



vital motion
group fitness

branding guide



The Vital Motion brand embodies high level-fitness training and expert fitness and wellness coaching. Its logo and standards are designed to propel and protect that brand message.



The Vital Motion logo comes in two configurations - with and without the “group fitness” tagline. The tagline version is used primarily on material that introduces the brand to an outside audience, such as advertising. In contrast, the non-tagline version serves best for internally focused situations.



Incorporate the Vital Motion logo at a minimum size of 1 - 1/2 inches wide to maintain its legibility.



Keep adequate “safe” space around the logo to ensure its visibility. The diagram to the left demonstrates how this is accomplished. A space equal to twice the height of the lower case “l” in “vital” should be used as your safe space guide.



The Vital Motion logo is available in 2-color, 4-color, and RGB color formats. These should be the primary logos used in print and digital mediums.

NOTE: The color version of the Vital Motion logo is most prominent on a white or light-colored background. Should the logo be placed on a color or photo that reduces its visibility, the white or black version will maximize perceptibility. (see below).



The Vital Motion logo is also available in grayscale for situations when color is not available.



The black version of the logo should be used when no color or shades of gray are available.



The white version of the Vital Motion logo should be applied on dark or photographic backgrounds where the standard color logo would be difficult to see.



A



“Badge”

B

The image to the left (A) is an example of how the logo may be applied. It also illustrates how the “badge” portion of the logo (B) may be used as a design element to reinforce the brand image further.

When used in this fashion, reducing the badge’s opacity to about 20% can help prevent obstructing the view of the logo or other elements in the composition.



DON'T stretch or skew the logo.

This guide establishes fundamental rules for applying the Vital Motion logo and the protection of branding integrity. As such, there are incorrect uses of the logo to avoid persistently.



DON'T apply non-brand colors to the logo.

While these examples aren't exhaustive, they represent the majority of issues to avoid when applying the logo.



DON'T alter the size or position of the logo elements.



DON'T change the opacity of the logo.



DON'T place the logo inside a frame or shape



DON'T apply drop shadows, effects, or patterns to the logo.



logo applications

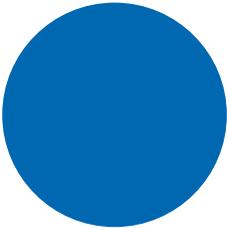


These are examples of how to apply the Vital Motion logo in a variety of common non-advertising applications. While not exhaustive, it does represent common forms of use.

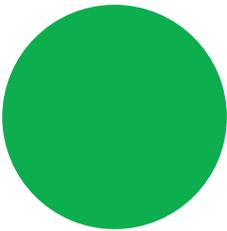




Primary



PANTONE 300 C
CMYK - 100, 56, 0, 3
RGB - 0, 94, 184
HEX - 005EB8

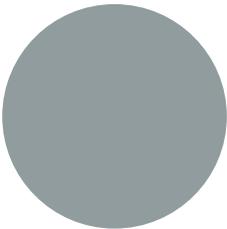


PANTONE 354 C
CMYK - 85, 0, 98, 0
RGB - 0, 177, 64
HEX - 00B140

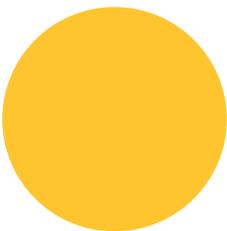
The Vital Motion color palette complements the base logo colors and facilitates a vivid visual story for the brand. They are broken into PRIMARY and SECONDARY categories and are to be applied in that fashion - Primary being most used, Secondary the least.

Colors were chosen using the PANTONE® Color System to ensure conformity and are shown with the appropriate mixes for printing and digital applications.

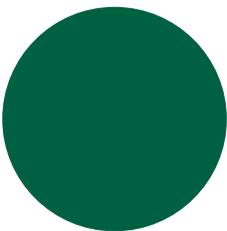
Secondary



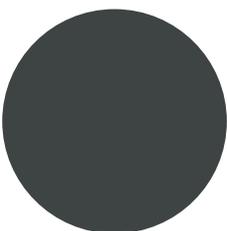
PANTONE 443 C
CMYK - 43, 25, 26, 5
RGB - 145, 157, 157
HEX - 919D9D



PANTONE 123 C
CMYK - 0, 16, 89, 0
RGB - 255, 199, 44
HEX - FFC72C



PANTONE 3425 C
CMYK - 96, 2, 80, 47
RGB - 0, 99, 65
HEX - 006341



PANTONE 446 C
CMYK - 71, 53, 55, 53
RGB - 63, 68, 67
HEX - 3F4443



The chosen fonts for Vital Motion characterize a brand that is confident, intelligent, and approachable.

Lexend ExtraBold

For digital headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lexend SemiBold

For digital headlines and emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lexend Regular

For digital copy and headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Pro Bold

For print headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Pro Regular

For print copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Pro Italic

For print copy emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



This document offers guidelines for applying the Vital Motion logo, brand colors, and fonts.

If you have any questions about the proper application and use of these brand elements, please contact Vital Motion at dana@vitalmotionfitness.com or our agency NerdBrand at hello@nerdbrandagency.com.