

CASE STUDIES



 **ZEHBRAS**





Form Submission - New
Form - Branding and
design for a fitness
community ➤ Inbox x

Squarespace <for... Tue, Jul 20, 2021, 9:08 PM
to me ▼

Sent via form submission

Name: Jeanelle

Email: [REDACTED]

Subject: Branding and design for a fitness community

Message: Hi Kierra,

I'm in the early planning stages for a fitness community that centers the health and wellness of Black people. I need help bringing my wild idea to life. Call me. Seriously.

~Jeanelle

Date: 7/20/2021

HERE'S HOW EVERYTHING STARTED...

Owner and founder Jeanelle reached out at the early planning stages of ZEHBRAS with the idea of creating a community space that centered health and wellness for African Americans. Aiming to reduce barriers to fitness and hope to improve the lives of as many people as possible. She set out to build an inclusive, supportive CrossFit community and welcome people who may may not feel comfortable in a gym setting or see themselves participating in CrossFit.

This was an initiative we couldn't pass on. It was serious business. Closing her email with **"I need help bringing my wild idea to life. Call me. Seriously."** So that's what we did.

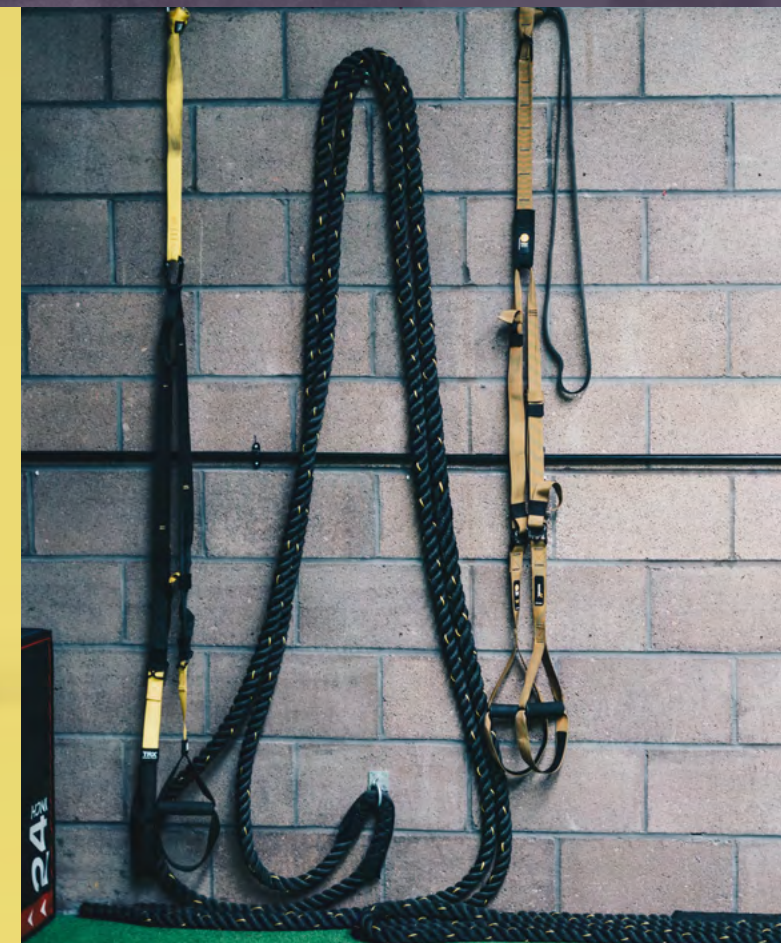


OUT THE HERD

OKAY, LET'S SET THE SCENE...

First things first, it's pronounced ZEH-BRUH—not ZEBRA. Check out this [social post](#) we created for the launch to speak to the brand tone. With competitors like Planet Fitness and Clipper City, ZEHBRAS vibrant branding not only helped them stand out, but pushed the narrative of being a inviting and inclusive fitness community.

