



REPOSTURING

Brand Guideline

Brand Positioning

Brand Elements

REPOSTURING

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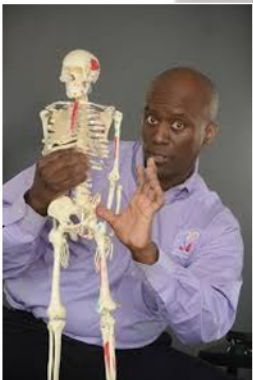
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The Physique Brand



The social and political climate around work-life balance, health and wellness is begging for disruptive technology to help make quality lifestyle and pain-free living affordable and widely available.

A cohesive foundation has been laid to make Physique and the Reposturing brands the new Pilates of the fitness industry, Reposturing treatments the new Rolfing treatments of the spa-wellness industry, the e-commerce and membership web site Shops as the “Sharper Image for Vitality oriented products, and Vitality Sciences Institute the new AARP for health conscious consumers and the manufacturers and professionals who want to reach them.

The Physique Corporation is committed to promoting a lifestyle for people at every level of society, of Vitality, Freedom, Dignity, Self-Reliance, Enjoyment, Pleasure, Quality and Fulfillment, which are the result of a pain free life.

Our Mission

Empower individuals to find their own keys to wholeness, vitality and fulfillment. Then help create ideal services, products and circumstances for making those goals achievable and real.



Phyziquest=
Vitality,
Freedom,
Fulfillment







Services we Provide

Body Therapy, Therapeutic Re-education, Fitness Training

The Reposturing® solutions are designed to improve postural integrity, optimize movement, improve soft tissue health and promote well-being.

Research / Training & Certification

For mind/body awareness and personal/professional achievement technologies.

Coaching & Consulting

with individuals and organizations on different aspects of vitality, quality living, product development, personal/professional productivity, achievement and stress management.



The Physique Brand

Brand Vision

Our Strategic Intent

In the Mind & Body, Health & Wellness industry, Physique intends to provide the most superlative value and service available anywhere--- at any price.

Brand Promise

Quality and enjoyment
Health
Freedom
Achieving great posture
Vitality
Clarity of purpose
Change that permeates through the rest of your life.

Brand Attributes

Physique Core Values

Dedication to providing sterling quality in service to our clients.
Innovation for leading edge research in Vitality and lifestyle enhancement.
Fulfillment in a way creates quality, enjoyment, vitality, and freedom in our personal and professional lives.
Integrity to maintain excellence, honesty, transparency and propriety in all aspects of our business.
Contribution to improve and enhance the quality of life for generations to come.

Baby Boomers

According to a recent report by Technavio, The global medical esthetics market is forecasted to grow from \$9.39 billion in 2015 to \$13.34 billion by 2020, due to a shift from invasive to non-invasive procedures, growth in private practices in Latin America and Asia Pacific and the rise in cosmetic procedures and treatment options. The American Society for Aesthetic Plastic Surgery estimated that medical facilities in the United States performed more than 11 million cosmetic surgical and non-surgical procedures in 2013. In 2014, the organization also estimated that more than 10.3 million women and one million men underwent cosmetic procedures, accounting for 90.6% and 9.4% of the overall medical cosmetic procedures, respectively.

Other than quick procedures, what does the Baby Boomer generation want? They want a natural and healthy appearance, the study found. Medical esthetics, including minimally invasive cosmetic procedures, have increased the use of facial rejuvenation products, breast implant procedures and dental implantation, the study found.

What do Baby Boomers Want?

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Balanced lifestyle

Yoga Alliance partnered with Yoga Journal to conduct the 2016 Yoga in America Study and there is some great news for our industry. The study shows the number of U.S. yoga practitioners has increased to over 36 million, up from 20.4 million in 2012, and practitioner spending on yoga classes, clothing, equipment and accessories, rose to \$16 billion a year up from \$10 billion over the past four years. Survey data for this comprehensive study of the consumer yoga market was collected by Ipsos Public Affairs on behalf of Yoga Journal and Yoga Alliance.

