

MOVE 

BRAND GUIDE



FIX
YO'
SHIT



ABOUT

HISTORY

MoveU was born in 2016, launching our original Total Body Program. Over the years we have continuously produced content and listened to feedback from our members to stay on the cutting edge of exercise science. In 2020 we updated our offerings to include the Low Back & Core, Hip, and Pelvic Floor to assist those with specific injuries and interests. Our Team further refined our Flagship Programming in 2022 with the MoveU Methodology which boasts streamlined, focused, body region specific courses, to assist those with specific injuries and interests.

MISSION

To help people heal their pain and strengthen their body through movement, education, and entertainment.

A man in a red tank top is captured in a dynamic pose, performing a kettlebell swing. He is leaning forward, with his right hand gripping the handle of a grey kettlebell that is on the floor. The background is a dark, blurred gym setting. The overall mood is energetic and focused.

BRAND

BOLD

SIMPLE

CREDIBLE

UNCONVENTIONAL

WITTY

EDGY

ENERGETIC

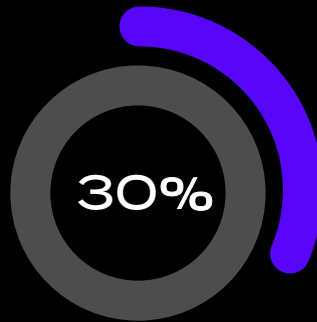
ABOUT



TARGET AUDIENCE



MALE



FEMALE



AGED 20-40



IDEAL CUSTOMER

TONY

A 29 year old active military dude who suffers from back pain. He's active but unable to fully live out his life (i.e. do sports, etc.) because of this pain. In his free time he golfs, hikes, mountain bikes, travels, and is always looking to better himself. He's health-conscious but still likes to party hard. Tony is single but looking for a committed relationship and wanting to get married soonish.



IDEAL CUSTOMER

TARA

Mother in her mid-30's to 40's she's into yoga and working out and overall is a health conscious individuals. She wants to improve her posture and wants good warm ups to make her feel better. In her spare time she plays to her kids and spends time with her girlfriends.



BRAND PRIORITIES

BRAND AWARENESS

5/5

COMMUNITY ENGAGEMENT

5/5

EDUCATIONAL RESOURCE

4/5

PRODUCT AWARENESS

4/5



FIGHT GRAVITY



VISUALS

LOGO: PRIMARY



MOVE 

MOVE 

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MOVE 

retain .4" clearance around
logo parameters



LOGO: SUBMARK



TYPOGRAPHY



HEADING ONE

Termina Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!;:.

Termina Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!;:.

H 2

Tondo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!;:.

PARA.

Muli Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!;:.



TYPOGRAPHY

Are You Ready

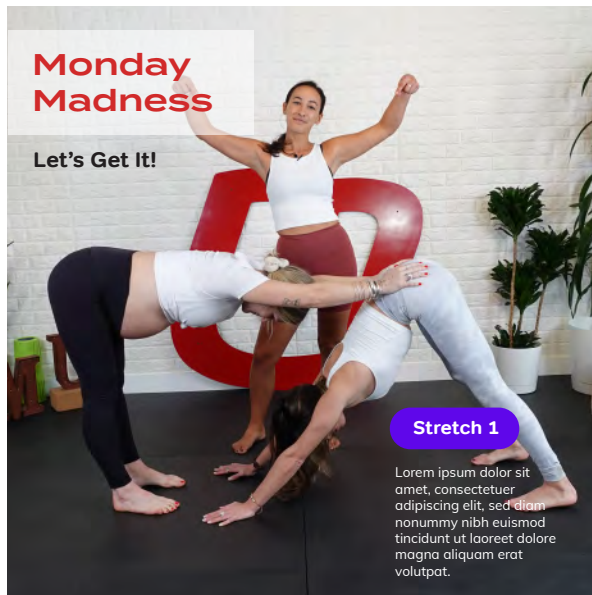
Termina Demi

MoveU Is

Tondo Bold

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Muli Regular



COLOR

PRIMARY

Primary colors should be used whenever possible to ensure brand consistency.



SECONDARY

Secondary colors are available as alternatives to bright red and/or white. Included to improve readability and variety when appropriate.



#ce2630
Ruby



#952728
Berry

HIGHLIGHT

Highlight colors should be used sparingly, typically in small areas or as design features to add slight pop.



