



LOGO GUIDELINES

April 2018



INTRODUCTION

The goal of this logo guide is to help Eat the Frog Fitness communicate consistently with its audiences—members, franchisees, employees, business affiliates, and vendors.

The purpose of this style guide is to enhance consistency, clarity and comprehension. The visual identity embodies everything Eat the Frog stands for. It visually influences the look and feel of everything it does.

CONTENTS

Eat the Frog Fitness Logo

Logo Variations

Color Palette

Typography

Managing the Brand

EAT THE FROG FITNESS LOGO

EAT THE FROG FITNESS LOGO

The brand logo represents the promise made to members, franchisees, vendors and prospects. The logo is the cornerstone of the Eat the Frog Fitness experience. This graphical treatment helps communicate company personality, differentiate from the competition, and reflect the greatest value Eat the Frog Fitness has to offer.

The logo should not be altered in any way, shape or form. See page 22 for incorrect usage.

The logo is a proprietary design that combines the Frog icon and Eat the Frog Fitness name in a unique configuration. The size and proportion of these elements should never change for any version of the logo, not just the one pictured on this page.

Reproduce logos from authorized files only.



Fixed sizing and spacing, elements should not be altered

EAT THE FROG FITNESS LOGO

A. Full Logo

B. Full Stacked Logo

C. Horizontal Logo

The “Full Logo” is the primary version and should be used whenever possible.

The “Full Stacked Logo” should be used as a secondary option. It should be used when horizontal space is limited and the “Full Logo” does not work in the space. For example, vertical banners.

The “Horizontal Logo” should be used as a secondary option. It should be used when vertical space is limited and the “Full Logo” does not work in the space. For example, along the side of rowers.

A.



B.



C.



LOGO VARIATIONS

EAT THE FROG LOGOS

A. Logo

B. Stacked Logo

The "Full Logo" is the primary version and should be used whenever possible.

The "Logo" should be used as a secondary option. It should be used after the "Full Logo"/"Full Stacked Logo" has already been introduced or if a full version of the logo is in use on the same piece. For example, if the "Full Logo" is used on the cover of a brochure then the "Logo" can be used on the inner pages.

The "Stacked Logo" should be used as a secondary option. It should be used after the "Full Logo"/"Full Stacked Logo" has already been introduced or if a full version of the logo is in use on the same piece. For example, if the "Full Logo" is used on the cover of a brochure then the "Logo" can be used on the inner pages.

The logo has several variations that can be used. When implemented, this guide should influence which variation one should use in various situations.



A.



B.

TEXT VERSIONS

No Frog Full

The “Full Logo” is the primary version and should be used whenever possible.

The “No Frog Full Logo” should only be used when the “Frog” from the logo is being used on the same piece as a separate design element.

The logo has several variations that can be used. When implemented, this guide should influence which variation one should use in various situations.

The logo consists of three lines of text. The first line is "EAT THE" in a bold, dark grey, sans-serif font. The second line is "FROG" in a larger, bold, dark grey, sans-serif font. The third line is "FITNESS" in a bold, lime green, sans-serif font, followed by a registered trademark symbol (®).

EAT THE
FROG
FITNESS®

REVERSED LOGOS

Reversed Logos

The "Reversed" Versions of all logo variations should be used on dark backgrounds, when the "Full Color" versions are not readable. When used for signage, the building background should be examined and the determination of color vs reversed should be approved on a case-by-case basis.

The logo has several variations that can be used. When implemented, this guide should influence which variation one should use in various situations.



TWO COLOR VERSIONS

Two Color Versions

The “Full Logo” is the primary version and should be used whenever possible.

The “Two Color” versions of all logo variations should be should only be used when full color printing is not available or if the printing price for full color does not fit in the printing budget.

The logo has several variations that can be used. When implemented, this guide should influence which variation one should use in various situations.



ONE COLOR VERSIONS

One Color Versions

The “Full Logo” is the primary version and should be used whenever possible.

The “One Color” versions of all logo variations should only be used when full color printing is not available or if the printing price for full color does not fit in the printing budget.

The logo has several variations that can be used. When implemented, this guide should influence which variation one should use in various situations.



SIGNAGE VERSIONS

Signage Versions

The “Full Logo” is the primary version and should be used whenever possible.

The “Signage” versions should be used when production of the Nexa Rust Sans Font for “FROG” is not possible or too costly for the signage budget.

The logo has several variations that can be used. When implemented, this guide should influence which variation one should use in various situations.



COLOR PALETTE

BRAND COLORS

Color is an important tool for building brand recognition. As brand design is developed, additional colors may be introduced along with specific rules for their use.

The “Frog Green” and “Jet Black” are the core colors of the brand and can be paired with secondary use of “Fitness Gray.”



Frog Green

PMS 375 C
CMYK 46, 0, 100, 0
RGB 149, 214, 0
HEX #95d600



Jet Black

PMS 447 C
CMYK 0, 0, 0, 90
RGB 65, 64, 66
HEX #414142



Fitness Gray

PMS 877 C
CMYK 47, 38, 38, 2
RGB 142, 144, 144
HEX #8e9090

TYPOGRAPHY

TYPOGRAPHY

Typography is a powerful design element and the basic building block of written communications. Even more so, type plays an essential role in helping to establish a brand's overall visual presence. Eat the Frog Fitness uses variations of the typeface, Nexa.

