



**YOURZONE45**

**BRAND GUIDELINES**

Version 1.0 - February 2019

## Welcome to the YourZone45 Brand Guidelines.

This document contains all the relevant information pertaining to the YourZone45 brand, and should be used on all external and internal materials, both digital and print related.

Using the brand correctly is important. It maintains a consistency across the organisation, and helps breed familiarity among our desired target markets.

We kindly ask that you refer and adhere to the guide at all times.

**Thank you**

Any questions about these guidelines should be directed to the 'Brand Guardian' Chris Elms at [chris@yourzone45.co.uk](mailto:chris@yourzone45.co.uk)



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## LOGO

The logotype and chevron stripes should always be placed in a fixed relationship and should never be altered, modified or reproduced in any way. The logo must always incorporate the chevron stripes at a 45° angle.



Primary logo - For use on white and pale coloured backgrounds



Primary profile logo - White background



Primary logo - For use on grey and dark coloured backgrounds



Primary profile logo - Dark background



## LOGO - EXCLUSION ZONE

To ensure the integrity and visibility, the logo is always surrounded by a minimum clear space.

As shown, the minimum amount of clear space is equal to the width of the Zone 'Z'. This must be maintained around all edges of the YourZone logo.



Primary logo



Primary profile logo



## LOGO - MINIMUM SIZE

In the interests of brand legibility the logo should never appear smaller than 18 mm wide including the exclusion zone.



32mm



20mm



## LOGO - DON'TS

Consistent and correct use of the logo is essential in maintaining the strength of the brand.

**YOURZONE45**

- Don't use the logotype without the chevron stripes

***YOURZONE45***

- Don't italicise the logotype

**YOURZONE45**

- Don't try to recreate the logotype

**YOURZONE45**

- Don't distort the logotype



- Don't enclose the logo in shapes



- Don't change the colour specifications



## COLOUR PALETTE

The YourZone45 primary palette comprises of two colours: yellow and grey.

### GUIDELINES FOR USE:

CMYK - Print work

PANTONE® - Print work (Ensures exact and consistent reproduction)

HEX - Used online

RGB - Used for onscreen applications

Colours displayed on the screen can sometimes be misleading and may not represent the corporate colours correctly.

To avoid any errors during printing, never approximate and always use the correct colours.

### YourZone45 Yellow

**CMYK** - C0 M0 Y100 K0

**PANTONE®** - YELLOW C

**HEX** - #FFF000

**RGB** - R255 G237 B0

### YourZone45 Grey

**CMYK** - C0 M0 Y0 K80

**PANTONE®** - Cool Grey 11C

**HEX** - #575756

**RGB** - R87 G87 B86



## STRAPLINE

The strapline 'Fit Just Got Personal' should allow to be on artwork as a sign-off to any marketing message. It can appear in one of two ways as illustrated below. The YourZone45 yellow colour would be the primary choice of colour as below, but it can appear white, reversed out of a coloured background.

**FIT JUST GOT  
PERSONAL**

Primary stacked version

**FIT JUST GOT PERSONAL**

Primary landscape version

**FIT JUST GOT  
PERSONAL**

**FIT JUST GOT PERSONAL**



## FONTS

The usage of fonts must be adhered to at all times. Headlines and sub headings should be Gotham Black and any bodycopy should be Gotham Light to aid readability. To **highlight words within the bodycopy** please use Gotham Black.

To accompany Gotham and add some personality we use Flood to highlight and emphasise certain keywords in headlines. It should be used sparingly.

### HEADLINES - GOTHAM BLACK

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!?!@£#%&**

### BODYCOPY - GOTHAM BOOK

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?!@£#%&

### KEYWORDS - FLOOD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!?!@£#%&**

# PHOTOGRAPHY

All YourZone45 photography has a distinctive brand look with the addition of a colour treatment that incorporates the chevron stripes. These are added in such a way that they become integral to the image by positioning themselves through the various bodies and studio equipment. This not only references the brand but also adds a further dimension to the photography.



Before:



Before:



After:



After:



# PHOTOGRAPHY

All YourZone45 photography should always use people in group in studio environments, and appear motivated and engaged. The images should also where possible include instructors to emphasise that these are instructor led workouts.



Image 1:



Image 2:



Image 3:



Image 4:



Image 5:



Image 6:



Image 7:



Image 8:



Image 9:



# PHOTOGRAPHY

The exercises being performed should be authentic and true to the unique YourZone45 routines.



