

SIMON SAYS LIFT

PERSONAL TRAINING

THE LOGO

SIMON SAYS LIFT
PERSONAL TRAINING

REVERSE COLORS

SIMON SAYS LIFT
PERSONAL TRAINING

TYPE

- SIMON SAYS LIFT

BEBAS

ALL CAPS ONLY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0

- PERSONAL TRAINING

MICROSOFT YI BAITI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SPACES



Text- SIMON SAYS LIFT

Font- BEBAS

Size- 120 pt or 107px

Spacing between words- 96 pt 'O'

(Font- MICROSOFT YI BAITI)

Text- PERSONAL TRAINING

Font- MICROSOFT YI BAITI

Size- 96 pt or 51px

Spacing between words- One space of 96 pt

(FONT- MICROSOFT YI BAITI)

Horizontal space

37px or equal to 'N' (96pt) rotated 90 degrees

SIZE SPECIFICATIONS

- MINIMUM SIZE
In order to ensure legibility

WEB
16:9

SIMON SAYS LIFT
PERSONAL TRAINING

79px

315px

PRINT
Letter

58px

SIMON SAYS LIFT
PERSONAL TRAINING

230px

BRAND FONTS

HEADLINE FONT

BEBAS

ALL CAPS ONLY FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

PRIMARY FONT

Montserrat-Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SECONDARY FONT AND PARAGRAPH FONT

Ebrima-Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

LOGO VARIATIONS

COLOR-BASED

SIMON SAYS LIFT
PERSONAL TRAINING

 **#CC2B42**

SIMON SAYS LIFT

PERSONAL TRAINING

 **#093B60**

SIMON SAYS LIFT

PERSONAL TRAINING

 **#CC2B42**

 **#093B60**

SIMON SAYS LIFT

PERSONAL TRAINING

 **#CC2B42**

 **#093B60**

SHAPE-BASED

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LIFT

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THANK YOU