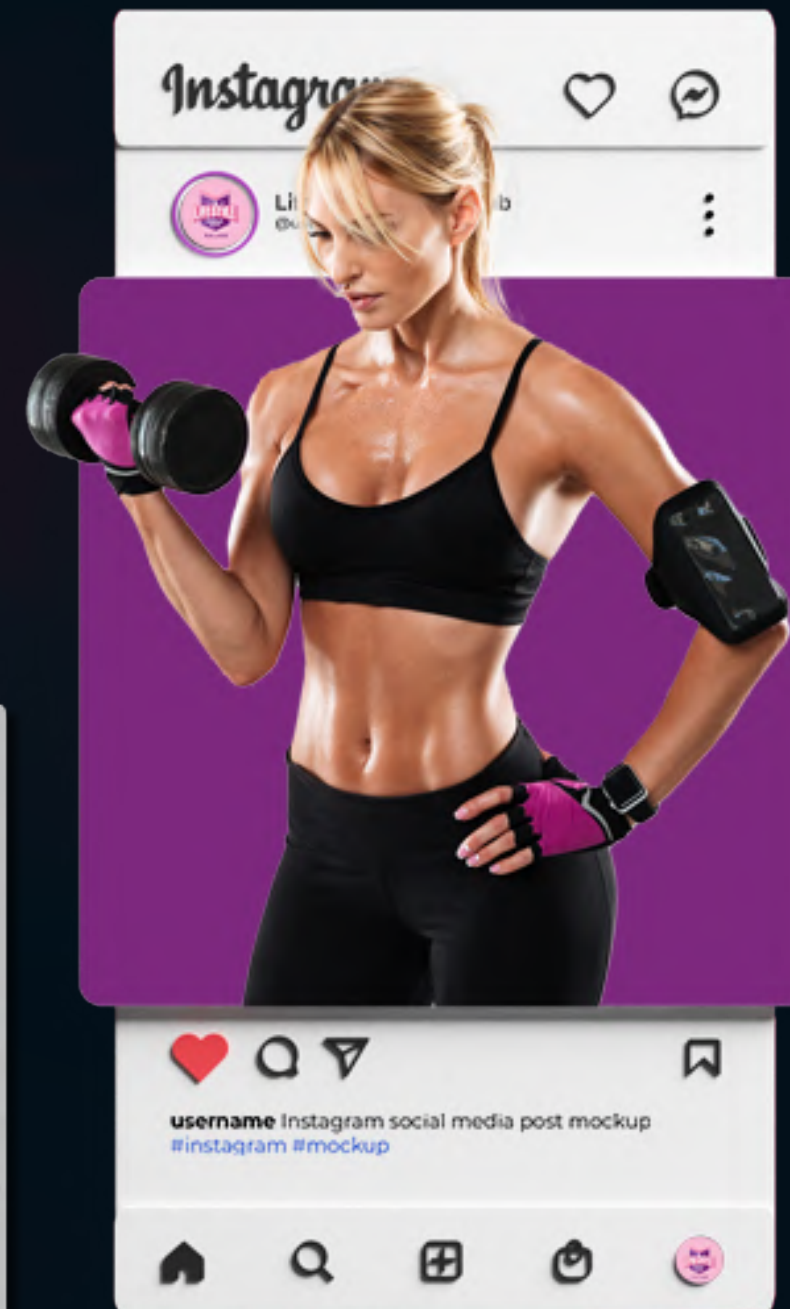
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Social Media Management

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06 . Our Case Studies

Social Media Management

Social Media posts that are made for your audience, aimed to give the most value, get the most engagement, and convert most clients.

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07
Social Media Management

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Social Media Management

Social Media posts that are made for your audience, aimed to give the most value, get the most engagement, and convert most clients.

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07
Social Media Management

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Social Media Management

Social Media posts that are made for your audience, aimed to give the most value, get the most engagement, and convert most clients.

