

# Physiologix Brand Guidelines

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# The Logo.

The Physiologix logo is strong, distinct and professional. The colours are true to the brand and the logo evokes feelings of power and professionalism.

## Logo Master

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colours or CMYK colours. This is the hero logo and is to be used when branding all internal, external communications.



Master Logo

## Secondary Logo

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colours or CMYK colours. The secondary logo provides a condensed branded symbol to be used in internal & external communications where spacing is an issue.



Secondary Logo

## Incorrect Use

Here are some examples on how not to use our Master Logo, these principles apply to treatment of all other logo variations.



Do not alter logo in any way, this includes distorting, stretching, or transforming the proportions.



Do not use drop shadow or effects on the logo.



Do not rotate the logo or use any abstract positioning.



Do not adjust the transparency in any circumstance.



Do not enclose or frame the logo in any way.



Do not change or adjust any colours within the logo.

## Clear Area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.



The clear space is equal to the full text height of the Brand Word-mark

## Minimum Sizing

The minimum size for the logo is 10mm high in print, and 43px height on screen.

The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.

10 mm



## Logo Styles

Here are our core logo styles, how they differ and how and where to use them.

- Pantone 2767 C
- Pantone 185 C
- C=100 M=71 Y=0 K=66
- C=0 M=100 Y=89 K=0



Hero Logo for print & communications (not registered 'R' inside logo design)

Print Logo: Master Reverse version on navy background - packaging colour dependent

- Pantone 185 C
- 100% White



Print Logo: Solid White Reverse version on red background - packaging colour dependent

- 100% White



## Social/Advertisement Logo Treatment

Logo positioning will vary from platform to platform, here are some guidelines for logo use on popular platforms.

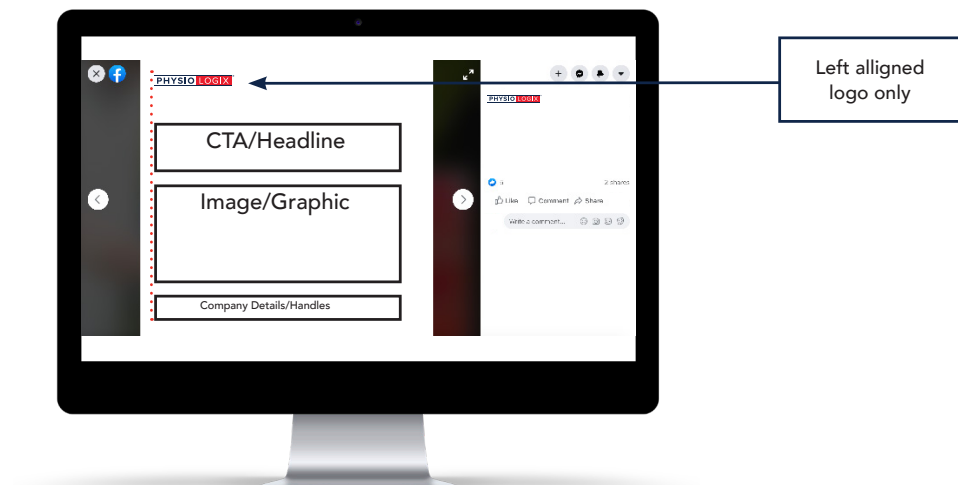
## Social/Advertising Logos

The Physiologix badge is a growing consumer facing logo. The marketing logo stands out with bold text and this version should only be used for Marketing Communication purposes. Please refer to logo guide above.



## Social/Advertising Logo Positioning

The optimum badge logo positioning is in the top left hand corner of the advert/graphic. This is positionong for maximum awareness and recall.

