

How everythingdesign ✦ helped build a fitness brand for the modern mover



Project Overview

CLIENT

Timba

INDUSTRY

Fitness Brand

ABOUT

Timba is a fitness brand that revives traditional wooden tools (like clubs and mudgars) and practices. By building strength, mobility, and coordination, it trains your body as one.

PROJECT BRIEF

“We're bridging centuries-old tradition with modern fitness science- building quality, handcrafted tools that make functional training accessible to everyone, from Indian Army cadets to everyday fitness enthusiasts. Now we need branding that does justice to what we've built.”



SUDHIR VERMA
FOUNDER

PROJECT TIMELINE

5 months

SERVICES

Brand Strategy Verbal Identity Packaging Design & Collaterals
Copywriting Visual Identity Website & Development

KEY STRATEGIC SOLUTIONS

Reframing fitness as fun and approachable

Positioning fitness as playful and accessible to encourage everyday movement.

Movement-driven visual identity

Using bold colors and dynamic motion icons to express energy and make the brand instantly recognizable.

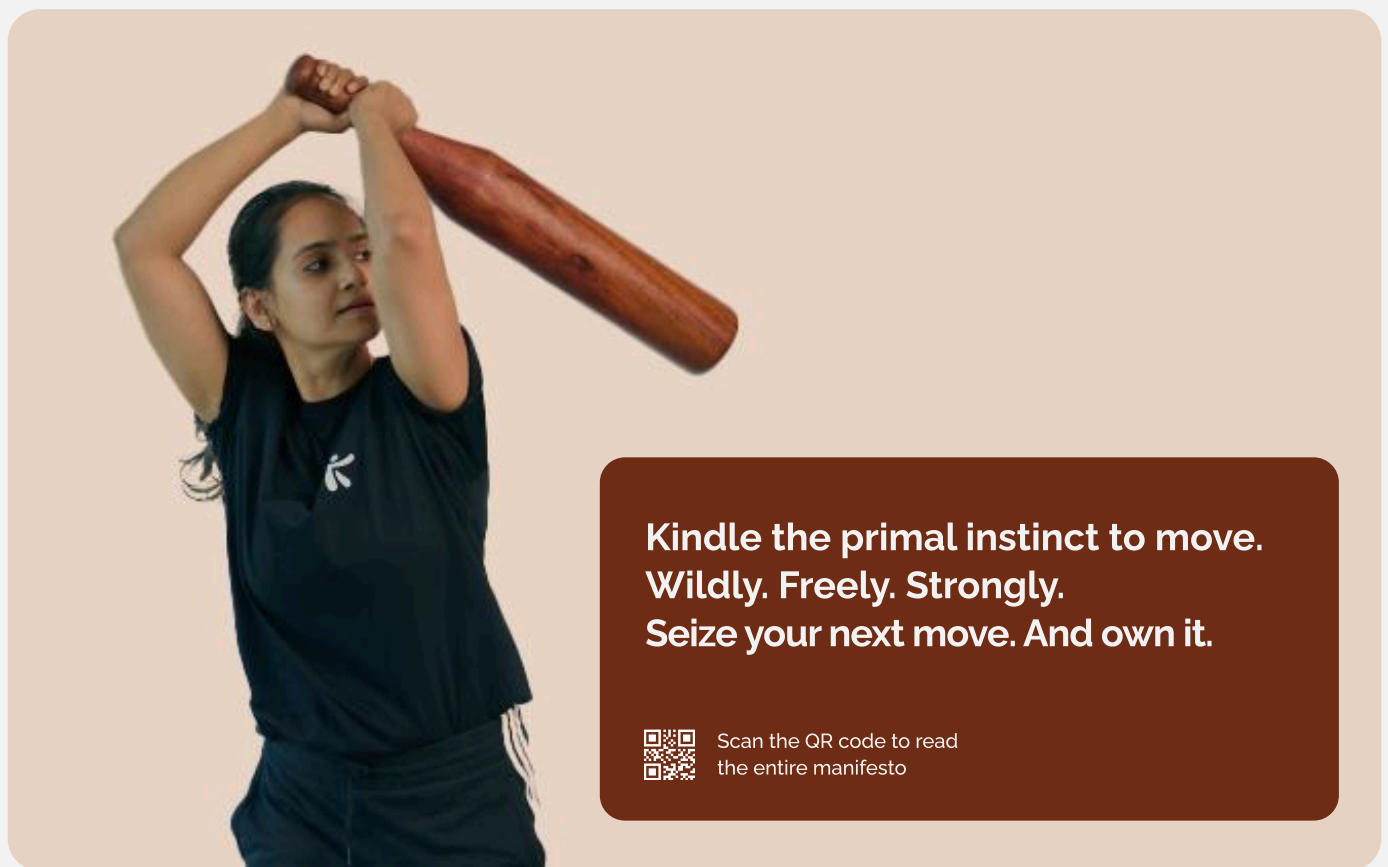
Product-first approach

Highlight Timba's products through a clean, minimal website with bold accents that drive focus and purchase.

Flipping the Perception

