



## Client

Planet Fitness

## Execution

Brand Management, Product Development,  
Design Services, Digital Signage

## Task

Facility-wide branding of the  
Corporate Headquarters

In 1998 Chris Rondeau visited Northeast Color's Portsmouth, NH shop to outfit his burgeoning franchise Planet Fitness. 19 years and 1,400 clubs later our partnership has come to define and inform the work we do - encompassing everything from interior design and brand management to digital signage and product development.

By 2016, the company's staggering success had put a pinch on their 20,000 sq ft corporate headquarters in Newington, NH - no matter how cleverly they repurposed every inch, it was clear they needed to move house. Luckily their new digs - a 70,000 sq ft office building in Hampton, NH - demanded a full-scale renovation, granting them an opportunity to spread their wings and create a campus that reflected both their success and their culture.



**“ Within a four year period we went from 40 employees to almost 200 - people were doubling up, tripling up. It was very hodge-podge; we had a couple different renovations and add-ons, but there was no flow.”**

*- Caitlin Holmes, Director of Events and Facilities of Planet Fitness*

**“Our vision was to totally ‘Planet-ize’ it - every element, every color, every carpet square - we wanted to make it our own. It had to be a fun place to work and it wouldn’t look right without Northeast Color to do that level of branding for us.”**

*- Caitlin Holmes, Director of Events and Facilities of Planet Fitness*

The new campus' 5,000 sqft employee gym covered all of Northeast Color's signature products - custom-branded wall covering, direct print signage and digital signage platforms - but the challenge was to translate that same energy and verve into an office environment.

**“We took this as an opportunity to elevate our core offerings. There was a significant amount of design time and product development that allowed us to leverage our knowledge of PF's brand toward some really interesting applications.”**

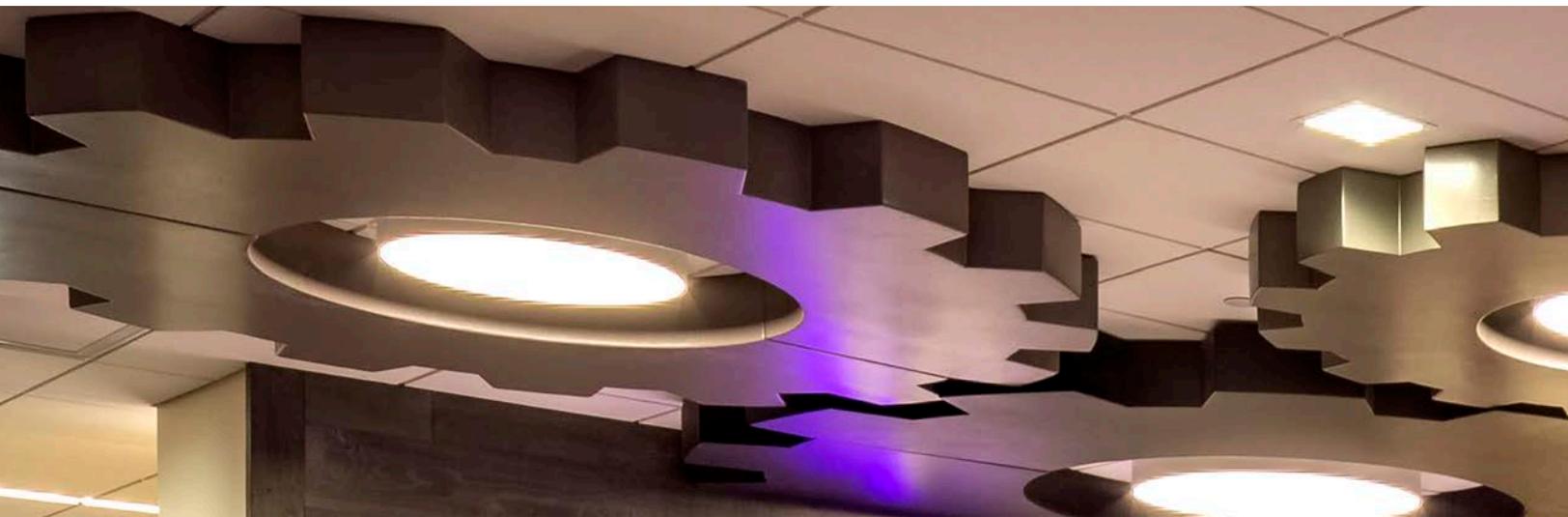
*- Jalmar Dijkstra, President of Northeast Color*



Looking to land a knockout first impression, the design team pulled out all the stops on the lobby, which features a layered dibond logo cutout, mounted on black acrylic and set off with purple LED backlighting just behind the reception desk.

