



BRAND GUIDELINES

01

FITNESS

The logo of a gym fitness is a simple and easy to memorize logo that symbolizes strength and endurance



BRAND STORY



In the heart of our bustling city, there's a place where the beat of determination echoes, and the pulse of vitality thrives. This is the tale of Epi-center Fitness—a beacon of health, empowerment, and camaraderie.

Our journey began with a simple yet profound vision: to create a fitness center that transcends the ordinary, a place where individuals could come together to unleash their potential, break boundaries, and forge lasting connections. Inspired by the vibrancy and resilience of our city, we set out to build a sanctuary where every step taken brings us closer to our best selves.

From the moment you step through our doors, you're enveloped in an atmosphere charged with energy, motivation, and possibility. Our cutting-edge facility boasts state-of-the-art equipment, dynamic workout spaces, and a wide array of amenities designed to inspire and elevate every aspect of your fitness journey.

LOGO MEANING

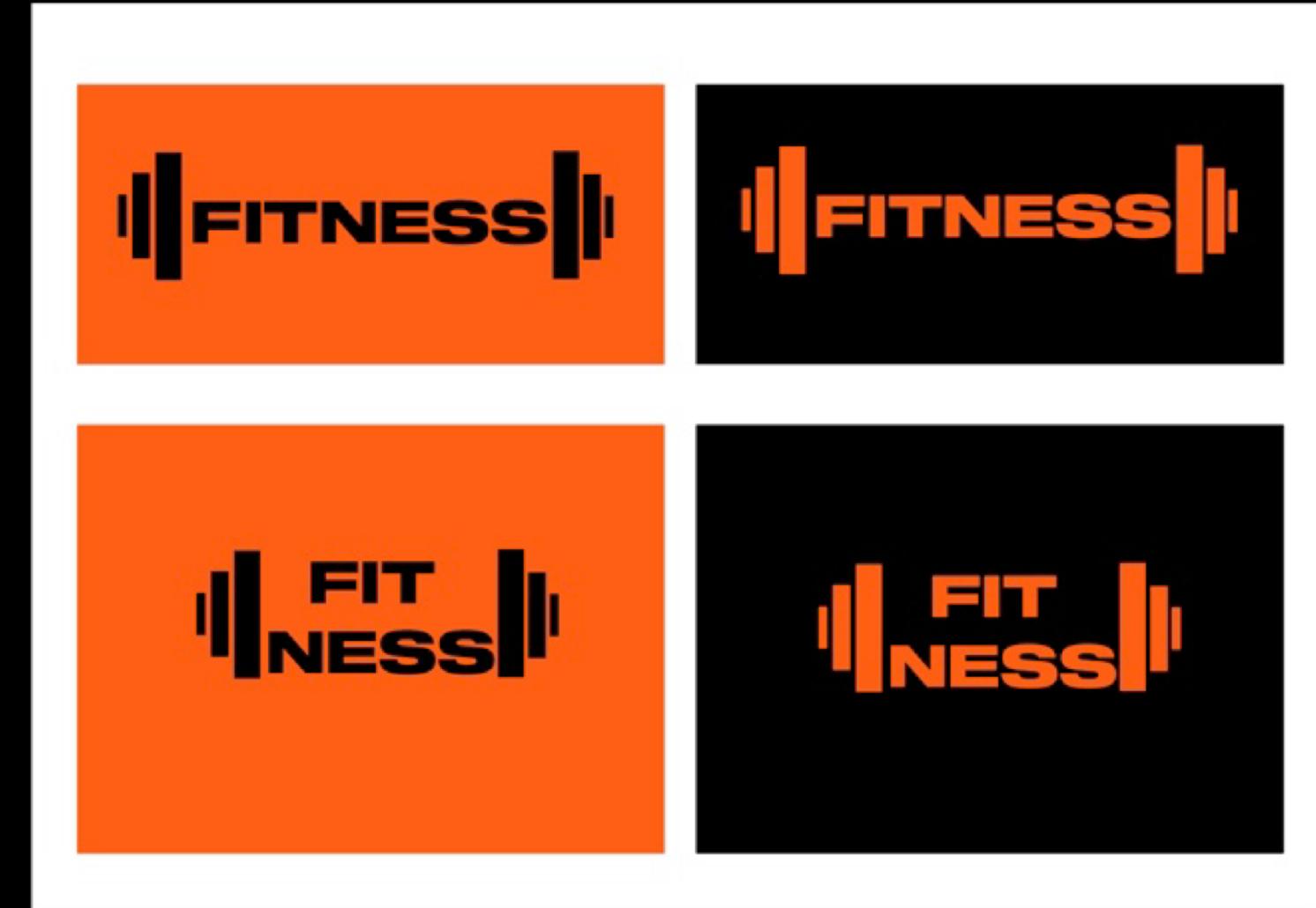


A logo named "Fitness" could symbolize health, strength, and vitality. It might feature elements such as a silhouette of a person engaged in physical activity, such as running, lifting weights, or doing yoga poses. The logo could incorporate dynamic shapes or lines to convey movement and energy. The color palette could include vibrant hues like red, orange, or green to evoke feelings of passion, energy, and growth. Overall, the logo would represent a commitment to a healthy lifestyle and the pursuit of physical well-being.

