

CHRISTIE © EVENSON

Brand Style Guide

PILATES IN THE WILD

A detailed guide on how to use your brand consistently,
intentionally, and strategically.

First, what is a brand style guide, and why is it important?

The purpose of this style guide is simple – to give you all of the tools, knowledge and confidence that you need to utilize your new branding. And to utilize it well. As your business grows, you'll need to make more decisions involving design and I want you to feel completely comfortable doing that on your own. I'm going to outline everything you need to know – from logos to colors and fonts, from social media to apparel, and so on. With this guide, you'll have a resource to reference again and again while trying to maintain a cohesive brand.

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01

Creative Direction

**AN OVERVIEW OF THE STRATEGY AND DEEPER MEANING
THAT IS THE FOUNDATION OF YOUR BRAND.**

BRAND VISION

Above everything else, you want to be known for...

APPROACHABLE, FUNCTIONAL PILATES CLASSES *THAT* HELP ACTIVE, OUTDOOR-LOVING MEN AND WOMEN BUILD STRENGTH & PREVENT/RECOVER FROM INJURY *TO* AMPLIFY THEIR ENJOYMENT & LONGEVITY IN THEIR FAVORITE ACTIVITIES.

Think of this as your mission statement for your brand. It addresses the words or ideas that you want people to associate with your business along with the solution/benefit that you offer to your audience. We will use this vision statement to guide us through the rest of our project and every design decision that we make.

AUDIENCE

YOUR AUDIENCE *IS* **30-80 YEAR-OLD MEN & WOMEN WHO ARE LOOKING** *FOR*
CROSS TRAINING *TO* **HELP THEM BUILD STRENGTH & LONGEVITY.**

YOUR SOLUTION

PILATES IN THE WILD *PROVIDES* **FUNCTIONAL & APPROACHABLE PILATES. YOUR**
GROWTH-ORIENTED PROGRAMMING & NOT-TOO-SERIOUS APPROACH *NOT ONLY*
BUILDS STRENGTH, IT ALSO **SUPPORTS ENJOYMENT & LONGEVITY IN YOUR**
BIGGEST RECREATIONAL ADVENTURES & EVERYDAY LIFE.

YOUR BRAND PERSONALITY

PILATES IN THE WILD /S COMPASSIONATE, ADVENTUROUS, & APPROACHABLE.

You are never elitist or unfriendly.



PILATES IN THE WILD

02

Brand Elements

**AN OVERVIEW OF THE DESIGN ELEMENTS THAT MAKE UP
YOUR BRAND + HOW TO USE THEM WELL.**

PRIMARY

**PILATES ^{IN}
THE WILD**

PRIMARY ALT

**PILATES
^{IN}
THE WILD**

SECONDARY LOGOS

***WW* PILATES IN THE WILD**

**PILATES
^{IN} *WW* ^{THE}
WILD**

ICON





PRIMARY LOGO

This is your main logo and should be used for most applications. It works best for horizontal orientations like a **website header, email newsletter header, brand apparel, and any other place where your brand needs to be recognized.**

Min. Width: 100px / 1.5in

(Never make your logo smaller than these dimensions, otherwise it will be difficult to read)

..... Whitespace to be allowed
(because you never want something to be too close or take away the focus from your logo)

Customized letterform crossbars with subtle curve details to call back to the icon mark and the organic curves found in nature and outdoor sports.

“in the” nicely tucks in between “Pilates” and “Wild” so the emphasis reads on the most important words, while also creating visual balance within the wordmark.

The bauhaus style of type also reflects
your functional approach to Pilates

PILATES IN THE WILD

The geometric, minimal nature of this typography style connects with your down-to-earth, no frills audience, while a subtle playfulness in the letterforms and shapes appeals to their fun, adventurous side.

Setting the “I” and “L” on a forward lean to communicate energy, action, and playfulness. It also creates a nice repetition across these two words.