Thirty-four percent of Americans, or 80 million people, say they are likely to try yoga for the first time over the next 12 months. The results indicate that women represent 72 percent of U.S. practitioners, with men and older Americans striking a downward dog pose at a growing rate.

“Beyond yoga’s increasing popularity, what’s fascinating is the data shows that those who practice and teach yoga have measurably better perceptions of their individual strength, balance, dexterity and mental clarity versus non-practitioners,” said Yoga Alliance Executive Director and COO Barbara Dobberthien. “Practitioners are also much more likely to be involved in a variety of other forms of exercise as well as focused on sustainable living and eating.”



Mind & Body Health, Wellness, Stress and Pain Relief

The spa industry in the United States generated 14.7 billion U.S. dollars in revenue from more than 20 thousand locations in 2013. Reasons for seeking spa treatments ranged from medical reasons and pain relief to relaxation and stress relief, or even just to indulge and pamper. During a national survey by market research company Nielsen Scarborough in spring 2014, 15.54 million people said that they had used day spa services within the past 12 months.

Another segment of the wellness industry is wellness tourism. Wellness tourists are those traveling within their own country or to other parts of the world in order to carry out activities which may help them to improve their quality of life. Like the wellness industry itself, wellness tourism is becoming more popular and its market size is forecasted to reach approximately 680 billion U.S. dollars by 2017. Travelers who have experienced wellness tourism emphasize its positive effects on the mind, its ability to reduce stress and its promotion of physical health.

See more at: <https://www.statista.com/topics/1336/wellness-and-spa/>



Over 54 million Americans paid gym membership fees in 2014...

Over 54 million Americans paid gym membership fees in 2014, and for the second year in a row actual visits to the gyms exceeded 5 billion! The average member visited their club over 100 times, an all-time high. Memberships have grown 18.6% between 2008 and 2014, and the trend continued in 2015.

Where are all these people going?

Where are all these people going? In the United States there were 34 thousand fitness centers – an increase of 6.4% over 2013. 2014 revenue of \$24.2 billion was also a sharp 7.4% increase over \$22.4 billion in 2013. Globally there are over 180,000 fitness clubs, estimated to have earned \$84 billion from their 145 million members.

According to the Bureau of Labor Statistics, these fitness and recreational sports centers employed 533,200 people in 2014, and jobs are expected to grow 8% by 2024.





Weight Loss

According to the CDC, almost 70% of Americans over the age of 20 are overweight, including 35% that are considered obese. Conversely, awareness and education about the importance of a healthy lifestyle continues to increase. With that better understanding is the certain knowledge that exercise improves energy levels, decreases medical expenses and likely increases longevity.

Even consumers that have shied away from the traditional gyms are getting their groove back in boutique workout studios, outdoor boot camps and even some online do-it-yourself programs.

Market demand is strong, and finding success will come down to finding the type of fitness business that will work for your local community.

See more at:

<https://www.franchisehelp.com/industry-reports/fitness-industry-report/>

Consumer Health Education

Consumers want to be educated and involved.

Companies that enter the value chain early, educating consumers on responsibilities and risks, will have a leg up. PwC Health Research Institute, “Money matters: Billing and payment for a New Health Economy,” May 2015. PwC, “Personal health management: The rise of the empowered consumer,” Consumer Health Experience Radar, 2015.

See more at:

<http://www.pwc.com/us/en/health-industries/top-health-industry-issues/consumerism.html>

Educating Tomorrows Health Professional for a New Health Economy



Our professional consumer is “the service providers who link people to technology, information, and knowledge. They are also caregivers, communicators and educators, team members managers, leaders, and policy makers.” (Frenk et al., 2010). Some work with individuals while others address issues affecting populations.

