

CLIENT NAME

NAMING PRESENTATION

22 DECEMBER 2011

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BRAND IDENTITY DESIGNER

CONCEPT STREAM

FITBE	ARO	SETRD	ALTAH	ZOKAI	MEMAX	METLE	PURRBO		YOUTMOST		* EVOBO	ALT	* FITSWATER		YINC
* EVOLVA	ARUS	VIO	ULTA	ZOOKA	MAX	PITCHPERFECT	* PURBO		U-ATMOST	BEAUMAX	UVOBO	ALTSNIFT	* ACUTE	FITWAY	FWEEGISE
EVOLVUS	ARAS	VIOLA	ULTRA	TRAININ	XAIMAX	TONE	* BIZIDO		UTMASTU	BOOBEAU	* EVOBEAU	SHIFT	BRISK	* FITWAY	BLUEBEAUT
EVOLVAS	YRA	VIOLUS	ULTEAM	ASPIRE	MAXMAI	TOMIC	BUZIBO		UTMASTU	BOTBEAU	EVOVO	SHYFT	BRISQ	* WAYFIT	FITARIO
EVOLVII	LIRA	LAVEN	ULTEER	ASPYRR	ZIP	TONE-IN	BIZIBEAM		UTMASTYOU	BRACKET	BOTRAK	* SLSFTSHFT	BOLO	FITAWAY	INDEX
BETTER FITTER	LYRUS	VIOVIO	ULTRAIN	PURR	ODUMPH	TONE-IN	BUSIBO		UMOST	FRAME	BEAUTRAK	SWLSHT	FITCRST	AKTAWAY	36.6
FITBET	LYRAS	* OUVIO	TUNE	TRAK	VIGA	FINETUNE	BOPIBIZ		YOUNMOST	FIRE	* TRAKBO	SHW1	SELECT	ART	SKIN
EVO	BEFIT	OVO	STREAM	TRAX	ZESTOR	UMAX	BODITRAK		MOSTYOU	IGNITE	BEAUBO	SHLFT	BOOKNO	BUZTRA	SWEAT
FEFERMA				* TRAYK	ZESTA	EUMAX	BODITRAK		MUSTMOST	IGNITION	BODITRAK	SHFT	BOOKNO	ALCHANGE	PLAN
FERRO	* TALLY	EVOUEX	STRIUS	TRAKTRAK	* ZESTUS	YOUNMAX	CORP		UTMOSTMUST	EXERT	TRAINTRAK	* SHYFT	* BODIQ	MODEL	PLAIN
FERRAS	TALY	EVO	STRIAS	BUZZPUER	* MILLION MILES	YOUNMAX	* CORETRA		UTMOSTMUST	EXERT	ACDOR	* SHYFT	BODIQUE	CHART	* FITMOR
FERRUS	PERK	* XEVO	STRIUM	BUZPUR	MILLION	YOUNMA	* COREMAX		UTMOSTUS	EXPERT	ACDORBO	SHIFTSHIFT	FITIQUE	CHOSE	* BENEFIT
FERRUS	XTRA	XEVA	XTRUM	BUZPA	AMILLION	UMAXX	COREX		USUTMOST	* XRT	BODYARDOR	* FITSHYFT	FITBRIGHT	BEANS	FITBENE
RE	XTRIM	XEVOLVE	XKRE	BUZZ	* MILION	MAXX	COREXX		USATMOST	XESION	ACORBO	FYTSNYFT	FITBRIT	COOLBEANS	* FITBEAN
TRANSFORM	TRIMX	MARUS	ALTRAS	BUZTRAK	MYLION	* MAXX	COREXA		USATMOST	* XRSIO	ACORE	RESTART	* FITPRO	MEANBEANS	BEANS
TRANSFIGURE	* TRIMEX	ONYA	XIUM	BUZZTRAK	LIONME	TRAKMAX	COREXA		YOUTMOST	* XRSIO	ACORADORE	RESHIFT	PROFIT	MEANBEAM	FITBEANS
FIGURA	XTRUM	DASH	XIA	BUZTRA	MELION	SCORPIO	CORREKT		ATMOSTUS	EXRSIO	ACORBARDO	* ABOUTFACE	PROPHET	RAY	MISSION
FIGURES	XTRU	DASHDASH	XIZIUM	AZTRA	MEMORE	STINGTONE	BODCORE		MOSTMUST	EXRSIO	ACORBARDO	* ABOUTFACE	FITPROPHET	RATRACE	FOURISH
FIGU	EXTRU	LUNGE		AZTRAX	ZINGME	BUZZYBODY	BODICORP		ATMOSTUTMOST	EXRSIO	ACORBARDO		FITPROFIT	TRACE	FLORISH
FIGUR	EXP	GAIN	* XAIGO		ZING	BUZYBODY	BODICORP		UTMA	EXRSIO	ACORBARDO		PROFIT	TRACE	FLORISH
FIG	EXTRAH	XDEV	XAIAS	TRAXIUM	ZYNG	BUZIBOY	BODICORE		UTMA	XPRT	AMORE		PROFIT	TRACE	THRIVE
FIGFIT	XTRAH	DEVER	XAIAX	TRAXUS	BUZYNG	BUZIBOO	* COREXTRA		BODYBEST	BODIXPRT	* AMORA		CALCULAS	* TRACE	
* FITAS	EXTRUM	MOTIO	XAIAX	TRAXME	ZESTER	* BIZIBOO	UTMOST		BODIBEST	BODXPRT	ARDA	PHYSIQUE	CALCULUS	TRASE	* BODYMIND
FITA	KTC	MOTIA	XAIKAI	TRAXME	VIGO	BOOMAX	UTMA		BODIACE	* WELLFIT	* RDA	FISIQ	ADALUS	TRACA	BODYMYND
FMT	XIAS	OTIA	XAYGO	TRAXME	VIGA	BOOIMA	ATMOST		BODACE	FITWELL	ARDAY	* FISIQ	YOUNFIT	TRAYSA	WISINIBOD
FILT	XTA	OSCIO	TRANSXAI	BUZZY	* VIGGA	* BOOBOT	ATMAS		BODACE	FITWELL	ARDAY	PHISIQ	USFIT	TRAYSA	BODIFIN
FISTER	XTAH	OSCIA	ZAI	BUZZBUDDY	ENLI	INTRABOD	@MOST		ACEBOO	FITWELL	ARDAY	PHISIQ	IFITUSFIT	TRASA	DENEBODY
* FITSTER	FITEX	OSCIA	MEO	BUZBUDDY	ENLY	INTRABO	MENT		BODIBOSS	FITWEL	YAY	FISIQ	FITPLUS	TRASOR	BENEBODI
FIS	ACT	SHEEN	MEUS	BUZZMORE	NLY8	BO	MOSTEST		GAINZ	* WELFIT	* YOYA	IQ	FITPLEX	TRACOR	BENEBOD
FITSTA	GEYN	PROGRESS	WEKAI	BUZZMA	NX	BEAU	ATMOSTEST		PRIME	FITAS	YOYEX	FITIQ	ASSIST	PATH	BENEBOD
* FITSTR	GRUS	IMPROVE	AXUS	BUZZMAX	NXTRA	* BEAUBO	UTMOSTUTMOST		PRIMAX	FITUS	ALTBOO	FIT-1Q	FITASSIST	LOTA	* BODYBEAN
ELEVATE	READY SET	TRANSFORM	AXUS	BUZMAX	NXTR	PUREBEAU	MOSTUTMOST		METABO	USFIT	ALTBO	IQFIT	FITYOURWAY	WAKE	BENABO
ARQOW	REDYSET	ALTER	AXUS	MAXIME	NXTR	PUREBO	ULTRA		METABEAU	FITA	ALTBOOY	* FIZIQ	YOURWAY	TOKEN	BENEBEAU
* ARRO	REDYSET	* ALTA	AXME	* MAXIME	BUZMA	PURRBO	MOSTAST		METABEAU	FITTA	ALTBEAU	SMARTFIT	FITURWAY	TOKE	* BLOOM

