



ASCEND

FITNESS & SPA

BRAND GUIDE 2022



MEET THE **ASCEND FITNESS & SPA BRAND**

Are you ready to meet your new branding? Everything you need to “live” your brand can be found in the following pages. We envision this as an overarching tool to help you write for your brand, create marketing materials, and execute your brand’s vision and concept on the day-to-day level.

There are corresponding files for everything in this book in the digital folder provided. This includes your logo, fonts and more!

Please use this book as a resource to guide you in execution.

Your Friends,

Hey Now! Media





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BRAND STRATEGY

- 3 Brand Overview & Concept | Brand Positioning Statement
- 4 Brand Voice | Brand Attributes
- 5 Unique Selling Propositions
- 6 Mission Statement | Tagline

BRAND OVERVIEW & CONCEPT

Our goal with developing Ascend Fitness & Spa's branding was to create an identity that is both encouraging yet understanding, energetic but mindful, and high-end but inclusive to all.

This is a brand of contradictions that work in perfect harmony, as made evident by our logo mark featuring a number of interconnected spirals. It's Ascend Fitness & Spa's job to create an environment where people want to improve themselves in both body and mind. To accomplish this, we're focusing on creating a brand with a strong, distinct copy voice and design assets that can easily be modified to further distinguish separate parts of the business.

Just as Ascend Fitness & Spa is looking to empower clients, this same dedication needs to be duplicated for the brand itself. Following this brand guideline will ensure all these goals are accomplished.

BRAND POSITIONING STATEMENT

Ascend Fitness & Spa is a pinnacle of wellness in downtown Cleveland, rising above the competition with convenient, affordable, comprehensive health and fitness solutions and a vibrant community of members. Compelling classes and programs, skilled trainers and coaches, a full-service spa, state-of-the-art fitness facilities, and expansive locker rooms make us a one-stop-shop for wellbeing and connection.



BRAND VOICE

Regardless of your chosen activity at Ascend Fitness & Spa, our tone of voice is one of encouragement, dedication and acceptance. We understand that our clients come to us because they want to improve themselves physically, spiritually and mentally, so it's our job to be focused on providing them every opportunity to do so.

We approach this without being judgemental or cocky, instead we focus on creating a nurturing, positive environment for clientele. Additionally, our goals encompass all types of people regardless of wealth, race, ability or gender. Our brand voice must always remain inclusive in messaging and tone.



BRAND ATTRIBUTES

HEALTHY RELAXING **COMMITTED** ENCOURAGING
 SELF-IMPROVEMENT SPIRITUAL **DEDICATED**
 STYLISH **ENERGETIC** UNDERSTANDING FOCUSED
INCLUSIVE PERFORMANCE

UNIQUE SELLING PROPOSITIONS (USPs)

1

Full-Service Wellness Solutions: Unlike any location in downtown Cleveland, Ascend Fitness & Spa offers its members and guests easy access to everything needed to support a healthy lifestyle. Though downtown Cleveland is home to several gyms, spas, salons, and more, Ascend Fitness & Spa is the only place that offers everything in one spot in an inviting, clean, comprehensive, competitively priced way. We offer a range of compelling classes and programming options; state-of-the-art fitness facilities; award-winning personal trainers and coaches; a full-service spa; and more. Plus, expansive men's and women's locker rooms make it easy to shower, primp, and prep before, during, or after work. Rising above the competition, Ascend Fitness & Spa truly is a one-stop-shop for wellbeing.

2

Convenience: Ascend is easily accessible to its members and is the perfect place to meet you where you are with your wellness needs, no matter the time of day. Whether it's a quick morning workout before heading to the office, a yoga class during your lunch break, or a post-workday workout, shower, and style before meeting clients, colleagues, or friends for dinner, Ascend Fitness & Spa is an easy and accessible place to make wellbeing work for your busy life.

3

Community: Connecting with friends, peers, and colleagues is a vital part of wellbeing, and Ascend Fitness & Spa makes it easy to connect. Fun group classes and sessions with wellness experts, member events in a stunning on-site setting overlooking the Cleveland skyline, and group outings with other members are just a few ways we make community count. Meaningful connection is a powerful part of health and happiness, and Ascend Fitness & Spa encourages socialization and crossing paths with like-minded members and future friends.



