



BRAND GUIDE



Concise Edition. December, 2023



BRAND STORY

Activ8 Gym was born out of a passion for health and wellness.

A desire to offer a refined fitness experience, and a commitment to helping members elevate their fitness goals.

Our gym is a haven of inspiration, sophistication, and support. This is a place where you can embark on a journey of self-improvement while surrounded by luxury and care."

We are the complete Wellness Experience!

We are Activ8 Gym!

WHAT'S UNIQUE ABOUT US

We are not just a gym;
The Activ8 Gym is a lifestyle, a bespoke community.
With our limited membership capacity, curated scents, smoothie bar, spa, and sauna and more, we provide an exclusive space for those who seek the complete premium fitness and wellness experience."

TARGET

Our target are the middle-Income and upper Income earners and their dependents. They have busy, fast-paced lifestyles, health-conscious engaging in sports like jogging and golfing. They also value connections and professional relationships.

BRAND PERSONA

PERSONALITY TRAITS

Sophisticated:

Activ8 Gym exudes sophistication, offering a refined fitness experience.

Welcoming:

While premium, it's still approachable and welcoming to fitness enthusiasts of all levels.

Inspiring:

It motivates and inspires members to elevate their fitness and wellness journey.

BRAND VOICE

The Brand voice of the Activ8 brand will be that of positivity, enthusiasm, self-love, and empowerment. It mirrors the vibrant and uplifting atmosphere the brand cultivates within their workout environment, promoting productivity and overall wellness. Through our powerful messaging, we aim to kindle inspiration on your fitness, wellness, and self-care journey, ensuring that Activ8 becomes your ultimate source of motivation and empowerment.

BRAND TONE

The Brand tone will be that which is professional, friendly, informative.

Professionalism: The Activ8 brand tone of professionalism will reflect a commitment to conducting business in a reliable and credible manner. It signifies that the brand takes its responsibilities seriously and maintains a high level of expertise in the field.

Friendliness: This is to create comfort and add a human touch that makes the Activ8 brand approachable. It signifies that Activ8 values relationships with their audience and aims to establish a sense of warmth and openness.

Informativeness: The Activ8 brand will give empowering information to their audience that will serve as a valuable resource by addressing the needs and questions of our audience.

LOGOS

The ACTIV8 Logo options can be rendered in the formats.



COLOUR

The ACTIV8 Colour guide should be adhered to and must reflect in all communications in order to maintain consistency.

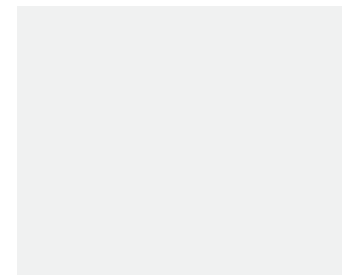
C:0 M:82 Y:100 K:0
R:241 G:86 B:35
#F15623



C:69 M:63 Y:62 K:58
R:51 G:51 B:51
#333333



C:0 M:0 Y:0 K:5
R:241 G:242 B:242
#F1F2F2



TYPO GRAPHY

“Airstrike” is the font to be used mostly for headers. However, **“Montserrat Bold”** or **“Montserrat ExtraBold”** can be adopted for headers where appropriate.

“Montserrat” font family should be used for sub and main copies.

AIRSTRIKE
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.

1 2 3 4 5 6 7 8 9 0 [] { }

Montserrat

Font Family

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz.

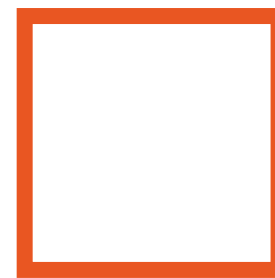
1 2 3 4 5 6 7 8 9 0 &?{}[]

SHAPES

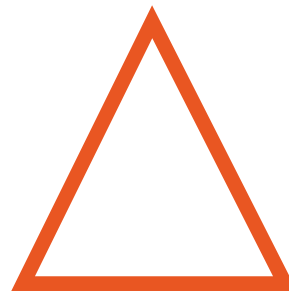
These shapes should be used
in communications appropriately
to communicate the brand



Arrows



Activ8 Square Shape



Triangles



Heartbeat Lines

BACKGROUND TEXTURES

The textures shown should as much as possible be used in all communications to maintain the image of the brand.



Black textured surface



Wooden Texture



Brick Wall Texture



Concrete Wall Texture

LAYOUTS

The Activ8 logo on artworks should be placed at the Top Left Corner or Bottom Right Corner free from competing element so as to maintain clear visibility of the logo.

The Contact Details should be placed at the Bottom Left of the artwork.

