



RADIAL **FITNESS**

Fitness for Longevity

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OUR MISSION

At Radial Fitness, we believe strength radiates outward from a stable core. We offer body-weight focused exercise classes that improve core stability, balance, posture, muscular stamina, and overall health.

Our method supports longevity for less stagnation caused by injury and chronic pain. We want to keep people moving.







OUR **BRAND**

Motivated

Passionate

Enthusiastic

Energetic

Courageous



OUR COLORS

resemble the vibrant and optimistic colors typically associated with fitness brands. We adjusted the shades to make our color palette more inviting.



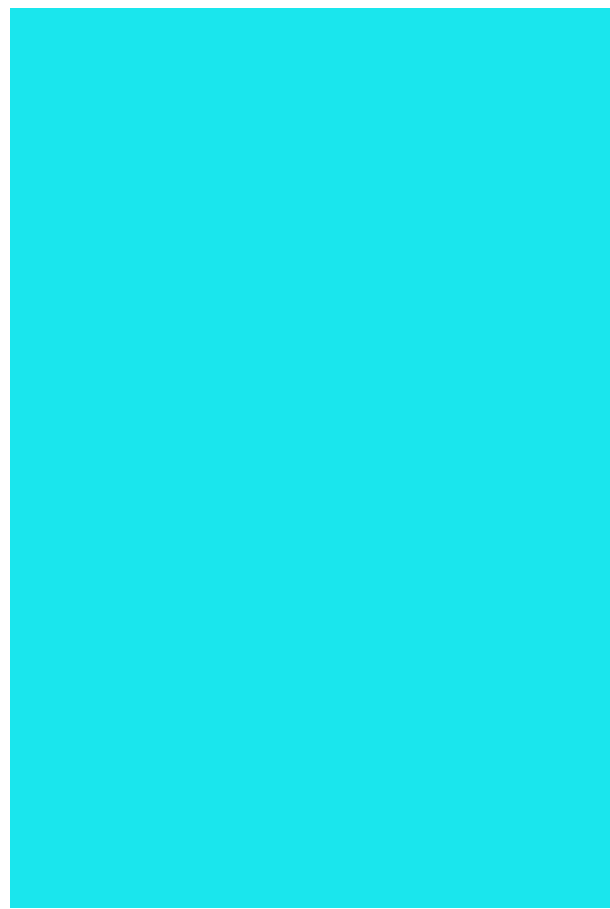
RGB 26, 230, 237
CMYK 89, 3, 0, 7
HEX #1AE6ED

RGB 15, 133, 137
CMYK 89, 3, 0, 46
HEX #0F8589

RGB 255, 248, 187
CMYK 0, 3, 27, 0
HEX #FFF8BB

RGB 192, 56, 147
CMYK 0, 71, 23, 25
HEX #C03893

RGB 107, 31, 83
CMYK 0, 71, 22, 58
HEX #6B1F53







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OUR LOGO

was inspired by *Earth's radial layers*- Its energy radiates outward from the core. We replicated these layers in our design with three gradient, equadistant circles for our primary logo.

We include possible color as well as black and white adaptations for our primary and secondary logos above.



DON'T....

The logo consists of three concentric circles. The innermost circle is a dark purple, the middle one is a medium purple, and the outermost one is a light purple. The text 'RADIAL FITNESS' is overlaid on the circles. 'RADIAL' is in a yellow, sans-serif font, and 'FITNESS' is in a dark purple, sans-serif font. The circles are distorted, being wider than they are tall.

RADIAL FITNESS

Alter circle shape.

The logo consists of three concentric circles, similar in color to the first one. The text 'RADIAL FITNESS' is overlaid on the circles. 'RADIAL' is in a yellow, sans-serif font, and 'FITNESS' is in a dark purple, sans-serif font. The text is centered within the circles.

RADIAL FITNESS

Change type location.

RADIAL FITNESS

Switch italics.

RADIAL FITNESS

Use all yellow font against light backgrounds. It makes the text hard to read.

OUR FONTS

Avenir

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()

This sans-serif font is used as our primary font and can be seen in our logo. It is soft but clear.

Warnock Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()

This serif font is used as our secondary font for larger bodies of text. It complements our primary font with its rounded, earthy, and relaxed aura.





Three examples of applications for our logo. The *one-lined logo* should be used on merchandise because the gradient is difficult to replicate and costs more.



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