

# **BODY INSIGHT**

## **BRAND GUIDELINES**

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Comprehensive brand standards for print, digital, and social media

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# 1. Brand Overview

## Mission

Body Insight empowers individuals to understand their bodies through medical-grade DEXA scanning technology. We provide pixel-level accurate body composition data that helps people make informed decisions about their health and fitness.

## Brand Positioning

Scientific and data-driven • Accessible and mobile • Bold and confident • Performance-focused

## Target Audience

- Professional athletes and sports teams
- Fitness enthusiasts tracking body recomposition
- Health-conscious individuals 35+ monitoring bone density
- Corporate wellness programs

## 2. Logo & Identity System

### Primary Wordmark

Component	Specification
Typeface	Syne ExtraBold (800 weight)
Case	All caps: BODY INSIGHT
Letter Spacing	-0.03em (-3% tracking)
Colors	Black (#0F0F0F) or White (#FFFFFF)

### Clear Space

Maintain clear space equal to the height of capital 'B' on all sides.

### Minimum Sizes

Digital: 120px width minimum

Print: 1 inch (2.54cm) width minimum

### Logo Don'ts

- Do not rotate, skew, or distort
- Do not change font or spacing
- Do not use non-brand colors
- Do not add effects (shadows, gradients)
- Do not place on busy backgrounds

# 3. Color Palette

## Primary Colors

Brand Blue	Primary Black	White	Background
#007AFF	#0F0F0F	#FFFFFF	#FAFAFA
RGB: 0, 122, 255	RGB: 15, 15, 15	RGB: 255, 255, 255	RGB: 250, 250, 250
CMYK: 100, 52, 0, 0	CMYK: 0, 0, 0, 94	CMYK: 0, 0, 0, 0	CMYK: 0, 0, 0, 2

## Secondary Colors

Accent Dark	Text Primary	Text Light
#0051D5	#1A1A1A	#666666
RGB: 0, 81, 213	RGB: 26, 26, 26	RGB: 102, 102, 102

## Color Usage

Brand Blue: CTAs, buttons, links, accent sections

Primary Black: Headlines, body text, dark sections

Accessibility: All combinations must meet WCAG 2.1 AA (4.5:1 contrast minimum)

# 4. Typography

## Font Families

### 1. PP Monument Extended (Display)

Purpose	All headings (H1-H6)
Weights Available	Light (300), Regular (400), Black (800)
Primary Weight	Black (800) - use for all headings
Files	PPMonumentExtended-Black.otf, -Regular.otf, -Light.otf
Licensing	Commercial license from Pangram Pangram required

### 2. Syne (Logo Only)

Purpose	Logo wordmark ONLY
Weight	ExtraBold (800)
Licensing	Free via Google Fonts (SIL Open Font License)
Usage Note	Do NOT use for headings or body text

### 3. DM Sans (Body Text)

Purpose	All body copy, UI elements, captions
Weights Available	Regular (400), Medium (500), Bold (700)
Primary Weight	Regular (400) for body, Medium (500) for emphasis
Licensing	Free via Google Fonts (SIL Open Font License)

## Digital Type Scale (Web/App)

Element	Font	Size	Weight
H1 Hero	Monument Ext	5rem (80px)	800
H1	Monument Ext	4rem (64px)	800
H2	Monument Ext	2.5rem (40px)	800
H3	Monument Ext	2rem (32px)	800
H4	Monument Ext	1.5rem (24px)	800
Body Large	DM Sans	1.5rem (24px)	500
Body Regular	DM Sans	18px (base)	400
Body Small	DM Sans	1rem (16px)	400
Caption	DM Sans	0.875rem (14px)	400

## Print Type Scale

Element	Font	Size
Title	Monument Extended	48-60pt
Heading 1	Monument Extended	32-36pt
Heading 2	Monument Extended	24-28pt
Body Text	DM Sans	11-12pt
Caption	DM Sans	8-9pt

## Typography Guidelines

- Line height: 1.6-1.8 for body, 1.1 for headings
- Letter spacing: -0.03em for Monument Extended
- Paragraph spacing: 1.5-2em between paragraphs
- Max line length: 65-75 characters for readability

# 5. Layout & Grid System

## Digital Grid System

<b>Max Container Width</b>	1400px
Columns	12
Gutter	2rem (32px)
Side Margins	4rem (64px)

## Spacing Scale (8px base unit)

- 0.5rem (8px) - Tight
- 1rem (16px) - Small
- 1.5rem (24px) - Medium
- 2rem (32px) - Large
- 3rem (48px) - XL
- 4rem (64px) - Section
- 8rem (128px) - Major breaks

## Border Radius Standards

- Cards: 20-24px
- Buttons: 50px (pill shape)
- Images: 20-24px
- Small elements: 12-16px

# 6. Digital Applications

## Website Design

### Navigation

- Fixed nav with blur backdrop (backdrop-filter: blur(20px))
- Logo left, links center-right
- Primary CTA in Brand Blue on right
- Links: Primary Black, hover to Brand Blue

### Button Styles

Type	Default	Hover
Primary	Blue bg, white text	Accent Dark bg, lift -2px
Secondary	Transparent, blue border	Blue bg, white text

Specifications:

- Border radius: 50px
- Padding: 0.8rem 2rem (standard), 1.2rem 3rem (large)
- Font: DM Sans Bold (700)
- Transition: all 0.3s ease

