



**UNITED BY MOVEMENT.
MEASURED IN MEPS.**

MYZONE LOGO PACK

FONTS PACK

MYZONE IMAGE PACK

MYZONE ICON PACK

MARKETING PACK

GLOBAL MARKETING RESOURCE 2023

A group of people are exercising on stationary bikes in a gym. The scene is lit with a teal or cyan color. In the center, a woman with her hair in a ponytail and wearing a black sports bra with a red waistband is looking forward. To her right, another woman is wearing a black beanie and a black sports bra. In the background, other people are also on bikes. A television screen is visible on the wall behind the central woman. The overall atmosphere is energetic and focused.

**WE MAKE MOVEMENT
A MOVEMENT.**

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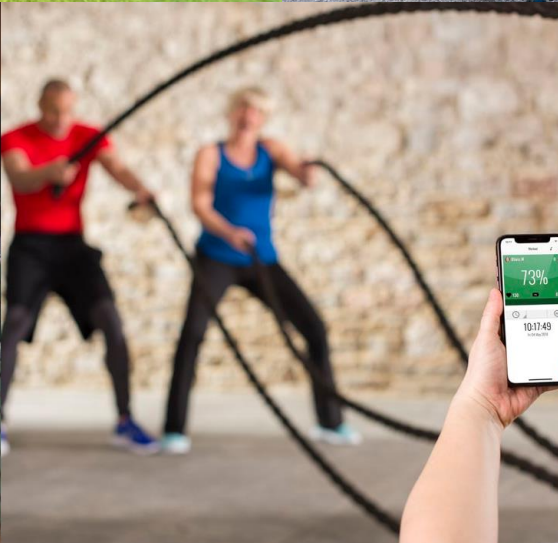
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Glossary	MEPs = Myzone Effort Points	
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MYZONE = SIMPLE SCIENCE TO GROW AND MAINTAIN A THRIVING COMMUNITY.



Myzone is an accurate fitness tracker and online social platform that rewards effort for all physical activity, helping more people around the world to feel good about exercise.



OUR GUIDING PRINCIPLE

Promoting movement based on personal effort
is the unlock to a healthy, happier world.

OUR BRAND VISION

Connect the world through movement,
Where all effort counts.

OUR BRAND MISSION

To motivate, measure and maintain
daily movement.

WHO DOES MYZONE HELP?

Health clubs.■

Corporate wellness.■

Education.■

Sports teams.■

Public/Private sectors.■

Together, Myzone inspires and motivates
the collective to move, move more, and
keep moving for life.



OUR PERSONALITY

Inspirational.

Inclusive.

Healthy.

Authentic.

Fun-loving.

The Myzone personality establishes a collective tone of voice in which we communicate with our audience. Our core five attributes come together to bring energy and emotions to our brand and communication.

