



# Fit Fantastic Exercise Graphic Standards

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# Introduction

## ABOUT

Fit Fantastic Exercise is a gym for women to come to and exercise without men around. While the women are exercising there are TVs with womens shows/sports on. There are fitness cources like, yoga, insanity, ect.. The main building is located in Coeur d' Alene and is a one story space. It has four rooms and a main loby. Two rooms are for fitness courses, two have various exercise equiptment for the women to workout on.

## MISSION AND TAGLINE

Our mission is to provide a comfortable and inspiring place for women to improve their physical fitness. Our tagline is : Fit. Fast. Fantastic!.

Here at Fit Fantastic Exercise we like to give people the chance to improve their fitness and health in the most efficient and comfortable way. We provide fitness courses to help with improvement of womens fitness, the fitness instructors are professionally trained and good at what they do.

## HISTORY

Fit Fantastic Exercise was founded by Johanna Gilbert (me) on May 25th, 2012 and oppened on June 11th, 2012. When I founded my company I knew how women can get embarassed by workingout around men, because it can be uncomfortable. I wanted to have an exercise gym of my own because I love being fit and in shape. I also want other women to experience and love it as well. I wanted their to be TVs at the gym because watching TV while you exercise can help you take your mind off of what you are doing.



# Glossary

## DESIGN TERMS

- Brand collateral- The collection of media used to promote the brand and support the sales and marketing of a product or service.
- C.R.A.P.
  - c- contrast
  - r- repetition
  - a- alignment
  - p- proximity
- Contrast- The difference in visual properties that makes an object distinguishable from other objects or the background.
- Logo- A graphic representation or symbol of a company name designed for easy identification.
- Logotype- A single piece of type bearing two or more uncombined letters, a syllable, or a word.
- Opacity- The density of a color or tonal value. The opacity of an image can range from transparent (0% opacity) to opaque (100% opacity).
- Symbol- a drawn, non-type design element
- Vertical- An adjective describing an element having its longest side perpendicular to the horizon.
- Watermark- A faint-colored image or pattern that blends into the background of a page.



# Logo and Logotype

Fit Fantastic Exercise's logo is a pink heart with a weight going across the the low middle of it. The company name (Fit Fantastic Exercise) is situated above the weight and is aligned with the tops of the inside weights. The heart simbolizes women since it is a womens gym, and the weight symblozes the stength women have and can gain (if they aren't strong). I think that the logo I created for Fit Fantastic Exercise fits the company and its perpose.



**Oriya MN**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678910



# Use of Space

No design elements, except for text which can only (except for contact information which can touch the tip of the heart) be placed an eighth of an inch away from the logo, can be placed closer than a fourth of an inch away from the logo.



# Color

The colors in my logo are pink on the heart, there is grey on the bar of the weight, and black is the color of the weights on the bar. The type is black as well. In the collaterals the colors are the same, but in the business card the weight is watermarked in the middle of the card, which makes it a lighter, almost white grey.



C = 0.67%  
M = 99%  
Y = 0.56%  
K = 0%



C = 69.76%  
M = 67.52%  
Y = 63.86%  
K = 73.96%



C = 45.09%  
M = 36.09%  
Y = 34.82%  
K = 1.29%



# Typography

The Fit Fantastic Exercise logo uses the typeface of Oriya MN. I chose this type because I thought that this type fit the logo. I thought it would serve the purpose that I needed it to, which is have strength and look good at the same time. I am happy with this type because it looks good with the heart and flows with the strength of the weight.

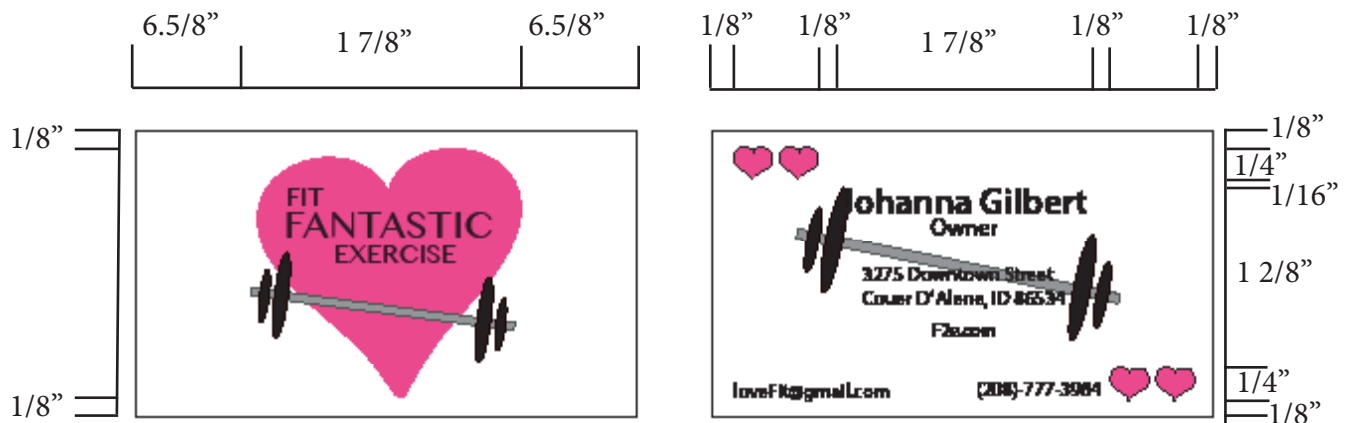
Oriya MN  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890





