myzone®

UNITED BY MOVEMENT.
MEASURED IN MEPs.

GLOBAL BRAND BOOK 2023

WE MAKE MOVEMENT
A MOVEMENT.

CONTENTS

Understanding the brand	What is Myzone?	4
	Guiding principle, vision, mission	6
	Our personality	7
	About this Brand Book	8
Bringing the brand to life	Brand toolkit & touchpoints	9
	Logo and usage	10
	Colour	22
	Typeface	25
	Type hierarchy	29
	Photography	30
	Iconography	40
Applying the brand	Heart rate zones	43
	App store	46
	Digital	48
	Print	50
	Tradeshows and events	57
	POS devices	59
	Merchandise	60
Brand support	Key contacts	62
	Downloads	62
Glossary	MEPs = Myzone Effort Points	

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.

73%
10:17:49
72%
90%
71%
57%
46%
82%
RAPHA

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

Distance on both sides of the separator is defined by the total width of the logomark.

Height of the '|' separator = Height of the Myzone logo

Height of the 'X' separator = Height of the Myzone logomark

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.*

THIS IS OUR TYPE.

MONTSERRAT

Open Sans

HEADER / FOOTER TYPEFACE

MONTSERRAT

Montserrat is our primary font for headers, punchlines, and call-to-actions within 'buttons' across print, digital, and social media.
This font can be used only in upper case and in the header or footer section of an artwork.

HEADER / MAIN TEXT / BUTTON CTA

EXTRABOLD

Tracking (the space between characters in a word): -20
Leading (the space between multiple lines): 110% of font size

FOOTER TEXT / TEXTUAL CTA / KEYWORDS

REGULAR

Tracking (the space between characters in a word): 100
Leading (the space between multiple lines): 110% of font size

Tracking

Leading

Here is an example of the easiest way to calculate Leading space:
If the font size is 20, the leading space would be 110/100*20 = 22

PARAGRAPH TYPEFACE

Open Sans

Open Sans is our primary font for text as paragraph, sub-headline, secondary copy, and call-to-actions as 'text' across print, digital and social media.
This font can be used only in sentence case in the body section of an artwork.

BODY / PARAGRAPH / SUB-HEADLINE

Regular

Tracking (the space between characters in a word): -20
Leading (the space between multiple lines): 140% of font size

HYPERLINKS / URL / HASHTAGS

Bold

Tracking (the space between characters in a word): -20
Leading (the space between multiple lines): 140% of font size

SPECIAL INSTRUCTIONS / DISCLAIMERS

Italic

Tracking (the space between characters in a word): -20
Leading (the space between multiple lines): 140% of font size

Here is an example of the easiest way to calculate Leading space:
If the font size is 20, the leading space would be 140/100*20 = 28

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

A PICTURE IS WORTH A
THOUSAND WORDS.

Franklin
81%
70%
Mary
69%
Mike
57%
70%

myZone
myZone
myZone

myzone®
MZ-3

myzone

myzone | MZ-switch
3 ways to up your game
Open the Myzone app.
Register your MZ-Switch.
Wear on your chest, arm or wrist.
Chest: Listen for the beep.
Wrist/Arm: Press to activate.
Get moving. Welcome to the Myzone squad.
Wear on your wrist, arm or chest:
Wrist – walking, cycling, swimming - wrist only
Arm – running, rowing, lifting + above
Chest – high intensity, HIIT, functional + above
| myzone.org
myzone
e.org

myzone | MZ-3
Get the Myzone app
Register your MZ-3
Put on your MZ-3
Enable Bluetooth on your phone
Enjoy your live effort stream
For further instructions visit: myzone.org/getting-started
Myzone app is available on
myzone
MZ-3

myzone | MZ-1
myzone | MZ-1
myzone
MZ-1

myzone

myzone
Name:
myzone
MZ-3

myzone
Name:
myzone | MZ-3
myzone | MZ-3
myzone
MZ-3

11:54
FEELGOODFITNESS
Ben Hackney-Williams (Ben H-W)
0 MEPs
River, trails, woods and road
Tue, February 28 at 12:37 PM
Diamond
1h 20m
281
1296
81%
24
Gary
Diamond
474
67%
Home
Notifications
Menu
72%
521
118
72

0:00:16
521
72%
72
118

myzone
MODE
LIGHT
PULSE
MZ60

2:24
FEELGOODFITNESS
72%
137
3
17
00:01:49
Session Time
Home
Me
My Tile
myzone

Frankiro
81%
70%
127
294
RT
115
81%
158
056

60 Minute Quick Class
50:53
Lukas
90%
Teresa
86%
flo
64%
Karin
51%
Lara

Judith
concept2

Workout
my zone
[•LIVE STREAM]
Billy Burchett

%
76%
57%
67%
91%

ICONOGRAPHY

Simple, minimalistic, clean, and friendly, Icons bring the essence and expression of communication at a glance, and hence we use them to enhance the meaning and context of the artwork they are placed in.

