



**MVMNT
MTHD**

BRAND GUIDELINES 2025

ABOUT

MVMNT MTHD IS A HIGH-PERFORMANCE DIGITAL FITNESS PLATFORM OFFERING STRUCTURED, PURPOSE-BUILT, RESULTS-DRIVEN FITNESS PROGRAMMES FOR THE COMMITTED INDIVIDUAL.

CLIENT

MVMNT MTHD

DESCRIPTION

MVMNT MTHD is a high-performance digital fitness platform.

PROJECT

Brand Guidelines



DELIVERY DATE

10.06.25

A brand system is a structured framework that defines how a brand is visually, verbally, and strategically represented across all touchpoints. It encompasses a cohesive set of elements, including the logo, color palette, typography, imagery, messaging, and tone of voice, all guided by clear and detailed standards. These elements work together to create a consistent and recognizable identity, ensuring that the brand communicates its values, personality, and purpose effectively.

A well-crafted brand system acts as a roadmap for maintaining brand integrity, helping organisations deliver a unified experience across digital platforms, print materials, packaging, and more. By providing consistency and flexibility, a brand system builds trust, strengthens recognition, and enables long-term growth.



MISSION STATEMENT

TO EMPOWER COMMITTED INDIVIDUALS WITH PURPOSE-BUILT, RESULTS-DRIVEN TRAINING THAT FOSTERS LONG-TERM PROGRESS, RESILIENCE, AND PERFORMANCE.

VISION

TO BECOME THE WORLD'S LEADING DESTINATION FOR STRUCTURED, EFFECTIVE FITNESS PROGRAMMING— SEAMLESSLY BLENDING AUTONOMY, EXPERT COACHING, AND LIFELONG PERFORMANCE WITHIN A FLEXIBLE DIGITAL PLATFORM.

BRAND PERSONA

A brand persona is the human-like character or personality of a brand, crafted to help audiences connect with it on an emotional and relatable level.

It embodies the traits, tone, and behaviors that the brand would exhibit if it were a person, making the brand more approachable, memorable, and engaging.

01 **PURPOSEFUL**
—

02 **CONFIDENT**
—

03 **GRITTY**
—

04 **GROUNDLED**
—

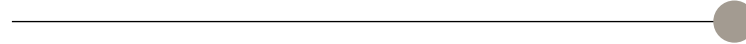
05 **EMPOWERING**
—

06 **INCLUSIVE**
—

ATTRIBUTES

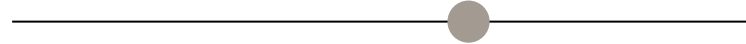
A brand's tone is the specific way a brand communicates with its audience, reflecting its personality, values, and emotional intent. It goes beyond the words themselves, capturing the style, attitude, and mood of the communication. Tone helps ensure that the brand's message resonates consistently with its target audience across all touchpoints.

RETRO



MODERN

FORMAL



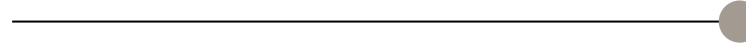
CASUAL

SERIOUS



PLAYFUL

RESERVED



BOLD

TONE OF VOICE

A brand's tone of voice is the distinctive way a brand communicates with its audience across all touchpoints.

It reflects the brand's personality, values, and attitude, and helps shape how people perceive and connect with it.

01 PURPOSEFUL & DIRECT

We speak with intention. Every word should drive clarity, motivation, or action. We eliminate fluff, jargon, and filler—our community respects straight talk and expects substance. ensure that the brand's message resonates consistently with its target audience across all touchpoints.

02 CONFIDENT, NEVER ARROGANT

We know our method works because it's been tested—by coaches, athletes, and everyday high performers. We speak from experience, not ego. **Example:** "We don't sell hype. We sell systems that work—if you do."
"

03 GRITTY, NOT AGGRESSIVE

We honour discipline, effort, and resilience. Our voice motivates through earned respect—not intimidation or bravado. We challenge, but we support just as fiercely. **Example:** "You won't always feel like training. That's why it matters more when you do."
"

04 GROUNDED IN SCIENCE & SIMPLICITY

We're built on frameworks that work. We make the complex simple and the intimidating accessible—without diluting the quality or depth of what we deliver. **Example:** "We cut the fluff. You'll get structure, progression, and results—without the guesswork."

05 RELATABLE BUT DRIVEN

We're professionals, but we're human too. We understand that real life doesn't follow a perfect schedule. Our tone balances elite-level insight with a no-excuses attitude. **Example:** "Life's messy. Your training doesn't have to be."

06 EMPOWERING & INCLUSIVE

We speak to the individual—but build for the collective. Whether you're a parent, athlete, or weekend warrior, you're here because you want more—and we're here to help you earn it. **Example:** "You don't need more motivation. You need a method you can rely on."

