

BOUTIQUE GYM · COLCHESTER

Forge Strength Co.

"A gym brand that punches above its weight."

Full identity rebuild for a new strength gym opening on Magdalen Street — logo, signage, kit, social launch campaign and a booking-ready website that filled the founding member list before opening day.

/ THE CHALLENGE

A new independent gym opening into a market dominated by chains. Needed to feel premium and serious without the corporate gloss of the big names.

/ THE WORK

An uncompromising black-and-ember identity, applied across signage, kit and socials. A waitlist-driven launch campaign that turned scarcity into demand before the doors opened.

SERVICES

Brand identity

Print & signage

Launch campaign

/ RESULTS

230

FOUNDING MEMBERS IN 6 WEEKS

3.1x

INSTAGRAM FOLLOWER GROWTH

£18k

PRE-LAUNCH REVENUE

Want results like these? Let's talk.

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RIOT.