



oxygen  
fitness

# brand guidelines

february 2015

# THE LOGO



## primary logo

whenever possible, the logo icon should be used in its positive, full colour form.

**use the cmyk photoshop file as the primary version.** The 1 colour version is for 1 colour applications only while the vector format should only be used for where the raster format is not suitable (eg: screen printing and signage).

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## secondary logo

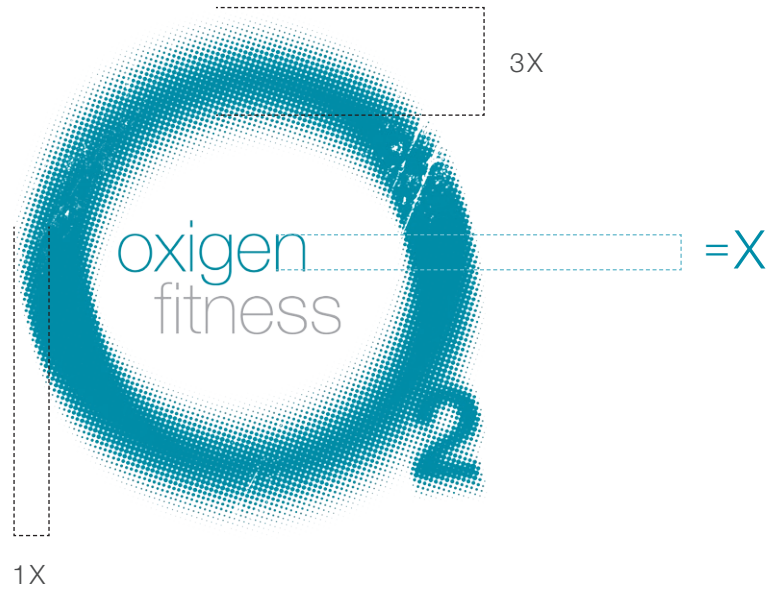
the secondary logo has been designed especially for use whenever the primary logo cannot be used due to size or space. it is important to use the artwork supplied. never try to re-type the logo.

**use the cmyk as the primary version.** the 1 colour version is for 1 colour applications only.

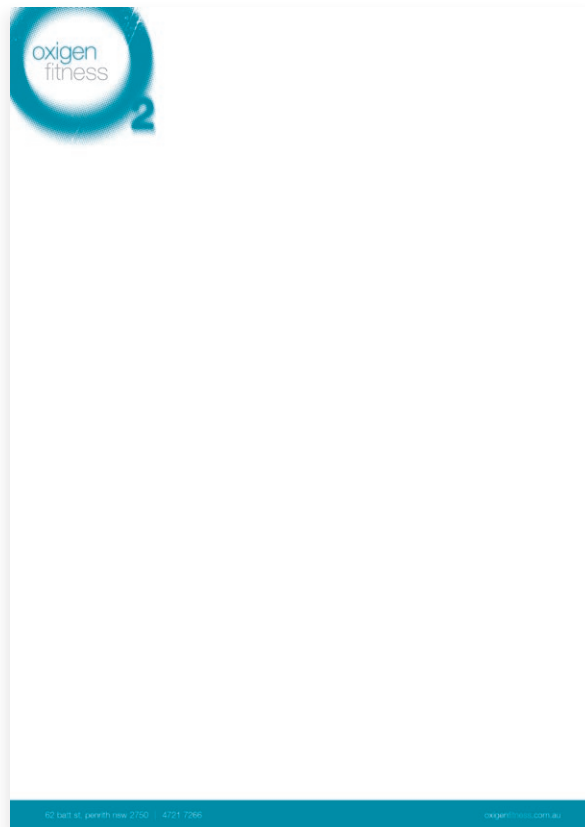
# LOGO CROPPING & PLACEMENT

whenever possible the primary oxygen fitness logo must be positioned top left and cropped as specified.

in circumstances where it is not appropriate for the logo to be positioned in the top left corner, the entire logo should be visible and not cropped (eg: when oxygen fitness is a supporting brand in a promotion).



example placement:



# COLOURS

teal and the use of white are integral to the identity. the minimum number of colours and consistent use help distinguish the oxygen fitness brand.

## primary colours



## secondary colours



# TYPOGRAPHY

## helvetica neue

helvetica neue is the primary typeface used for body copy, headings, sub-headings and general terms & conditions. **it should be displayed as lowercase** in the majority of applications.

standard use of upper and lowercase is acceptable for formal letters and body copy on the website. sub-headings should always remain in lowercase.

it can be used in 3 weights: 35 thin **for use on large headings only**, 45 light and 75 bold.

35 thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890 ! @ # \$ % ^ > \* + / ? ® &

45 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890 ! @ # \$ % ^ > \* + / ? ® &

75 bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890 ! @ # \$ % ^ > \* + / ? ® &**

## trade gothic

trade gothic bold condensed no. 20 can be used for headings and highlight text only.  
**it must always be in uppercase and the tracking set to -20.**

bold condensed no. 20

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**01234567890 ! @ # \$ % ^ > \* + / ? ® &**

# PHOTOGRAPHY

oxygen fitness photography should be stylised to look bold, contemporary and fresh. the colour teal should be featured in the image whenever possible.

full colour or black and white photography may be used – whichever is most appropriate for the application.