07 QUIETLY INSPIRATIONAL

We don't shout. We don't chase trends. We lead by example and let results do the talking. Our tone motivates without cliché—through clarity, challenge, and consistency. **Example:** "Progress is built in the moments no one sees. We train for those."

BRAND VALUES

Brand values are the core principles and beliefs that guide a brand's actions, decisions, and the way it presents itself to the world.

They act as a moral compass, shaping everything from the brand's mission and culture to how it communicates and engages with its audience.

1. PURPOSEFUL PROGRESSION

We believe in training with intent. Every program is designed to deliver measurable, long-term growth—not just short-term hype.

2. LIFELONG CAPABILITY

Fitness is more than aesthetics.
We build durable, high-performing bodies that move well, feel strong, and stay ready—for life.

3. RELENTLESS AUTONOMY

We empower individuals to own their training journey through flexible, coach-supported programming that adapts to real lives—not rigid schedules.

4. EARNED FULFILMENT

We champion the value of delayed gratification. Discipline, consistent effort, and commitment are the foundations of meaningful results.

5. SIMPLICITY

Our systems are clean, focused, and proven.
No fluff—just progressive frameworks that remove the guesswork and reward consistency.

6. HEALTH-FIRST, ALWAYS

We prioritise health as the foundation of fulfilment.
A capable body is the base for a full, impactful life.

7. COMMUNITY OF GROWTH

We foster a space where like-minded individuals challenge themselves, support one another, and celebrate progress together.

LOGO

A logo is a visual symbol or design that represents a brand, organisation, product, or service.

01

A LOGO IS IMPORTANT BECAUSE IT IS THE VISUAL CORNERSTONE OF A BRAND'S IDENTITY. IT ACTS AS A SYMBOL THAT COMMUNICATES THE BRAND'S VALUES, PERSONALITY, AND PURPOSE AT A GLANCE.

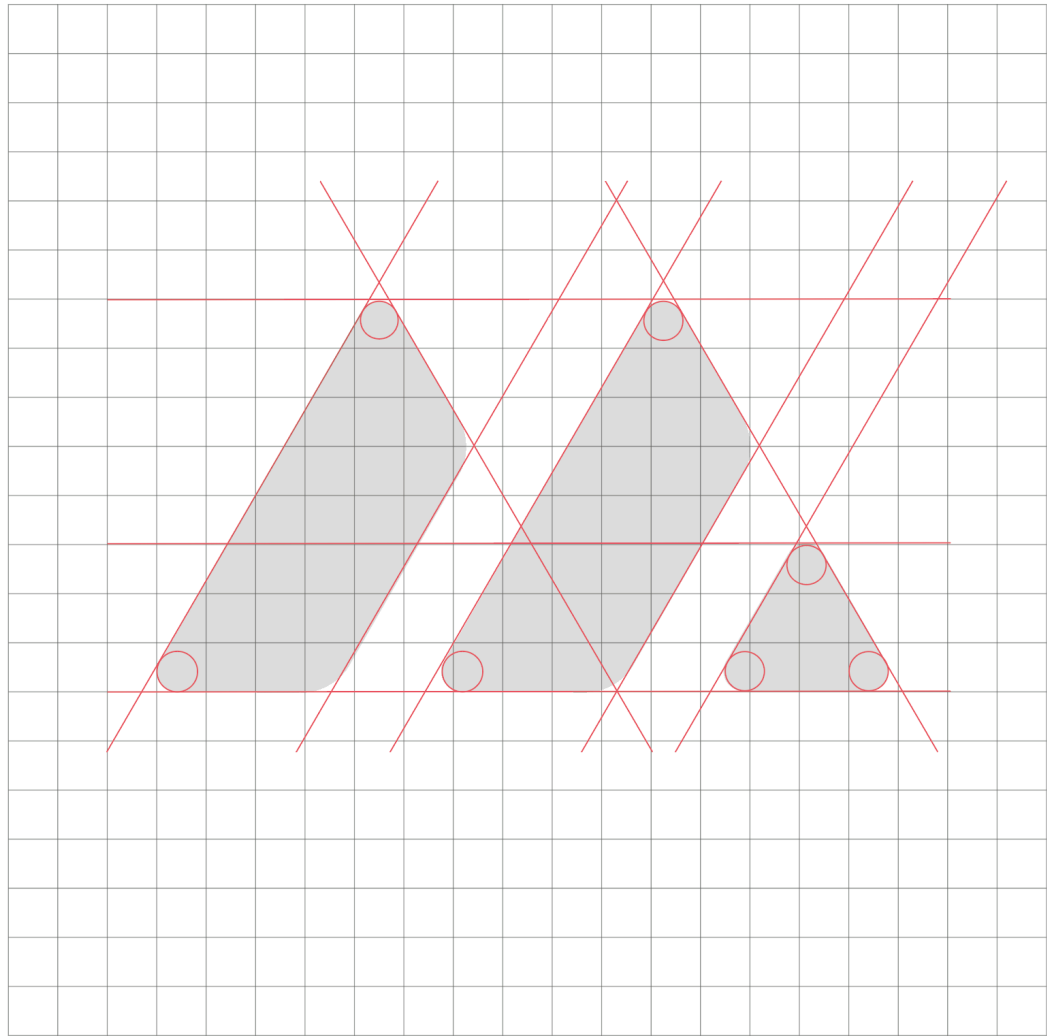
Logos are used across various mediums, including websites, packaging, advertisements, and physical locations, to create a consistent and cohesive visual representation.

