



BRANDING GUIDELINES

Last Updated: 8/30/2019

Proudly designed by Midnight Design
& Promos LLC



Your Brand Guidelines

The purpose of this document is to clarify design standards for LIVE F.I.T. GYM. Refer to this document when questions arise regarding colors, typeface and layout design dilemmas.

Brand consistency is something that many people don't consciously notice unless it's not there; in which case, they come away with the impression that you don't pay attention to the details or a feeling that you are unprofessional.

Use this document internally. Share this document with any communications vendors that you work with. With everyone working from the same set of brand guidelines, you can ensure that brand consistency is maintained in everything from brochures to billboards, websites to TV ads.

Update these guidelines as needed.

BRAND STATEMENT

Live F.I.T. Gym aims to provide serious clients with high end, state-of-the-art workout equipment while maintaining a family friendly atmosphere.

Tag Line

Fitness, Instruction, Training



PILLAR WORDS

Fitness

Instruction

Training

High-Tech

High-End

Family Friendly

24 Hour Access

Group Fitness

Classes

Personal Trainer

Low Monthly Fee

No Hidden Fees

Colors Palette

Remember, black and white are of course part of our color palette as well.

It is permissible to adjust the opacity of these colors when they are over white, to achieve a muted variant when the situation calls for it.



F.I.T. Red

RGB - 201, 0, 51

CMYK - 14.04, 100, 94.29, 4.52

Hex - #c90029

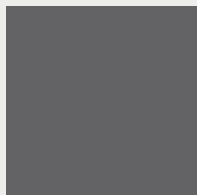


Instructor Black

RGB - 29, 29, 27

CMYK - 71.33, 65.36, 66.95, 76.71

Hex - #1d1d1b

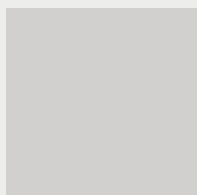


Training Dark Grey

RGB - 99, 100, 102

CMYK - 0, 0, 0, 75

Hex - #636466



Grey

RGB - 210, 208, 207

CMYK - 17, 14, 14, 0

Hex - #d2d0cf



Typographic Guide

Headlines Fira Sans Medium

Fira Sans is a humanist sans-serif typeface created for Firefox and later used by Mozilla. It is closely related to the Meta. Initially Fira Sans was available in four weights with corresponding italics: light, regular, medium, and bold, but now the family has an even larger character set. Headlines should be used at 60pt, 40pt, or 20pt with initial-cap in white or black.

Body Copy Chivo Regular

Chivo is a new Omnibus-Type grotesque Sans Serif typeface family. The strength of Chivo Black makes it ideal for highlights and headlines. Chivo Regular's elegance makes it ideal for combining with the strength of Chivo Black for continuous reading. Its design details make it an indispensable ally for any designer. Chivo should be used for body copy at 12pt or 14pt with 1.5 line spacing or 18pt line spacing. Body copy should be colored grey or white.

Logo Don'ts

Sometimes, it can be tempting to alter your logo to fit into a particular space, such as squeezing it into a small space or rearranging elements of the logo. Please refrain from altering the logo.

Here are some things we recommend you not do:

Do not stretch or squeeze your logo.



Do not change the size or position of the elements in the logo design.



*Do not crowd your logo with text.
Give the logo space to breathe.*



Don't attempt to recreate the logo or to alter it, such as by adding drop shadows, beveling or other effects to it. Use the logo files as provided to ensure consistency across all branded materials.

Logo Variations

Logo versatility is important because as your business grows, your logo will be in more places. Each of these places will have their own requirements for how they will accept your logo (like a different color, dimensions, and file sizes). Here are the logo variations which may be used.




Aesthetic Spectrum Placement

It's impossible to be everything to everyone; any choice made means other paths not taken. That's no problem, so long as we have a clear understanding of how we want to present the brand and why. Here's where LIVE F.I.T.GYM falls on several important spectrums:



Web Site

Created and maintain web site. This includes updating memberships, specials, classes, photos, content and blog.



[Home](#)[Memberships](#)[Our Gym](#)[Our Services](#)[About Us](#)[Contact Us](#)[Blog](#)[Shop](#)

Log In


Welcome to Live F.I.T. Gym!

