

Press release from June 7th, 2021

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## CI Fitness Switzerland with a new brand identity

At its general meeting on June 3rd, 2021 in Fribourg, IG Fitness Switzerland decided to use a new logo in its external communication and to use the name **«swiss active»**. The origin and the name of the association **«Community of interest Fitness Switzerland»** will remain and communicated in the logo, but in a subordinate way.

The name **«swiss active»** expresses the Swiss way of an active lifestyle. There is a linguistic integration both into the Swiss sports association landscape and into the umbrella organisation **«EuropeActive»** of the European fitness associations, where IG Fitness Switzerland was officially accepted as a national association in April 2021.

The red triangle with the Swiss cross stands for an idiosyncratic Swiss way with a clear attitude with rough edges. In the dynamic figure, the curved body abstractly represents the influence of activated muscles on health and thus symbolises an active lifestyle overall.

These three elements (name, triangle with Swiss cross, figure) form the core of the association's new visual identity. The lettering **«Community of interest Fitness Switzerland»** in four languages underlines the association's nationwide and international networking and activities, promotes a sense of belonging in all language regions and underlines the association's origins and core.

swiss active – a strong brand in the Swiss fitness and health industry  
swiss active – the new (and old) home of all quality providers in health, fitness and wellness  
swiss active – the common Swiss way against inactivity  
swiss active – the strongest movement for health, fitness and wellness

The networking affords with the fitness industry but also with relevant stakeholders in the private and public health market in Switzerland and Europe, which has been pushed forward in the past months, will now be continued with the same vigour.

swiss active aka CI Fitness Switzerland

- o paves the Swiss way out of the Corona crisis
- o unites all language regions
- o promotes the idea of "Exercise is Medicine »
- o represents the true interests of the providers

and is now using a new logo and a new name for its communication.

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