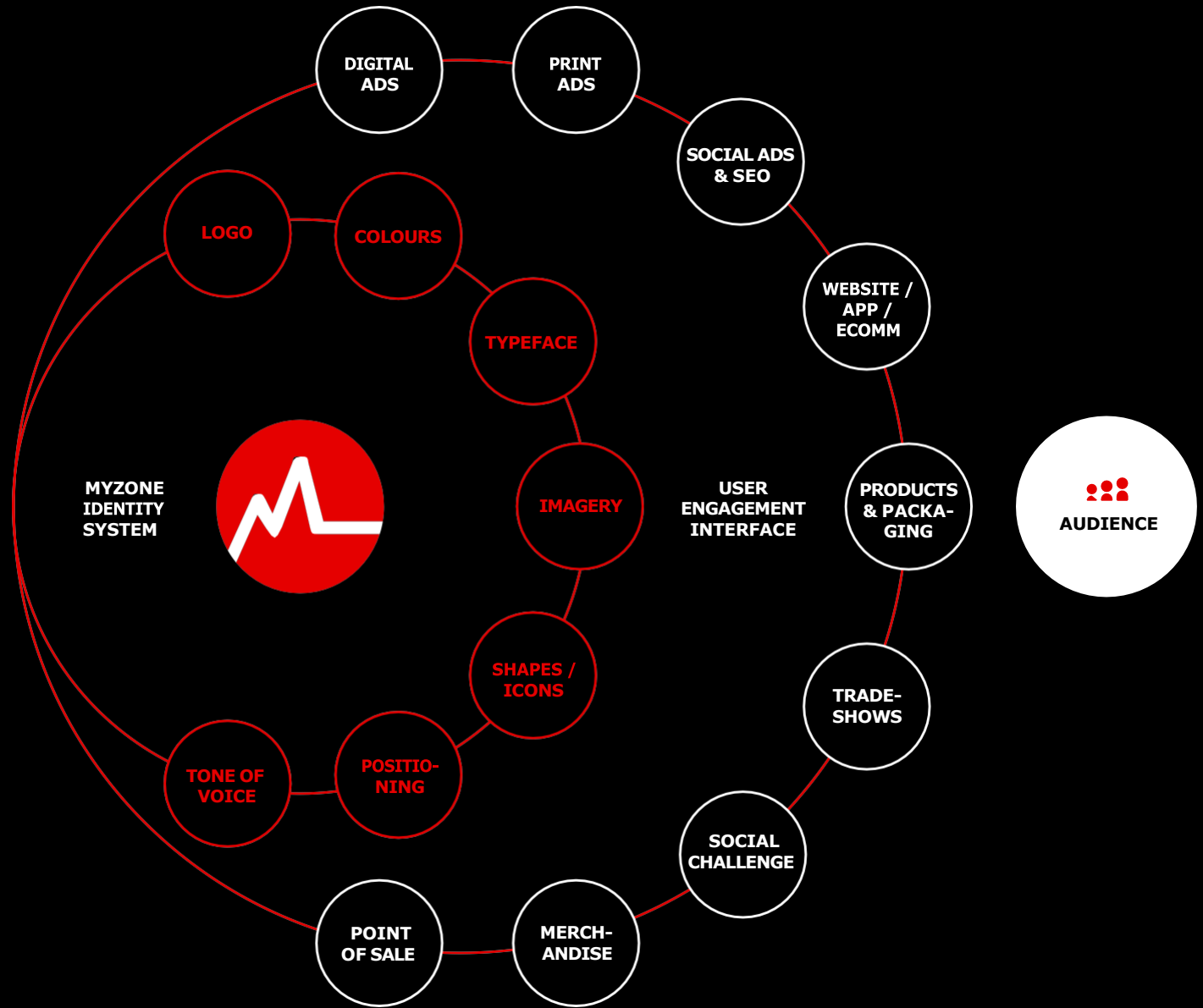
ABOUT THIS BRAND BOOK

The set of guidelines created in this brand book covers every aspect of visual communication for Myzone as a brand.

Because consistency is important, we have created tools and references that you can use to deliver a range of visual utterances to your audience.

To shape well the people's perception of the Myzone brand, you can rely on the key elements and building blocks highlighted in this brand book.

OVERVIEW OF BRAND TOOLKIT & TOUCHPOINTS



IT ALL BEGINS HERE.



The Myzone logo is our classic identity that consists of three main components: the Typeface, MEPs icon and the Myzone effort / heart rate zone colours. These components come together to create our strong identity that reinforces traits of confidence, enthusiasm, trust and purpose.

Learn more about effort and the Heart rate zones at myzone.org/status-rankings

PRIMARY



PRIMARY - REVERSED





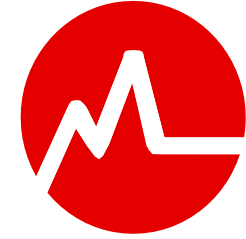
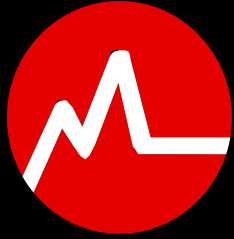
The minimum clear space just lets the Myzone logo to stand out with confidence and clarity. This white space is defined by exact size and proportion of the MEPs icon on all 4 corners of the logo.

The Myzone logo can be used in monochrome variants as shown here.





The vibrant red icon is the face of our universal metric system, the MEPs. It signifies the energy of our brand and can be extensively used on media communications as our logomark.



SCALE OF LOGO



The minimum size of our logo should be no less than one inch.



The minimum size of our logomark should be no less than half inch.