MISSION STATEMENT

Our mission is to provide a safe, welcoming, inclusive experience that allows our members to meet their health and wellness needs in one convenient, affordable location. We promote community and wellbeing with inviting spaces and experiences, comprehensive spa and fitness facilities, and committed and passionate coaches who engage our members and guide them on their wellness journeys.



TAGLINE

ASCEND FITNESS & SPA
WELLNESS WHERE YOU ARE.



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BRAND IDENTITY

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LOGO OVERVIEW

Ascend Spa & Fitness features a logo that embodies the idea of our circular drive to continuously improve one's self. This can be accomplished through vigorous exercise to enhance the body, becoming at peace spiritually through a yoga session, or just calming one's mind with a trip to the spa.

These recurring aspects of our lives are found in the twisting, interconnected spirals that make up the Ascend Spa & Fitness logo mark. As it's only natural that people engage in these types of self-improvement activities, the spirals create the shape of a leaf at the logo's center to show how we're all connected.

The logo comes to represent the vast array of intertwined services and activities that make up Ascend Fitness & Spa.

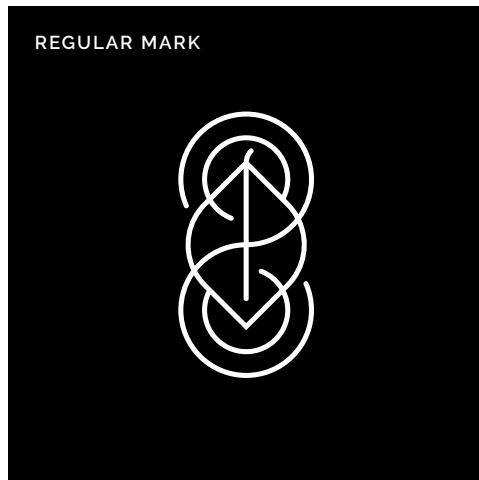
VERTICAL



SMALL MARK



REGULAR MARK



HORIZONTAL



LOGO VARIATIONS : PRIMARY

VERTICAL

The brand's primary logo.

This should be the first version that is applied to collateral.



HORIZONTAL

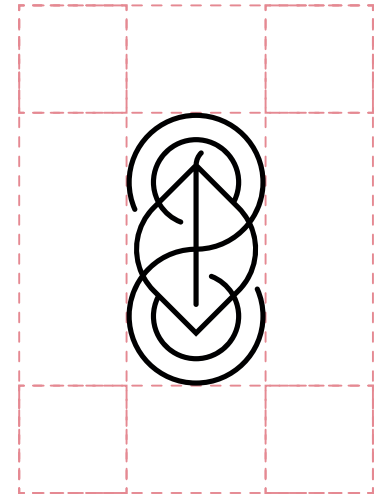
If the vertical logo is unable to be used, the horizontal layout is available for application



LOGO VARIATIONS : SECONDARY

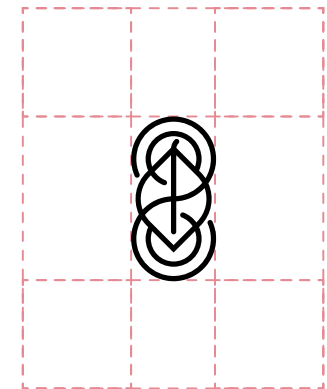
LOGO MARK : LARGE

The logo mark is available to use as an individual element. When applied to a design, it requires ample margins around it to ensure the thin, elegant strokes of the design doesn't get overshadowed by nearby assets.



LOGO MARK : SMALL

The small size of the logo mark is unique in that the strokes are slightly thicker for easier legibility. Use best judgement for when dimensions are small enough to warrant this option.

