



SALTOFIT

SALTO FIT

BRAND GUIDELINE

TABLE OF

Contents

IMAGERY

Moodboard	3
Key Words & Taglines	4

LOGO

Primary Logo	6
Secondary Logo & Brand Mark	7
Logo Principles	8

COLOURS

Colour Palette	9
Colour References	10

TYPOGRAPHY

Brand Fonts	11
Font Hierarchy	12

ELEMENTS

Patterns	14
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BRAND APPLICATION

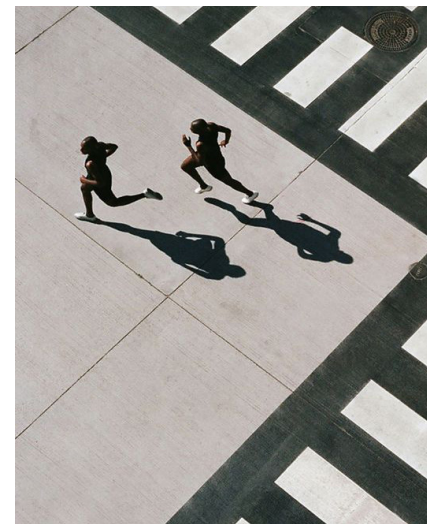
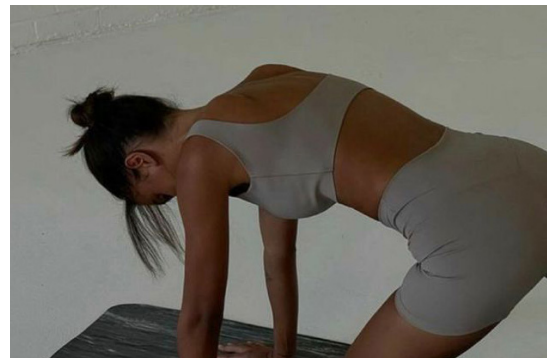
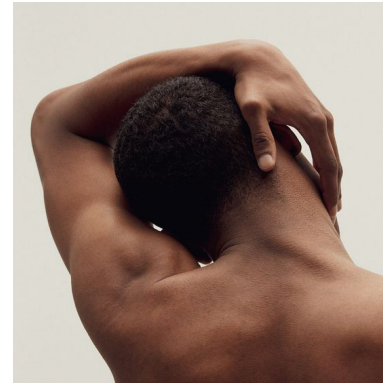
Marketing Collateral	17
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INTRODUCTION

The following document has been designed as a guideline for the Salto Fit visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Salto Fit logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.



MOODBOARD

SALTO FIT

Key words

Power

Fitness

Strength

Youthful

Revitalise

Intense

Confidence

Weightloss

Energy

Journey

Wellness

Community

Movement

Lifestyle

Health

Potential

TAGLINES

Intense enough to burn, but not
long enough to hurt

Building a stronger you

Strength. Power. Confidence

BRAND IDENTITY

A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.



PRIMARY LOGO

This simple yet effective logo is a stacked design. The primary logo may be used against a white or light background, or inverse on a dark background.



SECONDARY LOGO

The secondary logo is designed in a horizontal format for the client to use interchangeably with the primary logo. It may be used against a white or light background, or inverse on a dark background.



BRAND MARK

The brand mark is derived from the original primary logo, using the most identifiable element. The brand mark may be used against a white or light background, or inverse on a dark background.



LOGO PRINCIPLES

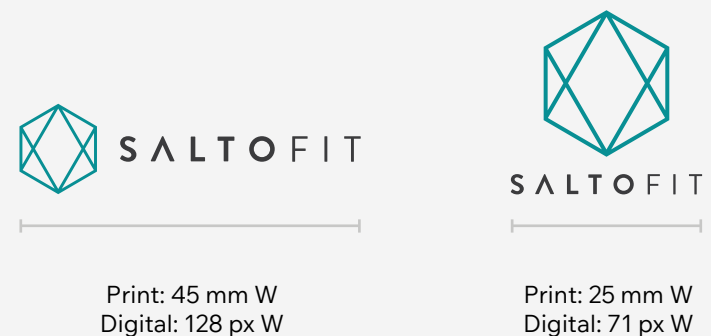
Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Space



COLOUR PALETTE

Colours set the mood for brand expression. The colours chosen are vibrant and full of life, and are reflective of the brand's voice and message.