Image 10:



Image 11:



Image 12:

## For Mature Audience



Image 13:



Image 14:

## FEATURES AND BENEFITS

For all elements of marketing these are the key features and benefits that should be referenced throughout all communications as points of difference from our competitors.

**36**  
HOUR  
AFTER BURN

Trained at the correct intensity  
**you continue to burn calories**  
for up to 36 hours after the workout

WHERE  
**FITNESS**  
MEETS  
**SCIENCE**

Interval training workouts are designed to  
burn calories fast, rev up metabolism and  
**increase fitness levels at a phenomenal rate**

**HEART RATE**  
**TECHNOLOGY**

Keeps you motivated  
before, during and after the workout

**ENJOYMENT**  
**MOTIVATION**  
**BIG**  
**RESULTS**

Our secret sauce that keeps  
**members coming back for more**

**INSTRUCTOR**  
**LED**  
**WORKOUTS**

The benefits of personal training  
at a fraction of the cost.  
**Maximum results and highly motivating**

**45**  
MINUTE  
WORKOUTS

Fits into busy lifestyles

**DIFFERENT**  
**WORKOUT**  
**EVERY DAY**

The body and mind will not get  
bored of the same routine,  
**keeping you coming for longer!**

# BRAND IN-SITU - POSTERS

Poster executions

**YOURZONE45**

## FEEL THE BURN FOR FREE

FIT JUST GOT PERSONAL

- 36 HOUR CALORIE AFTER BURN
- HEAVY DUTY BASED TRAINING WHERE FITNESS MEETS SCIENCE
- MAXIMUM RESULTS IN RECORD TIME
- INSTRUCTOR LED GROUP WORKOUTS
- 45 MINUTE WORKOUTS
- FOR ALL FITNESS LEVELS

**TRY IT FOR YOURSELF**  
BOOK YOUR FREE TRIAL AT [YOURZONE45.CO.UK](http://YOURZONE45.CO.UK) OR  
CALL: 01XXXX XXXXXX

ADDRESS: UNIT 2 ST. JOHN'S HOUSE, CLYDE STREET, BINGLEY BD16 4LD

\*TERMS AND CONDITIONS APPLY - LIMITED TIME OFFER PLEASE CONTACT THE STUDIO FOR MORE DETAILS

**YOURZONE45**

FREE PRIZE DRAW

## YOUR FREE FRIEND OFFER

FIT JUST GOT PERSONAL

**REFER A FRIEND TODAY**  
BOOK A FREE TRIAL AT [YOURZONE45.CO.UK](http://YOURZONE45.CO.UK) OR  
CALL: 01XXXX XXXXXX

IF YOU REFER A FRIEND AND THEY SIGN UP FOR A 12 MONTH MEMBERSHIP, YOU AS THE EXISTING MEMBER WILL RECEIVE A FREE MONTHS MEMBERSHIP. IN ADDITION TO THAT YOU WILL BE ENTERED INTO A PRIZE DRAW WITH THE OPPORTUNITY TO WIN AMAZING PRIZES LIKE XXXXXXX

ADDRESS: UNIT 2 ST. JOHN'S HOUSE, CLYDE STREET, BINGLEY BD16 4LD

\*TERMS AND CONDITIONS APPLY - LIMITED TIME OFFER PLEASE CONTACT THE STUDIO FOR MORE DETAILS



## BRAND IN-SITU - LEAFLETS

Standard A5 double-sided leaflets



# BRAND IN-SITU - PRESS ADVERT

Full page advert





# BRAND IN-SITU - STUDIO EXTERIOR

Examples of window graphics and signage

Left Elevation

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.



