

LifeFitness

**HAMMER
STRENGTH®**

This dual product brand toolkit offers specific guidance for how to communicate our Life Fitness and Hammer Strength product brands when used together.

Consistency is key to ensure we are seen as the world class, fitness brand leaders in our space, and this guide has everything you need to design within our visual identity standards.

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GETTING FIT FOR A NEW GENERATION

FINE TUNING A FITNESS ICON

As a staple of the Life Fitness brand, the Life Fitness script logo has been brought to the forefront of the brand refresh.

With this in mind, the logo has been fine-tuned to stay true to the heritage of Life Fitness, while giving the logo the foundation it needs to stand out.



The image shows the 'Life Fitness' logo in a red, cursive script font. The letters are fluid and connected, with a classic, slightly slanted baseline.



The image shows the 'Life Fitness' logo in red script, identical to the one above, but with a light blue shadow effect applied behind the letters to create a sense of depth and modernity.



The image shows the 'Life Fitness' logo in red script, identical to the one above, but with a slightly different, more pronounced shadow effect behind the letters.

PRIMARY PRODUCT BRAND LOGO

Our primary wordmark to represent the Life Fitness product brand.

A large, stylized wordmark for 'Life Fitness' in a dark red, cursive script font. The letters are thick and fluid, with a slight upward curve to the baseline. The 'L' is particularly large and prominent, leading into the 'ife' and then the 'Fitness' part of the word.

RE-SHAPING A BADGE OF STRENGTH

The Hammer Strength logo has been refined and reformed to stand as an icon of strength for the new era.

With that in mind, the logo is more legible, modern and robust, fit for a strength leader.



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PRIMARY PRODUCT BRAND LOGO

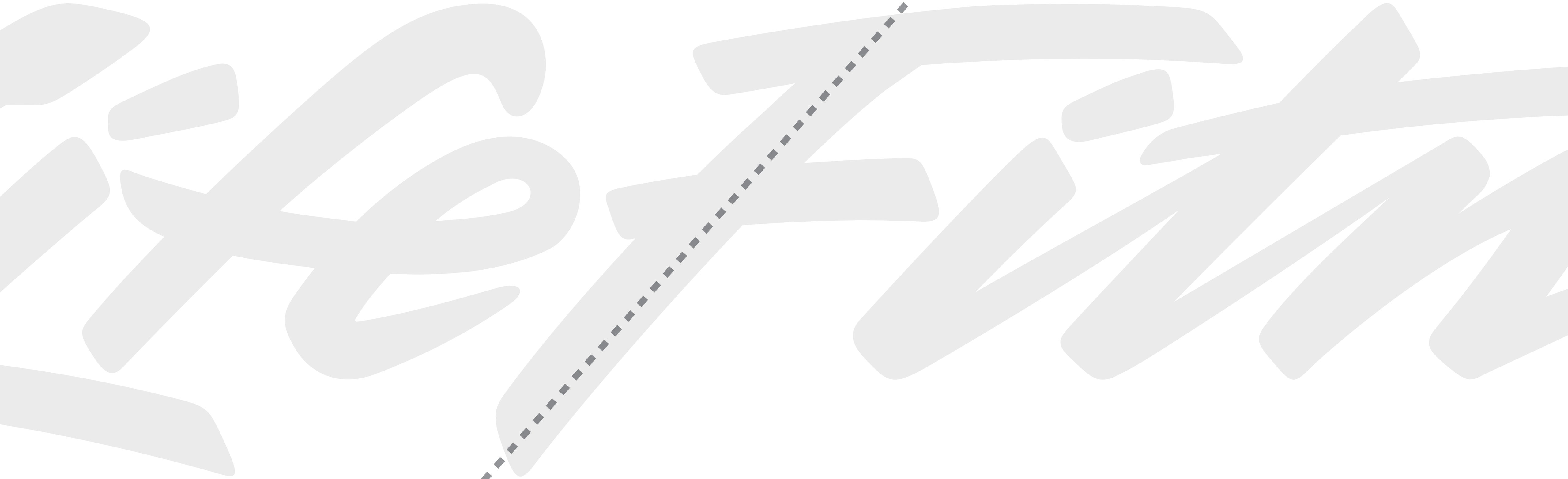
Our primary wordmark to represent the Hammer Strength product brand.

