



A group of people are exercising on stationary bikes in a gym. The scene is dimly lit with a teal and blue color palette. In the foreground, a woman with blonde hair in a ponytail is wearing a black sports bra with a red waistband and black leggings. She is wearing a black headset with a microphone and is looking forward with a focused expression. To her right, another woman with blonde hair is also on a bike, wearing a black headband and a black sports bra with a red waistband. In the background, other people are visible on bikes, and a large screen is mounted on the wall. The text "WE MAKE MOVEMENT A MOVEMENT." is overlaid in the center of the image.

**WE MAKE MOVEMENT
A MOVEMENT.**

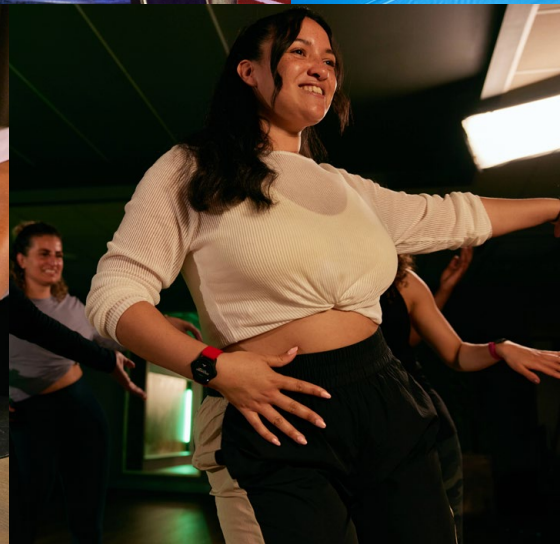
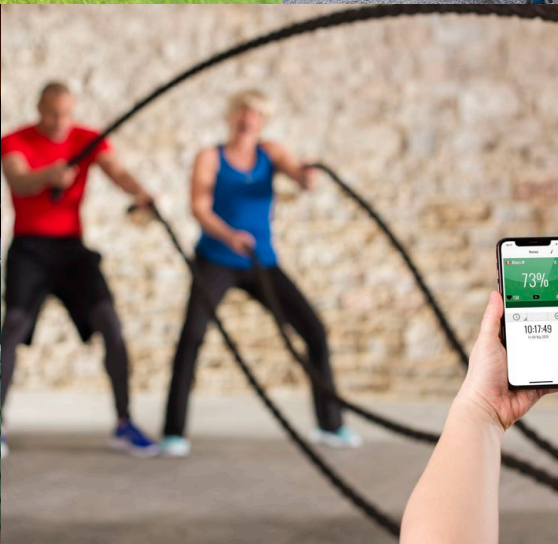
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Glossary	MEPs = Myzone Effort Points	

MYZONE = SIMPLE SCIENCE TO GROW AND MAINTAIN A THRIVING COMMUNITY.



Myzone is an accurate fitness tracker and online social platform that rewards effort for all physical activity, helping more people around the world to feel good about exercise.



OUR GUIDING PRINCIPLE

To create products and experiences that make
movement a movement.

OUR BRAND VISION

To lead the world towards our best life,
one heartbeat at a time.

OUR BRAND MISSION

To provide a platform that motivates the
world to move, where all effort counts.

WHO DOES MYZONE HELP?

Health clubs.

Corporate wellness.

Education.

Sports teams.

Public/Private sectors.

Together, Myzone inspires and motivates
the collective to move, move more, and
keep moving for life.



OUR PERSONALITY

Inspirational.

Inclusive.

Healthy.

Authentic.

Fun-loving.

The Myzone personality establishes a collective tone of voice in which we communicate with our audience. Our core five attributes come together to bring energy and emotions to our brand and communication.

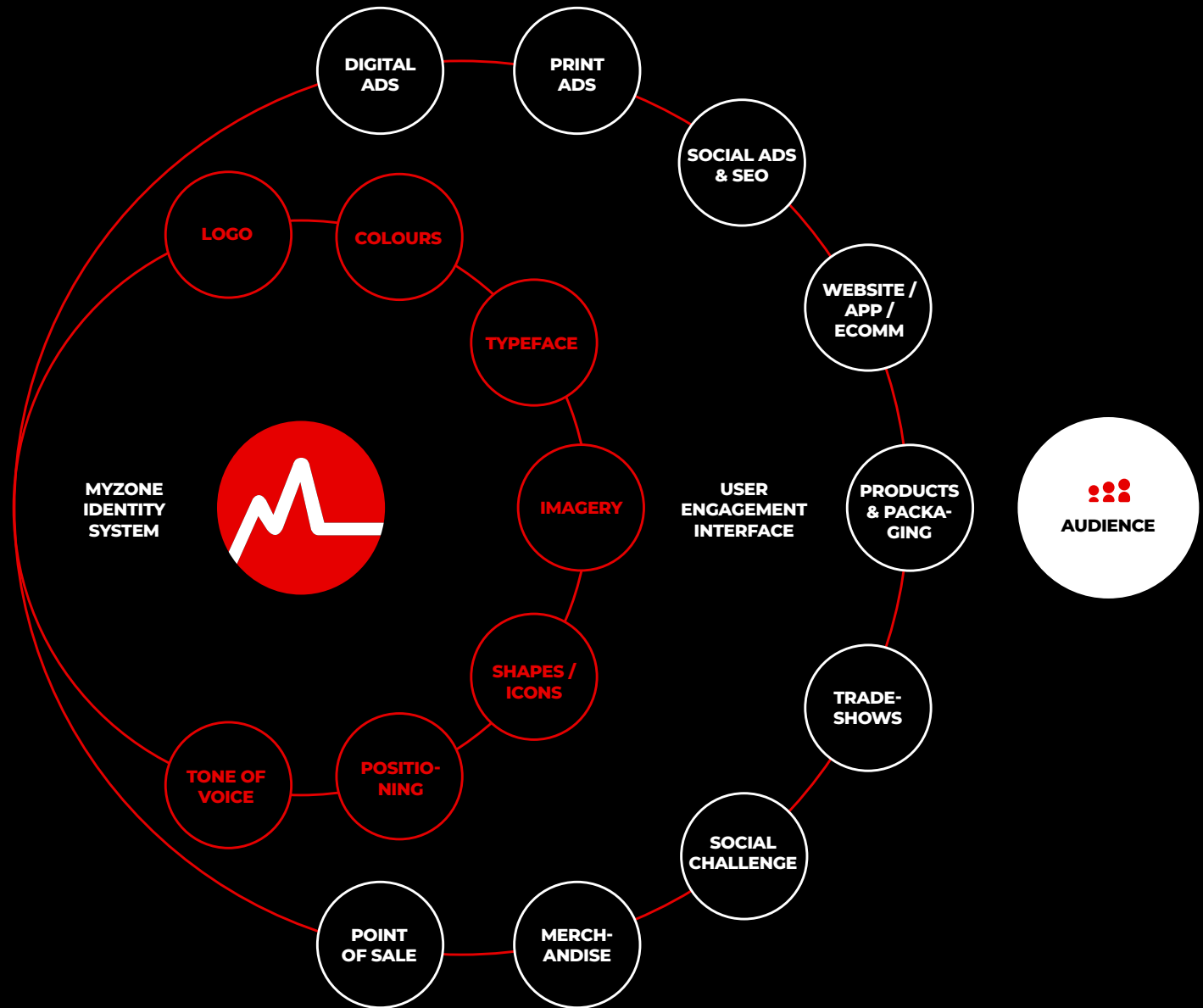
ABOUT THIS BRAND BOOK

The set of guidelines created in this brand book covers every aspect of visual communication for Myzone as a brand.

Because consistency is important, we have created tools and references that you can use to deliver a range of visual utterances to your audience.

To shape well the people's perception of the Myzone brand, you can rely on the key elements and building blocks highlighted in this brand book.

