



*Achieve Fitness:
Reaching desired goals and
objectives. Momentum,
courage, ambition...
striving to Achieve your best*





**PRIMARY LOGOS
HORIZONTAL LOGO CONFIGURATION**

Use on white or light backgrounds

AchieveFitnessLogo.eps
AchieveFitnessLogo.png

Use on black or dark backgrounds

AchieveFitnessLogo-rev.eps
AchieveFitnessLogo-rev.png



STACKED LOGO CONFIGURATION

Use on white or light backgrounds

AchieveFitness-stack.eps
AchieveFitness-stack.png

Use on black or dark backgrounds

AchieveFitness-stack-rev.eps
AchieveFitness-stack-rev.png

FILE FORMATS

eps-vector format professional use, scalable, CMYK

png-raster image, multiple usage, transparent background, RGB



AF SYMBOL

Used as a graphic element

Use on white or light backgrounds

AF.eps

AF.png

Use on black or dark backgrounds

AF-rev.eps

AF-rev.png



SOLID USAGE

When 4-color or gradient is not available.
ie: screen printing, embroidery

Use on white or light backgrounds

AchieveFitnessLogo-solid.eps

AchieveFitnessLogo-solid.png

AchieveFitnessLogo-solid.eps

AchieveFitnessLogo-solid.png



Use on black or dark backgrounds

AchieveFitnessLogo-solid.eps

AchieveFitnessLogo-solid.png

AchieveFitnessLogo-solid.eps

AchieveFitnessLogo-solid.png

COLOR & FILE USAGE

Solid Logo Colors

PMS COLORS



PMS 7690



PMS 430



20% black



PMS 375

CMYK (for Printing)



C=100, M=50, Y=0, K=10



C=33, M=18, Y=13, K=40



K=20



C=45, M=0, Y=90, K=0

RGB (for Web/Computer)



R=0, G=125, B=182



R=114, G=128, B=138



R=0, G=125, B=182



R=150, G=202, B=79

HEX# (for Web)



0076a9



7c868d



c9c9ca



94d600

Accent Color



PMS 282



C=100, M=90, Y=13, K=68



R=0, G=5, B=62



011e41

Additional Colors Used in Gradients may be accents



PMS 287



PMS 3125



PMS 430



PMS 429

A basic explanation for proper file usage.

PMS colors: Pantone Color System

Color printing: 4/color (high resolution) 300dpi-CMYK

Web use: Web (low resolution) 72dpi-RGB

Vector files: Files originated in Illustrator, they are scalable to any size. Usage: printing, signage, screen printing, embroidery, tradeshow booths, packaging, etc.

Raster Files: Files saved or created in photoshop, they are CMYK dot patternsto be used for 4 color process printing. Never scale larger than original file.

Scaling: Always scale logo proportionately

LOGO

PRIMARY FONT

The logo font began with Handel Gothic.

It was expanded, italicized and letters such as the € were customized.

PRIMARY FONT FAMILY HELVETICA NEUE

Light – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Light Italic – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Roman – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Italic – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium Italic – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold Italic – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Light Extended – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium Extended – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold Extended – AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

SECONDARY FONT Planer (for contrast, special usage only)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

KEEP LOGO PROPORTIONS INTACT



Do not use logo on a distracting or busy background



DO NOT REDUCE WIDTH OR HEIGHT TO FIT SPACE



Minimum Clear Space Around Logos .25"

