ON BEAT
Fitness
BRAND GUIDE

SUMMARY

On Beat Fitness is a start-up company headed by yoga instructor and fitness junkie, Katie Kasten. Katie saw a gap in the market for a new approach to fitness classes: one that is not run by “fitness” repetitions, but instead ruled by the 8-count, natural beat embedded in the popular music everyone loves. By choreographing aerobic and dance moves into routines that can be easily mimicked by nearly all adults, Katie not only taps into the need for a day-dance culture but also radiates inclusivity and community by uniting all dancers into one fun and digestible rhythm. The first step of the business will be to sell subscription-based videos online, followed closely by on beat fitness events that echo current trends in health and fitness, tribe-like branding and (sober) festival culture.

IDEAL CLIENT

On Beat’s ideal clients are women aged 22-45, although Katie would also like to keep her male clients in consideration whom are around the same age and comfortable enough in their own bodies to grow attached to the practice as well.

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KEY BRANDING DIRECTIVES

AESTHETICS

Bold
Eccentric
Edgy
Feminine
Unconventional
Witty

FEELINGS

Energetic
Happiness
Lively
Upbeat
Warm

PERCEPTION

Approachable
Confident
Eccentric
Edgy
Trendy
Unconventional
Witty

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ON BEAT FITNESS IN ONE WORD:
FUN.

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ULTIMATE BRANDING GOAL:

To get women and men to fall in love with their bodies through music and movement.

LOGO

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PRIMARY

OB

SUBMARK

LOGO

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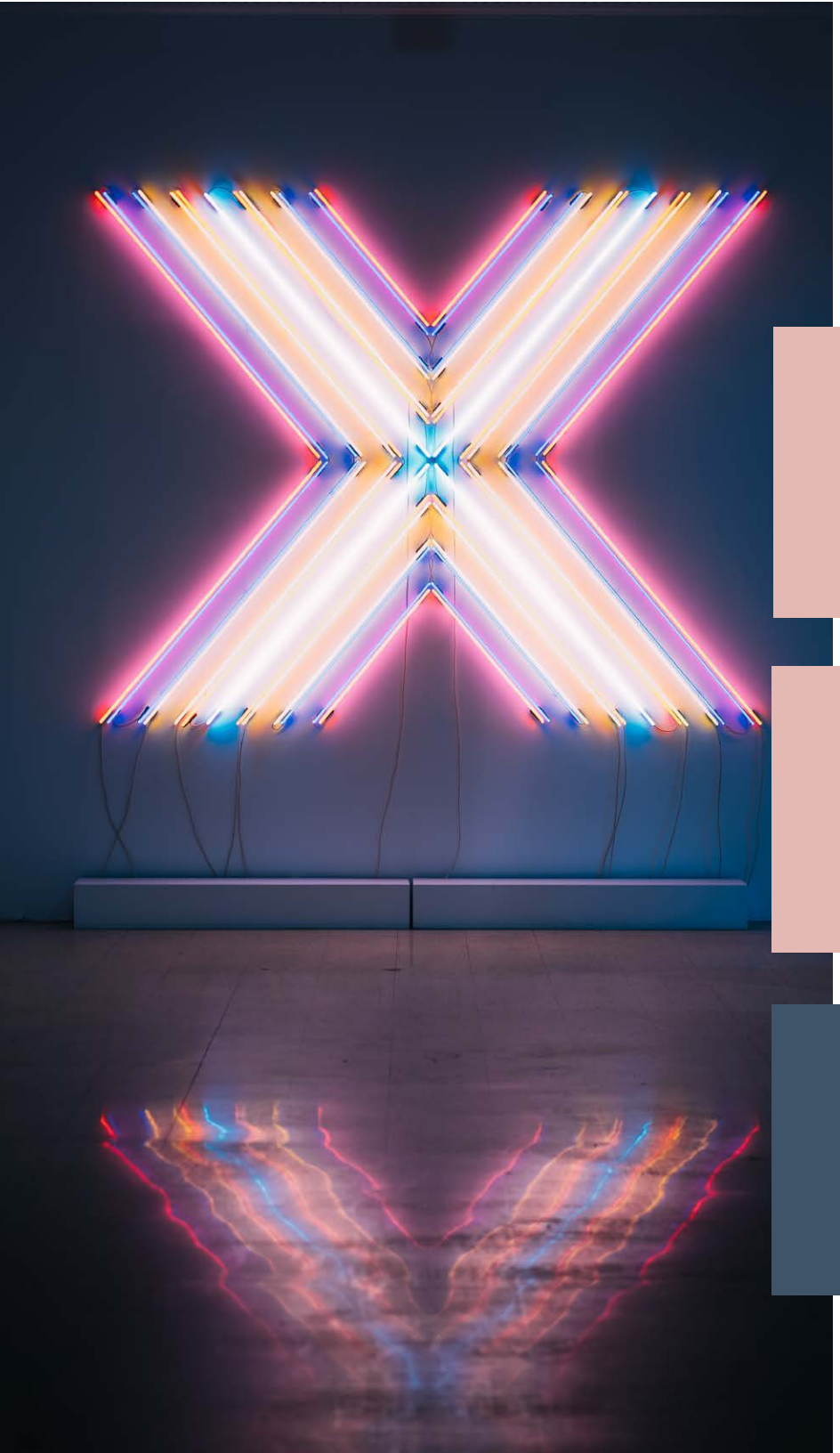

LOGO

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COLOR

NAVY

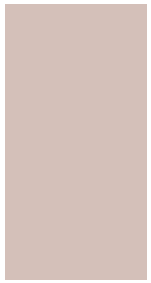
HEX #405469
RGB 64 84 105
CMYK 79% 61% 42% 23%

ELECTRIC

HEX #78BDB2
RGB 120 189 178
CMYK 53% 7% 34% 0%

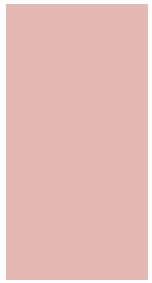
HONEY

HEX #EAB976
RGB 234 185 118
CMYK 8% 28% 61% 0%



MAUVE

HEX #D4C0B9
RGB 212 192 185
CMYK 16% 23% 23% 0%



CANDY

HEX #E5B9B3
RGB 229 185 179
CMYK 9% 29% 23% 0%

PUNCH

HEX #D66B69
RGB 214 107 105
CMYK 13% 71% 53% 1%

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TYPE

H1 **MONGOOSE BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdcefghijklmnopqrstuvwxyz
1234567890?!:;.,

H2 ASAP

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdcefghijklmnopqrstuvwxyz
1234567890?!:;.,

P1 Varela

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdcefghijklmnopqrstuvwxyz
1234567890?!:;.,

TYPE

YOU SHOULD BE DANCING

ABOUT ON BEAT FITNESS

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HOW IT WORKS

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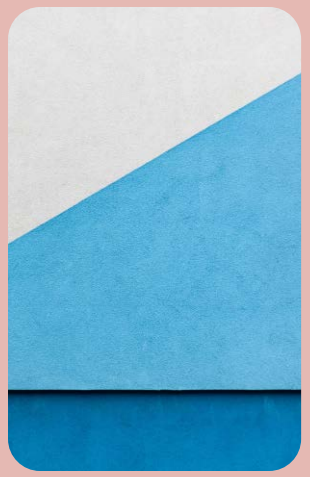
STOCK



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SUBMARK

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