



## Turn-key Signage Provider for Multiple Fitness Center Locations

Founded in 1992, Planet Fitness has become one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by the number of members and locations. With more than 1,800 locations, Planet Fitness has continued to spread its unique mission of enhancing people's lives by providing an affordable, high-quality fitness experience in a welcoming, non-intimidating environment.

Growth for this gym has tripled in the past five years and they have over 14 million members and counting. The recognizable purple and yellow colors of the Planet Fitness brand are intentionally designed to create a positive and welcoming environment. The colors are threaded through every part of their signage program and make the gym easily recognizable regardless of which location you visit.

### About the Solution

Kieffer | Starlite is recognized for its expertise in the signage industry, and Planet Fitness needed a partner that was well versed in exterior signage implementation. Ensuring brand guidelines and maximizing gym visibility were two critical factors Planet Fitness had when selecting a signage partner. This growing franchise selected Kieffer | Starlite as their turn-key signage provider to oversee and implement signage as needed in the Texas region, and surrounding areas.

Kieffer | Starlite has been a partner with Planet Fitness for over 12 years. Our team reviews the signage needs at each location and works with franchisees on services ranging from new build installation to signage removal to rebranding.

To best serve the client, Kieffer | Starlite has a dedicated point person that manages all aspects of the process. Each location is reviewed and signage recommendations are made based on the parameters for that site, including city codes, tenant codes and building façade. Upon approval, the signage design is finalized then manufactured, shipped, and installed per specification.