See more at:

http://whoeducationguidelines.org/sites/default/files/uploads/whoeduguidelines_PolicyBrief_Financing.pdf

And:

https://www.nationalacademies.org/hmd/~media/Files/Activity%20Files/Global/Addressing-SDH-Study/2016-MAR-09/SDH%20Mar%209%20dissemination_03-08-2016.pdf

BRAND ELEMENTS

Font, size and case usage

HEADING (Futura Md Bt) ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sub Heading (Futura Md Bt) abcdefghijklmnopqrstuvwxyz
1234567890

Body text (Geneva)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

RGB 42 105 156 CMYK 73 33 0 39 PANTONE 661 M

RGB 76 151 192 CMYK 60 21 0 25 PANTONE 7459 M

RGB 255 134 11 CMYK 0 47 96 0 PANTONE 151 M

RGB 127 196 28 CMYK 35 0 86 23 PANTONE 376 M

RGB 227 49 0 CMYK 0 78 100 11 PANTONE 485 EC



The Physique logo is iconic and distinct. It signals a consistent foundation-maintaining brand equity while reinforcing brand leadership, confidence and reliability. In classic, preferred or supplemental colors, the Physique logo works accross all media. With a flexible approach to palettes and logo staging, the Physique logo comes alive with renewed spark and energy.



Primary Logo colors

RGB 42 105 156 CMYK 73 33 0 39 PANTONE 661 M	RGB 76 151 192 CMYK 60 21 0 25 PANTONE 7459 M	RGB 127 196 28 CMYK 55 0 86 23 PANTONE 376 M	RGB 255 134 11 CMYK 0 47 96 0 PANTONE 151 M	RGB 227 49 0 CMYK 0 78 100 11 PANTONE 485 EC
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Analogous colors

RGB 42 48 156 CMYK 73 69 0 39 PANTONE 2736EC	RGB 77 94 194 CMYK 60 52 0 24 PANTONE 2726EC	RGB 42 196 28 CMYK 79 0 86 23 PANTONE 369EC	RGB 255 255 11 CMYK 0 0 96 0 PANTONE 3965 EC	RGB 227 163 0 CMYK 0 28 100 11 PANTONE 124 EC
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Analogous colors

RGB 42 156 150 CMYK 73 0 4 39 PANTONE 5483EC	RGB 77 194 176 CMYK 60 0 9 24 PANTONE 3252EC	RGB 196 182 28 CMYK 0 7 86 23 PANTONE 3975EC	RGB 255 11 11 CMYK 0 96 96 0 PANTONE 485 EC	RGB 227 0 64 CMYK 0 100 72 11 PANTONE 710 EC
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Reposturing colors serve as a foundational palette that work across all of Physique brands. A list of primary colors are the birth of any secondary or gradient of colors. Preferred and supplemental base colors span the color spectrum.



When it comes to communicating the Physique Brand, color is quintessential. The following color configurations show how Physique's preferred and supplemental colors can be expanded analogously to build harmonious color palettes and complementary pairings. Working from these analogous extensions will yield rich results that marry well with Physique's foundational colors.



Monochromatic color

A monochromatic color scheme is a hue that is specific to the primary color to increase or decrease colors to make the color brighter, softer, lighter, darker, or warmer. For example, an green to a warmer shade of that same green.



Analogous color

An analogous color scheme adds hues and values that are next to one another on the color wheel. For example, Blue-Green to Blue to Indigo.



Shades and Tints

A shade is the mixture of a color with black, which reduces lightness. A tint is the mixture of a color with white, which increases with lightness.

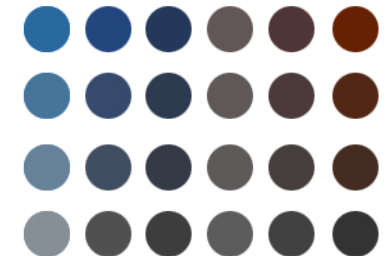


To help you make effective color choices and ensure color is working to support the Physiquequest message and meaning, we've developed a number of color palettes.

These extended color palettes allow you to dial up/down the intensity depending on the setting or usage of the colors. The wide range of colors will help further develop our other brands while creating a synergy between them.

Using color with Gray

Whatever color palette you choose, both cool and warm palettes should be used with foundational shades that are grey-toned to give either a highlight and lift, or shade and contour to the design.



