

Momentum Personal Training – Conceptual Brand System

(Concept Work – For Portfolio Use Only)

Disclaimer: This is conceptual work created for portfolio purposes.

1. Brand Overview

Business Name: Momentum Personal Training

Tagline: “Strength. Focus. Progress.”

Concept: A modern personal training brand dedicated to empowering individuals through customized fitness programs, focusing on strength, endurance, and long-term well-being.

Brand Values:

- Dedication
- Strength
- Growth
- Confidence

Brand Personality: Energetic, motivating, disciplined, approachable.

2. Logo Usage

- **Primary Logo:** Wordmark “Momentum” with bold sans-serif typography, dynamic arrow/forward-motion graphic.
 - **Clear Space:** Maintain spacing equal to the “M” in Momentum.
 - **Incorrect Usage:**
 - Do not stretch or warp.
 - Do not change brand colors.
 - Do not place on busy backgrounds.
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3. Color Palette

Core Colors

- **Momentum Red** — #E63946 (primary)
- **Steel Gray** — #2F2F2F (secondary)
- **Energy White** — #F9F9F9 (background)

Accent Colors

- Power Orange — #FF7C2A
 - Fresh Green — #3BB273
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4. Typography

Primary Typeface (Headings): Montserrat (bold, geometric, modern)

Secondary Typeface (Body): Open Sans (neutral, readable)

5. Photography & Visual Style

- **Tone:** High-energy, motivational, action-focused.
 - **Subjects:** Athletes in motion, training environments, strength poses.
 - **Editing:** High contrast, bold colors, sharp detail.
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6. Brand Applications

- **Business Cards & Stationery:** Bold logo, red + gray palette, clean modern look.
 - **Website:** Strong hero banner, bold typography, high-impact images, CTA-driven.
 - **Social Media:** Motivational quotes, workout highlights, testimonial graphics.
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This defines the **foundation** for Momentum Personal Training's conceptual brand identity.