

REINVENT YOURSELF.

Project:
Football Branding

Client:
Fit4Foot

Location:
Anderlecht, Belgium

Year:
2021

CASE STUDY

Football Branding for Fit4Foot, Anderlecht, Belgium

Introduction

Belgium-based Fit4Foot is a community of positive and approachable, active people who care deeply about sports nutrition and physical performance.

The company's goal is to train the young players of FIFA's top-ranking footballing nation to help them reach their full potential. For years, many people have been working tirelessly behind the scenes to make the success the Belgian

national team has experienced possible; their position in the footballing world is no coincidence!

Among them is Xavier Ericx or, as everyone calls him, Coach Xavi, the founder of Fit4Foot. A specialist in physical performance and nutrition, Coach Xavi works individually with footballers and young Belgian players who the biggest clubs in the world will soon want.

Challenge

With Xavi delivering results at several top Belgian clubs and being invited to multiple high level football camps, the demand for his services has also increased. This has given birth to his Brand – Fit4Foot. JAX Branding was initially approached to gain vision clarity, strategise ideas to attract clients, design a striking logo, and design systems to turn words into actions.

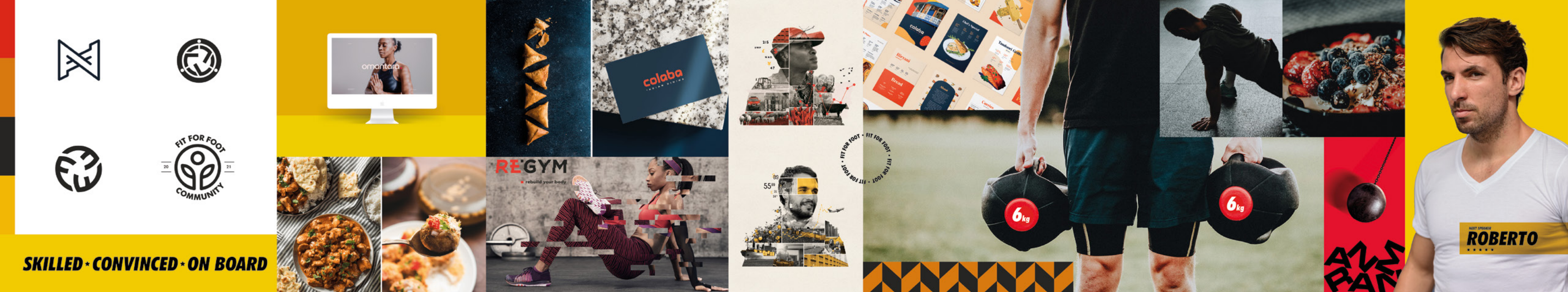
The problem we focused on is helping

footballers who get injured during the season and cannot play at their top level at the most important moments. Our research showed that diet and proper preparation for games provide some players with long periods without any injuries. Now is the time to spread this knowledge and use it for the benefit of the players.

Services provided:

- Brand Workshop
- Creative Direction
- Business Consultancy
- Logo Design
- Graphic Design
- Copywriting

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Insights

Getting the foundations right for a new brand is crucial to its future success. After a quick chat with Xavi and fully understanding the needs of this exciting movement, we knew JAX Branding would be the right fit for the job. From the brand workshop, we learned what systems we needed to apply to nurture new members in the best way. Next, we started working on football branding and tactics with the goal

of serving footballers and making them happier and healthier people. We had many insightful and exciting discussions and decided that the brand messaging for Fit4Foot that would inspire athletes to look closer at their diet and productivity would be 'Reinvent Yourself: Master your performance. Win your season. ,

The New

Fit4Foot's brand messaging has been crafted to focus on improving physical performance to master the season. The many moving parts in football inspired the Rubik's cube idea behind the logo. To match the vibe of the Fit4Foot community, the visual direction is vigorous, exciting, and modern. Dynamic shapes and strong colours give the entire visual identity the confidence and energy the brand needs

to attract new members successfully.

We at JAX Branding love to work with football brands and are proud to work with such positive, impactful people like Coach Xavi. We are grateful for being a small part of their journey.

Fit for Football. Fit for Life.

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I'm Jack Bies and I want to thank you for taking the time to read this case study. Time indeed is an essential thing that we should all cherish. Footballers' time on the pitch, A.K.A their professional career, is limited to only a few years. If you're one of them, you know how hard you've worked all your life to perform

in front of the fans and do what you absolutely love. Playing football was one of the best things that ever happened to me. You know why? Because it allowed me to dream. For me, it ended pretty quickly and only at a semi-pro level. Despite that, I promised myself to become a PRO in anything else

I do in my life. Today, I give back what I got from football and help players and people in the industry to build powerful brands that positively impact the world. Feel free to contact me on social media or book a call on my website to discuss your business idea and take it to the next level. Speak soon!



WORK 1-ON-1 WITH ME