

AMANDA
Jump, Skip, Smile
KLOOTS

ANNA KAELIN
PROJECT RESEARCH TEMPLATE
2021

TABLE OF CONTENTS

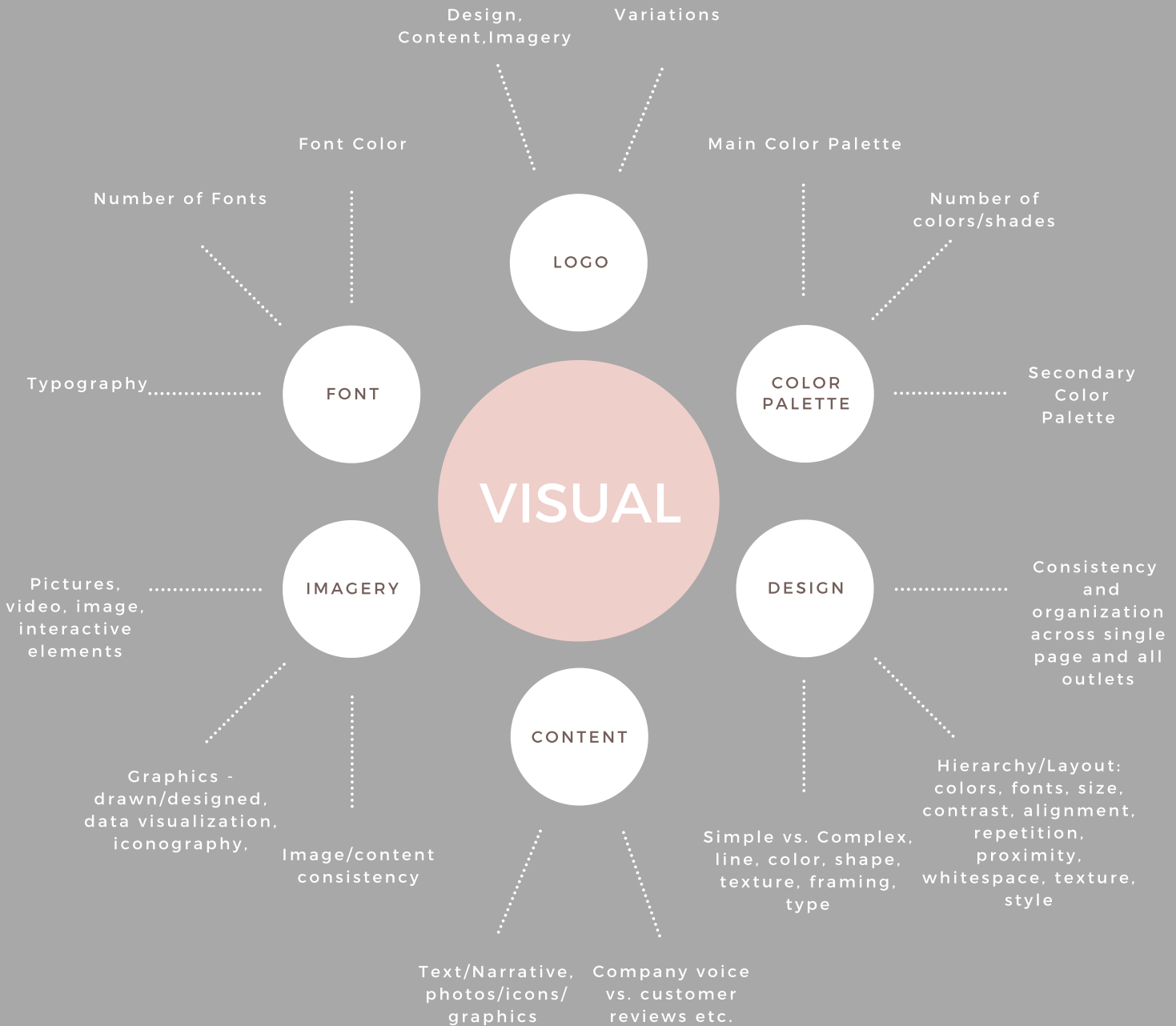
PAGES

1. Visual Design Elements Overview
2. Non-Visual Design Elements Overview
3. Companies to Analyze
4. Logo Design Elements
5. Font and Content
6. Color Palette
7. Imagery & Graphics
8. Design Scorecard
9. Non-Visual Branding Breakdown
10. Final Take Aways (page 1)
11. Final Take Aways (page 2)
12. Digital Media Contract
13. SWOT Analysis