OVERVIEW OF BRAND TOOLKIT & TOUCHPOINTS



IT ALL BEGINS HERE.



The Myzone logo is our classic identity that consists of three main components: the Typeface, MEPs icon and the Myzone effort / heart rate zone colours. These components come together to create our strong identity that reinforces traits of confidence, enthusiasm, trust and purpose.

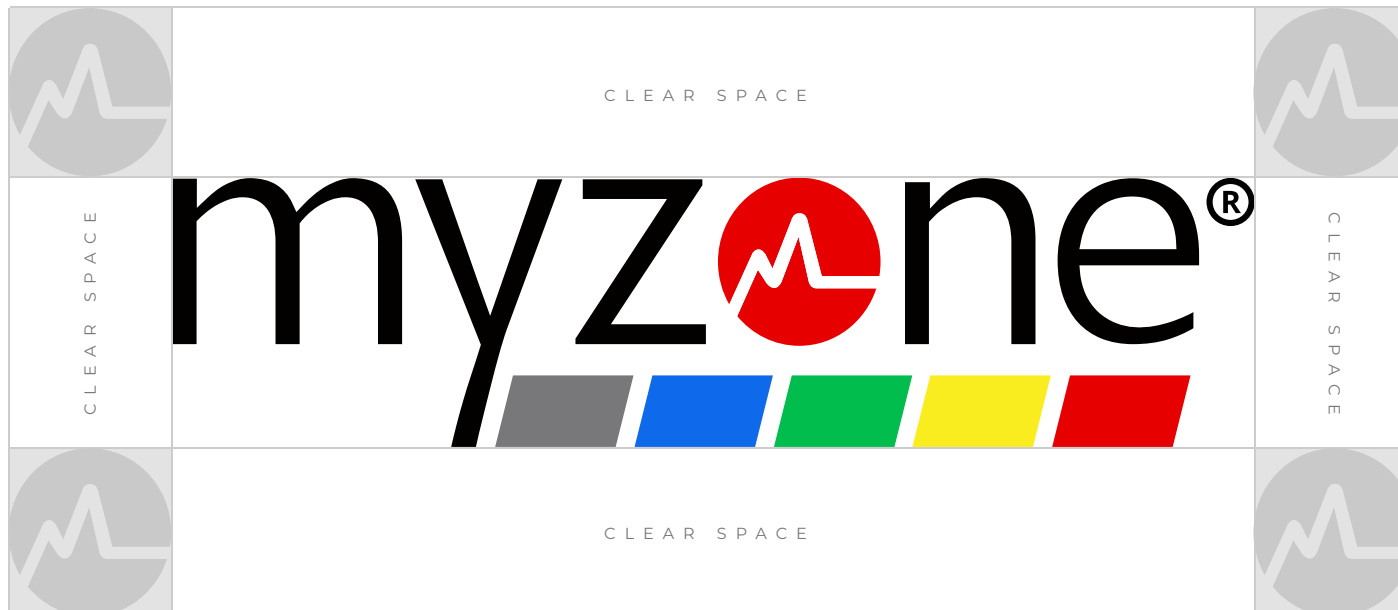
Learn more about effort and the Heart rate zones at myzone.org/status-rankings

PRIMARY



PRIMARY - REVERSED





The minimum clear space just lets the Myzone logo to stand out with confidence and clarity.
This white space is defined by exact size and proportion of the MEPs icon on all 4 corners of the logo.

The Myzone logo can be used in monochrome variants as shown here.

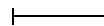
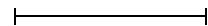




The vibrant red icon is the face of our universal metric system, the MEPs. It signifies the energy of our brand and can be extensively used on media communications as our logomark.



SCALE OF LOGO



The minimum size of our logo should be no less than one inch.

The minimum size of our logomark should be no less than half inch.

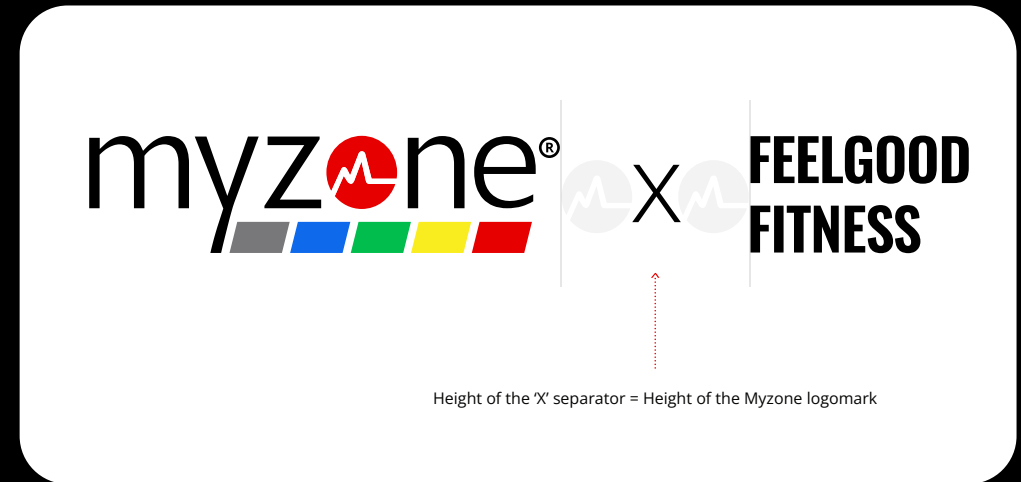
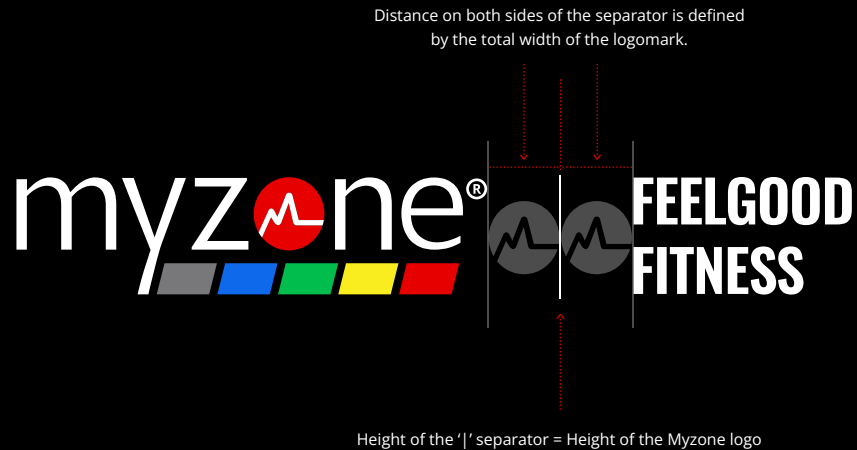
LOGO PLACEMENT



Irrespective of the channel of design, we recommend placing the Myzone logo and the logomark on the corners or in the middle of the top or bottom edges. However, the logo can be centrally placed on the artwork as far as it stands out and is clearly visible.



CO-BRANDING, PARTNERSHIPS & TAGLINES

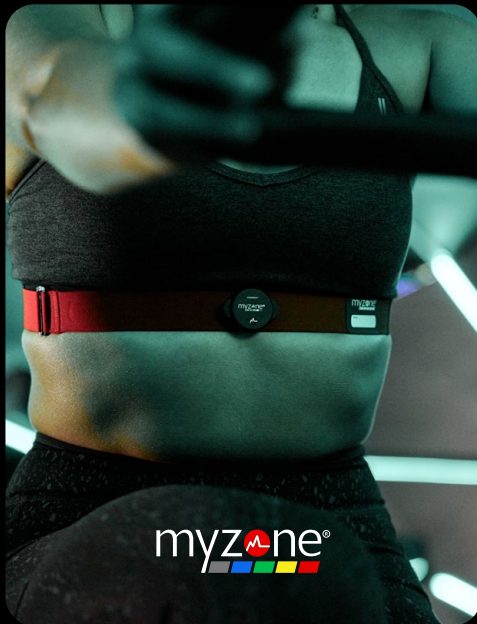


When using the Myzone logo with a partner logo, we strongly recommend following the above examples to accomplish consistency. In order to maintain the ownership of the marketing piece, the Myzone logo should always be placed in the first position to the left.

