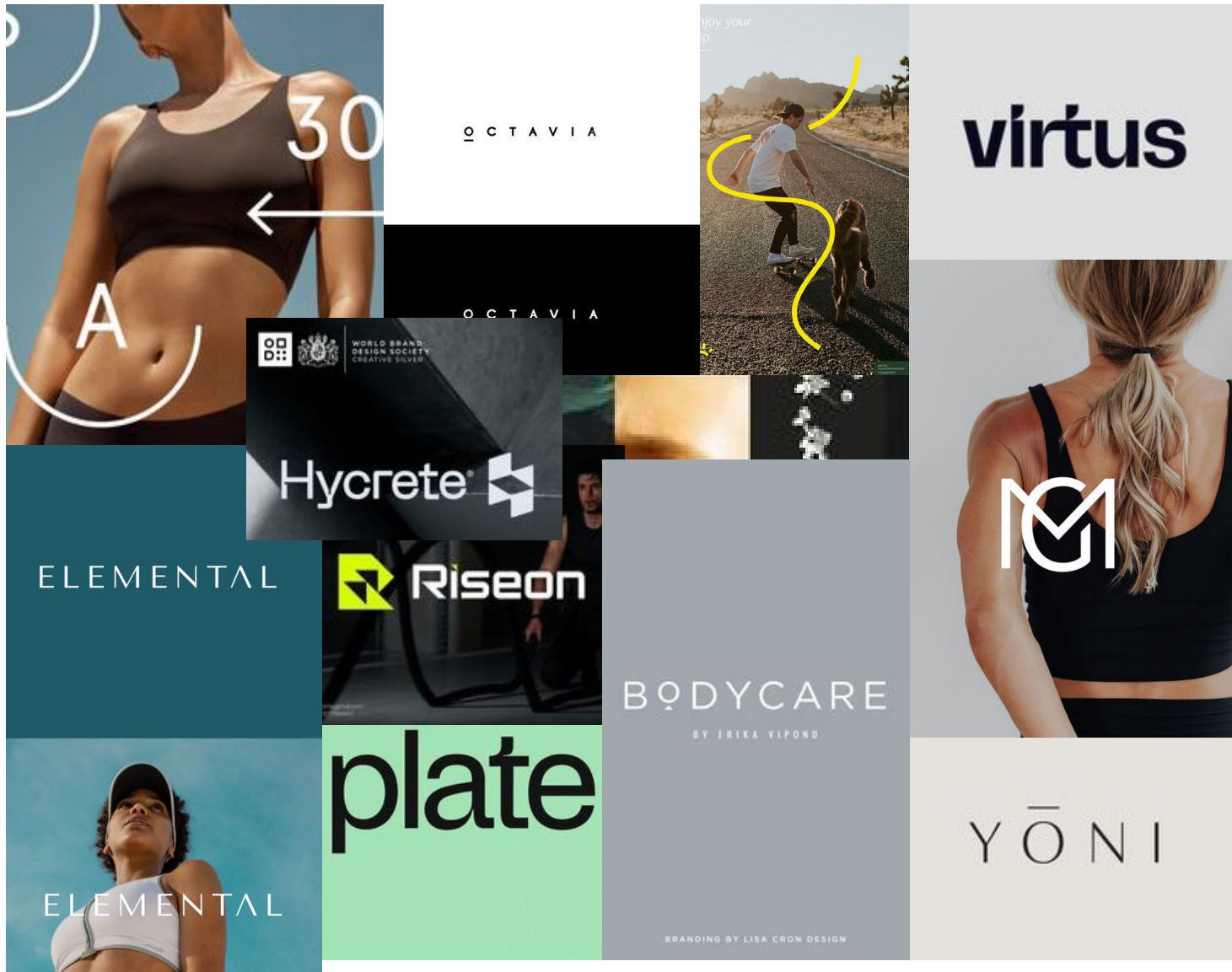




OPVS

FITNESS

BRAND GUIDELINES



Bold  
Active  
Sleek  
Movement  
Clean

---

Structured  
Solid  
Contemporary  
Minimal



# Logo Development

# Logo



# Icon



# Wordmark

OPVS  
FITNESS



# Color Palette

Rust  
PMS 7526  
0,65,100,35  
171,84,16  
#ab5410

Purple  
PMS 2603  
69,100,0,2  
110,41,141  
#6e298d

Paper  
PMS 7534  
0,2,8,10  
231,225,213  
#e7e1d5





# Typography

# Berthold Akzidenz Grotesk Bold

**Titles / Main Headers**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz

1 2 3 4 5 6 7 8 9 0  
!@#\$%^&\*()-\_+={}

## Avenir LT 55 Roman Regular

Copy, Subheads, Subtitles and highlights

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 !@#\$%^&\*()-\_+={}

## *Avenir LT 55 Roman Italic //*

*Copy, Subheads, Subtitles and highlights*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

*1 2 3 4 5 6 7 8 9 0 !@#\$%^&\*()-\_+={}*

## HEADER SAMPLE

# Ust, Sam Re tis Di Doluptas Vo

Tempor incididunt ut labore et dolore magna aliqua.  
Ut enim ad minim veniam, uis nostrud exercitation  
ullamco laboris nisi ut aliquip ex ea commodo  
consequat. Duis aute irure dolor in reprehenderit in  
voluprum nam, quodita ceriatatius

---

HEADER  
AVENIR BOOK  
TRACKING: 210  
LEADING: 10PT  
CAPS

---

HEADERS  
Berthold Akzidenz Grotesk  
Tracking: 0  
Leading: 80

---

BODY COPY  
Avenir Book  
Tracking: -10  
Leading: 10pt  
Sentence Case



# Patterns / Textures





# Graphic / Elements

A photograph of a woman with long, wavy hair lifting a barbell in a gym. The image is overlaid with the text "EVERY BODY IS A WORK OF ART" in large, white, bold, sans-serif capital letters. The background is a warm, golden-brown color, suggesting a gym setting. The woman is seen from the back, and her hair is the central focus. The barbell is positioned across her shoulders. The text is positioned on the left side of the image, partially overlapping the woman's hair and the barbell.

**EVERY  
BODY IS  
A WORK  
OF ART**