There are several types of logos, each serving different design purposes.

LOGO TYPE

COMBINATION

A combination mark integrates both text and a symbol or icon to create a more versatile logo, seen in brands like Adidas or Burger King.



FAVICON

A favicon is a small, distinctive image or icon that appears in the browser tab, bookmarks bar, or as part of a website's address in the browser's URL bar.



VARIATIONS

Variations of a logo are different versions of a brand's primary logo, designed to work across a variety of contexts and formats while maintaining brand consistency. These variations ensure that the logo looks good and functions well no matter where it's used — on websites, social media, packaging, business cards, or merchandise.



LOGO USAGE

A logo should always be displayed clearly, without distortion, and should retain its original proportions.

For example, using the logo on business cards, websites, packaging, or advertising materials ensures it is positioned in a way that maximizes visibility and recognition, typically adhering to any clear space requirements to prevent visual clutter.



PIRIMARY



SECONDARY



AVOID



AVOID BUSY BACKGROUND



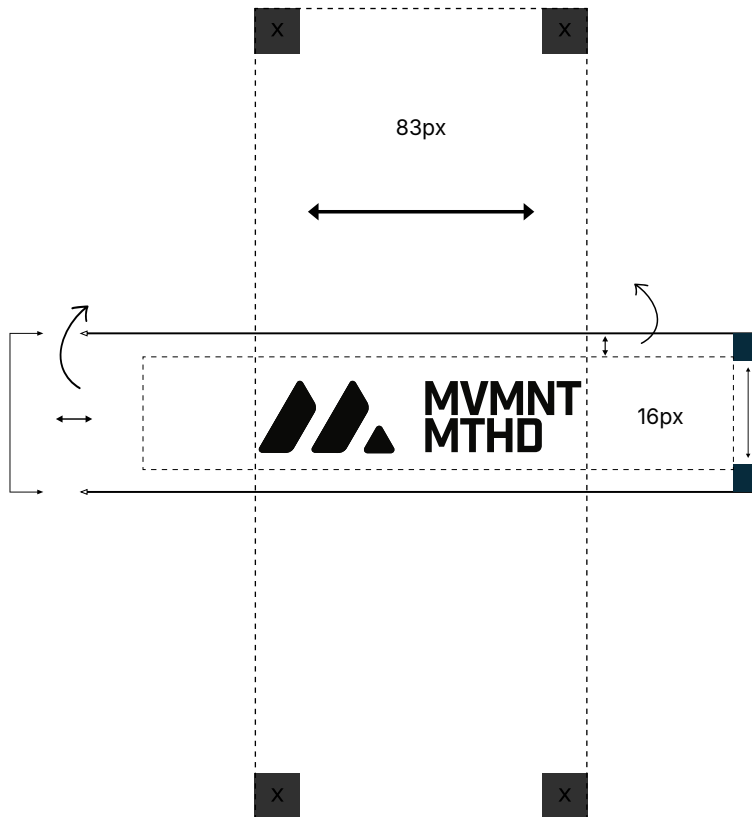
AVOID



ALTERNATIVE USE

MINIMUM SIZE

Compressed mark used for small
and where applicable.



COLOUR

A brand colour palette is a carefully selected range of colours that represent a brand's identity and evoke the desired emotional response from its audience.

02

COLOURS ARE POWERFUL TOOLS IN BRANDING, AS THEY CAN INFLUENCE PERCEPTIONS, REINFORCE MESSAGING, AND ESTABLISH A STRONG VISUAL IDENTITY.

A well-defined brand colour palette typically includes primary colours, which are the core shades that represent the brand, and secondary colours, which complement and support the primary colours to provide flexibility in design applications. The palette might also include accent colours for specific uses, such as highlighting key elements or creating contrast.

Consistent use of the colour palette across all brand materials—such as websites, logos, packaging, and advertising—ensures a cohesive and recognizable brand presence, helping to build trust and recognition with customers.

BRAND COLOURS

The colours selected for a brand's colour palette form its colour scheme and are a crucial part of its identity.

Once these colours are chosen, they must be used consistently across all brand materials and platforms to maintain uniformity and visual recognition.

