



X-RIVAL FITNESS

X-RIVAL FITNESS

Date: OCT'24, 2020

Brand Guideline

Logo performance

-Logo primary



-Logo Alternatives



X-RIVAL FITNESS

Date: OCT'24, 2020

Brand Guideline

Space and Minimum Size

-Logo Clear Space



-Minimum Size

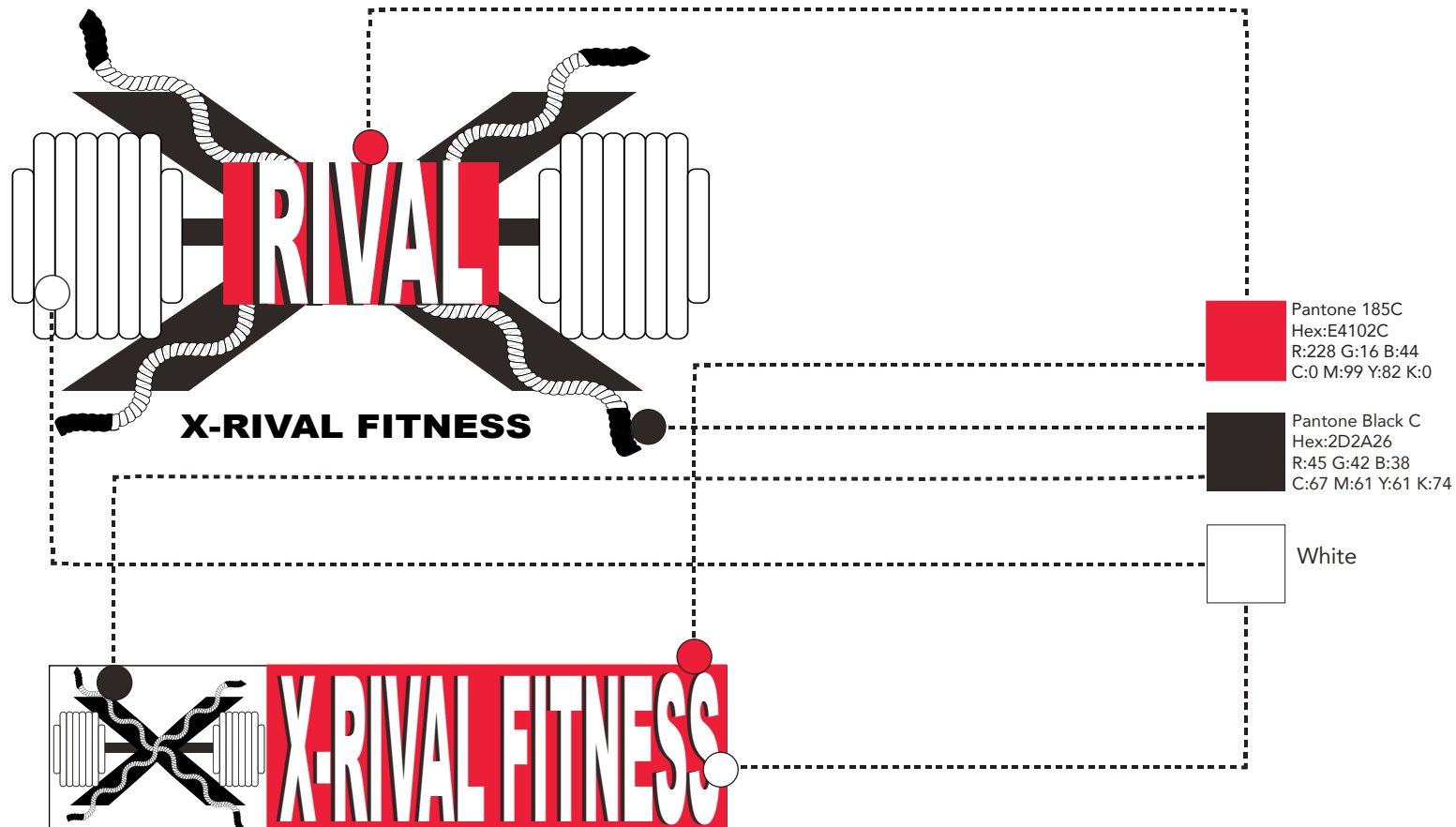


X-RIVAL FITNESS

Date: OCT'24, 2020

Brand Guideline

Logo Colour Values



Typeface

-Primary

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{|:”<>?

