



Burnlab

Brand Pivot Playbook

The global fitness industry is changing.
For decades, *fitness has been framed as conquest : louder, harder, heavier.*

But today's consumer is asking different questions:

How does movement support *longevity*?
How does fitness coexist with *mental health*?
How does strength *feel*? Not just the *look*?

Across global markets, wellness is no longer an adjacent category. It is the new foundation for health and fitness.

So Burnlab would enter this moment not as a reactionary brand, but as one that could redefine the grammar of fitness itself.

THE PROBLEM WITH TRADITIONAL FITNESS BRANDS

Most fitness brands still speak in a language of *dominance*:

Aggressive colour systems

Hyper-gendered imagery

Performance narratives built on *exclusion*

This creates distance.

Distance from *women*.

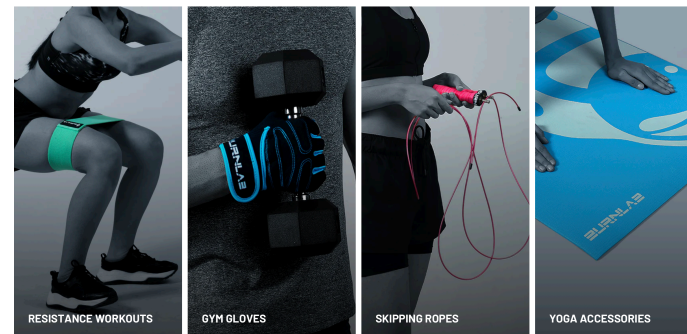
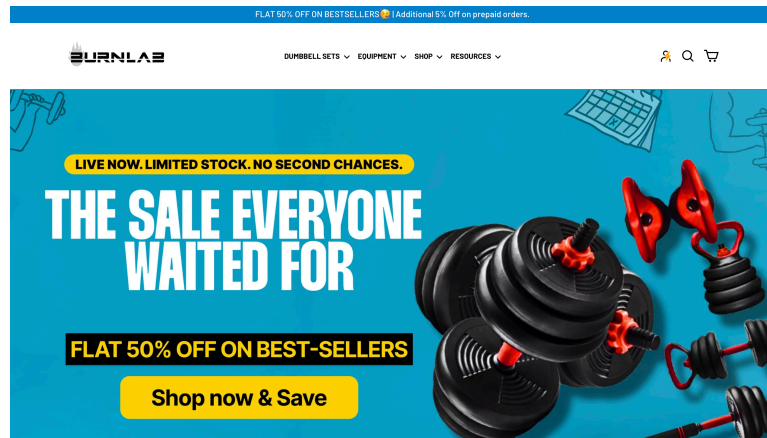
Distance from *ageing bodies*.

Distance from *trans* and *non-binary* communities.

Distance from *beginners, rehabilitating users*, and those returning to movement after *injury* or *burnout*.

Current Look - The Problem Statement

Burnlab is a modular home-gym equipment brand offering premium, adjustable products that enable people to build and customise their own fitness routines. While the product range is inherently versatile and thoughtfully engineered, the *current brand expression* does not fully communicate this clearly. Choices in *colour, typography, and imagery* tend to emphasise a more *performance-centric fitness narrative*, which can limit resonance with newer, wellness focused, and more diverse consumer groups. As a result, the brand experience offers *limited guidance* for first time users, *lacks clarity* for experienced fitness enthusiasts, and does not consistently convey the premium quality and long term usability of the products. Burnlab's visual and verbal language needs to be realigned with its *true ethos* which we envision as inclusive and intuitive fitness for *every body* and *every stage of movement*.



HOME-WORKOUT BESTSELLERS

Home / Burnlab Treadmill 3.1 - 2.5HP, 5" LCD



- ✔ Train for Endurance
- ✔ Burn More Calories
- ✔ Stay Active Daily
- ✔ Built for Modern Homes

BURNLAB TREADMILL 3.1 - 2.5HP, 5" LCD

INR-73,100.00 INR. 31,199.00

Tax included. Free express shipping on all orders nationwide.