Though there is no hard rule on the types of icons to be used, the colours need to be consistent, i.e., black or white outline over Myzone colour background as a circle.

Outlined icons are preferred over solid, but use your best judgment of usage to achieve consistency with respect to the other elements of an artwork.

Download the Myzone icon pack on page 62.

BRINGING OUR VISUAL TONE TO THE CANVAS.

The following section will give you real-time visual references for the effective implementation of our design principles on the channels we use to reach our customers, prospects, and target markets. While consistency is the key, these examples will help you to create the right materials with an ideal tone of voice, copy, and uniqueness.

HEART RATE ZONES

MYZONE EFFORT POINT'S

50% - 59%	60% - 69%	70% - 79%	80% - 89%	90% - 100%
GREY ZONE	BLUE ZONE	GREEN ZONE	YELLOW ZONE	RED ZONE
1 MEP	2 MEPs	3 MEPs	4 MEPs	4 MEPs

AI
17
90%
164

Sara
76%
91
140

Myzone®: Making movement a movement 4+

Track, Connect and Celebrate Effort

MYZONE INC

Designed for iPhone

#171 in Health & Fitness

★★★★★ 4.7 • 8.4K Ratings

Free · Offers In-App Purchases

Screenshots iPhone Apple Watch

Get in the zone and make it count, with a social platform and gamification to keep you feeling good, inside and out.

Join an inclusive community fuelled by physical activity, fitness and wellbeing with the heart rate monitor that rewards effort over ability. Or build your own community among your family, friends, and classm more

8:40
FEELGOODFITNESS
41%
MZ-Switch
69%
130
179
920
01:16:05
Session Time
Home
Me
My Tile
Notifications
Menu

DIGITAL

EMAILERS / APP ADS

#MYZONEAPP
2:24
FEELGOOD FITNESS
72%
137
3

138
BPM
INTHEZONE

#MYZONEAPP
Home
Me
My Tile
Notifications
2:24
72%
137
3

HYROX
GERMANY
#MYZONECHALLENGE

#MZSWITCH

MEET
ERICKA J.
NEW YORK
#HALLOFFAME

ROLL UP BANNER

ALL
#EffortOverEgo
myzone
EFFORT
#EffortOverEgo
COUNTS
#EffortOverEgo

PRINT

POSTER

PRINT

MAGAZINE AD / PEDESTAL SIGN / FLYERS

PRINT

OUTDOOR ADS

myzone®

myzone®

myzone®
THIS WAY

myzone®
ARABLE TECH THAT INCREASES ENGAGEMENT | HALL 6
Eingang Süd
Entrance South
koelnmesse
FIBO
koelnmesse

myzone
MZ-SWITCH
Speak to a member of the staff to learn more.
WE MAKE MOVEMENT A MOVEMENT.
Connect the world through movement. Where all effort counts.
MYZONE.ORG

myzone
WE MAKE MOVEMENT A MOVEMENT.
MYZONE.ORG
MYZONE.ORG
MYZONE.ORG

TRADESHOWS / EVENTS

POINT OF SALE / PRODUCT INFO TERMINALS

TSHIRTS / HOODIES

MERCHANDISE

ID / COFFEE CUPS

BRAND SUPPORT

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

KEY CONTACTS

Kerry Williams | Chief Marketing Officer
kerry.williams@myzone.org

Hardik Visawadia | Creative Designer
hardik@myzone.org

Ben Hackney-Williams | Head of Content
ben.hackney@myzone.org

Anne Rees | Marketing Manager
anne.rees@myzone.org

DOWNLOADS

Logo	**MYZONE LOGO PACK**
Fonts	**FONTS PACK**
Imagery	**MYZONE IMAGE PACK**
Icons	**MYZONE ICON PACK**
Templates	**MARKETING PACK**

ENGAGE > SERVE >
RETAIN > REPEAT.

MYZONE.ORG