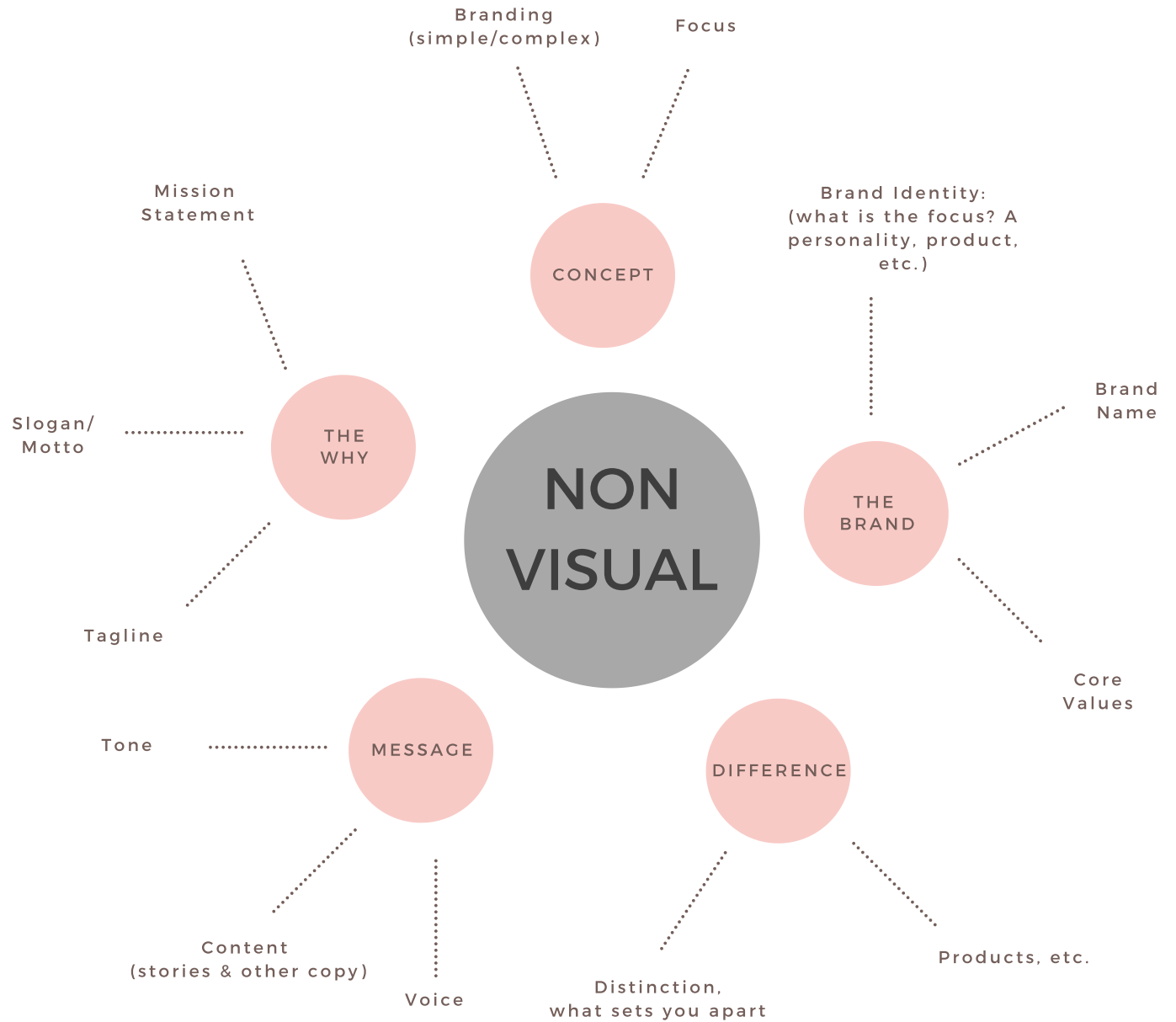
DESIGN ELEMENTS

The visual design elements of your brand strategy is the "what you see" of your company. These elements include things like: logo, color palette, font, imagery, and other elements which can be SEEN on your website and social media pages.



BRANDING ELEMENTS

The non-visual branding elements of your brand strategy is the "what you feel" of your company. These elements include things like: mission statement, core values, your brand voice/tone, and other elements which can be FELT through the messaging on your website and social media pages.





COMPETITOR ANALYSIS

COMPARISON

Competitor analysis is extremely important because it helps to reveal the strengths and weaknesses of your competition. This information allows you to know what you are up against and what can make your company stand out in the crowd. While the Amanda Kloots brand does not like to label other fitness brands as "competitors" it is important to see what those companies are up to! The following brands will be measured and analyzed by the same criteria as Amanda Kloots Fitness.