QUANTITY

- 1 +

ADD TO CART

100% RiskFree Money-back Guarantee

Selling Fast! 2 pieces left!

FREE EXPRESS SHIPPING

CASH ON DELIVERY



Burnlab 6 in 1 Multifunctional Weight Training Kit - Dumbbells, Kettlebells and Barbells in 1
★★★★★ 4.9 (67 reviews) | 6 questions
INR. 9,000.00 from INR. 4,500.00



Burnlab Shift 3-in-1 Weight Training Kit - Converts to Dumbbell, Kettlebell & Barbell
★★★★★ 5.0 (2 reviews) | No questions
INR-27,000.00 from INR. 20,999.00



Adjustable Kettlebell (2.3 to 18 Kgs)
★★★★★ 5.0 (2 reviews) | No questions
INR-10,999.00 from INR. 6,599.00

How do we solve this

Option 1

We keep the branding colours, equipment style the same and just by changing the presentation of how these products are used and placed in certain environments will bring a massive change in how the brand is perceived. This comes along with changing the interface of the website, social media content, advertisements, customer testimonials, which will eventually lead to *gaining traction* to new consumers as well as *increasing credibility* for existing consumer base.





BowFlex SelectTech 840 Adjustable Kettlebell


★★★★★ 1565 Reviews 10 Answered Questions

\$149

Save \$29 when you purchase two 840 Kettlebells!
Ends 12/21 [Shop Bundle](#)

Add to Cart

[See Shipping and Delivery Info](#)



2-Month FREE Trial for New Members!
Starting at \$1.99/mo or \$99/yr
[Learn more](#)



Watch it in action

- Clean product imagery, showcasing them in real home-like environment
- Having detailed product descriptions.
- Highlighting Testimonials.


New

T9 Treadmill

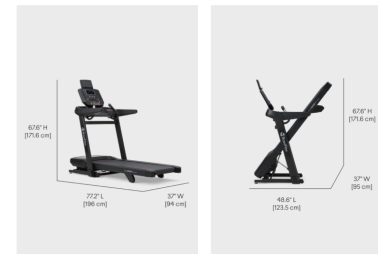
Your indoor run—unlocked for maximum fitness app freedom.

Only \$1,499 with \$300 Off + \$100 Off Standard Shipping!

[Shop T9 Treadmill](#)



Specs & Warranty




Specs	
Dimensions	Console
77.2\"/>	
Stowed Dimensions	Product Weight
48.6\"/>	
Minimum Ceiling Height	Maximum User Weight
User Height + 20.75\"/>	


Warranty		
Frame & Motor	Mechanical Parts	Labor
Lifetime	3 Years	1 Year

Additional Specs


▶	Console	↓
▶	Deck	↓
▶	Drive System	↓
▶	Frame	↓
▶	Technical Specs	↓




Technogym MyRun
₹ 3,75,000



Technogym Bench
₹ 1,35,000



Technogym Bike
₹ 3,75,000

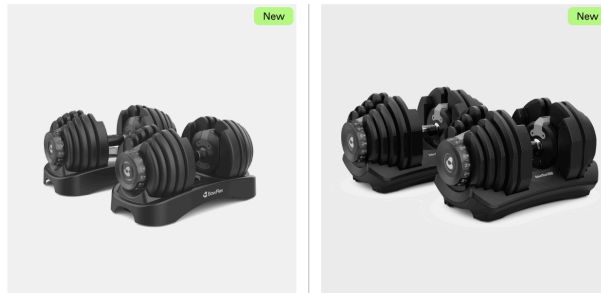


Technogym
₹ 4,6

Home Gyms **Weights & Benches**

- Adjustable Kettlebell**
8-40 lbs.
- Adjustable Barbell with Curlbar**
20-80 lbs.
- Adjustable Dumbbells** >
5-52 lbs. & 10-90 lbs.
- Standard Dumbbells** **New** >
Options from 2-20 lbs.
- 5.1S Bench**
Stowable design