A. Nexa Rust Sans

B. Nexa

C. Bebas Neue

NEXA RUST SANS

A.

NEXA

B.

BEBAS NEUE

C.

PRIMARY TYPEFACE

Nexa is the brand's primary typeface. Bolder versions should be used for select headline applications.

Lighter variations should be used for select body copy applications.

NEXA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Nexa Thin

Nexa Thin Italic

Nexa Light

Nexa Light Italic

Nexa Book

Nexa Book Italic

Nexa Regular

Nexa Regular Italic

Nexa Bold

Nexa Bold Italic

Nexa Extra Bold

Nexa Extra Bold Italic

Nexa Heavy

Nexa Heavy Italic

Nexa Black

Nexa Black Italic

SECONDARY TYPEFACE

Bebas Neue is the brand's secondary typeface. It should be used as a complement to Nexa, as headers and subheads styles.

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

BEBAS NEUE THIN

BEBAS NEUE LIGHT

BEBAS NEUE BOOK

BEBAS NEUE REGULAR

BEBAS NEUE BOLD

MANAGING THE BRAND

CLEARSPACE

The space between the logo and any other elements must remain consistent on all sides of the logo. A specified clear space ensures the integrity and impact of the Eat the Frog Fitness logo. The height of the E in Eat, for all variations of the logo, determines the clear-space margin surrounding the logo to the left, right and top, where no other element or type should be placed.

The purpose of the clear-space margin is to enable a reader to scan and recognize the logo clearly and quickly.



MINIMUM SIZE

The minimum size for using the “Full Logo” and “Logo” is 1 inch in width.

The minimum size for using the “Full Stacked” and “Stacked” is .75 inches in width.

The minimum size for using the “Horizontal Logo” is 1.75 inches in width.

The minimum size for using the “No Frog Logo” is .75 inches in width.



1"



.75"



1.75"



.75"

RESTRICTIONS

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the logo. Below are some examples of logo misuse. These examples are demonstrated with the primary version of the logo but apply to all versions.

A. Do not use the logo as a headline or combine with a secondary message in text.

B. Do not modify the shape, size, or placement of any of the elements.

C. Do not reproduce the logo in colors other than the approved colors or the distribution of the colors within the logo.

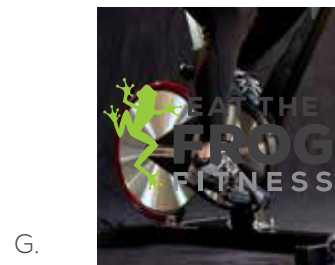
D. Do not try to recreate the logo using other letter forms.

E. Do not stretch or compress the logo.

F. Do not add drop shadows.

G. Do not place over a pattern or distracting photo.

H. Do not use on incompatible color.



FILE TYPES

Raster Files/Web Files

Files ending in JPG and PNG. These are lower resolution formats designed for viewing on screen. Because they are lower resolution, raster files take up less memory on computers. They are often used in Microsoft PowerPoint and Word documents. When raster files print on desktop printers, color is often wrong and the edges of letters appear jagged. Do not send raster files to be professionally printed.

Vector Files/Print Files

Files ending in EPS, PDF, and AI. These are high-resolution formats designed for printing. When they are printed, vector files maintain accurate color and sharp detail. Always be sure to supply printers with vector files of the logo.

TERMS

Logo

A brand name appearing in a unique typestyle. It is a proprietary design that combines a brand symbol and name in a unique configuration.

Symbol

A unique graphic element used to identify a brand.

Typography

The appearance and arrangement of type.

Four-color Process

A professional method of printing that combines four basic colors to render images.

PMS Color

A specific color from the Pantone Matching System (PMS), an ink color matching system universally recognized by printers.

Spot Color

A specific ink color, usually a Pantone color.

Offset Printing

A professional printing process commonly used in which the inked image is transferred from a plate to a rubber blanket, then to the printing surface.

Coated

A glossy paper, noted in the PMS color matching system by an ink number followed by the letter "C" (example 100 C).

Uncoated

A porous paper, noted in the PMS color matching system by an ink number followed by the letter "U" (example 100 U).

RGB

A three color system (red, green, blue) used for the web and screen graphics.

HEX

Short for hexadecimal, hex numbers are the set of numbers used to define the color in web development.

Reverse

A light image on a dark background.

DPI

Dots Per Inch. Images are comprised of thousands and thousands of tiny dots. Files with 300dpi (high-res) are best for print. Files with 72dpi (low-res) are good for screen.

.PDF

A vector file, a commonly preferred format for printing. It can easily be resized to any size it needs to be.

.EPS

A vector file. It can easily be resized to any size it needs to be. Often requested for printing on large banners or apparel.

.AI

A proprietary, vector file type created with Adobe Illustrator. This is the native file and is rarely requested by printers.

.JPG

Can be used on the web or in print. For print, make sure the file is 300dpi and in CMYK mode. This file type has a white background and is not ideal to be placed on colored backgrounds.

.PNG

Best file for web use. It has a transparent background.