413 FITNESS

Brand Guidelines

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Primary Logo

The purpose of these guidelines is to explain the use of your brand styles and to help you consistently apply the visual elements in all communications: publications, presentations, and all other marketing materials both online and offline.

No Circle Versions

These versions of the logo are as follows: 1) Black 2) Spot Blue 3) Spot Orange 4) Full Color

Circle Versions

These versions of the logo are as follows: 1) Black 2) Spot Blue 3) Spot Orange 4) Full Color

Your New Identity

Your corporate identity is the face and personality you present to the world. It's as important as the services you provide. Your identity is the total effect of your logo, services, website, social media, advertising, brochures, and presentations — everything that represents you.

It is important to maintain brand integrity in all that you do. We've created this guide to provide all the specifications you need to keep your brand consistent. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

The Conceptual Background

The 4:13 FITNESS logo is built around shapes related to web simplicity and timeless design principle. Utilizing a simple orange and blue color scheme to play to the vibrance and young energetic innovative feeling created by this color pallette. The device has one square layout as far as its usage is concerned.

The Logo Design

Your company logo is an important and valued graphic element. It is important that it be used consistently and appropriately. Even minor variations can undermine and compromise the integrity of your branding.

The Color Palette

The Color Scheme

It is important to accurately reproduce your brand color scheme to communicate a clear and consistent message about your brand identity. The Pantone spot colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process. Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

PANTONE 541
RGB
14.64.106
CMYK
100.78.32.22
HEX
0E406A

PANTONE BRIGHT ORANGE
RGB
255.95.0
CMYK
0.77.100.0
HEX
F26122

PANTONE 305
RGB
84.200.232
CMYK
58.0.6.0
HEX
54C8E8

PANTONE 877 METALLIC
RGB
137.140.142
CMYK
49.39.39.3
HEX
898C8E

WHITE

BLACK

Typography

The Fonts Usage

The primary typeface for the logo is Redzone. It is used for the "4:13 FITNESS" in the logo. Oswald is used for the headers and for callout text. The typeface used for generic text is Montserrat. These typefaces have been carefully selected to best represent the brand image. Using them will help maintain consistency. When these typefaces are not available, similar modern, sans-serif fonts may be used for copy. However, replacing the logo font with an alternative should not be done under any circumstances.

REDZONE
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Oswald
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Montserrat
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Images /Contact

Image Treatments

How you use images in your materials will help to reinforce your brand. There are two types of image treatments for 4:13 FITNESS. One is full color and the other style is duotone. The full color should have a more subdued saturation so that the bright bold colors of the logo will be the star of the show. This provides a nice contrast to the mark. The other is the duotone which should be used as a means of showcasing imagery in a more robust and energetic feel.

Contact

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