#c0d74c
Lime



#5f07ea
Pop

COLOR: DISTRIBUTION AND CONVERSION

BLACK

HEX #434343
CMYK 0% 0% 0% 100%
RGB 0 0 0

STEEL

HEX #434343
CMYK 67% 60% 59% 44%
RGB 67 67 67

NAVY

HEX #242d63
CMYK 100% 95% 30% 19%
RGB 36 45 99

FIRE

HEX #eb2224
CMYK 0% 100% 100% 0%
RGB 235 34 36

CHERRY

HEX #cd2630
CMYK 4% 100% 96% 1%
RGB 205 38 48

LIME

HEX #bfd64c
CMYK 33% 0% 100% 0%
RGB 191 214 76

POP

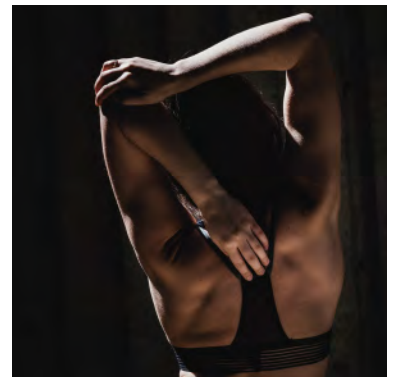
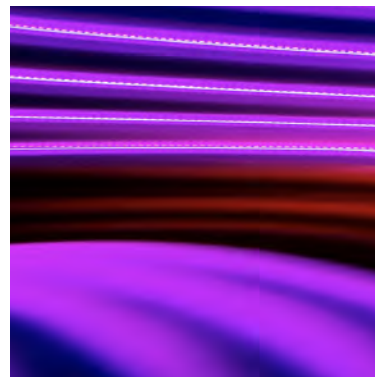
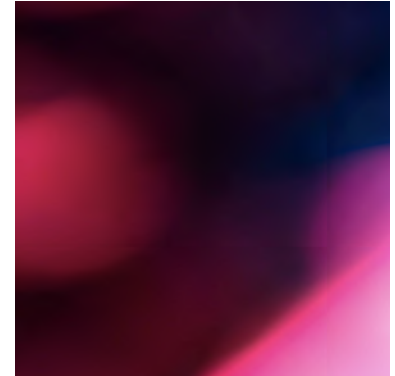
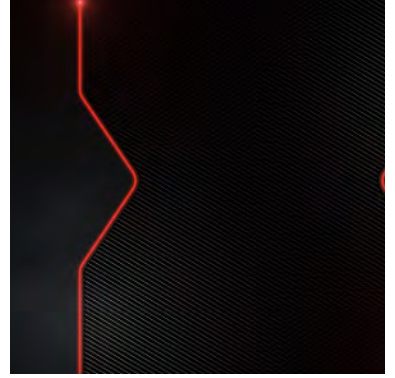
HEX #5f07ea
CMYK 74% 82% 0% 0%
RGB 95 7 234

BERRY

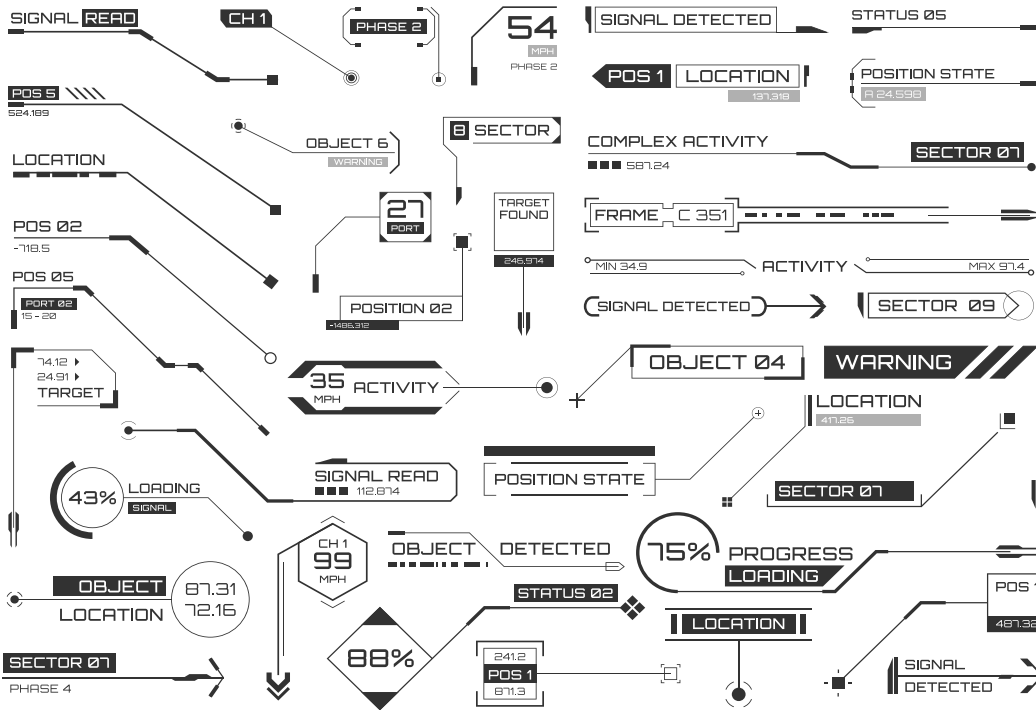
HEX #952728
CMYK 24% 100% 98% 18%
RGB 149 39 40



