RIVAL GYM

BRANDING GUIDELINE

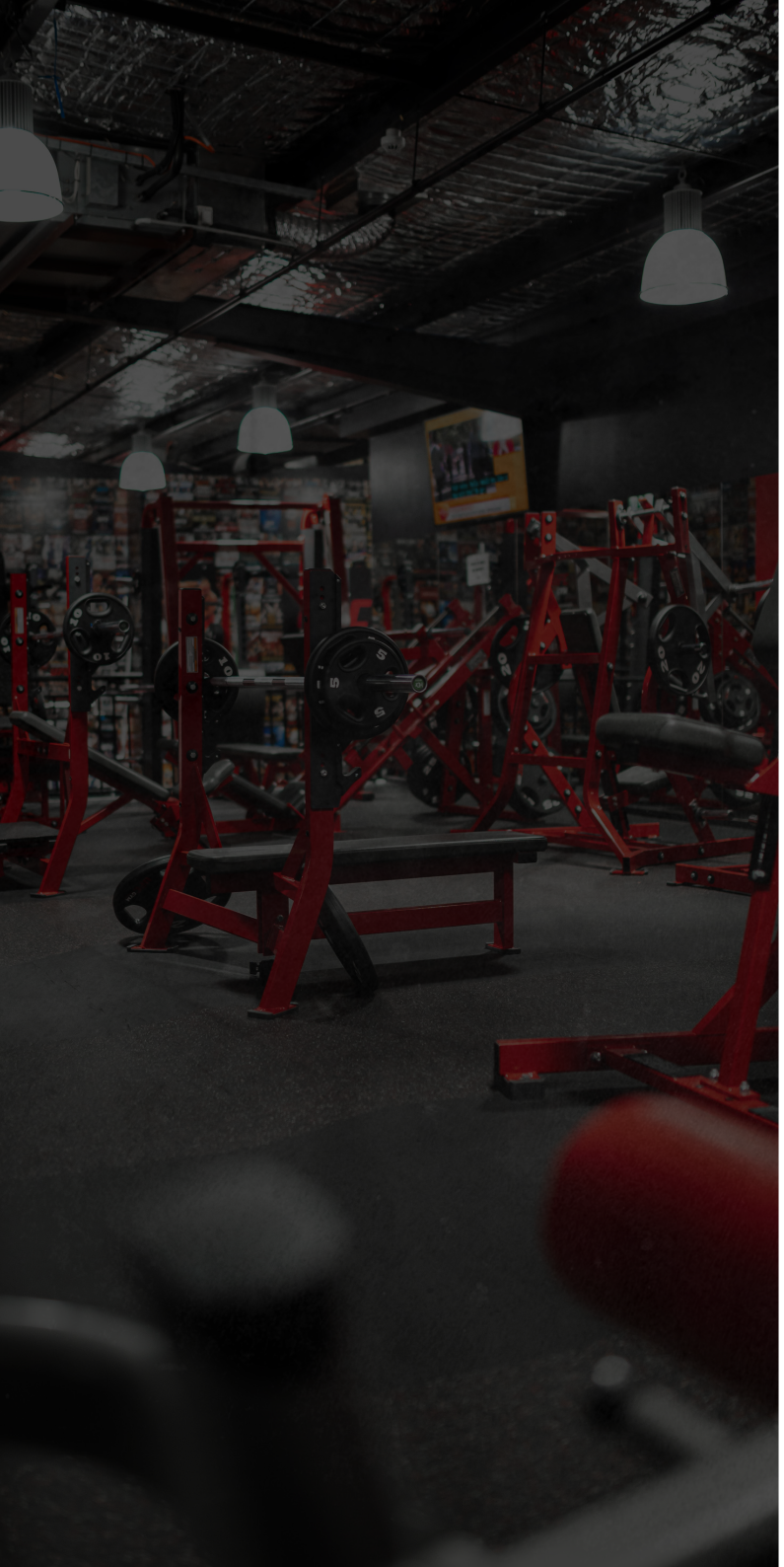


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INTRODUCTION

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

The **RIVAL GYM** logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The main logo and variation logo 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.