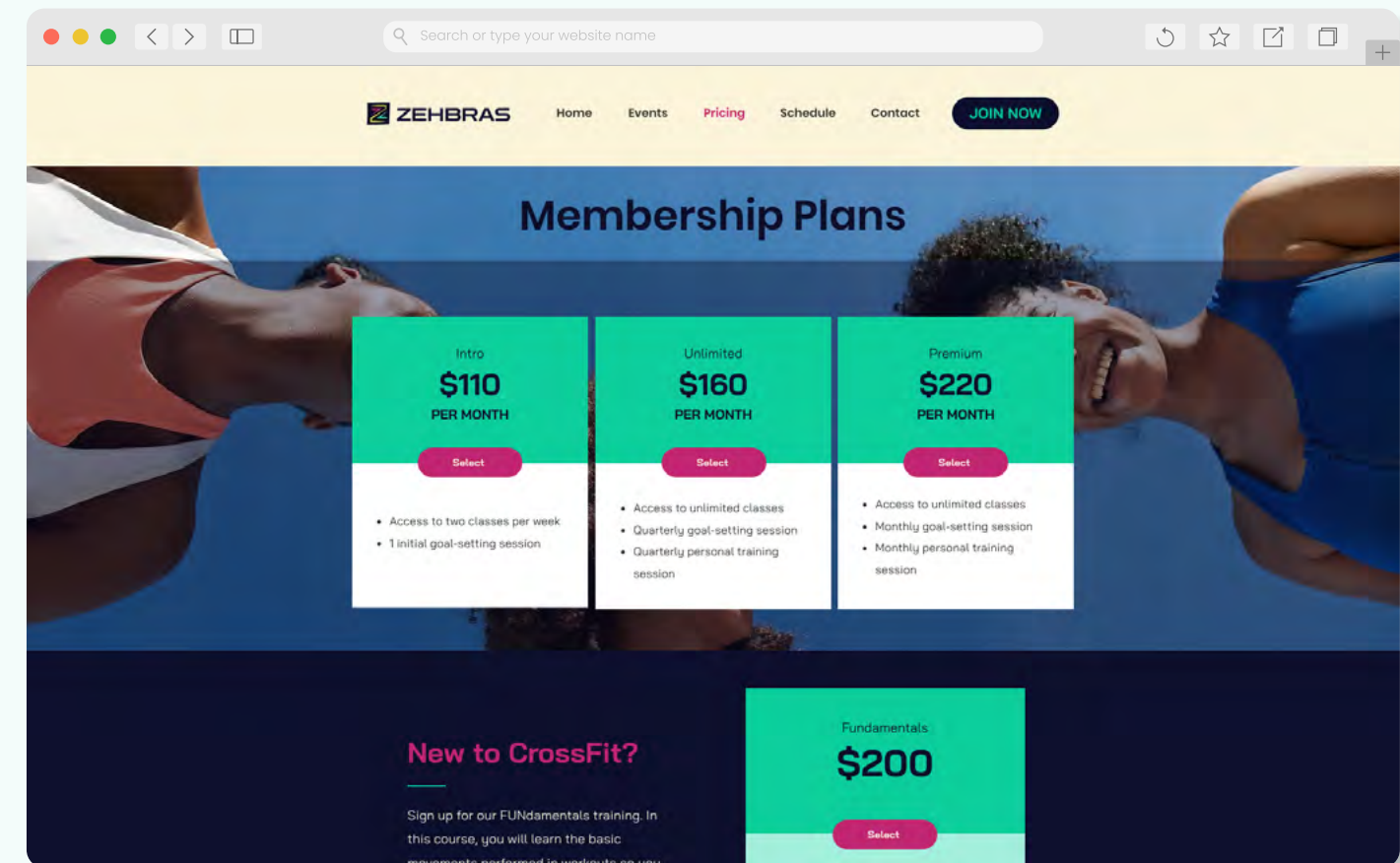
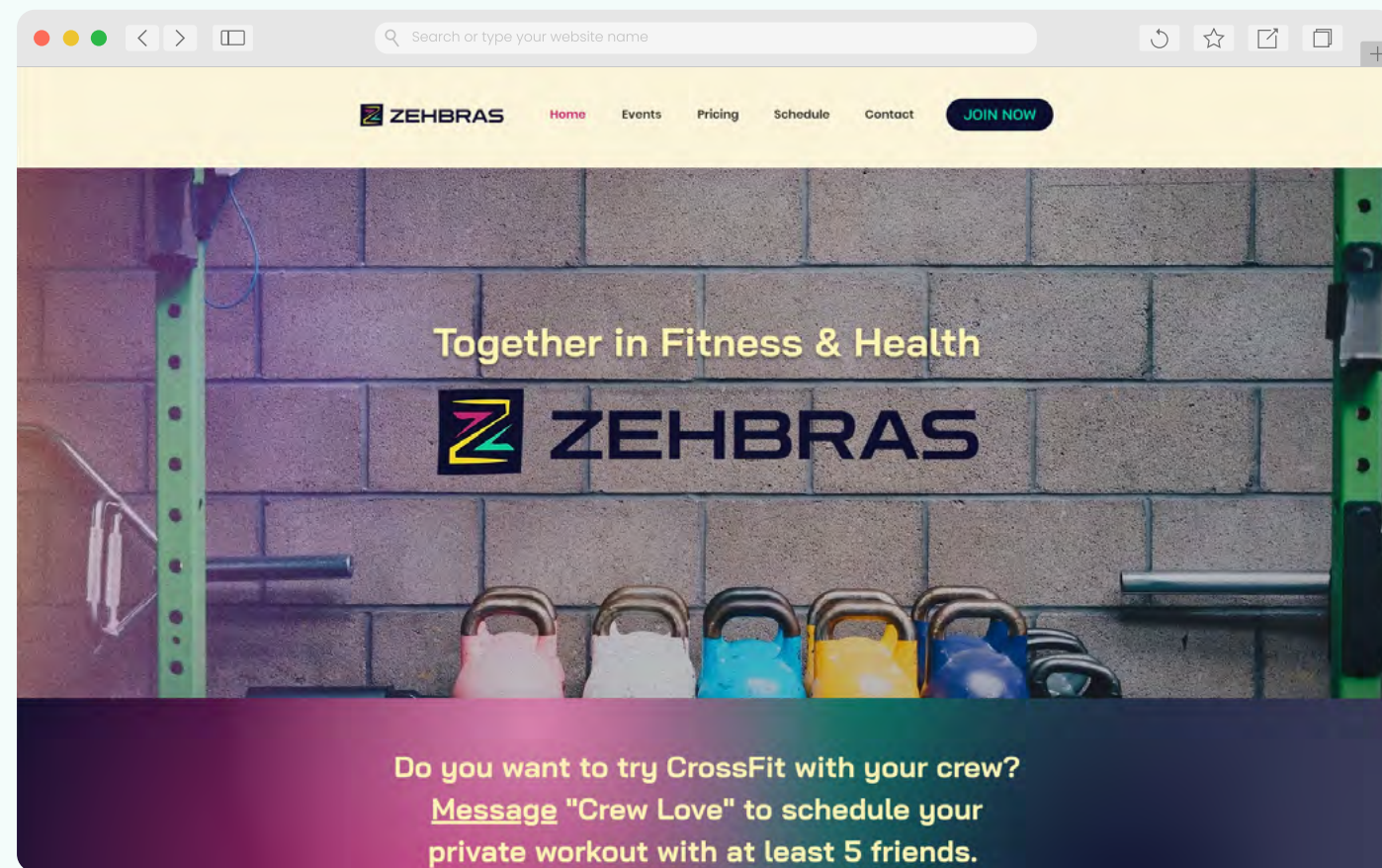
Memicking zebra stripes, the logo mark reflects ideas like unity with directional lines and shapes that coincide with each other, creating a letter Z. The primary logo uses all colors from the palette to signify diversity and inclusivity.





