IGNITE FITNESS

BRAND GUIDELINE

Karina Dougall - DES 360 - Spring 2024

Welcome to the comprehensive branding guide of Ignite Fitness!

This resource will provide instructions to leveraging our brand elements to effectively communicate the message and purpose. It will also provide insights on how to navigate any restrictions or guidelines associated with the use of our brand assets and information.

IGNITE FITNESS

01.
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02.
INTRODUCTION

ABOUT

The passion to begin Ignite Fitness started when I began going to the gym consistently. Most gyms are multi-functional for all types of workouts but I wanted Ignite Fitness to be heavily focused on strength training and weight lifting. There are multiple types of classes and fitness groups members can be a part of and our main goal is for everyone to enjoy their time here.

Anyone who has the motivation to strength train can join the Ignite Fitness community. We have 3 types of classes available to the members of our gym. Or if you already have experience, you will always have 24 hour access with your Ignite Fitness app.

WHO

At Ignite Fitness, we believe in sparking the flame of transformation and journey in every individual's fitness journey. The individuals that work within Ignite Fitness are dedicated to making their customers happy and committed to helping them hit their goals. From beginners to advanced, all are welcome.

WHAT

Our brand is built on the core principles of passion, dedication, and empowerment. From dynamic workouts to comprehensive nutrition guidance, we are committed to providing unparalleled resources and experiences that can propel our members towards their peak performance.

WHY

At Ignite Fitness, we strive to ignite the fire within each of our members, guiding them towards their goals with expert knowledge, personalized support, and a motivating community. We constantly encourage everyone to join the Ignite community to start their strength journey now.

WORDS THAT REPRESENT OUR BRAND

Based on the goals and of our company, initial keywords have been defined that are used across the brand.

IGNITE	PASSION	**GOALS**
HEALTH	**FITNESS**	COMMIT
WELLNESS	DIFFERENT	**MOTIVATION**
AGILITY	CHALLENGE	FIRE
ACTIVE	FUN	PERFORM
STRENGTH	NUTRITION	**DEDICATION**

03.
TYPOGRAPHY & COLOR

TYPEFACE

Based on the feel and intensity of the brand, Eurostile is a great sans serif typeface that shows activeness and stability.

Eurostile Black

Secondary Logo (Ignite)

Eurostile Regular

Secondary Logo (Fitness)

Eurostile Black Italic

Primary Logo (i+F)

Eurostile Bold

Paragraph Headings

Eurostile Regular

Paragraph Body Text

PANTONE COLOR PALLETE

The orange colors are the primary colors of this brand, the blue and green colors are secondary, and grey and black are tertiary.

PANTONE
16-1462 TCX
Golden Poppy

RGB - 245 103 51
HEX - #F56733

PANTONE
14-0955 TCX
Citrus

RGB - 249 172 47
HEX - #F9AC2F

PANTONE
16-0229 TPG
Titanite

RGB - 144 173 59
HEX - #90AD3B

PANTONE
13-0443 TPG
Love Bird

RGB - 197 222 72
HEX - #C5DE48

PANTONE
18-3949 TPG
Dazzling Blue

RGB - 62 85 171
HEX - #3E55AB

PANTONE
16-4020 TCX
Della Robbia Blue

RGB - 122 157 203
HEX - #7A9DCB

PANTONE
2334 CP

RGB - 112 106 107
HEX - #706A6B

PANTONE
Black 6 CP

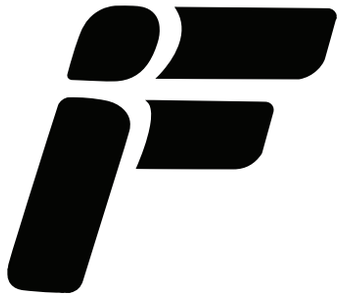
RGB - 22 31 40
HEX - #161F28

04.
LOGO & WATERMARK

PRIMARY LOGO & SECONDARY LOGO & SUBMARKS

This is the full family of logo options for Ignite Fitness. Our primary logo embodies the entire brand of Ignite Fitness. Our secondary logo is the alternate logo to use in design settings the primary logo does not fit in. Our submark is the most simplified version of our logo and can be used as an icon in digital environments or if a simplified version is necessary.