**Quill
Gray**

#d6d6d3

Zorba

#a39b91

Coffee

#766555

**Cod
Gray**

#0a0908

White

#ffffff

HUES

Here are acceptable hues of the colour palette.

CMYK	(0,10,20,96)
RGB	(10,9,8)
HEX	0a0908



CMYK	(0,0,1,16)
RGB	(214,214,211)
HEX	1effc7



CMYK	(0,4,11,36)
RGB	(163,156,145)
HEX	A39C91

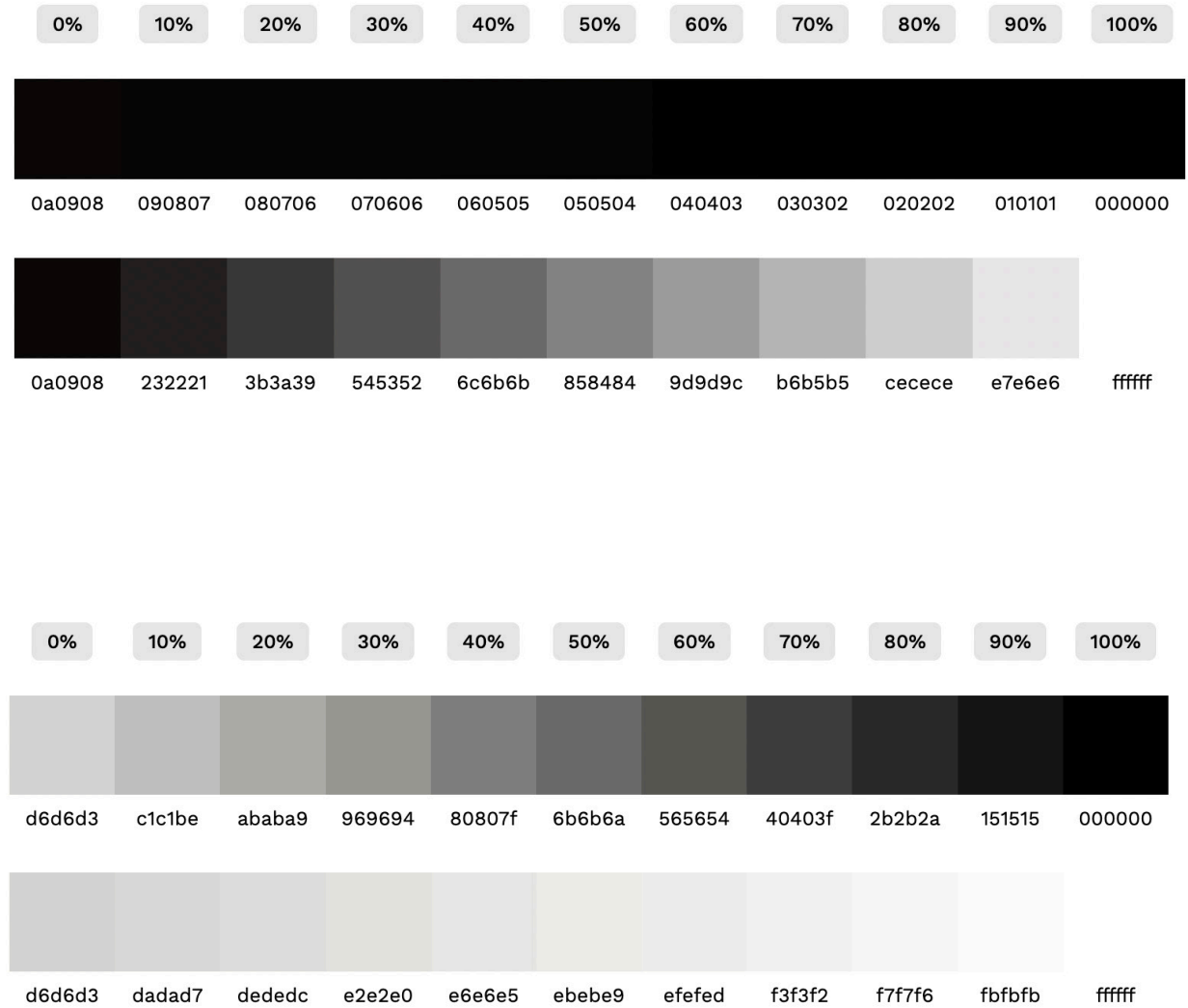


CMYK	(0,14,23,54)
RGB	(118,101,85)
HEX	766555



BRAND COLOUR

The colour palette is internationally small in variety so as to not dilute the brand visual, which adds confusion.



TYPOGRAPHY

Brand typography refers to the specific fonts and typefaces that a brand uses consistently across all of its communications and materials.

