IronCore Fitness center

Brand Guidelines

Version 1.0 – 2025
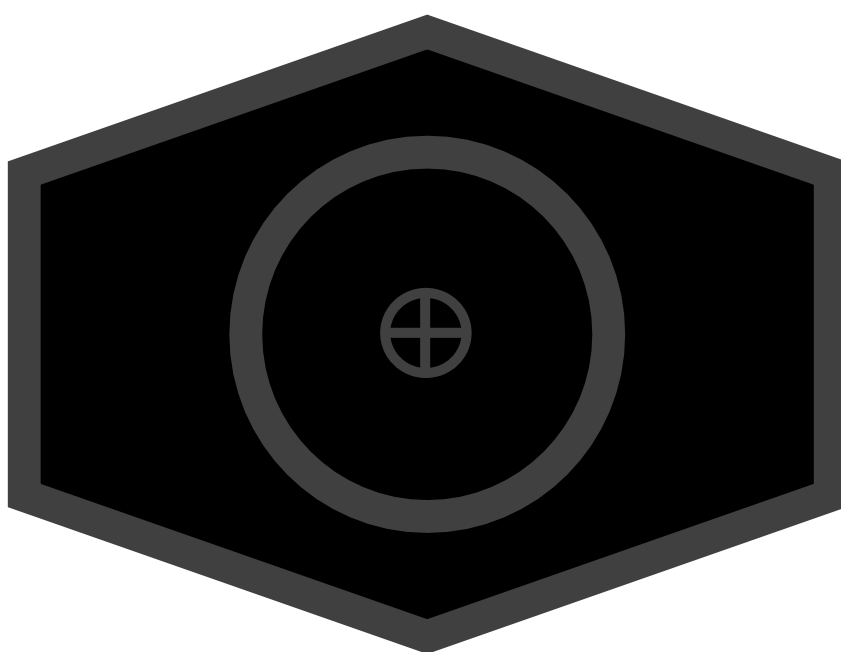
IRONCORE FITNESS

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Introduction

Welcome to the official brand guidelines for IronCore Fitness. This document provides the essential information needed to use our brand assets correctly to establish a powerful and modern brand presence.

IronCore Fitness is a new, premium fitness brand that needed a logo versatile enough for both gym apparel and corporate branding. Our identity is built to convey strength and professionalism. The brand is positioned as a premium leader in the industry, with a mark that communicates core strength and quality.

Logo Usage

Our logo is the primary identifier of our brand. The solution is a bold and minimalist brand identity. A simplified weight plate icon inside a modern hexagonal shield, paired with a powerful, solid font, creates a mark that communicates core strength and professionalism.

    i.   Primary Logo / Full Color Logo/ Monochromatic:

This is the preferred version of the logo and should be used whenever possible. This monochromatic dark gray version is designed for primary use on light-colored backgrounds.

    ii.   Logo Variation (Reversed Light)

This version, which uses the secondary color palette, is for use on dark backgrounds where the primary logo would not have sufficient contrast.
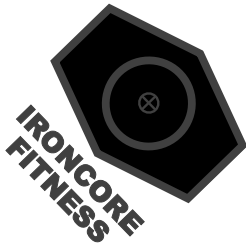
Incorrect Logo Usage / Don'ts

To maintain brand integrity, never use the logo in the following ways:

✖ Do not stretch or distort the logo.

✖ Do not rotate the logo.

✖ Do not change the colors of the logo.

✖ Do not outline or add effects to the logo.

Clear Space & Minimum Size

Always maintain a minimum clear space around the logo equivalent to the height of the letter "I" in IRONCORE. This ensures visibility and prevents crowding.

Minimum Size:
- Print: 25mm width
- Digital: 120px width

Color Palette

Our brand palette consists of primary dark gray and black tones, supported by secondary white and light gray fills to create a modern, high-contrast look.

Color	HEX	RGB	CMYK	Usage
IronCore Dark Gray	#404040	RGB(64, 64, 64)	C0 M0 Y0 K75	Primary Outline
IronCore Black	#000000	RGB(0, 0, 0)	C0 M0 Y0 K100	Primary Fill
IronCore White	#F2F2F2	RGB(242, 242, 242)	C0 M0 Y0 K5	Secondary Outline
IronCore Light Gray	#D1D1D1	RGB(209, 209, 209)	C0 M0 Y0 K18	Secondary Fill

Typography

This is a suggestion. Bebas Neue is a free option from Google Fonts that has a strong, condensed, all-caps style that matches the powerful feel of your logo.

Bebas Neue Regular - For Headlines

THIS IS A HEADLINE

Secondary Typeface (Body Copy): Roboto

(This is a suggestion. Roboto is a clean, modern sans-serif that is highly legible and pairs well with Bebas Neue for paragraphs and other text.)

Roboto Regular - For Body Copy

This is for paragraphs and longer text. It is clean, legible, and professional, making it perfect for website copy, corporate communications, and marketing materials.

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Brand Applications

Our logo, colors, and typography should be applied consistently across all branded materials, from apparel to corporate items.

- Apparel: The logo is designed for clear application on gym wear.
- Corporate Branding: The identity is suitable for professional materials like business cards.

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Contact Information

For approvals, logo files, or brand-related inquiries, please contact:

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