MOODBOARD



DESIGN ELEMENTS



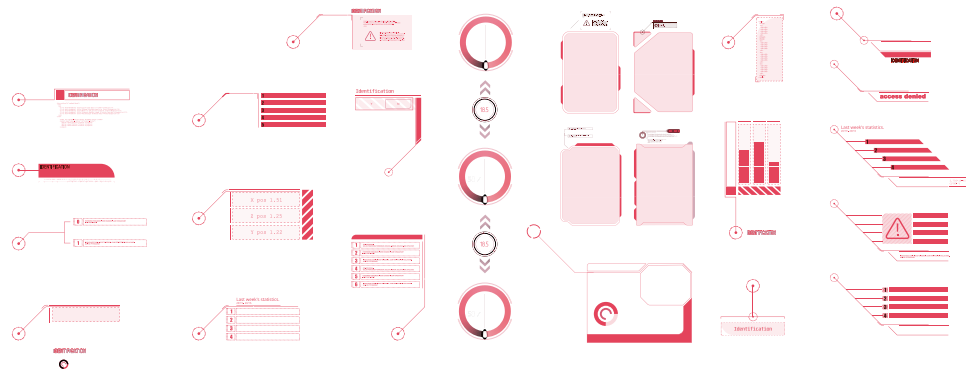
SMART + FUTURISTIC
TEXT CALLOUTS



+

DESIGN ELEMENTS

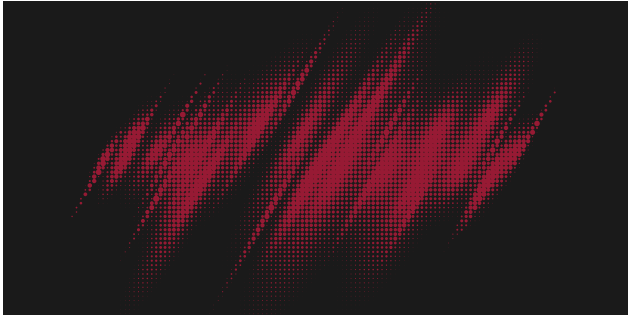
ELEMENTS MIMICKING
MOVEMENT +
PHYSICAL ALIGNMENT



