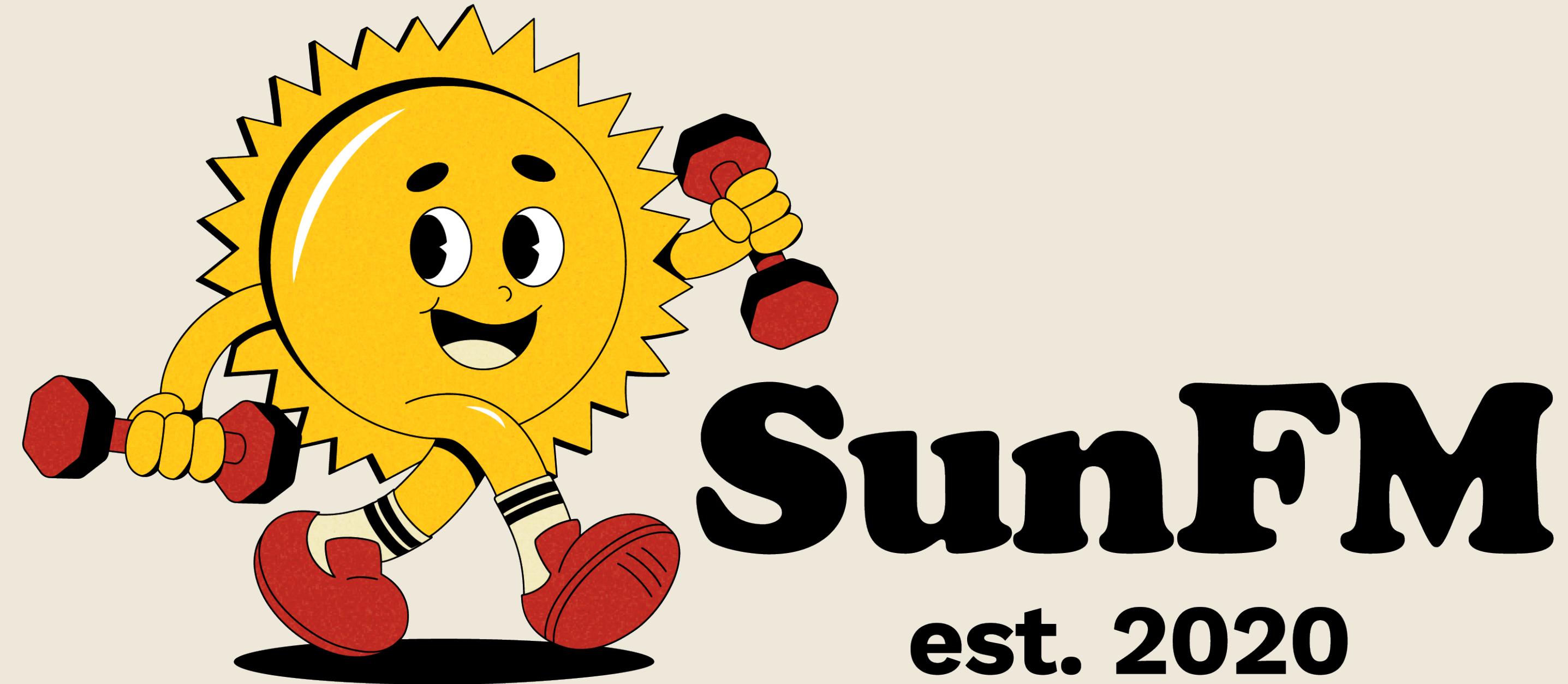


**Logo**

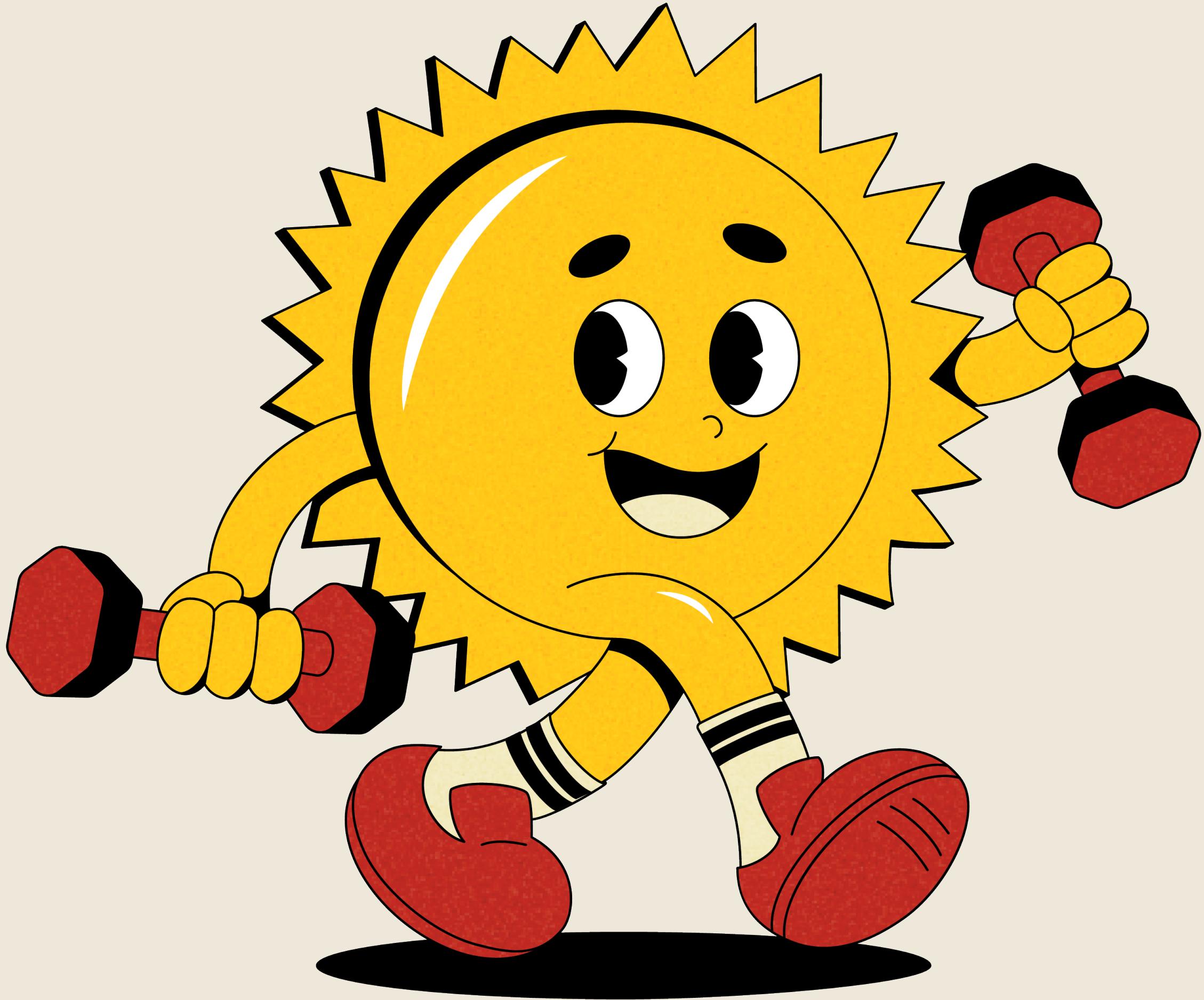
**Primary Logo**



# Logo

## Character

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



# Logo

Secondary Logo



Tertiary Logo

**Sun Functional Movement**

# Color Palette



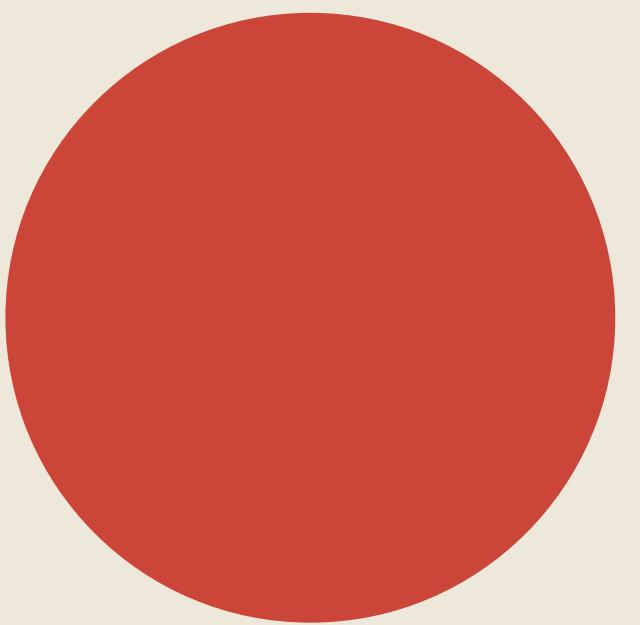
Primary Color

## Sunshine Yellow

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

# Color Palette

Accent Colors



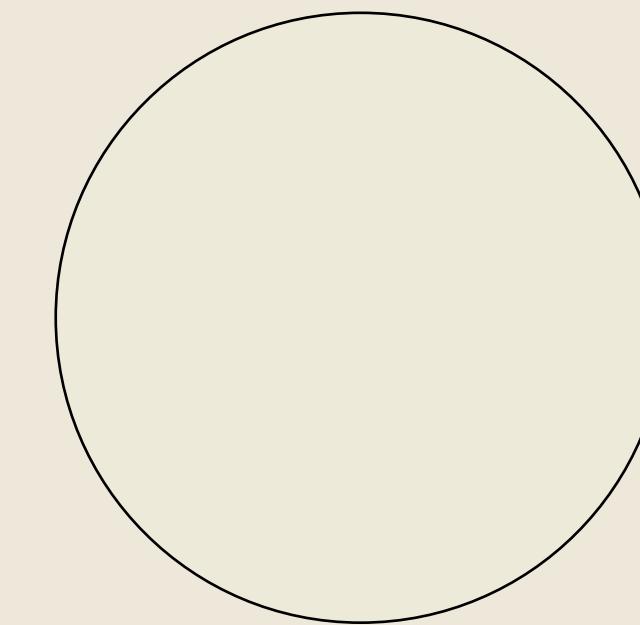
**Cherry Red**

**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

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.

Primary



Aa

**Work Sans Bold**

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



Aa

Work Sans Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Typography

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.

## Logo Type

Aa  
**Cooper Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Typography

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.

# Guidelines

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**