



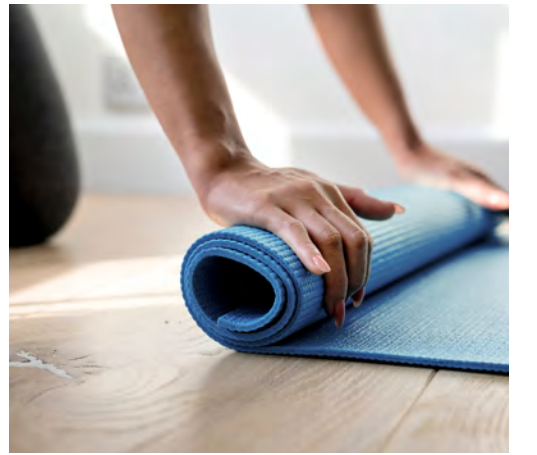
FLEX + *flow*

BRAND GUIDE

A photograph of three women in athletic wear sitting on a gym floor, laughing and talking. The woman on the left is wearing a dark blue sports bra and leggings. The woman in the middle is wearing a light blue sports bra and leggings. The woman on the right is wearing a white sports bra and dark blue leggings. They are all smiling and looking at each other. The background is a gym with wooden floors and a high ceiling with exposed beams.

Building community through movement.

TAGLINE



MOOD BOARD



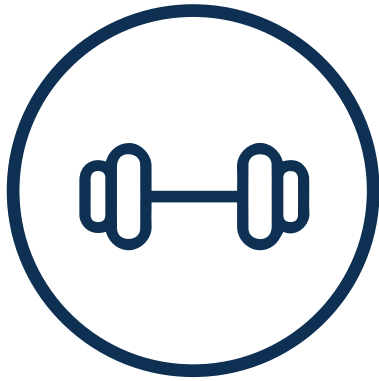
FLEX + *flow*



FLEX + *flow*









HEX VALUE: #113153
RGB: 17, 49, 83
CMYK: 100%, 83%, 41%, 35%



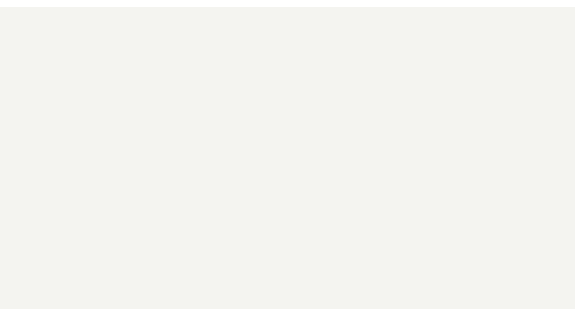
HEX VALUE: #508AC4
RGB: 80, 138, 196
CMYK: 70%, 38%, 2%, 0%



HEX VALUE: #6A7A7A
RGB: 106, 122, 122
CMYK: 61%, 42%, 46%, 11%



HEX VALUE: #C1C2BA
RGB: 193, 194, 186
CMYK: 25%, 18%, 24%, 0%



HEX VALUE: #F2F1ED
RGB: 242, 241, 237
CMYK: 4%, 3%, 5%, 0%

Headline

OSTRICH SANS ROUNDED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890

Display

Lie to Me

*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
1234567890*

Subheader + Google Webfont

QUICKSAND BOLD (100 TRACKING)

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890

Paragraph + Google Webfont

Quicksand Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Quicksand Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

COMMUNITY
STRENGTH
FLEXIBILITY
HEALTH
SPIRITUALITY



BRAND VALUES



TARGET AUDIENCE:

Health-conscious men and women of all ages in Playa Grande and surrounding areas

Interests: gym, fitness, yoga, spirituality, healthy eating, community development

Unique Selling Proposition:

Flex & Flow offers multiple types of fitness classes and facitites in one place. Potential customers will find value in choices, and the holistic approach to health. (Movement, community, spirituality)