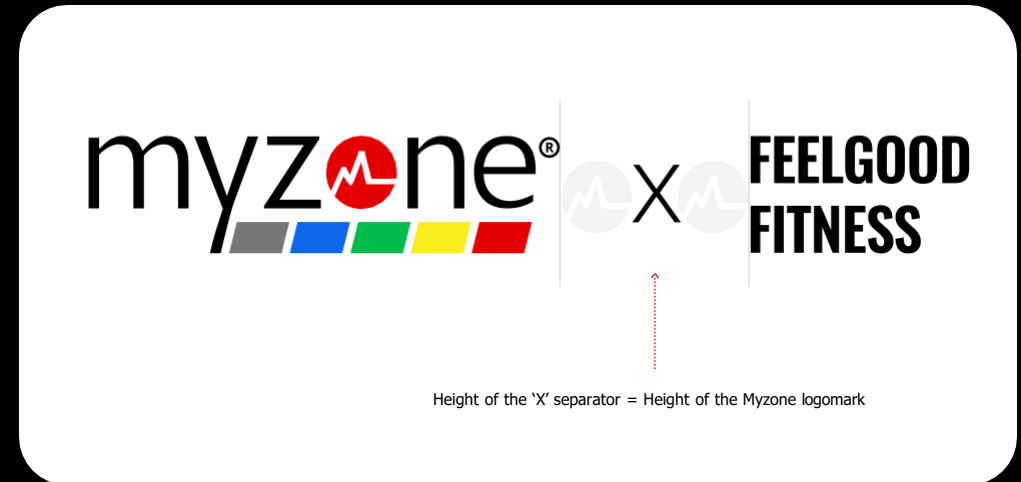
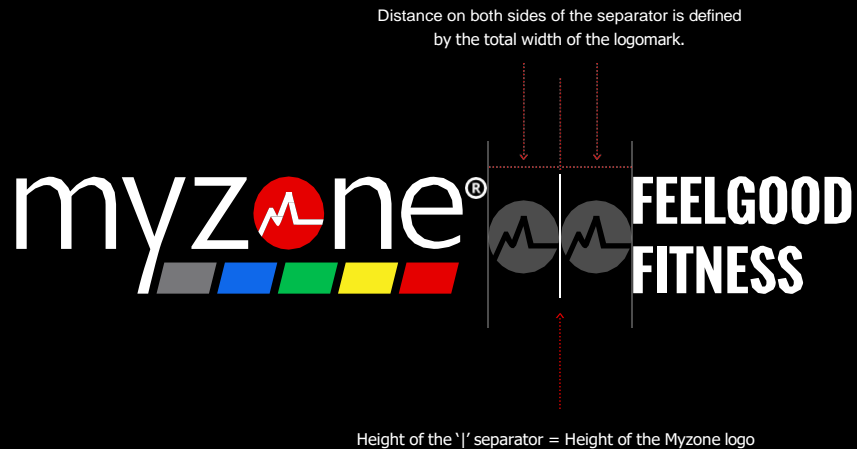
LOGO PLACEMENT



Irrespective of the channel of design, we recommend placing the Myzone logo and the logomark on the corners or in the middle of the top or bottom edges. However, the logo can be centrally placed on the artwork as far as it stands out and is clearly visible.



CO-BRANDING, PARTNERSHIPS & TAGLINES



**Connect the world
through movement.
Where all effort counts.**

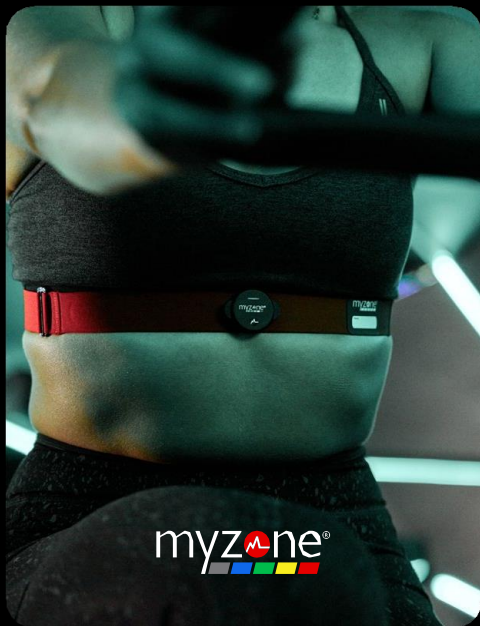
The total height of tagline should not exceed the height of logo.

When using the Myzone logo with a partner logo, we strongly recommend following the above examples to accomplish consistency. In order to maintain the ownership of the marketing piece, the Myzone logo should always be placed in the first position to the left.

The same lockup principle also applies when using the Myzone logo with taglines. However, a tagline should always be accompanied by a vertical line '|' separator and not 'X' separator.



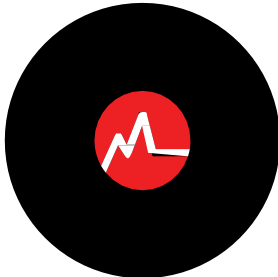
While using the Myzone logo & logomark over image backgrounds, it is important to place them against contrasting parts of images where the colours of our logo don't conflict with the background.



LOGO USAGE RULES

In order to keep intact the integrity and aesthetics of the Myzone logo, we advise you to take care while using them and avoid exercising your personal creative freedom. Following are some examples of do's and don'ts.