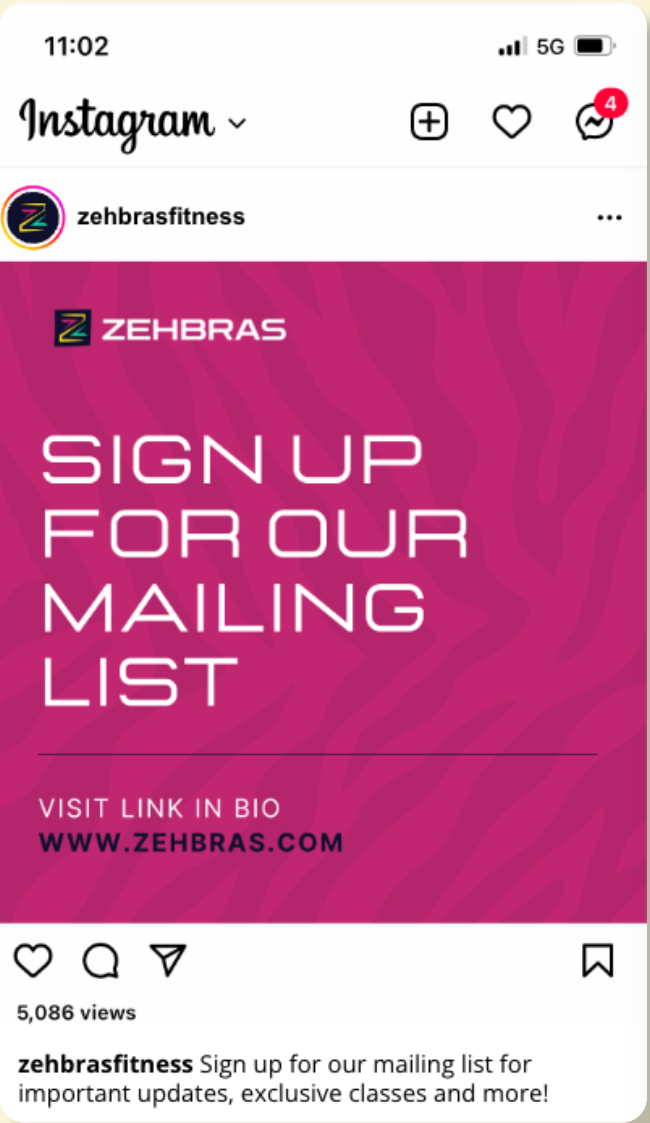
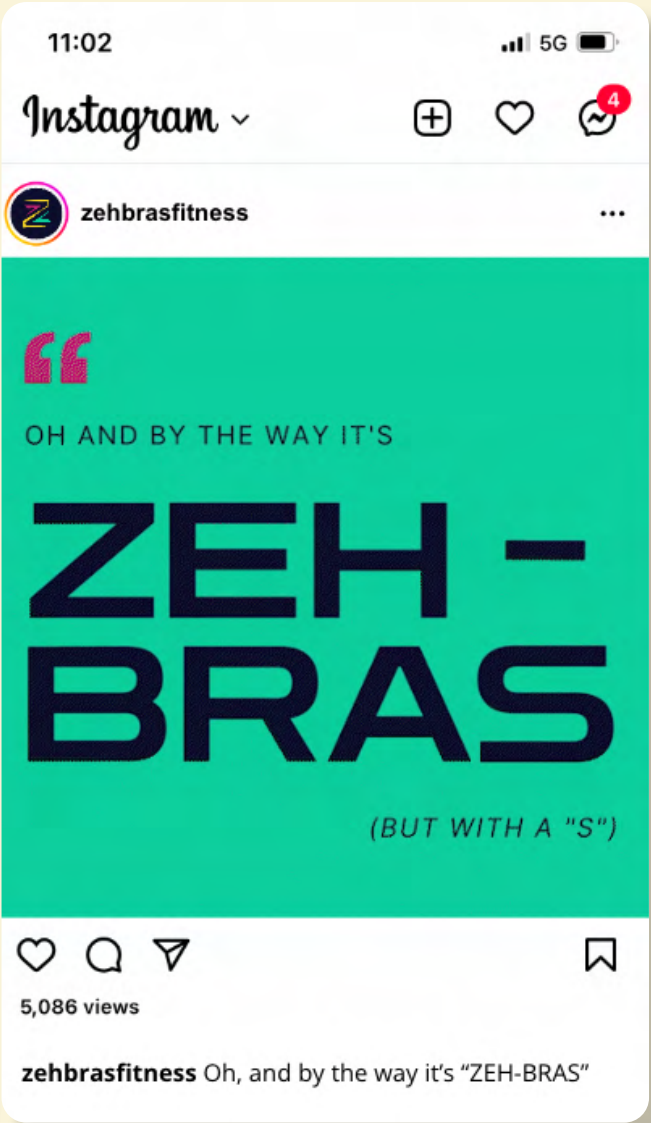