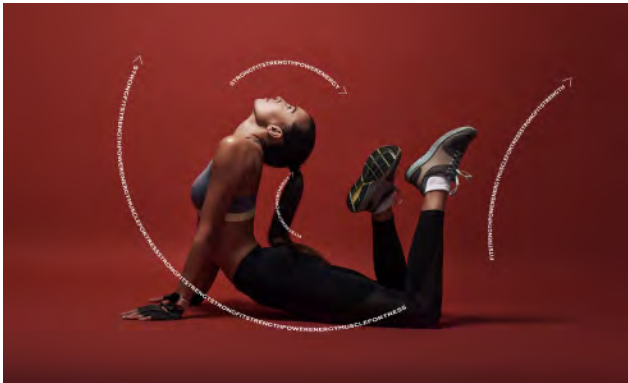
TECH GRAPHICS
FOR STATS AND
OTHER TEXT

DESIGN ELEMENTS

+



HALFTONES



WORDS OR ELEMENTS
MIMICKING PHYSIQUE

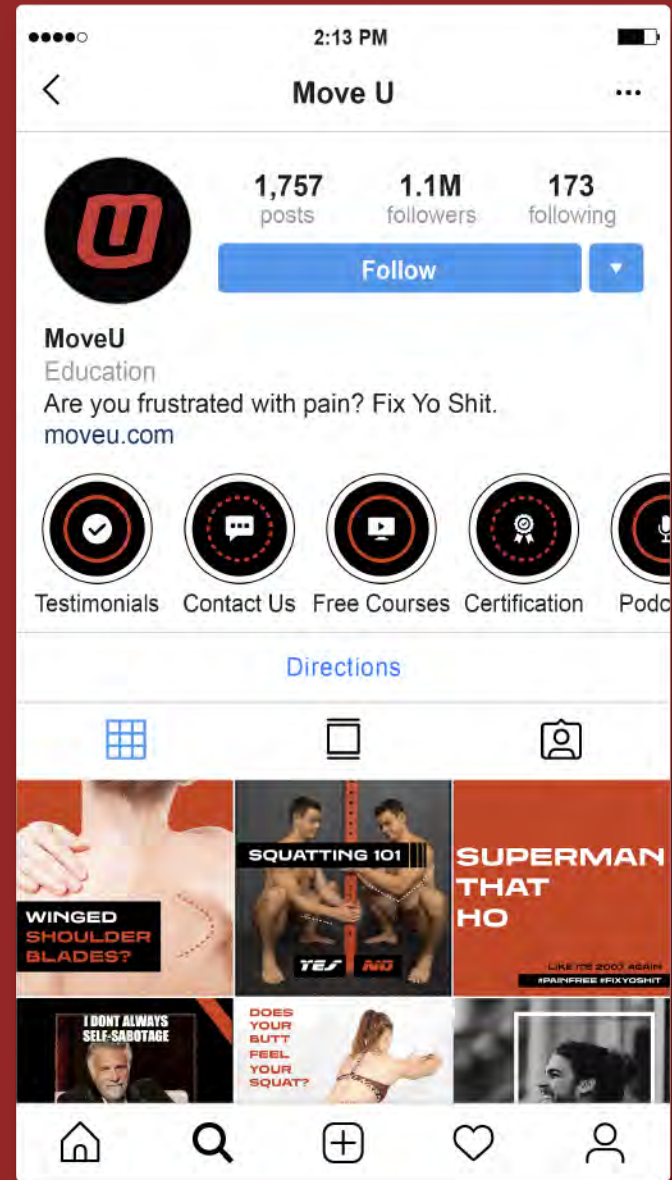
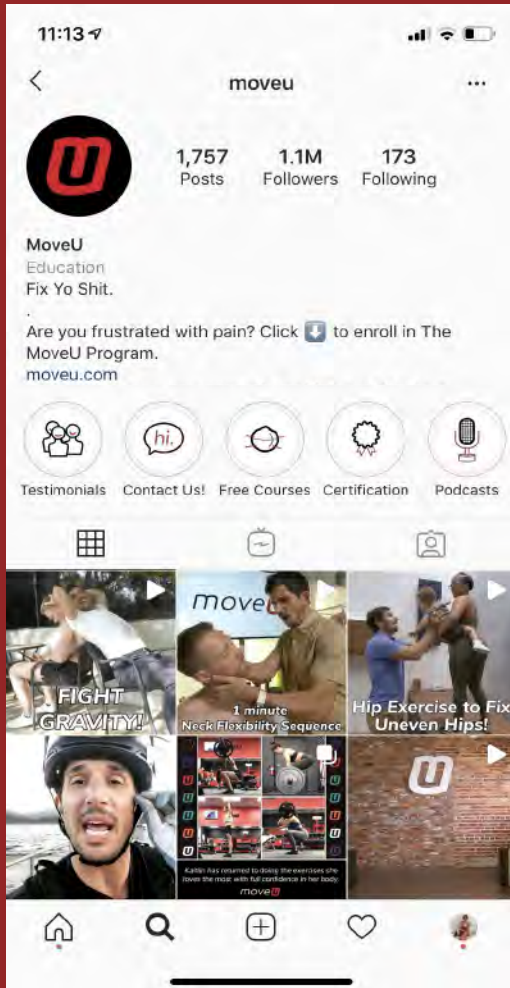


