FITVIO

BRANDING IDENTITY

Fitvio's main logo comprises of the Fitvio wordmark and the Fitvio logomark. Fitvio's logomark stems from our passion for fitness, as represented as a dumbell, and the "F" in our brand name.

Clearspace for the logo is determined by the height of the wordmark on all four sides of the logo.

The minimum height of the logo is 18px for screens and 1/4in when printing.

CONSTRUCTION

CLEAR SPACE

1x

1x

1x

1x

1x

MINIMUM SIZE

FITVIO   18px or 1/4in

BRANDING SUITE

Fitvio's logo type has been designed with optical kerning, refined weight, and defined clear space. Its gradient colors harmoniously combine fun and bold hues for an inviting and lively feeling.

The diverse range of logos and icons fulfill a variety of marketing needs and ensure that Fitvio is represented appropriately in different contexts.

PRIMARY LOGO

FITVIO

SOCIAL MEDIA PROFILE ICON

MOBILE APP ICON

SECONDARY LOGO

 FITVIO

IMAGE ONLY ICON

TEXT ONLY ICON

FITVIO

LOGO USAGE

We created logo variations to work with background color variations.
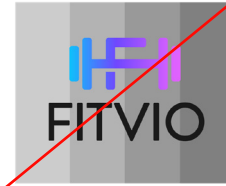
Always use approved digital file formats.

LOGO USAGE

IMPROPER USAGE

The Fitvio logo variations should only be used in the ways detailed on the Logo Usage page. This page lists explicit examples of how not to use the Fitvio logo. Any modification of the Fitvio logo diminishes its impact and compromises its usage.

Do not put logo on low contrast backgrounds

Do not put logo on multi-colored backgrounds

Do not create custom logo with different text.

Do not use different colors for logomark.

Do not use differernt colors for the wordmark.

Do not use a different font or capitalization.

Do not combine multiple versions of branding

Do not change element placement or sizes

Do not alter the logomark shape

COLOR PALETTE

The color palette is an integral part of our brand identity. Our primary colors are Fitvio white and black. These colors are the main ones used and compose most of the foundation of our designs.

Secondary colors serve as accent or are combined to create a fun gradient, most notable in the Fitvio logo. The secondary color palette consists of Fitvio blue, pink, purple, and gray. Fitvio blue, pink, and purple are used to create the gradient seen in the logo. These secondary colors can be used separately as solid colors or as a gradient to provide extra emphasis. Fitvio gray should be used separately from other secondary colors for signaling secondary text or an inactive state such as in subheadings or icons.

FTIVIO BLACK

RGB 17 17 31
HEX #1A1A1A
CMYK 73 67 65 78

FTIVIO WHITE

RGB 255 255 255
HEX #FFFFFF
CMYK 0 0 0 0

FTIVIO PINK

RGB 233 98 255
HEX #DF62FF
CMYK 33 65 0 0

FTIVIO PURPLE

RGB 112 72 255
HEX #7048FF
CMYK 71 72 0 0

FTIVIO BLUE

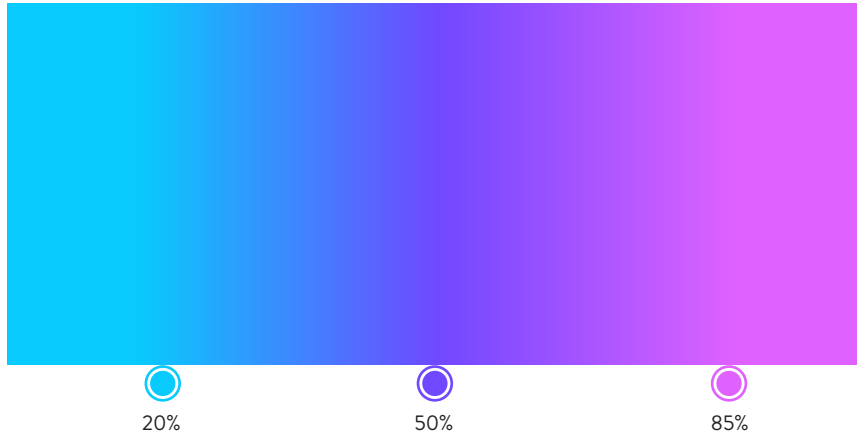RGB 8 202 252
HEX #08CAFC
CMYK 64 0 0 0

FTIVIO GRAY

RGB 117 117 117
HEX #757575
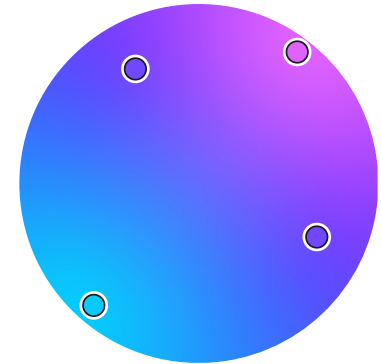CMYK 55 47 46 12

GRADIENT COMPOSITION

LOGOMARK GRADIENT

20%   50%   85%

SOCIAL MEDIA PROFILE ICON GRADIENT

MOBILE APP ICON GRADIENT