



Pilates Mixology

Brand Guidelines

Logo variations



Black



White

Logo variations



Black



White

Logo variations



Pilates Mixology

Black

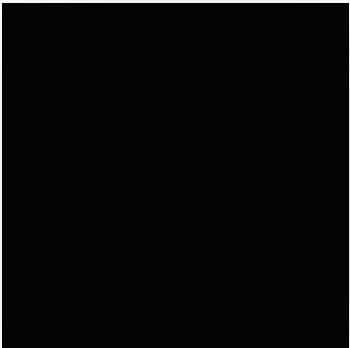


Pilates Mixology

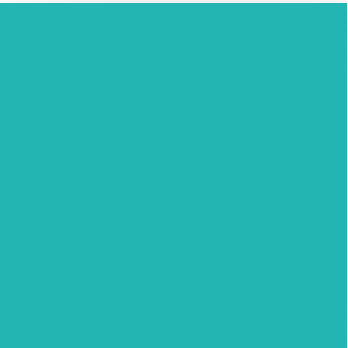
White

Color palette

Primary



HEX 000000
R0 G0 B0
C30 M30 Y30 K100



HEX 2EB5B4
R46 G181 B180
C72 M4 Y34 K0



HEX C05931
R192 G89 B49
C19 M76 Y93 K7



HEX CE283D
R206 G40 B61
C13 M98 Y78 K3

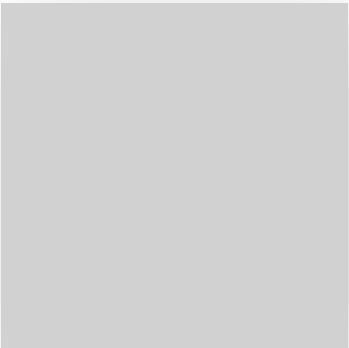


HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0

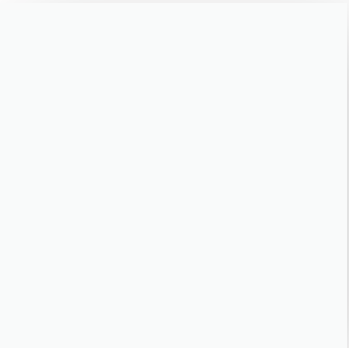
Secondary



HEX 999999
R153 G153 B153
C43 M35 Y35 K1

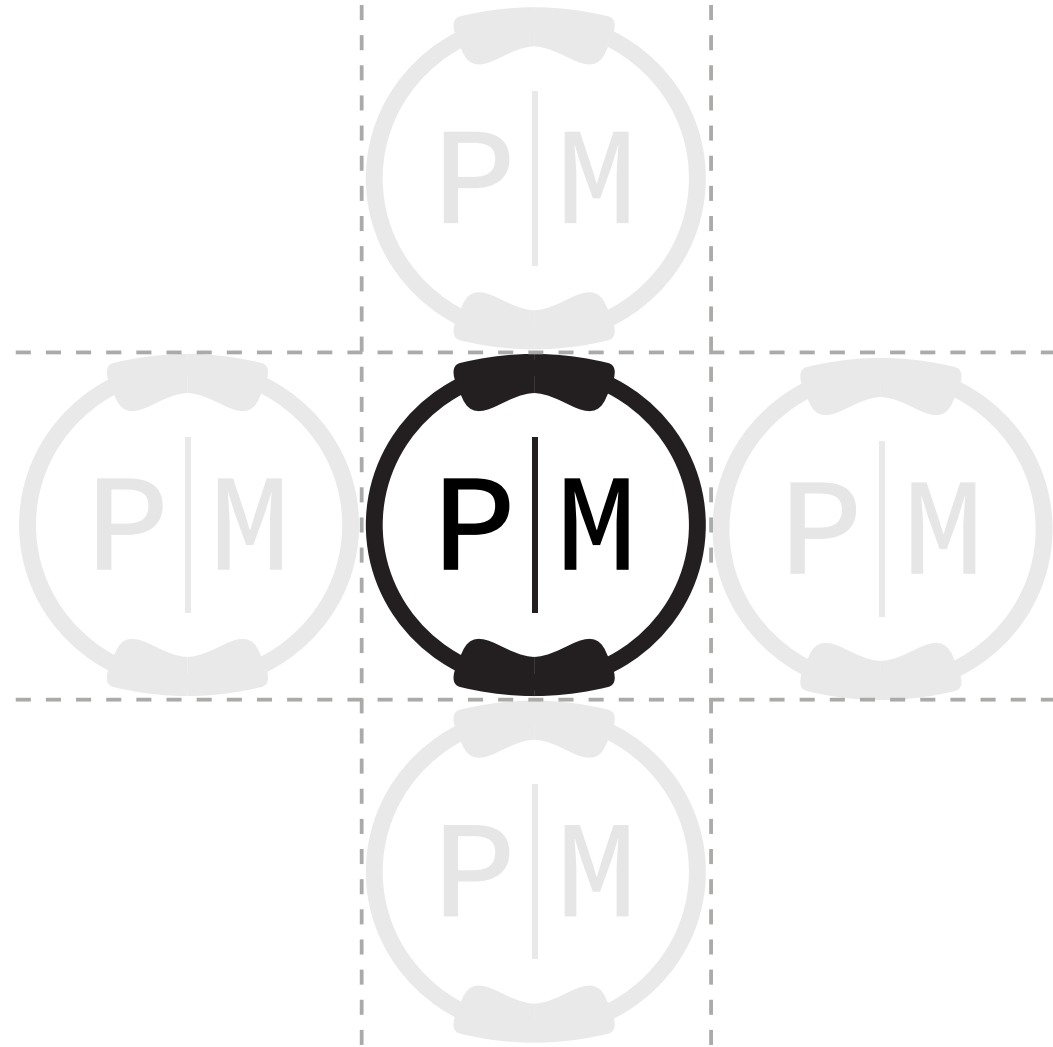


HEX D2D2D2
R210 G210 B210
C17 M13 Y13 K0



HEX F8F8F8
R248 G248 B248
C2 M1 Y1 K0

Logo usage



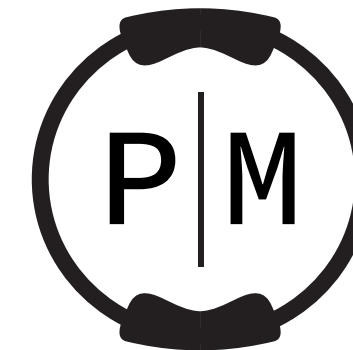
Exclusion zones

Always allow a minimum space around the logo.



Minimum width

The logo minimum width is 90px or 32mm.



Maximum width

There is no maximum size defined for this logo.

Typography

Source Code Pro

Pilates Mixology

Heading font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Bold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

Typography

Open Sans

Pilates Mixology

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Lorem ipsum dolor sit amet, consectetur
adipiscing elit.

Italic

*Lorem ipsum dolor sit amet, consectetur
adipiscing elit.*

Bold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**