ON BRAND
ANATOMY GRAPHICS



SOCIAL

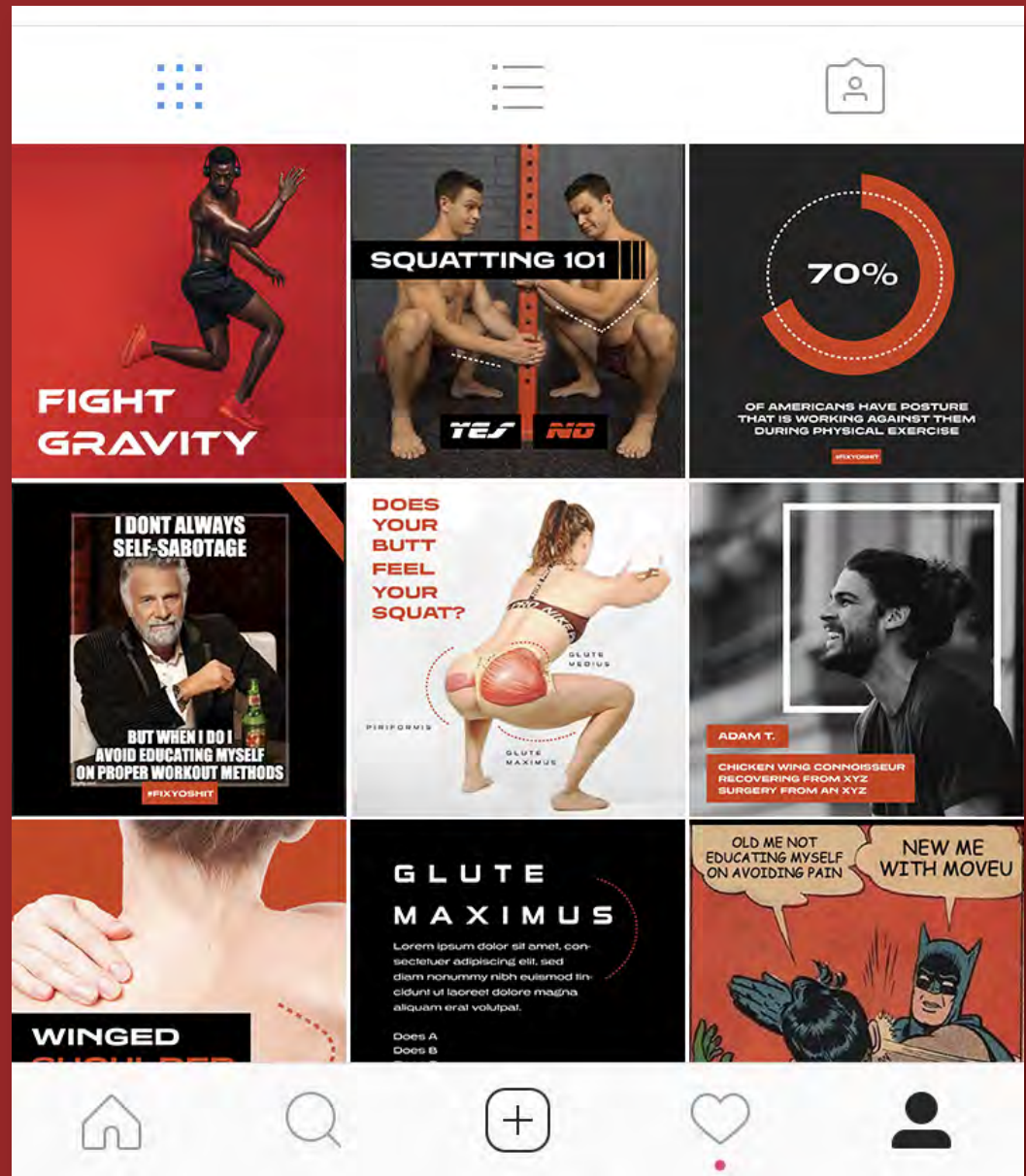
SOCIAL



SOCIAL

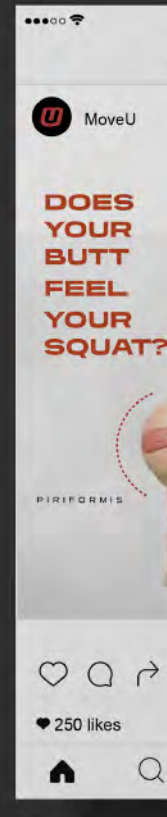
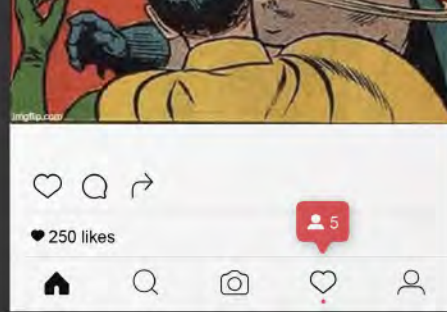
Content Buckets

