SWEATFLIX℠
BODYROCK • ON DEMAND

COLOURS

#FFFFFF	#000000	#2F2F2F	#ACACAC	#ED1965	#CFE842	#5BCFA5	#182842	#842451
R255 G255 B255	R0 G0 B0	R47 G47 B47	R172 G172 B172	R237 G25 B101	R207 G232 B66	R95 G207 B165	R24 G40 B66	R132 G36 B81

SPACING

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SPACE WITHIN FRAMED BOXES
For spacing within a box framing the logo, use the width of the letter E on all sides.
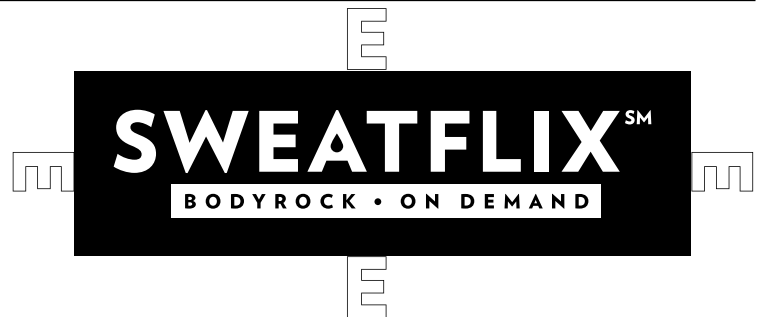
SPACE AROUND LOGO (BOX OR NO BOX)
For spacing around the logo, whether it be within a box or not, ensure all other elements are the X height of the "E" away from any part of the logo.

IMAGERY

PUT YOUR BACK INTO IT!
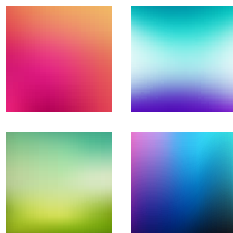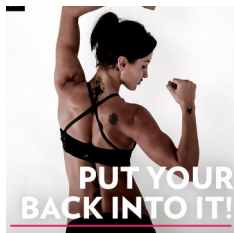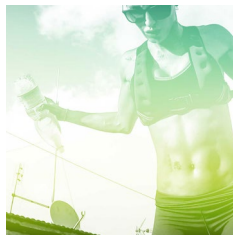
Fitness, Bright, High Energy, High Contrast, Motivating, Happy, Strong, Stylistic, Black & White, Gradients, Muscle, Inspirational, Beautiful Landscapes, Urban, Female Oriented, Trainers, Workouts, Cheerful

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FEEL FREE TO...

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✔ **CHANGE TO OTHER BRAND COLOURS**
Feel free to use a brand approved colour. Tag line may be different colour to main logo.

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✔ **ADD BOXES**
Feel free to add a box around either the tag line or the entire logo, or both. Follow spacing rules on page 1.

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✔ **ADD DROP SHADOWS**
Appropriate and tasteful drop shadows or outer glows are fine if used to improve contrast.

PLEASE DONT...

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✘ **REMOVE ANY ELEMENTS**
The logo, SM, and Tagline should all remain with the logo.

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✘ **DISTORT OR WARP**
No distorting, warping, wrapping or physical manipulation of any kind.

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✘ **GRADIENT**
No gradients or non-brand colours. Refer to brand colours on page 1.

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✘ **BLUR OR PIXELATE**
The logo should be clear, crisp, and free from pixelation.

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✘ **MAKE LOGOS TOO SMALL**
Keep logos large enough for the tag line to be visible.

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✘ **PUT LOGOS ON "BAD" BACKGROUNDS**
Make sure logos are contrasting well, busy backgrounds are fine, so long as the logo isn't lost or looking out of place.

CONTACT THE DESIGNER IF YOU REQUIRE HELP

ABBIE CRANE
Design Lead
abbie@bodyrock.tv

RULES ARE MEANT TO BE BROKEN...BUT NOT WITH THE LOGOS