Primary Logo



Secondary Logos

IGNITE FITNESS

IGNITE
FITNESS

IGNITE
FITNESS

Submark

LOGOS WITH COLOR

The orange colors are the primary colors of Ignite Fitness. Blue and green are meant to be used regarding different classes we provide. Grey and black are meant to be used in instances that the background uses brighter colors.

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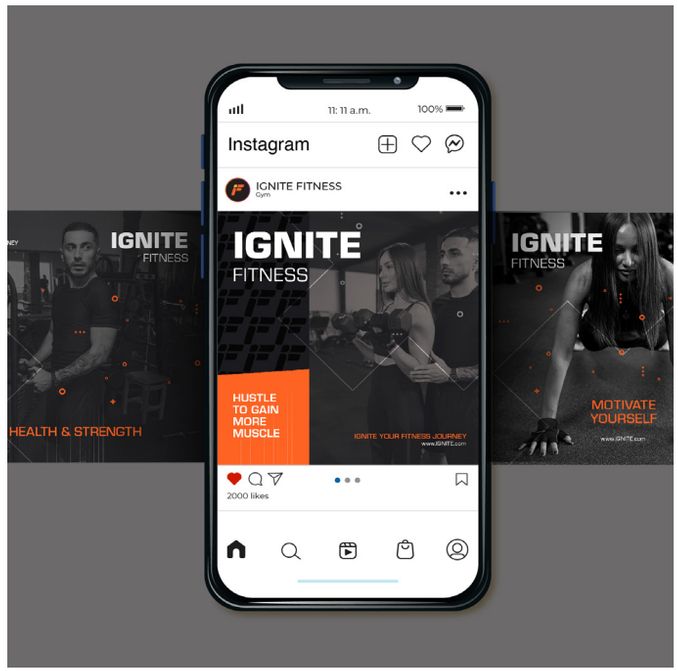
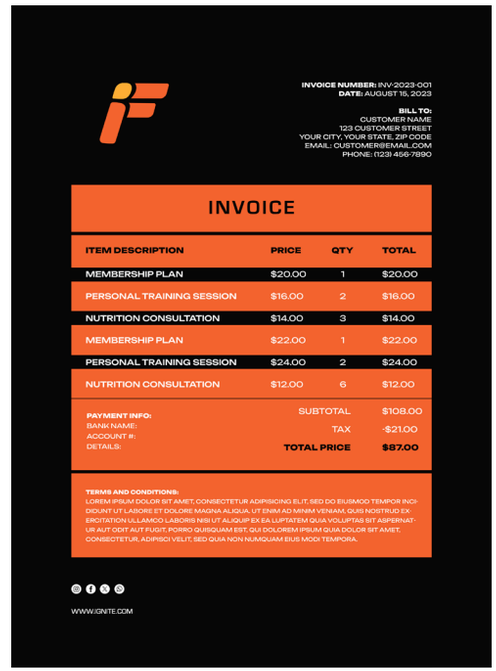
05.
APPLICATIONS

