

# BRAND GUIDELINES

## Brand Concept - Customers

Rollfast Fitness provides personalized, enjoyable outdoor fitness where and when I want. The Rollfast Fitness truck provides Private and Corporate 30 and 45 minutes training programs, within arm’s reach of your desire.

## Brand Positioning

Fitness where and when people want. Placing fitness within arm’s length of consumer desire.

## Brand Performance Equities

### Functional

- Roll 30 Program, Roll 45 Program
- Roll Private and Corporate Roll
- Fast Packages

### Experiential

- Enjoyable and personalized outdoor concierge fitness where and when I want.

### Emotional

- Special

## Strategic Target

People looking to conveniently include fitness in their lives.

## Brand Concept - Franchisees

Rollfast Fitness Franchising creates sustainable low-risk, fitness industry growth opportunities. The Rollfast truck model as well as Rollfast Media, Manage, and Marketing provides a unique way to expand rapidly and profitably.

## Brand Positioning

High margin, low investment mobile fitness and marketing.

## Brand Performance Equities

### Functional

- Rollfast Media revenue
- Rollfast Manage
- Rollfast Marketing and Lead Generation
- Rollfast packages and Memberships

### Experiential

- Simple, low risk growth.

### Emotional

- Optimistic

## Strategic Target

People looking to balance personal and community well-being.

## Shared Brand Elements

### Look/Tone/Feel

Clean, Friendly, Optimistic

### Tagline

Rolling Your Way

# LOGO AND BRAND ELEMENTS

## Primary Logo

Do not deviate from spacing of the lockup, orientation or layout. Black and white versions of all these lockups are approved when use is necessary. The tagline “Rolling Your Way” can be used in place of “Fitness” in all logo lockups

### Full Color Primary Horizontal



### Granite Secondary Horizontal



### Full Color Tagline Horizontal



### Full Color Primary Vertical



### Granite Secondary Vertical



### Full Color Tagline Vertical



### Supporting Graphic “Traction”

Can be used in various instances to add brand presence. Also can be replicated as a line pattern resembling truck tire tracks



## Color Palette



### Ice Blue Primary

**CMYK /** 49, 0 7 0  
**HEX /** #67D2DF  
**RGB /** 103, 210, 223



### Brimstone Yellow

**CMYK /** 0, 0, 100, 0  
**HEX /** #FCE300  
**RGB /** 252, 227, 0



### White

**CMYK /** 0, 0, 0, 0  
**HEX /** #FFFFFF  
**RGB /** 255, 255, 255



### Granite

**CMYK /** 61, 53, 48, 19  
**HEX /** #515156  
**RGB /** 81, 81, 86

The Rollfast Fitness colors were selected to reinforce our brand identity and to differentiate our brand from competitors. The core brand color is Ice Blue, and it should be the most prominent color in the palette. Use for Headlines and Logo. The 3 secondary colors are Brimstone, White and Granite



# TYPOGRAPHY

Titles/Logo

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Body Copy

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Highlights

*Poppins Extra Lite Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

# PHOTOGRAPHY



Photography for Rollfast Fitness focuses on our main brand elements, championing workouts, any time, any where focused around the Roll Fast truck. Interaction between our logo and brand imagery further enhances our positioning as the only fitness brand where and when people want, placing fitness within arm’s length of consumer desire.