CROCK

CROSSFIT ATLAS

LOGO DESIGN PRESENTATION



CrossFit Atlas is built on the idea of strength through consistency, resilience, and community.
Inspired by the Greek Titan Atlas, who was condemned to carry the weight of the heavens, the brand represents more than just physical strength. It reflects the ability to endure, to show up day after day, and to carry life's challenges with purpose.

CrossFit Atlas is not just a place to train. It is a space where individuals push their limits, support one another, and build both physical and mental resilience. The brand blends a strong, premium aesthetic with a sense of belonging, creating an identity that works both inside and outside of the gym.

Brand Introduction





Brand Mission

To build a stronger, more resilient community through consistent effort, shared challenges, and purposeful training.

CrossFit Atlas exists to help people become stronger in every sense. Not just physically, but mentally and emotionally. By creating an environment that encourages growth, accountability, and support, the brand aims to inspire individuals to keep showing up and pushing forward.

To empower people to carry more, together.

At its core, CrossFit Atlas is about helping people handle the weight they carry, both inside and outside the gym. Whether that is physical training, personal challenges, or everyday pressure, the brand exists to provide the tools, environment, and community to face it head on.

While the story of Atlas is one of carrying the world alone, this brand redefines that idea. CrossFit Atlas is built on the belief that no one has to do it alone. Strength is built together.

Brand Purpose



The Logo Concept

The Brief

The objective is to create a bold and distinctive brand identity for CrossFit Atlas that reflects strength, resilience, and community, while also appealing to a broad audience.

The brand needs to:

- Stand out in a competitive fitness market
- Feel premium, modern, and wearable
- Appeal to both new members and experienced athletes
- Balance intensity with inclusivity
- Work across multiple touchpoints including the gym environment, apparel, social media, and digital platforms

The identity also needed to move beyond traditional gym branding, creating something that feels like a lifestyle brand as much as a training space.

CrossFit®

ATLAS

Strength to Hold It All

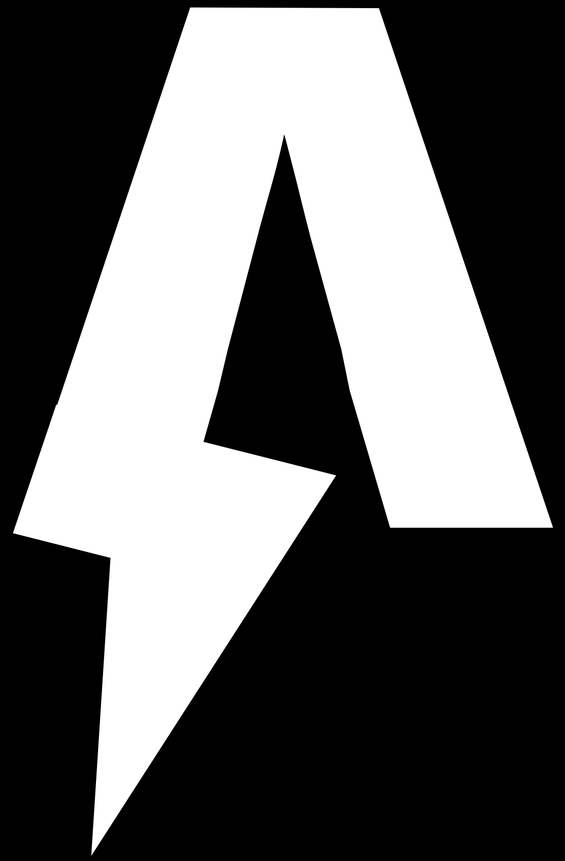
Strength to Hold It All - captures the essence of CrossFit Atlas.

It reflects the idea that strength is not just about lifting heavy weights, but about the ability to endure, stay consistent, and handle pressure over time. It speaks to both the physical demands of training and the mental resilience built through it.

This idea is carried through into the logo mark itself. The ‘A’ is not just a letterform, but a symbol of Atlas, designed to feel strong, grounded, and structured. Integrated within it is a lightning bolt, introducing a sense of energy, power, and movement. This creates a balance between endurance and intensity, referencing both the mythological strength of Atlas and the raw energy required in training.

The combination of these elements brings the brand to life. It connects ancient mythology with modern performance, creating a mark that feels both timeless and dynamic.

More than anything, this line reflects a mindset. People do not just train to get stronger. They train to clear their head, push through challenges, and build the capacity to handle more, both inside and outside the gym.