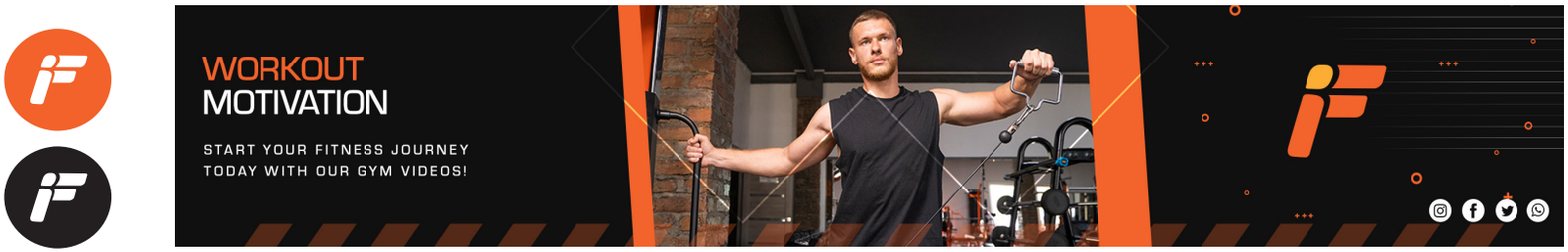
PROTEIN POWDER & SUPPLEMENTS

ATHLETIC WEAR

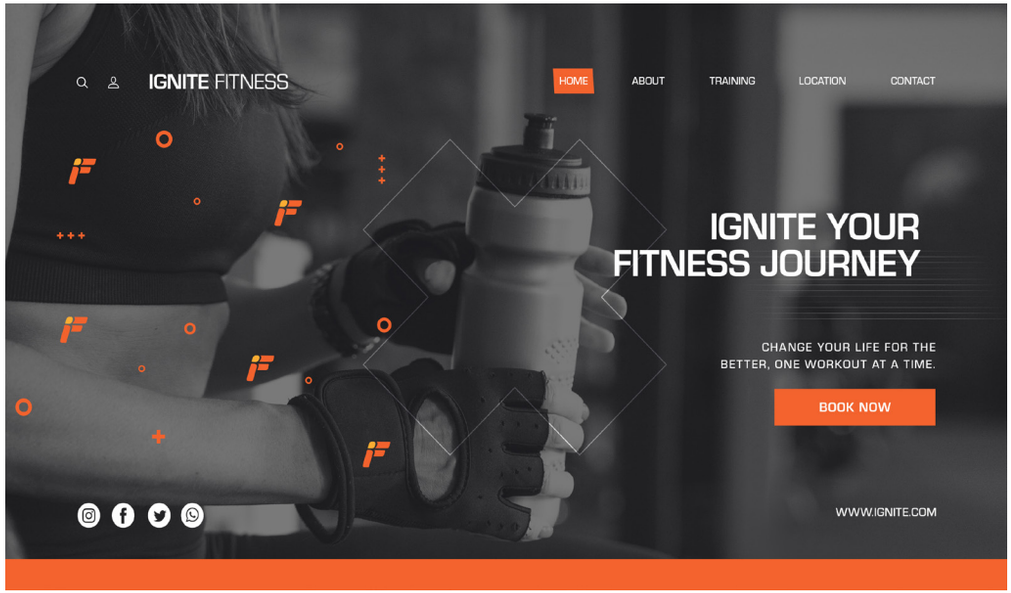
SOCIAL MEDIA & ADVERTISING







WEBSITE & APPS



SIGNAGE

IGNITE
FITNESS

JOIN TODAY
BEGINNER CLASS
11AM - 12PM
INTERMEDIATE CLASS
2PM - 3PM
ADVANCED CLASS
7PM - 9PM

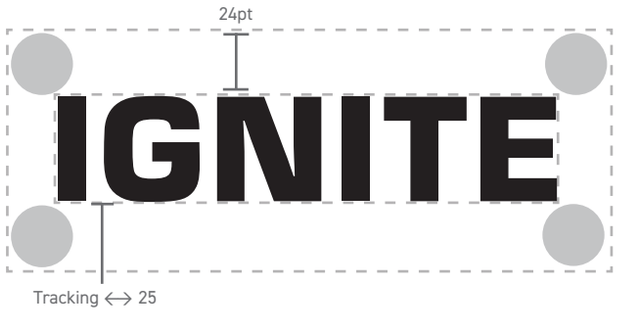
06.
GUIDELINES

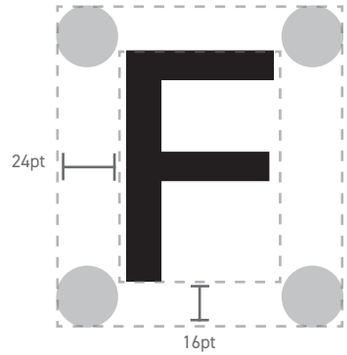
ALIGNMENT AND SPACING

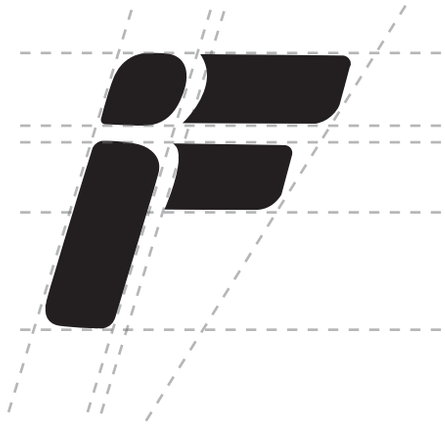
When using Eurostile as the typeface, make sure the tracking is at 25 so there is correct spacing between letters. The clear space around a single word should also be 24pt as well to give enough room around the text.

