
Concept.
Running

Objective

Design a brand signature for WellFit that instantly communicates the essence of fitness, movement, and overall well-being. The logo should not only represent the company’s expertise in treadmills but also reflect a wider vision of health, vitality, and lifestyle.

It must be simple, impactful, and instantly recognizable—capable of creating a lasting impression on the consumer’s mind within a fraction of a second. The design should embody the quality and trustworthiness of the WellFit brand while inspiring energy, progress, and transformation.

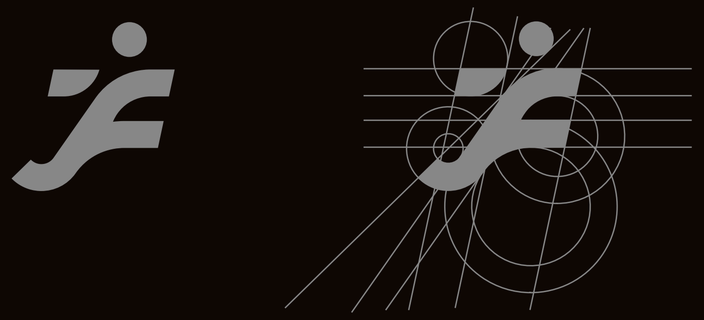
This logo should go beyond being just a graphical symbol; it should become a powerful identity mark that differentiates WellFit from other fitness and wellness brands. The shape and color palette should be carefully chosen to be relevant, memorable, timeless, and versatile—easy for the human brain to process and recall.

Ultimately, the logo should convey confidence, inspire motivation, and create a strong emotional connection with the audience, whether they associate it with treadmills, fitness equipment, or a healthier lifestyle.



Letter (F) + Man Running ( )

Overall, running is an excellent way to
improve your overall well-being!



Our Icon, featuring a dynamic figure in motion, symbolizes the perfect harmony between technology and the human body in action. Crafted using a geometry-based grid system, every curve and angle is meticulously designed to reflect fluidity, speed, and balance the very qualities that define an exceptional treadmill experience.


WELLFIT

WELLFIT


I am
done
in
harmony
crafting
my
identity
with
the
expectations
of
others



KEY FEATURES & Specifications

Motor Power
7 HP Peak

Max Weight Support
150 KG

Manual
Lubrication

Speed
1-20 km/h

Auto Inclination
Level 15





WELL FIT

Running on a treadmill offers convenience, safety, and joint-friendly cushioning. It allows for precise control over speed and incline, enabling structured workouts and accurate progress tracking. Ideal for all weather conditions, it's great for beginners, rehab, and consistent training, making it a reliable and effective fitness option.




11:52
Friday
26
280

Color palette

Inferno Orange

#FF4725
RGB(251, 31, 37)

#878787
RGB(135, 135, 135)

#FFFFFF
RGB(255, 255, 255)

#000000
RGB(0, 0, 0)


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www.wellfit.com

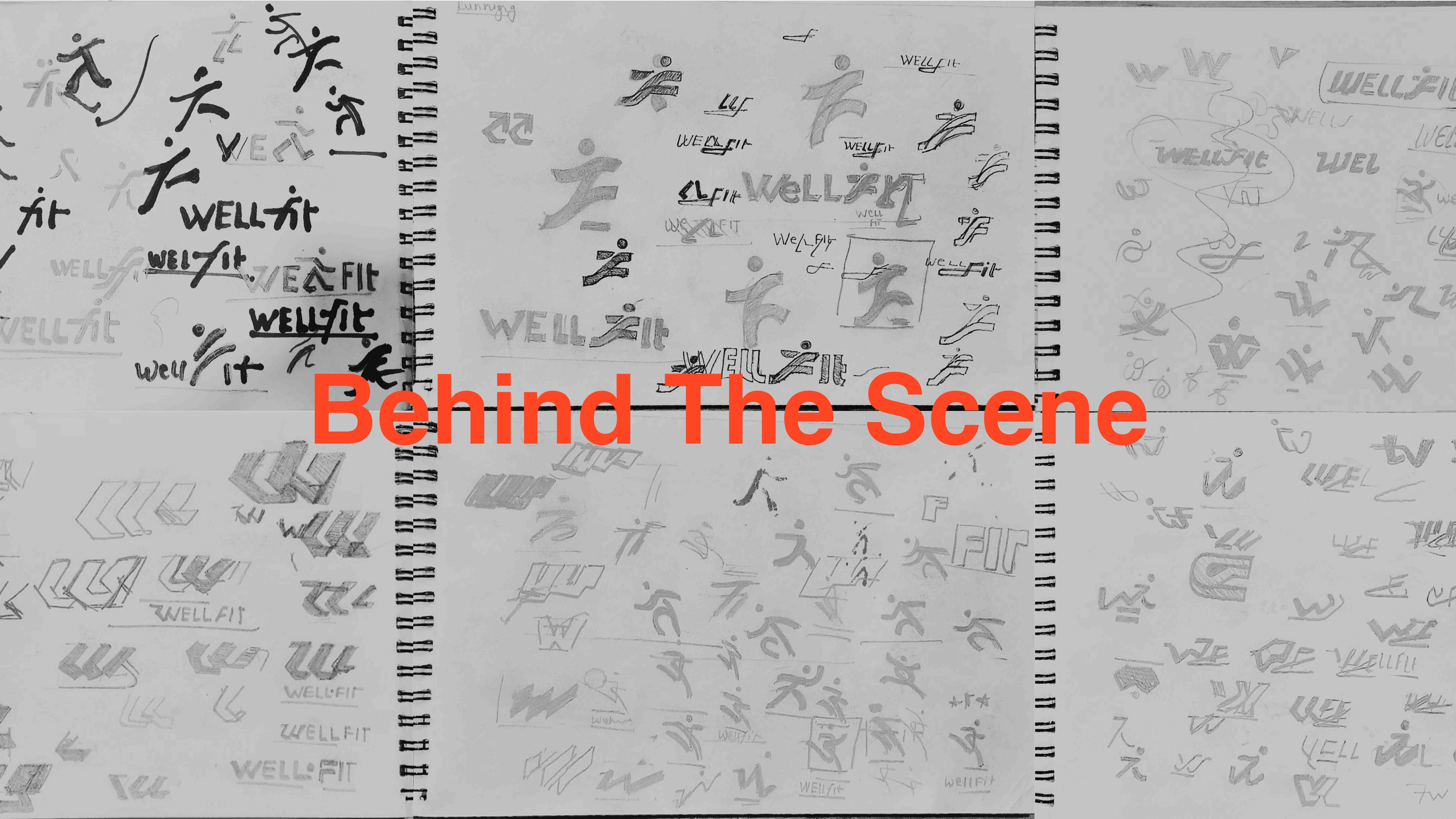


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Thank You


Behind The Scene