GYGALATES

STRENGTH • MOBILITY • BALANCE

A Visual Identity Guide For The Gygalates Brand

GyGALATES

STRENGTH • MOBILITY • BALANCE

The best of **Gy**(mnastics) + (Yo)**ga** + (Pi)**lates**

BRAND GUIDELINE CONTENT

In this manual, you will find all the information you need to know about the visual identity for the Gygalates brand.

This document will guide you in all aspects of the practical application of branding elements for the Gygalates Brand.

The Founder

Carlota Viguer, the founder of Gygalates, started practising rhythmic gymnastics at the age of 5. At 19 she retired from competition and started coaching. Between 2009 and 2018 she coached several English and British champions as well as members of the English and British National squad teams. Today, she continues to mentor elite gymnasts around the world.

Her love for teaching has enabled her to get the best out of any one - not by imposing harsh disciplines and rules, but by discovering the inner triggers that produce self-motivation for each student. Carlota is also a fully trained yoga and pilates teacher.

The Inspiration

Over the years, Carlota has discovered that doing just one kind of training in isolation is never enough! So she's taken the best from each discipline... the strength aspects from gymnastics, the stability of core engagement from pilates and the best of yoga moves to create a fluid practice that anyone at any level of fitness can engage with. She's found that this kind of training makes the practice of each separate discipline like yoga or pilates even better.

"For me, Gygalates is the perfect expression of what I can best offer to the world, to all my students - young and old."

~ Carlota Viguer ~

The Gygalates logo is designed to reflect the core fitness benefits of Strength, Mobility and Balance, while simultaneously conveying the brand's distinctive feature - a unique training method that combines the best from three separate fitness disciplines. While the chosen logo font is strong, stable and balanced, the modified Y provides a distinctive pop of colour, personality and movement.

THE LOGO TITLE

Carefully chosen for its modernity, fluidity and highly legible style. The font for the **Gygalates** brand is **MODERNA.** The title must never appear without the subheading.

THE LOGO SUBHEADING

The font for **STRENGTH • MOBILITY • BALANCE** is **ROGER SANS**. The subheading may appear with or without the logo title.

THE LOGO SYMBOL

The font for **"Y"** is **Moderna (modified).**. The logo symbol must always be included with the logo title.

GYGALATES
STRENGTH • MOBILITY • BALANCE

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STANDARD LOGO

Will be used when the background color is white

GYGALATES
STRENGTH • MOBILITY • BALANCE

REVERSE LOGO

Will be used when the background color is dark black (or a minimum of 90% dark black)

EXCLUSION ZONE

100 PX

EXCLUSION ZONE

EXCLUSION ZONE

100 PX

100 PX

GYGALATES

STRENGTH • MOBILITY • BALANCE

100 PX

IT IS IMPORTANT TO KEEP THE LOGO CLEAR OF ANY OTHER ELEMENTS

To regulate this, an exclusion zone has been established around the logo - see diagram above.

This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo. Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.
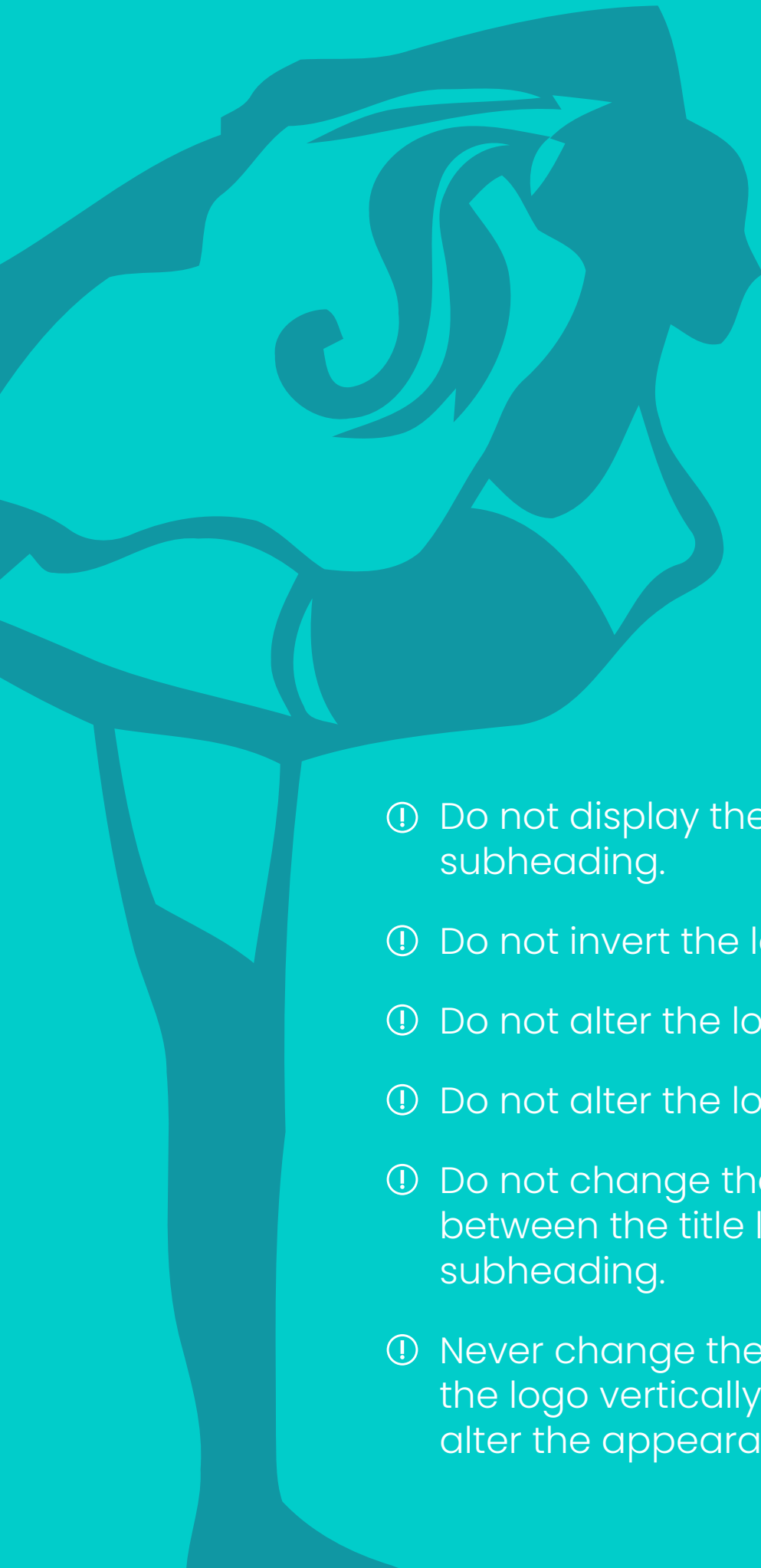
ⓘ Do not display the logo without the subheading.