03

TYPOGRAPHY PLAYS A VITAL ROLE IN EXPRESSING THE BRAND'S PERSONALITY, TONE, AND OVERALL VISUAL IDENTITY. THE RIGHT TYPOGRAPHY CAN ENHANCE READABILITY, CREATE A SENSE OF PROFESSIONALISM, AND HELP DIFFERENTIATE THE BRAND IN A CROWDED MARKETPLACE.

The goal is to create a cohesive visual identity where the typography supports the overall brand message, enhances user experience, and fosters recognition across all brand touchpoints, from websites and social media to print materials and packaging.

TYPOGRAPHY

In addition to font choices, typography guidelines will also specify font sizes, line spacing, letter spacing, and the appropriate use of bold or italic styles to maintain consistency.

H1

120px

H2

60px

H3

36px

Paragraph

14px

Subtitle

12px

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						

0	1	2	3	4	5	6	7
8	9						

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TYPOGRAPHY

Typographic hierarchy system is based on human interface guidelines. Aesthetic while keeping text legibility, prioritise content and emphasise important information.

LOGO FONT (ONLY)

INDUSTRY
TEST

TYPOGRAPHY

A brand's typography typically includes a combination of primary and secondary typefaces. The primary typeface is usually used for headings, logos, and key messaging, and is chosen for its uniqueness and ability to represent the brand's character.

The secondary typeface is often used for body text or smaller print, prioritising readability and versatility across different platforms and mediums. Together, these fonts should complement each other and reflect the brand's style, whether it's modern, traditional, playful, or elegant.

01. Primary

Nn

02. Secondary

Ha

03. INSTAGRAM TITLE FONT

Ee

NEUE HAAS GROTESK DISPLAY PRO

(UPPERCASE, BOLD + LETTER SPACING -9)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

?!+(.,)@\$()~!

NEUE HAAS GROTESK DISPLAY PRO

(LETTER SPACING -9)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

?!+(.,)@\$()~!

DEVANT FONT

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

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BRAND ELEMENTS

Brand elements are the distinct components that work together to create a brand's identity and differentiate it from competitors.

04

**THESE ELEMENTS HELP CONVEY THE
BRAND'S VALUES, PERSONALITY,
AND MISSION TO ITS AUDIENCE IN A
COHESIVE AND RECOGNISABLE WAY.**



IMAGE- GRAPHY

Acceptable imagery that is consistent with a brand refers to the types of images, photos, illustrations, and visual elements that align with the brand's identity, values, and messaging.

The right imagery can enhance the brand's story and create an emotional connection with the audience.

