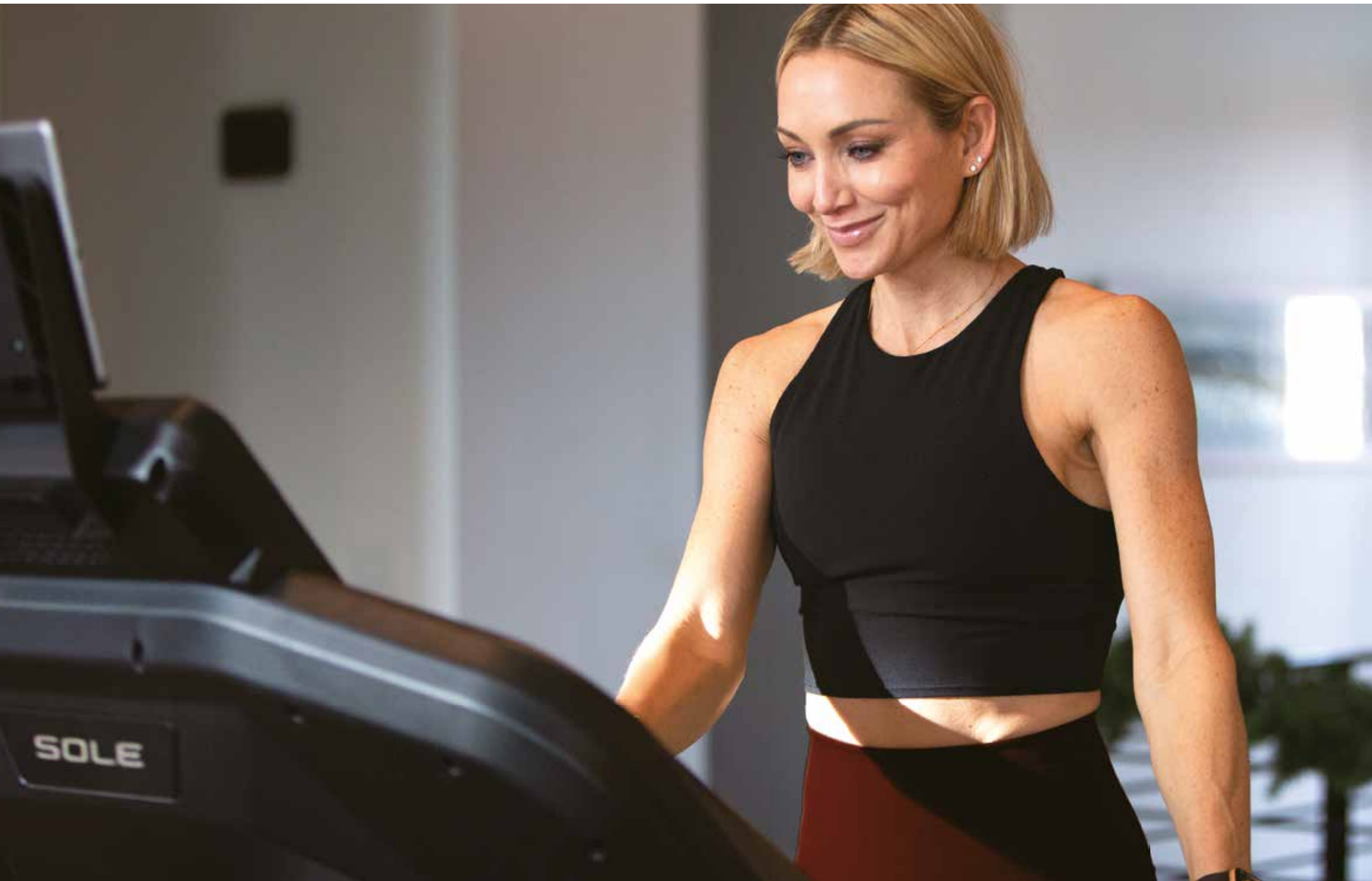


**SOLE**  
FITNESS



# *Content*

03	<b>Brand Story</b>
05	<b>Vision &amp; Mission</b>
09	<b>Brand Essence</b>
11	<b>Position</b>
13	<b>Ladder of Benefit</b>
15	<b>Identity Prism</b>
17	<b>Visuals</b>



SOLE



## ***BRAND STORY***

Our origins began by designing treadmills for rigorous hotel use and conditions in the US and Canada. Since then, SOLE's products are preferred by major hotels nationwide for In Room Fitness programs. Engineered for hotel use with unsurpassed quality, our brand evolved into residential and light commercial sales. We have the treadmills, ellipticals, and exercise bikes to make any fitness center complete, regardless of whether that's in your basement or your local community.