PRINCIPAL LOGO

PRIMARY LOGO

SECONDARY LOGO



TYPOGRAPHY

Sequel

Sequel Typography Font embodies modern elegance with its sleek lines and sophisticated curves. Perfect for adding a touch of refinement to any design project, Sequel strikes the perfect balance between contemporary style and timeless appeal.

AZ
W X Y Z 01234567.

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 0 1 2 3 4 5 6 7 .

COLOR PALETTE

NEON ORANGE

Neon orange electrifies the senses with its vibrant hue, commanding attention wherever it glows. This bold color radiates energy and vitality, infusing life into any space or design. Like a beacon in the night, neon orange captivates the eye and leaves a lasting impression. Whether adorning signs, fashion, or artwork, its luminosity exudes a sense of excitement and adventure.

BLACK

Black, the embodiment of elegance and sophistication, exudes timeless allure in its deepest depths. It commands attention with its stark contrast, serving as a canvas for both bold statements and subtle nuances. Symbolizing power and authority, black lends an air of mystery and intrigue to any setting. Its versatility knows no bounds, effortlessly complementing any color palette or design aesthetic.

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R=255 G=95 B=31

#FF5F1F

C=75 M=68 Y=67 K=90

R=0 G=0 B=0

#000000

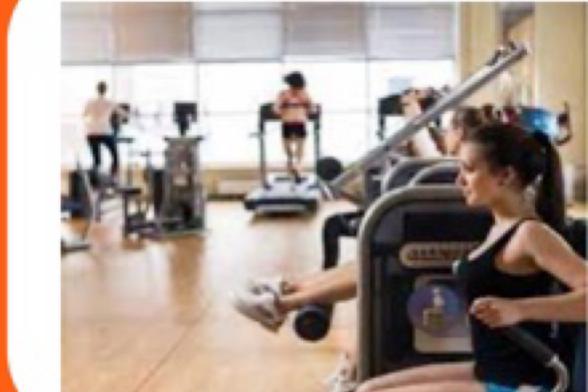
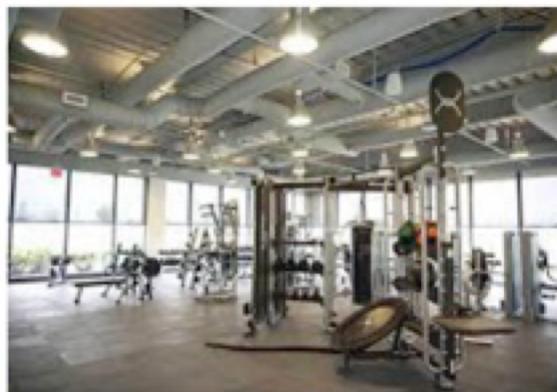
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BRAND VISION

To make exercise into a lifestyle for
as many people as possible



PHOTOS OF THE WALL





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