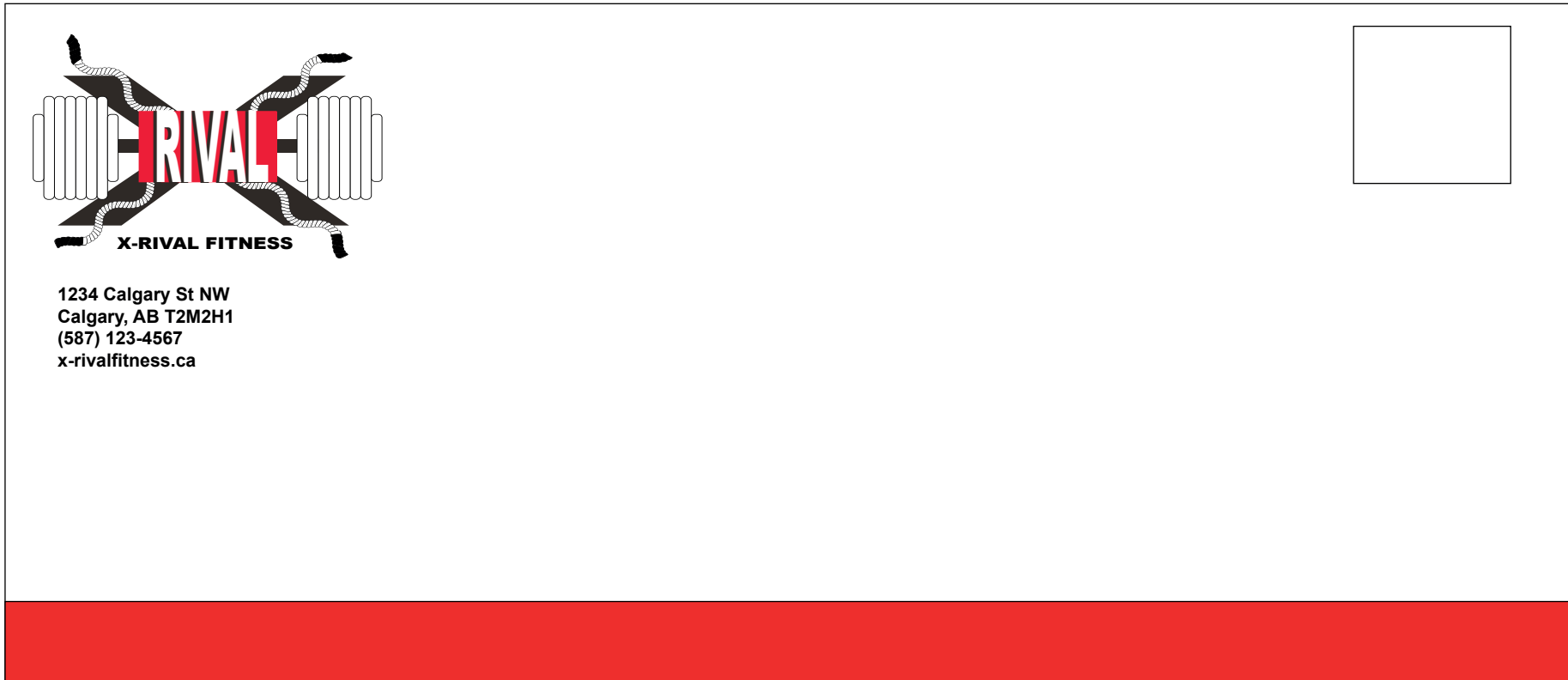
-Secondary

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{|:”<>?

