

BRAND

BOOK

FITQ  RIES



SOMMAIRE



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INTRODUCTION

PROJECT VISION AND IDENTITY

Concept

FITORIES is an intelligent sports marketplace powered by artificial intelligence that connects athletes — whether beginners, experienced, or professional — with the best coaches, gyms, programs, and partner brands.

It's an all-in-one platform where every user can find everything they need to improve physically, mentally, and nutritionally — without wasting time or being tied to a rigid system.

Mission

Our mission is to make athletes' lives easier by centralizing all their needs within a single interface.

FITORIES allows them to train wherever they want, track their progress in real time, and access services and resources tailored to their profile.

Vision

FITORIES aims to become the benchmark for intelligent and personalized sports, combining technology, wellness, performance, and community.

Our goal is to help every athlete — regardless of their level — reach their full potential through a comprehensive, intelligent, and motivating support system.

Project Origin

FITORIES was born out of a clear market gap: today, athletes must juggle multiple apps, coaches, gyms, and brands to meet their needs. By bringing together both necessity and trend, FITORIES creates a complete, connected, and stimulating ecosystem — practical, intelligent, and inspiring.



LOGO IDENTITY

The Fitories logo merges three essential universes:

Strength and victory, represented by the warrior mask — a symbol of self-surpassing and success achieved through effort.

Healthy nutrition, expressed through a shape evoking a stylized leaf or vegetable, reminding that balanced eating is a key weapon in the pursuit of performance and well-being.

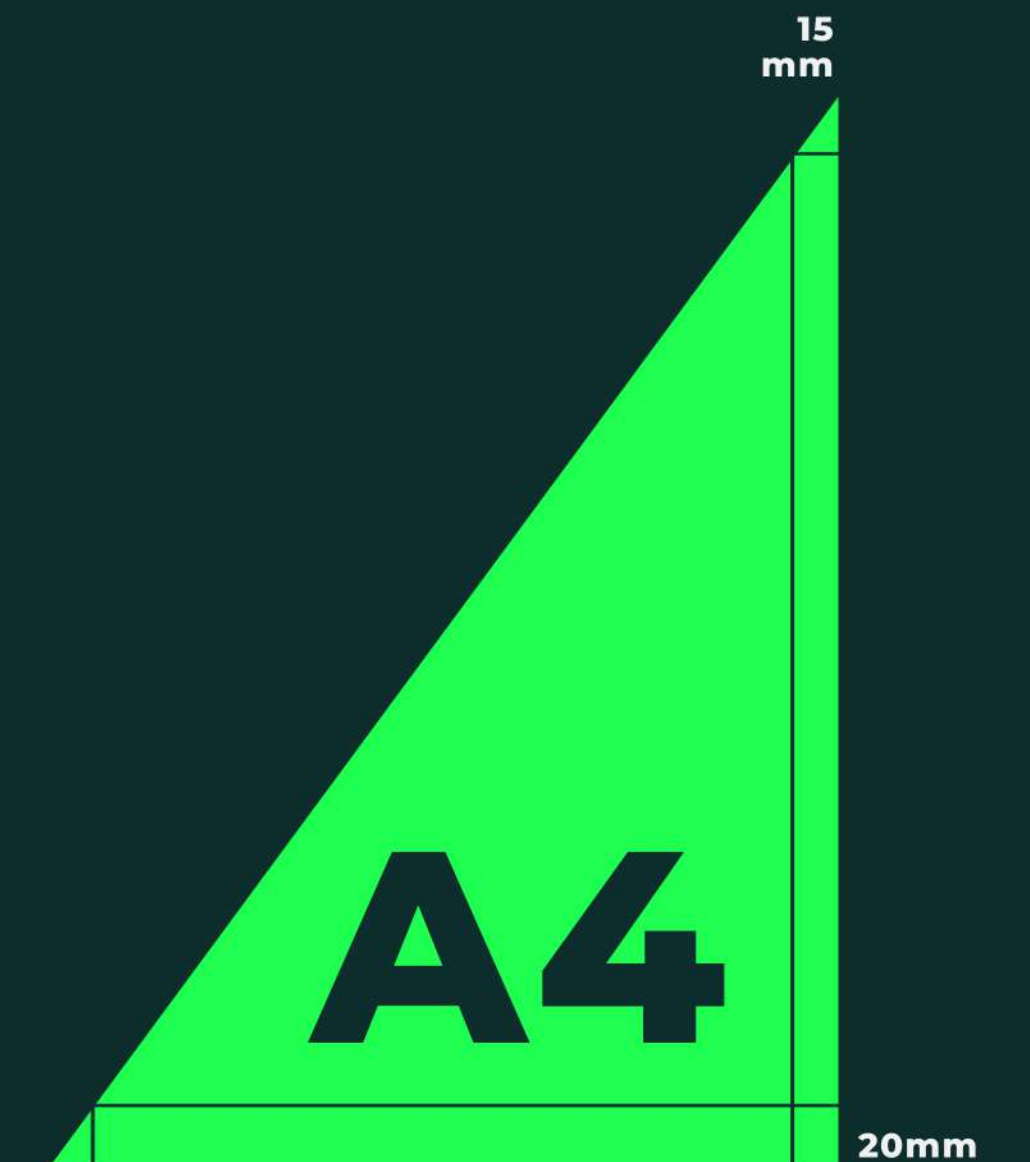
Localization, embodied by the central marker, illustrating the unique service of discovering the best healthy lifestyle spots and restaurant recommendations.