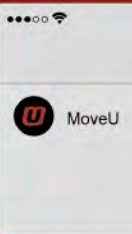
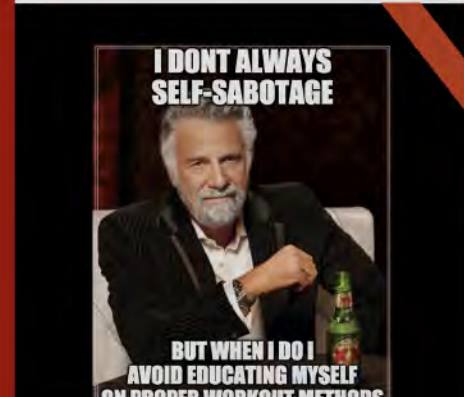
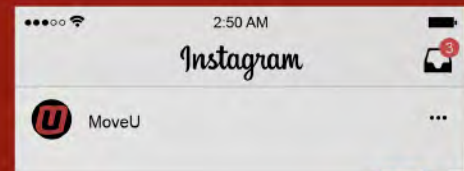
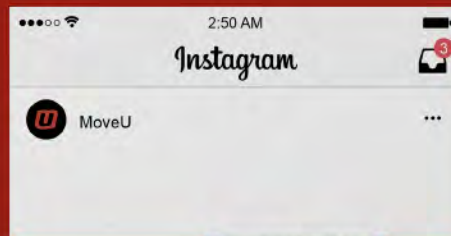
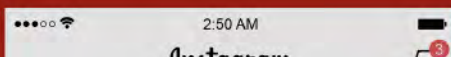
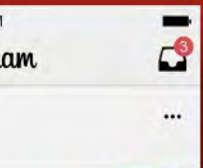
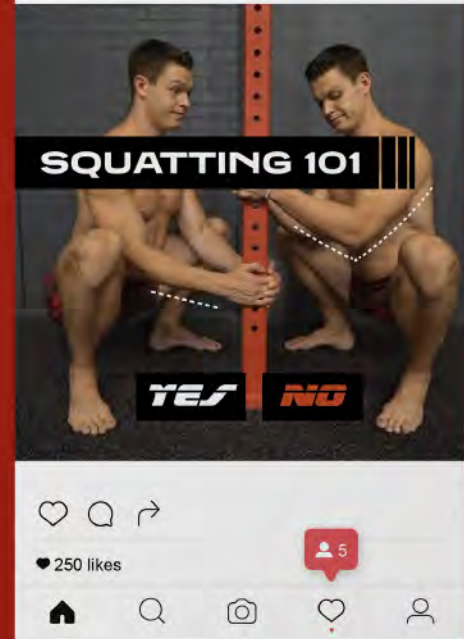
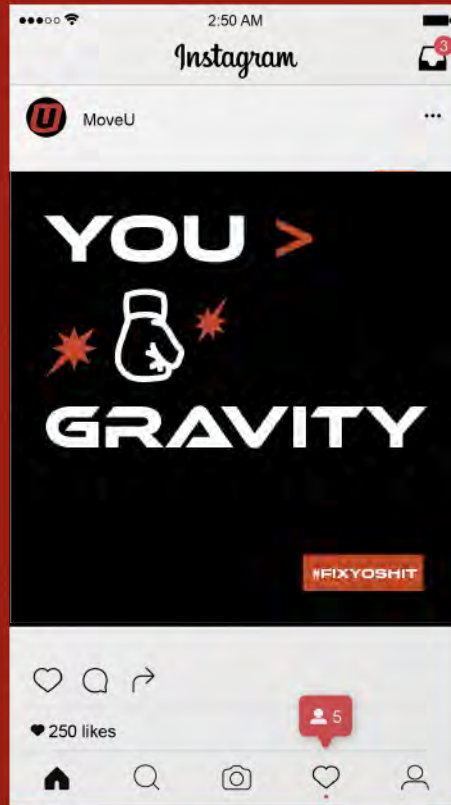
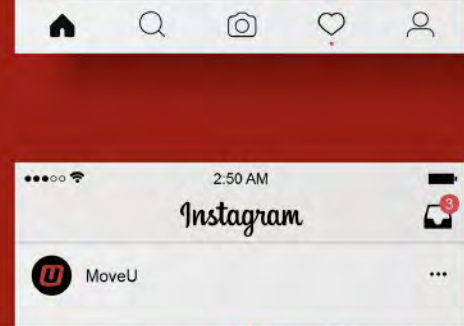
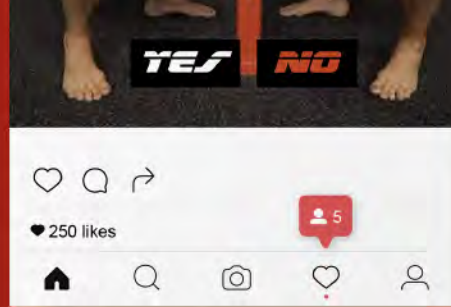
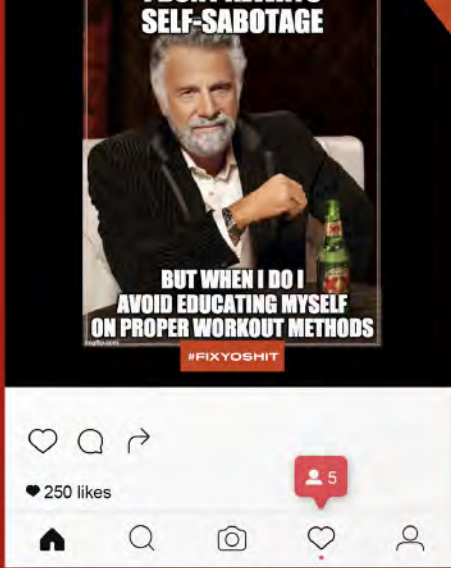
- Anatomy Art
- Movement Tips
- Client Stories
- Meme Posts
- Infographics



