



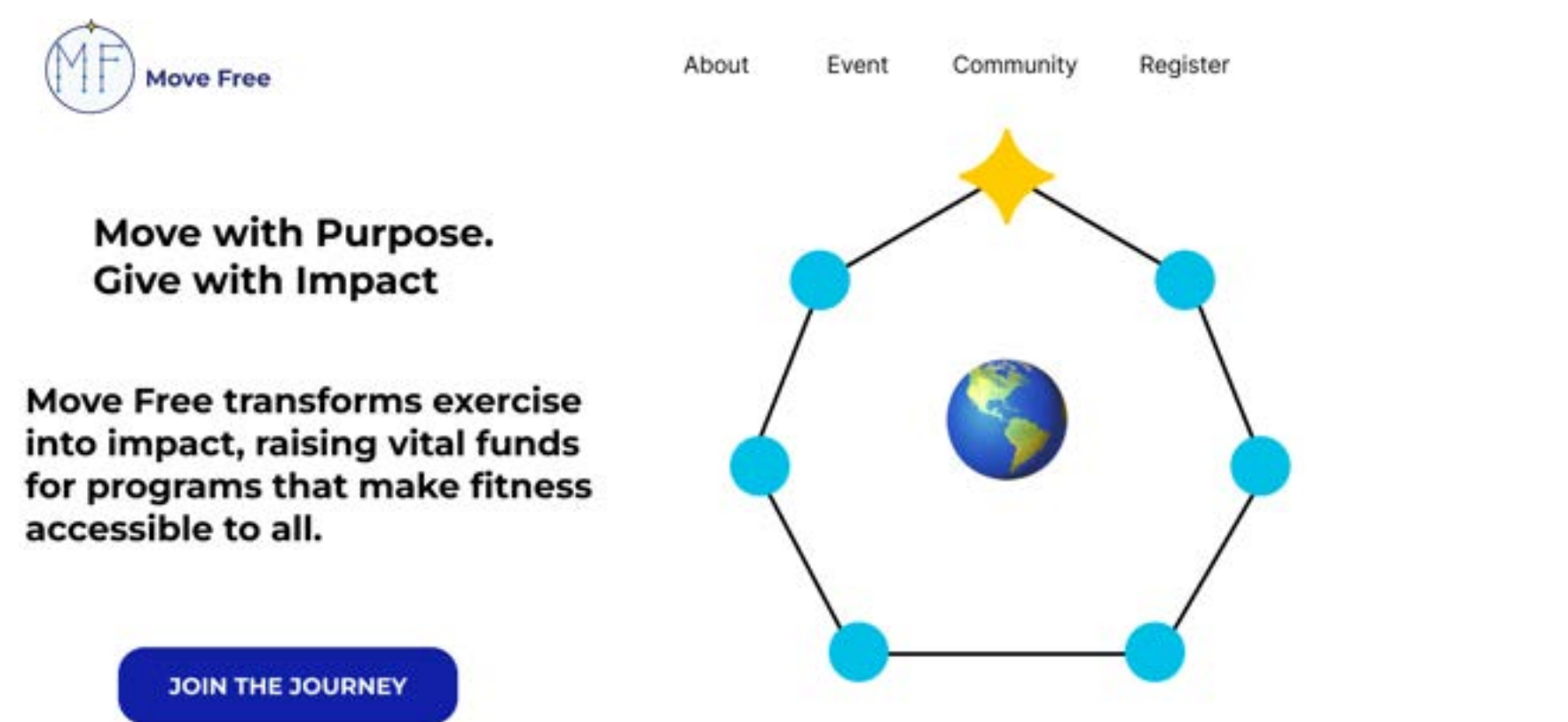
Move Free

CASE STUDY

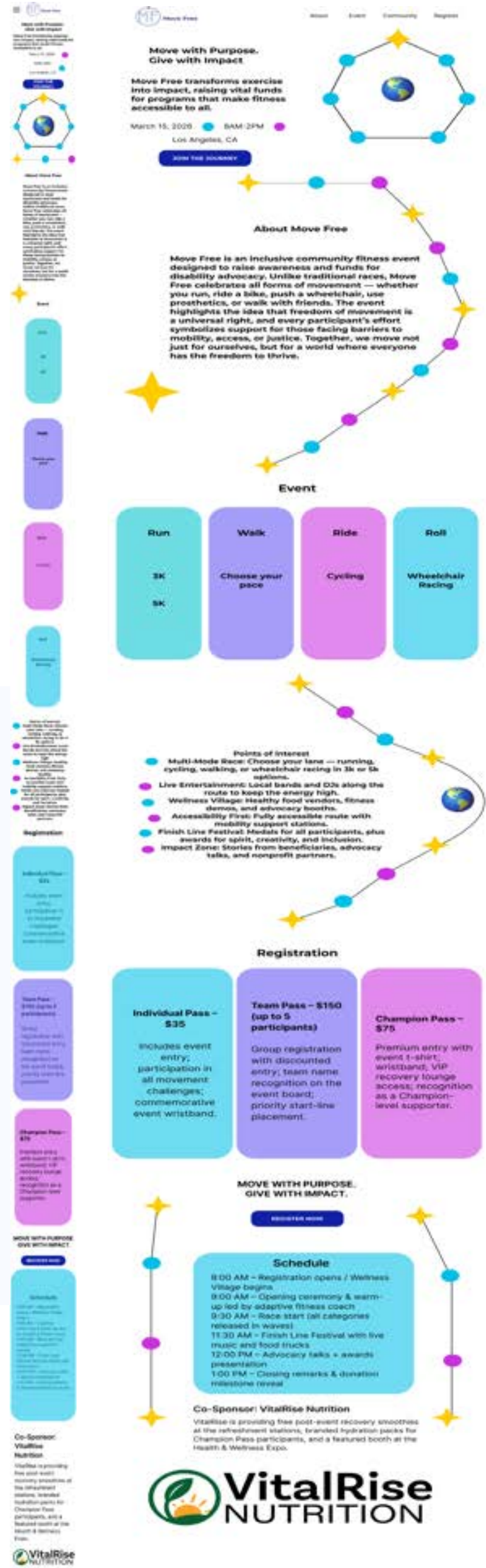
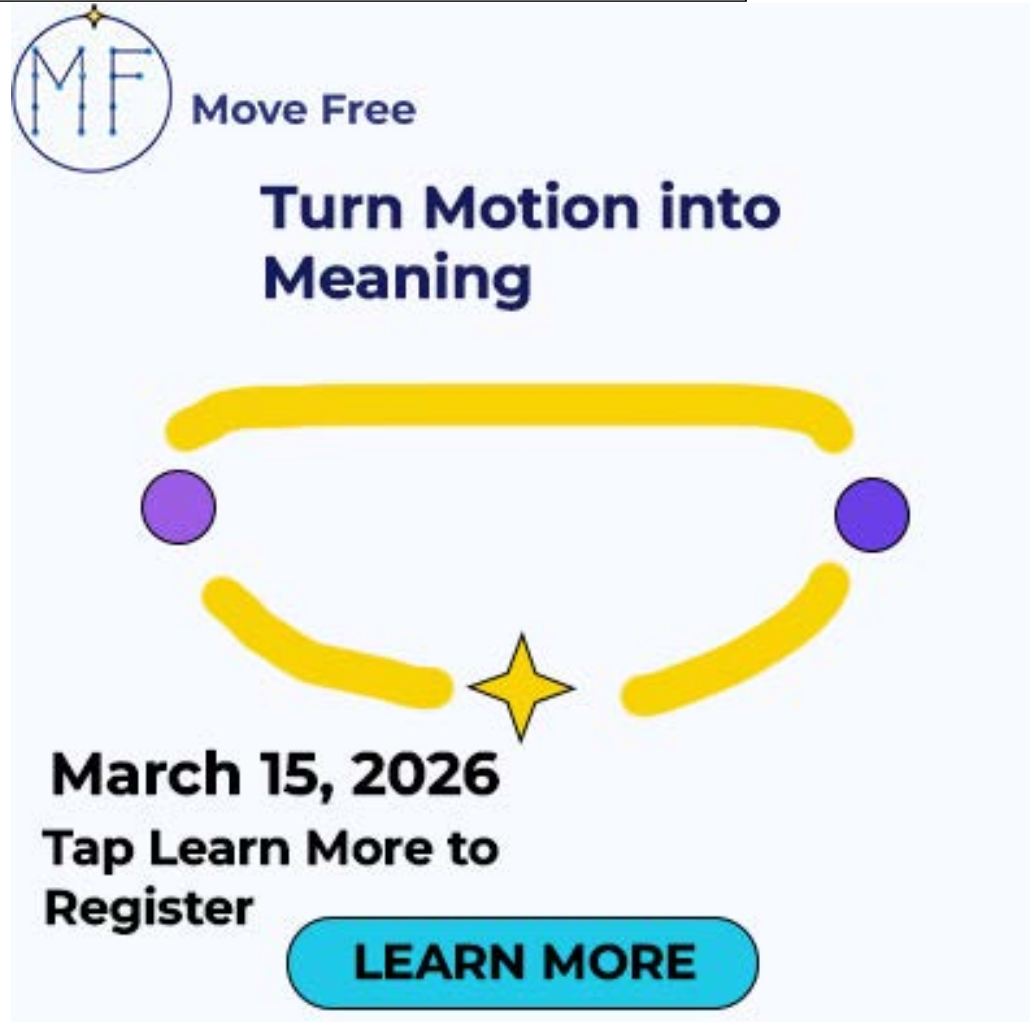
Hope Scott

Move Free is an inclusive community fitness event designed to turn movement into meaningful impact. The campaign focuses on making fitness accessible to people of all ages and abilities while raising awareness and funds for programs that support accessibility and inclusion.

For this project, I developed a visual identity and digital campaign for Move Free, including a hero website section, desktop and mobile landing pages, a journey map, and social media advertisements. The visual direction uses a celestial-inspired palette of cyan, teal, purple, and indigo to create an energetic, welcoming, and uplifting experience.