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Social Media Management

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Social Media Management
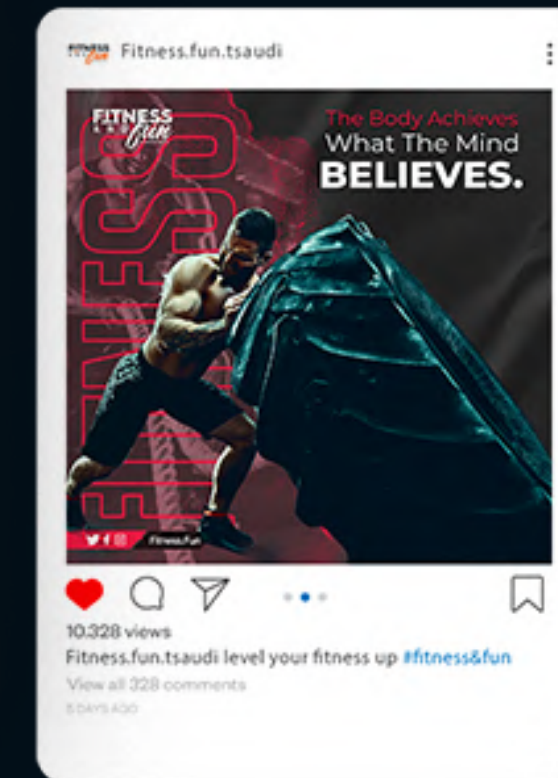
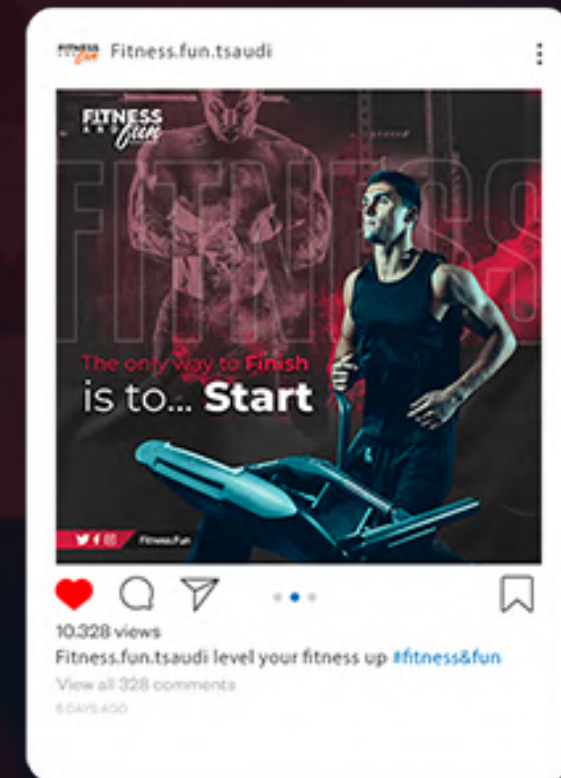Social Media posts that are made for your audience, aimed to give the most value, get the most engagement, and convert most clients.

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07
Social Media Management

06 . Our Case Studies

Printing Design

Documents

Now, we'll design all of the printed assets for you.

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Have any questions?

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01/07

06 . Our Case Studies

Printing Design

Brand Books

Now, we'll design all of the printed assets for you.

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06 . Our Case Studies

Printing Design

Merch & Giveaways

Now, we'll design all of the printed assets for you.

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08.
Printing Design

Have any questions?

08 / 08

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06 . Our Case Studies

Printing Design

Equipments Graphic Design

Now, we'll design all of the printed assets for you.

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08.
Printing Design

Have any questions?

08 / 08

04/07

06 . Our Case Studies

Printing Design

Interior Wall Graphic & Posters

Now, we'll design all of the printed assets for you.

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08
Printing Design

Have any questions?

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Printing Design

Indoor Ads Designs

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08
Printing Design

Have any questions?