TEXT

GRAPHICS

PHOTOS

NUMBER OF LOGO DESIGNS

ALT. COLOR (EX: B & W)

USE & PLACEMENT

IMAGERY

VARIATIONS

LOGO DESIGN ELEMENTS

COLOR

COLOR

MAIN HUE (S)

ACCENT COLOR (S)

NUMBER OF SHADES

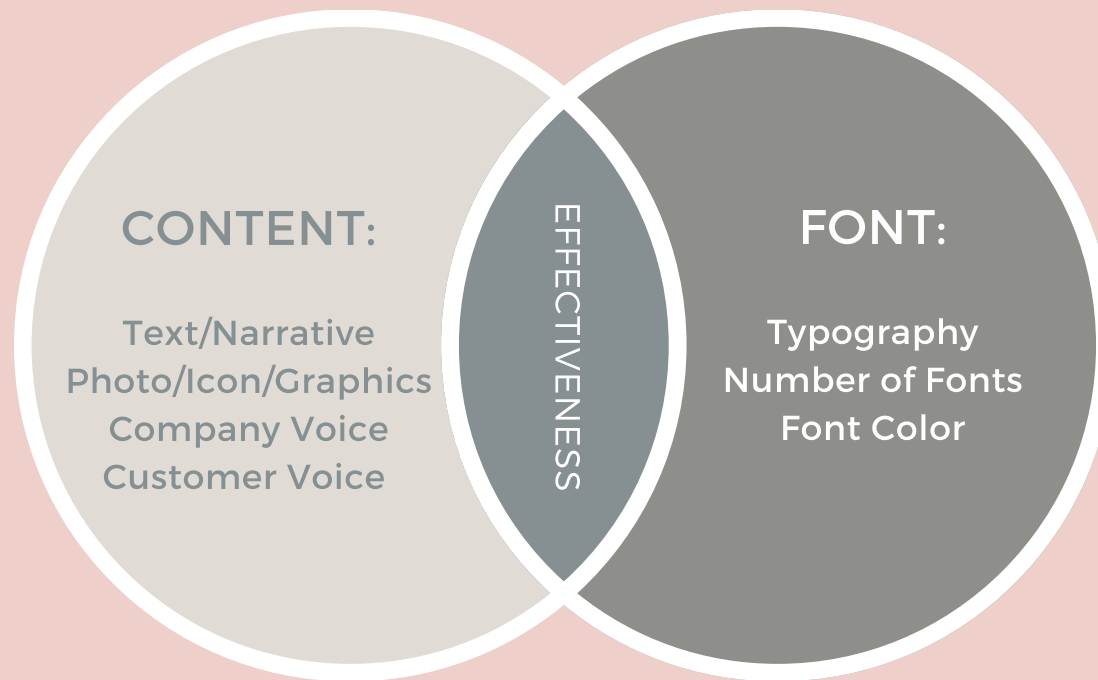
LIGHT VS DARK

MONO-CHROMATIC

SATURATION

Font and Content

Examining how the use of fonts are applied to the content and message of the text.





COLOR PALETTE

In analyzing website pages, social media, etc. I will identify the primary color palette as well as the secondary/accent color palette.

Primary - typically 1-3 colors
 Accents - typically 1-6 colors

PRIMARY COLOR PALETTE:

of Shades:

SECONDARY COLOR PALETTE (ACCENTS):

of Shades:

SHADE COORELATION TO TONE/BRAND:

COLOR CONSISTENCY ACROSS PLATFORMS:





Imagery & Graphics

DESIGN ELEMENTS

Images can help create a connection with text and content and can clarify information presented in a layout by adding meaning and evoking emotion or connection. The types of imagery I will be evaluating are: pictures, video, interactive elements, drawn or designed graphics, data visualizations or iconography (which send a message with a simple icon, ex: a toilet for a bathroom, etc.). I will then also analyze the consistency of the images and content across all platforms (website, social media, apps, etc.)

Pictures

Video

Interactive Elements

Drawn/Designed Graphics

Data Visualization/Iconography

Image/Content Consistency

WEBSITE

SOCIAL MEDIA



DESIGN SCORECARD

During this part of the analysis, I will examine elements of online content for the different companies. I will study elements such as: Reading patterns, sizing and placement of text, space and texture (including negative and white space), typeface weight and pairing (thin stroke text, bolding, etc.), as well as text and content direction.

With this evaluation I will be able to analyze how your content compares to companies who have similar messaging and branding. This will help to be able to stay on trend but stand out amongst your competitors and colleagues in the fitness space.