PRIMARY ALT

This is an alternative to your primary logo, and should be used for more vertical spaces when the primary logo is too wide. It could work well for ***social media profile pictures, stickers, stamps, apparel, or studio graphics.***

Min. Width: 50px / .75in



ICON

This is your icon and should be used for small applications. It could be used in places like a **website favicon or footer, small apparel items like a hat or shirt pocket, or on social media graphics combined with a quote.**

Min. Width: 20px / .25 in

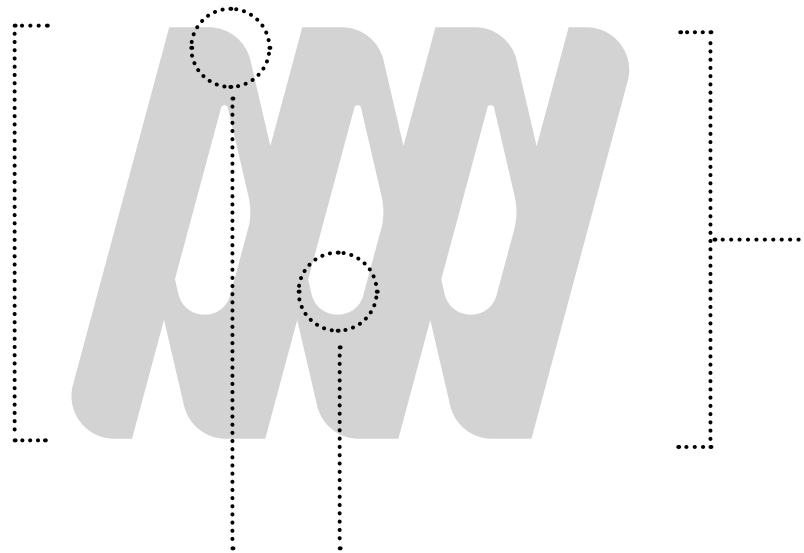
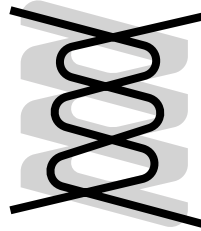
Abstractly references shapes found in nature and associated with outdoor recreation, two core values of the brand.



A panoramic view of mountains and the overlapping layers of their peaks.



Slalom tracks in the snow of a skier or two, their intertwining paths a great symbol for the community of these sports (and a key reason for your target audience to stay healthy and active).



Softened curves communicate approachability and compassion



P and W letterforms loosely reflected within the mark.



SECONDARY LOGO – VERTICAL

This is your vertical secondary logo, a flexible, adaptable version that can be used across various applications to create breadth and interest in your brand. It works especially well in taller spaces, including applications like ***studio graphics, stickers, stamps, apparel and other merch.***

Min. Width: 45px / .75in



SECONDARY LOGO – HORIZONTAL

This is your horizontal secondary logo, a flexible, adaptable version that can be used across various applications to create breadth and interest in your brand. It works especially well in wider spaces, including applications like **website, studio graphics, stickers, stamps, apparel and other merch.**

Min. Width: 100px / 1.5in

PILATES
IN
THE WILD



03

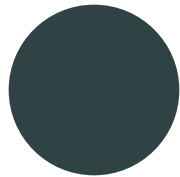
Color, Typography, & Photography

**AN OVERVIEW OF HOW TO USE YOUR COLOR PALETTE FONTS,
AND OTHER SECONDARY BRAND ELEMENTS.**

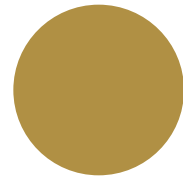


COLOR PALETTE

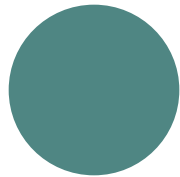
In order to stand out from the other soft-toned Pilates studios in your industry and appeal to your outdoor-loving audience, I've pulled together a bolder color palette that still feels grounded in nature.

**NAVY**

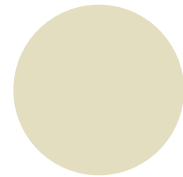
This is the main grounding color and should be used for dark backgrounds, headlines, subheadlines, and body copy.

**GOLD**

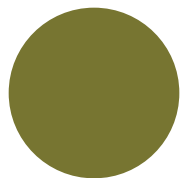
This is an accent color and should be used for website banners/very short sections, accent type, buttons, and other small elements you want to pop.

**SEA**

This is the secondary color and should be used for headline type, occasional background colors, and graphic elements.

**SAND**

This color should be used as a background color and for larger brand elements. It should not be used for copy or fine lined graphics.

**OLIVE**

This is an accent color and should be used for accent type, buttons, and other small elements you want to pop.