The Primary colours are the colours that help consumers identify the brand. These colours should be used in a pop-of-colour manner to keep the minimal aesthetic. The Secondary colours are chosen to compliment.

To achieve the highest impact with the colour palette, integrate the palette across all marketing outlets.



PRIMARY COLOURS



RGB 0 143 149
CMYK 83 25 41 2
#008f95

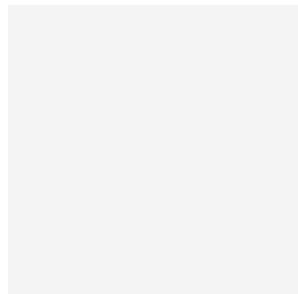


RGB 235 70 177
CMYK 10 83 0 0
#eb46b1

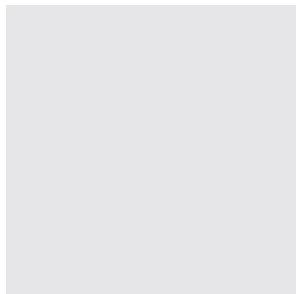


RGB 52 71 91
CMYK 83 66 44 31
#34475b

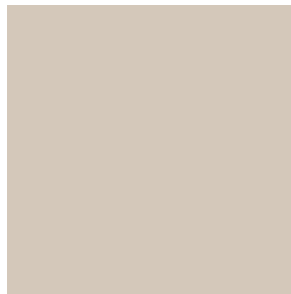
SECONDARY COLOURS



RGB 229 228 230
CMYK 9 7 6 0
#e5e4e6



RGB 229 228 230
CMYK 9 7 6 0
#e5e4e6



RGB 212 200 186
CMYK 17 18 25 0
#d4c8ba



RGB 198 160 86
CMYK 23 35 78 1
#c6a056



RGB 56 56 57
CMYK 0 0 0 92
#383839

TYPOGRAPHY

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for the client uses two main font families and one secondary calligraphy font. It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

Wix Madefor Text Regular
Abcdefghijklmnopqrstuvwxyz
1234567890

Wix Madefor Text SemiBold
Abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Medium
Abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Bold
Abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Black
Abcdefghijklmnopqrstuvwxyz
1234567890

Feeling Passionate
Abcdefghijklmnopqrstuvwxyz

Headlines

Brandon Grotesque Medium

Upper Case

Tracking: Metrics 100

Body Copy

Wix Madefor Text Regular

Sentence case

Tracking: Metrics 0

Subheader 1 (shown)

Feeling Passionate Regular

Title Case

Tracking: Metrics 0

Subheader 2

Wix Madefor Text SemiBold

Title Case

Tracking: Metrics 0

Call to Action

Wix Madefor Text Regular

Sentence case

Tracking: Metrics 0

Headlines

SALTO FIT

Body Copy

Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

Book a Class

CTA

saltofit.com.au/bookhere

BRAND ELEMENTS

Secondary design elements that are used to help make up and strengthen a brand's identity.



BRAND PATTERN

The brand pattern has been designed to complement the brand and further extend its visual language.

The patterns may be used across a wide range of collateral, but best used in a minimal manner.