SIMPLE VS. COMPLEX

Do the lines, colors, shapes, textures, framing, and type come across as simple or complex/busy?

HIERARCHY/LAYOUT

What content is prominent and made more visually noticeable based on size, color, repetition, white space, alignment, etc. I will also analyze if this information changes based on platform.

CONSISTENCY

How content is displayed across all platforms (website, social media, apps, and other marketing collateral).

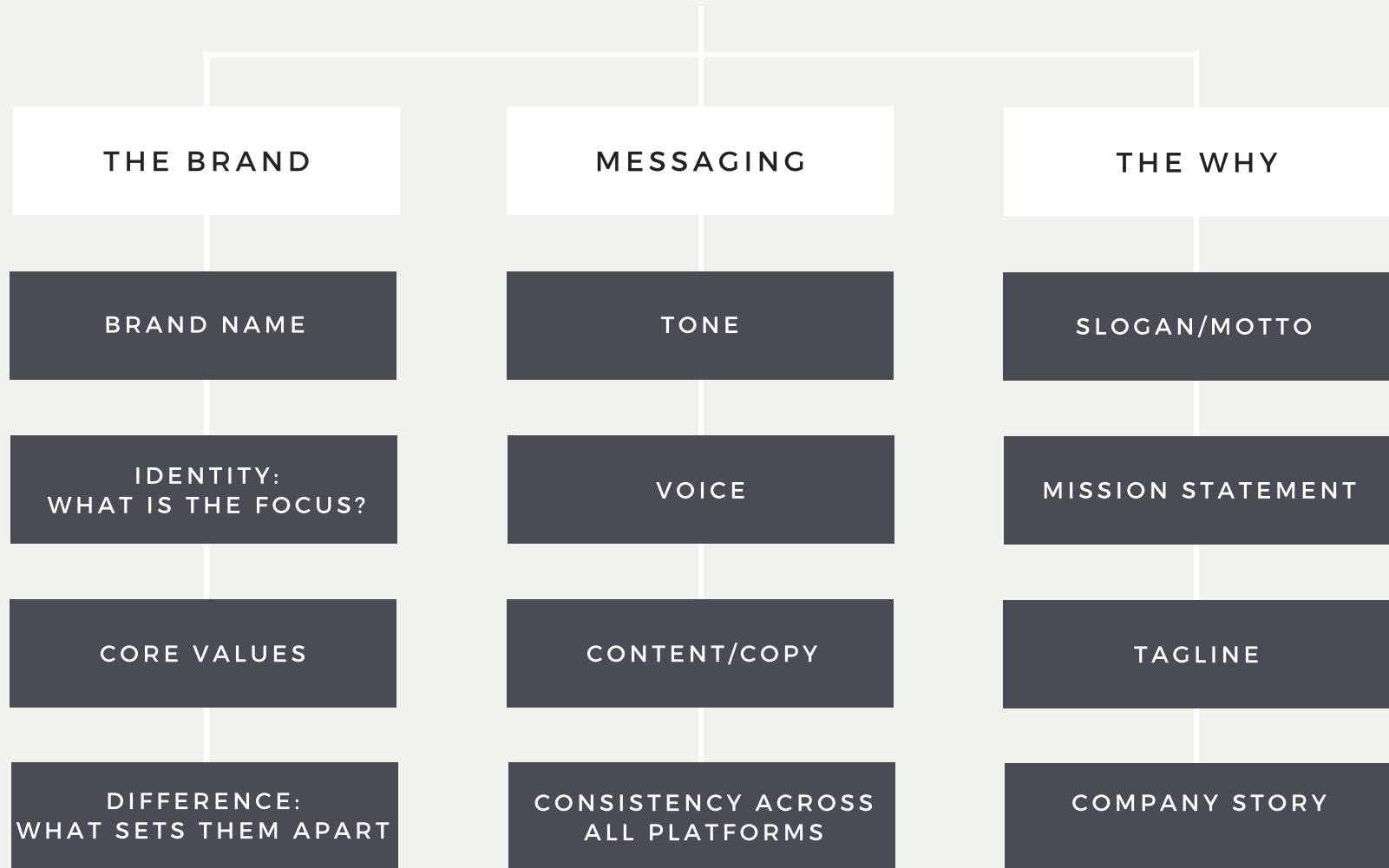
ORAGANIZATION

I will evaluate how each company has organized their website as a whole, as well as each individual page and platform.



Non-Visual

BRANDING



THE WHO, WHAT, AND WHY OF YOUR COMPANY

FINAL TAKE - AWAYS

This comparison chart will include the data I discovered in my evaluation. This will show, in one glance, the summarized overview of information.