CORE CONCEPT

Traditional tools feel intimidating (heavy, exclusive, meant for the pros). We flipped that with Timba by simplifying the narrative and softening the entry point. Bringing heritage to the present. And movement to the everyday.



POSITIONING

Confident & Encouraging

To reflect Timba's positioning, we crafted a tone that is confident, approachable, and encouraging using simple language that nudges, never instructs.

POSITIONING

For every mover

We positioned the brand to make movement feel simple, human, and inviting for everyday movers, athletes, and trainers alike. By offering handcrafted tools and expert-led programs, it becomes an accessible, everyday movement practice.

Visual Identity

LOGO CONCEPT

The Timba logo captures the energy of movement in a simple and fluid form, that's both distinct to its form and rooted in tradition. The distinct, rounded base of the mudgar inspired a soft, human form; grounded in Timba's design language.



CORE CHARACTER

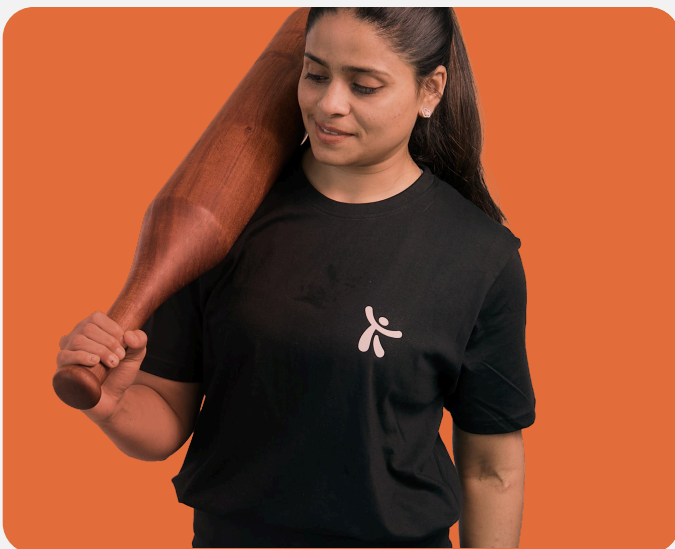
Movement is at the heart of Timba, so why should the logo stand still? We brought it to life by exploring the character in motion, capturing the energy and spirit of movement in every form.



See the brand in action



Your next move makes you feel amazing.