Hours:
Monday - Friday *8am - 9pm
Saturday *8am - 4pm
Sunday *9am - 12pm
*Staffed hours, members have 24 hour access

Membership benefits:

- 24 Hour Access
- All scheduled group fitness classes
- Boxing Room
- 5,500 sq ft weight room
- Circuit Room
- Aerobics Studios
- And much more


[Become A Member](#)




BODY BOOT CAMP

Monday and Wednesdays Starting Nov. 4th


not include 12 month membership
call to sign up or stop by to
ask for the bootcamp card




Group Fitness



One on One



Training Tips



Monthly Special

November

\$23.45

Every Month
Valid for 12 Months

About Us

Live F.I.T. Gym is home to a diverse staff of personal trainers and instructors.

- All trainers have a degree in fitness, professional certification or both
- Personal training prices are based on individual trainer
- A trainer directory is available upon request
- Locally owned by Salisbury native and veteran

Contact Us

Located in the Twilley Center
307B Civic Ave Salisbury, MD 21804
buddyslivefitgym@gmail.com
410-880-0888/1-833-TWILLEY Ext 3

FAMILY FRIENDLY - 24 HOUR ACCESS - PERSONAL TRAINING - GROUP FITNESS - LOW MONTHLY FEE - NO HIDDEN FEES - STATE OF THE ART EQUIPMENT

Hours:

Monday - Friday	*8am - 9pm
Saturday	*8am - 4pm
Sunday	*9am - 12pm

*Staffed hours, members have 24 hour access

Live F.I.T. Gym

307B Civic Ave Salisbury, MD 21804
info@thelivefitgym.com
410-880-0888/1-833-Twilley Ext 3

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MEMBERSHIPS

No sign-up, annual, or hidden fees! Must have ID and credit card on file.
Choose your pricing plan.

<p>Individual Monthly</p> <p>\$ 15</p> <p>Every month</p> <p>Select</p> <p>BUSINESS HOURS ONLY</p> <p>1 year contract</p>	<p>Individual Monthly</p> <p>\$ 25</p> <p>Every month</p> <p>Select</p> <p>24HR ACCESS</p> <p>Free Guest</p> <p>1 year contract</p>	<p>1 Month Membership</p> <p>\$ 40</p> <p>Valid for one month</p> <p>Select</p> <p>Single month membership</p> <p>Requires \$10 refundable key fob deposit</p>
<p>Monthly Family Plan</p> <p>\$ 45</p> <p>Every month</p> <p>Select</p> <p>2 Adults + 1 Dependent</p> <p>\$10 Extra Each Additional Dependent</p>	<p>3 Month Membership</p> <p>\$ 100</p> <p>Valid for 3 months</p> <p>Select</p> <p>3 month individual membership</p>	<p>Drop-In Fee</p> <p>\$ 10</p> <p>Select</p> <p>Only Staffed Hours</p>

Classes

Members have free access to all scheduled group fitness classes.



Core / Upper Body Strength
THURSDAY 5:30 pm

45 minutes of intense core work using some dumbbell resistance and body weight. Incorporates push-ups for upper body strength. Most exercises are on a 50/10 time (50 seconds of work with 10 seconds of rest).

From

\$10

Book Now



Group Strength
WEDNESDAY 5:30 pm

A full body workout using dumbbells and other resistance.

From

\$10

Book Now



Zumba Toning
FRIDAY 6:30 pm

A combination of targeted body-sculpting exercises and high energy cardio work with Latin infused Zumba moves to create a calorie torching strength training dance fitness party. Use Zumba toning sticks or light weight dumbbells to work every muscle group while you groove.

From

\$10

Book Now



The Cut
TUESDAY 7:30 pm
THURSDAY 7:30 pm

Strength training class utilizing floor exercise, weights and body.

From

\$10

Book Now



Group Power
MONDAY 5:30 pm
SATURDAY 9:00 am

A results driven strength training workout utilizing an adjustable barbell, weight plates, and body weight. Combines traditional strength exercises with the hottest functional training moves to make you fitter and stronger. High-rep training, athletic movements, and a periodic training approach are key components. Dynamic and motivational music used to enhance your strength training and to make it fun.

