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01 GUIDING PRINCIPLES

BRAND DESCRIPTION

A modernized way of incorporating fitness into your home. Select from the industries top brands and see what equipment would look like in your home before purchasing.

OUR MISSION

To help more people to incorporate fitness into their home seamlessly.

WHY?

Since COVID 19 started, we all haven't been able to access a gym. Everyone was forced to either workout outdoors or inside their home. Most people do not own the workout equipment needed to reach their fitness goals. It is no easy task to visualize if a piece of workout equipment would fit in size and look aesthetically pleasing when placed in their home. Also, many don't know what to buy or where to start.

KEY MESSAGING

“Making sure fitness fits in with your home.”
“Adapting seamlessly”

VALUES

- Optimism
- Determination
- Hard Work
- Dedication
- Can do Attitude
- Growth
- Longevity
- Trust
- Adapt and Overcome

PROMISES TO OUR CUSTOMER

- Certainty.
- Know what they are getting into before it arrives.
- Together, we will find what they need.
- Low effort required from the customer.

THE DIFFERENCE

- The ability to see what equipment looks like in your home.
- Recommendations of equipment based on the customers' fitness goals.
- Compare many brands in one place.

02 LOGO



LOGOTYPE

Our logotype can be used in one of two colors: white or black.

Ideally placed on top of a very slight gradient of grayscale tones.

White Logo type can be placed on top of an image if the letters remain easily readable. If this error does occur, add a low opacity black layer on top of the image to increase readability.

Minimum width size of 100 PX.



PLEASE DONT..

- Place logo onto of solid colored Backgrounds.
- Use a low opacity white layer on top of background images to enhance readability.
- Place Logo on top of images With low readability.
- Add color to the logotype.
- Outline the logo
- Rotate logo less than 90 degrees.
- Stretch or scrunch the logo.



LANDSCAPE LOCKUP

Supply this logo lockup in a press release, conferences, or use in spaces managed by others.

CLEAR SPACE

The bottom white of the “F” Logo is equivalent in height to the logotype. Use a capital “F” of the Fit In word mark to determine the minimum clearance around the logo. The height of the “F” will be equivalent to the width when drawing out the circle used for measurement. A space equal to one-half the circle height is left between the logo and the wordmark.



PORTRAIT LOCKUP

Use this version when the usage is within a square or tall space.

CLEAR SPACE

The bottom white of the “F” Logo is equivalent in height to the logotype. Use a capital “F” of the Fit In word mark to determine the minimum clearance around the logo. The height of the “F” will be equivalent to the width when drawing out the circle used for measurement. A space equal to one-half the circle height is left between the logo and the wordmark.



APP ICON

CLEAR SPACE

The width of the logo is equivalent to the height of the space of its container.

The bottom white of the “F” Logo is equivalent in height to the logotype. Use a capital “F” of the Fit In word mark to determine the minimum clearance around the logo's container. The height of the “F” will be equivalent to the width when drawing out the circle used for measurement.



TYPOGRAPHY

THREE POINT

Three Point is the typeface we use for our logotype. This font can also be used for stand alone numbers and on important headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

JOSEPHIN SANS

Josephin Sans is the typeface we use for our buttons, headlines, titles, and subtitles. The primary yellow color can be applied to headlines and titles. Subtitles must never contain color. Must be italicized, medium weight, and capitol letters.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

RAJDHANI

Rajdhani is the typeface we use for our larger body text and for captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



COLOR



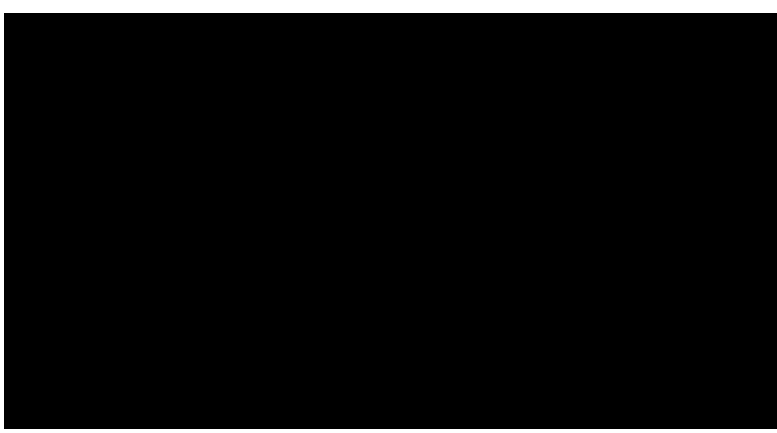
Dandelion
#FFD35C
255-211-92



Salomie
#FFDD81
255-221-129

PRIMARY COLOR

Yellow is our primary color and communicates energy, optimism, and joy.



Black
#000000
0-0-0



Nero
#2B2B2B
43-43-43



Dim Gray
#707070
112-112-112



White
#FFFFFF
255-255-255

05

IMAGE STYLE



PHOTOGRAPHY

The photos we use showcase homes that have seamlessly incorporated fitness. The photos should be simplistic. They should display to the customer the possibilities of implementing equipment into different types of rooms of the house.



06

WRITING STYLE

VOICE QUALITIES

Our voice is what we say and how we choose to say it. Our voice is considerate, motivating, creative, and wise. With all the struggles the world has faced since the beginning of Covid 19, our voice is a sound of optimism that we all need. Optimistic but not ignorant to to our modern day problems. We must briefly acknowledge our struggles in order to over come them and push for growth during this uncertain time. We must resonate with the people of the world by continually maintaining relatability. We are going through what they are going through. We are not separate or above modern day problems.

DO'S AND DON'TS

- ❌ "It doesn't matter what is holding you back. Do what you have to do to keep growing"
- ✅ "With all the struggles that 2020 has brought us, we will ensure that you come out of this year stronger"
- ❌ "We promise you will find what you need,"
- ✅ "Together, we will find what fits your personal situation."
- ❌ "Change your home."
- ✅ "Evolve your home."