



LEGEND FITNESS[®] BRAND GUIDELINES

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INTRODUCTION

The Legend Fitness brand represents high quality, strength, and value in the fitness equipment world. Having risen from humble, Southern beginnings, Legend Fitness products are still made in the USA by hard-working people who inject a sense of pride into everything they do, and it shows. From professional and collegiate sports teams to government agencies and health clubs, our equipment can be found all over the world helping athletes and average folks to forge themselves into something stronger and fitter than yesterday.

The following are guidelines for representing the Legend Fitness brand in the marketplace. The purpose of this guide is to assist in implementing the brand across all communications, media, and equipment, and ensure that Legend Fitness maintains a consistent look and feel across all assets.



If you have questions about the following guidelines, please contact the Legend Fitness Marketing Department at (865) 992-7097 or marketing@legendfitness.com

LOGOS

There are five accepted variations of the Legend Fitness logo (pictured to the right), all of which require adherence to a few core rules, regardless of which version is used.

Legend Fitness logos are not to be distorted in any way. Each version of the logo must maintain its aspect ratio.

All logos are to be reproduced in approved color combinations only, using only the primary colors from the Legend Fitness color palette. Legend Fitness logos should not be recolored without approval from the Legend Fitness Marketing Department.

LOGO USAGE

The Legend Fitness logo is not to be used by an unauthorized party without explicit permission from Legend Fitness. The names listed on the right can be used when requesting logos from the Legend Fitness Marketing Department.

Dealers, distributors, and resellers are not authorized to remove, modify, or cover Legend Fitness logo decals on equipment without a rebranding agreement.

If custom logos need to be added to Legend Fitness equipment, this is to be done by Legend Fitness only. In some circumstances, Legend Fitness may approve the addition of custom logos by a third party, but logos may only be added to approved areas of equipment. For more information on these policies, refer to the *Logo Usage Policy for Dealers, Distributors, and Resellers*, found in the *Legend Fitness Dealer Agreement Packet*.



Contact the Legend Fitness Marketing Department with questions regarding logo usage, logo use policies, or to request official copies of any of the above versions of the Legend Fitness logos. The Marketing Department may be reached (865) 992-7097 or marketing@legendfitness.com.

TYPOGRAPHY

Consistent use of type faces can help maintain a brand identity just as well as consistent logo and color usage. Properly representing the Legend Fitness brand in various media often requires the use of different fonts. There are a few fonts that are approved for use when creating graphics, advertisements, documents, or other communication materials that represent the Legend Fitness brand. Whenever possible, it is recommended that these fonts be used when creating any materials for Legend Fitness, as they were chosen based on their availability and how they coordinate with the Legend Fitness logo.

CORPORATE FONTS

The following fonts are approved for general corporate use by Legend Fitness employees. They are ideal for email, press releases, and other correspondence.

Helvetica

A classic font, Helvetica is to be used for anything from small blocks of copy to longer paragraphs. It is ideal for email communication, web copy, presentations, and in catalogs and advertisements. All versions of this font are approved: Regular, Light, *Light Oblique*, **Bold**, *Oblique*, and **Bold Oblique**.

Arial

Arial is a suitable substitution for Helvetica, if Helvetica is not available. Like Helvetica, all versions of this font are approved: Regular, **Bold**, *Italic*, and **Bold Italic**.

Calibri

A standard Windows font, Calibri is approved for use in Legend Fitness email and other written communications. All versions of Calibri are approved for use: Light, *Light Italic*, Regular, *Italic*, **Bold**, and **Bold Italic**.

Times New Roman

A classic font that is preferred for documents like press releases, but is also acceptable for other corporate communications. All versions of this font are approved for use: Regular, *Italic*, **Bold**, and **Bold Italic**.

MARKETING FONTS

The below fonts are for use by the Legend Fitness marketing department only and are approved for all graphics, advertisements, and collateral.

Tablet Gothic SemiCondensed

This font should be used for headlines and call-out elements in ads, catalogs, presentations, and on the website. The following versions are approved for use: Regular, *Oblique*, **Bold**, and **Bold Oblique**.

Futura

Futura is an acceptable replacement for Tablet Gothic SemiCondensed if it is unavailable. Approved versions are: Medium, *Italic*, and **Heavy**.

Helvetica Neue 37 Thin Condensed

This version of Helvetica Neue should only be used for accents in print and web elements. Not other versions of Helvetica Neue are approved for use.

AERO EXTENDED ITALIC

This font is the official Legend Fitness font, and should only be used in the logo and for select headlines. For readability, it should rarely be used in a size smaller than 16 point. It should always be presented in all capital letters, to properly adhere to the Legend Fitness brand. *Italic* is the only version of this font that is approved for use.

MASHINE ROUNDED

Primarily used for the website, Mashine Rounded is an all-caps font that complements the smooth lines in Aero Extended Italic nicely. Mashine Rounded should be used for headlines or as an element in a print or web graphic only. The following versions are acceptable for use: **REGULAR** and **BOLD**.

PRIMARY COLOR PALETTE

The Legend Fitness brand is strong and bold, and the color palette was selected to reflect this. The following primary colors should be used whenever possible to represent the brand.

LEGEND RED

PMS 485
CMYK 5 98 100 0
RGB 226 35 26
HEX E2231A

RICH BLACK

PMS Process Black
CMYK 40 60 60 100
RGB 0 0 0
HEX 000000

SLATE

PMS Cool Grey 10
CMYK 61 53 49 19
RGB 100 101 105
HEX 646569

SILVER

PMS Cool Grey 3
CMYK 20 17 17 0
RGB 202 200 200
HEX CAC8C8

WHITE

PMS Cool Grey 3
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

SECONDARY COLOR PALETTE

In addition to the above primary color palette, the below colors can be used sparingly as accents to further enhance the brand.

SIGNAL

PMS 130
CMYK 4 36 100 0
RGB 244 170 0
HEX F4AA00

POST OFFICE

PMS 540
CMYK 100 77 38 36
RGB 0 50 91
HEX 00325B

WINE RED

PMS 7428
CMYK 41 87 55 37
RGB 113 45 65
HEX 712D41

BURNT ORANGE

PMS 152
CMYK 7 66 100 1
RGB 229 114 0
HEX E57200

Note that Legend Fitness offers a wide variety of powder coat and upholstery colors, and that various combinations of both may be used to showcase product. Product showcase colors do not always have to adhere to the primary and secondary colors above, though it is preferred that they do whenever possible.