REVERSE COLORS



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



Text- SIMON SAYS LIFT

Font- BEBAS

Size- 12o 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

PRINT Letter





BRAND FONTS

HEADLINE FONT

BEBAS

ALL CAPS ONLY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0

PRIMARY FONT

Montserrat-Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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
```

COLOR-BASED

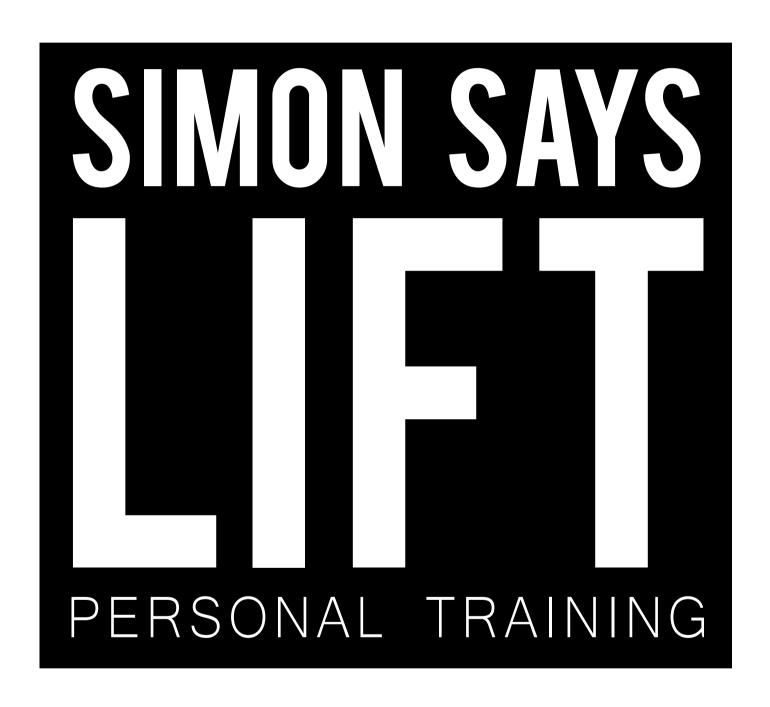


























THANK YOU