Move Free Customer Journey Map Rebecca Coleman - Millennial Active Advocate					
	Awareness	Consideration	Decision	Experience	Loyalty
Customer Actions	Discovers Move Free through social media or community promotion.	Visits the website and explores the event.	Reviews options and registers.	Attends, participates, and connects with others.	Shares her experience and looks for future events.
Touchpoints	Social media • Flyers • Word-of-mouth	Landing page • Event information	Registration • Confirmation	Activities • Volunteers • Event signage	Social media • Community updates • Future events
Emotions	Curious	Engage	Confident	Excited	Inspired
Business Goal	Build awareness.	Build trust and interest.	Gain registrations.	Deliver an inclusive experience.	Encourage continued involvement.
Discover — Explore — Commit — Participate — Advocate					



Design Components

Branding

- * Move Free logo
- * Celestial color palette
- * Typography system
- * Graphic/icon elements

Digital Experience

- * Desktop hero section
- * Desktop landing page
- * Mobile landing page
- * Responsive layout

Advertising

- * 3 square social media advertisements
- * 3 portrait social media advertisements
- * Interactive social ad prototype

Campaign Materials

- * Journey map
- * Event messaging
- * Registration call-to-action

Tools Used

Figma
Adobe Photoshop
Adobe Illustrator

Problem

Many fitness events are designed around traditional ideas of exercise and competition, which can leave people with different abilities or mobility needs feeling excluded. Move Free needed a way to communicate that movement can take many forms while making accessibility, inclusion, and community impact central to the event.

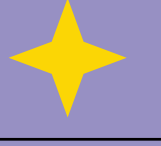
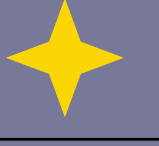
The campaign also needed to communicate the event clearly and create an engaging visual experience that could connect with its target audience across web and social media.

Intended Solution

The intended solution was to create an inclusive visual campaign that presents Move Free as more than a fitness event—it is an opportunity for people to move, connect, and create positive change together.

I developed a cohesive visual system using a celestial-inspired palette of cyan, teal, purple, and indigo, supported by energetic graphics and clear calls to action. The campaign was extended across responsive landing pages, social media advertisements, and interactive digital experiences to make the event approachable and engaging across different platforms.

Journey Map

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 Discover —  Explore —  Commit —  Participate —  Advocate					

The Journey Map illustrates Rebecca’s experience with the Move Free campaign from initial awareness through continued engagement. It identifies the actions, touchpoints, emotions, and goals she encounters as she discovers the event, considers participating, registers, experiences the event, and develops a lasting connection with the Move Free community.

Rebecca Coleman

Millenial | Active advocate



Rebecca blends a passion for wellness with a strong sense of social responsibility. Recreationally active, Rebecca runs a few times a week, participates in local 5Ks, and prefers outdoor activities such as hiking and cycling for enjoyment rather than competition. Rebecca also volunteers at animal shelters, mentors college students, and attends cultural festivals, seeking experiences that combine health, connection, and positive impact.

- Age: 34
- Gender: Female
- Occupation: Community Outreach Coordinator
- Location: Atlanta, GA
- Income: Lower Middle class

Interests:
Education: Bachelor’s degree in Communications with a minor in Public Health. Completed several continuing education workshops on nonprofit fundraising and community engagement.

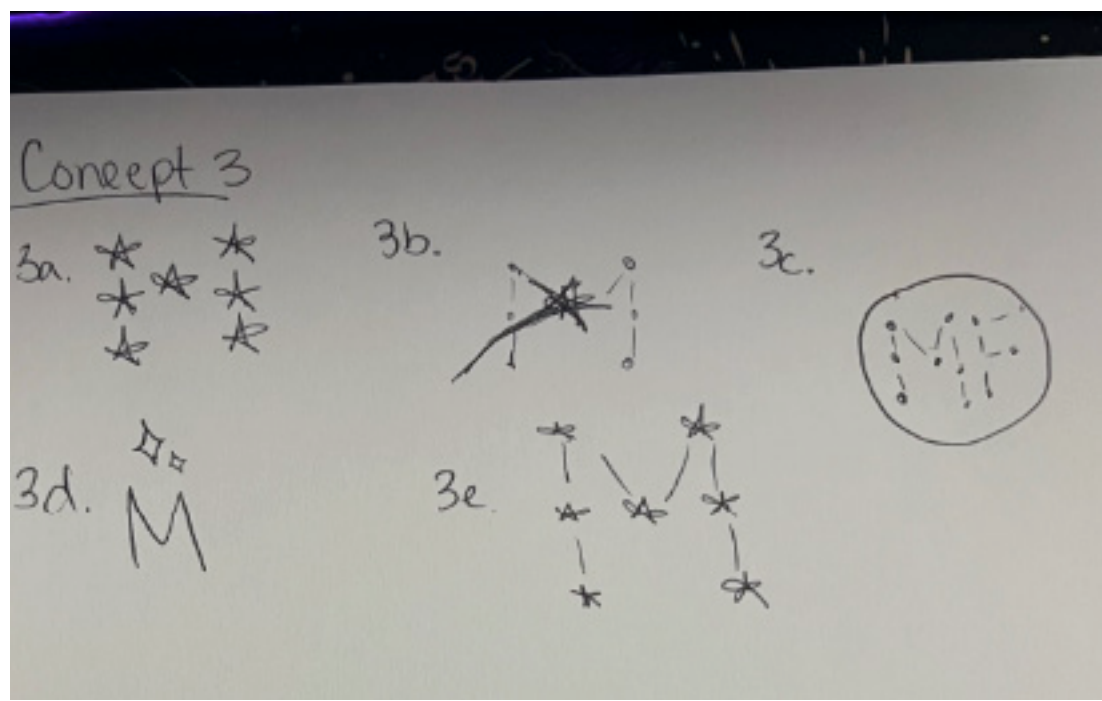
Community: Loves exploring local farmers’ markets and trying out plant-based recipes. Enjoys weekend hikes, biking on city trails, and practicing mindfulness yoga. Active in book clubs focused on social issues and contemporary nonfiction. Volunteers at animal shelters and occasionally mentors college students interested in nonprofit careers. Likes attending cultural festivals and community events that highlight diversity and local talent.