Stationery

-Envelope Front

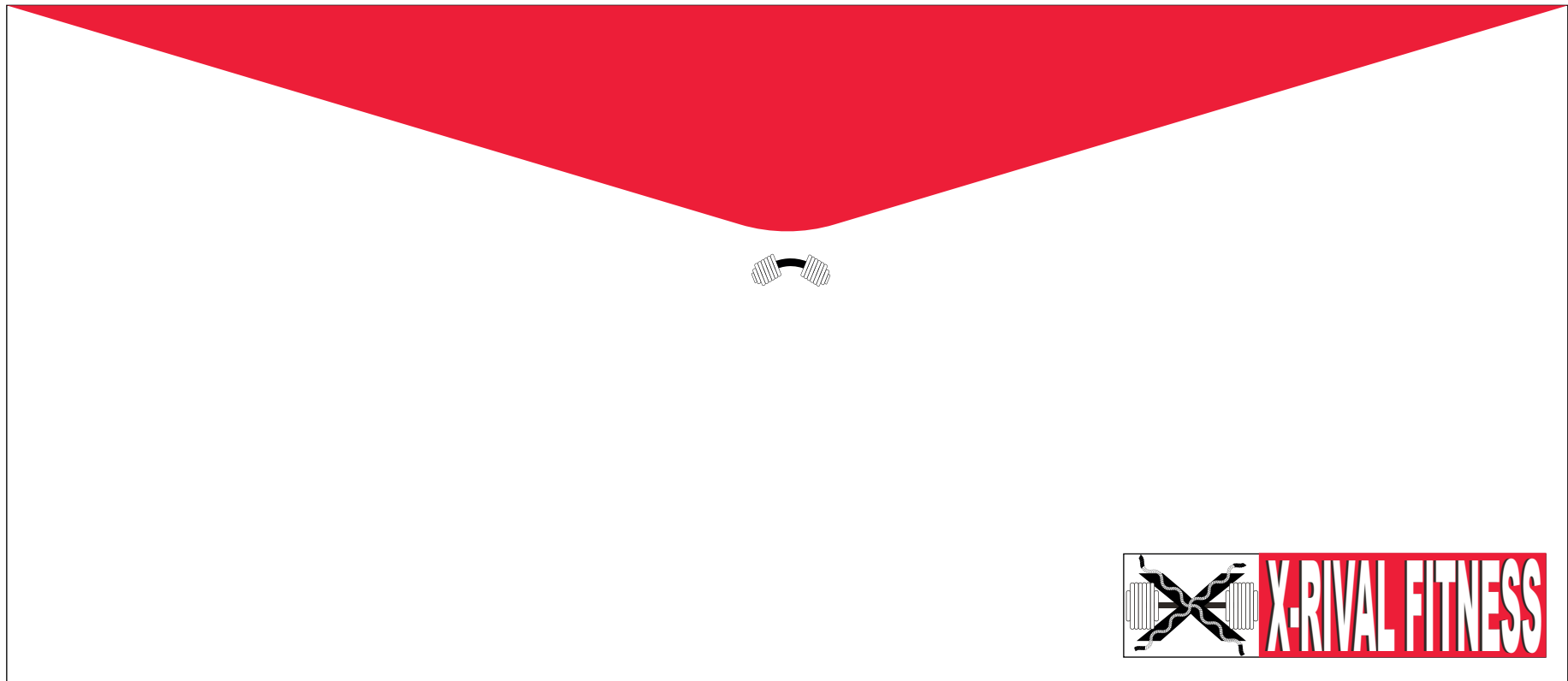


X-RIVAL FITNESS

Date: OCT'24, 2020

Brand Guideline

-Envelope Back



X-RIVAL FITNESS

Date: OCT'24, 2020

Brand Guideline

-Business Card



-Letterhead



1234 Calgary St NW
Calgary, AB T2M2H1
(587) 123-4567
x-rivalfitness.ca

Lorem ipsum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing

Lorem ipsum

X-RIVAL FITNESS