Success and achievement, symbolized by the athlete's victorious posture, representing the culmination of effort, determination, and progress that FITORIES promotes in every athlete.





SAFE ZONE





COLOR IDENTITY



DARK AQUA GREEN



HEX: #124E3D
CMYK: 85 / 30 / 70 / 60
RGB: 18 / 78 / 61

BRIGHT LIME GREEN



HEX: #C9FF2F
CMYK: 25 / 0 / 100 / 0
RGB: 201 / 255 / 47

DEEP EMERALD GREEN



HEX: #0B2E2A
CMYK: 90 / 40 / 60 / 80
RGB: 11 / 46 / 42



TYPOGRAPHY

ETHNOCENTRIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



DOWNLOAD
ETHNOCENTRIC

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



DOWNLOAD
MONTSERRAT



RESTRICTIONS



DEFORMATION



INCLINED



ADD CONTOUR



ANOTHER COLOR



LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT, SED
DIAM NONUMMY NIBH EUISMOD TIN

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT, SED
DIAM NONUMMY NIBH EUISMOD TIN

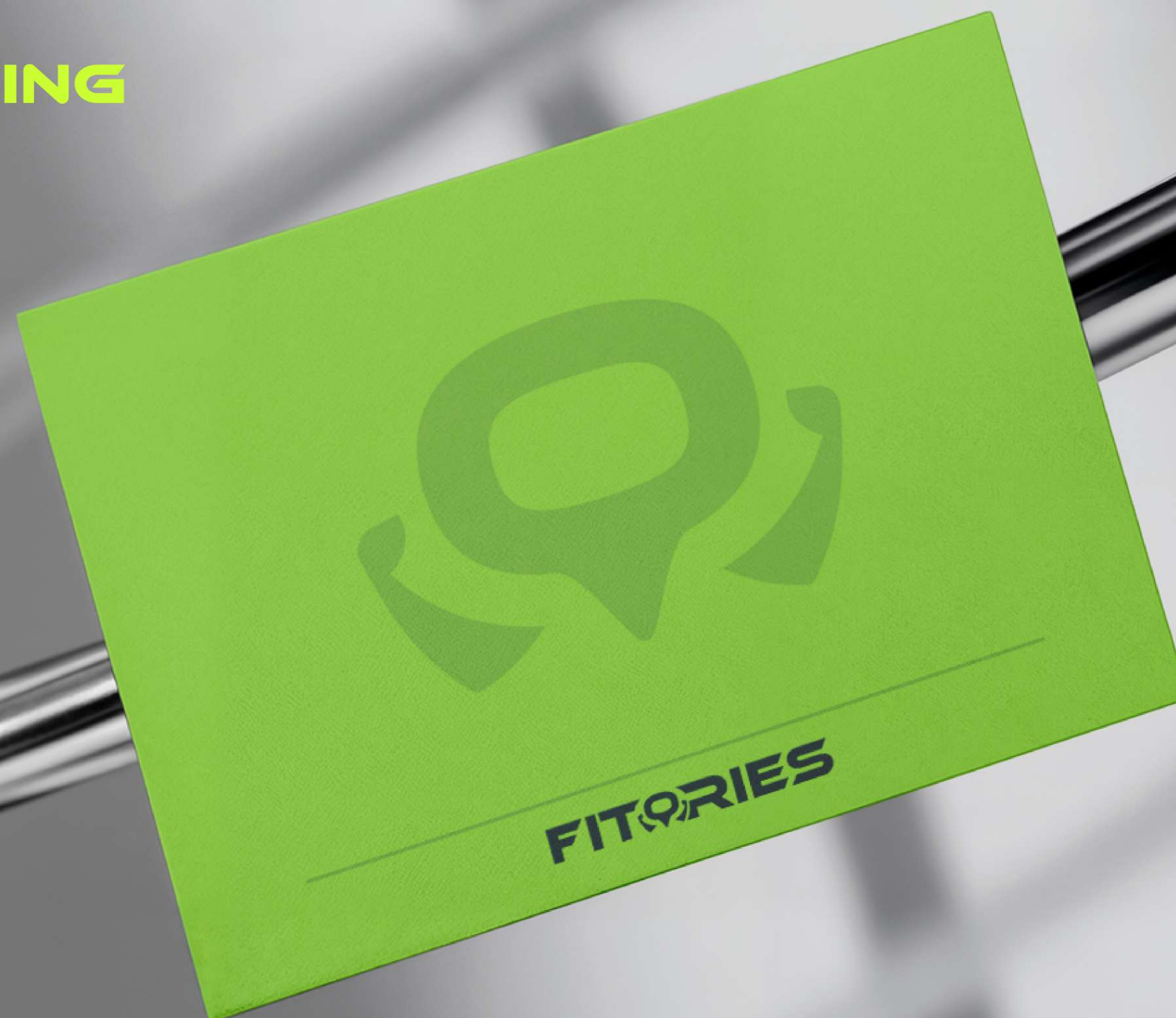
“LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT, SED
DIAM NONUMMY NIBH EUISMOD TIN”





