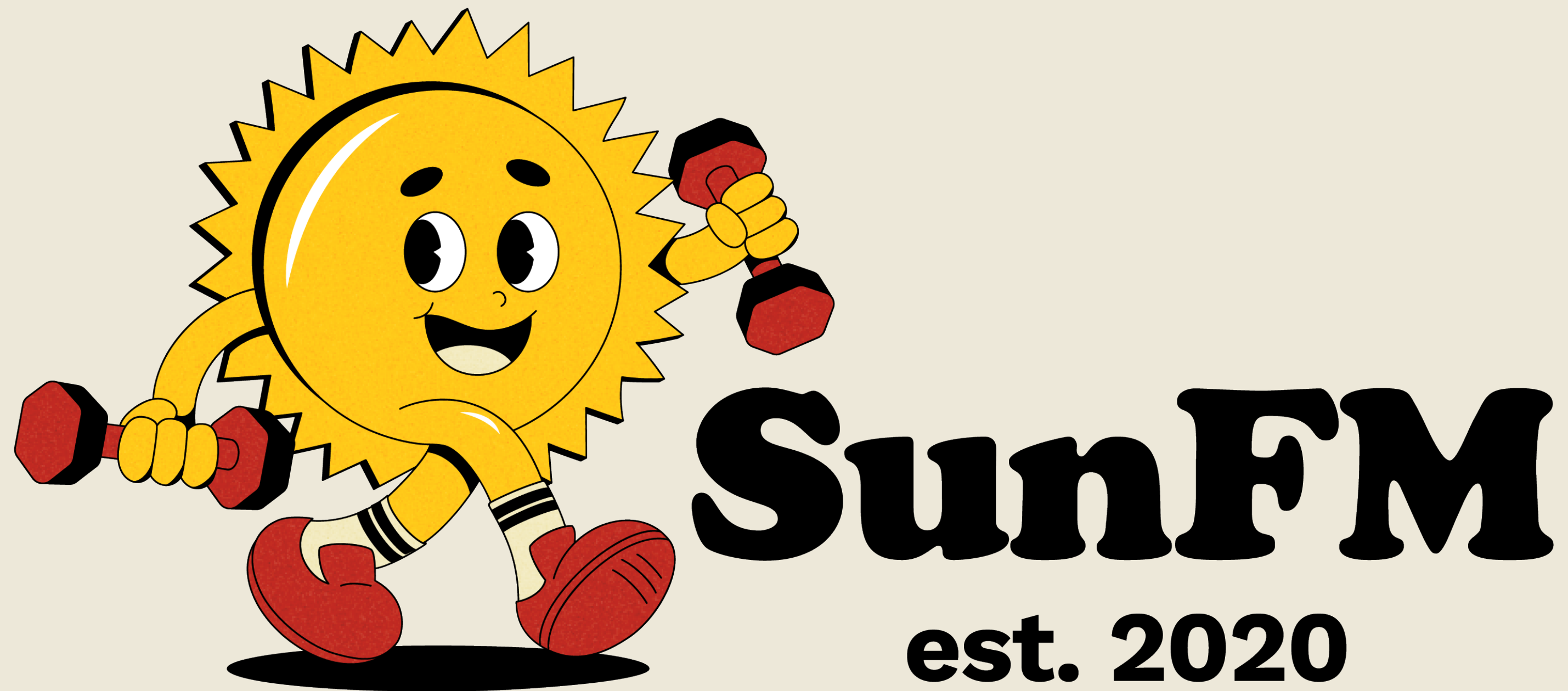


# SunFM

style guidelines | may 2022

## Logo

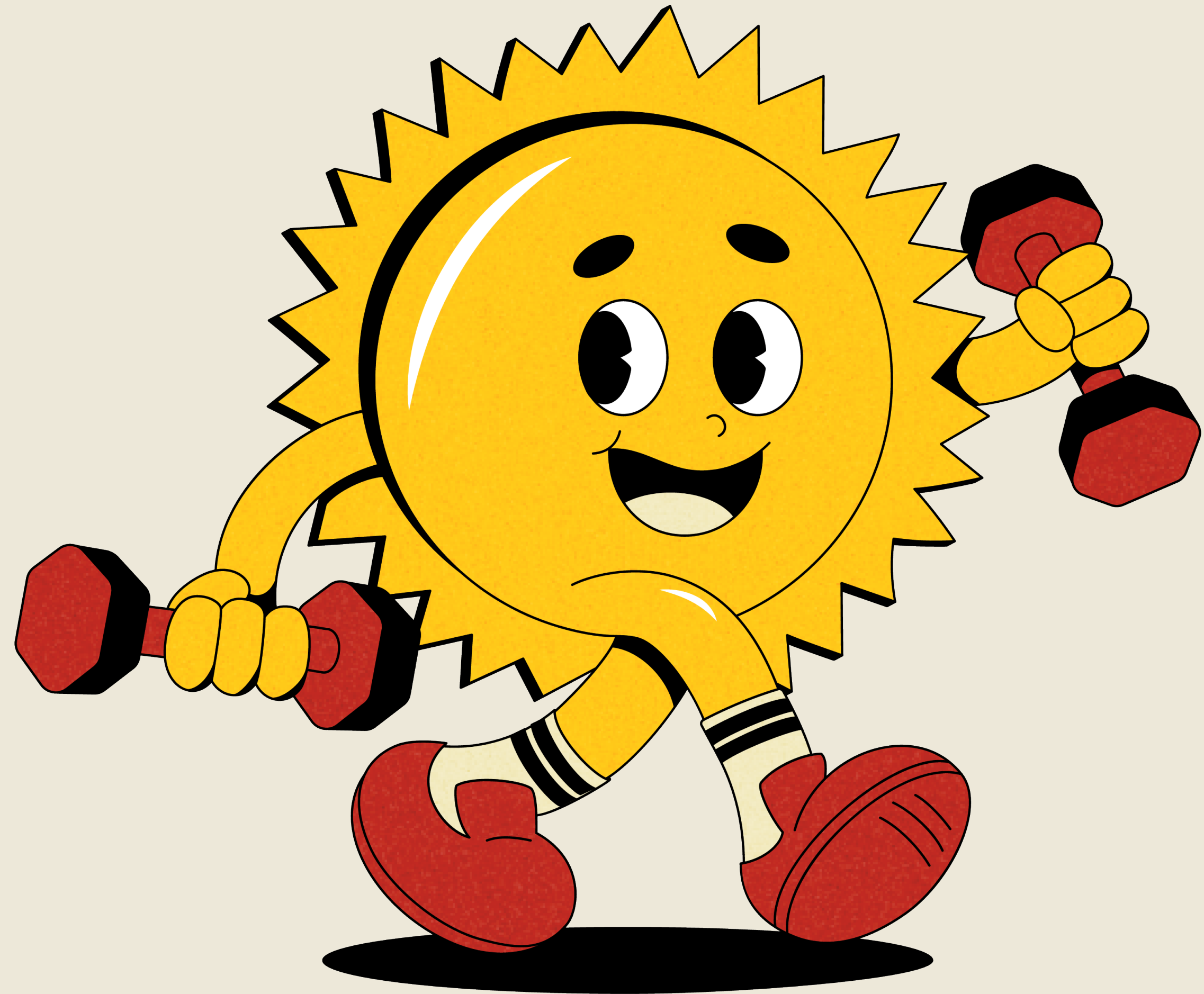
Primary Logo



# Logo

## Character

Personified sun character in a retro style inspired by 30s/40s animation.



