

Brand Presentation

Initial Brand Guidelines

Welcome to Zenith
Let us help you bring zenith to your life.

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Our Story

Zenith was founded by *women, for women*. We saw the need for a place where balance isn't just an aspiration—it's a way of life. From the precision of Pilates to the mindfulness of meditation, and the empowering strides of our safe run club, Zenith was designed to nurture every facet of a woman's journey.

Our Goal

Zenith is not just a pilates studio It's a sanctuary where women come to connect, grow, and thrive. We are dedicated to empowering women through personalized wellness experiences, blending strength and mindfulness.

Tone of Voice

Formal



Casual

Serious



Playful

Corporate



Friendly

Complex



Simple

Brand Keywords

Empowerment

To Foster a supportive environment where women feel confident to explore their strength, achieve their goals, and celebrate their progress. Empower clients to take charge of their wellness journey and unlock their full potential.

Inclusivity

We Create a welcoming space for women of all backgrounds, body types, and fitness levels. Ensure every client feels seen, valued, and supported, with tailored programs that meet diverse needs and abilities.

Community

We want to Cultivate a sense of connection and belonging among women. Create a space where clients support& build relationships that extend beyond the studio and foster a shared journey.

Strength

At the heart of our studio is the belief that strength is more than physical—it's a mindset. We empower women to build strength from the inside out, fostering resilience, confidence, and self-belief.

“Reach Your Peak”

Our tagline reflects our commitment to helping women achieve their personal best, both *physically and mentally* to achieve their peak, one step at a time.

Who Do We Serve?

We serve women of all ages above 16 looking to enhance their well-being through Pilates, meditation, and fitness, regardless of their fitness level or background.

Where Are We headed?

We aim to be a leading destination for women's holistic experience, expanding our reach to empower women worldwide. We envision a global community to create a safe space for women.

Why Do We Exist?

We exist to empower women to reach their full potential by providing a holistic space for strength, peace, and community.

What Sets Us Apart?

We combines Pilates, meditation, and a safe run club with a focus on women's unique needs, creating an empowering and connected wellness experience.

What Do We Stand For?

We stand for empowerment, inclusivity, and holistic well-being, focusing on physical, mental, and emotional strength.

How Do We Lead?

We lead with expert instruction, personalized care, and a nurturing environment that encourages women to achieve their personal best.

The Logo & Logomark

Our Logo

The logo is a logotype combined with a monogram featuring and stylised letter “z” that represents zenith symbolizing the highest peak . The design of the “Z” is crafted to depict a flowing path or journey aligning with studio’s core values movement and progress.

The has smooth curves to signify fluidity and movement, while the tagline reinforces the studio’s mission to guide our clients on their journey to success and improvement.

The logo features a large, stylized blue 'Z' monogram on the left, which has a flowing, curved design. To its right is the word 'enith' in a blue, sans-serif font, with the 'e' being lowercase. Below the 'Z' and 'enith' is the tagline 'Reach Your Peak' in a smaller, blue, sans-serif font.

Zenith
Reach Your Peak

Construction

The logo construction features balanced proportions and clear space for visibility.



Logo Mark

Our logomark is a shorter version of our logo. Use the logomark on its own only if you do not have enough space for the full logo. While the logomark can exist without the logotype, the logotype should never exist without the logomark.



Scaling

Large

Banners, signs, posters & packaging etc.



Medium

Website, video thumbnails, social media statinery etc.



Small

App icon, social media, studio equipments & small merchandise etc.



Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.



The zenith logo should never be smaller than 70px in digital or 12mm in print.



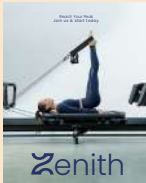
The zenith wordmark can be as large as possible taking clear space in accountability but the minimum size should be at least 40px in height.



The zenith logomark should never be smaller than 40px in digital or 6mm in print.

Size

The zenith wordmark can be as large as possible taking clear space in accountability. There is only a defined minimum size for some touchpoints. The most important aspect is legibility of Zenith wordmark and whether it fits into the respective layout.



Focus On Brand



Focus On Message

Placement

The zenith wordmark can be placed in one of the corners or can be vertically centered depending on composition.

Always take clear space into account when positioning. When using centered placement make sure that the zenith wordmark or logo is optically centred. All zenith layouts contain a margin dependent on the media format.



Unacceptable Logos



Don't change the logo to random colours.



Don't change the tagline alignment arrangement.



Don't change the rotation of the logo.



Don't expand/ distort the logo.



Don't change the typeface of the logo.



Don't add any effects or shadows to the logo.

Colour Selections

Hex: #FFD700
RGB: 255,215,0
CMYK: (0,80,0)

Champagne

Hex: #000080
RGB: 0,0,128
CMYK: (0,0,100,0)

Dark Blue

Hex: #000080
RGB: 0,0,128
CMYK: (0,0,100,0)

Marine Blue

Hex: #000080
RGB: 0,0,128
CMYK: (0,0,100,0)

Obsidian Blue

Hex: #E0E0E0
RGB: 224,224,224
CMYK: (0,0,0)

Platinum

Hex: #000000
RGB: 0,0,0
CMYK: (0,0,0,100)

Jet Black

Colour Interactions

The colour interaction which are marked cross should not be used while representing the brand.



Typography Choices

Primary Type

Poppins was chosen for Zenith for its clean, modern aesthetic feel that reflects precision and balance—core values of Pilates. The geometric sans-serif style conveys professionalism, while its rounded edges add approachability. Poppins ensures versatility across digital and print media, aligning perfectly with the studio's sleek, contemporary branding.