PRINT BRANDING

BUSINESS CARD





PRINT BRANDING

LETTERHEAD

A4

FITORIES



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WEB BRANDING

INSTAGRAM

PROFILE PICTURE

2 VERSIONS

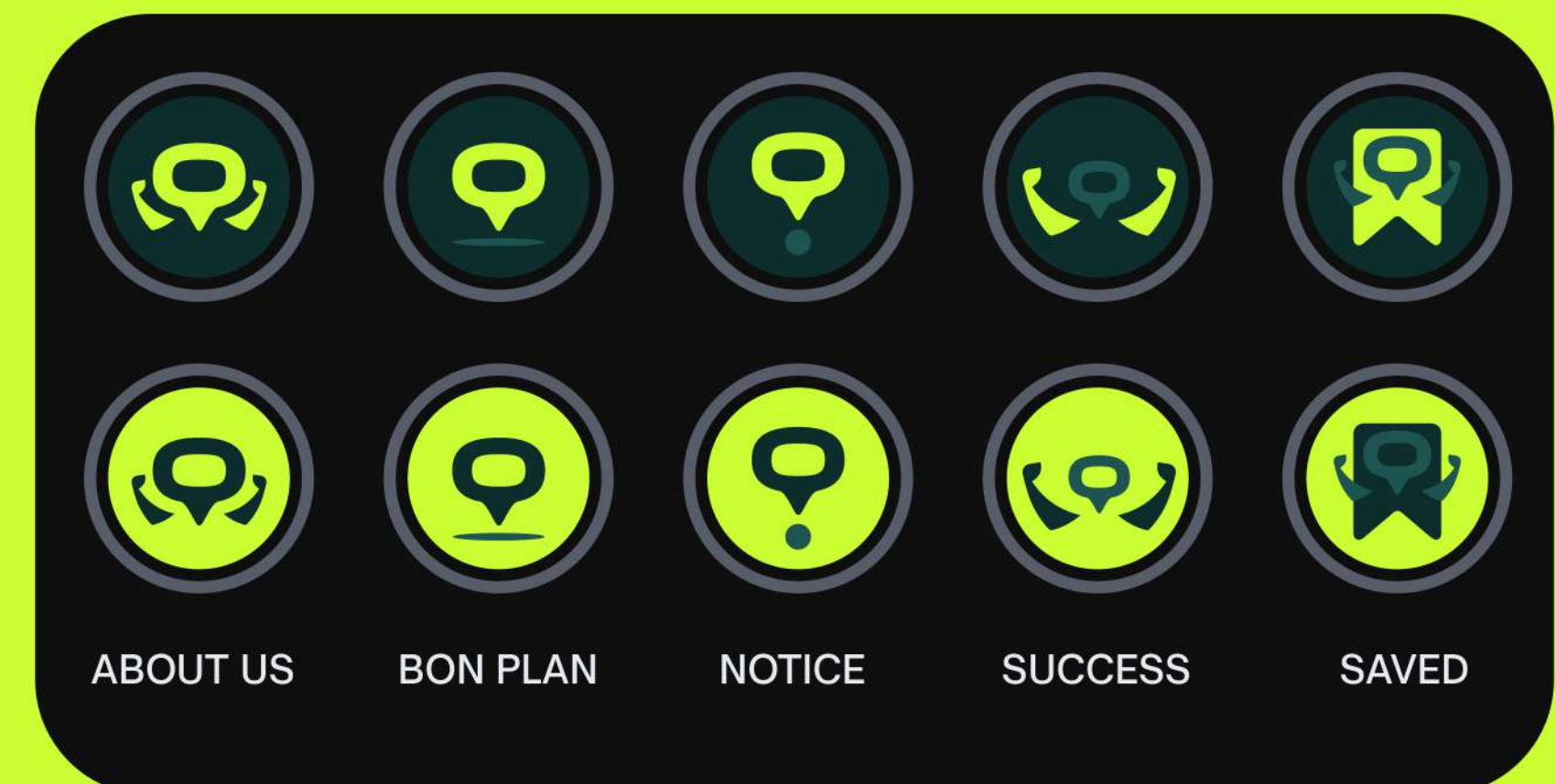
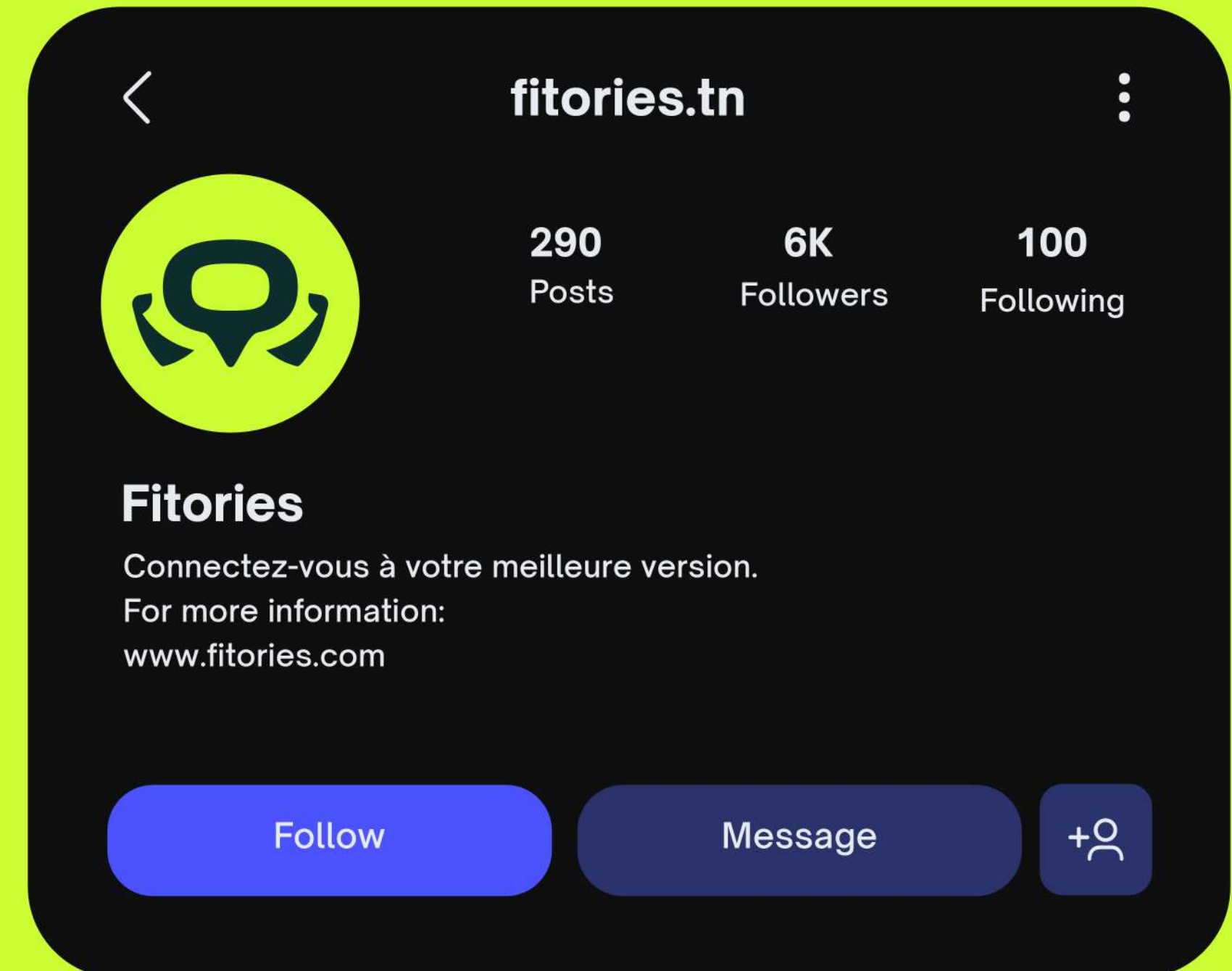


SLOGAN (PROPOSITION)

CONNECTEZ-VOUS À VOTRE MEILLEURE VERSION.

HIGHLIGHTS

2 VERSIONS





WEB BRANDING

APPLICATION





MAKED BY



Rabie Hwass, born in 1997, is a Brand Designer and Social Media Manager passionate about creating impactful visual identities and digital strategies.

With several years of experience in design and communication, he develops coherent brand universes that combine creativity, storytelling, and performance.

His work is based on a comprehensive approach to branding, where every detail from the logo to the digital presence contributes to building a strong and memorable image.

Founder of Nine agency.

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THANK YOU

Thank you for the trust placed in us through this first visual identity project for FITORIES.
It was a true pleasure to design an image that embodies performance, intelligence, and the energy of modern sport.