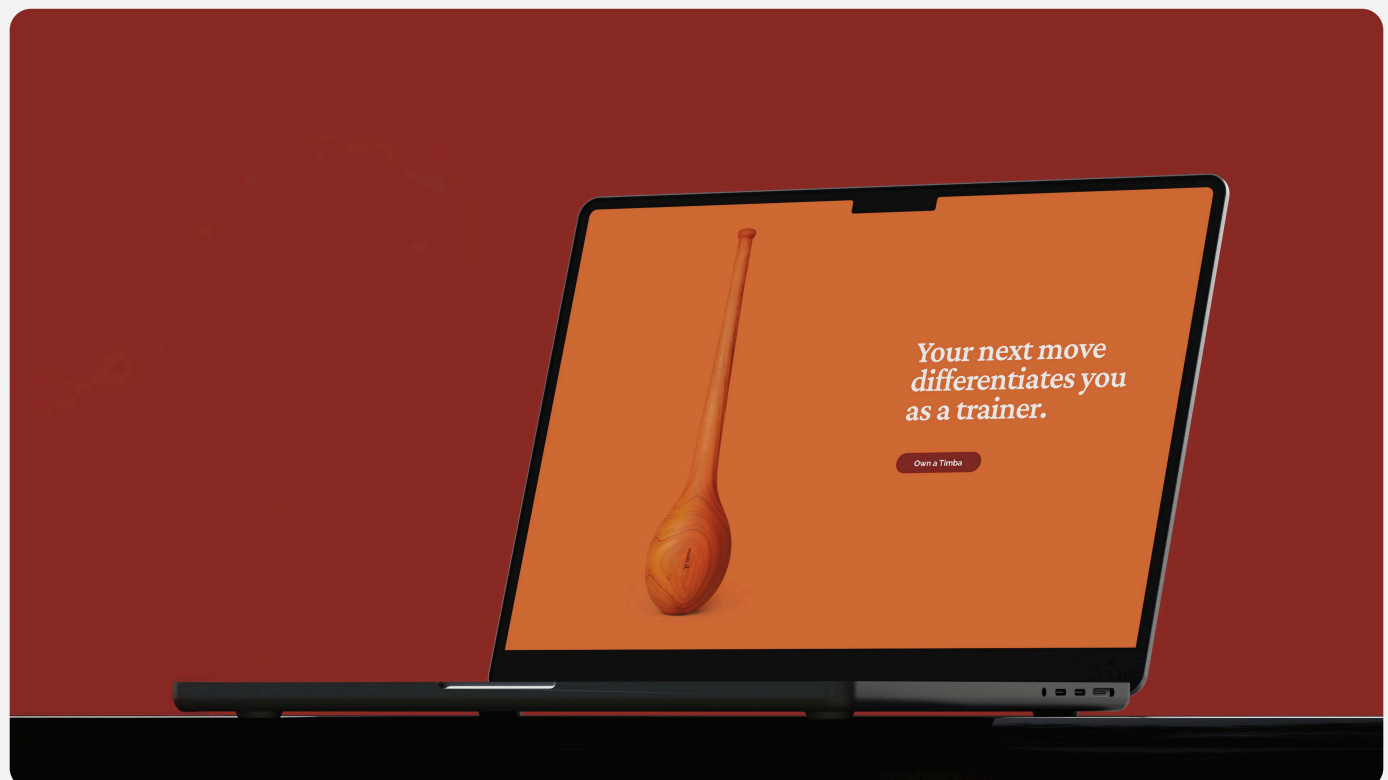
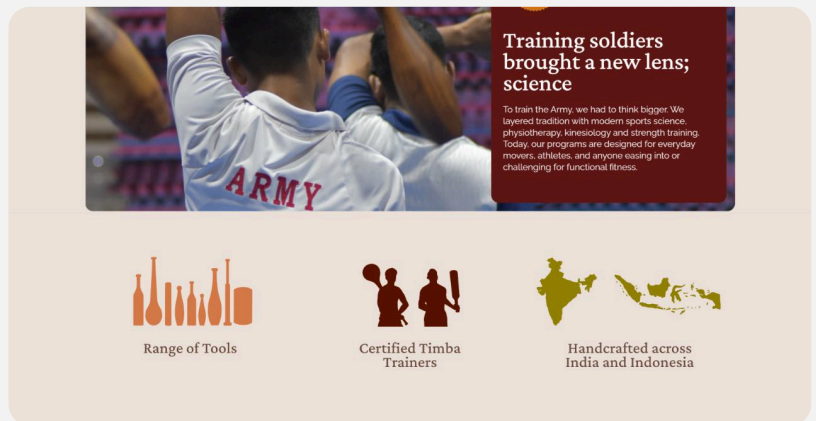
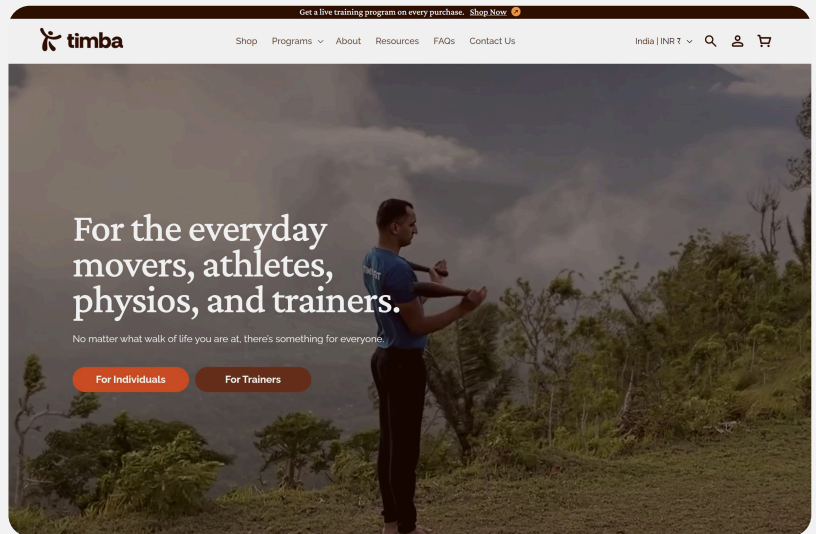
Website Design