Compare Adjustable Dumbbells



Results Series 552 SelectTech Dumbbells
5 - 52 lbs
★★★★☆ 4.4 [41 Reviews](#)
\$479 Pay as low as **\$15.46/mo*** [Learn How](#)
[Save \\$59 when you purchase with a Dumbbell Stand!](#) Ends 12/21 [Shop Bundle](#)

Results Series 1090 SelectTech Dumbbells
10 - 90 lbs
★★★★☆ 4.1 [2 Reviews](#)
\$799 Pay as low as **\$25.78/mo*** [Learn How](#)
[Save \\$79 when you purchase with a Dumbbell Stand!](#) Ends 12/21 [Shop Bundle](#)

- Better Navigation through the website
- Compare options - Information priority
- Faster decision making




ns **Weights & Benches** **Treadmills**

- T16 Treadmill** **New**
Entertainment Meets Running
- T9 Treadmill** **New**
Connect to Apple Watch
- T6 Treadmill** **New**
Blend of Fast and Connected
- Treadmill 10**
Built-in 10" console
- BXT8J Treadmill**
Backlit LCD console

Shop Treadmills

[Compare Treadmills](#)

Compare Treadmills

T16	T9	T6
		
T16 Treadmill Stay motivated and entertained ★★★★☆ 3.6 9 Reviews \$2,299 \$1,999 Pay as low as \$64.50/mo* Learn How \$300 Off + \$100 Off Standard Shipping! Ends 12/21 Add to Cart View T16	T9 Treadmill Connect your way ★★★★☆ 4.5 44 Reviews \$1,799 \$1,499 Pay as low as \$48.37/mo* Learn How \$300 Off + \$100 Off Standard Shipping! Ends 12/21 Add to Cart View T9	T6 Treadmill The perfect blend of fast and connected ★★★★★ 5.0 14 Reviews \$1,299 \$999 Pay as low as \$32.24/mo* Learn How \$300 Off + \$100 Off Standard Shipping! Ends 12/21 Add to Cart View T6

Option 2

This option gives the brand an entire new identity and positions Burnlab at the intersection of performance, therapy, and calm authority. It evolves from a place of force to a place of intention. It breathes. It rejects the visual violence of traditional fitness brands and replaces it with *precision, lightness, and emotional safety*.

This is fitness that invites *participation*.



Burnlab - Fitness Becomes Care

Burnlab believes that fitness is about listening better.
In a world that treats the body like a machine to be punished, Burnlab reimagines movement as therapy, a way to return to oneself, gently and consistently.

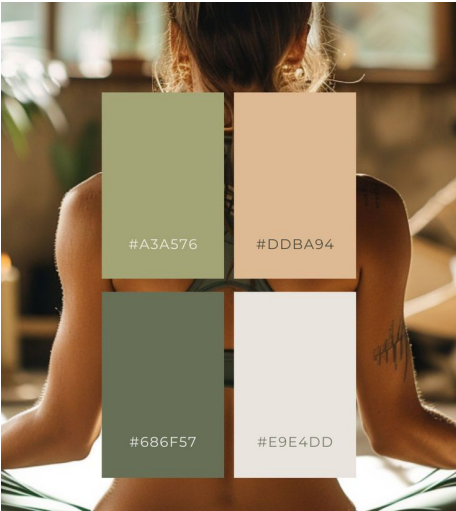
This is fitness that understands:
Recovery is progress.
Strength is functional.
Wellness is access.

Burnlab designs tools that meet the body
For women reclaiming space,
For children discovering movement,
For elders rebuilding trust,
For trans and non-binary bodies often excluded from fitness narratives,
For anyone healing physically or emotionally.