SOLE is a premier global name in the fitness industry and has become the most recommended brand by independent review companies. We have been providing indoor exercise equipment to North America for decades and now, the SOLE name continues to expand its presence throughout the globe by adding new international dealers.

## ***VISION***

To fulfill the customized health needs of our customers, to fuel their fitness potential at revolutionary prices while providing the best-in-class fitness equipment.





SOL







## ***MISSION***

To reinvent how people experience fitness every day.





***BRAND ESSENCE***

***Engineered to last***



***POSITION***

EXPENSIVE

**PRECOR**<sup>®</sup>

*LifeFitness*

**SOLE**  
FITNESS

**NordicTrack**

 **HORIZON**  
FITNESS

**PRO-FORM**

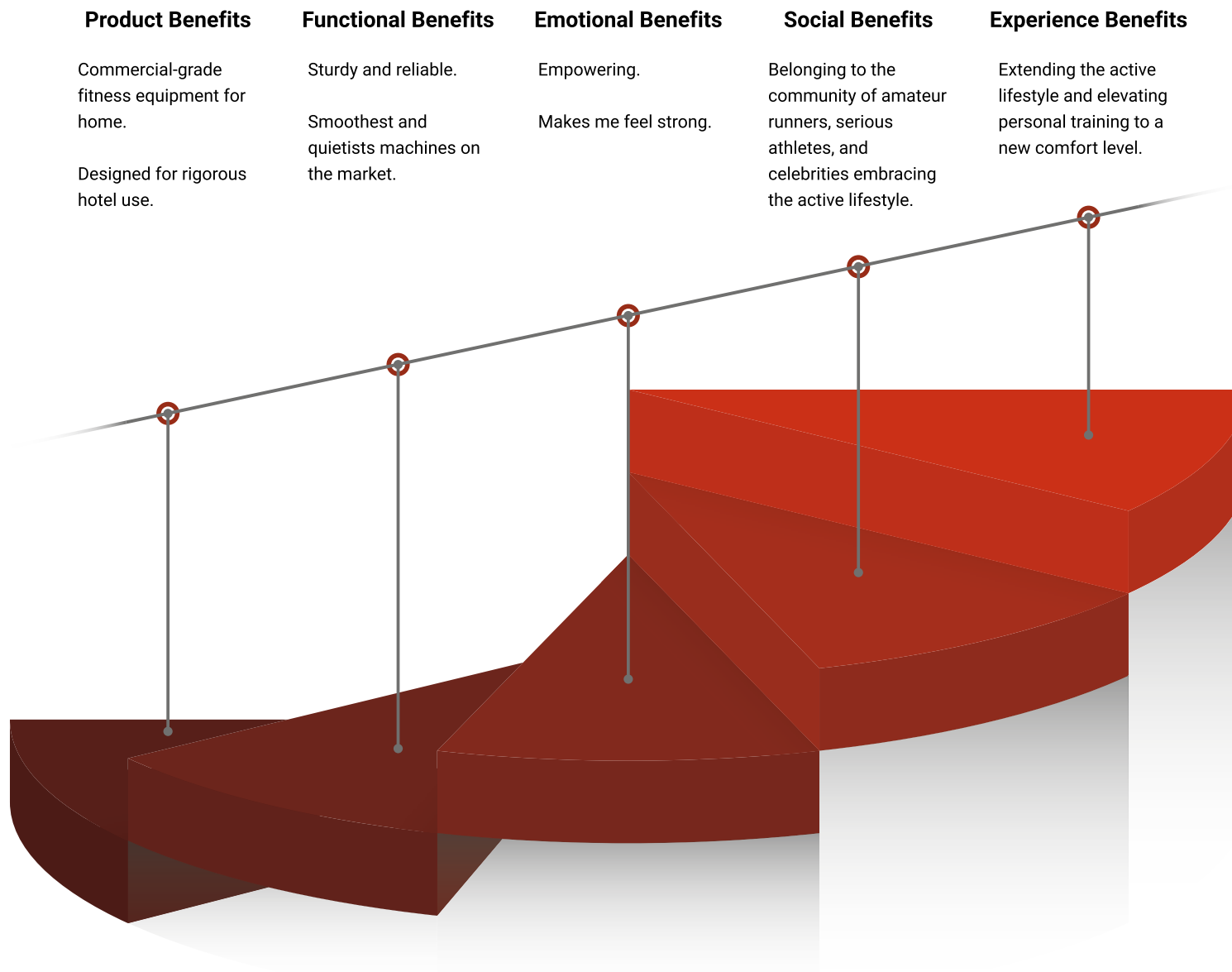
HOME

COMMERCIAL

INEXPENSIVE



***CONSUMER  
LADDER  
OF  
BENEFIT***





***IDENTITY***  
***PRISM***



**PICTURE OF SENDER**

**Physique**

Serious fitness equipment  
Quality engineering  
Wide product range  
Designed for hotel use  
Colors: red and black