PEAK	ACMATIX	TIPT	BEIMMA	FIQUE	WORKOUTS THAT	B
PEKE	WHISTLE	FULLTILT	AMMO	FIQ	WORK OUT	TEMPLE
PEEKPEAK	SING	IMBUE	AMO	FITRIUM	ATTAIN	SHRINE
PEAKPEAK	SINGSING	IMBU	SENGE	FITRUS	ATTAIN	VENGEANCE
SUMMIT	FORE	IMBDU	NAMWO	FITFIT	ATTAYN	VENGE8
ZENITH	4	* IMBU	MORYU	FIGHTING-FIT	@AIN	BODIMASS
* ZNTH	ROUSE	IMBYOU		TIEIT	TRAIN	BODIMAS
XGEN	STIR	IMBYU	FITWIT	FINEFETTL	* TRATIN	FITSUM
GENX	* ROUZ	IMBYOO	FITWITS	* FETLE	TRITAIN	FITSAM
GENEX	ONWARD8ANDUPWARD8	LOAD	BOOYMOD	FETLE	TRITAINIUM	LINE
ACME	ONWARD	CHOKABLOCK	NODBODY	FITFETLE	TRAINIUM	RAISETHEBAR
ACCME	UPWARD	CHOKABLOK	BOODMOD	FETTFIT	TITANIUM	BARAZ
ACKME	ONUPWARDS	FITBLOK	NODBOOI	METLE	TITANIUMIUM	RAISING THE BAR
ACKME	UPONWARDS	FITLOK	* NOOBOD	FETIL	TYTRA	BAR
* AKME	ONWARD	* FITLOQ	NOD	FASHION	ATTRAIN	NOTCH
ACKME	ONWARE	* LOQON	FITNOD	TRAIT	DIER	NOTCHUP
BOOMATIC	* FITWARE	ONLOQ	BOD	GENE	FOODCORE	UPNOTCH
BODYWATERS	YOUFIT	UNLOQ	* BOOBOD	NUDGE	BODYCORE	NOTCHES
ZENTH	FITYOU	UNLOQ	HABIT	BUMP	CRUX	ANOTHER NOTH
ZENYTH	* FITYU	VAYA	HABITFIT	ENTERPOLATE	CEUXX	NOTCHMOR
ZEENTH	RUSH	VIA	GOODHABIT	CHIEF	* KRUX	RACKEMUP
ZE	CASCADE	VIAVIA	HABITWELL	CHIFA	FITPOINT	RACK
ZNITH	PROPEL	AINAI	BUILD	SHIFA	CINCH	* RACKER
ACMATIC	CONDITION	AIUKY	FIGURE	HIOT	CINCH	RACA
AKMATIK	KILTER	AIUYAY	FIGURES	4G	INCHES	RACKOR
AKMETRACK	KILTA	AINUAI	FIGUR	* 4RG	INCHESININCHES	RAORE
AKMETRAK	KITERIO	* AIUYAY	FIGYOUR	HENE	* INCHINCH	RECORD
AKMETRA	KILTERIA	AIUAI	FIG	* WORKOUT	SQUAREAWAY	REKORD
AKMETRAK	KILTERION	AIUYAY	PLUM	WORKINGOUT	CUBE	TRACK RECORD
BODACME	KILTA	BRYM	PLUMCLIME	WORKSOUT	INCHE2 INCHES	TRAKREKORD
AKMATIX	KILTAH	* BRYM	UFIG	WORKOUTS THAT	NINWAS2 INCHES	TRKRKRO
	KILT		FIGUE	WORK-OUTS THAT	FITNESS NINWAS	ACCOUNT
				WORK OUT	* INCH NINWAS	TRACK
						SCOUT
						SCOUTOUT

