



Greyscale



Mono



Reversed out of black



Reversed out of solid colour

## Client: Keep Moving

### Project: Brand Name and Corporate ID development

**Task:** Come up with a name and develop a corporate image for a new rehabilitation and fitness speciality business.

**Professional Partners:** Sprout Creative (graphic design). Exposure Web (web and email hosting).

**The challenge:** This business wanted to position itself as the “Rebel Sport” of rehab but couldn’t think of a name or a brand that summed it up. Not only that, but they needed business cards in three days time.

**What We Did:** Creative Territory took on the challenge and approach the task from a brand position point of view. After coming up with the name, and making sure

we could also get the domain name, trade mark and business name, we passed the creative brief on to Sprout Creative to design the logo. The designers nailed the logo within a day and Keep Moving was born.

**Lessons:** This is one of our favourite brands because it clearly articulates the value of this business to the end users. The world’s best brands don’t sell you a company, a feature or even a benefit – they sell you an intrinsic value that is important to you. For the aged and disabled, it’s the ability to keep moving.