DO ✓



DON'T ✗



USE OTHER BG COLOURS



USE UNAUTHORIZED ELEMENTS



USE EFFECTS



USE BUSY BACKGROUNDS

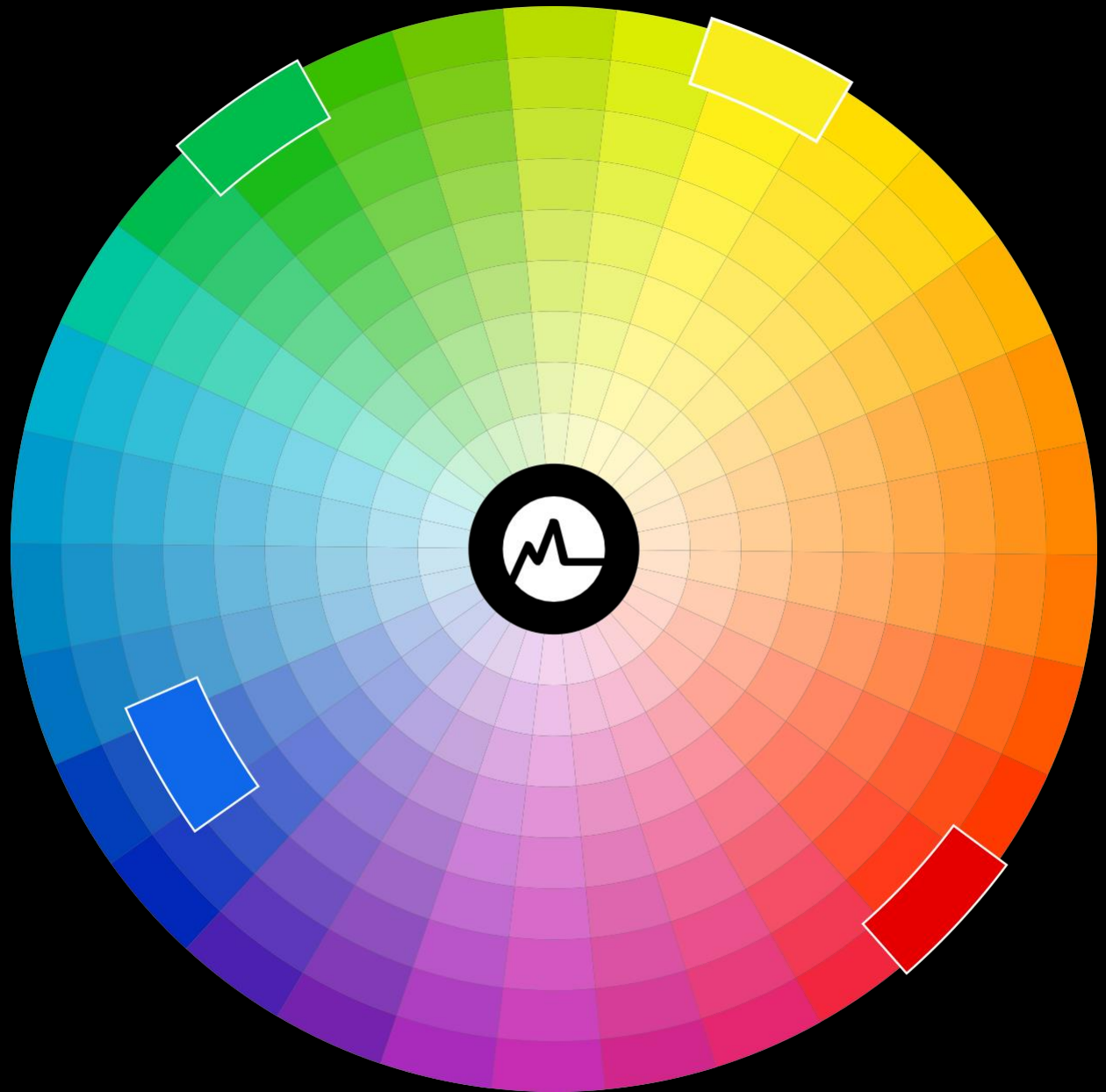


USE CONFLICTING BG COLOURS

If you have any further questions or have specific requests that are not covered in the guidelines for our logo usage, please contact marketing@myzone.org

[DOWNLOAD MYZONE LOGO PACK](#)

**BRINGING EXCITEMENT
TO THE MYZONE BRAND.**



The Myzone colours are an integral part of the brand’s personality and purpose. In all forms of media, we use a primary colour palette to keep our communication consistent and to allow the brand presence to come through. We have also created a secondary colour palette that serves its role for different purposes across different mediums of communication and marketing materials.