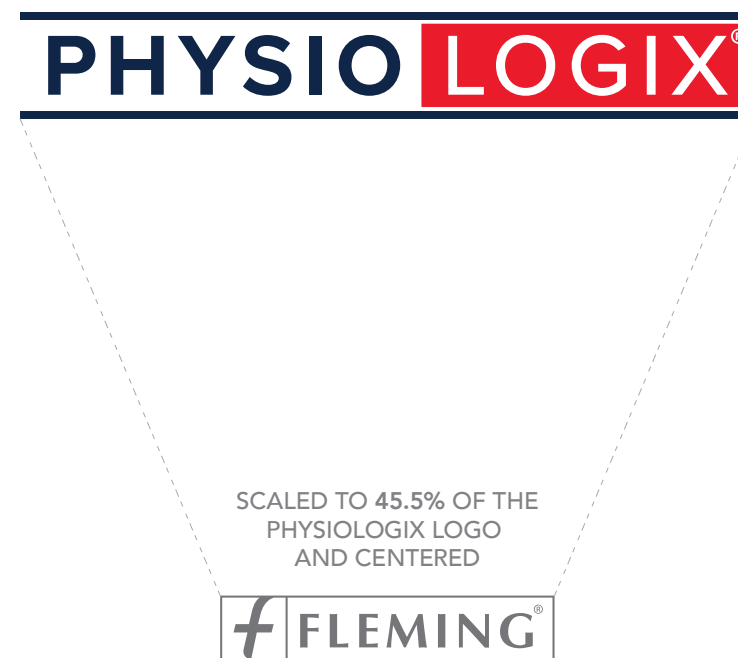


## Packaging Logo Spacing

Spacing guidelines and logo proportions and dimensions should be followed strictly and maintained until any updates are made and communicated.



Ensure all boarder and spacing guidelines are followed, this outlines the minimum sizing dimensions. All alternatives must be sized proportionately.



The relationship between the Physiologix and Fleming logo is defined here, with the Physiologix logo taking full scale and the Fleming scaled down to 45.5% of its size. It should be positioned between the Y and the G.



## Packaging Logo Positioning

The Physiologix logo is always positioned at the top centre, with corresponding Fleming marker in the bottom centre. The logo colours options are dependent on packaging colour. Please refer to the Marketing/ Graphics Department on this.



Print Logo: Master Logo - white background



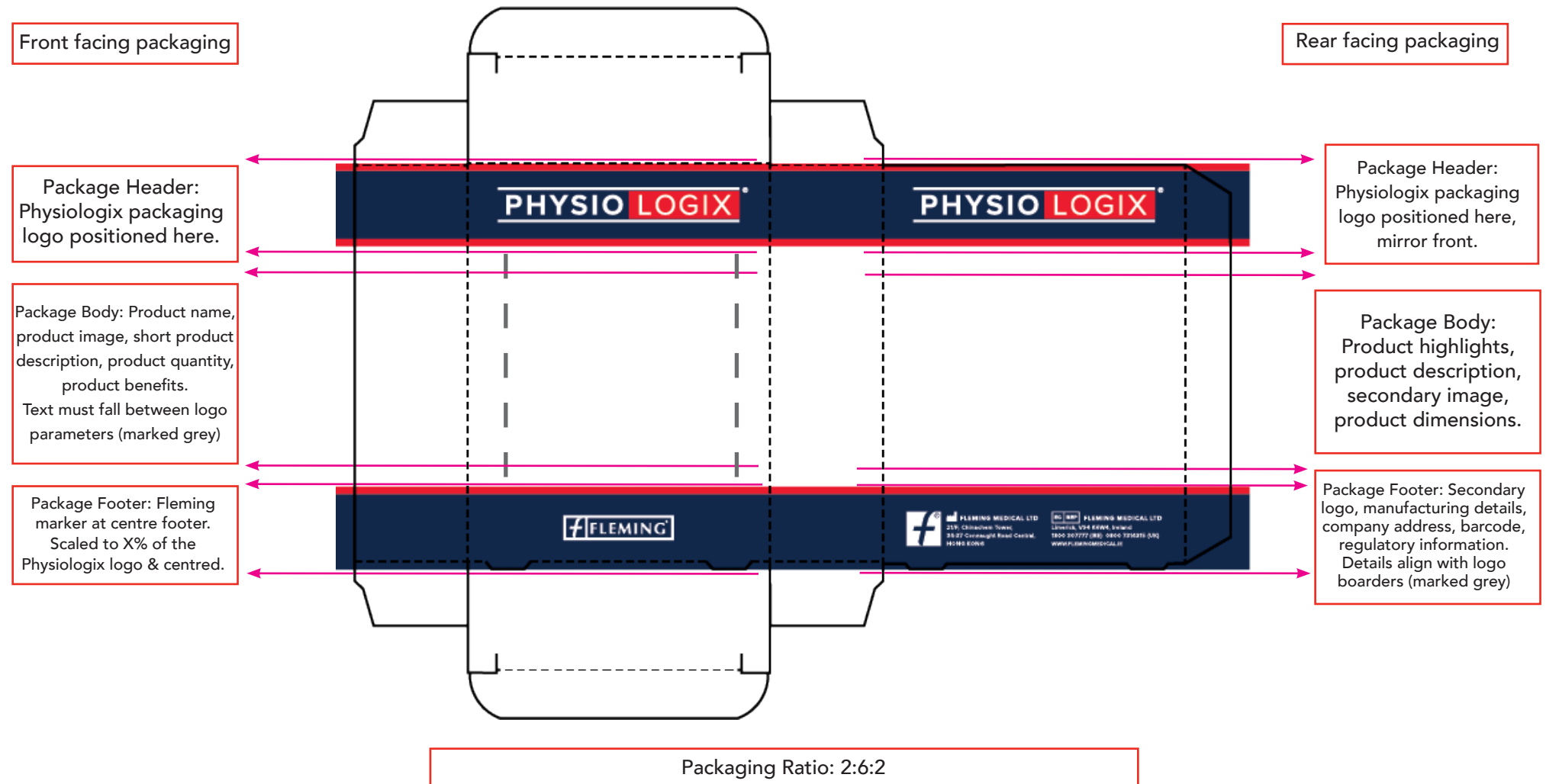
Print Logo: Master Transparent version on navy background - packaging colour dependent



