

LEGEND FITNESS®

Certified Dealer Badge Usage Guidelines

Benefits of Showcasing the Legend Fitness Certified Dealer Badge

While it is not a requirement to use the Legend Fitness Certified Dealer badge, doing so provides your company with various benefits. It allows you to establish at-a-glance consumer confidence in regards to your standing with Legend Fitness. Using the Legend Fitness Certified Dealer badge gives your company the ability to showcase a partnership with one of the top fitness equipment manufacturers in the United States, and demonstrates your company's commitment to providing customers with high-quality, made in the USA products.

The Legend Fitness Certified Dealer Badge Use and Restrictions

The Legend Fitness Certified Dealer badge is permitted or use only by select Legend Fitness dealers across the United States. It is not approved for use by anyone outside the certified Legend Fitness dealer network.

If the Legend Fitness Certified Dealer badge appears on documentation, marketing materials, websites, or signage, it must be secondary in size to your company logo. The Legend Fitness Certified Dealer badge may be placed on:

- Marketing materials.
- Business cards.
- Vehicles.
- Websites (as long as there is a link to www.legendfitness.com).
- Trade show or other large-scale promotional materials.
- Interior or exterior building signage.

The Legend Fitness Certified Dealer Badge Use and Restrictions

Proper representation of the Legend Fitness Certified Dealer badge is essential to the success of the program. Correct logo appearance is the number one way to ensure proper representation of the Legend Fitness brand. The Legend Fitness Certified Dealer badge appearance requirements are:

- Proportions must remain the same regardless of the location of the logo.
- Colors may not be altered, with the exception of greyscale printing.

Below are some examples of appropriate and inappropriate usage of the Legend Fitness Certified Dealer badge.



File Formats Available

The Legend Fitness Certified Dealer badge is available as a JPG, PDF, EPS, and transparent PNG file. If you need a different format, please reach out to the Legend Fitness marketing department.

If you have any questions about the Legend Fitness Certified Dealer badge or the Certified Dealer program, please contact Todd Black at todd@legendfitness.com.