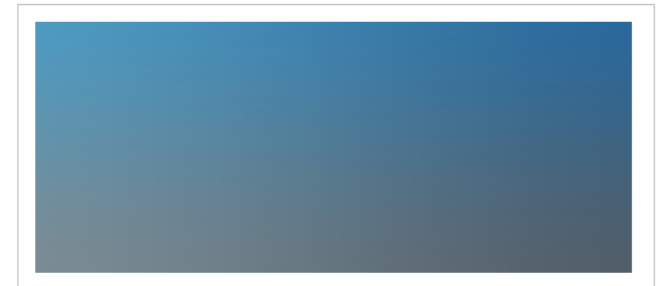
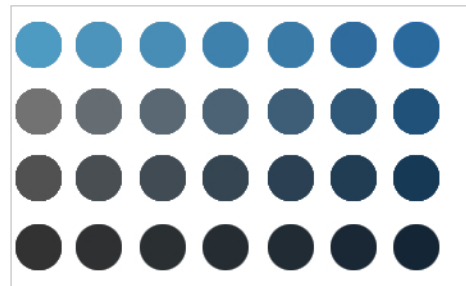
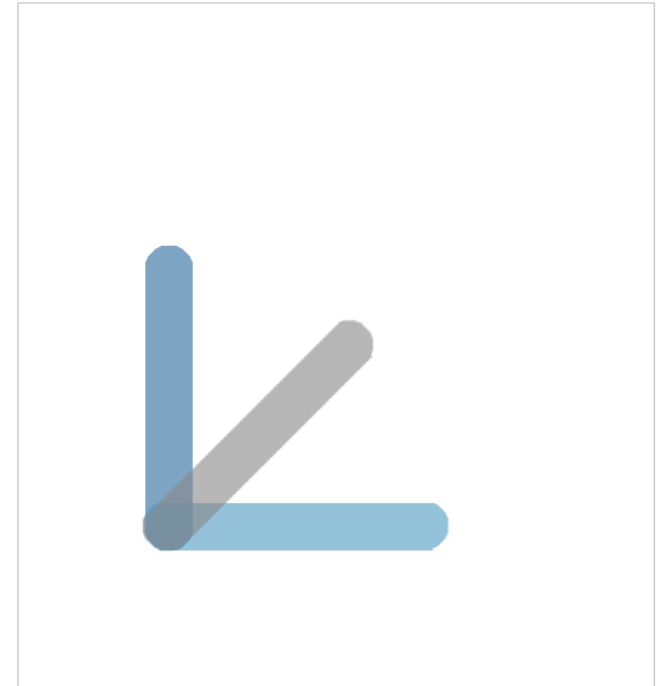
Fitness

Flexibility

Freedom

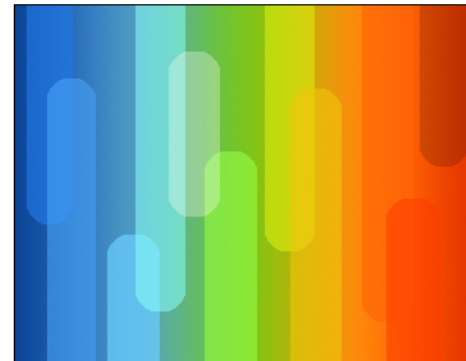
Color in typography and logo

You may or may not decide to infuse color in your text, but if decided to, an appropriate color choice is mandatory. Complement your text color to the style and pattern.



Palette application

Before developing any designs, be sure to choose your color story and stay consistent. The purpose of choosing a color palette is to ensure a harmonious balance of color hues and contrast.



Usage of icons

Phyziquest's icons enable users to navigate tasks and ideas with intuition, speed and ease. Simple and friendly, Phyziquest's icons work equally well both as tools and as expressions of our brand. Whether pictographic or photorealistic, apply icons to improve usability and universality or to signify ease and accessibility.