The same lockup principle also applies when using the Myzone logo with taglines. However, a tagline should always be accompanied by a vertical line 'I' separator and not 'X' separator.



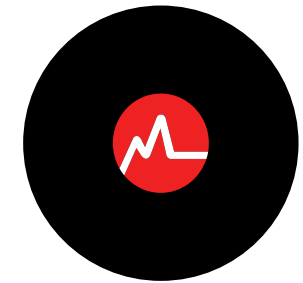
While using the Myzone logo & logomark over image backgrounds, it is important to place them against contrasting parts of images where the colours of our logo don't conflict with the background.



LOGO USAGE RULES

In order to keep intact the integrity and aesthetics of the Myzone logo, we advise you to take care while using them and avoid exercising your personal creative freedom. Following are some examples of do's and don'ts.

DO ✓



DON'T ✗



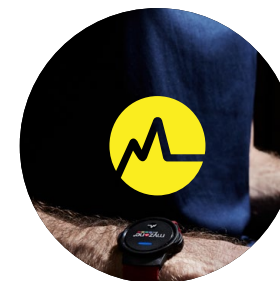
USE OTHER BG COLOURS



USE UNAUTHORIZED ELEMENTS



USE EFFECTS



USE BUSY BACKGROUNDS

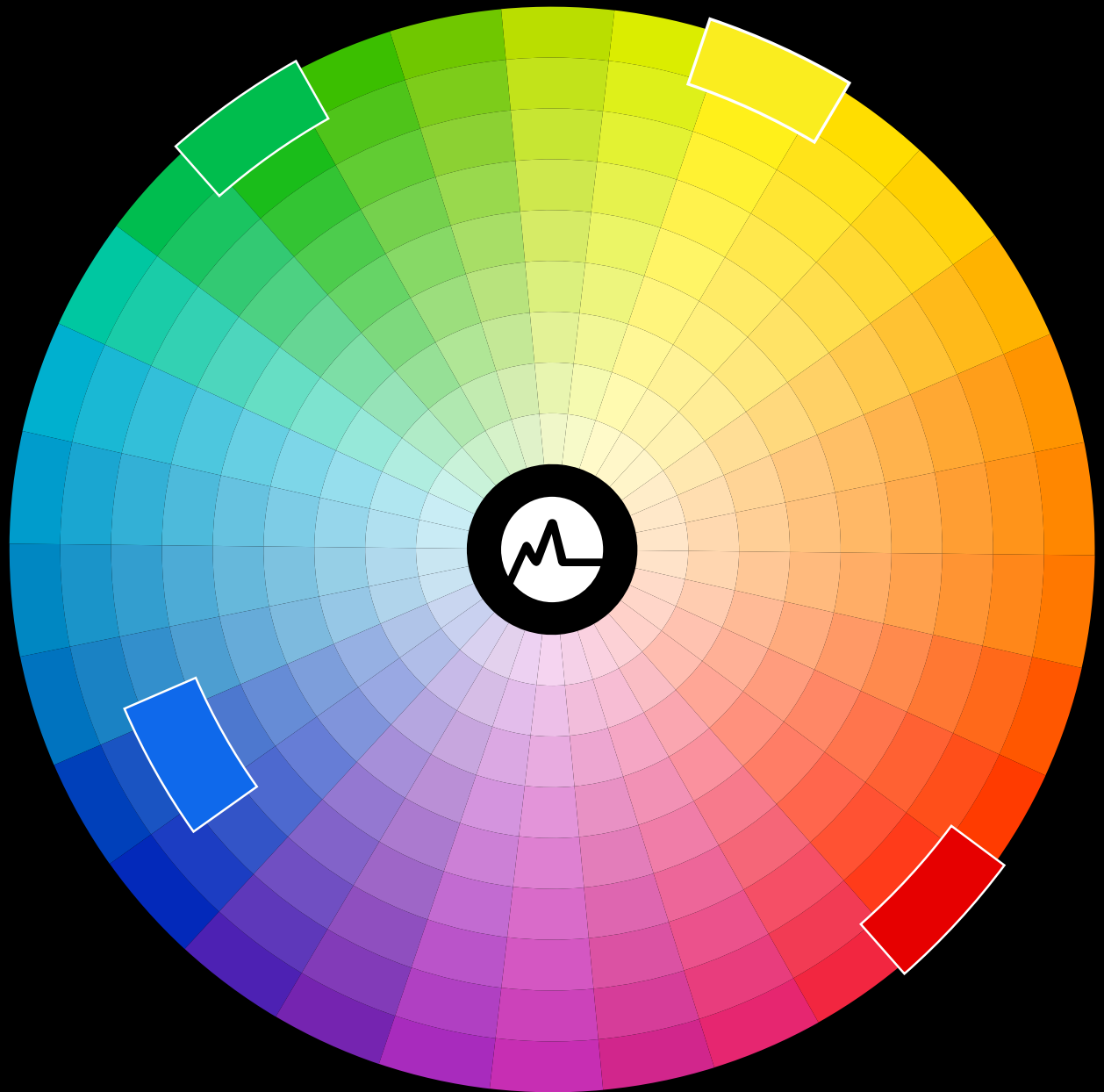


USE CONFLICTING BG COLOURS

If you have any further questions or have specific requests that are not covered in the guidelines for our logo usage, please contact **marketing@myzone.org**

DOWNLOAD MYZONE LOGO PACK

**BRINGING EXCITEMENT
TO THE MYZONE BRAND.**



The Myzone colours are an integral part of the brand's personality and purpose. In all forms of media, we use a primary colour palette to keep our communication consistent and to allow the brand presence to come through. We have also created a secondary colour palette that serves its role for different purposes across different mediums of communication and marketing materials.

PRIMARY COLOURS

RGB (0, 0, 0) CMYK (0, 0, 0, 100) HEX (#000000)	BLACK
RGB (255, 255, 255) CMYK (0, 0, 0, 0) HEX (#FFFFFF)	WHITE
RGB (229, 0, 0) CMYK(4,100, 100, 0) HEX (#E50000)	RED

SECONDARY COLOURS

RGB (119, 120, 123) CMYK (55, 46, 44, 10) HEX (#77787B)	RGB (15, 104, 234) CMYK (82, 61, 0, 0) HEX (#0F68EA)
RGB (0, 189, 77) CMYK (76, 0, 97, 0) HEX (#00BD4D)	RGB (251, 237, 31) CMYK (5, 0, 94, 0) HEX (#FBED1F)

ROLE OF PRIMARY COLOURS

The primary colour palette stands in the forefront of Myzone branding. This main colour palette has a strong purpose and cannot be compromised for the below applications across all marketing or communication channels. The core usage of primary colours are:



- **FONTS**
- **PRINT/DIGITAL BACKGROUND**
- **LOGO**
- **ICONS**
- **WHITE-SPACE**
- **GRAPHIC ELEMENTS**



- **PRINT/DIGITAL BACKGROUND**
- **LOGOMARK**
- **ICONS**
- **WHITE-SPACE**
- **GRAPHIC ELEMENTS**

ROLE OF SECONDARY COLOURS

The secondary colour palette forms our heart rate zone colours and the mechanism with which the MEPs are calculated. However, secondary colours should never be used as a dominant colour by their own. They can be sparingly used on websites, apps and other digital marketing as they coincide with different roles and purposes. The core usage of secondary colours are:



- **WORKOUT GRAPHS**
- **CHARTS & PPT GRAPHS**
- **MOBILE AD BACKGROUND**
- **SOCIAL POSTS GRAPHICS**
- **ICONS**
- **WHITE-SPACE**
- **SECONDARY GRAPHIC ELEMENTS FOR PRINT, DIGITAL & SOCIALS**

**Please visit pages 40 and onwards to see the visual examples of colour applications.*

THIS IS OUR TYPE.