For if you need a singular letter, horizontally, it should always be 24pt and vertically it should be 16pt.

When using the primary and secondary logos, the clear space should be 24pt all around.







Ignite should always be twice as large as fitness. The line height should be the same pt size as the size of fitness.

EX:
ignite = 60pt
fitness = 30pt
line height = 30pt

UNAPPROVED LOGO USAGE

These are unacceptable uses of our primary Ignite Fitness logo. None of our logos may be used under any of these circumstances.

Cropping

Trimming or cropping the logo in a way that removes essential elements or changes the shape.

Changing Contrast

Using the logo on backgrounds that don't have enough contrast with the logo.

Disporportion

Stretching or compressing the logo's elements in a way that it distorts the original design.

Scaling Alteration

Resizing a logo without porportion can distort its shape and porportions making it unrecognizable.

Typography Alteration

Changing the font or typeface used in the logo, or modifying the spacing between characters.

Crowding

Placing text or other graphically incorrect elements to close or on the logo can reduce its visibility and legibility.

Adding Effects

Applying effects like gradients, glows, shadows, or other things to the logo when it is not specified.

Rotation

Rotating a logo at arbitrary angles or flipping it upside down can confuse customers.

APPROVED LOGO USAGE

Use correct typefaces, logos, and given colors. Ignite should always be Eurostile Black and Fitness should always be Eurostile Regular while the logo should stay Eurostile Black Italic. Make sure there is enough contrast with the backgrounds chosen for each logo as well.

IGNITE FITNESS

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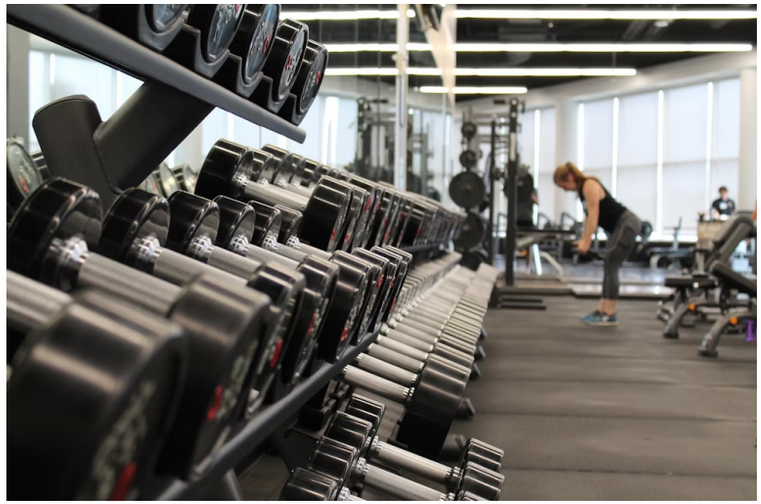
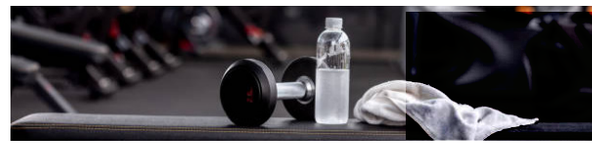
IMAGERY & OVERLAYS

All imagery associated with Ignite must be of a professional quality with high resolution. Photos must communicate the aesthetic sensibilities particular to the brand by portraying clean gym environments, darker backgrounds and satisfied members.

Overlay colors may only consist of the colors in the color pallete and should only be used with the overlay blending mode at 100%.





THANK YOU

Hey there! Thanks for exploring our brand and what it means. We've poured our hearts into this book, and we're stoked to have you on board. These guidelines are all about keeping our brand vibe strong, clean, and consistent, so let's rock it together. Cheers to making magic happen!

Thank You,
Ignite Fitness