Usage of icons



1. Reposturing

(Therapy, Training, Certification. www.Reposturing.com)

[The promise of a Pain Free Life](#)

2. Facial Reposturing

(Facial treatment and workout for anti-aging, TMJ problems)

[The new way to look like your most radiant self](#)

3. Vitality Sciences Institute

(Professional education and training)

[The science of a Life Worth Living](#)

4. Vitality Center of San Mateo

(A natural health wellness center. www.VitalityCenterSanMateo.co)

[The journey to life at your best starts here](#)

5. Vitale Tea and Juice Bar

(A non-alcoholic place like this)

[The Liquid of Life at its Best](#)

6. Vitality TV1

(Creating content for this business model)

[The Journey to a Life Worth Living](#)

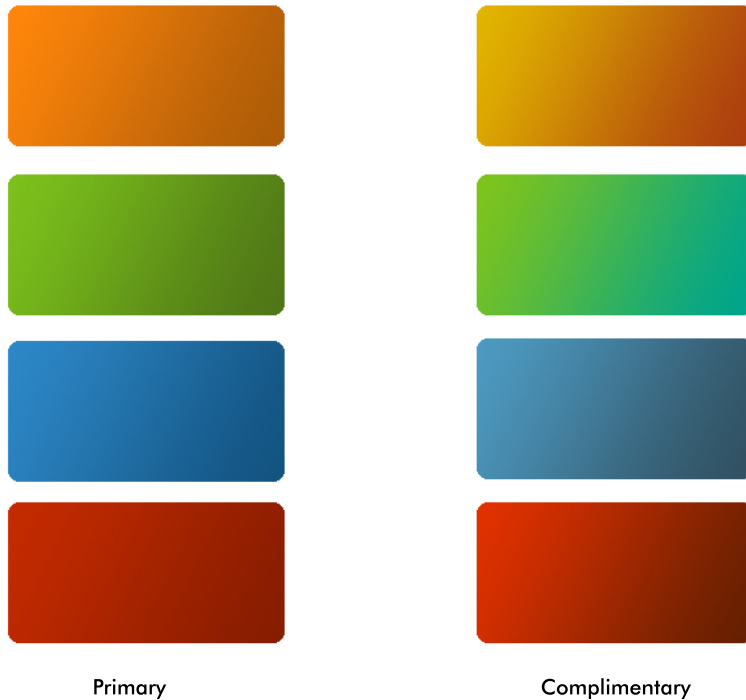
The Physique brands call for the use of colors and gradients that evoke passionate commitment to dynamic ideas and the invigorating activities of a fulfilling lifestyle. The feeling conveyed should suggest excitement, intention, and movement, impelling motion and imagination. Our brands will always reflect inclusiveness, ideas that bring people together to affect change.

Among our existing brands exists an inventive spirit and liveliness. We expect our vendors and suppliers to approach our projects in a way that conveys quality, freedom and enduring value. The color gradients within the Physique color system allow for a wide array of applications -- from packaging to logo development, from font-selection to tradeshow booth design. With creative color assignments, such as duotone or tritone color-matching, you can develop a range of expressions -- from serene to superlative -- simply by increasing the intensity of the gradient.