Print Logo: Solid White Transparent version on red background - packaging colour dependent



## Packaging Logo Positioning



# Typography.

To ensure the integrity of the Physiologix brand, consistent typography is to be used throughout all internal and external communications as specified below.

Proxima Medium

Proxima Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'!"?()@#\$\$%&\*

Proxima Semibold

Proxima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'!"?()@#\$\$%&\*

## Incorrect Use

Here are some examples on how not to use Proxima as part of the Physiologix brand.



Proxima Thin

Proxima Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'!"?()@#\$\$%&\*



**Proxima Black**

**Proxima Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789,.;'!"?()@#\$\$%&\***

## Type Styles

Guidelines for type sizing, positioning, headlines, sub-heads and body size.

**Headlines should be written in Proxima Bold and weight should be decided based messaging and platform.**

Sub-headlines should follow the headline at 3/4 the weight in Proxima Medium. Colour variation can be used.

Body and paragraph text style should always be at least 3/4 or less than the sub-headline. It should be written in Proxima Book and should always be in black.

# Tone of Voice.

Physiologix is a cool brand. Sports orientated brands carry great social value in today's consumer market and the fact that Physiologix stands out with a professional looking physical product solidifies this. The tone of voice has great scope and should appeal to a very active community online - sports enthusiasts.

Consistency in tone is vital and copy should be reviewed often to ensure this consistency.

When creating copy make sure to hit a mix of the following:



Aspirational



Confident & Trustworthy



Premium Tone



Motivational



Supportive Community



Science led Recovery



Specialist Approach



Verified by Professionals

# Colour Palettes.

The Physiologix colour palette consists of Primary and Secondary colour palettes.

## Primary Colours



PANTONE  
2767 C  
RGB: R19 G41 B75  
CMYK: C100 M71 Y0 K66



PANTONE  
185 C  
RGB: R228 G0 B43  
CMYK: C0 M100 Y89 K0



PANTONE  
Cool Gey 3 C

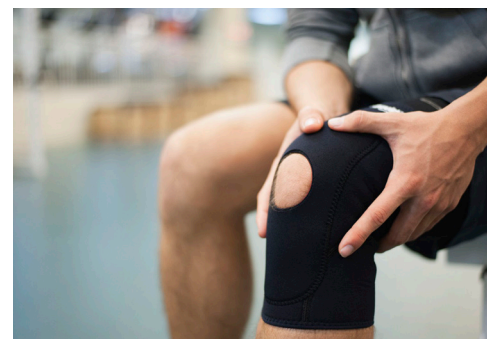


PANTONE  
000 C

# Imagery.

Imagery should always be in keeping with the brand and should portray the brand image at all times. Below are examples of photography that can be used throughout all communication for the brand. These are examples of the tone, style, composition and subjects we should be focusing on.

The focus is on a balanced mix of aspirational sports images and real life amateur fitness environments and rehab & recovery. Concentrate on the recovery rather than the injury. The imagery should encompass every version of a sports-person at every stage in their fitness journey. The vocal point should be on people, their movements and their activity. Important to visually represent sports based on the market we are speaking with.







## Imagery Incorrect Use

Some photography styles & formats to avoid.

### Incorrect Tone/Style

When using both stock and in-house imagery the tone and style must remain consistent. Avoid staged or unrealistic compositions/scenarios and avoid injury focused imagery.



No over detailed or injury focused imagery.