Front Elevation



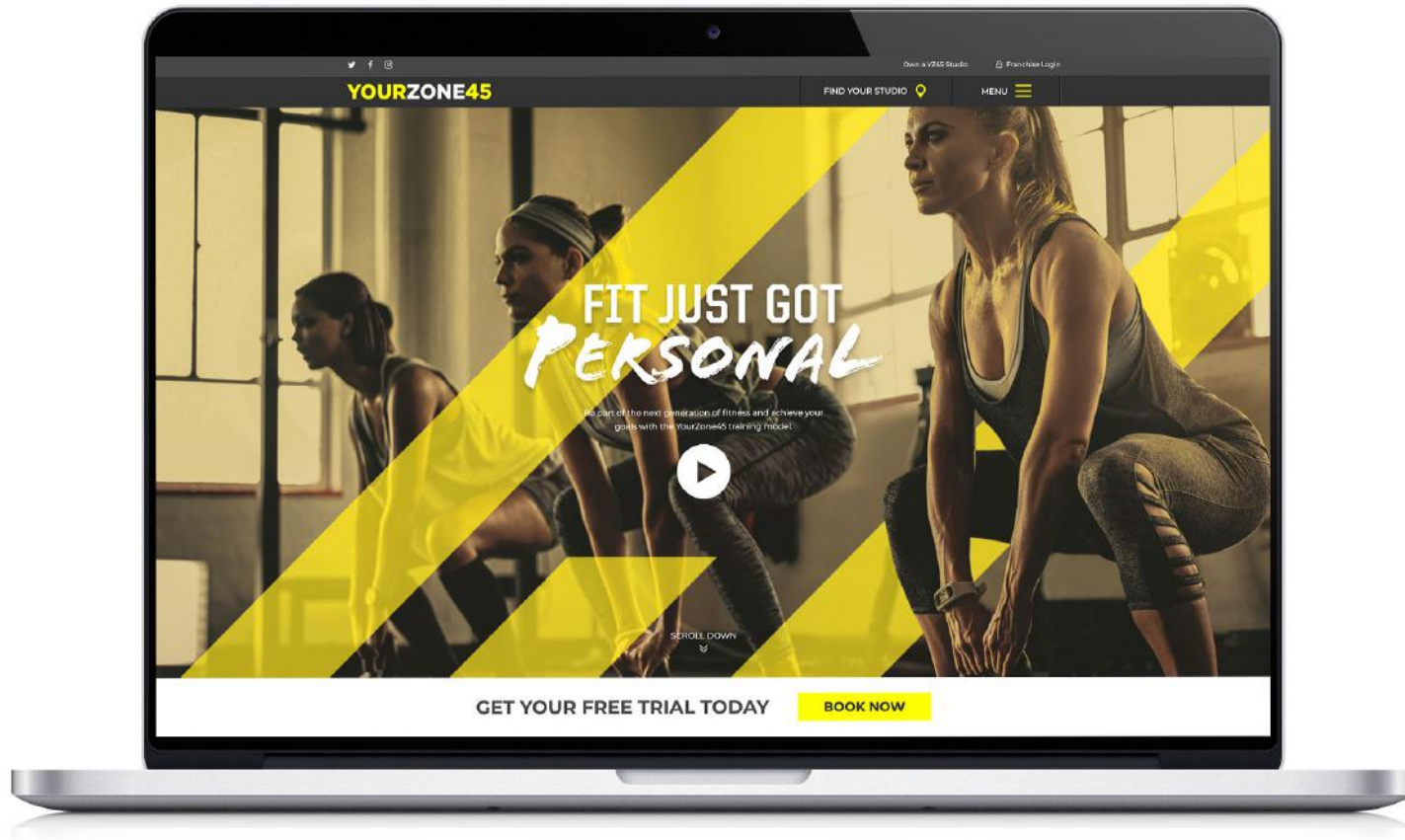
## BRAND IN-SITU - STUDIO INTERIOR

Large format posters



# BRAND IN-SITU - ONLINE

Desktop version of the website



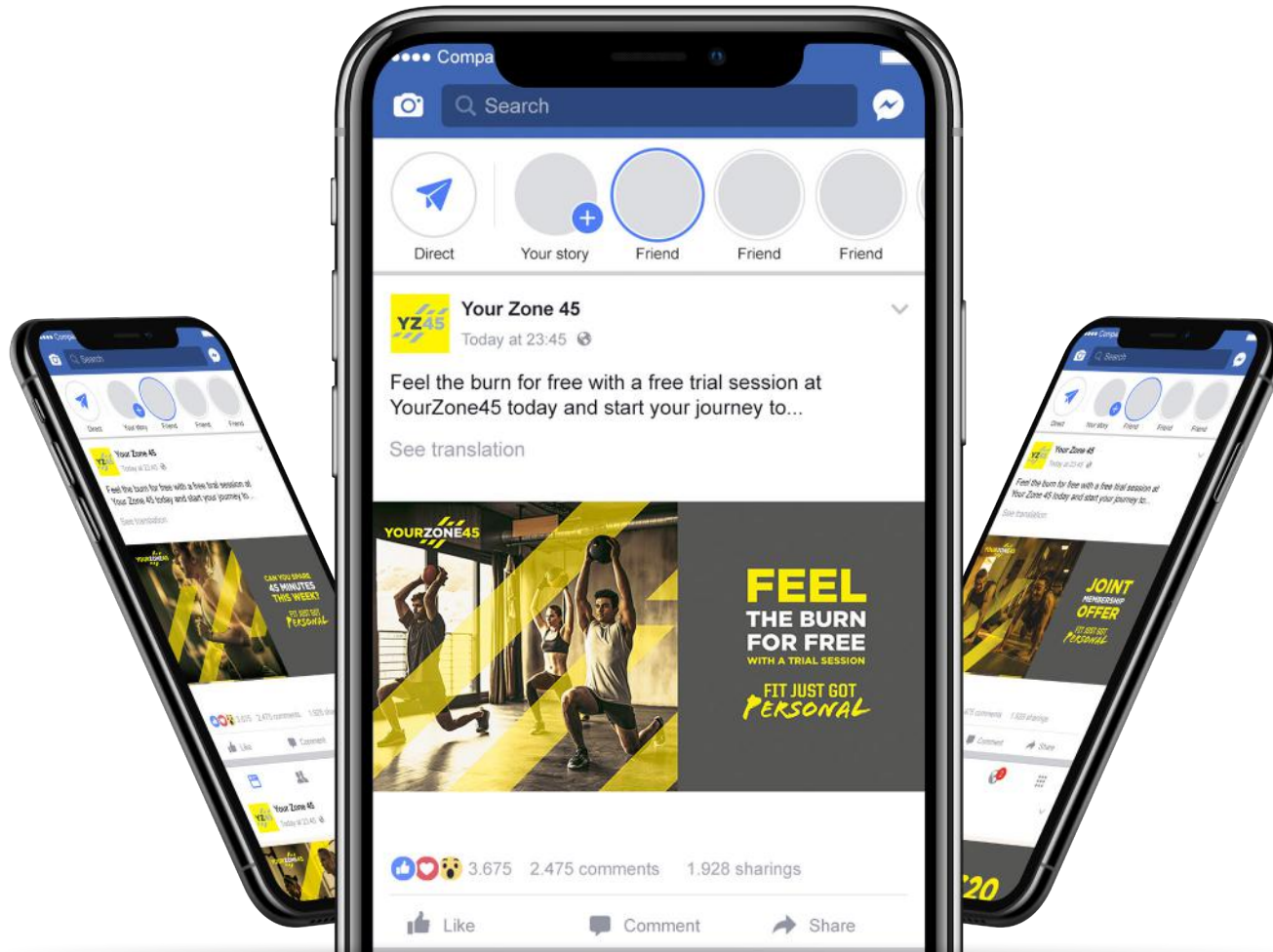
## BRAND IN-SITU - ONLINE

Website on mobile phone



# BRAND IN-SITU - FACEBOOK

Static advertising posts



# BRAND IN-SITU - SOCIAL MEDIA

Instagram stories





## **Introduction:**

We engage with our customers and stakeholders beyond our studio walls: you can find us on Facebook, Twitter and Instagram. At YourZone45 we believe in open communication and encourage our staff to inform the companies targeted audience about products, deals and day to day activities, along with sharing your passion through a variety of ways whether this consists of live video, stories, posts, comments or direct messages. These guidelines have been created in order to avoid any issues and misunderstanding while communicating via these channels with the company's audience. This guideline will provide a clear brand strategy with helpful and practical advice for when operating on the internet as an identifiable employee of the YourZone45 organisation.

## **Copyrights:**

Firstly, please familiarise yourself with the company's privacy guidelines, as well as each social media channels terms of use.

Comply with laws and regulations and more particularly with laws governing intellectual property rights, including copyrights and trademarks. You must not post content or take any action that violates the law or infringes the organisation or any third party's intellectual property rights.

## **Brand representative:**

When communicating on the internet, you must identify yourself with your name and when relevant, your role within the company. Only specific people within your studio/franchise are an official spokesperson for YourZone45, you should be made aware who this representative is by the studio managers. If anyone besides the official spokesperson communicates on these channels with the audience, this must be made clear and you must identify with your name and position.