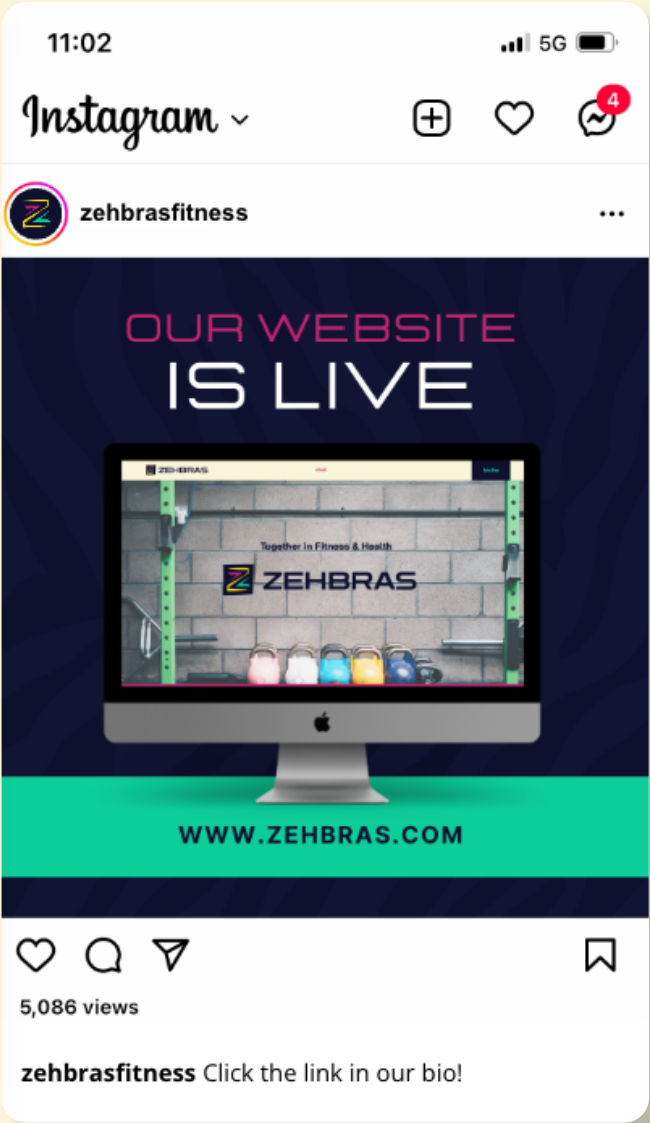
APPROACH