Every product is designed to support longevity, alignment, and mindful effort.
Every form, colour, and material speaks of calm reassurance rather than intimidation.

Burnlab is not about becoming someone else.
It is about coming back to your body in all honesty, safely and therapeutically.

Burnlab
Strength, redesigned for care.
Movement, built for every body.



Colour Philosophy:

The palette is designed to lower psychological resistance while maintaining credibility:

Mint greens, Pastel greens & light sage — restoration, breath, nervous-system calmness

Muted reds, mauve & pink — vitality without aggression, circulation without alarm

Whites, creams & beige — clinical cleanliness softened by warmth

Together, these colours signal:
You are safe here. Your body is not a battlefield.



Burnlab

Typography: Syne Extra

Syne Extra is used as a structure. It is contemporary, gender-neutral, and assertive without being authoritarian. The extended letterforms allow for space between ideas, between muscles, between breaths. Headlines feel architectural, grounded, intentional.

Syne Extra becomes the brand's voice:
Clear.
Unapologetic.
Soft-spoken but firm.

Burnlab

Typography: Aminute

Aminute is used for comfort. A recent trend that evolved in 2024. It is warm, fluid, and quietly confident without seeking attention. Its rounded forms and gentle rhythm create ease and a sense of continuity and flow.

Text feels almost human, breathable, and emotionally accessible. Aminute becomes Burnlab's undercurrent as a supportive, approachable and calmly assured typeface that can accommodate suitable iconography.



Iconography

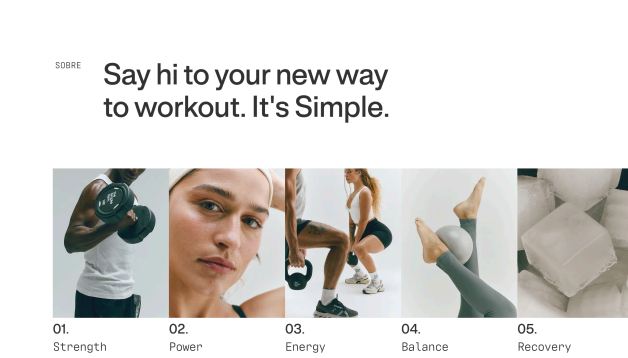
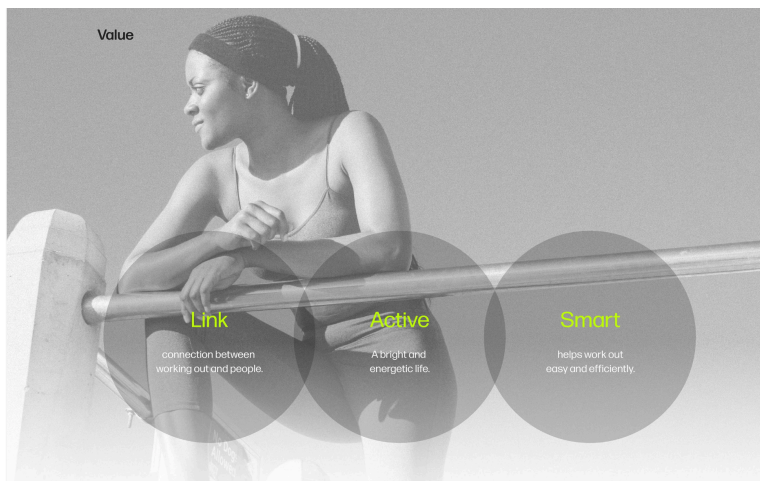
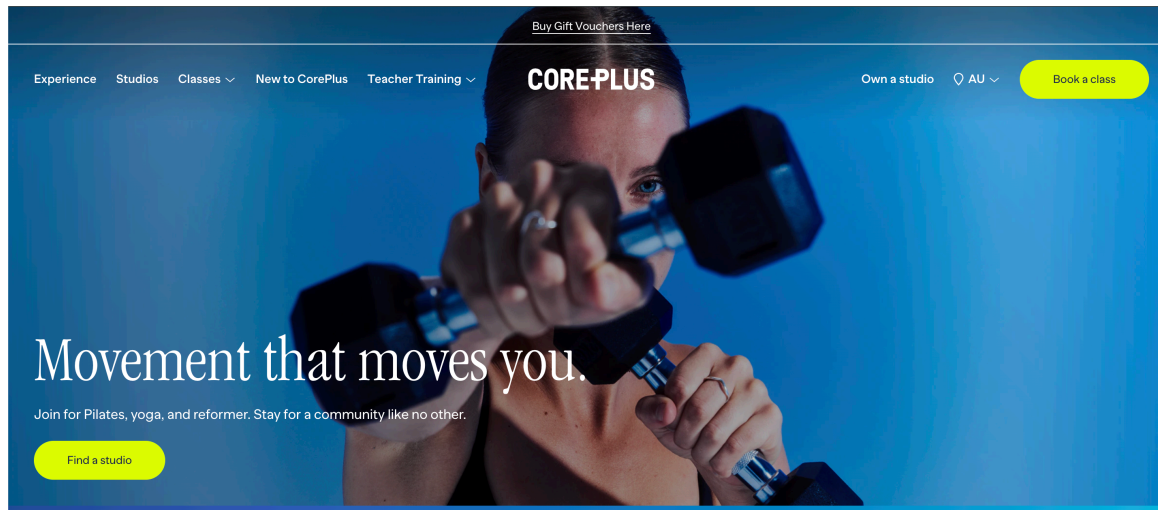
Icons are not decorative elements. They are navigational, emotional, and cultural signals that shape how different users understand and trust the brand.

