



## Identity and communication platform for Tonik Gym

**Timișoara, July 18th 2008- X3 Studios created the identity and communication platform for Tonik Gym, a fitness and bodybuilding club.**

The project included consultancy services, communication and positioning strategy, creation of identity and communication materials as needed (naming, logo, tagline, graffiti, flyers, business cards, brochures, membership cards etc.), as well as the design and implementation of an interactive online visual experience.

The branding process took a normal course: the first step was creating a logo which would communicate with the target audience. The logo has a great visual impact, sustained by the simple chromatic palette chosen – black and white.

The visual interactive experience, [www.tonikgym.ro](http://www.tonikgym.ro), created for Tonik Gym emphasizes the positioning and communication efforts of the brand, by using plenty of dynamic and monochromatic elements.

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**About Tonik Gym:** Tonik Gym is a fitness and bodybuilding club from Timișoara, Romania, which gained its recognition among other fitness clubs from Timișoara. For more details visit [www.tonikgym.ro](http://www.tonikgym.ro).

**About X3 Studios:** X3 Studios ([www.x3studios.com](http://www.x3studios.com)) is a design studio, founded in 2001 in Timișoara, Romania. Among the services that X3 Studios can provide are the following: branding, print design, advertising design and interactive design. The X3 Studios portfolio includes over 400 projects created for international clients and over 100 projects created for national clients. Some of the awards the company received are: Rebrand 100 Awards, Eulda, LogoLounge, and Internetics.