Athleticism: Takes part in group fitness classes (spin, Pilates, and HIIT). Enjoys outdoor activities for fun rather than performance (cycling, kayaking, hiking). Sees fitness as a balance of physical health, mental well-being, and social connection.

- Motivations:**
- Wants to stay active while supporting a meaningful cause.
 - Seeks events that combine health, fun, and community impact.
 - Values inclusivity and accessibility—prefers events that welcome all ages and abilities.

- Expectations:**
- Bright, uplifting color palettes
 - Messaging that emphasizes impact + participation (e.g., “Your movement creates change”).
 - Visuals that emphasize motion and inclusivity

Rebecca is an active community advocate who values wellness, accessibility, and meaningful social impact. She represents the target audience for Move Free—people who want to stay active while participating in an inclusive event that strengthens their community.



Move Free



Move Free

Research

Imagery, Color, & Logo Development

Logo Development:

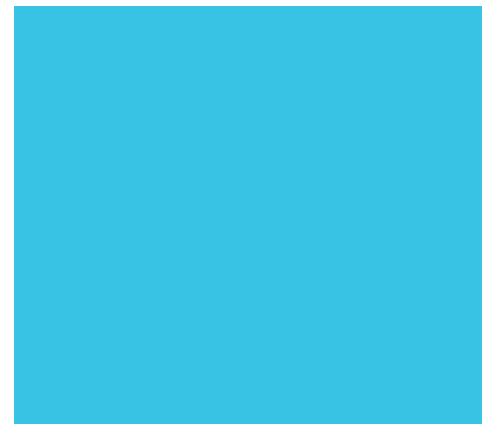
I explored multiple logo concepts focused on movement, accessibility, and community. The final logo uses a simple and recognizable mark that communicates the inclusive nature of Move Free.

Color Development:

The color palette was developed around a celestial-inspired combination of cyan, teal, purple, and indigo. These colors create an energetic and uplifting visual identity while maintaining strong contrast and accessibility.

Imagery Development:

Imagery was selected to reinforce Move Free's themes of movement, accessibility, community, and positive impact. Celestial-inspired visuals and movement-focused graphics helped create a visual language that feels energetic, inclusive, and connected.



#20C9E8



#159AAB



#6C3FE8



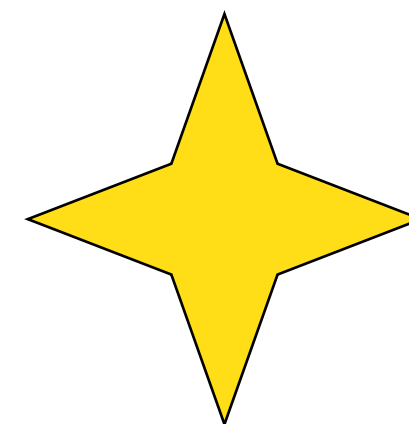
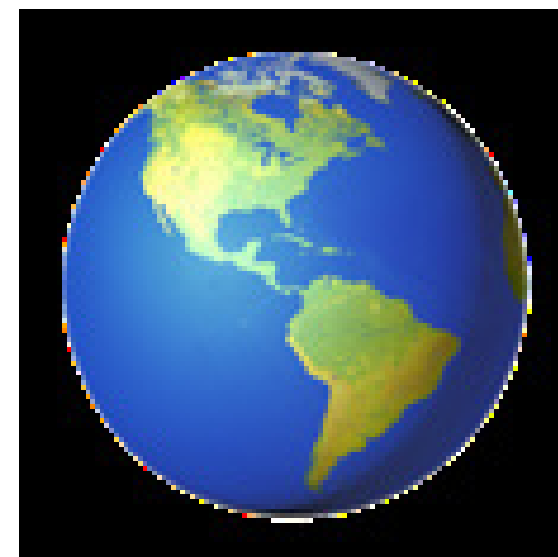
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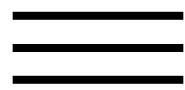
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Icons & Buttons