PRIMARY COLOURS

RGB (0, 0, 0) CMYK (0, 0, 0, 100) HEX (#000000)	BLACK
RGB (255, 255, 255) CMYK (0, 0, 0, 0) HEX (#FFFFFF)	WHITE
RGB (229, 0, 0) CMYK(4,100, 100, 0) HEX (#E50000)	RED

SECONDARY COLOURS

RGB (119, 120, 123) CMYK (55, 46, 44, 10) HEX (#77787B)	RGB (15, 104, 234) CMYK (82, 61, 0, 0) HEX (#0F68EA)
RGB (0, 189, 77) CMYK (76, 0, 97, 0) HEX (#00BD4D)	RGB (251, 237, 31) CMYK (5, 0, 94, 0) HEX (#FBED1F)

ROLE OF PRIMARY COLOURS

The primary colour palette stands in the forefront of Myzone branding. This main colour palette has a strong purpose and cannot be compromised for the below applications across all marketing or communication channels. The core usage of primary colours are:



- **FONTS**
- **PRINT/DIGITAL BACKGROUND**
- **LOGO**
- **ICONS**
- **WHITE-SPACE**
- **GRAPHIC ELEMENTS**



- **PRINT/DIGITAL BACKGROUND**
- **LOGOMARK**
- **ICONS**
- **WHITE-SPACE**
- **GRAPHIC ELEMENTS**

ROLE OF SECONDARY COLOURS

The secondary colour palette forms our heart rate zone colours and the mechanism with which the MEPs are calculated. However, secondary colours should never be used as a dominant colour by their own. They can be sparingly used on websites, apps and other digital marketing as they coincide with different roles and purposes. The core usage of secondary colours are:



- **WORKOUT GRAPHS**
- **CHARTS & PPT GRAPHS**
- **MOBILE AD BACKGROUND**
- **SOCIAL POSTS GRAPHICS**
- **ICONS**
- **WHITE-SPACE**
- **SECONDARY GRAPHIC ELEMENTS FOR PRINT, DIGITAL & SOCIALS**

**Please visit pages 40 and onwards to see the visual examples of colour applications.*

TYPE PLACEMENT AND ALIGNMENT

**WE MAKE MOVEMENT
A MOVEMENT.**

**WE MAKE MOVEMENT
A MOVEMENT.**

**WE MAKE MOVEMENT
A MOVEMENT.**

Irrespective of the mode of communication, whether print or digital, our content can be placed on all four corners or centre with left, right, or centre alignment as acceptable. In any form of layout, the type should stand strong and should be easy to read with enough clear space all around. The type should not be placed over a crowded image background.

Simple science to grow and
maintain a thriving community.

Simple science to grow and
maintain a thriving community.

Simple science to grow and
maintain a thriving community.

TYPE HIERARCHY BY EXAMPLES

The below examples will give you clarity that by employing a consistent type hierarchy, the readability of your message will become more clear and meaningful.

HEADLINE

WE MAKE MOVEMENT A MOVEMENT.

SUB-HEADLINE

Inspire & motivate your collective to move, move more, and keep moving for life.

PARAGRAPH

Myzone is an accurate fitness tracker and online social platform that rewards effort for all physical activity, helping more people around the world to feel good about exercise.

CALL-TO-ACTION

MYZONE.ORG

KNOW MORE

**Button CTA's should always be rounded and not edgy.*

MOTIVATE, MEASURE AND MAINTAIN DAILY MOVEMENT.

Heart rate training is an effective way of understanding your effort levels and knowing when you need to push during a workout and when to take it easy. Myzone wearable devices use colour zones for different intensities of effort, so you get a real-time visual indication of your work and recovery.

LEARN MORE

BECAUSE ALL EFFORT COUNTS.

#EffortOverEgo

Learn more about
Myzone technology at
myzone.org

A young Black woman with her hair pulled back is smiling broadly while holding a tennis racket. She is wearing a black short-sleeved athletic top and black shorts. On her left wrist, she has a red MyZone smartwatch and a silver bracelet. The background shows an indoor tennis court with a wooden ceiling and green safety padding.

**A PICTURE IS WORTH A
THOUSAND WORDS**

DOWNLOAD MYZONE IMAGE PACK

BRAND SUPPORT

With any questions or permission on specific uses not covered in this brand book, contact marketing@myzone.org

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DOWNLOADS

Logo

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Fonts

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Imagery

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Icons

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Templates

[MARKETING PACK](#)



**ENGAGE > SERVE >
RETAIN > REPEAT.**



MYZONE.ORG