Logo Lockups

Horizontal lockup

This layout is built for space-conscious environments where horizontal real estate is key. Clean, balanced, and easy to scan, the horizontal lockup offers maximum legibility in website headers and large-format applications.

Stacked lockup

Designed with flexibility in mind, the stacked lockup feels compact and confident. It's ideal for vertical spaces where height outweighs width, such as window signage, Instagram stories.

Badge logomark

The logo mark is your shorthand. It's bold, recognisable, and made to carry the weight of the brand in the smallest of spaces. Whether it's embroidered onto merch or scaled down for socials, this mark retains its energy, meaning, and visual punch, no context needed.

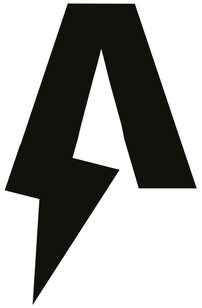
horizontal lockup



stackedlockup



logomark



Logo Colours

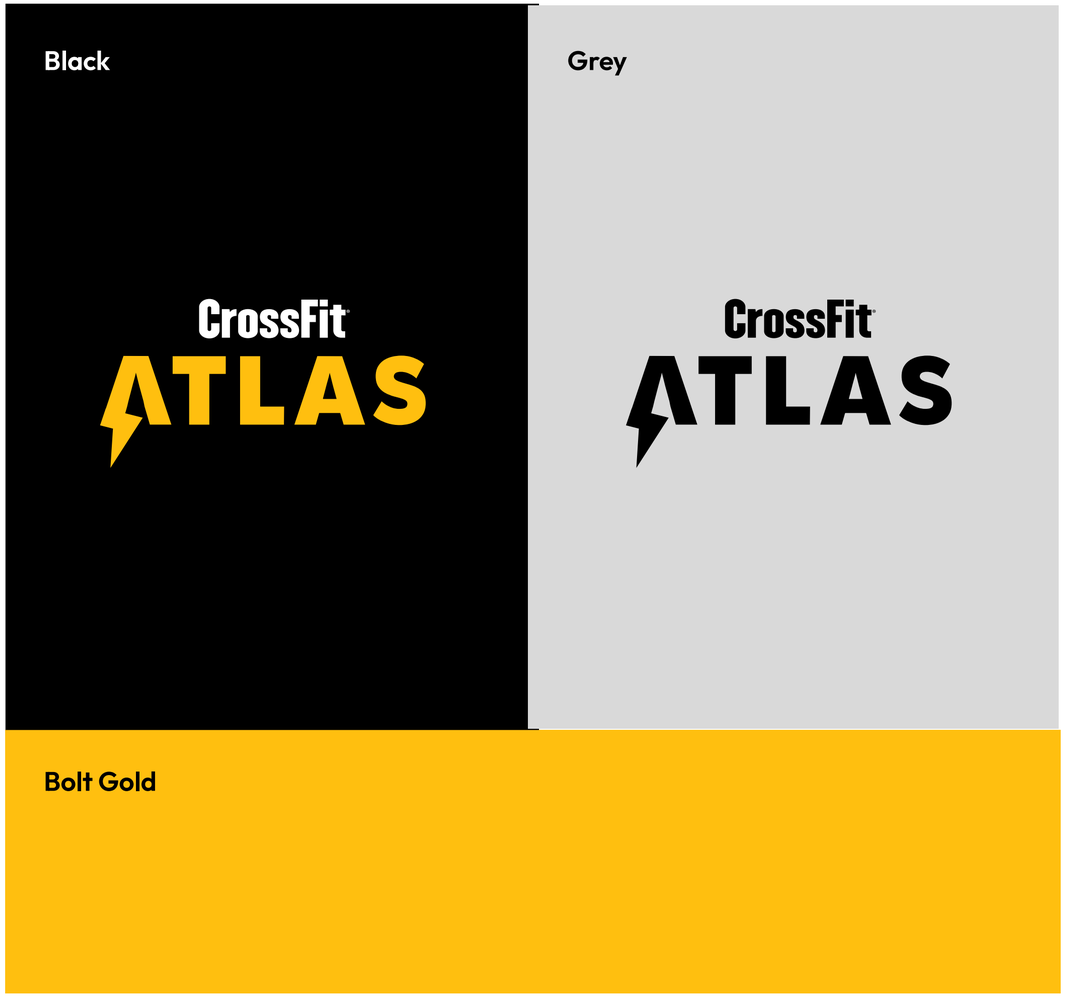


Colour Palette

The CrossFit Atlas colour palette is built around a strong, confident foundation of black and grey. These core tones create a bold and grounded base, reflecting strength, focus, and consistency. They provide a versatile backdrop that works seamlessly across the gym environment, digital platforms, and apparel.