From

\$10

Book Now



Kickbox
TUESDAY 5:45 pm

A fun, high energy class using jabs, kicks and sometimes paddles from boxing. If you want to sweat, burn calories and shape your body, this is the class for you.

From

\$10

Book Now



Hatha Yoga
MONDAY 7:30 pm
WEDNESDAY 6:30 pm
FRIDAY 7:30 pm
SATURDAY 10:00 am

A general category that includes most yoga styles. It's an old system that includes the practice of asanas and pranayama which help bring piece to the mind and body. Hatha yoga prepares the body for deeper spiritual practices such as meditation.

From

\$10

Book Now



Hip Hop
THURSDAY 6:30 pm

A fun and effective way to burn calories and get your heart pumping. This high-impact cardio workout engages the entire body and helps you build muscle tone. Hip hop dance increases your stamina and endurance.

From

\$10

Book Now



Vinyasa Yoga
TUESDAY 6:30 am
SUNDAY 10:00 am

A flowing dynamic form of yoga where postures flow together. Use yoga as a means of self care to improve mood, strength, balance and flexibility. This class is a great relaxing workout for the entire body.

From

\$10

Book Now



Zumba
MONDAY 6:30 pm

55 minutes of hypnotic Latin rhythms and easy to follow moves that create a dynamic workout system. The routines feature interval training sessions where fast & slow rhythms and resistance training are combined to tone and sculpt your body. Come join the party!

From

\$10

Book Now



TNT - Tools and Targets
TUESDAY 7:30 pm
THURSDAY 7:30 pm

A conditioning class that focuses on sharpening the tool of the body and connecting them with target points. Expect to enhance your self-defense skills and ability.


From

\$10

Book Now

Shop

Starting the store with T-shirts, Gym Towels and Head Bands. We can add to the store: WaterBottles, Gym Bags, Resistor Strip, Yoga Mat And Carrying Case and more.




GYM T-Shirt
\$25.00




Be Stronger T-Shirt
\$25.00

Sale



Dog Ate My Homework T-Shirt
\$25.00



Live F.I.T. Gym T-Shirt
\$25.00



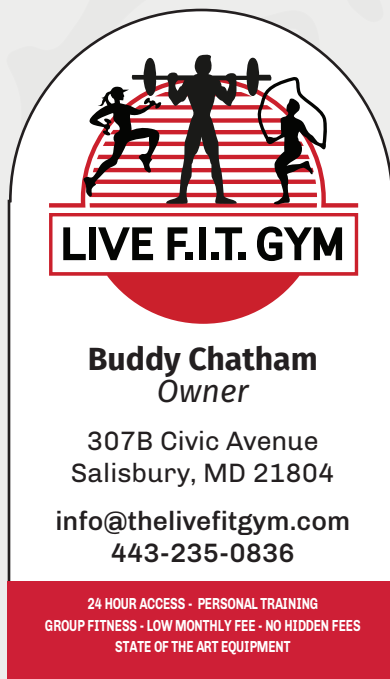
Live F.I.T. Gym Towel
\$15.00



Live F.I.T. Gym Headband
\$15.00

Business Cards & Print Collateral

Business cards and other gym membership forms, flyers, trainer and membership kits to come.



Social Media and Email Marketing

FB www.facebook.com/thelivefitgym

TW <https://twitter.com/TheLiveFITGym1>

IG <https://www.instagram.com/thelivefitgym>

LI <https://www.linkedin.com/in/fulton-chatham-3b11a6196/>

YT https://www.youtube.com/channel/UCiaCq_WzUfFyLMgWjC9qJ8A

To create a custom URL for your channel, your account needs to:

- Have 100 or more subscribers
- Be at least 30 days old
- Have an uploaded photo as a channel icon
- Have uploaded channel art

Holiday Social Media

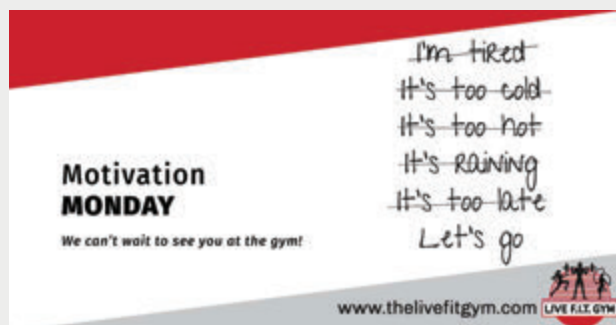
Labor Day 2019



Classes

Social Media campaigns based on Motivation Mondays, Tuesday Tips, Testimonial Thursday, MOSSA, Specials and Classes.