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

The **RIVAL GYM** logo has been designed to be bold, strong and premium. This simple yet effective logo is a text design. This logo may only be used against a white or light background.



PRIMARY LOGO VARIATION

This is the **RIVAL GYM** primary logo variation, this logo is to be used when the primary logo cannot be placed on a dark or black background.

The difference between the primary logo and the primary variation is the 'GYM' writing is substituted for white so that it is visibe on a dark background.



BRAND MARK

The brand mark is derived from the original primary logo. The text logo has been placed into a box in two colour variations / options

The brand mark can be used as a substitute to the primary logo. It is also to be used when the primary logo cannot be used as text on its own due to colour backgrounds not allowing the logo to stand out.

The brand mark and its variation may be used against a white or 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 the logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



Print: 45 mm W
Digital: 128 px W



Print: 25 mm W
Digital: 71 px W

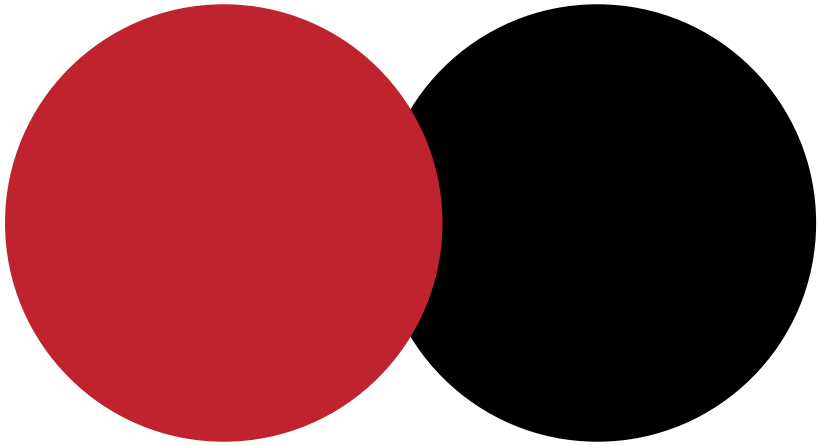
COLOUR PALETTE

Colours set the mood for brand expression. The colours chosen for **RIVAL GYM** are bold and strong they are reflective of the brand's voice and message.

RIVAL GYM uses two colours and they are to always be used together, the red is the main colour and the black will always compliment the main colour

These two primary colours are the colours that help consumers identify the brand.

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



COLOUR CODES

#BD242D
C: 18 M: 99 Y: 92 K: 8

#000000
C: 75 M: 68 Y: 67 K: 90

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 **RIVAL GYM** uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the brand.

AKIRA EXPANDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gill Sans - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans - Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headlines
Akira Expanded
Sentence Case
Tracking: Metrics 0