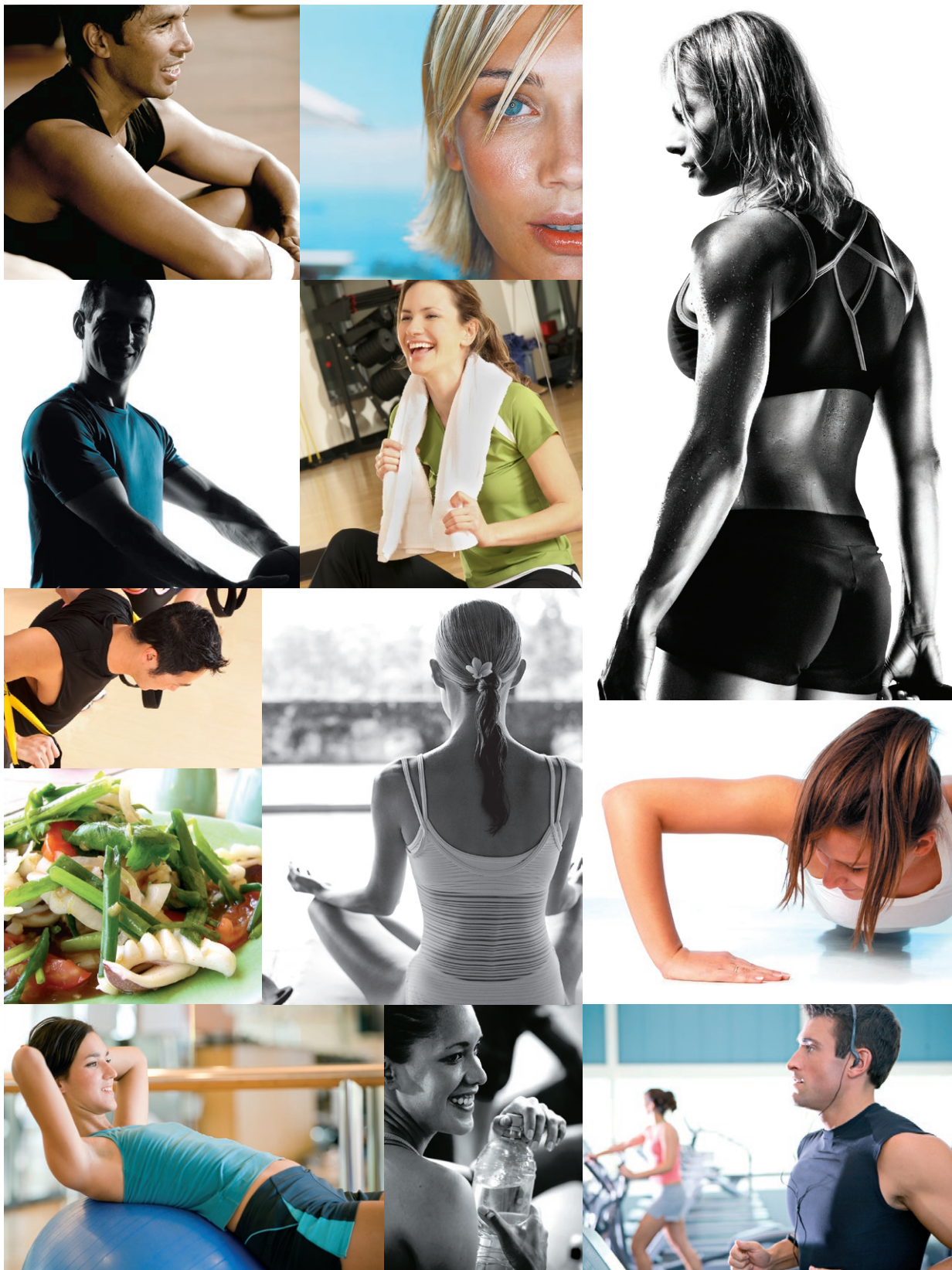
when choosing photography the following considerations will assist in achieving the best possible results:

- aspirational
- results focused
- health and wellness
- confident
- unpretentious poses
- realistic
- stylish
- teal colour
- appropriate to the promotion

some examples of photography that reflect the oxygen fitness brand can be seen below and on the following page.



# PHOTOGRAPHY



# ARTWORK FILING

## primary logo

**the photoshop files the primary versions.** the eps vector formats should only be used when the raster format is not suitable (eg: screen printing and signage).



**files**

OXIGEN\_POS\_CMYK.psd  
OXIGEN\_POS\_CMYK.eps  
OXIGEN\_POS\_PMS.eps



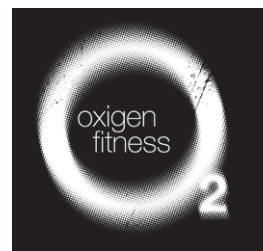
**files**

OXIGEN\_NEG\_CMYK.psd  
OXIGEN\_NEG\_CMYK.eps  
OXIGEN\_NEG\_PMS.eps



**files**

OXIGEN\_POS\_MONO.psd  
OXIGEN\_POS\_MONO.eps



**files**

OXIGEN\_NEG\_MONO.psd  
OXIGEN\_NEG\_MONO.eps

## secondary logo

the secondary should only be used when the primary logo is not suitable due to size or space.

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**files**

OXIGEN\_SECONDARY\_POS\_CMYK.eps  
OXIGEN\_SECONDARY\_POS\_PMS.eps

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**files**

OXIGEN\_SECONDARY\_NEG\_CMYK.eps  
OXIGEN\_SECONDARY\_NEG\_PMS.eps

oxygenfitness

**files**

OXIGEN\_SECONDARY\_POS\_MONO.eps

oxygenfitness

**files**

OXIGEN\_SECONDARY\_NEG\_MONO.eps