Date: OCT'24, 2020

Brand Guideline

Logo Sample

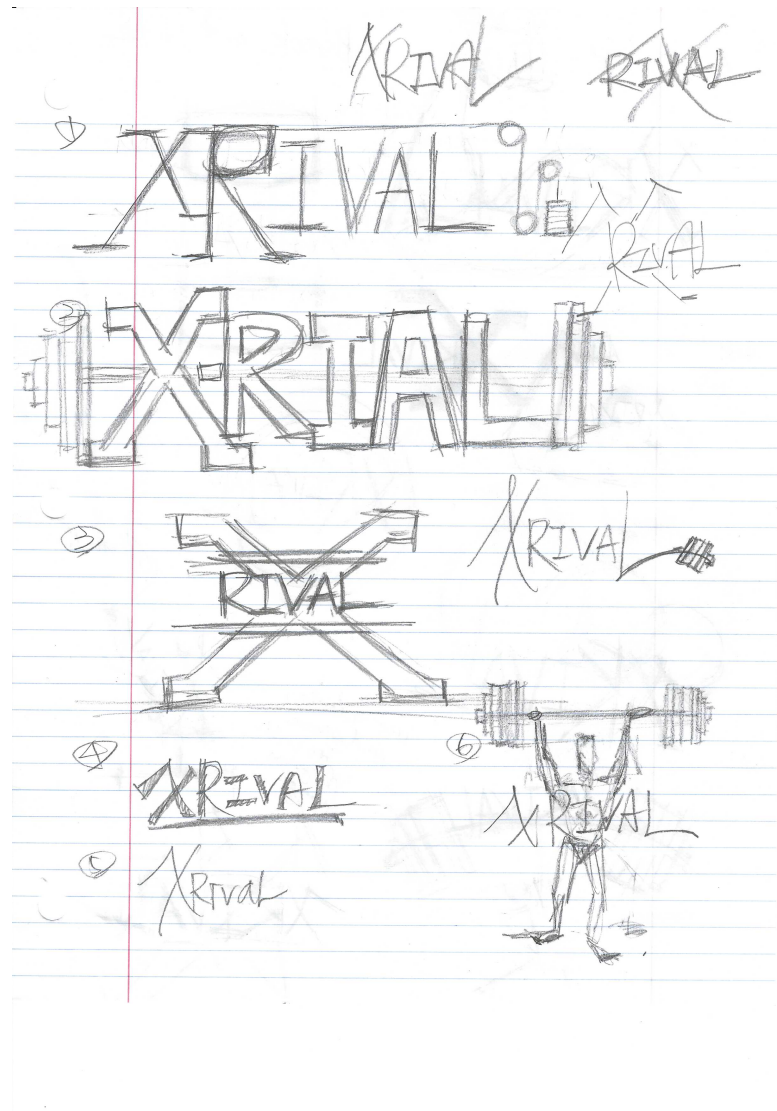
-Logo primary



Logo performance

Brand Guideline

20 Thumbnails

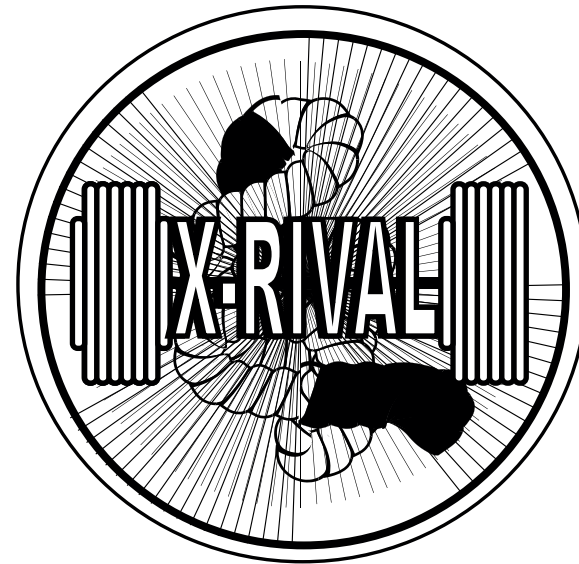
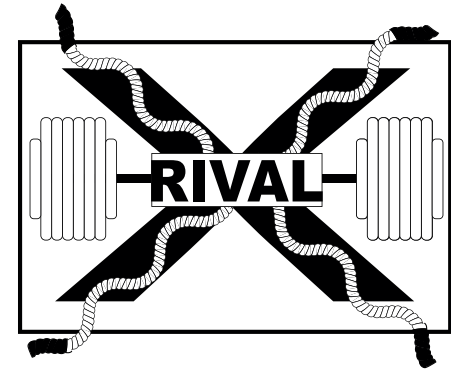


X-RIVAL FITNESS

Date: OCT'24, 2020

Brand Guideline

5 Black and White Logo



Attribution

All of images and designs are original.

Fonts:

Avenir Roman

Arial Black

Arial Bold