Body Copy
Gill Sans Regular
Sentence Case
Tracking: Metrics 0

Subheaders
Gill Sans Semi Bold
Sentence Case
Tracking Metrics 0

Call to Action
Gill Sans Bold
Sentence Case
Tracking: Metrics 0

Headlines

RIVAL GYM

Body Copy

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

Subheaders

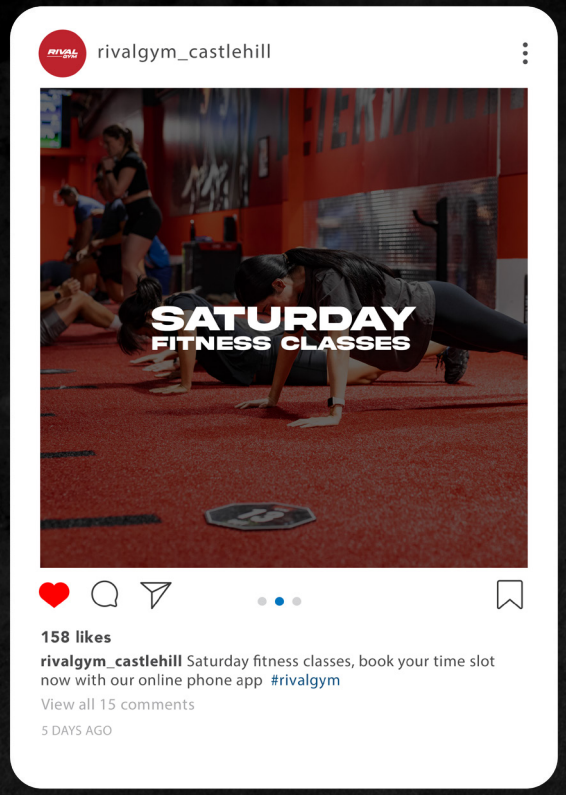
Contact Us

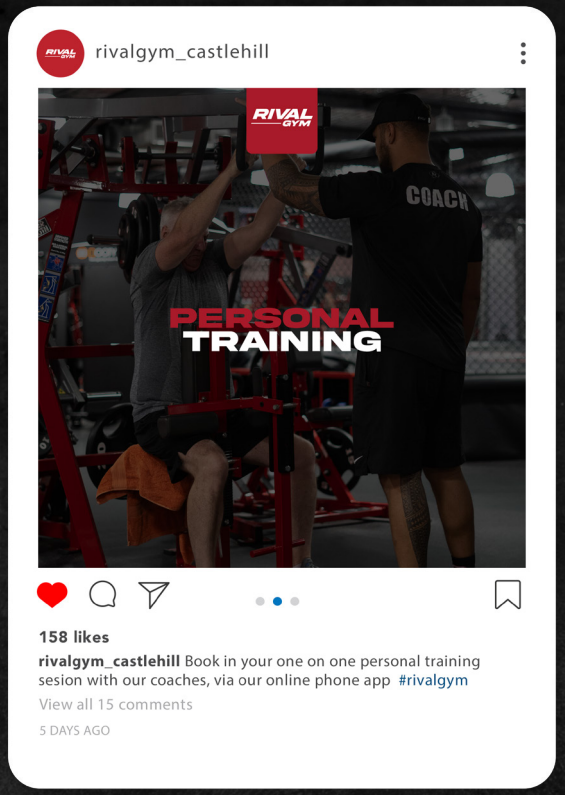
CTA

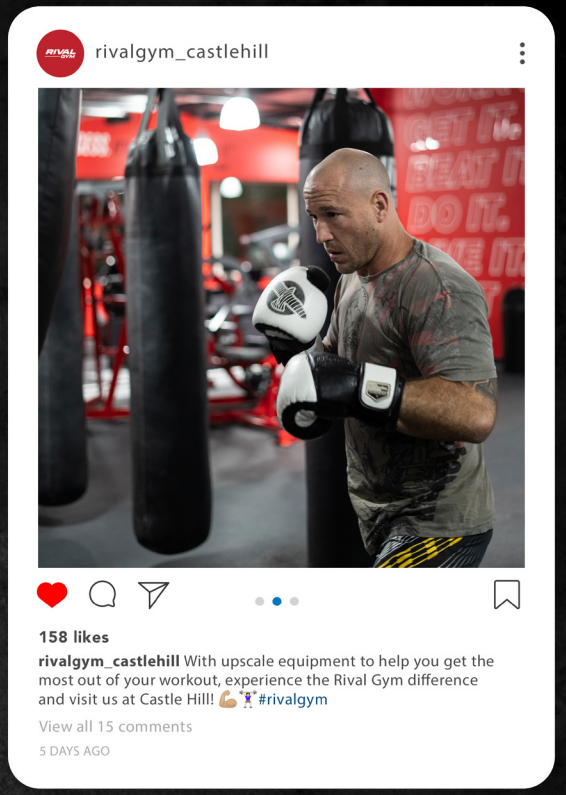
www.rivalgym.com.au

BRAND APPLICATION

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







BRAND AESTHETIC

The brand aesthethic 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.

BRAND APPLICATION

As demonstrated here on a business card, the primary logo and brand mark logo are used on a light background, this is a demonstration of how both logos can be used.



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

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