To introduce energy and impact, a bolt gold accent has been applied. This colour draws directly from the lightning bolt within the logo, symbolising power, intensity, and movement. It adds a dynamic edge to the brand, creating contrast and bringing key elements to life.

Used selectively, this accent colour highlights important moments, from calls to action to key messaging, ensuring the brand feels both controlled and energised. The overall palette strikes a balance between strength and clarity, creating a visual identity that is bold, modern, and instantly recognisable.



The Brand in Action



CrossFit® ATLAS

Crossfit Atlas
Logo Design Presentation

Strategic Creativity
That Helps Win Business

STRENGTH TO HOLD IT ALL.

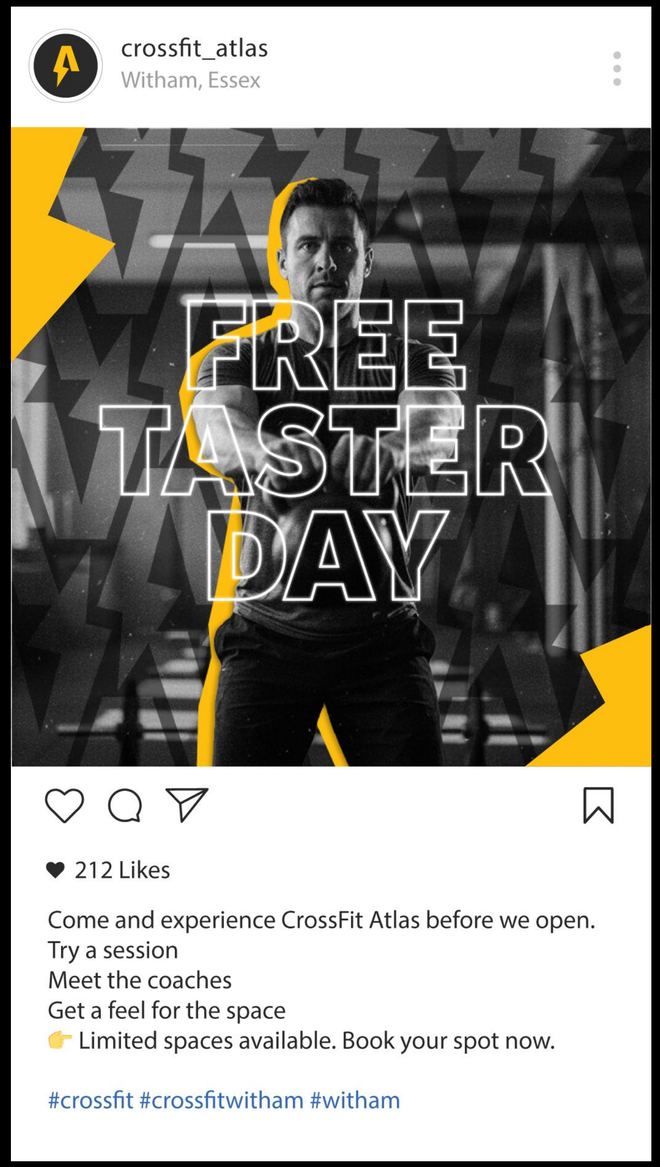


Mural Concept



Socials


crossfit_atlas
Witham, Essex
CrossFit
ATLAS
COMING
SOON
XIII • VI • MMXXVI
WITHAM
13TH JUNE 2026
212 Likes
CrossFit Atlas is coming to Witham.
A new space to train, push limits, and build something stronger together.
Opening 13th June 2026
#crossfit #crossfitwitham #witham


crossfit_atlas
Witham, Essex
FREE
TASTER
DAY
212 Likes
Come and experience CrossFit Atlas before we open.
Try a session
Meet the coaches
Get a feel for the space
👉 Limited spaces available. Book your spot now.
#crossfit #crossfitwitham #witham

Merch Concept



Crossfit Atlas
Logo Design Presentation

Strategic Creativity
That Helps Win Business



Thoughts & Feedback