**IVORY**

This color should be used for backgrounds or copy over dark backgrounds.

A QUICK GUIDE *TO* USING COLOR CODES

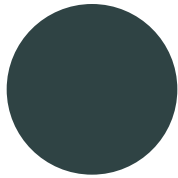
When it comes to using colors, there are different techniques that are used for web and print use. Each color for your brand has a specific set of codes – these allow you to reproduce that exact color for any situation. Here's a simple outline to help you choose the right ones:

RGB + HEX CODE

These types of color codes are specifically meant for web or digital use. You'll use these whenever you're working on your website or creating a graphic for social media.

CMYK

CMYK is the most common and safest technique to use for print. You should use this for small print runs like marketing material or when you want to keep printing costs low.

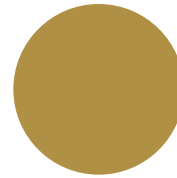


NAVY

RGB: 47, 67, 68

CMYK: 78, 57, 59, 45

HEX: #2F4344

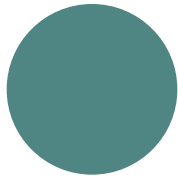


GOLD

RGB: 176, 144, 69

CMYK: 31, 39, 86, 5

HEX: #B09045

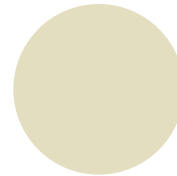


SEA

RGB: 78, 133, 130

CMYK: 72, 33, 47, 07

HEX: #4E8582

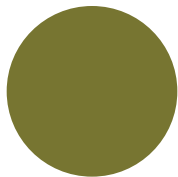


SAND

RGB: 228, 221, 192

CMYK: 10, 09, 26, 00

HEX: #E4DDC0



OLIVE

RGB: 119, 117, 49

CMYK: 52, 40, 99, 19

HEX: #777531



IVORY

RGB: 242, 241, 227

CMYK: 04, 02, 10, 00

HEX: #F2F1E3

USE OF COLOR

These are the color pairings that work and don't work for layering your logo, text, or other brand elements over a colored background.

*only use this combo with large elements, like large bold type or heavy graphics

	NAVY	SEA	OLIVE	GOLD	SAND	IVORY
NAVY	X	YES	MAYBE*	YES	YES	YES
SEA	YES	X	NO	NO	YES	YES
OLIVE	MAYBE*	NO	X	NO	YES	YES
GOLD	YES	NO	NO	X	YES	YES
SAND	YES	YES	YES	YES	X	NO
IVORY	YES	YES	YES	YES	NO	X

PILATES IN THE WILD

SECONDARY HEADLINE

**Lorem ipsum dolor
sit amet consectetur
adipiscing elit.**

BUTTON TEXT

Pe repedit, simin rae moditec esecturerum dolorem
olorum dentem qui reseriae. Berruntis de conserernat.
Doluptature reperiore qui dolupta tistium aut fuga.
Aximus res pelit, earum non ped quiaspis.

BRAND FONTS

The geometric, minimal nature of this typography style connects with your down-to-earth, no frills audience, while a subtle playfulness in the letterforms and shapes appeals to their fun, adventurous side.

01 **SECONDARY HEADLINE**

02 **Lorem ipsum dolor
sit amet consectetur
adipiscing elit.**

03 **BUTTON TEXT**

04 Pe repedit, simin rae moditec esecturerum dolorem
olorum dentem qui reseriae. Berruntis de conserernat.
Doluptature reperiore qui dolupta tistium aut fuga.
Aximus res pelit, earum non ped quiaspis.

01 SUBHEADLINE

Font: Sofia Sans Extra Condensed Black
Notes: Format to be smaller than the
headline copy. No letter spacing.