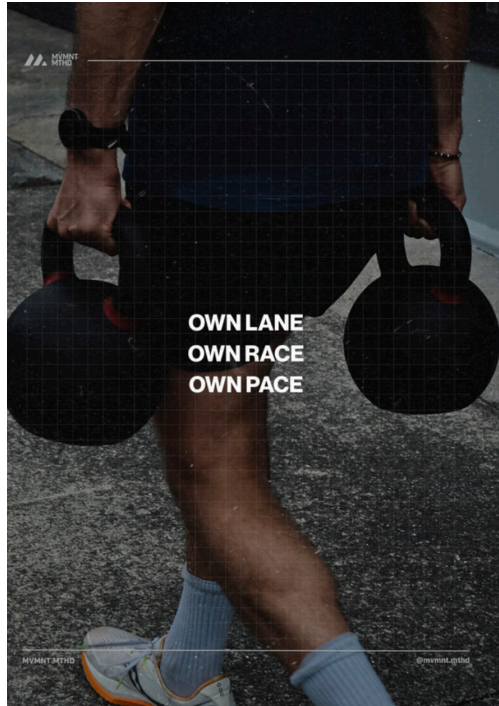


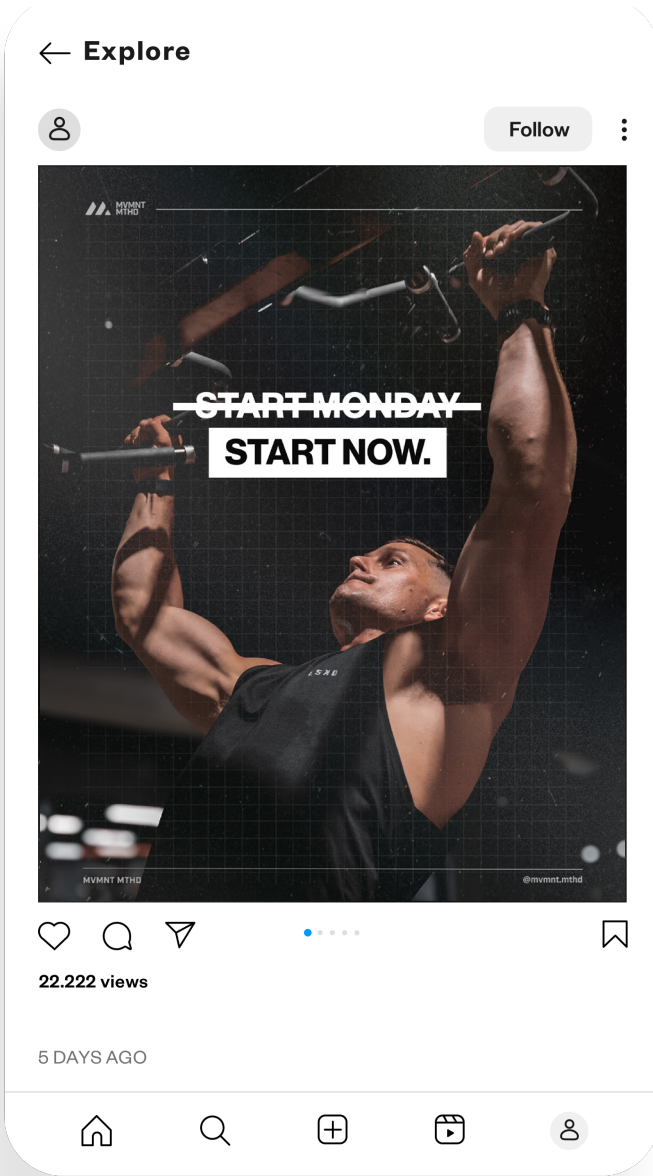
GRIDS & INSTAGRAM POST

Brand guidelines for Instagram posts help ensure consistency in how a brand presents itself on the platform, maintaining a cohesive visual identity and messaging that aligns with its overall brand.

These guidelines ensure that every post, whether it's an image, video, or story, is on-brand and resonates with the target audience.

Instagram post dimensions 1080 x 1080





STOP GOING TO THE GYM WITHOUT A PLAN.

RESULTS DRIVEN TRAINING FOR PERFORMANCE + AESTHETICS

PURPOSE BUILT, RESULTS DRIVEN.

- TRIED & TESTED PROGRAM**
Proven programming designed by expert coaches to deliver measurable results.
- DAILY WORKOUTS**
Purpose-driven, structured sessions to keep you consistent and on track to progression.
- MOVEMENT LIBRARY**
Comprehensive library of exercise demos and tips to execute correct form and maximise every session.
- LEADERBOARD**
Challenge yourself and connect with the MVMNT Community by climbing the leaderboard.
- COMMUNITY**
Join our global network to share results, tips, and banter while staying accountable with coach insights.
- PROGRESS TRACKING**
Track performance with reps, sets, and session metrics to measure growth.
- LIFETIME ACCESS**
Get unlimited, ongoing access to your program anytime, anywhere.

READY TO FIND YOUR NEXT LEVEL?

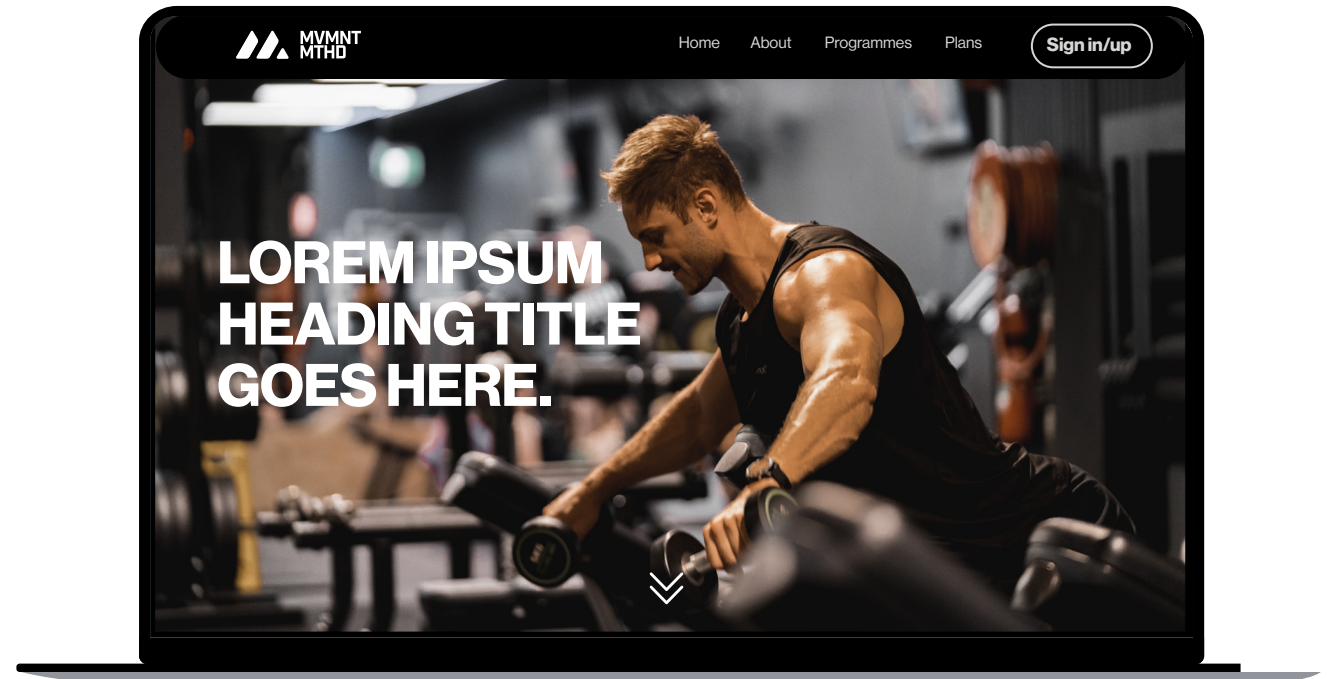
Hit the link in bio to get training started.