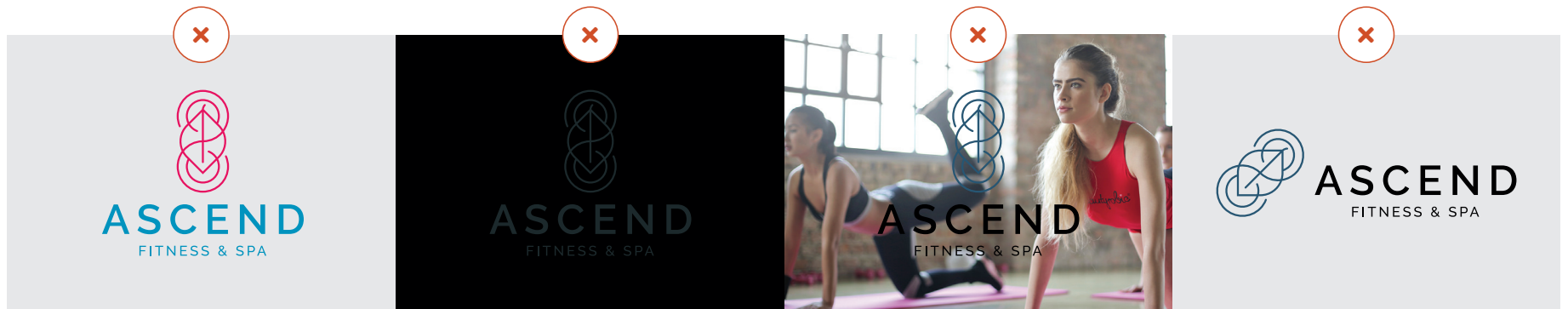


LOGO APPLICATION RULES

CORRECT APPLICATION



INCORRECT APPLICATION



Do not change the brand colors

Do not make the logo appear too dark on a dark background

Do not place the logo on an image without an overlay

Do not change the logo's elements, shape or size

BRAND TYPOGRAPHY

PRIMARY FONT

RALEWAY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 .!?\$%

FONT WEIGHTS

RALEWAY
REGULAR

*RALEWAY
ITALICS*

RALEWAY
MEDIUM

RALEWAY
SEMIBOLD

RALEWAY
BOLD

**RALEWAY
BLACK**

SECONDARY FONT

CABIN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 .!?\$□

FONT WEIGHTS

CABIN
REGULAR

*CABIN
ITALICS*

CABIN
MEDIUM

CABIN
SEMIBOLD

CABIN
BOLD

BRAND COLORS

PRIMARY COLORS

Ascend Sleek Blue	Rich Black
<p>PANTONE 2377 C</p> <p>CMYK 84 54 29 28</p> <p>RGB 49 84 112</p> <p>HEX #315470</p>	<p>PANTONE Black C</p> <p>CMYK 60 40 40 100</p> <p>RGB 0 0 0</p> <p>HEX #000000</p>

SECONDARY COLORS

Nighttime Sky	Pine Green	Stormy Blue	Breezy Blue	Toasted S'more	Marshmallow
<p>CMYK 82 64 60 70</p> <p>RGB 14 28 31</p> <p>HEX #0E1C1F</p>	<p>CMYK 89 0 91 43</p> <p>RGB 0 112 65</p> <p>HEX #007041</p>	<p>CMYK 71 44 37 8</p> <p>RGB 68 131 148</p> <p>HEX #448394</p>	<p>CMYK 32 7 10 0</p> <p>RGB 173 237 230</p> <p>HEX #ADEDE6</p>	<p>CMYK 40 37 47 3</p> <p>RGB 148 156 131</p> <p>HEX #949C83</p>	<p>CMYK 0 2 6 7</p> <p>RGB 237 232 223</p> <p>HEX #EDE8DF</p>



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BRAND TOUCHPOINTS

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16 Brand Collateral

17 Marketing Examples

BRAND PHOTOGRAPHY

All photography associated with the Ascend Fitness & Spa brand should present a positive, encouraging atmosphere representative and inclusive of all with individuals appearing happy and motivated. This is a welcoming establishment and marketing collateral must follow suit.

DO SHOW

- ✓ People Exercising
- ✓ People Appearing Determined
- ✓ Various Genders, Ages & Ethnicities
- ✓ Clean Facility
- ✓ Clear Skies
- ✓ Positive Atmosphere
- ✓ Strong Colors

DO NOT SHOW

- ✗ Angry or Frustrated Faces
- ✗ Generic Stockphotos
- ✗ Photos With Other Gym Logos
- ✗ Intimidating Subjects
- ✗ Dark, Stormy Skies



BRAND COLLATERAL

APPAREL



PROMOTIONAL PRODUCTS



BUSINESS CARDS



MARKETING EXAMPLES

SOCIAL MEDIA POST



SOCIAL MEDIA POST



FLYERS & HANDOUTS