## **Social media channels overview:**

Information that is available internally will clearly state for 'internal use only', this information cannot be disclosed to the public on any online channel. Do not disclose any promotional products or offers before it's official launch. If you have signed a confidentiality agreement you are expected to follow it. Do not comment on any legal matters regarding the company, unless you have been given authorisation by a senior within the company.

Common sense is highly regarded when posting content, therefore reviewing it is always required because once it is out there it is available for the whole world to see. If you are unsure about content, please get it approved by contacting Chris Elms at [chris@yourzone45.co.uk](mailto:chris@yourzone45.co.uk) before publishing. Despite these checks and approvals in place, mistakes can be made and in such unfortunate circumstances, we advise that you respond to your mistake by either editing the content to rectify the mistake or immediately delete the post.



## SOCIAL MEDIA GUIDELINES

### Facebook / Instagram / Twitter engagement:

Facebook is primarily used to communicate with current and potential customers as well as, it will be used as a media to continuously promote services and products.

Twitter will focus on providing customers with information regarding major activities and promotions. Primarily used for customer services purposes by responding to queries in real-time.

Instagram will have the same focus as the other social channels, however with a focus on engaging the audience through visuals such as branded imagery.

Before contributing to our Facebook, Instagram and Twitter page, we kindly always ask that you read the following rules and apply them.

- Do not do anything that breaks the law
- Always protect people's personal data by following the Data Protection Act 1998; The General data protection regulation (GDPR), as well as other regulations outlined by the channel or within our privacy policy
- If any data is collected on these channels they should be used for its purpose only, which should also be outlined to the client
- Do not share any data with third parties
- Be committed to having a dialogue with our followers. Use @ messages in a way that contributes to the dialogue
- Please support any claims with links to information sources whenever possible. We love opinions; we love them even more when you back them up with facts
- Strive to respond to as many relevant questions and comments as possible but reserve the right to use your judgment in selecting the messages you respond to
- Be polite and courteous always
- All branded material including promotional offers, promotion of services, products and packages need to be branded according to the branding guidelines
- Images posted with reality stars, celebrities, brands, partnering companies etc. must include their handle names within the caption and tag them within the picture, using the 'Tag People' feature
- Location must be added for each branch within the post e.g. Greenwich or Colchester (this feature can be seen on 'Add Location' feature)
- Members' results images should be on the same background for consistency purposes
- Images for Instagram need to be created on the following dimensions: 1080px by 1080px, you must ensure that the full image is displayed once uploaded and that words or the image mustn't be cut off
- Facebook and twitter posts dimensions should be: 1200px x 628px, images must be of a high quality and low-resolution images, we advise not to use
- Try to use as many as relevant hashtags when possible e.g. #Fitness #workout #YZ45

### **Conduct:**

Respect the audience, do not use ethnic slurs, personal insults, obscenity or engage in any conduct that would not be acceptable in the YourZone45 workplace. Remember to always consider people's privacy and not discuss any topic that would be considered objectionable or inflammatory for example politics or religion. Most importantly respect each member in the virtual world.

Please bear in mind that the tone you use online can be interpreted in different ways by your readers, due to a lack of non-verbal communication or cultural differences. Some participants may not be familiar with abbreviations, emoticons and other common codes used in online communication. Remember also that comments are often taken out of context, so stick to the facts.

Trust is the key element in building relationships online. Therefore, build trust by responding to comments in a timely manner, as well as providing full transparency on all matters. Even when disagreeing with others, the tone should always be respectful (Refer to para.1 of conduct).

### **Confidentiality of contractors and endorsements:**

Posts should not make any reference to clients, partners or suppliers without their full approval or consent. If you have cited or referred to either of those parties, then a link back source should be included, where possible. Same applies to promotional posts, they must be accurately referenced.

### **External channels:**

When posting on other channels besides the company's official social media pages, then a disclaimer should be used such as "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of the YourZone45 Group or brand." You are personally responsible for any external content posted and even anonymous postings can be traced back to the company.

If you consider establishing a group account or becoming an official that shares information about the organisation, this requires approval from the marketing and communications team. Once permission is granted, then only can these group pages can display the company's logo.