STRATEGIC APPROACH

Recognizing that the site serves two distinct audiences, individuals and trainers, we strategically bifurcated them in the first fold itself so each user can find relevant information quickly and without friction.

IMAGERY & ICONS

Orange backgrounds create energy and highlight key sections while making products stand out. Custom icons add a cohesive, crafted feel instead of generic visuals. Timba's website is strongly product-first, with clean, minimal backgrounds that keep full focus on the product.



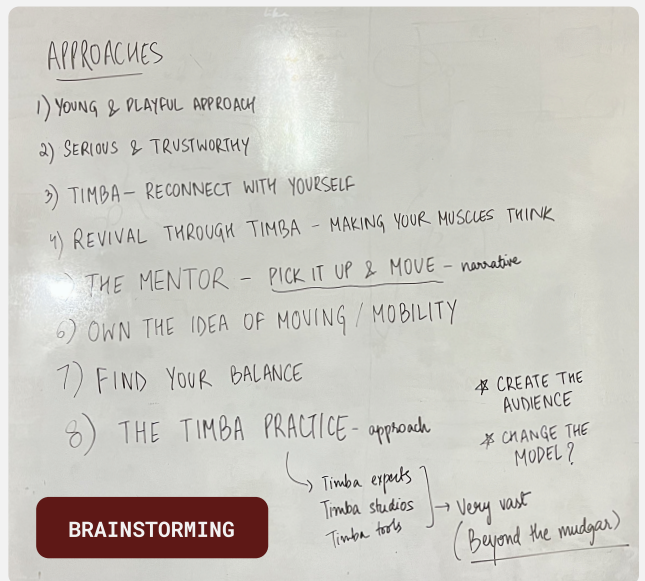
Behind the scenes



PRODUCT PHOTOSHOOT



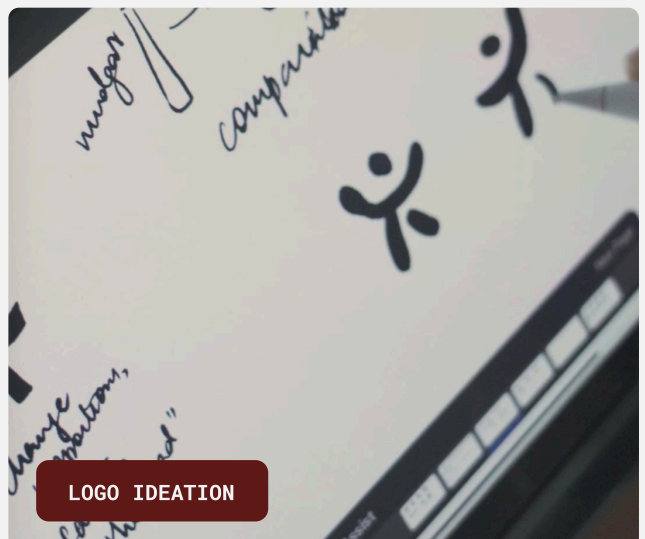
PACKAGING PROTOTYPE



BRAINSTORMING

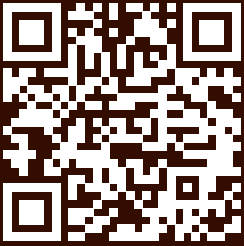


SWINGING THE TOOLS



LOGO IDEATION

WWW.TIMBA.FIT



Project Team

Tanmaya
Lead Designer

Arpita Awasthi
Junior Designer

Ekta Manchanda
Principal Designer

Akshay A D
Project Manager

Mejo Kuriachan
Co-Founder | Brand Strategist

Arpan Sen
Chief of Staff | Project Manager

CLIENTS WE HAVE WORKED WITH



hello@everything.design
+91 8547807934