MONTSERRAT

Open Sans

HEADER / FOOTER TYPEFACE

MONTSERRAT

Montserrat is our primary font for headers, punchlines, and call-to-actions within 'buttons' across print, digital, and social media. This font can be used only in upper case and in the header or footer section of an artwork.

HEADER / MAIN TEXT / BUTTON CTA

EXTRABOLD

Tracking (the space between characters in a word): -20

Leading (the space between multiple lines): 110% of font size

FOOTER TEXT / TEXTUAL CTA / KEYWORDS

REGULAR

Tracking (the space between characters in a word): 100

Leading (the space between multiple lines): 110% of font size



Tracking



Leading



Here is an example of the easiest way to calculate Leading space:
If the font size is 20, the leading space would be $110/100 \times 20 = 22$

PARAGRAPH TYPEFACE

Open Sans

Open Sans is our primary font for text as paragraph, sub-headline, secondary copy, and call-to-actions as 'text' across print, digital and social media. This font can be used only in sentence case in the body section of an artwork.

BODY / PARAGRAPH / SUB-HEADLINE

Regular

Tracking (the space between characters in a word): -20

Leading (the space between multiple lines): 140% of font size

SPECIAL INSTRUCTIONS / DISCLAIMERS

Italic

Tracking (the space between characters in a word): -20

Leading (the space between multiple lines): 140% of font size

HYPERLINKS / URL / HASHTAGS

Bold

Tracking (the space between characters in a word): -20

Leading (the space between multiple lines): 140% of font size

Here is an example of the easiest way to calculate Leading space:
If the font size is 20, the leading space would be $140/100 \times 20 = 28$

TYPE PLACEMENT AND ALIGNMENT

**WE MAKE MOVEMENT
A MOVEMENT.**

**WE MAKE MOVEMENT
A MOVEMENT.**

**WE MAKE MOVEMENT
A MOVEMENT.**

Irrespective of the mode of communication, whether print or digital, our content can be placed on all four corners or centre with left, right, or centre alignment as acceptable. In any form of layout, the type should stand strong and should be easy to read with enough clear space all around. The type should not be placed over a crowded image background.

Simple science to grow and
maintain a thriving community.

Simple science to grow and
maintain a thriving community.

Simple science to grow and
maintain a thriving community.

TYPE HIERARCHY BY EXAMPLES

The below examples will give you clarity that by employing a consistent type hierarchy, the readability of your message will become more clear and meaningful.

HEADLINE

WE MAKE MOVEMENT A MOVEMENT.

SUB-HEADLINE

Inspire & motivate your collective to move, move more, and keep moving for life.

PARAGRAPH

Myzone is an accurate fitness tracker and online social platform that rewards effort for all physical activity, helping more people around the world to feel good about exercise.

CALL-TO-ACTION

MYZONE.ORG

KNOW MORE

**Button CTA's should always be rounded and not edgy.*

MOTIVATE, MEASURE AND MAINTAIN DAILY MOVEMENT.

Heart rate training is an effective way of understanding your effort levels and knowing when you need to push during a workout and when to take it easy. Myzone wearable devices use colour zones for different intensities of effort, so you get a real-time visual indication of your work and recovery.

LEARN MORE

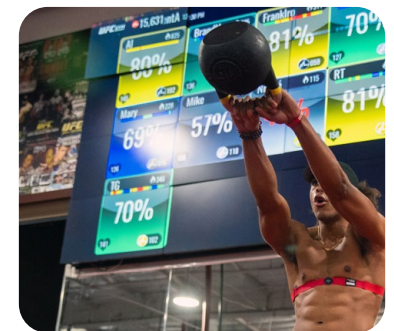
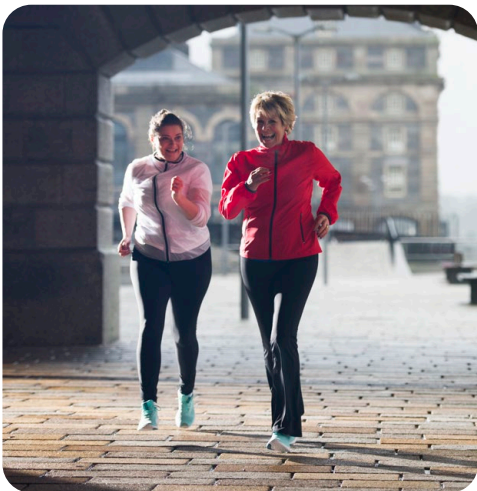
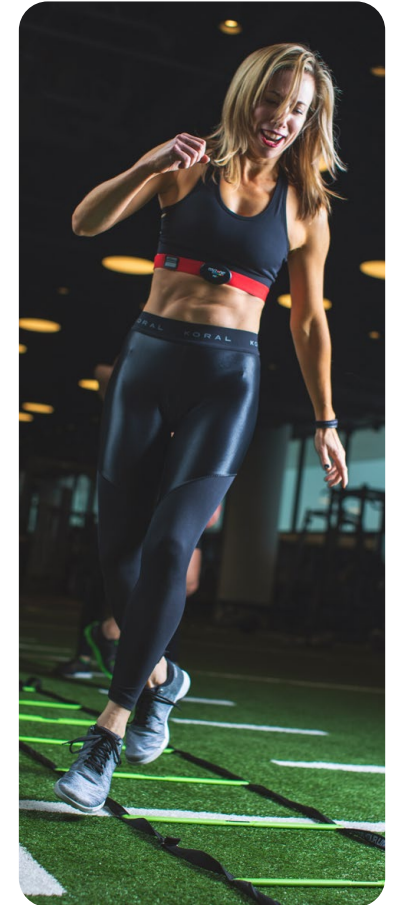
BECAUSE ALL EFFORT COUNTS.

#EffortOverEgo

Learn more about
Myzone technology at
myzone.org

A young Black woman is captured in a dynamic pose on an indoor tennis court. She is wearing a black short-sleeved athletic shirt and black shorts. On her left wrist, she has a red sports watch with a black face and a small silver bracelet. She is holding a black tennis racket with both hands, positioned as if about to hit a ball. Her expression is joyful, with a wide smile and her eyes looking towards the right. The court has an orange surface with white lines, and the background shows a green wall and a wooden ceiling with exposed beams. The lighting is warm and focused on the player.