Once the brand story and voice was established, the next phase was all about awareness and community building. Marketing strategies such as posters, banners, flyers were created to aid in the word-of-mouth advertising as the news spread throughout the community.



APPROACH

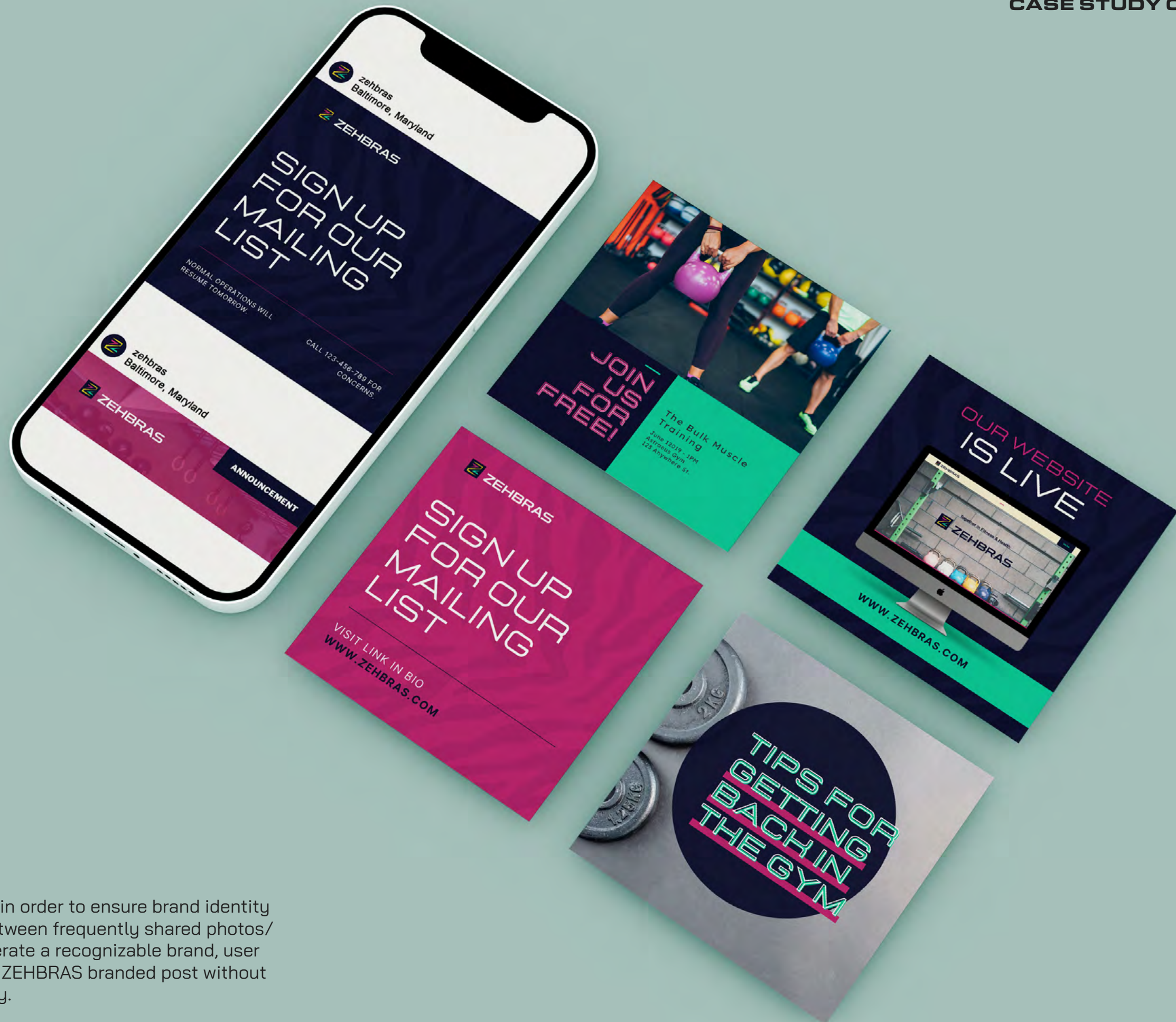
In addition to print marketing, we built a vibrant and user friendly [website](#) to drive conversion from possible members to becoming a member. The website was used as a tool to inform audience about CrossFit, and encourage users to join their exclusive Founders Club—members who joined from the very beginning.



APPROACH

A social campaign was launched to first spread brand awareness, and continue to build the user journey of learning about CrossFit and the problem ZEHBRAS plans to solve. Next, using social media as a tool to build community, and to inform the need to reduce barriers to fitness.

Now with over **800+ followers** ZEHBRAS continues to use their social profile to share progress updates of their second location, class schedule updates, community turnout and more.



APPROACH

Templates were created in order to ensure brand identity remains consistent inbetween frequently shared photos/ reels in an effort to generate a recognizable brand, user will be able to identify a ZEHBRAS branded post without having to display literally.