



Using Our Logo

We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of a fierce stallion icon and custom type, in combination between modern, in-motion and professional look.

Our logo can be used in the following two (2) styles:

Horizontal

Our main horizontal logo is the full version of our logo. Use this version when our brand has not been established yet to let people know what's Stallion Fitness Center.



Icon

This is the icon. Use this version on small and large sized digital and printed material when our brand has been established already.



Using the Logo

Our primary logo colors are mentioned below, it can work with all background colors, and non-duotoned photography. Preferably using these background colors as primary colors for backgrounds.



Wireframe

Our logo is divided into the following parts:



Exclusion Zone

Logo and icon's exclusion zone is almost equal to a third the height of the icon (marked as x in the diagram).



Minimum Size

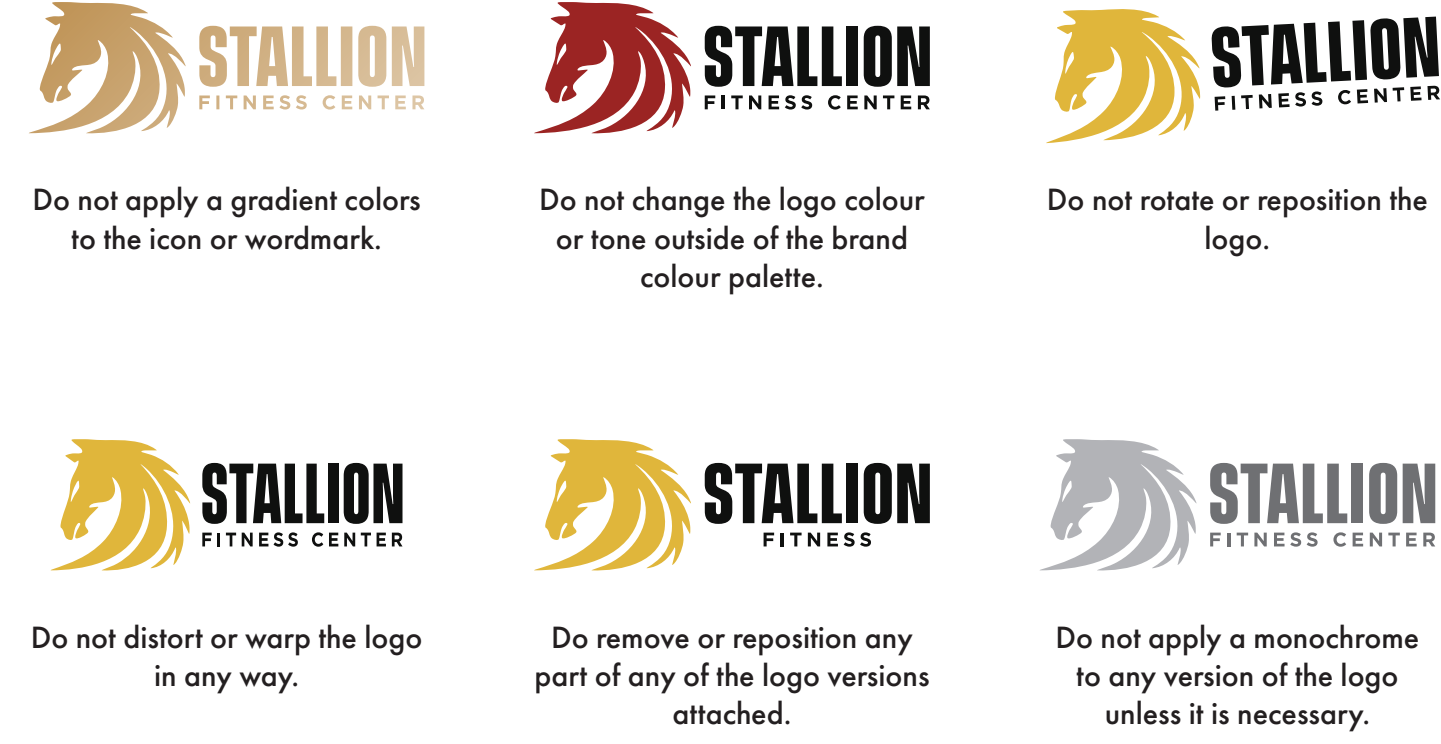
Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised:



*The horizontal logo should never be smaller than 200px "in width" in digital or 52mm in print.