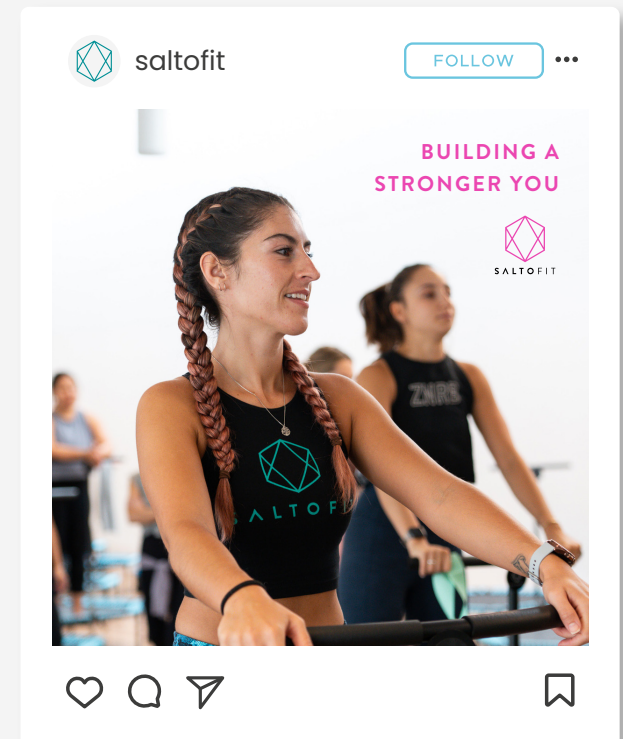
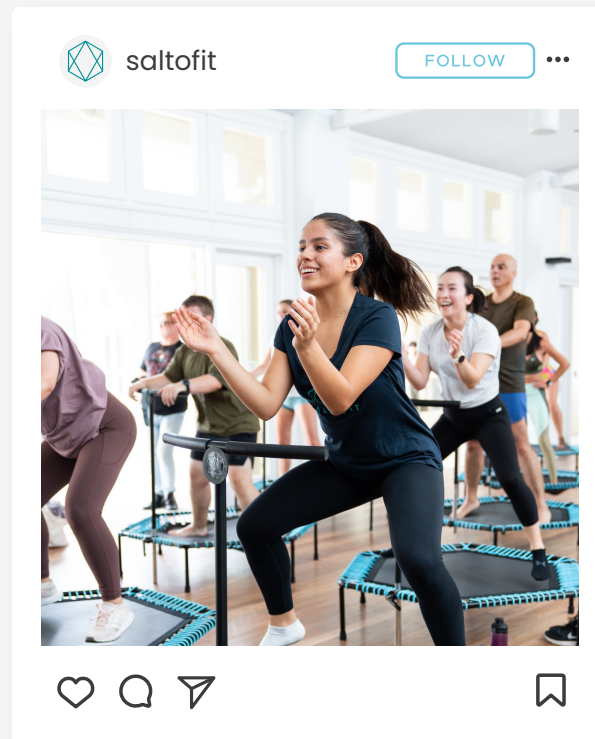
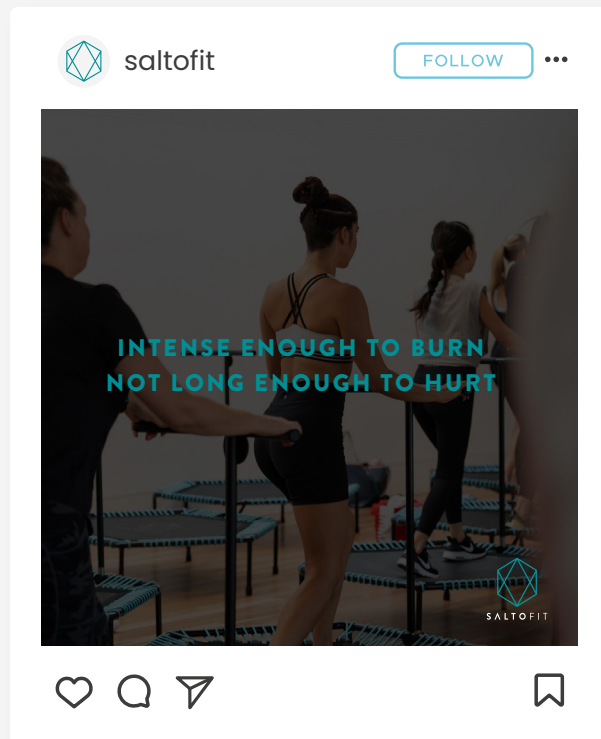




BRAND APPLICATION

A representation of how the brand may look on different mediums of marketing collateral.





BRAND AESTHETIC

The brand aesthetic comprises of design components such as colour, scale, balance, shape, pattern and visual weight. These elements reflect the tone, mood, style and personality of the brand. The consistency of this brand aesthetic is critical in conveying the brand's message. Social media is a great platform to showcase consistency and credibility through brand aesthetic.





SALTOFIT

STRENGTH. POWER. CONFIDENCE.

SaltoFIT is a rebound HIIT fusion. An all-body mini trampoline (rebound) workout incorporating targeted upper body and core work, a high energy, low impact class that benefits every major system in the body.

saltofit.com info@saltofit.com



@saltofit

This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