ⓘ Do not invert the logo.

ⓘ Do not alter the logo.

ⓘ Do not alter the logo typeface style.

ⓘ Do not change the size relationship between the title logo and subheading.

ⓘ Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.
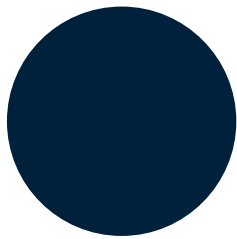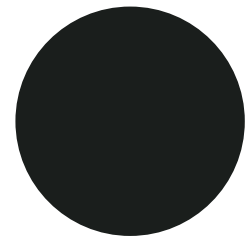
GYGALATES

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The best of **Gy**(mnastics) + (Yo)**ga** + (Pi)**lates**

RGB: 0 / 38 / 62
CMYK: 100 / 68 / 67 / 88
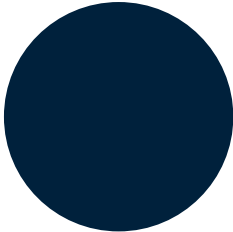HEX: # 00263E
PANTONE 2965 C
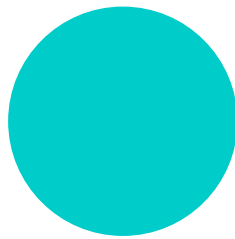
RGB: 100 / 204 / 201
CMYK: 73 / 0 / 30 / 0
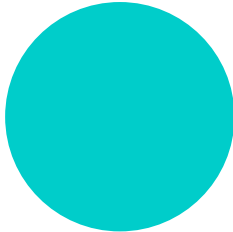HEX: # 64CCC9
PANTONE 325 C

RGB: 33 / 35 / 34
CMYK: 72 / 65 / 67 / 76
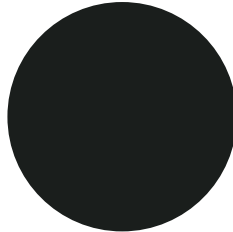HEX: # 212322
PANTONE 419 C