Choosing Colors, Pairings and Tritones

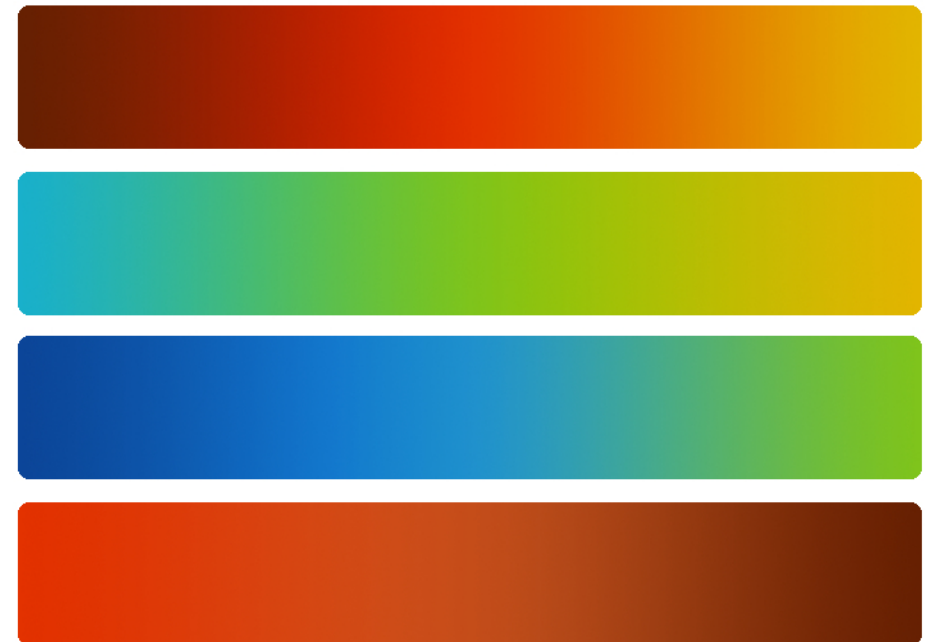
Shades for our brands may be derived from our brand color palettes, choose color pairings and tritones that best express your intended purposes. Enhance horizontal gradients with dynamism and fluidity by adding a 95 degree angle to your logo or other artistic expression.

We've taken the same shared, systematic approach to color and extended it to the creation of gradients. Gradients emphasize energy, depth, and vibrancy. Used in conjunction with the Cisco color system, the gradients we've supplied here can add dimension in almost any application - from packaging to our logo, from typography to tradeshow banners. By choosing wisely from duotone or tritone treatments, you can create a range of expressions - from calm to energetic - simply by increasing the intensity of the gradient.



Duotone gradients

Duotone gradients can create a shift between tonal values within a single hue, or between two closely analogous hues. It is not recommended to build duotones with complementary hues, or hues that are farther apart from one another.



Tritone gradients

To create a richer gradient, tritones can be used to enhance a duotone with greater value between contrasting hues that are more complementary than analogues.

Featuring the visually dynamic feel of the rich colors and pairings within the Phyziquest family of brands, (logos, cover art, posters, signs, letterhead, layout of print and digital media) brings a heightened graphic energy to ALL of the Phyziquest brands.

Movement



Combine



Integrate



Elements are essential to build a brand. Integrating textures, in static or motion graphics, can create engaging or relatable experiences that brings life to the surface. It's an opportunity to blend art and healthy lifestyle- combining elements of surprise and beauty with usability, interface, and the Phyziquest brand.

Texture



Background



Embed

Embedding textures into font, gradient bars, logos, or icons can give a fresh feel to what is displayed. It can catch an individual's attention in the right way depending on the mood that is created. It can make a statement "pop".

The word "Vitality" is displayed in a large, bold, sans-serif font. The letters are filled with a horizontal gradient that transitions from a deep blue on the left to a bright teal on the right. The word is centered horizontally in the lower half of the slide.

Infuse

Applying a texture into a photo will give a photo meaning and quality. It can easily brighten and enhance a mood to what the photo itself provides. To achieve the correct look, choose complementary colors to what the photo already provides to prevent a clash in color choices.



A picture is worth a thousand words. Still or motion, Phyziquest imagery should depict real people in real situations in real environments. It should never be orchestrated, overdone, or clichéd. Phyziquest strives to keep the soft and engaging feeling of vitality and the myrth between interactions of individuals.





So, how do you apply these brand elements in the real world of Physiquet communications?

First, know your audience and who you are speaking to. Second, be flexible but still within the limitations to the image you are trying to achieve. Third, be inspired to create maximum effectiveness with your projects.

The following examples show how to create a tone to presentations while still maintaining Physiquet brand consistency.

