

Brief:

To design a new logo for Fun Run Trainer - for the iPhone App Store and the iTunes App Store. The logo will also be viewed as the main icon on an iPhone when someone has downloaded the App.

What is Fun Run Trainer?

A treadmill application that allows the user to practice running an event or route anywhere in the world on a treadmill as if they were there with precise inclination settings and a virtual map that moves at the speed you are running.

What's Important:

The logo needs to look expensive, worth paying a premium for. It should use colours that help achieve this like chrome, silver, gold, metallic colours.

The logo needs to help communicate that this is an app for treadmill users and uses routes, this may be communicates somehow by the border?

Copy:

If the logo doesn't include a treadmill image the word treadmill may need to be included as it is not in the name of the App.




Logo Size: once approved we need the icons in the following three pixels sizes





- 57x57 (low-res main screen icon)
- 114x114 (high-res main screen icon)
- 512x512 (iTunes store icon)

Must have rounded edges as seen in examples.

More Information: www.funruntrainer.com or search for fun run trainer in the iTunes App store.

I do like	Image	Notes
iStayFit		<p>3D, multiple images show scope of App. Makes it look like the App will help you look like him.</p>
Walk Tracker Pro		<p>Clean, modern, looks like a button, nice shadowing.</p>
Nike+ GPS		<p>Only really like the route image in this, not much else.</p>
Iron man 2		<p>3D, image breaks out of the border slightly, good use of colour.</p>

I do like	Image	Notes
Calorie Counter Pro		<p>Clean, crisp, makes me want to eat it. Good use of PRO in a clean way that doesn't take away from the image. Could be a way to handle adding GPS to our logo.</p>
All-in Fitness: Exercise		<p>3D, Metallic, I like the way the dumbbell integrates with the Fitness copy. May be useful to add the word Treadmill in such a way.</p>
Gym Buddy		<p>Emotive, 3D, gives you a good idea what the app is about. Silver gives it a feeling of quality and expense.</p>
Bleep Test		<p>This is a reasonable attempt at adding a treadmill in a clean way.</p>

I do like	Image	Notes
Sleep Tracker Alarm		3D, Silver, looks expensive.
I don't Like		
Get Running (Couch to 5K)		Clip art, terrible colours, looks cheap and nasty
iTreadmill:Pedometer		Looks cheesy and not for serious athletes.
Distance Meter pro		Not emotive enough.