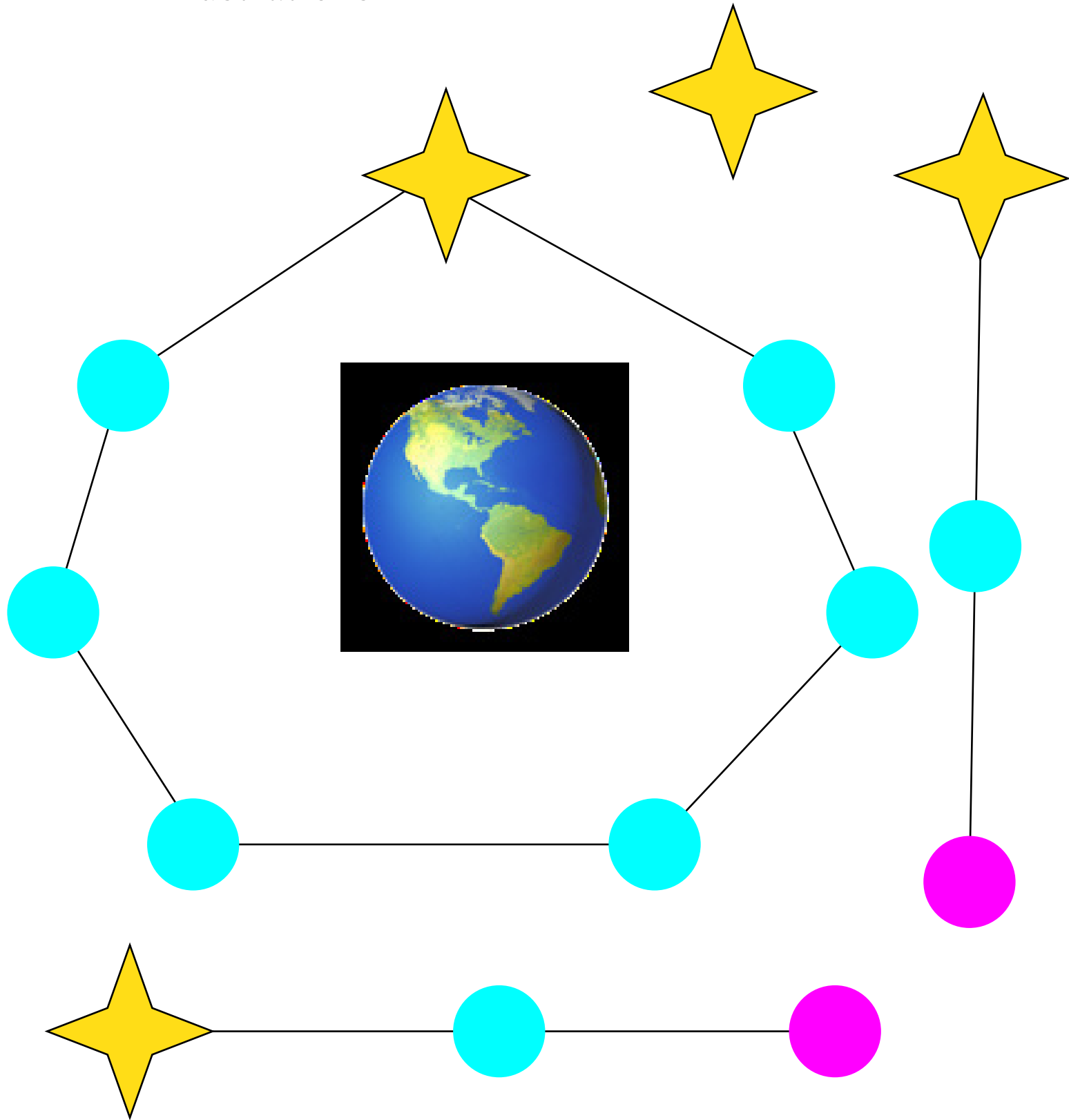


Learn More

Join the Journey

REGISTER NOW

Illustrations



Type Scale

DISPLAY

48 px / Bold

HEADING 01

32 px / Bold

HEADING 02

24 px / Semibold

BODY

16 px / Regular

CAPTION

12 px / Regular

MOVE FREE

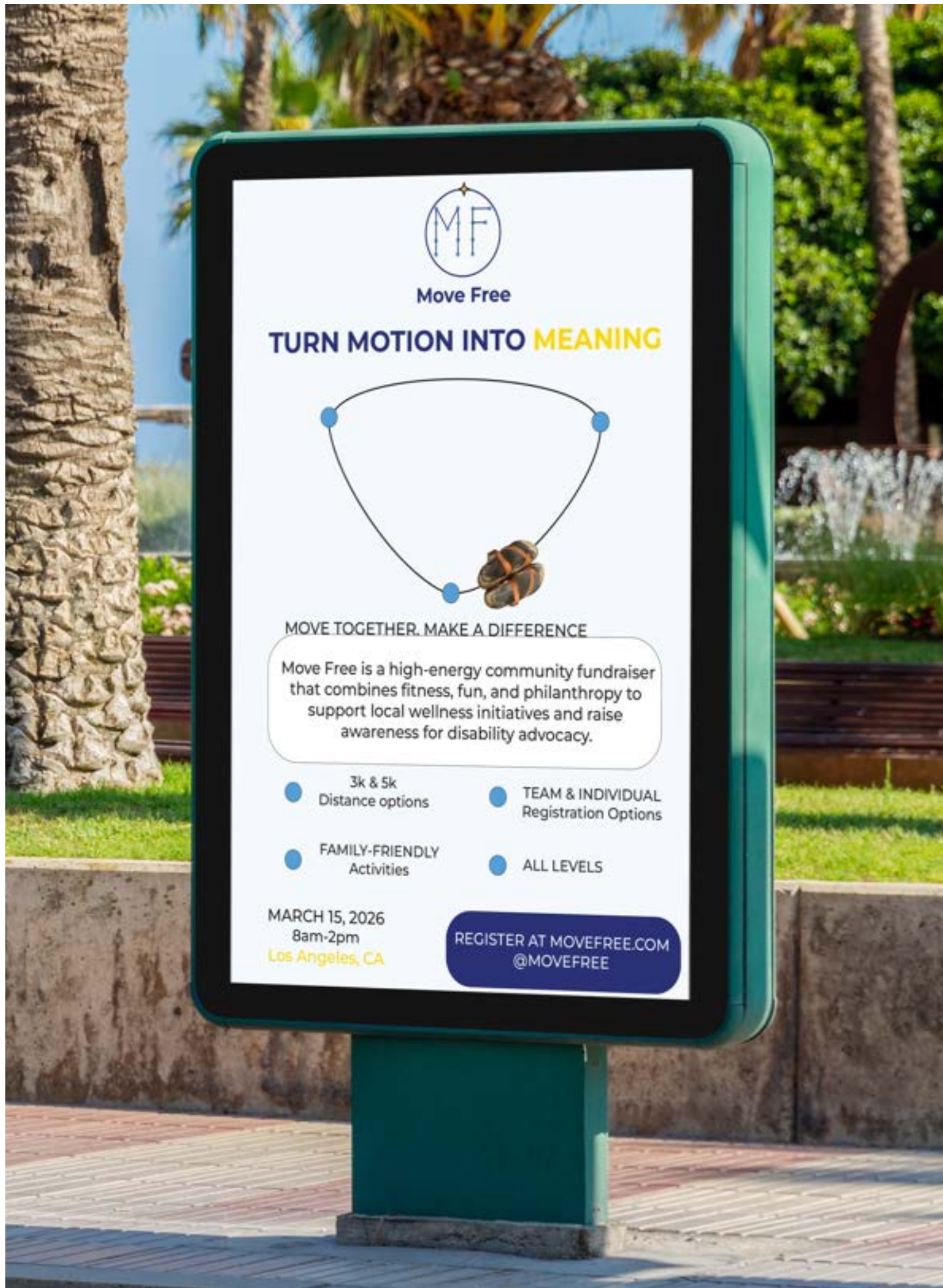
Montserrat

User Experience Elements

Icons:
Icons were selected and designed to support quick visual recognition and reinforce Move Free’s themes of movement, accessibility, and community. Simple forms and consistent visual weight help maintain clarity across the digital experience.

Buttons:
Buttons use strong contrast, clear typography, and concise calls to action to guide users through the Move Free experience. The primary CTA is visually emphasized to make important actions easy to identify.

Typography:
The type scale establishes a clear hierarchy between headlines, supporting information, and body copy. Consistent sizing and weight help users quickly scan the landing page while keeping important event information easy to understand.



Poster

Description of component

The Move Free poster introduces the event through an energetic and welcoming visual composition. Celestial-inspired graphics, bold typography, and the campaign’s cyan, teal, purple, and indigo palette work together to communicate movement, inclusion, and community while clearly presenting the event information and call to action.



About Event Community Register

Move with Purpose. Give with Impact

Move Free transforms exercise into impact, raising vital funds for programs that make fitness accessible to all.

March 15, 2026 8AM-2PM
Los Angeles, CA

JOIN THE JOURNEY

About Move Free

Move Free is an inclusive community fitness event designed to raise awareness and funds for disability advocacy. Unlike traditional races, Move Free celebrates all forms of movement — whether you run, ride a bike, push a wheelchair, use prosthetics, or walk with friends. The event highlights the idea that freedom of movement is a universal right, and every participant's effort symbolizes support for those facing barriers to mobility, access, or justice. Together, we move not just for ourselves, but for a world where everyone has the freedom to thrive.

Event

Run

3K

5K

Walk

Choose your
pace

Ride

Cycling

Roll

Wheelchair
Racing

Registration

Individual Pass – \$35

Includes event entry; participation in all movement challenges; commemorative event wristband.