For Burnlab, the iconography must feel inclusive by design, neutral in tone, refined in form, and intuitive in meaning. Softened geometries, balanced proportions, and restrained detailing ensure that the icons speak to a wide spectrum of users: beginners and experienced athletes, wellness-focused individuals, older bodies, and diverse gender identities. This approach avoids visual intimidation while retaining authority, allowing every user to feel addressed.

At the same time, the system must uphold a sense of premium quality. Precision in line weight, consistency in structure, and a minimal aesthetic elevate the brand beyond functional fitness into a design-led wellness. A cohesive, modern icon language helps Burnlab move seamlessly across products, digital interfaces, and physical environments, reinforcing trust and usability.

Online Presence

Establishing a strategic online presence is the essential pivot required to transform Burnlab into a destination brand. Urgently this digital ecosystem is needed to control the narrative and dismantle specific barriers for every generation: validating quality for the skeptical Millennial, visualising "aesthetic" for the trend-conscious Gen Z, and demonstrating safety for the cautious Boomer. Without this unified platform, Burnlab is merely selling products; with it, Burnlab builds the trust and education necessary to turn diverse, passive browsers into a loyal, multi-generational community.





For Burnlab to truly reflect its ethos, the imagery must move beyond idealised fitness and toward lived, inclusive movement. Representing elderly bodies, people of all races, disabled individuals, plus-size forms, and gender-neutral identities reframes strength as universal rather than aspirational. Calm, wellness focused environments grounded in mindfulness and discipline replace intensity with intention, allowing the brand to speak to recovery, longevity, and self-trust as much as performance. This holistic visual language elevates Burnlab from a fitness brand to a wellness system. One that feels equal, considered, and emotionally intelligent, building deeper relevance, credibility, and longterm connection with a global audience.



At SlowDrag Studio, we envision Burnlab evolving into a global, design-led wellness brand where performance, care, and inclusivity coexist seamlessly. By aligning product excellence with a refined, human-centered identity, we will help Burnlab speak to every body with clarity and confidence. This rebranding is a focused articulation of Burnlab's true potential, channelising its ambition into a brand that feels premium, relevant, and built for longevity.



Design house of Tenet Mediaverse Consulting