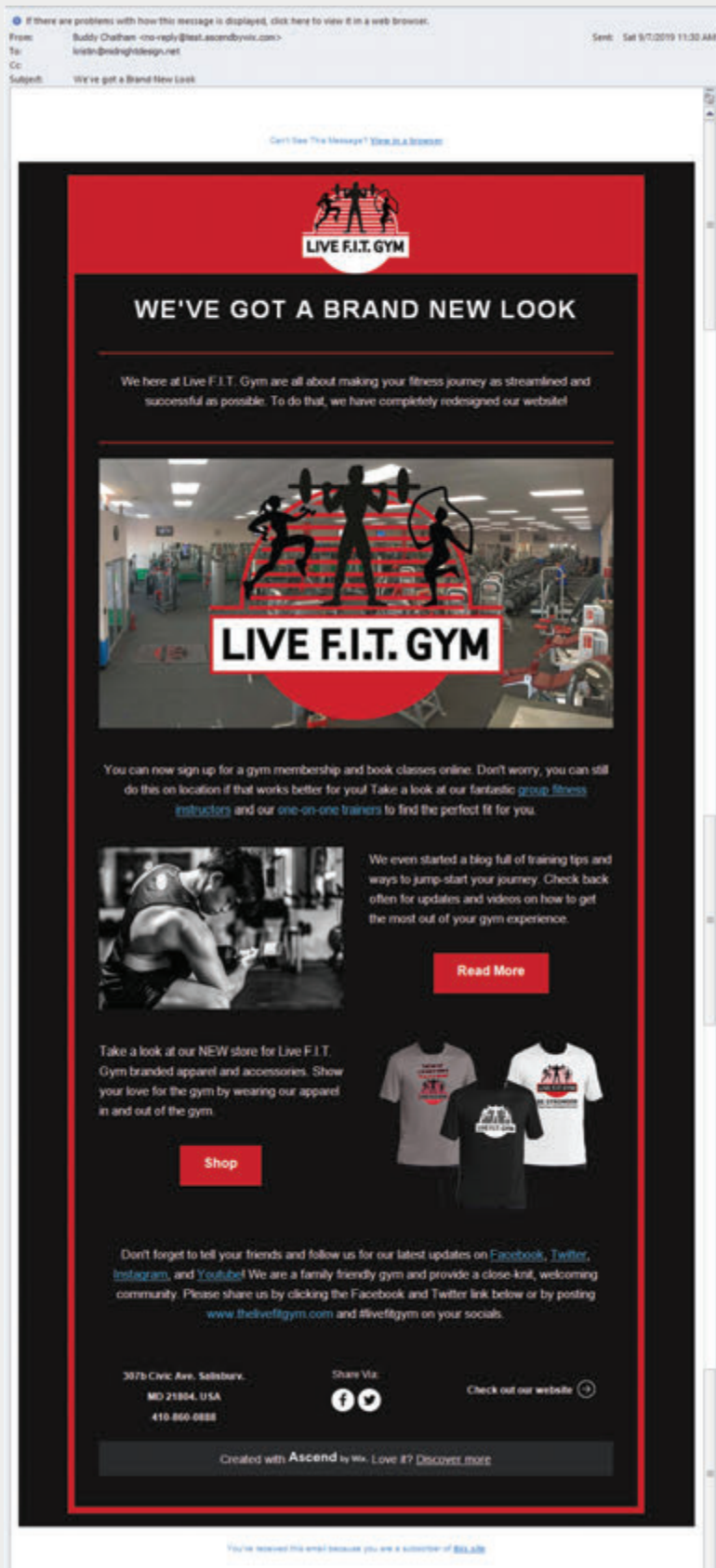






Email Marketing

Send to 400 Members and growing.



Direct Mail and Signage

Coming Soon