SOCIAL







ANATOMY ART POSTS

**DOES
YOUR
BUTT
FEEL
YOUR
SQUAT?**



GLUTE MAXIMUS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

- Does A
- Does B
- Does C

MOVEMENT POSTS



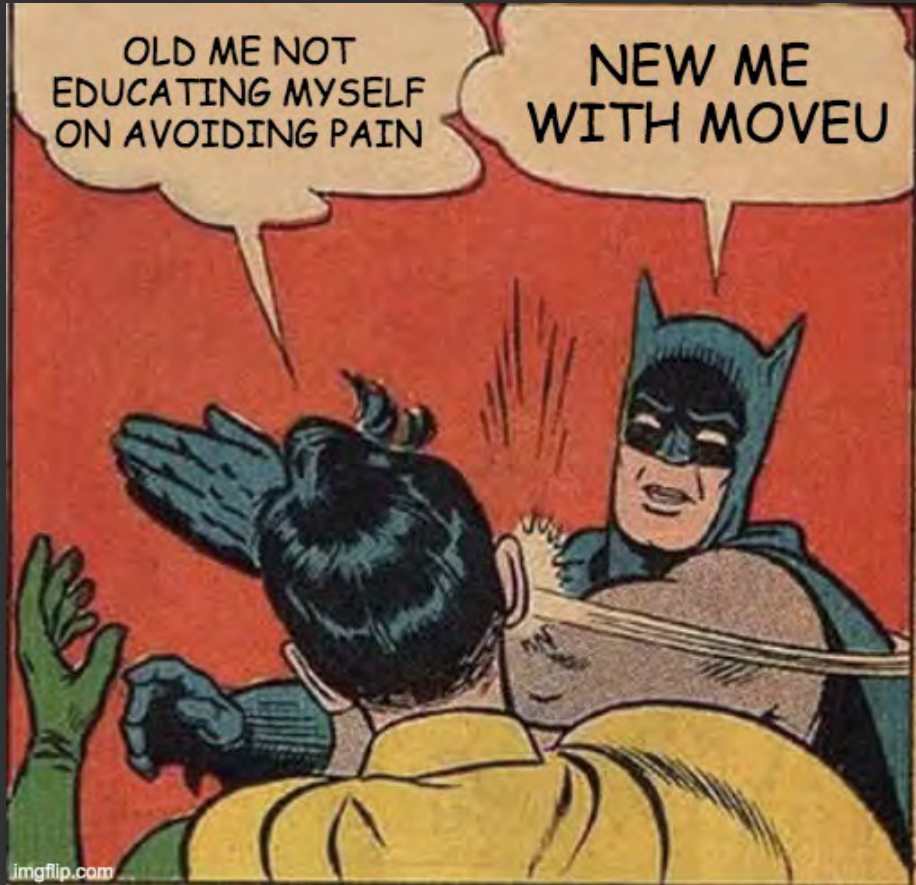
CLIENT POSTS



ADAM T.