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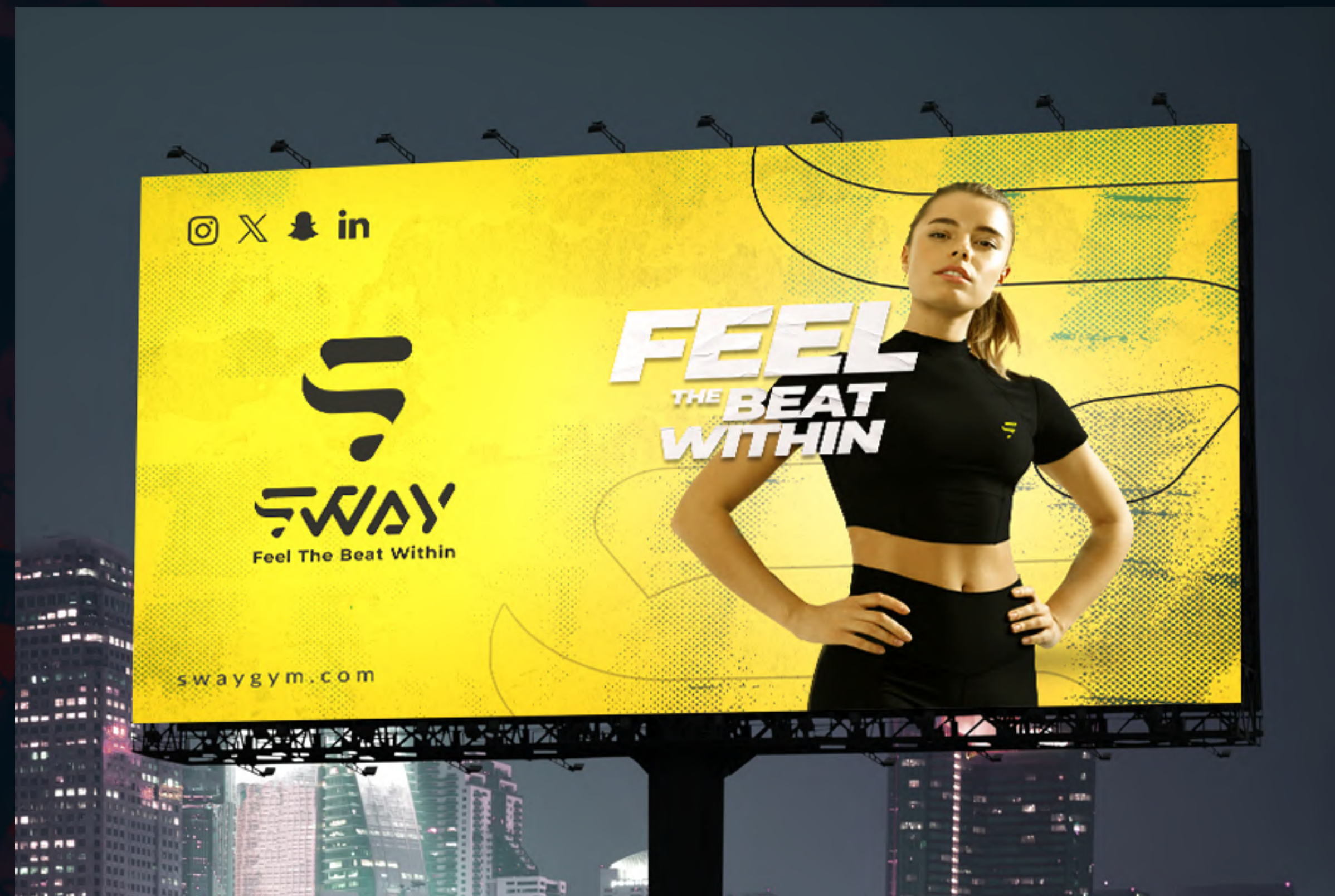
06 . Our Case Studies

Printing Design

Outdoor Ads Designs

Now, we'll design all of the printed assets for you.

Have any questions?

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08
Printing Design

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Let's talk

Ask us anything or just **say hi!**

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We cannot wait
to meet you.

Want to
start over?