Team Pass – \$150 (up to 5 participants)

Group registration with discounted entry; team name recognition on the event board; priority start-line placement.

Champion Pass – \$75

Premium entry with event t-shirt; wristband; VIP recovery lounge access; recognition as a Champion-level supporter.

MOVE WITH PURPOSE.
GIVE WITH IMPACT.

REGISTER NOW

Schedule

8:00 AM – Registration opens / Wellness Village begins
9:00 AM – Opening ceremony & warm-up led by adaptive fitness coach
9:30 AM – Race start (all categories released in waves)
11:30 AM – Finish Line Festival with live music and food trucks
12:00 PM – Advocacy talks + awards presentation
1:00 PM – Closing remarks & donation milestone reveal

Co-Sponsor: VitalRise Nutrition

VitalRise is providing free post-event recovery smoothies at the refreshment stations, branded hydration packs for Champion Pass participants, and a featured booth at the Health & Wellness Expo.



Desktop Landing Page

Description of component

The desktop landing page expands the Move Free visual identity into an engaging digital experience. A structured layout, bold typography, celestial imagery, and clear calls to action guide visitors through the event information while reinforcing the campaign's focus on movement, accessibility, and community.



- **Points of Interest**
Multi-Mode Race: Choose your lane — running, cycling, walking, or wheelchair racing in 3K or 5K options.
- **Live Entertainment:** Local bands and DJs along the route to keep the energy high.
- **Wellness Village:** Healthy food vendors, fitness demos, and advocacy booths.
- **Accessibility First:** Fully accessible route with mobility support stations.
- **Finish Line Festival:** Medals for all participants, plus awards for spirit, creativity, and inclusion.
- **Impact Zone:** Stories from beneficiaries, advocacy talks, and nonprofit partners.