# Logo

Secondary Logo



Tertiary Logo

**Sun Functional Movement**

# Color Palette

Primary Color

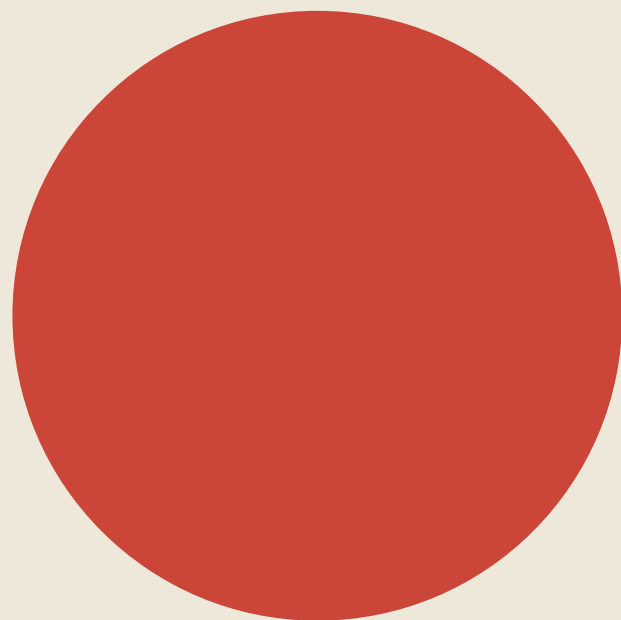


**Sunshine Yellow**

<b>HEX</b>	#FFD140
<b>CMYK</b>	0 17 85 0
<b>RGB</b>	255 209 41

# Color Palette

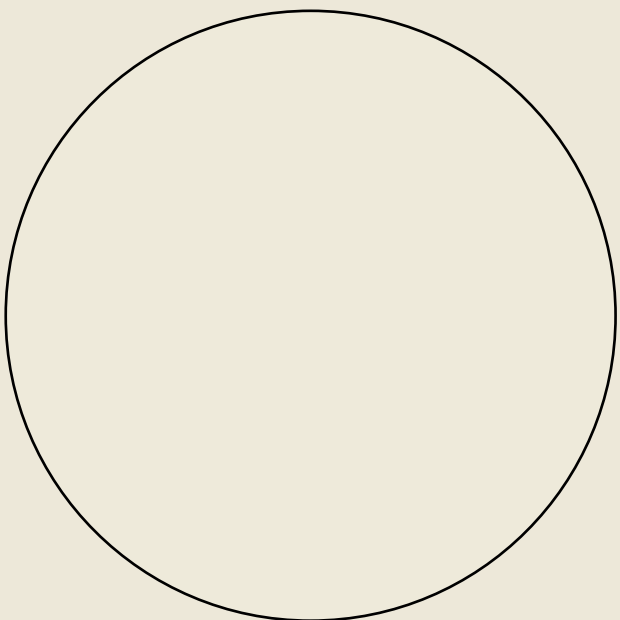
# Accent Colors



Cherry Red	
HEX	#CB4538
CMYK	14 87 85 4
RBG	203 69 56



Black	
HEX	#000000
CMYK	0 0 0 0
RBG	0 0 0



Vintage Grey	
HEX	#EEEADA
CMYK	6 5 14 0
RBG	238 234 218

# Typography

Primary

Work Sans, created by Chinese-born Australian designer Wei Huang, is a typeface family based loosely on early Grotesques.

Work Sans Bold should be used for titles and headers. Work Sans Regular should be used for body, subheaders, and captions.

**Aa**

**Work Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Aa

Work Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# Typography

Logo Type

Cooper Black is an ultra-bold serif typeface intended for display use that was designed by Oswald Bruce Cooper and released by the Barnhart Brothers & Spindler type foundry in 1922.

Cooper Black is meant to be used solely for the brand name and special call-outs.

**Aa**

**Cooper Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**



# Typography

# Guidelines

These are some general guidelines for how to set text.

The headline should always be larger than the other copy. Use color sparingly; prioritize use of Sunshine Yellow, then Fiery Red.

BRAND NAME

HEADER

BODY

**Sun Functional Movement**

**Train for a stronger, healthier lifestyle**

As a certified personal trainer with a degree in Human Biology, I offer in-person and online training for clients aiming to lose weight, build lean muscle, and achieve functional strength and mobility. With physiology-based programming, my goal is for each client to become healthier and stronger every day.

# **Train for a Stronger, Healthier Lifestyle**