**“We took the look of the black and white PF logo, cut the elements out of quarter inch Black Acrylic and 3mm Brushed Aluminum, and then hand layered them to give the logo a bit more life than a flat printed logo. After experimenting with the purple LEDs, we opted to go with a french cleat for installation, since it would provide a secure method of installation without interfering with the wash of light from the LEDs.”**

*- Chris Shaw, Production Manager of Northeast Color*



The designers also pulled in Planet Fitness’ iconic ceiling gears which, in keeping with maximal theme, received a significant boost in size.

Ranging in width from 5’ to 10’, each 8” thick gear was custom fabricated in association with Symmetry International, an architectural molding firm whose unique acrythane composite system kept the weight of the two sets of over-sized gears light enough to tolerate suspension above the reception area and cafeteria.

**“Northeast Color’s done ceiling gears for us before, but not to this degree. I think they look great and if other franchisees saw them, they’d want them. It’s very PF and over-the-top.”**

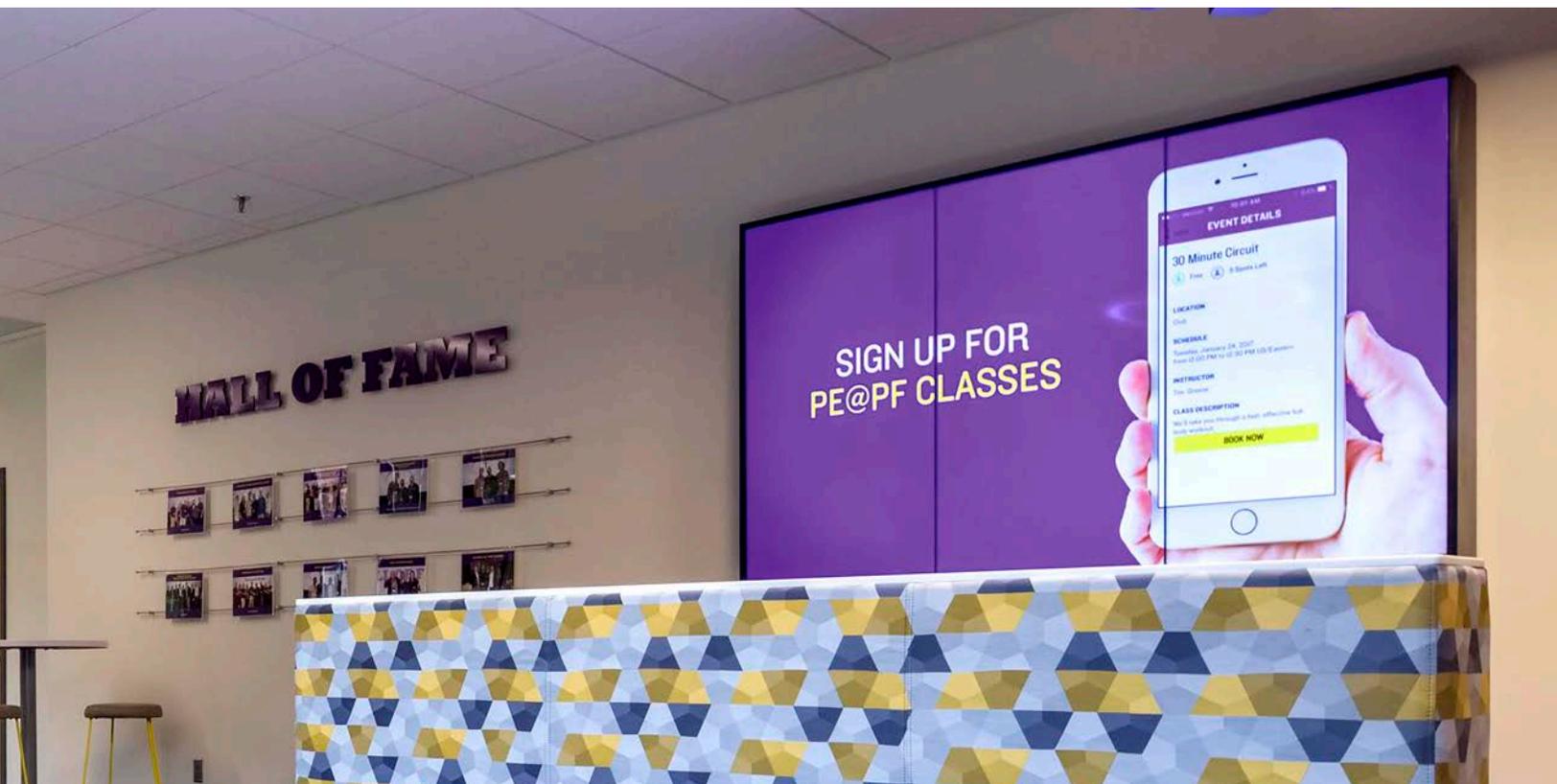
*- Caitlin Holmes, Director of Events and Facilities of Planet Fitness*



The cafeteria also features an edge-lit glass partition wall with knockout gear etching that required a significant amount of coordination between the general contractor, electricians, and glass installers.