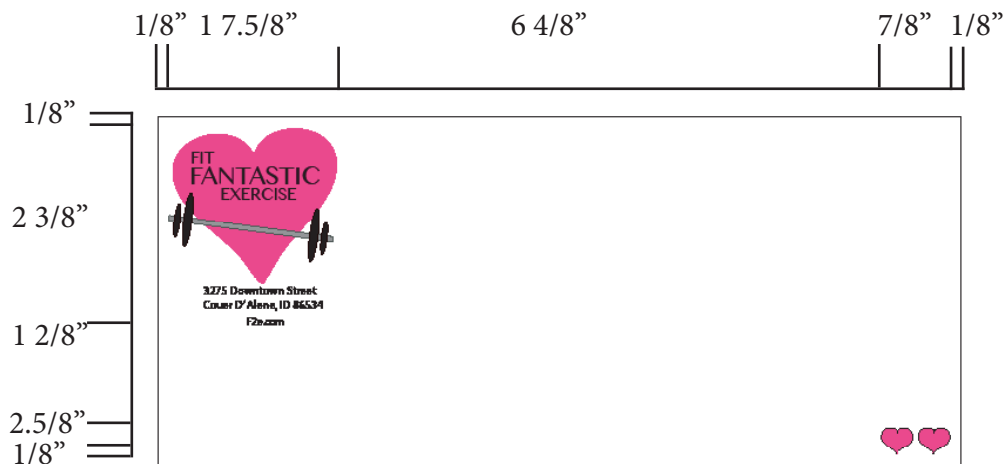
# Business Card

The business card for Fit Fantastic Exercise is double sided (the left is the front, the right is the back), front has only the logo and the back has two hearts in the top left and bottom right corners. There is a watermarked weight in the middle behind some of the company information. The other information is along the bottom. It is a good business card because it is not too busy but it has enough on it to not look bare.



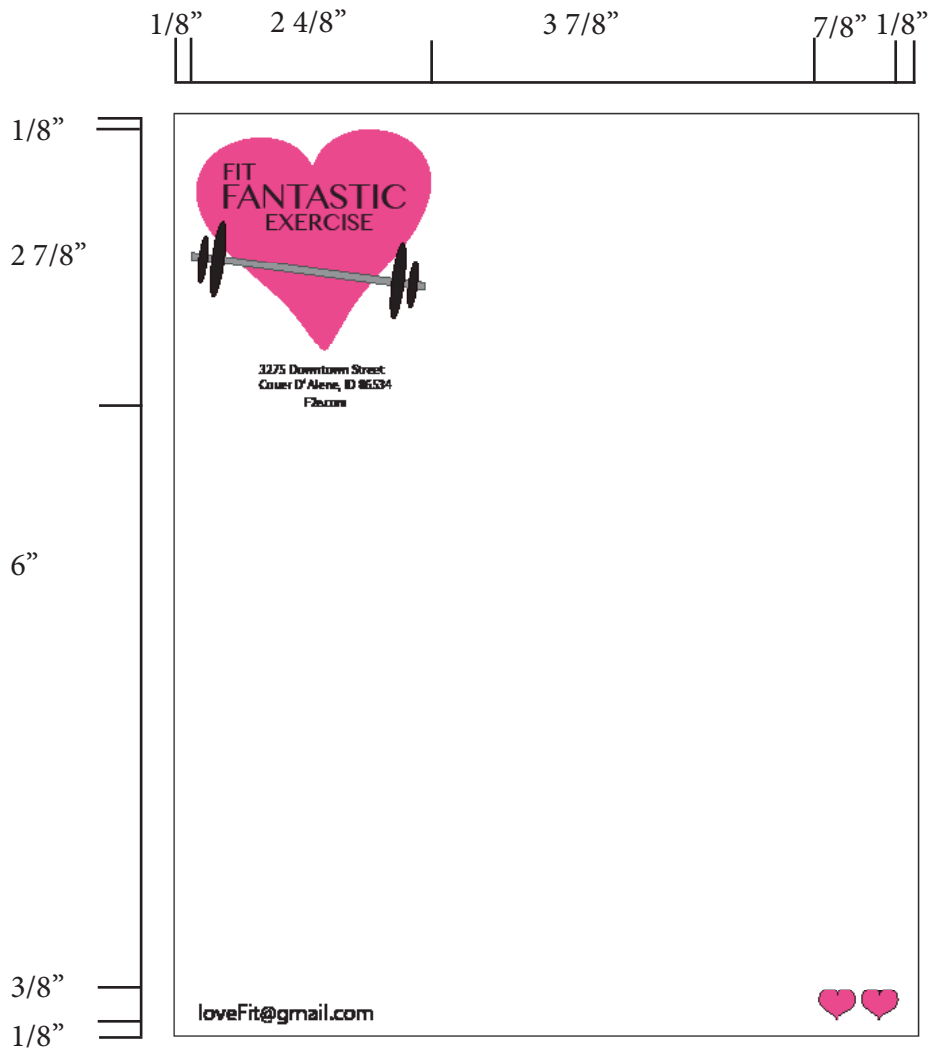
# Envelope

The envelope I designed for Fit Fantastic Exercise has the logo and some information in the upper left corner and two small pink hearts in the lower right corner. The information on the company is a little close to the logo, but otherwise it would look to far off. The envelope shows enough, but not to much company info and looks good designwise.



# Letterhead

The letterhead I designed for Fit Fantastic Exercise has the logo with the address and website name under it in the upper lefthand corner. In the lower righthand corner is two small hearts right next to each other, an eighth of an inch off the edge. In the lower lefthan corner is the company's email adress. All of this is an eighth of an inch off the edge. I like that the letterhead has just the right amount of pink on it and nothing is to close or to far from anything else.



# 4th Piece

This is a dufflebag for Fit Fantastic Exercise. The logo is in the very middle of the bag. The logo is the only thing on the bag. I think that that is a good thing, because there would not be enough space, and if I had put more on everything would be in very close proximity.