Poppins by adobe fonts

AaBbCc

The quick brown fox jumps over
the lazy dog.

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
pqrstuvwxyz

0123456789/@!&#*

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
pqrstuvwxyz

0123456789/@!&#*

Secondary Type

Gelica Italics complement Poppins in Zenith Pilates Studio's branding by adding elegance and fluidity, reflecting the grace and movement of Pilates. The contrast between Poppins structure and gelica subtle curves creates a dynamic visual balance, enhancing sophistication while maintaining a modern, approachable aesthetic across all brand applications.

Gelica by adobe fonts

AaBbCc

*The quick brown fox jumps over
the lazy dog.*

Gelica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

pqrstuvwxyz

0123456789/ @!&.#*

Accent Type

Tex Gyre Termes is used as an accent font for Zenith Studio because it brings a sense of elegance and sophistication. Its timeless serif style pairs well with the modern, clean look of Gelica. This combination creates a balanced design, making text stand out while maintaining a welcoming and professional feel. Using Tex Gyre Termes for titles, highlights, or key messages adds refinement and enhances readability, perfectly reflecting the studio's focus on calm, empowerment, and connection.

Tex Gyre Termes

AaBbCc

*The quick brown fox jumps over
the lazy dog.*

Tex Gyre Termes Bold Italic

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

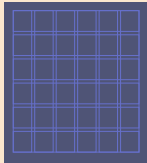
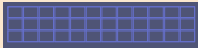
pqrstuvwxyz

0123456789/@!&#*

Grid System

Grid System

By utilizing a Modular grid-based system, Zenith ensures a cohesive, flexible brand identity by integrating typography, imagery, and space. It maintains a structured yet adaptable aesthetic across marketing, packaging, and digital content.



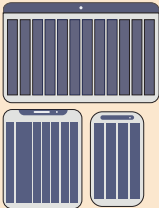
Digital Layout

Recommended Grid System for responsive web design.

Laptops: 12-column grid (standard, flexible for large screens).

Ipads/Tablets: 8-column grid (balanced spacing for medium-sized screens).

Phones/Mobile: 4-column grid (ensures readability on smaller screens).



Iconography

Zenith uses custom icons to enhance brand identity, ensure visual consistency, improve user experience, and create a unique, recognisable aesthetic that aligns with its design philosophy.



Achievements



Run Club



Meditation



Pilates



Audio



Record classes



Notifications



Invoice



Cart



Arrows



Contact



Menu

CTA Buttons

The call to action buttons are used only in digital media. It gives an incentive to click on adverts to find out more and increase the click rate. Visually the rounded corners buttons can add light tenderness to a layout.

Discover

Book Class

Add to cart

Get Started ➤



Brand In Action



A photograph of a building facade featuring a large arched window with a black grid pattern. A rectangular sign with a black border is mounted on the wall, displaying the word "Zenith" in a blue, stylized font. The building has ornate stone carvings and a classical architectural style. The sign is illuminated from within, giving it a warm glow. The background shows a clear sky and some distant buildings.

Zenith

How to find a way to
Reach Your peak
in 2025?



Zenith

Reach Your Peak
This 2025,
Join Us At
Zenith.















Welcome

Reach Your Peak With Zenith

Book your class today and become a member

Discover

About Zenith

Zenith Studio is a sanctuary for women, offering Pilates, meditation, and a women-only run club. It fosters a safe, supportive environment that empowers individuals. By combining wellness practices with a sense of belonging, Zenith enhances community connections.

Benefits Of Joining

- Customisable programs
- Women only community
- Experienced Trainers



Book your Session

Find your ideal session and
start your healing journey with Zenith



Pilates

Strengthen and tone your body with guided Pilates sessions designed for women of all fitness levels.

Get Started ↗



Meditation

Cultivate inner peace and mindfulness through calming meditation practices.

Get Started ↗



Run Club

Women-only runs, even in early mornings, no more stress about safety.

Get Started ↗

Discover Our Studio



SUBSCRIPTIONS

MONTHLY

~~Rs. 8,999.00~~

Rs. 7,999

Rs. 7999.00/month
billed monthly

Add to cart

SEMI- ANNUAL

~~Rs. 54,000~~

Rs. 47,999

Rs. 7999.83/month
billed monthly

Add to cart

ANNUALLY

~~Rs. 1,00,000~~

Rs. 95,999

Rs. 7999.99/month
billed monthly

Add to cart

Contact us
for personalised session packs

READY TO JOIN US?

REACH OUT TO US TODAY!

STUDIO ADDRESS

Zenith studio
21 Serenity lane, Wellness Heights
Springfield, NY

OPEN HOURS

Mon - sat: 7am-8pm
Sunday: 7am-1pm

PHONE & EMAIL

122-345-5670
Zenithtribe@gmail.com

Keep In Touch

Be the first one to know about
new sessions & events.

Your Email



READY TO JOIN US? REACH OUT TO US TODAY!

STUDIO ADDRESS

South Studio
27 Beverly Hills, Beverly Hills, CA 90212
310.206.1111

STUDIO HOURS

Mon - Sat 10am - 6pm
Sundays 12pm - 5pm

PHONE & FAX

310.206.1111
studio@magnum.com

Keep In Touch

Be the first to hear about new products & services

Your Email



Thank
You.