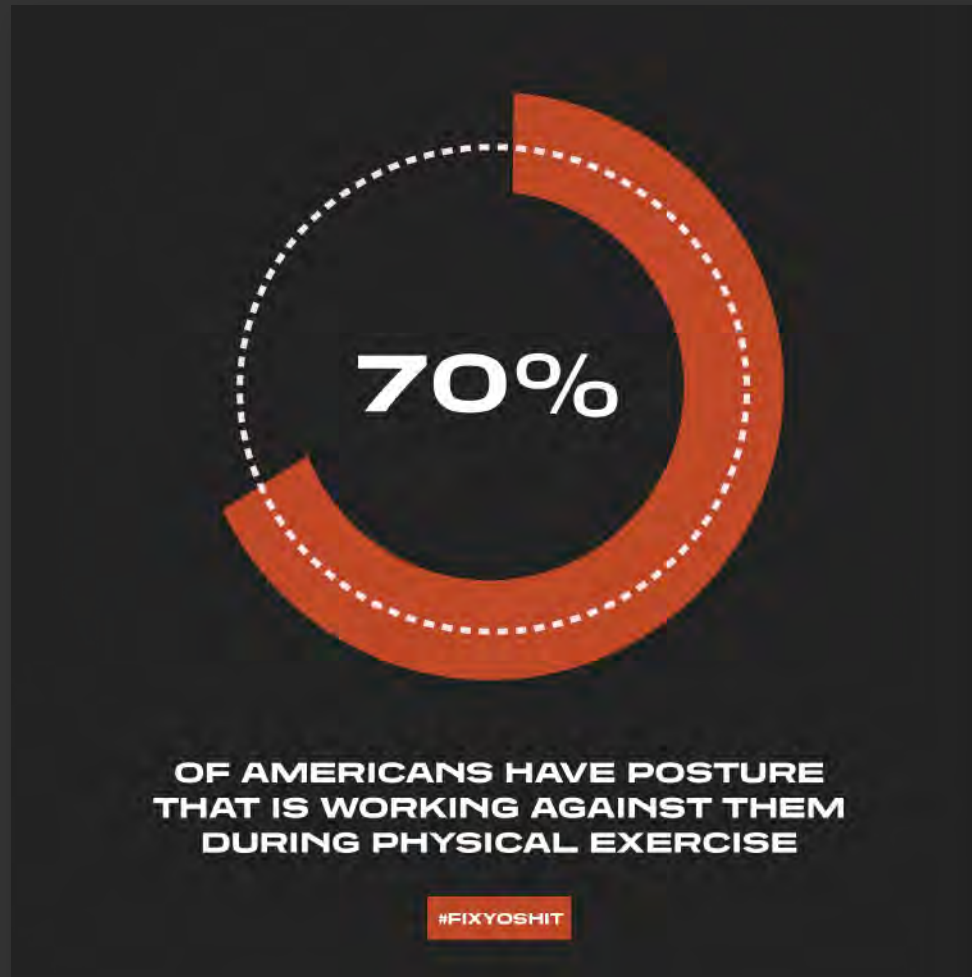
**CHICKEN WING CONNOISSEUR
RECOVERING FROM XYZ
SURGERY FROM AN XYZ**

MEME POSTS



#FIXYOSHIT

INFOGRAPHICS



STRONGFITSTRENGTHPOWERENERGYMUSCLEFORTRESSSTRONGFITSTRENGTHPOWERENERGYMUSCLEFORTRESS

STRONGFITSTRENGTHPOWERENERGY

FITSTRENGTHPOWERENERGY

FITSTRENGTHPOWERENERGYMUSCLEFORTRESSSTRONGFITSTRENGTH

STRONGFITSTRENGTHPOWERENERGYMUSCLEFORTRESS