WEBSITE

Brand guidelines for a website ensure that the brand's visual identity, tone, and messaging are consistent across all digital platforms, creating a cohesive and recognisable experience for visitors.

These guidelines help maintain a professional, user-friendly, and brand-aligned presence online.

Heading example



MOBILE APPS

These guidelines cover design, user interface (UI), and content elements to ensure the app feels and functions as an extension of the brand, making it recognisable and user-friendly.



DOCUMENTS

Brand guidelines for documents ensure that all printed or digital materials (e.g., reports, presentations, proposals, letters, etc.) are visually consistent with the brand's identity.

05

**THESE GUIDELINES PROVIDE
A FRAMEWORK FOR CREATING
PROFESSIONAL, ON-BRAND
DOCUMENTS THAT REFLECT
THE COMPANY'S VALUES, TONE,
AND VISUAL IDENTITY.**

MOBILE APPS

-Document Example

-Cover Example


07-03-24

Michael John

Post title

Email: lorem@example.com
Phone: +1234 567890

Fax: +01234 567 89093
Twitter: #m_john098

BRAND, International

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07-03-24

Title

Email: lorem@example.com
Phone: +1234 567890

Fax: +01234 567 89093
Twitter: #m_john098

Email: lorem@example.com
Phone: +1234 567890

BUSINESS CARD

Brand guidelines for business cards ensure that every card reflects the brand's identity, values, and professionalism.