**A PICTURE IS WORTH A
THOUSAND WORDS.**





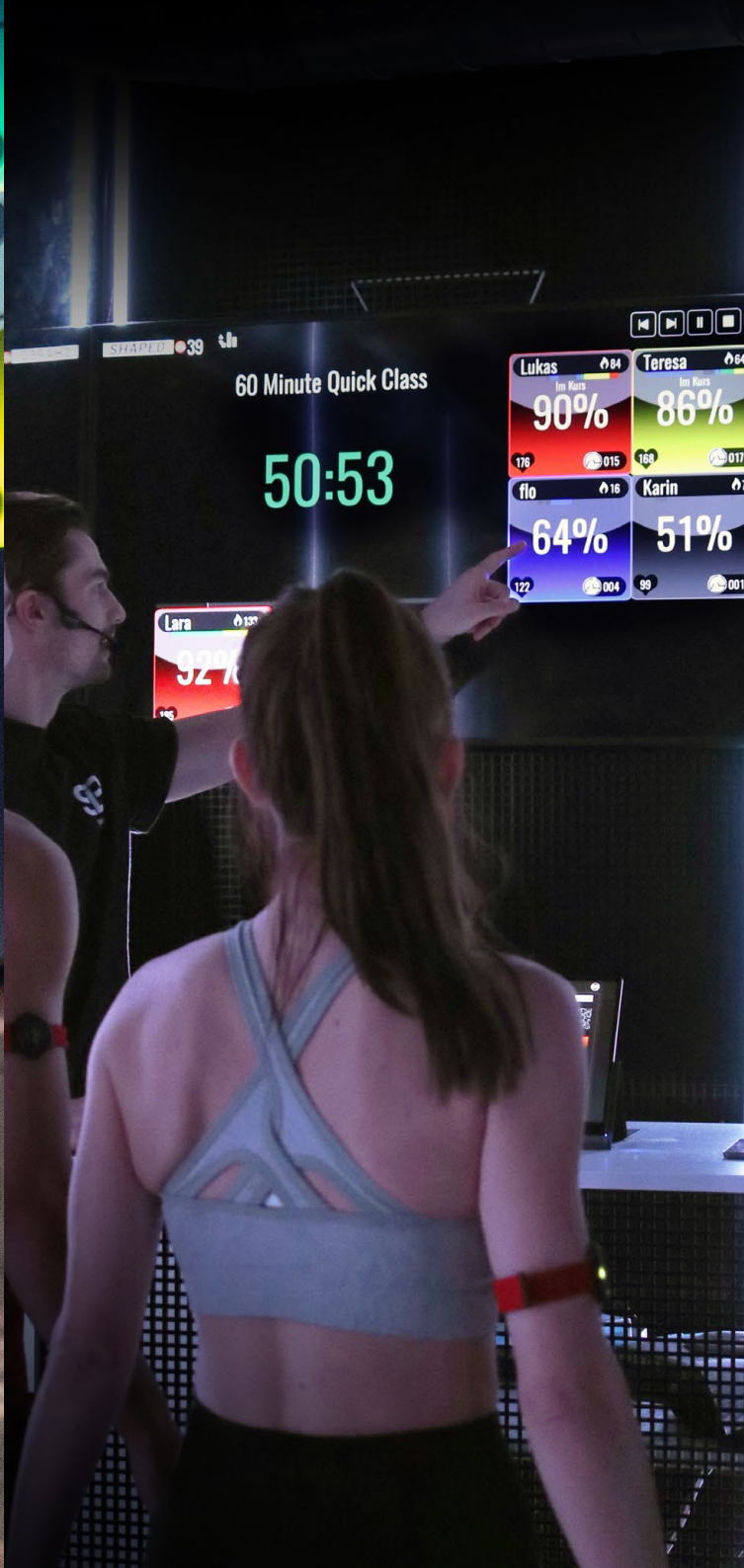




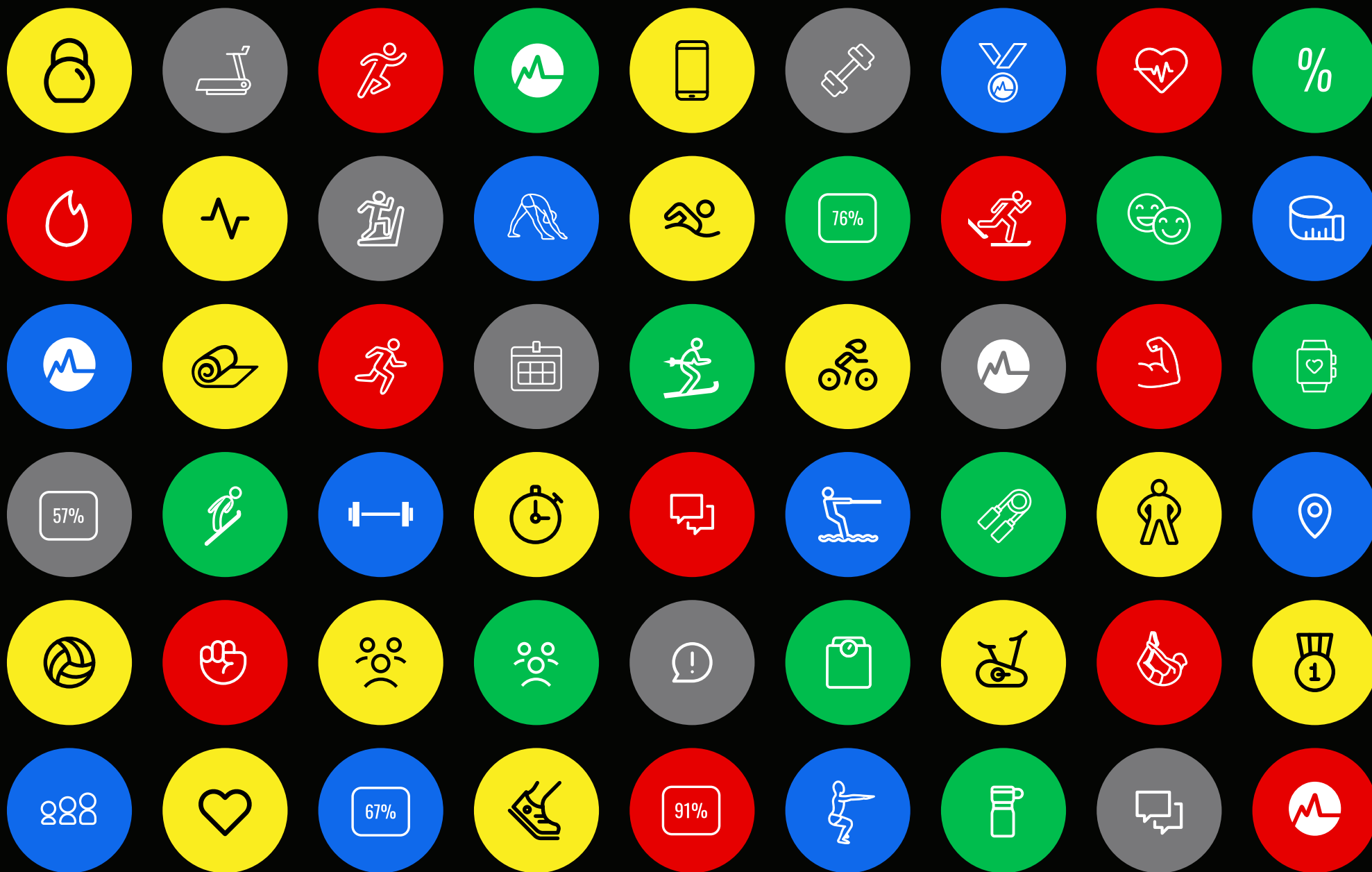












ICONOGRAPHY

Simple, minimalistic, clean, and friendly, Icons bring the essence and expression of communication at a glance, and hence we use them to enhance the meaning and context of the artwork they are placed in.

Though there is no hard rule on the types of icons to be used, the colours need to be consistent, i.e., black or white outline over Myzone colour background as a circle.

Outlined icons are preferred over solid, but use your best judgment of usage to achieve consistency with respect to the other elements of an artwork.

Download the Myzone icon pack on page 62.

