FIGHTFIT®

FITNESS

BRAND GUIDELINES

TYPE LAYOUT

MAIN TITLE

Red break bar must be aligned with end of title, never going further or less than title length.

SUB TITLE (50% SMALLER THAN MAIN TITLE)

Body typeface is no larger than 12pt and must be the distance below the sub title that is equal to distance to main title and sub title.

CONTENT LAYOUT EXAMPLE

DEVELOPED BY GYM OWNERS FOR GYM OWNERS

Are you looking for a way to generate more revenue from your gym? So were we. When we started FightFit in 2005, it was a way to earn a few extra bucks from our facility during off hours. Before we knew it, it grew into a strong, standalone business with a dedicated customer base. With FightFit you get our proven model and turnkey system that we have been refining over the last 13 years. We take the guesswork out of daily programming, while also providing all of the operational and marketing systems you will need to launch and get people in the door.

FIGHTFIT®
F I T N E S S

THE FONTS

TITLE TYPEFACE:

OSWALD BOLD

RULE: ALL CAPS
USES: SHORT, ATTENTION-GRABBING PHRASES OR INSTRUCTIONS
DON'T: ITALICIZE | ADD OUTLINES | USE FOR PARAGRAPHS OR LONG SENTENCES

SUB-TITLES TYPEFACE:

OSWALD REGULAR

RULE: ALL CAPS
DON'T: ITALICIZE | ADD OUTLINES | USE FOR PARAGRAPHS OR LONG SENTENCES

BODY TYPEFACE:

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

COLOR SCHEME

The primary colors are key indicators of the FightFit brand design. Black is most often used for typography on light backgrounds, while white is used on 80% or darker backgrounds. Fight Red can be used for title underlines as well as alternate title typography.

BLACK OUT

CMYK	RGB	HEX
75/67/67/91	0/0/0	#000000

FIGHT RED

CMYK	RGB	HEX
14.6/99.85/100/4.86	200/32/32	#c82020

BATTLE GREY

CMYK	RGB	HEX
75/67/67/91	0/0/0	#000000

80% OF BLACK OUT

WHITE

CMYK	RGB	HEX
0/0/0/0	255/255/255	#ffffff

LOGO SIZING

When being used as a large mark, the logo should not take up more than 60% of the total width of the space it is occupying.

Ensure that 20% of the outside space of the logo is clear of any obstructions.

In order to maintain integrity of the brand and legibility, the logo must not be reduced in size lower than the following measurements.

Small factor printing: no less than 1.5 inches wide

Web sizing: no less than 150px wide

LOGO USAGE

IMPROPER LOGO COLORS

Do not use any other colors other than the approved colors listed previously.

PRIMARY LOGO USE ON COLOR BACKGROUNDS

The primary mark used on color must be white and red logo unless color is 20% transparent.
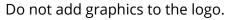
100% color background

80% color background

20% color background or less: Must use the black and red FightFit logo.

IMPROPER USAGE

Do not rotate or place logo upside down.

Do not add graphics to the logo.

Do not remove the "Fitness" from the logo.

Do not distort the size or shape of the logo at any time.

Do not add shadows to logos.

Do not place black logo on dark backgrounds

Do not place the logo in any boxes.

Do not place logo at an angle or place it vertically.