01. Front



02. Back



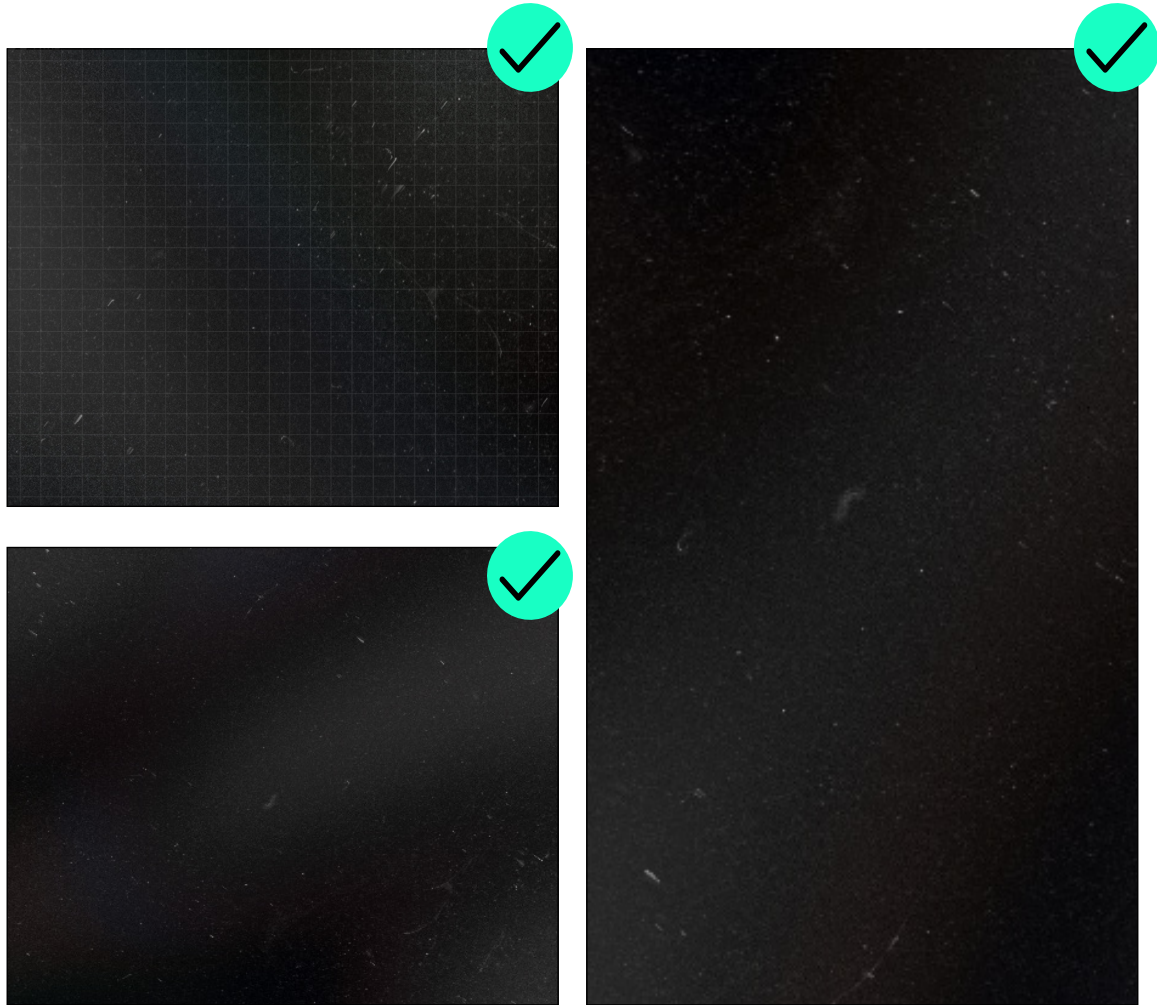
MERCH

Brand guidelines for merchandise (merch) ensure that every branded item — whether apparel, accessories, promotional products or print — reflects the brand's visual identity, values, and messaging.



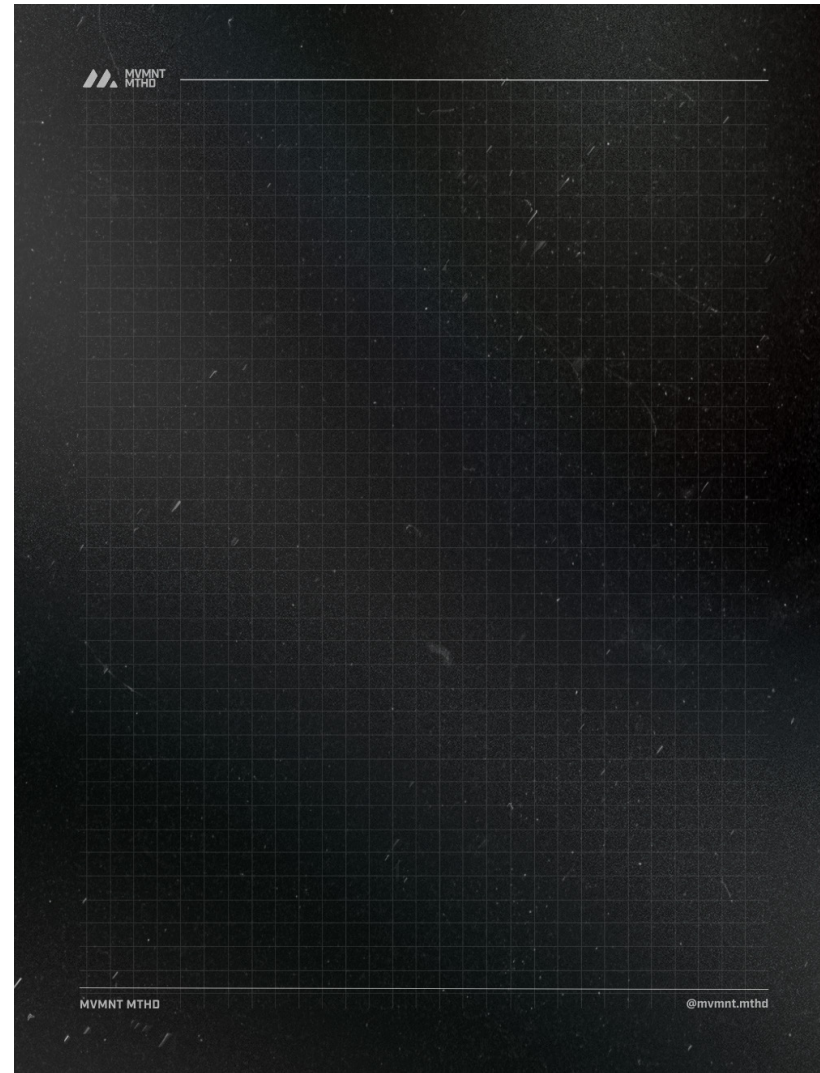
ILLUSTRATIONS

Illustrations and patterns can add personality, charm, and visual interest to the brand, but they must align with the brand's tone, aesthetic, and values.



FILE & INFO

Various miscellaneous materials and files, such as digital assets, promotional items, or any other branded content that is not mentioned in this document, should adhere to the brand guidelines to maintain consistency and coherence across all touchpoints.



MVMNT MTHD

MVMNT MTHD is a high-performance digital fitness platform offering structured, purpose-built, results-driven fitness programmes for the committed individual.