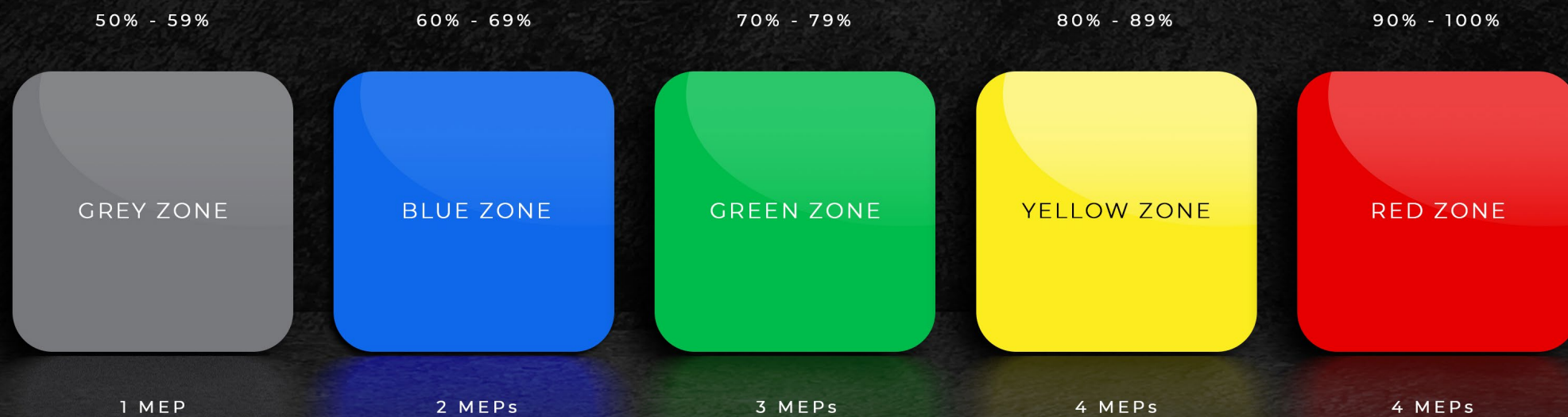



BRINGING OUR VISUAL TONE TO THE CANVAS.

The following section will give you real-time visual references for the effective implementation of our design principles on the channels we use to reach our customers, prospects, and target markets. While consistency is the key, these examples will help you to create the right materials with an ideal tone of voice, copy, and uniqueness.


HEART RATE ZONES

MYZONE EFFORT POINT'S

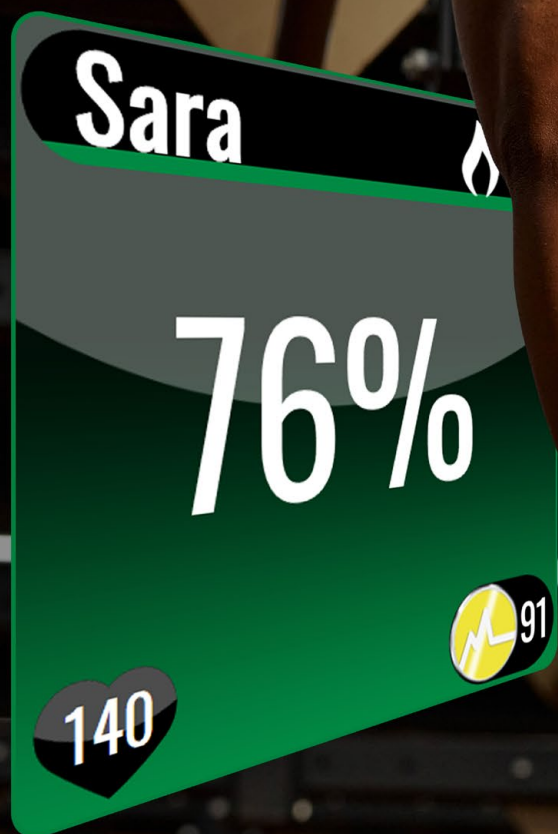


AI  17

90%

164 







Myzone®: Making movement a movement 4+

Track, Connect and Celebrate Effort

MYZONE INC

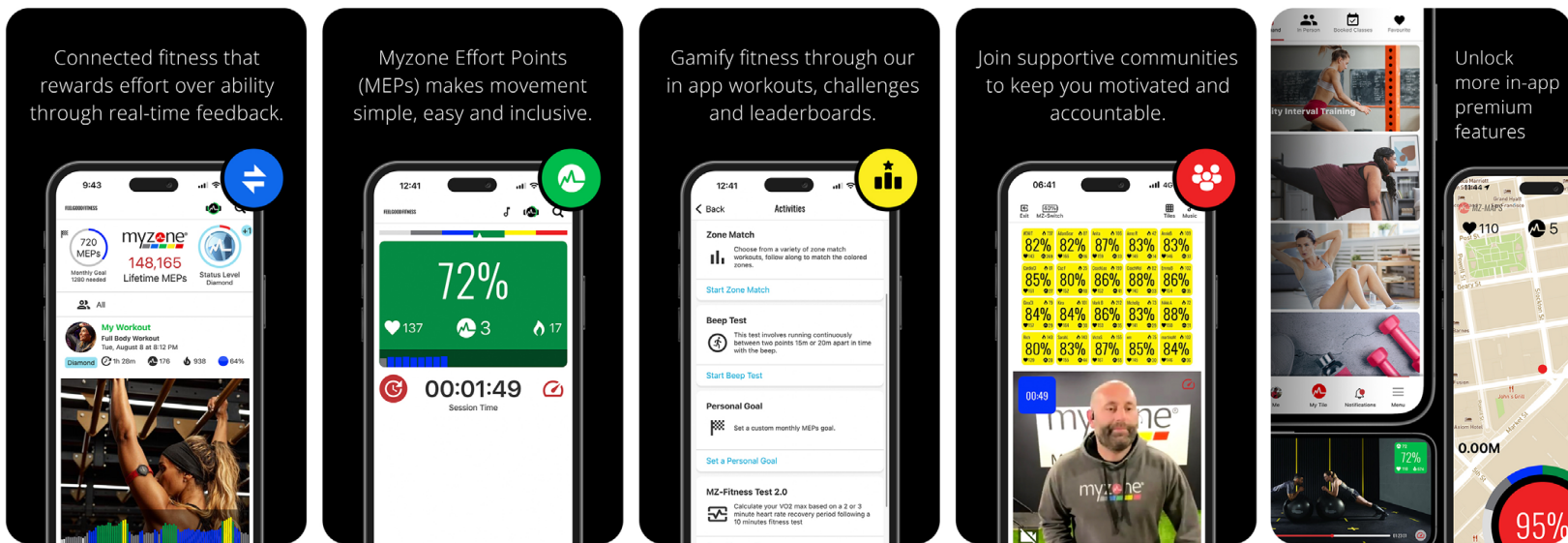
Designed for iPhone

#171 in Health & Fitness

★★★★★ 4.7 + 8.4K Ratings

Free · Offers In-App Purchases

Screenshots [iPhone](#) [Apple Watch](#)

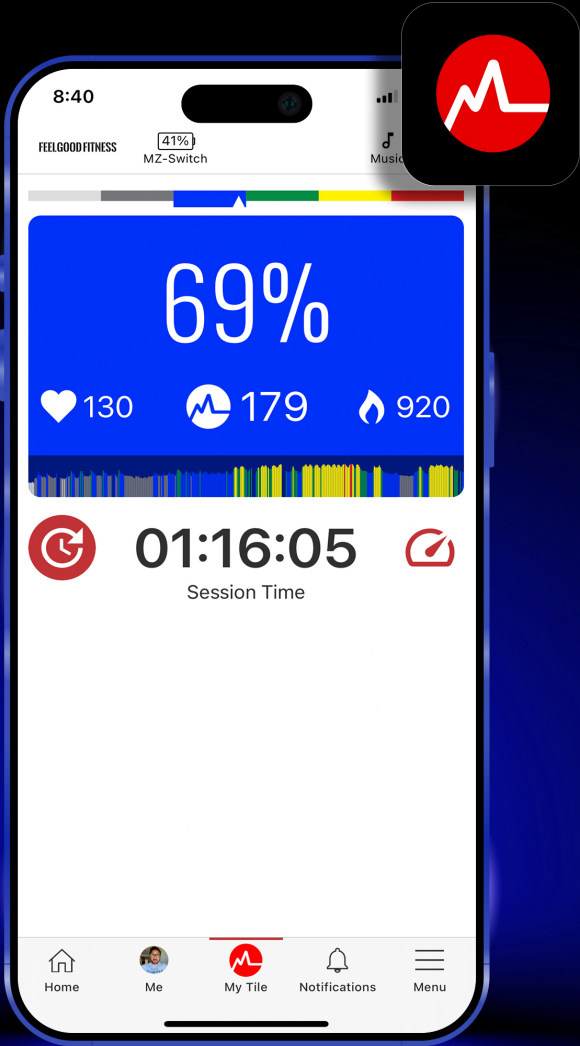


Get in the zone and make it count, with a social platform and gamification to keep you feeling good, inside and out.

