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Brand Style Guide

CREATED BY

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CREATED FOR

Evolve

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First, what is a brand style guide and why is it important?

The purpose of this style guide is simple – to give you all of the tools, knowledge and confidence that you need to utilize your new branding. And to utilize it well. As your business grows, you’ ll need to make more decisions involving design and I want you to feel completely comfortable doing that on your own. I’m going to outline everything you need to know – from logos to colours and fonts, from social media to print collateral, and so on. With this guide, you’ll have a resource to reference again and again while trying to maintain a cohesive brand.

01.

Brand Elements

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Primary Logo

This is your main logo and should be used for most applications.

For example: Website header, social media post designs, cover page of presentation designs, social media cover banners, branded marketing materials, front of business cards, corporate documents, letterhead

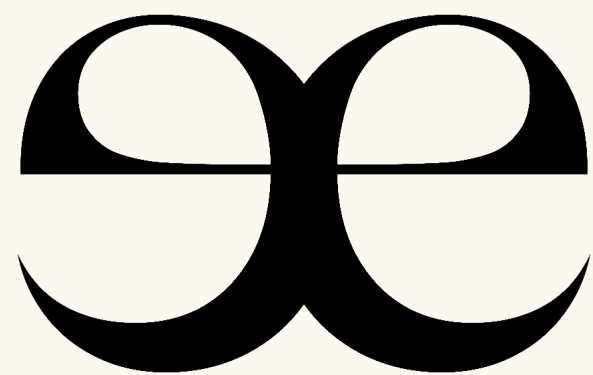
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ELEVATED STRENGTH.

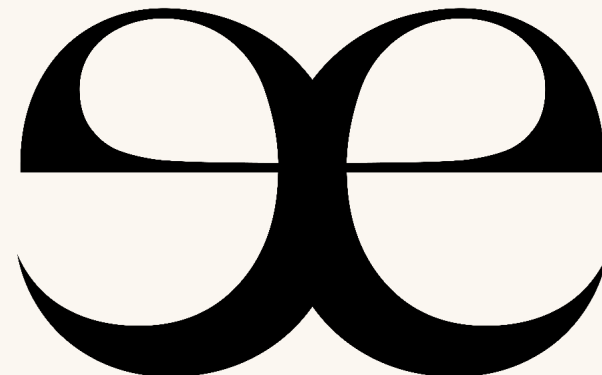
Primary with Tagline Logo

This logo variation includes your tagline, adding an extra layer of meaning and brand expression. It should be used in contexts where your messaging can be supported and clearly legible

For example: Social media graphics, presentations, marketing materials, and other brand touchpoints where there is enough space to showcase both the logo and tagline.



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Brand Marks

These are your brand mark and should be used in place of a full logo when you want subtle recognition or space is very limited.

For example: Favicon, watermark, stickers, stationery, packaging, marketing materials

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Tagline

This is your tagline and can be used as a standalone brand expression when a full logo is not required. It offers a subtle yet impactful way to reinforce your brand message across smaller or more minimal touchpoints.

For example: Ideal for smaller-scale applications such as watermarks, packaging details, stationery, and digital assets.

02.

Colours

A quick guide to using colour codes

When it comes to using colours, there are different techniques that are used for web and print use.

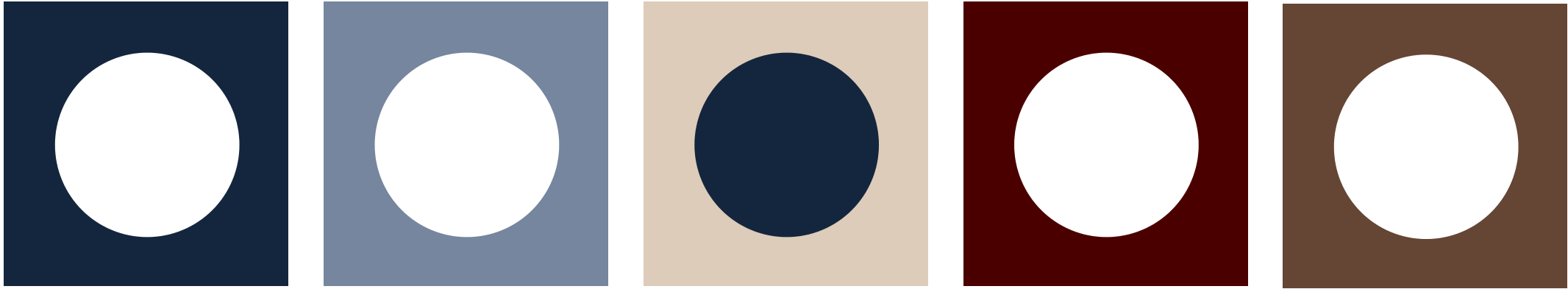
Each colour for your brand has a specific set of codes – these allow you to reproduce that exact colour for any situation. Here's a simple outline to help you choose the right ones:

RGB + HEX CODE

These types of colour codes are specifically meant for web or digital use. You'll use these whenever you're working on your website or creating a graphic for social media.

CMYK

CMYK is the most common and safest technique to use for print. You should use this for small print runs like marketing material or when you want to keep printing costs low.



Navy

HEX: #14263E
RGB: 20 38 62
CMYK: 94 80 48 52

Khaki

HEX: #DDCCB9
RGB: 221 204 185
CMYK: 13 17 25 0

Maroon

HEX: #4B0000
RGB: 75 0 0
CMYK: 44 88 80 68

Coffee

HEX: #654534
RGB: 101 69 52
CMYK: 45 65 74 42

Dusty Blue

HEX: #75869E
RGB: 117 134 158
CMYK: 58 42 26 2

03.

Typography

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Welcome to your personal fitness sanctuary in the heart of Katy, Texas

Our mission is to eliminate the intimidation of workout classes, nurture growth, and gently push you beyond limits for a thriving, inclusive fitness experience.

WORK SANS MEDIUM

All Caps

100pt. Spacing

PUBLICA SANS ROUND LIGHT

Title Case

No Spacing

WORK SANS REGULAR

Title Case

No. Spacing

04.

Ideal Realization



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