



Text Styles

H1 HEADING

- font style - Dosis
- weight - regular
- color - 68.69.69 (soft black)
- use for - nav bar headings (all caps)

H2 Heading

- font style - Helvetica Neue
- weight - light
- color - 68.69.69 (soft black)
- use for - subheading, call outs

H3 Heading

- font style - Helvetica Neue
- weight - bold
- color - 68.69.69 (soft black)

Body Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

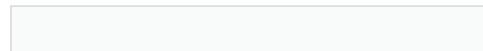
- font style - Helvetica Neue
- weight - regular
- color - 68.69.69 (soft black)
- use for - body text

Blue 13.115.179	Sky Blue 72.198.242	Light Grey 248.248.248	Soft Black 68.69.69
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Color Use



Primary background color
Blue (13.115.179)



Secondary background color
Light Grey (248.248.248)



Accent color
Light Blue (72.198.242)

Logo Use

main logo (on blue background)
aerobic_logo_01.eps

logo for light background
aerobic_logo_02.eps

one-color logo
aerobic_logo_03.eps

logo for footer
(black) aerobic_logo_04.eps
(white) aerobic_logo_05.eps

powered by logo
aerobic_powered_01.eps

*P.S. Additional variations of these logos have been provided.
The above are the recommended ones to use frequently.
Use the others at your own discretion.*