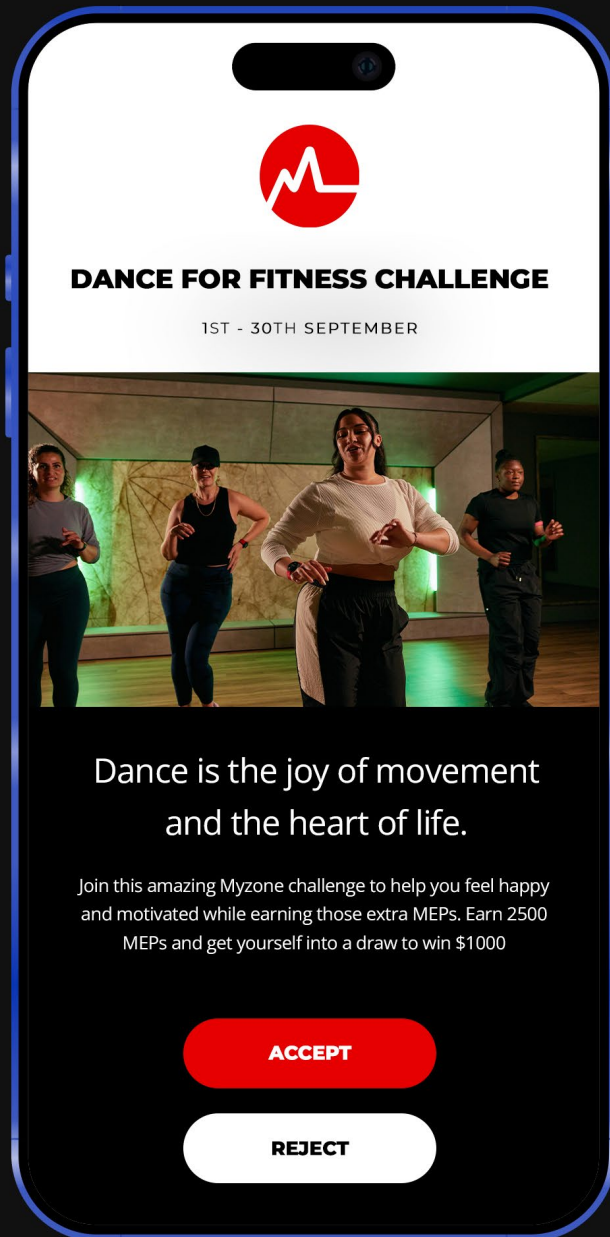
Join an inclusive community fuelled by physical activity, fitness and wellbeing with the heart rate monitor that rewards effort over ability. Or build your own community among your family, friends, and classmates [more](#)