02 HEADLINES

Font: Inter ExtraBold
Notes: Maintain no letter spacing
(-.02em for web and -20em for print)

03 BUTTONS

Font: Inter Black
Notes: All caps. Maintain minimal letter
spacing (0.02em for web and 25em for print)

04 BODY COPY / PARAGRAPH

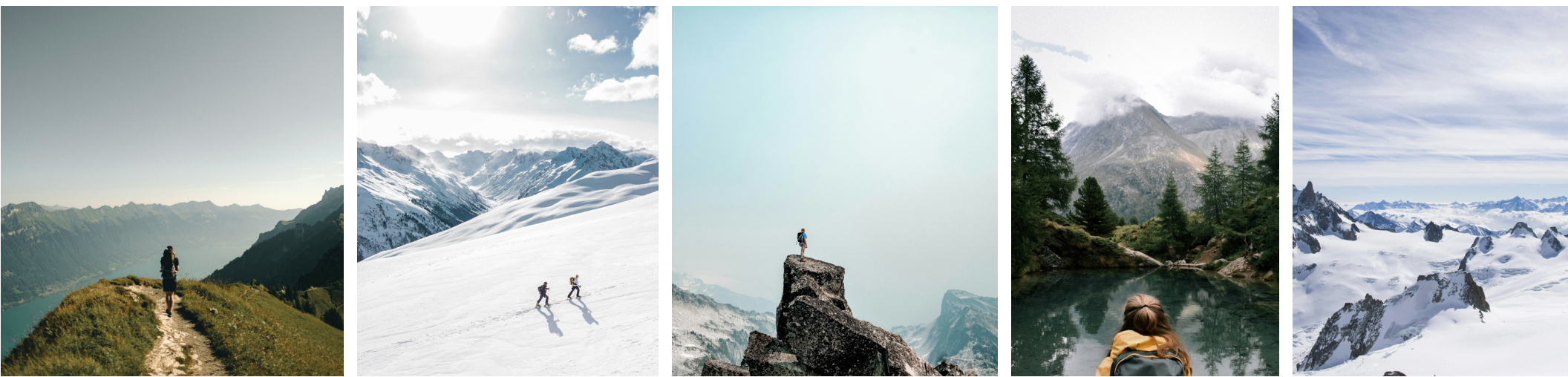
Font: Karla Regular
Notes: No letter spacing. Format to at least
8pt for print materials and 14px for web



PHOTOGRAPHY STYLE

The clean studio photography you've taken already is beautiful. I'd recommend combining those minimal photos with ones that feature outdoor adventure (whether that includes you or is supplemented with high quality stock photos) to make that core piece of your brand visually apparent. We want your audience to identify themselves in the core values of your practice before they even read your website copy. To appeal to your outdoor recreationist clients, the photos should feel energetic and happy (like your current photos do), rather than serious and intense.

Capturing some Pilates sessions in your studio space is also important to give people a visual of what to expect when they work with you in person.



STOCK PHOTOGRAPHY: WHAT TO LOOK FOR

Since these photos will be used in combination with your own photography, you'll primarily want to pull **wide angle photos that capture the vast landscapes**. Use a variety of shots, **with and without people**, but if there are people in the photos performing outdoor hobbies, like skiing or hiking, **keep them small or unrecognizable**.

Also, in terms of style, look for photos with a **warmer editing style** (especially when looking at greens).

A couple of my favorite spots to look for free stock photos are **[pexels.com](https://www.pexels.com)** and **unsplash.com**.

04

Sample Brand Applications

**AN OVERVIEW OF HOW TO USE YOUR BRANDING
ON COLLATERAL AND DIFFERENT APPLICATIONS.**

NEW PROGRAM: PREP FOR POWDER

PILATES IN THE **WILD**

ONLINE PROGRAMS

PRIVATE SESSIONS



Movement for the Seasons

PILATES INSPIRED MOVEMENT TO
COMPLIMENT LIFE'S ADVENTURES

MOVE WITH ME

**LIFE'S AN ADVENTURE.
LET'S MOVE TOGETHER.**

**Movement
for the
Seasons**



PILATES
IN **WW** THE
WILD

schedule your session online:
pilatesinthewild.com

PILATES IN THE WILD



05

Final File Setup



PILATES IN THE WILD BRAND IDENTITY



LOGOS FOR WEB (RGB)

This folder will include all of your brand elements for web or digital use in each color from your palette. They will all be in PNG format, which has a transparent background and will load quickly on your website.



LOGOS FOR PRINT (CMYK)

This folder will include all of your brand elements for print use in each color from your palette. They will all be in EPS and SVG format, which has a transparent background and loads as a vector image, meaning it will never appear pixelated.



FONTS

This folder will include all of your brand fonts for you to install on your own computer. To install them, simply double-click on the font file and it should open an option to add it to your computer font library.



BONUS

This folder will include brand graphics I've created to share about your new brand on social media.