HAMMER STRENGTH®

UNITING FITNESS GIANTS

The next stage in our journey is bringing together our Life Fitness and Hammer Strength product brands on equal footing. Although their products and consumers differ, by uniting both brands under a dual brand lockup, we are fusing the product brands into a single entity for application.

OUR ANGLE DEVICE



OUR ANGLE DEVICE



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OUR ANGLE DEVICE

When representing both product brands, a 48 degree angle device is placed between both product brands.

This angle device represents visually a mix between the Life Fitness cursive logo and the “H” cut on the Hammer Strength logo.

This is forward leaning and Life Fitness primarily leads the lockup. To understand how to use this angle device and its clearance in a dual lockup please follow guidance on the following pages.



OUR DUAL PRODUCT BRAND LOCKUP

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OUR ANGLE DEVICE TRANSLATED IN COLOR

Our angled device can also be used with our product brand colors where appropriate across formats. The cut between the two product brands should be 48 degrees.

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OUR DUAL PRODUCT BRAND LOCKUP CLEARANCE

When representing partner brands - our Life Fitness logo should always come first and in the primary colors if suitable.

The separator line is set up to match the height of our Hammer Strength logo, while using the 'L' from our Life Fitness logo to space accordingly.

A white-out version can to be used if suitable. These can also be placed on colored background or over quiet areas of photography.

Note: Only place logos on backgrounds or photography that shows all product brand as fully legible.



OUR LOGO SUITE

When communicating across all channels it's important that our logos are used correctly.

The following pages show the ways in which the logo assets are available and how and when to use them.

OUR DUAL PRODUCT BRAND LOCKUP SUITE

Our dual product brand lockup should be used for communications when talking about both products.

Primary Lockup



LIFE FITNESS PRODUCT LOGO SUITE

This logo should be used for product level communications.

When representing both Life Fitness and Hammer Strength, this is where our dual product brand lockup is in play.



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HAMMER STRENGTH PRODUCT LOGO SUITE

This logo should be used for Hammer Strength product communications.

When representing both Life Fitness and Hammer Strength, this is where our dual product brand lockup is in play.

The Hammer Strength logo must only be used in monotone and a solid one color.



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OUR BRAND ARCHITECTURE



OUR PRODUCT BRAND COLORS

The following pages highlight the brand palette, color combinations and correct color usage.

OUR PRODUCT BRAND COLORS

Our product brand color palette remains a strong foundation for all of our dual brand communications.

With the Life Fitness Core Red serving as the main color, supported by a monochrome palette of Hammer Strength Core Black.

**LIFE FITNESS
CORE RED**
R166 G25 B46
#A6192E

C7 M100 Y82 K26
PANTONE 187C

**HAMMER STRENGTH
CORE BLACK**
R0 G0 B0
#000000

C0 M0 Y0 K100

OUR COLOR COMBINATIONS

Our product brand colors are strong when used in isolation but when they work together as a team can become even more agile and powerful as graphical elements.

Certain color combinations just do not work well in typography. Following these simple DO'S and DO NOT'S for copy and messaging ensures that we do not use combinations that strain the vision of our brand and also the eyes of our audience.

	DO	DO NOT	DO	DO	DO
DO		DO	DO	DO	DO
DO NOT	DO		DO	DO	DO
DO NOT	DO	DO		DO	DO
DO	DO	DO	DO		DO
DO	DO	DO	DO	DO	

OUR GRADIENT BACKGROUND

Our gradient background can be used in replacement of a solid color background.

Note:

Please do not manipulate this asset, we will provide this gradient background in different formats for screen and print. These gradient backgrounds are not to be used on single product brand communications.



OUR DUAL PRODUCT BRAND FONT

Communicating our dual product brand relies upon a clear and concise balance of fonts, styles and hierarchy of techniques. The following guidelines ensure we communicate effectively and with a consistent visual aesthetic.

OUR DUAL PRODUCT BRAND FONT

Montserrat is our dual product brand font and should be used across all dual product brand applications.

Montserrat in light, regular and bold are our primary weights.

Note: New product brand guidelines will be available in the future for both Life Fitness and Hammer Strength.

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,?!@£%&*

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,?!@£%&*

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,?!@£%&*

DUAL PRODUCT APPLICATION

Communicating our dual product brand relies upon a clear and concise balance of fonts, styles and hierarchy of techniques. The following guidelines ensure we communicate effectively and with a consistent visual aesthetic.

