



HOLMES PLACE

IDENTITY GUIDELINES

Version 1

Foreword

This document is your resource for reproducing our visual identity.

It contains all you should need to ensure our brand is delivered consistently and effectively across many different applications.

A COMMUNITY

TO HELP YOU THRIVE.

A LIFESTYLE

TO FIT YOUR ASPIRATIONS.

A MOVEMENT

TO ENJOY THE JOURNEY.

A PLACE

TO GET THE MOST OUT OF LIFE.

the new

WELCOME TO HOLMES PLACE

A COMMUNITY . A LIFESTYLE . A PLACE . A MOVEMENT



Brand Behaviours

Philosophy

We believe that living well is a life journey.

A journey that should always be enjoyable and fulfilling.

A journey that is enhanced by the power of community.

A journey that celebrates progress in all its shapes and sizes.

A journey that inspires your whole life.

Let the journey begin.

Our Positioning

For those who are looking to enjoy a healthier lifestyle, Holmes Place is the only lifestyle club in the premium market that is focused on helping each of its members get the most out of life.

Through an aspirational, inclusive, balanced and effective approach to health and wellness – one which embraces a social and personalised experience that becomes an integral part of its members' lifestyle, both inside and outside of the club environment.

Our Vision

*Making health and
fitness enjoyable!*

Our Mission

The Secret



**FIND AN ACTIVITY
YOU LIKE**



**IN A PLACE
YOU LIKE**



**WITH THE PEOPLE
YOU LIKE**

Our Brand Idea

Your place to enjoy the journey.

COMMUNITY

SUPPORT

BELONGING

PROGRESS

OPTIMISM

HAPPINESS

EXPERIENCE

LIFESTYLE

BALANCE

Our Brand Plus

	<p><i>Purpose</i></p> <p>TO MAKE HEALTH AND FITNESS ENJOYABLE.</p>	
<p><i>Positioning</i></p> <p>AN ASPIRATIONAL CLUB TO HELP YOU ENHANCE YOUR LIFESTYLE.</p>	<p>YOUR PLACE TO ENJOY THE JOURNEY</p>	<p><i>Values</i></p> <p>SUPPORT INCLUSION BALANCE PROGRESS</p>
	<p><i>Personality</i></p> <p>AUTHENTIC SOCIAL UPBEAT STYLISH</p>	

A woman with blonde curly hair, wearing a red long-sleeved shirt with a blue geometric pattern, is assisting a man in a grey t-shirt with a stretch. They are outdoors, with green foliage in the background. The man is leaning back with his arms raised, and the woman is holding his shoulder. Another person is visible in the background, also stretching.

Support

We help our members progress toward their goals by providing personalised guidance, tools and motivation so they feel good about their Holmes Place experience.

A group of people, including two women and a child, are holding hands in a circle outdoors. They are smiling and appear to be in a joyful, inclusive setting. The background is a warm, golden sunset with trees and a wooden fence. The word "Inclusion" is written in a large, white, cursive font across the center of the image.

Inclusion

We know that everyone comes to Holmes Place for different reasons and with different motivations.

We believe there is no one-size-fits-all approach, and we work to provide a non-judgemental experience where everyone can thrive.

A photograph of two people standing on a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. The silhouettes of the two people are dark against the bright sky. The person on the right is holding a surfboard. The word "Balance" is written in a large, white, cursive font across the center of the image.