PAGE 1/2

Company #1

Company #2

Company #3

Company #4

Logo Text

Logo
Graphics

Logo Photos

Logo Color

Logo Color
Attributes

Number of
Logos

FINAL TAKE - AWAYS

This comparison chart will include the data I discovered in my evaluation. This will show, in one glance, the summarized overview of information.

PAGE 2/2

Company #1

Company #2

Company #3

Company #4

Typography
(font types)

Font Color(s)

Primary
Colors

Secondary
Color Palette

Imaging &
Graphics

Design
Scorecard

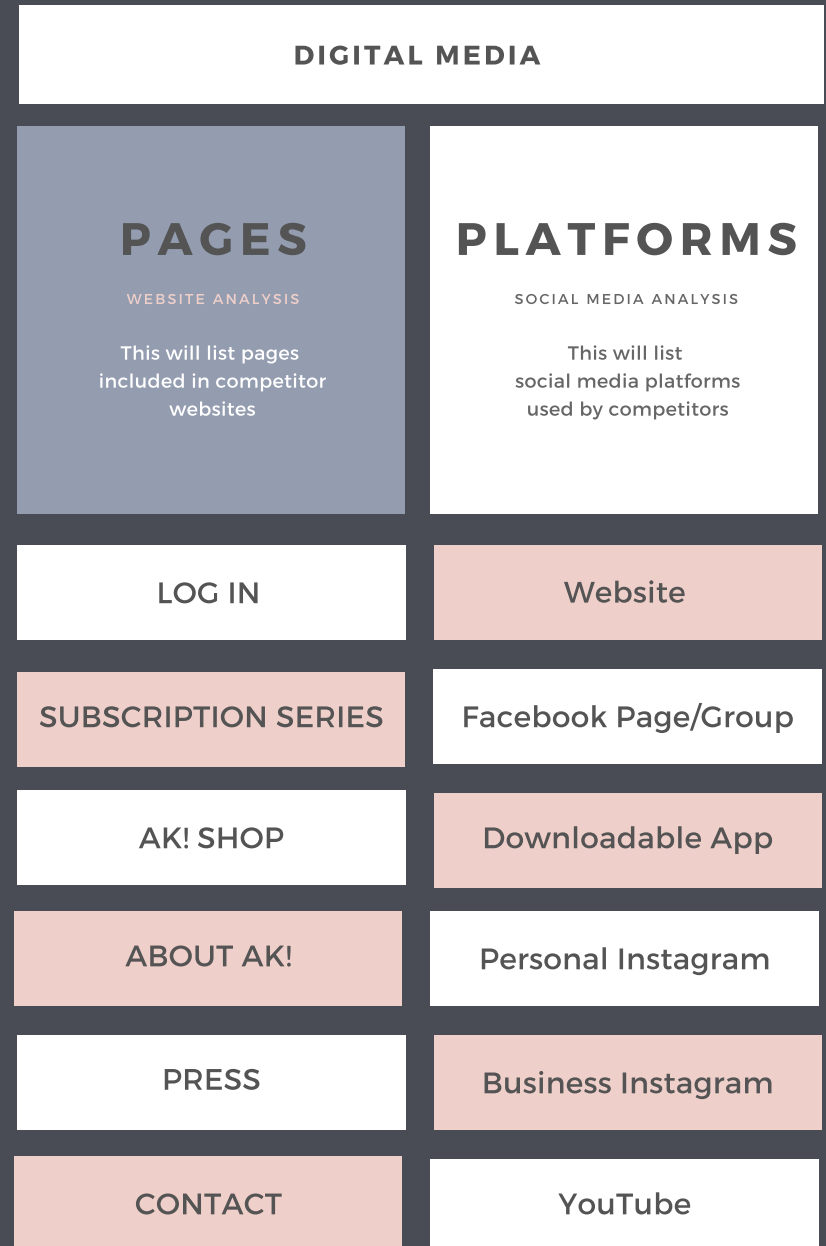
DIGITAL MEDIA CONTRAST

At the request of Amanda Kloots Fitness, I will be analyzing the pages included in competitors websites.

I will also be looking at the different platforms used by these companies. Included in this analysis will be a breakdown of how their design elements are used across all digital programs.

The text to the right are the website pages currently on the Amanda Kloots Fitness website, as well as the digital platforms the company is utilizing.

Analysis by Anna Kaelin



AMANDA KLOOTS

SWOT ANALYSIS



STRENGTHS

-
-
-
-
-



WEAKNESSES

-
-
-
-
-



OPPORTUNITIES

-
-
-
-
-



THREATS

-
-
-
-
-