### Section Layouts

- Alternate light (#FAFAFA), dark (#0F0F0F), accent (#007AFF) sections
- Feature sections: 2-column (text + image), alternating
- Card grids: 3 columns desktop, 1 mobile
- Vertical padding: 8rem per section
- Card shadow: 0 4px 20px rgba(0,0,0,0.06)

## Email Design

<b>Max Width</b>	<b>600px</b>
Header	Logo + minimal navigation
Body	White bg, generous padding
Footer	Brand Blue bg, white text + links
Font Fallback	Arial Black for headings, Arial for body

## Mobile App

- Minimum touch target: 44x44px
- Respect safe area insets
- Bottom nav: 4-5 items max
- Dark mode: Use #5AC8FA for Brand Blue

# 7. Print Applications

## Business Cards

<b>Size</b>	<b>3.5 × 2 inches (88.9 × 50.8mm)</b>
Bleed	0.125 inch (3mm) all sides
Front	Brand Blue bg, white logo + name
Back	White bg, contact in Primary Black
Stock	14-16pt cardstock, matte finish

## Letterhead

<b>Size</b>	<b>US Letter (8.5 × 11 inches)</b>
Header	Logo top left, 1 inch from top
Footer	Contact info, 0.75 inch from bottom
Margins	1 inch all sides

## Print Requirements

- Color mode: CMYK for all print
- Resolution: 300 DPI minimum
- Bleed: 0.125" (3mm) all edges
- Safe zone: 0.25" (6mm) from trim
- Fonts: Convert to outlines or embed in PDF

# 8. Social Media Guidelines

## Image Dimensions

Platform	Post	Story/Reel
Instagram	1080×1080px	1080×1920px
Facebook	1200×630px	1080×1920px
LinkedIn	1200×627px	1080×1920px
Twitter/X	1200×675px	N/A

## Profile Images

- Use logo on Brand Blue background
- Square: 400×400px minimum
- Include safe zone: 80px padding all sides
- Export as PNG with transparency

## Post Design Guidelines

- Use brand colors as backgrounds (Blue, Black, White)
- Large Monument Extended headlines (60-80px)
- Include logo in corner (subtle, not dominant)
- High-quality imagery at 72 DPI for digital
- Maintain 10% margins on all sides
- Use consistent graphic style across posts

# 9. Photography & Imagery

## Photography Style

- Clean, professional, high-quality
- Focus on real people, real results
- Athletic/fitness contexts preferred
- Natural lighting, minimal editing
- Avoid overly clinical/medical aesthetics
- Show diversity in age, body type, ethnicity

## Subject Matter

### DO Show:

- Athletes training and competing
- DEXA scanning equipment and process
- People reviewing their scan results
- Mobile van at community events
- Fitness facilities and gyms
- Body composition transformations (before/after data)

### DON'T Show:

- Hospital or clinical settings
- Traditional scales or measuring tapes
- Extreme body transformations
- Stock photos with generic gym equipment

## Image Treatment

- Resolution: 300 DPI for print, 72 DPI for web
- Color grading: Slightly elevated contrast, vibrant but natural
- No heavy filters or Instagram effects
- Border radius: 20-24px for web images
- Shadow on cards: 0 20px 60px rgba(0,0,0,0.15)

# 10. Voice & Tone

## Brand Voice Attributes

Attribute	Description	Not
Bold	Direct, confident statements	Timid or apologetic
Scientific	Data-driven, evidence-based	Vague or unsubstantiated
Empowering	You're in control of your body	Prescriptive or judgemental
Direct	Clear and to-the-point	Overly technical jargon
Confident	Authority without arrogance	Boastful or aggressive

## Writing Guidelines

### DO:

- Use short, punchy sentences
- Lead with benefits, not features
- Challenge conventional wisdom ('Scales lie. DEXA doesn't.')
- Quantify when possible (specific numbers, percentages)
- Write in second person ('You see', 'Your body')
- Use active voice
- Be specific about measurements and outcomes

### DON'T:

- Use medical jargon without explanation
- Make exaggerated claims
- Focus on weight loss exclusively
- Shame or judge any body type
- Use wishy-washy language ('might', 'could', 'maybe')
- Write long, complex sentences

- Use passive voice

## Messaging Examples

### Good Examples:

- ✓ 'Know your body like never before'
- ✓ 'Scales lie. DEXA doesn't.'
- ✓ 'See fat, muscle, and bone in pixel-level detail'
- ✓ 'Stop guessing. Start knowing.'

### Avoid:

- ✗ 'We might be able to help you understand your body composition'
- ✗ 'Advanced dual-energy X-ray absorptiometry technology'
- ✗ 'Lose weight fast with our scanning service'

# Brand Assets & Resources

## Download Resources

- Logo files (PNG, SVG, EPS)
- Font files (Monument Extended, DM Sans)
- Color swatches (ASE, ACO)
- Template files (PSD, AI, Figma)
- Photography library
- Social media templates

## Questions & Support

For brand guideline questions or asset requests, contact:

Brand Team: [brand@bodyinsight.in](mailto:brand@bodyinsight.in)

Design Support: [design@bodyinsight.in](mailto:design@bodyinsight.in)

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**BODY INSIGHT**

Know your body. Track real progress.