**UNITED,  
WE STAND**





# Photography



Mainly color images with an occasional blk/wht image with a positive aesthetic related to the fitness industry and gym promoting a healthy lifestyle with quotes or taglines that communicate OPVS's vision.



# Brand In Action



HOME

ABOUT US

TRAINING PLANS

LOCATION

CONTACT



# BETTER BODY, BETTER LIFE.

CHANGE YOUR LIFE FOR THE  
BETTER, ONE WORKOUT AT A TIME.

BOOK NOW





OPVS FITNESS

# GET SPECIAL OFFER

SIGN UP

UP TO 45% OFF

This advertisement features a man in a gym, shirtless and wearing boxing gloves, with his arms raised. The background is a warm, orange-toned gym setting. The OPVS Fitness logo is in the top left corner. The main headline 'GET SPECIAL OFFER' is in large white letters. Below it, 'SIGN UP' is in a purple box, and 'UP TO 45% OFF' is in white text.

OPVS FITNESS

# SIGN UP TODAY

UP TO 50% DISCOUNT

This advertisement features a woman in a gym, seen from behind, wearing a black sports bra and leggings. She is holding a barbell. The background is a dark gym setting. The OPVS Fitness logo is in the top left corner. The main headline 'SIGN UP TODAY' is in large white letters. At the bottom, 'UP TO 50% DISCOUNT' is in purple text.

OPVS FITNESS

# ONE ONE TRAINING

SIGN UP NOW

UP TO 45% OFF

This advertisement features a woman in a gym, wearing a black sports bra and leggings, training with a large black punching bag. A man in a black shirt is standing next to her, possibly coaching. The background is a gym setting with other equipment. The OPVS Fitness logo is in the top left corner. The main headline 'ONE ONE TRAINING' is in large white letters, with the second 'ONE' in purple. Below it, 'SIGN UP NOW' is in a purple box, and 'UP TO 45% OFF' is in white text.











**FREE TRAINING  
FOR ALL MEMBERS!**

New to OPVS? Try our New Member Orientation!  
Need a fresh workout? Design Your Own Workout!









**Uncomn**<sup>®</sup>  
Strategy. Design. Marketing

**Powering your brand's identity.**