BASE	FULLTILT	PHYSIC-ALL	WEGLOW	ZONE	PLAN
PLATFORM	* TAUT	PSYFIT	GLOW	CIRCUIT	NHANCE
FITFORM	WOMITE	PSYFIT	GLOW	ORBITFIT	NHANS
* FITFARM	ASSES	SIEVE	ALTA	FITLAB	N-VANCE
NATURE	CALIBRATE	* FITINFO	ALTR	MINT	AMPLIFY
COAX	MEASUREMENT	NIFTY-GRIT	ALTR	FITMINT	BETTERMENT
COMPARE	MEASUREMIND	NIFTY	SHAKE	MINTED	NHANC
MC	EVERFIT	NIFTY	SHIPSHAPE	OCTANE	NHAMMC
MEASURE	* EVAFIT	NIFTI	TIPTOP	OCTAIN	NHAMNS
WORLO	WIFI	NIFTII	OTT	* FITWILQ	NHNS
BIGFIT	WIFIT	FITERIFIC	FIT	WITNESS THE FITNESS	STRIDE
CUBE	WIFIT	* FITERIFIC	* FITEE	FITWIT	STRYDE
GAINS	WIFIT	FITEREFIC	FITTEE	FITWIT	* FITLIST
SPINACH	WIFIT	FITEREFIC	FIT-T	ACOLYTE	REDSHIFT
VITA	FIVE-TUNE	TERRIFIC	TONE	ZING	BELWELL
VITAMIN	GLOW	IFLY	TALY	ZEST	BWEL
VITAMIND	GLO	IVEFLY	FITALLY	ZESTY	BWEL
* VITAFIT	FITGLO	BUILD	FITALLY	TWEAK	KINKMETIC
VITAFITC	GLOGLO	BELO	FITAL	ARC	KINETICKIN
VITAFITU	GOLLO	ECK	VITAL	FULLFIT	* KINETIKIN
VITA-MIND	GOGLO	ECLIPSE	KNACK	FULFIT	GENETICKINETIC
MINDFIT	GLOGO	SUPECEDE	KNACK	PULPIT	KEENGINE
WIRED	FOCUSIT	TRANSCEND	NAQ	FITTING	CHIPPER
XRT	FIT FOCUS	FITTEX	* GIST	PULLFIT	EMCE
XPERT	STAMINA	XCEED	FOXY	* FITPAL	KEENBEAN
XPERT	FOCUSFIT	XEED	FITWISE	AUXUA	CONCH
FITEX	THINKFIT	XCEL	NESSFIT	SPRINGBOARD	TWOR
XFIT	FITSTAR	* FITGO	FITXFIT	FIMIQ	PUASE
FITX	FITSTA	RDOR	FITXFIT	VIMIQ	NETWORK
FIXFIT	FITSTOR	RDOR	FITXFIT	VITAGYM	ORGANIC
* FITFIX	* FITSTAR	RDOR	FITTEREST	VITAGIM	WASS
FITEM	TARGET	OUTFIT	FITTEREST	* GYMVITA	THRESHOLD
SLEEK	INFINITY	FITSELF	FITEST	GIMVITA	UNCHARTED
TOTAL	LET'S GET	WEFIT	ESTFIT	GYMVITA	CHARTED
RANK	PHYSICAL	WEGLO	FITESTED		PROGRAMME
					SELECT