## SOCIAL MEDIA GUIDELINES

### **Responsibility:**

Please ensure when you share content on personal social media profiles that any content that is related to YourZone45 should be consistent with the brand voice and messaging of the organisation and you should present yourself in the same manner on a company social media page.

### **Final thoughts:**

Anything shared on the internet via company official channels or through personal profiles should always act in the best interest of the company and never put the company's image at stake by distributing content that could potentially be harmful for the organisation. This goes for all internal media as well, like the intranet or any newsletters sent out etc. Please act responsibly, use of social computing platforms in accordance with this policy can be a very effective and powerful communication tool. Be proud of what you do and enjoy a sense of accomplishment in the search for better quality and greater efficiency. Above all, please use good judgment, be attentive to others and take the trouble to listen and be understood.

If you would like any further information or clarification on these guidelines, then please contact Chris Elms at [chris@yourzone45.co.uk](mailto:chris@yourzone45.co.uk). If any changes are made to the social media guidelines you will be informed immediately.

## Introduction:

The PR guidelines exist to raise standards of the PR and communication of YZ45. PR can be divided into three categories, these are owned, paid and earned. Each category works towards the same reputation building goal of YourZone45, however, each varies in the strategy applied which will be explained in the following guidelines.

## Owned media:

Owned media is any content that is fully controlled by the business. Owned media requires the most focus and attention due it is directly associated with the business, hence leaving no room for errors. Owned media can range from the following:

- Social media
- Blogs
- Website

It is the first platform you should utilise for all PR activity, as the companies messaging, and branding has to be aligned with the company's 'social' platform. However, there is more than meets the eye. To engage on these platforms certain rules and guidelines must be met. These are explained in the YZ45 social media guidelines.

## Paid media:

All form of content that has been paid falls within this category. Paid media content is a common marketing strategy, since organic content can have limitations in terms of reach and paid content allows for your content to be featured to your targeted audience. Paid media consists of the following:

- PPC
- Influencer marketing
- Social media advertising

## Earned media:

This type of media usually comes from word of mouth, testimonials etc. It is a common tactic used to boost conversation around your brand. Earned media can include:

- Press release
- Reviewed on industry blogs
- Speaking at key events
- Radio/TV

### **To get your brand earned or paid media coverage essential steps are required:**

Firstly, research the press and media you will be targeting with your press release, these could include press/media that is local to the Studios or publications that are relevant to the industry. You will need to identify a newsworthy/local community story and the best platform to publish the story (Press/ Radio/ Local TV/Community publications or Online channels), as well as what you would like to achieve from the story, this will allow you to drive the desired quality PR.

### **There a few examples below which help clarify this:**

- 1.** A charity related story e.g. 'YourZone45 raise £2,500 for breast cancer' this is best to be announced through a local media channel
- 2.** Local interest stories are always great PR, School visits, free Children's classes, invitation to local football / rugby club. Free classes for visiting theatre productions. Offering Free Classes to the local council. Free health checks
- 3.** 'The revolutionary fitness studio that guarantees weight loss results' story that promote the USP's of the brand is best advertised on industry-related articles such as Men's Health/Fitness Magazine, this could be published on digital or print, depending on the budget

### **Codes of ethics:**

Public relations must comply with the code of ethics. Code of ethics presents the core values of the organisation. These codes need to be practised by all staff who deals with all PR relations. The codes are as follows:

- 1.** When communicating with the public on behalf of the company, it's crucial that public relations professionals are honest
- 2.** Since a public relations professional works as an advocate for the public, it is important to provide the public with pertinent information so that people can make informed decisions
- 3.** Expertise; doing research and using critical thinking in order to maintain credibility as an expert and a trusting relationship between the company and the public
- 4.** Public relations professionals take responsibility for their own actions when representing a company or organization
- 5.** A public relations employee should respect and maintain loyalty to the company
- 6.** Fact check; ensure information shared with the public has been authorised with a senior within the company, this includes factors such as confidentiality, dates of release and any statements
- 7.** Intellectual property; stories that refer to any client, partner or supplier requires full consent in writing
- 8.** Lastly, familiarise yourself with the company's privacy guidelines and any guidelines provided by the media outlet that will be utilised

## CONTACT

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If you would like any further information or clarification on these guidelines, then please contact: Chris Elms | [chris@yourzone45.co.uk](mailto:chris@yourzone45.co.uk)