Consistency



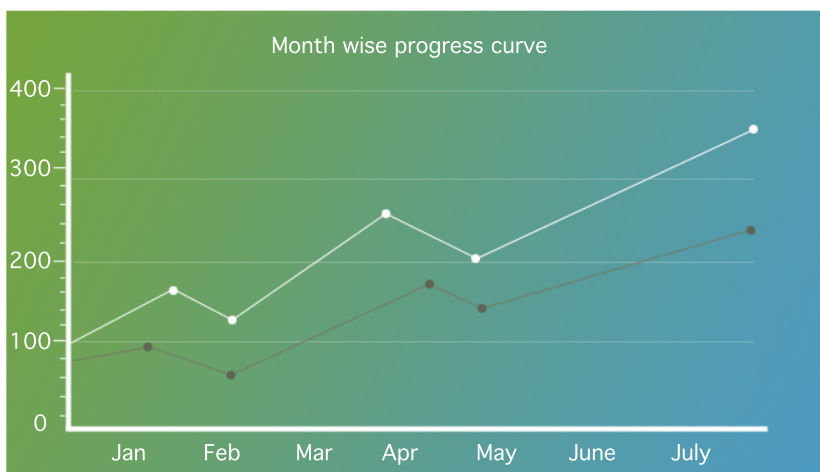
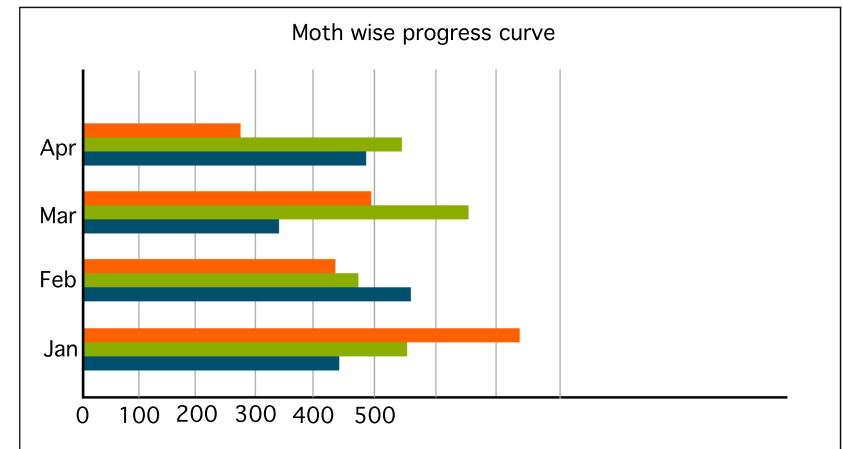
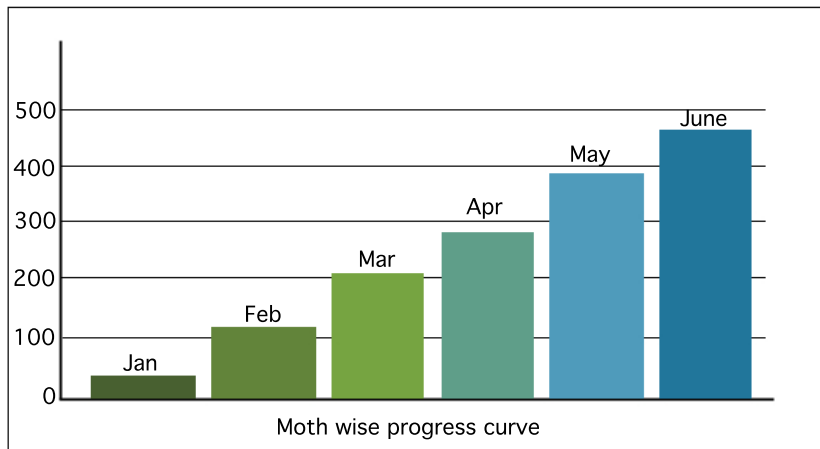
Placement

When placing the logo on any type of commercial use, the location and size is important to the product. Logos can be placed in corners of itemized goods, whether it is at the pockets, corners of clothing, corners of cups, etc. Any product could also be combined by a centered quote to accentuate the a bare product. Quotes should be inspiring and motivational to integrate the theme of the brand.



Calm vs. Dynamic

The Physiquet Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. As the following examples show, you can now infuse any presentation with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose- from calm to dynamic, from monochrome to rainbow-hued-your communications will be supported by a foundation built on design integrity and equality.



Calm



Dynamic