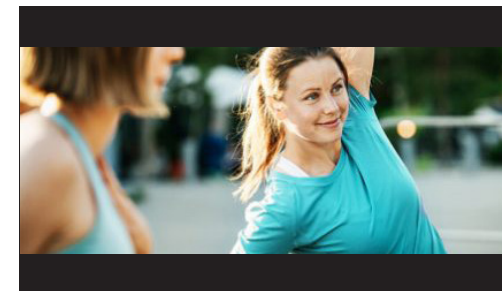
No low-res imagery, product shots, or photoshopped products

### Incorrect Format

Ensure your size, format & dimensions are all in line with the platform and space the image is being presented on. Empty borders should be avoided due to lack of appropriate formatting.



Example: stretched and low re imagery for the platform formatting.



Example: avoid borders and empty space due to incorrect picture sizing/format.

# Graphic Limbs.

This style and approach will mainly be used for marketing and communications. It is an option when moving away from imagery of limbs and taking a more dynamic approach for marketing and advertising purposes.



# Animations.

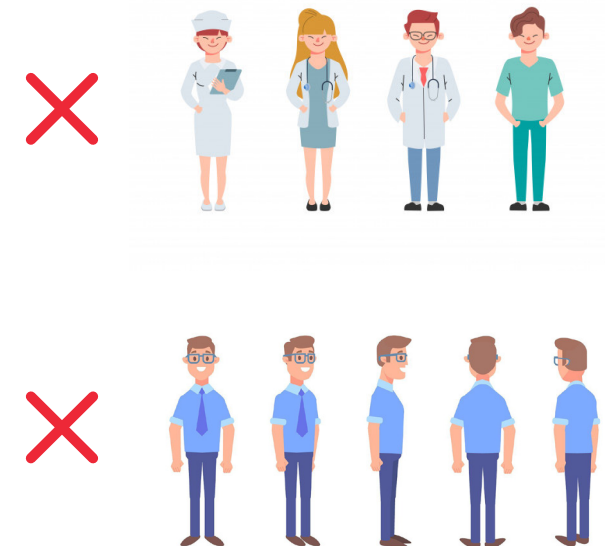
Animations can be used to catch a customer's eye and draw them into your content/campaign. Graphic styles and trends are always evolving, so it is important to keep up to date. This represents the rough guidelines for animation use within the Physiologix brand that is consistent with the brand identity for both moving & static animation.

## Animations to use



Clean, easy to interpret and an accessible form of animation that can be met by many skillsets

## Animations to avoid



Over stylised and detailed animations can lead to graphics going out of date faster, harder to maintain consistency if using stock and can be difficult when translating into moving animation



# Iconography.

Icons are important visual aids that help people quickly navigate through our media. They are particularly in infographics and other short form content pieces.

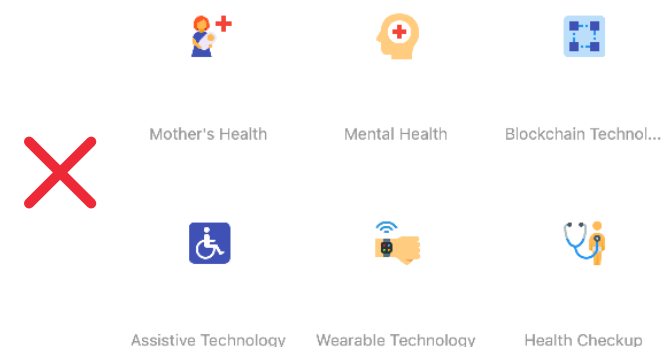
It is important the icon style represents the brand's visual identity and core elements and that they are consistent

## Icons to use

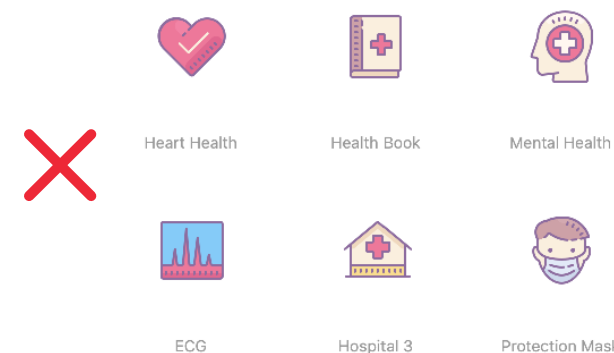


Clean, clear and simple to use, these can be adapted with branded colours.

## Icons to avoid



Avoid colour fill and defined details



Avoid filled, shadowed or gradient style line icons



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