LONG LIST

FITSTER	COREXTRA	FITPRO	TRAINIUM
FITSTR	UTMOST	FITWAY	KRUX
FITEX	BODIBOSS	WAYFIT	INCHINCH
OIVIO	BODBEAU	FITMOR	INCH NINJAS
XEVO	XRT	BENEFIT	RACKTRACK
ALTA	FITWELL	FITBEAN	FITSPOT
XTRIUM	FITTA	BODYMIND	VITAFIT
XTRIA	EVOBO	AKME	FITFIX
XAIGO	EVOBEAU	ROUZ	TAUT
TRAXIUM	TRAKBO	FITWARE	EVAFIT
TRAXUS	ARDA	KILTA	FITSTAR
TRAKME	RDA	FULLTILT	FITERIFIC
MAXME	BODITRAK	IMBYU	FITTERREFIC
XAIMAX	YOYA	FITLOQ	FITGO
ZESTUS	BODALT	LOQON	WEFIT
MILION	SWIFTSHIFT	NODBOD	FITEE
VIGGA	SHYFT	BODBOD	FITWISE
BIZIBODI	FITSHIFT	FITRIUM	FITNIQ
BUSYBODIES	FISIQ	FETTLE	FITNIQUE
BUSIBODIES	FIZIQ	4RG	WITNESS THE FITNESS
BOTBOT	FITIQ	WORK-OUTS THAT	FITPAL
BEAUBO	FITSMART	WORKOUT	GYMVITA
BIZIBO	BODIQ	ATAYN	KINETIKIN

SHORT LIST

FITSTR

XAIMAX

BEAUBO

BODIBOSS

FITWELL

EVOBO

FISIQ

BODYMIND

FITRIUM

KILTA

FITSPOT

WORKOUT

TAUTOLOGY

FITERIFIC

GYMVITA

KINETIKIN

FITRIUM

WORKOUT

FISIQ

TAUTOLOGY

FITERIFIC

TOP 5 RECOMMENDATIONS – NOTES

FITRIUM

- Suggests an element from the periodic table – Fi
- Has a metallic and resilient quality
- Invokes a large space such as an auditorium or atrium (or a large gym)
- Contains 'fit' and 'trim'

WORKOUT

- Multiple meanings:
 1. Exercise the body
 2. Figure out with the mind
 3. Situations, events or undertakings that turn out well
- To be supported by a brandline that indicates the full range of meanings:
WORKOUTS THAT WORK OUT
- Proposed URL: workoutsthatworkout.com

FISIQ

- Adaptation of 'physique'
- Physique is an 'aesthetic' description of the body and suggests top form
- Sounds like the name contains fizz, which implies effervescence and energy
- Contains IQ and suggests an intelligence regarding physiques
- Alternate spelling: FIZIQ

TOP 5 RECOMMENDATIONS – NOTES

TAUTOLOGY

- A formula which is true in every possible interpretation (Greek)
- Proposed to mean the study of 'taut-ness' or the logic of 'taut-ness'
- Intended to invoke the science of 'the taut' or of 'taut-ness'
- Taut means in good order or condition; tidy; neat

FITERIFIC

- Contraction and combination of FITTER and TERRIFIC
- Suggests that people will feel terrific from being fitter
- Made up name that is proposed to mean 'terrifically fit' and 'fits well'

WORKOUTS THAT WORK OUT
WITNESS THE FITNESS

Thank you

ANDREW SABATIER
BRAND IDENTITY DESIGNER