APP STORE

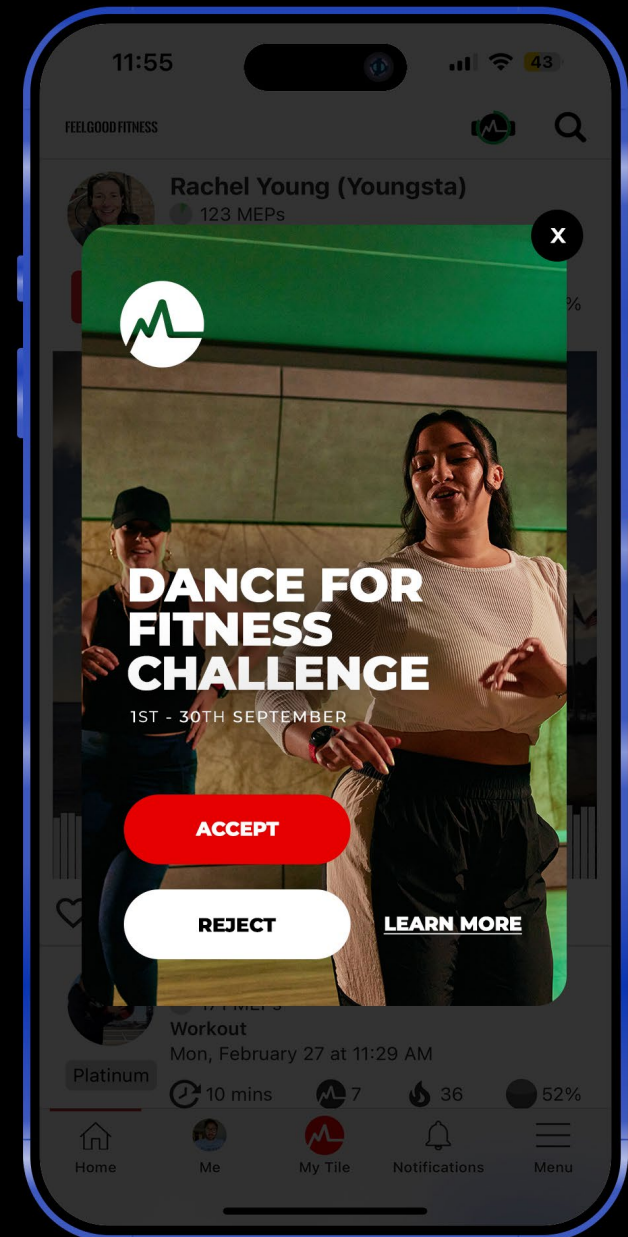
MYZONE APP



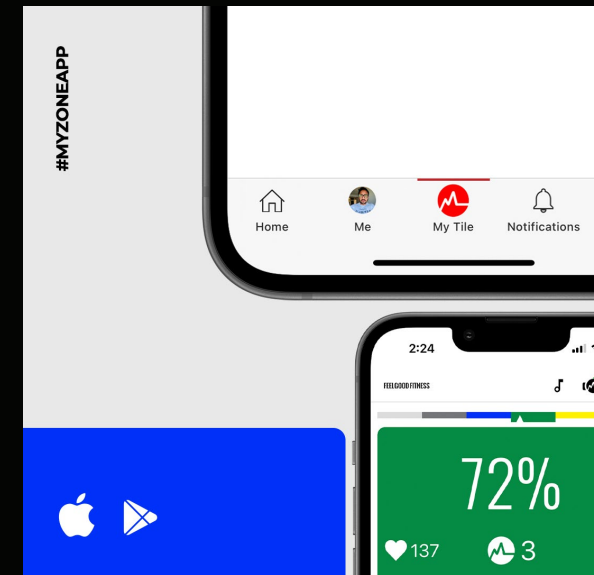
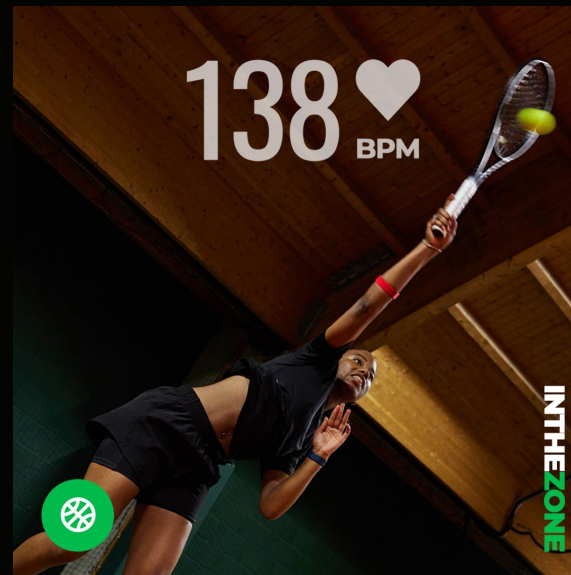
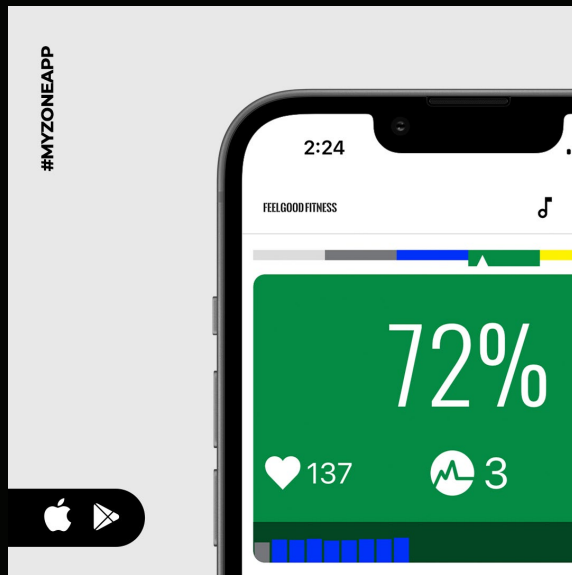
DIGITAL



EMAILERS / APP ADS



DIGITAL



SOCIAL MEDIA POSTS



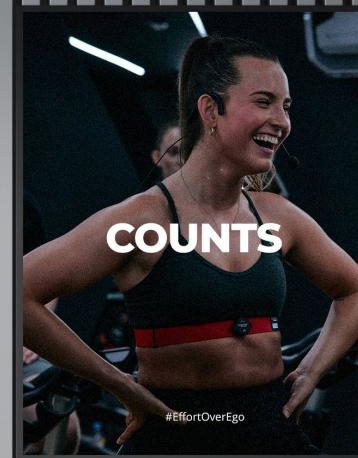
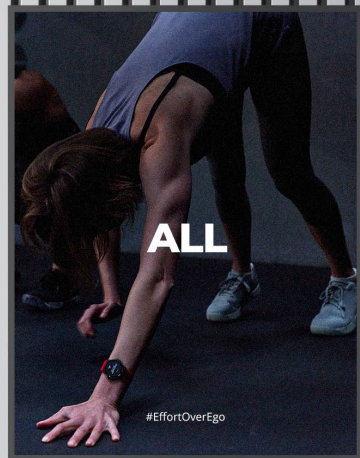
PRINT

ROLL UP BANNER



PRINT

POSTERS



PRINT



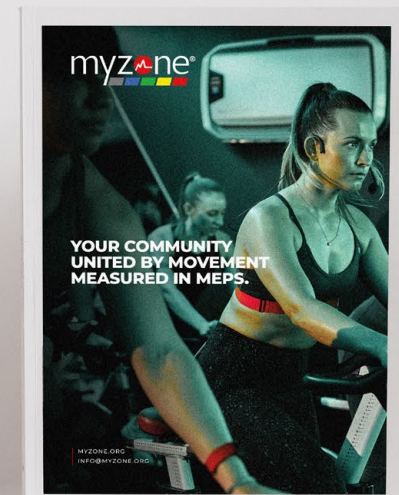
POSTER



PRINT



MAGAZINE AD / PEDESTAL SIGN / FLYERS



PRINT



OUTDOOR ADS



PRINT MEDIA



FEATHER FLAGS




TRADESHOWS / EVENTS

BOOTH DESIGN



myzone®

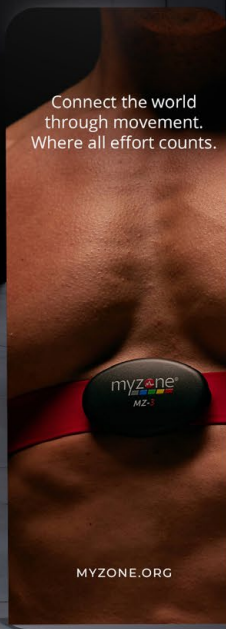
MZ-SWITCH



Speak to a member of the staff to learn more.



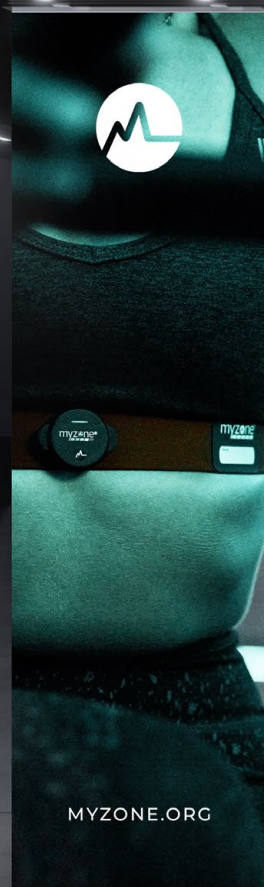
Connect the world through movement.
Where all effort counts.



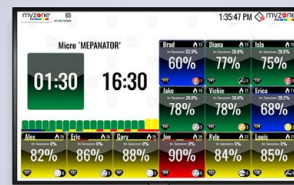
MYZONE.ORG

TRADESHOWS / EVENTS

BOOTH DESIGN



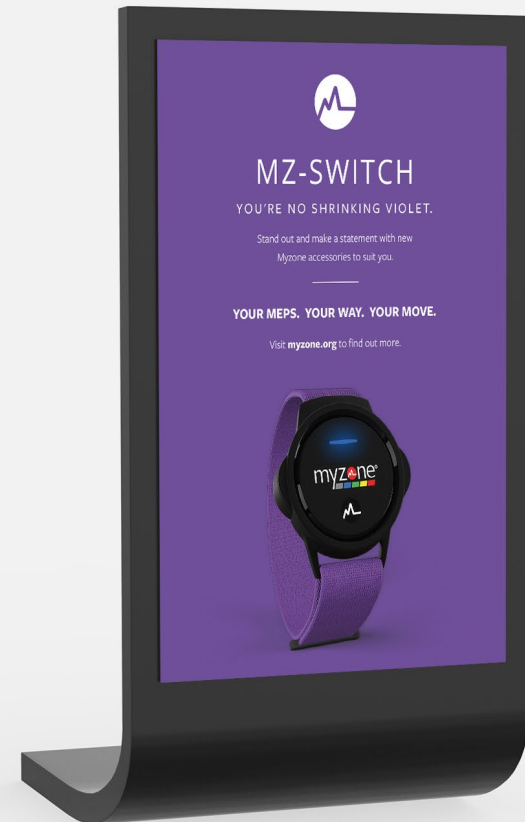
myzone®
WE MAKE MOVEMENT A MOVEMENT.



TRADESHOWS / EVENTS



POINT OF SALE / PRODUCT INFO TERMINALS



MERCHANDISE

TSHIRTS / HOODIES



MERCHANDISE



ID / COFFEE CUPS



BRAND SUPPORT

With any questions or permission on specific uses not covered in this brand book, contact **marketing@myzone.org**

DOWNLOADS

Logo

MYZONE LOGO PACK

Fonts

FONTS PACK

Imagery

MYZONE IMAGE PACK

Icons

MYZONE ICON PACK

Templates

MARKETING PACK



**ENGAGE > SERVE >
RETAIN > REPEAT.**



MYZONE.ORG