**“To illuminate the top and bottom of the partition with our custom LED strips the four glass panels were floated inside an aluminium u-channel frame with a series of acrylic blocks. Then we worked with the contractors to hide the hardware in the ceiling so we could access it for maintenance down the line.”**

*- Jalmar Dijkstra, President of Northeast Color*



In collaboration with Planet Fitness’ IT specialist Stephan Dalgar, Northeast Color also leveled-up their plug-and-play digital platform pfxHD for the campus’ cafeteria - expanding the typical single landscape screen to a eye-popping video wall of three vertical screens.

**“The pfxHD product came out at a great time. We were using an antiquated program called Marlin to upload content, but we’ve switched over completely to Northeast Color’s system now.”**

*- Caitlin Holmes, Director of Events and Facilities of Planet Fitness*



Long a staple in Planet Fitness' Clubs, Northeast Color's branded wallcovering appears on the accent wall of each of the building's 150 offices and was further customized for the executive offices and conference rooms. **"Our CEO Chris Rondeau was very hands on in choosing the wallcovering. He had a very unique vision for this space and Northeast Color really helped bring that to life."**

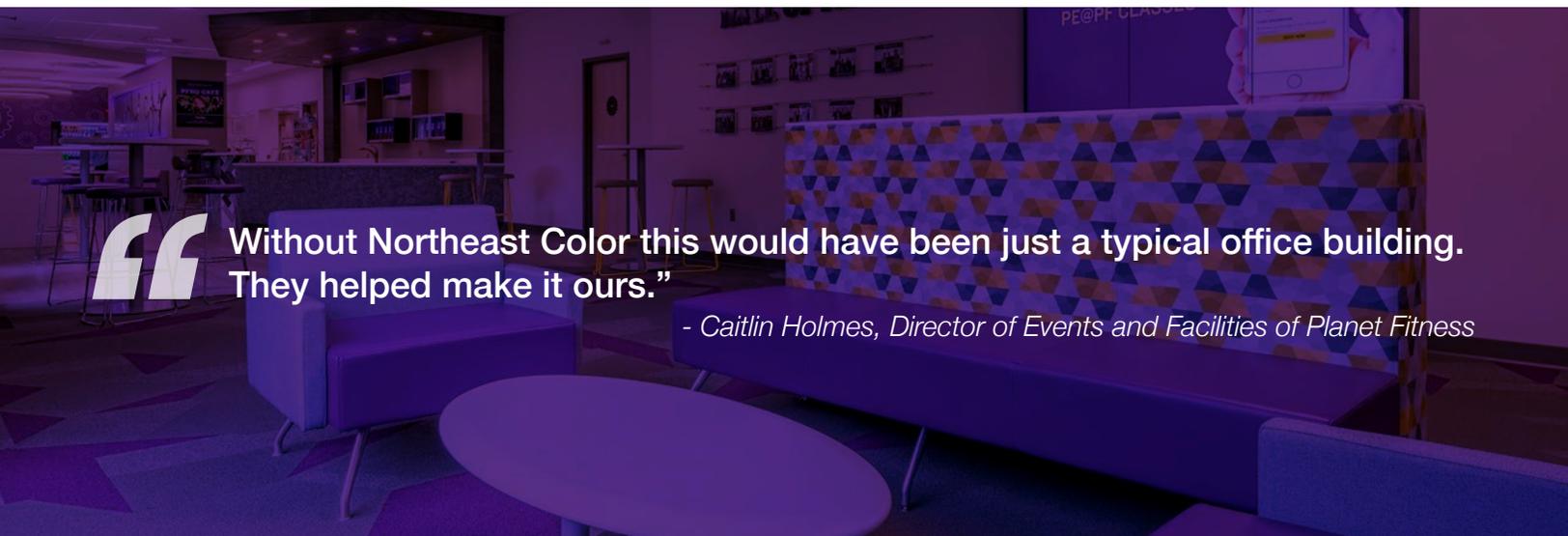
*- Caitlin Holmes, Director of Events and Facilities of Planet Fitness*

Despite the fact that the building hadn't seen any updates in over 20 years, the four-story multi-million dollar renovation was executed on a relatively tight timeline, which meant that structural improvements and design upgrades had to happen almost simultaneously.

**"Northeast Color took ownership of the branding of the inside of the building which allowed myself and my staff to focus on other elements of the building. They took it and ran with it and it came out beautiful."**

*- Al Buell, Vice President of Construction of Planet Fitness*

As Planet Fitness continues expand its operations across the nation and beyond, Northeast Color looks forward to sharing the road ahead, helping to maintain PF's unique brand and messaging.



**“ Without Northeast Color this would have been just a typical office building. They helped make it ours.”**

*- Caitlin Holmes, Director of Events and Facilities of Planet Fitness*



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