Balance

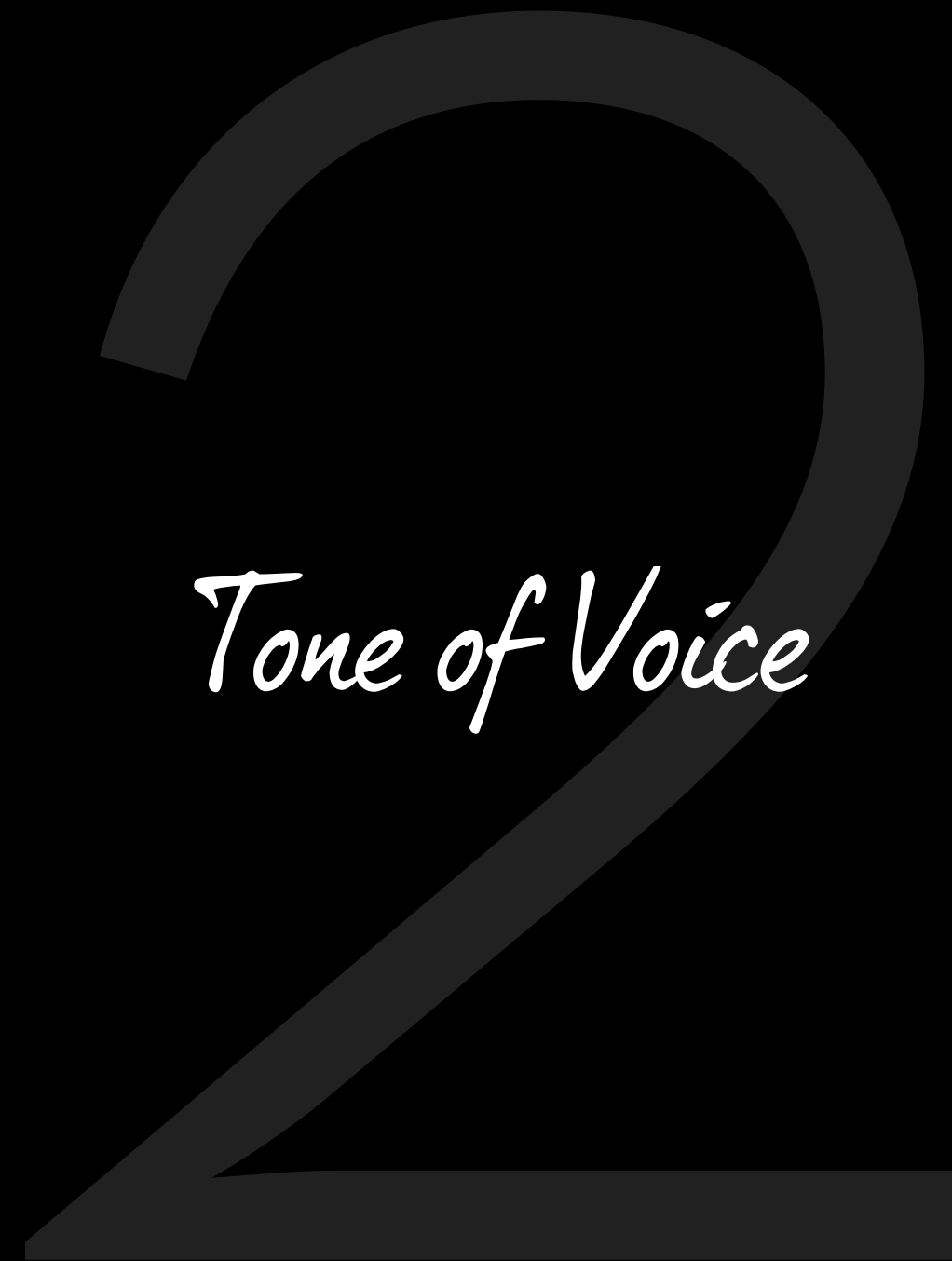
We believe that achieving a balanced lifestyle is key for long-term success.

This means advocating a well-rounded approach to health & wellness, but it also means balancing work and play – pushing yourself, but also enjoying the moment.

A photograph of an elderly woman and a younger man running on a treadmill in a gym. The woman is in the foreground, smiling broadly, wearing a dark blue athletic top. The man is in the background, also smiling, wearing a blue t-shirt. The word 'Progress' is written in a large, white, cursive font across the center of the image.

Progress

'Results' come and go, so we believe in enjoying the experience and approaching every day as an opportunity to achieve what makes a positive difference in your long-term journey.



*Tone of voice is not what you say,
but how you say it.*

This encompasses not only the words you choose, but their order, rhythm and pace. Our tone of voice will cover all written copy, website, social media messages, email and packaging.

Be nice.

This adjectives will help you to understand each different area of the overall brand voice.

<i>Character</i>	FRIENDLY · PROFESSIONAL · AUTHENTIC
<i>Tone</i>	PERSONAL · WARM · DIRECT
<i>Language</i>	SIMPLE · SAVVY · WITTY
<i>Purpose</i>	TO INSPIRE · TO REACH · TO ENGAGE

Informal vs Formal

There will be times when technical terms are needed because they are very specific in their meaning. Yet, wherever possible, consider using everyday language that our audience will understand.

Using simple language can also inspire more of a sense of trust and intimacy with your audience.

Nevertheless technical terms can be left unchanged if they are familiar and understood by the vast majority of our audience.

Internal and External

You might speak in one tone to your closest friends and family, and a different tone with your boss.

Internally we speak the same way as externally but because we are among friends we can have a more casual and relaxed tone of voice.

Be gentle. Remember that subtle humour can often work wonders.

Watch your tone.

Our philosophy is “Enjoy the journey” and that spirit should come through in every piece of content we produce.

We keep it positive.

- Clever but not silly
- Confident but not cocky
- Informal but not too familiar/disrespectful
- Helpful but not pushy
- Professional but not bossy

Always use familiar quotes in an interesting and original way.

Slang and Colloquial

We never use slang and colloquial language.

Guidance

Here are short, helpful tip which suggest how to write, to be used by anyone who writes for our brand.

Our customers' language

The answers to some of our customers questions may lie in how they already talk about our products or services.

Our voice is...	Direct	Witty	Friendly
We say like this	“Cheesecake to die for! Yet healthy too!”	“Like fish in water! Swimming classes for all.”	“Tips and ideas that will keep you on your toes.”
Not like this...	“Try our recipe and tell us if you liked it.”	“Our swimming classes are for all the family.”	“Read our articles about running and improve your technique.”
Why?	Because our copy should be clear and engaging.	Because we use a clever mood to bring us closer.	Because we speak in a casual way. Just like a friends conversation.