BUSINESS CARD

Sizes: 55mm x 84mm



EMAIL SIGNATURES

Sizes: 325.2 x 50px

FIRST LAST NAME

Title Goes Here

E. first.lastname@lifefitness.com

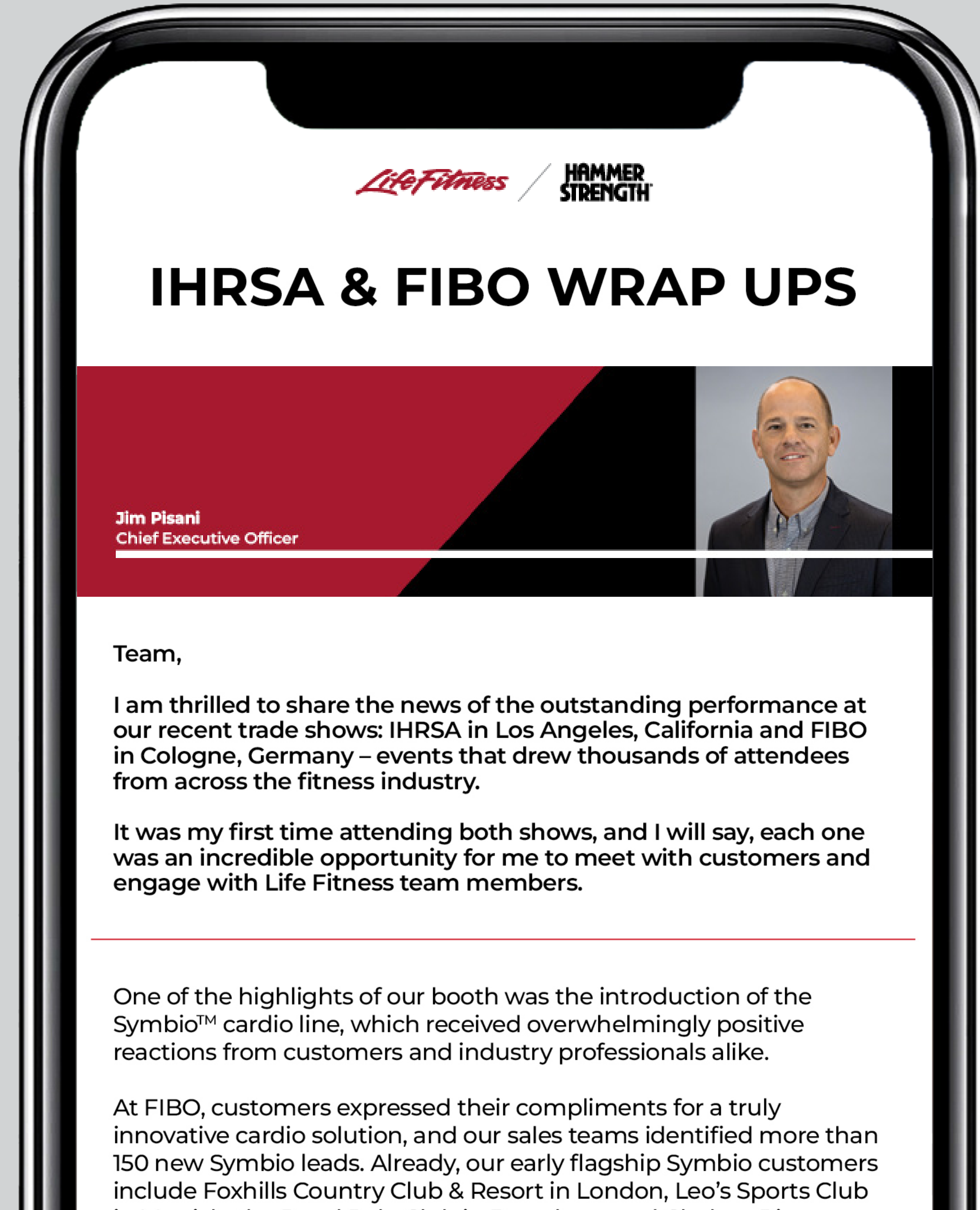
M. +00.123.4567890

Frederic Mompou 5, Edificio Euro 3
Sant Just Desvern 08960 Barcelona, Spain

The LifeFitness logo is displayed in a white, cursive script font on a red background.The HAMMER STRENGTH logo is displayed in a white, bold, sans-serif font on a black background.

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INTERNAL EMAIL



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THANK YOU