

**DYNAMIX**  
**STRENGTH & FITNESS**



**BRAND  
GUIDELINES**

# TABLE OF CONTENTS

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## BRAND OVERVIEW

---

3

Explore the brand story that highlights the vision, mission and values that guide our day-to-day operations at DynamiX.

## BRAND VOICE, STYLE & COLORS

---

4

Get familiar with our vocal and visual identity, including tone of voice and messaging guidelines to effectively communicate with our audience. Then, explore our color palette.

## BRAND TYPOGRAPHY

---

5

Dive into the typography guidelines that ensure all written text used brings our brand to life in the best way possible.

## BRAND NAME & LOGO

---

6

Learn how to use our brand assets correctly and maintain consistency across all marketing materials with proper usage of the DynamiX name and logo.

## BRAND IMAGERY

---

7

See examples of the strongest photo styles to use for the DynamiX brand. These can serve as a guideline when you're choosing and editing the images to feature for the brand.

# BRAND OVERVIEW

## ABOUT US

### WOMEN/LOCALLY-OWNED FITNESS CLUB IN WEST OMAHA

DynamiX offers Les Mills-based exercise classes (focused on cycling, body attack, yoga, and barbells) and Kosama exercise classes (that contain elements of TRX, kettlebells, and kickboxing). All classes adhere to the same principles of the brand's foundation; a great, intense workout - free of judgment - where everyone is welcome to feel comfortable.

## OUR VISION

### A FAMILY ENVIRONMENT

Our vision is to create a workout environment that feels like a family reunion. We talk to each other and treat each other like family.

## OUR MISSION

### SERVE OUR PEOPLE

Our mission is to serve the baseline of our business - the people and community.

## OUR VALUES

### COMFORTABLE

We value comfort just as much as we do fitness. Our goal is to ensure that our people feel happy and supported throughout their workouts. From our spacious workout areas to our well-maintained equipment, we're here to make your fitness journey as easy and enjoyable as possible.

### NO-JUDGEMENT

We have a strict "no-judgement" policy. We believe that everyone, regardless of their fitness level, deserves a supportive and inclusive environment to achieve their health and wellness goals.

### UNWAVERING WELCOME

We extend an unwavering welcome to all individuals who walk through our doors. We believe in creating a warm and inclusive environment where everyone feels valued and embraced. No matter your age, body type, or fitness level, we are dedicated to making you feel right at home.

# BRAND VOICE & STYLE

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## VOICE

### “KICK YOUR ASS AND DRY YOUR TEARS”

Our voice would be described as motivating, supportive and direct. We are enthusiastic, constantly boasting our community of amazing people and welcoming people into “the family.”

## STYLE

We follow AP Stylebook standards for our writing style and aim for a Grade 7-9 readability. We write in sentence case for the most part.

# BRAND COLORS

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## THE GREEN MACHINE

We use a color palette that is defined by earth-toned greens and true black tones. Color usage should be consistent throughout all branded elements.



BRIGHT GREEN

LEAF GREEN

FOREST GREEN

BLACK

HEX  
RGB CMYK

# 78B844  
120, 184, 68  
34, 0, 63, 28

# 779E54  
119, 158, 84  
25, 0, 47, 38

# 5B6E44  
91, 110, 68  
17, 0, 38, 57

# 000000  
0, 0, 0  
0, 0, 0, 100

# BRAND TYPOGRAPHY

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## PRIMARY

Fujinstall Sans Regular is a basic font choice that works well for display copy, body text and everything in between. Fujinstall Sans Regular is used for body text and sub headings.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## SECONDARY

Kessel 105 W00 Bold is a bold font choice that stands out in a fun and bubbly way. It's a great choice for highlighting your design elements. It's used for headings.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## WEB SAFE

Barlow Semi-Condensed is our back-up and web-safe font. It's available on all major operating systems and is a slightly rounded, low-contrast, grotesk type family.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# BRAND NAME & LOGO

## PRIMARY LOGO

The DynamiX logo is our name spelled out across two lines with the icon graphic to the top right and horizontal lines on the top and bottom of "STRENGTH & FITNESS." The font used in the top line is Fujinstall Sans Regular and the bottom line is Kessel 105 W00 Bold. All fonts in the logo are in all caps.



## NAME

Our formal/official name is DynamiX. When "DynamiX" is spelled out, the X must be capitalized in all instances.

## ICON

The icon is the simple shape pictured to the right.



## LOGO DOS & DON'TS

### DO

- Do use the appropriate size and color of logo based on the medium.
- Do ensure the logo is legible.
- Do maintain a clear space of 1/4 the width of the logo around it.

### DON'T

- Don't change the color of the logo.
- Don't tilt, stretch or distort the logo.

# BRAND IMAGERY

## PHOTOGRAPHY

### PICTURE AN ENERGIZING WORKOUT CLASS

We make thorough use of images that are taken during DynamiX classes. The images capture the energy and sweat of the class. They are edited with vibrant color tones (while maintaining naturalness) and are not particularly bright. There is a time and place for fitness-related stock imagery, but we prefer to showcase the real people that make up the community of DynamiX. People should feel drawn to engage with the company after seeing the energizing and colorful imagery.