The Color Systems And Color Codes

RGB: 0 / 38 / 62
CMYK: 100 / 68 / 67 / 88
HEX: # 00263E
PANTONE 2965 C

RGB: 100 / 204 / 201
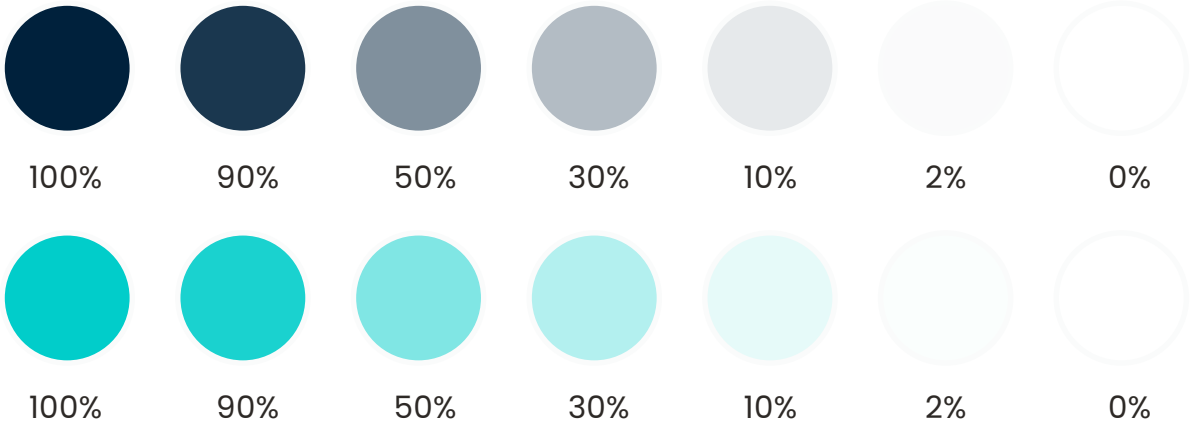CMYK: 73 / 0 / 30 / 0
HEX: # 64CCC9
PANTONE 325 C

RGB: 33 / 35 / 34
CMYK: 72 / 65 / 67 / 76
HEX: # 212322
PANTONE 419 C

Primary Tint Scale

100%	90%	50%	30%	10%	2%	0%

100%	90%	50%	30%	10%	2%	0%

Secondary Tint Scale

100%	90%	50%	30%	10%	2%	0%
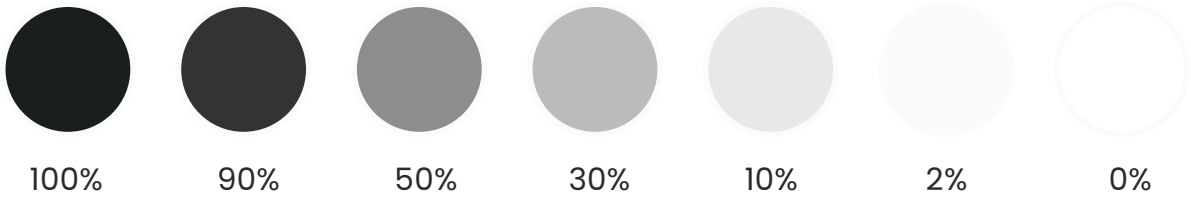
GYGALATES
Moderna Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

S T R E N G T H · M O B I L I T Y · B A L A N C E
Roger Sans Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Headlines
Poppins

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Body Text
Poppins

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

	TYPE FACE DETAILS	USAGE EXPLANATION
LOGO TITLE	**MODERNA** For sizing and proportions guidelines please refer to the Brand Logo section.	This typeface should be restricted to the use of the logo. Exceptions can be made, minimally, when an idea or instruction needs to be emphasised, or when a word or phrase needs to be energised and given special emotional meaning.
LOGO SUB HEADING	**ROGER SANS** For sizing and proportions guidelines please refer to the Brand Logo section.	This typeface is restricted to the use of the logo subheading, labels and captions and should not be used in any other circumstances.
BIG HEADLINE / TITLES	**MODERNA** Font Size: 28pt / Leading: 30pt / Uppercase	Off Black or Dark Blue should always be used. Only use when copy is restricted to a few words
HEADLINES	**Poppins** Font Size: 24pt / Leading: 30pt / Uppercase	Off black, dark blue or white can be used.
SUBPARAGRAPHS / SUBHEADINGS	**Roger Sans** Font Size: 16pt / Leading: 30pt / Uppercase	Use for sub paragraphs or sections of copy that need to stand out or serve as an introduction. Headlines may also be used sparingly if contrast is required.
BODYCOPY	Poppins Poppins Poppins Poppins Font Size: 10-12pt Leading: 30pt / Sentence Case	Body copy should appear in sentence case off black or grey.
LABELS	**Roger Sans** Font Size: 13pt / Leading: 30pt / Uppercase	Use when labelling icons on website or other materials.
CAPTIONS	**Roger Sans** Font Size: 13pt / Leading: 30pt / Uppercase	Use when labelling images or using fine print in either off black or grey.

THIS IS A BIG HEADLINE.

Moderna
Font Size:32pt / Leading: 30pt / Uppercase

THIS IS A HEADLINE THAT SERVES TO INTRODUCE A SECTION OF INFORMATION.

Poppins
Font Size:24pt / Leading: 30pt / Uppercase

THIS IS A SUBPARAGRAPH OR A SUBHEADING

This is a sample of body copy. This is a sample of body copy. This is a sample of body copy. This is a sample of body copy. This is a sample of body copy. This is a sample of body copy.

Roger Sans
Font Size:16pt / Leading: 30pt / Uppercase

Poppins
Font Size:10-12pt / Leading: 30pt / Sentence Case

THIS IS A LABEL

THIS IS ALSO A LABEL

Roger Sans
Font Size:13pt / Leading: 30pt / Uppercase

THIS IS A CAPTION

THIS IS A CAPTION

Roger Sans
Font Size:13pt / Leading: 30pt / Uppercase