Logo Misuse

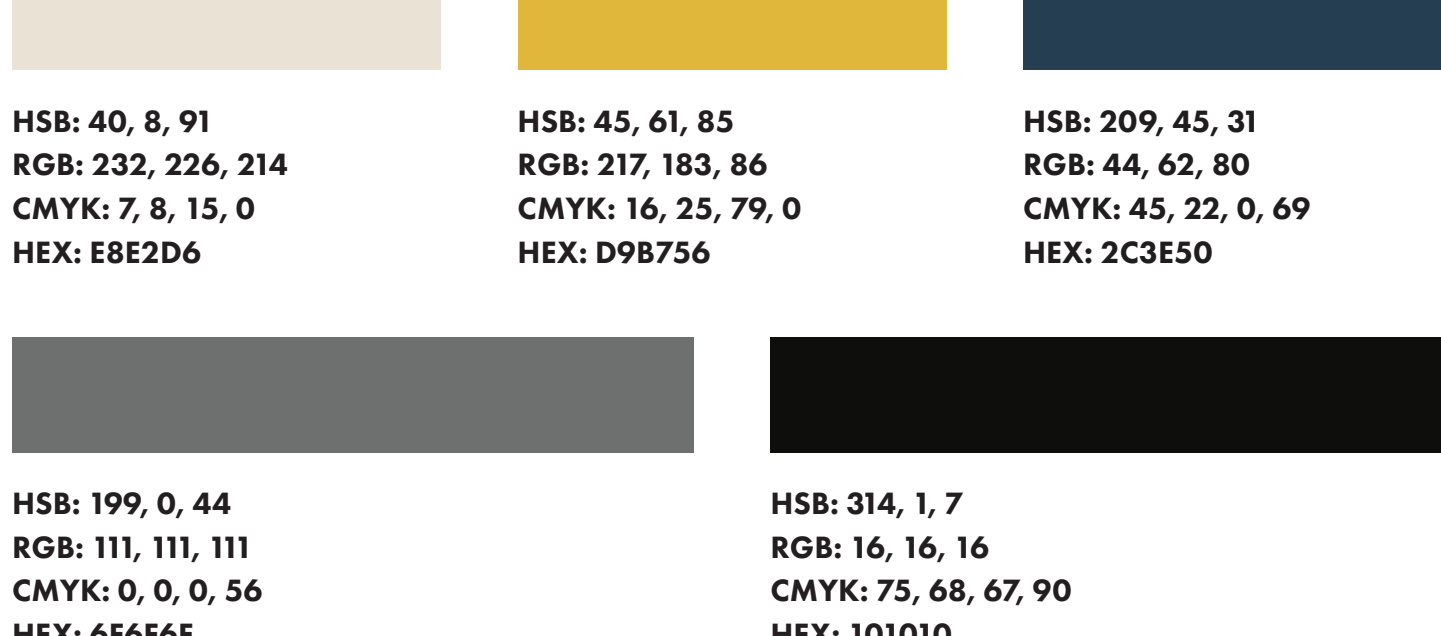
It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.



Using Our Colors

Primary Palette

This primary palette should be used on all branded materials. These colors are the foundation of our brand and must be used to build brand consistency.



Fonts

We paired our bold stallion icon with the **Vanguard CF Bold** typeface and **Gotham Bold** for subtext. it does the talking for us, with a recognisable look and style. We chose it for its strikingly formal but bold look and feel.



Placing the logo on Social Media

The icon can replace the main logo for extra-small applications, such as avatar on instagram, while the Stallion Fitness Center logotype is illegible.



* Ensure the logo has space on all sides.

Thank You