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VitalRise
Nutrition

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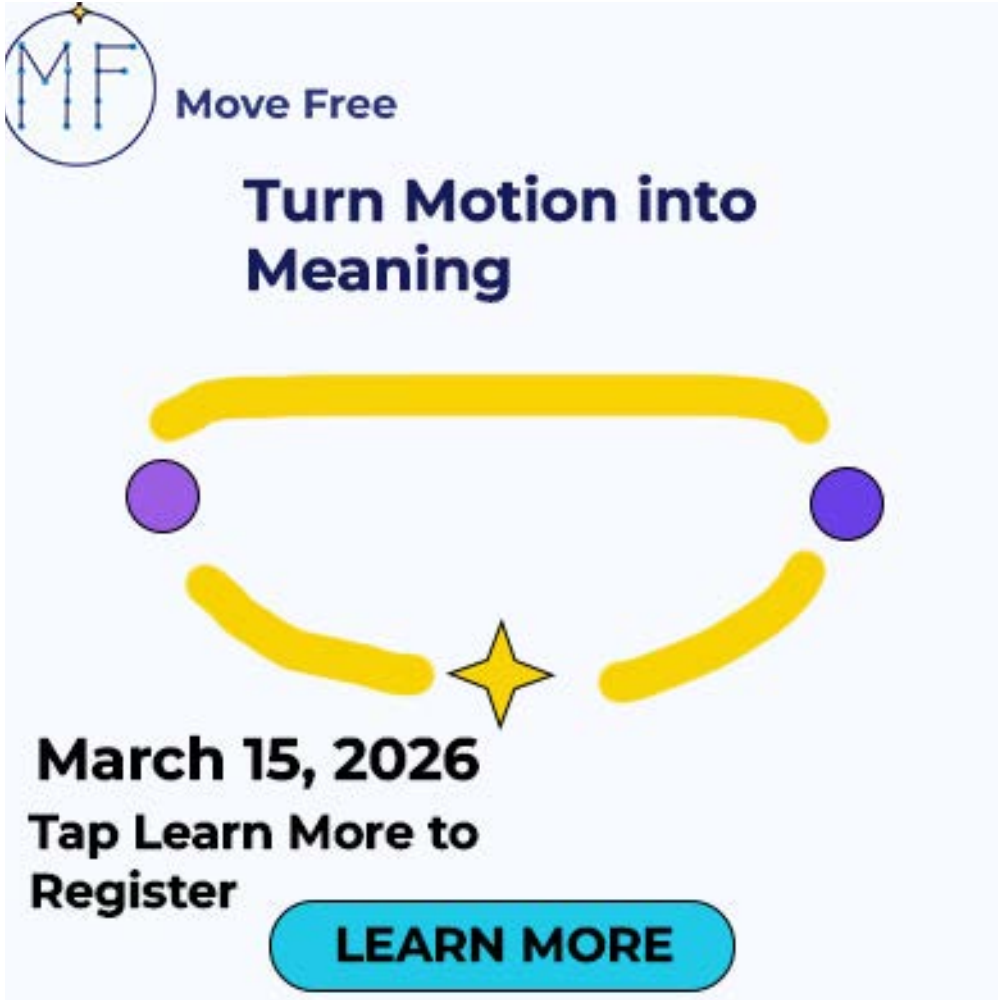
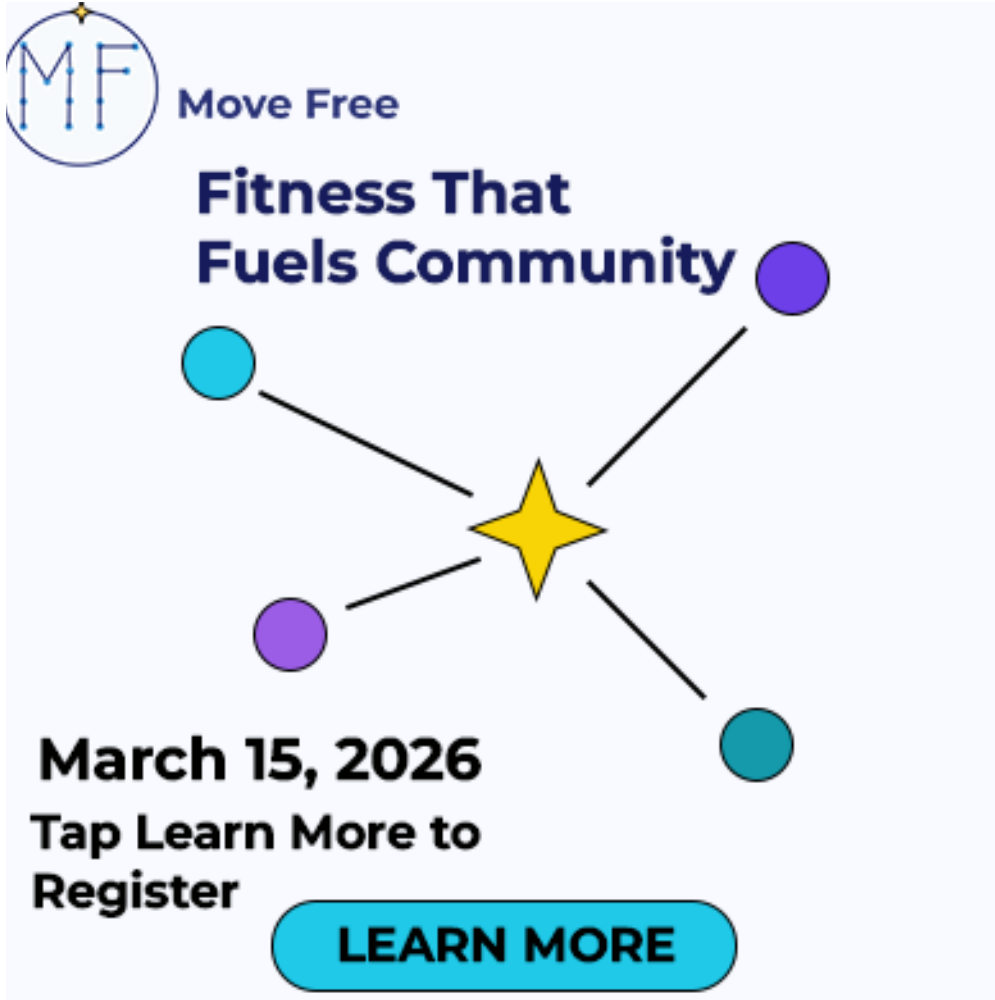


Mobile Landing Page

Description of component

The mobile landing page adapts the Move Free experience for a smaller screen while maintaining the same visual identity and hierarchy as the desktop version. Content and imagery were reorganized to create a clear, easy-to-navigate experience without losing the campaign's energetic celestial aesthetic.

Square



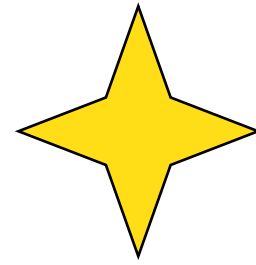
Social Media Ads

Description of component

The social media campaign extends the Move Free identity across square and portrait formats. Each advertisement uses a distinct message—"Every Step Creates Change," "Fitness That Fuels Community," and "Turn Motion Into Meaning"—while maintaining consistent typography, color, and celestial visual elements. Clear calls to action encourage viewers to learn more and register for the event.

Portrait





Reflection

This project challenged me to think beyond individual designs and consider how a complete visual identity can work across multiple platforms and formats. One of the biggest challenges was maintaining consistency while adapting the campaign for different sizes and experiences, particularly when transitioning the desktop landing page into a mobile layout.

Throughout the project, I developed a stronger understanding of how research, persona development, visual exploration, and design decisions connect to one another. Developing Move Free's celestial-inspired visual identity also gave me an opportunity to create a campaign that felt energetic and welcoming while supporting the event's focus on inclusion, movement, and community.

If I were to continue developing the project, I would explore additional accessibility considerations, expand the campaign's visual system, and further refine the digital experience based on user feedback. Overall, Move Free helped me better understand how individual design pieces can work together to create a cohesive brand experience.

Thank you for taking the time to see
this case study!

