

BRAND STYLE GUIDE FOR



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LOGO VERSION 1

Main version that includes the .com. Recommended to use as primary mark.



LOGO VERSION 2

Version without the .com. May be used in special cases.



CLEARSPACE

The logo should always be presented with at least the equivalent of the "G" in gym from any other design element.



MINIMUM SIZE

The mark may be scaled down to 1/4" in width but it is not recommended to go any smaller.

## ALLGYM COLORS

The AllGym colors AllGym blue, AllGym yellow and AllGym silver.

These colors are distinct and appropriate to the brand.

## COLOR REPRODUCTION

There are a few different color processes over print and the web.

For best results work with your printer to match the colors

indicated in these guidelines.

## SPOT COLORS (PANTONE)

For printed applications, use spot colors whenever possible. The standard for these colors can be found in the current edition of the PANTONE formula guide.

## FOUR COLOR PROCESS (CMYK)

Pringing with PANTONE colors inks is preferred, however, spot color reproduction is not always an option. Four color process pringing may be used when necessary See CMYK formula listed on the right side of this page.

## ELECTRONIC COLOR (RGB)

"RGB" stands for red, green, and blue. The combined use of these three colors create an on-screen image. Commonly used in video and web pages. See RGB formula (listed on the right side of page).

## HEX

Hex (web colors) are colors used in designing web pages, and the methods for describing and specifying those colors.



### ALLGYM BLUE

PANTONE DS 201-1 C  
C: 98 M: 82 Y: 32 K: 19  
R: 29 G: 62 B: 107  
HEX: #1D3E6B



### ALLGYM YELLOW

PANTONE DS 9-4 C  
C: 10 M: 20 Y: 100 K: 0  
R: 232 G: 195 B: 30  
HEX: #E8C31E



### ALLGYM SILVER

PANTONE DS 327-6 U  
C: 10 M: 0 Y: 0 K: 50  
R: 131 G: 144 B: 151  
HEX: #839097



RECOMMENDED COLOR USAGE

It is recommended that the two color blue and yellow version of AllGym be used whenever possible. In cases when this mark cannot be used, acceptable alternatives have been provided.

PHOTOGRAPHIC BACKGROUNDS

The AllGym logo may be placed on a photographic background, provided there is sufficient contrast to differentiate the mark from the background. Avoid complex photos that might obscure the logo.

## PRINT BODY TEXT

It is recommended you use the **VENACTI** font family. It comes in regular, semibold and bold along with italics for each weight. The font shares a some of the same shapes as the AllGym type. It has a clean, athletic feel.

It is recommended to use this type for headlines (in bold) and body type (regular) for ads, brochures, stationery.

## WEB

In cases where you cannot used your own type (such as the web) it is recommended you use a sans serif font family for web text.

SUGGESTED FONT-FAMILY: verdana,arial,helvetica,sans-serif;



## VENACTI FONT FAMILY

abcdefghijklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

*abcdefghijklmnopqrstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

abcdefghijklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

*abcdefghijklmnopqrstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

1234567890

**1234567890**

*1234567890*

1234567890

**1234567890**

*1234567890*

FILE FORMATS INCLUDED

EPS  
AI  
PSD



EPS

This file can be used by both photoshop and illustrator. This will probably be used the most.

AI (ILLUSTRATOR)

Vector files that should be used whenever possible.

PSD (PHOTOSHOP)

High resolution photoshop files that are 300dpi (dots per inch).

FILES INCLUDED IN ALLGYM LOGO PACKAGE

AllGym.ai  
AllGym2.ai (sans .com)  
Allgym.eps  
AllGym2.eps (sans .com)  
AllGym.psd  
AllGym2.psd (sans .com)



