

The fun's not just for kids.

Developing a brand style for a renown London fencing club

A bit of background...

Fighting Fit Fencing is a fencing club specialising in foil with a rich history of developing champions and other fencers both on a national and international basis. They have one of only a few public fencing salles in the UK. They offer lessons, courses and general fencing for kids from 4 years old all the way to adults.

What was the challenge?

They were not happy with the work their current web agency had done for them, feeling that they didn't listen to their needs. The challenge they set us was to develop the website, looking at elements such as the SEO and to build a more recognisable style for their leaflets and other print items. The only element we had to keep was the brandmark and colours.

Our thinking and solution?

The Fighting Fit branding already has real dynamism, our aim was to take this and move it to other areas of the brand. We used the 'strike' motif, that runs through the brandmark as a focus point for text. This was used extensively to draw the eye to text and images.

Building on this strong angular aspect to create a visual language that works across all touch points. A frame for both images and text, or just as a swathe of colour to break up an application.

From a leaflet to a badge, the branding is now more than just a logo and colours.

With the website we cleaned up the menu structure, highlighting the important elements. Created a footer which helped with SEO and more importantly, navigation.

What we did

- merchandising
- leaflets
- banners
- poster
- website management
- ongoing SEO