**Personality**

Affordable premium  
Simple aesthetics  
High-class engineering  
Sturdy

**EXTERNALIZATION**

**Relationship**

Your everyday fitness partner  
Trust

**Culture**

American heritage  
Sports and fitness  
Running

**INTERNALIZATION**



**Reflection**

Competitive  
Mid-aged, upper-class  
Energetic

**Self-Image**

I'm an athlete  
I'm health conscious  
I'm quality oriented

**PICTURE OF RECEIVER**



# Visuals

19	Primary Color Palette
21	Primary Logo
23	Typography
25	Brand Slogan
27	Marketing Designs

## Standard Colors

# PRIMARY COLOR PALETTE

Use the standard color as the main tone for the SOLE brand, both online and offline. For flexibility, several supporting colors are allowed to be used. These supporting colors have been carefully selected to be aligned with the brand essence.



<b>SOLE Red</b>	#9D2227
	RGB 157 / 34 / 39
	CMYK 30 / 100 / 100 / 1

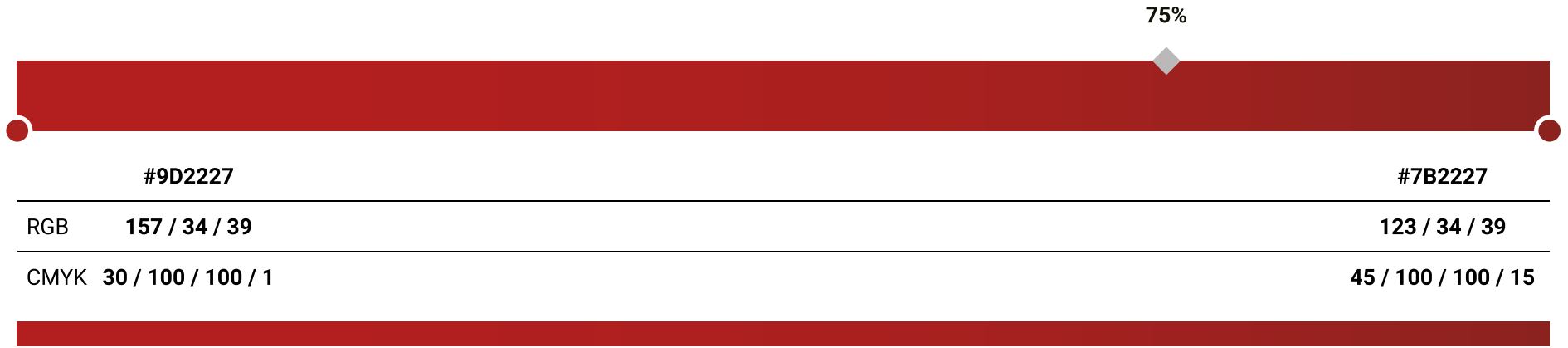


<b>Rich Black</b>	#000000
	RGB 0 / 0 / 0
	CMYK 100 / 100 / 100 / 100



<b>Gray</b>	#585858
	RGB 88 / 88 / 88
	CMYK 0 / 0 / 0 / 80





#9D2227

#7B2227

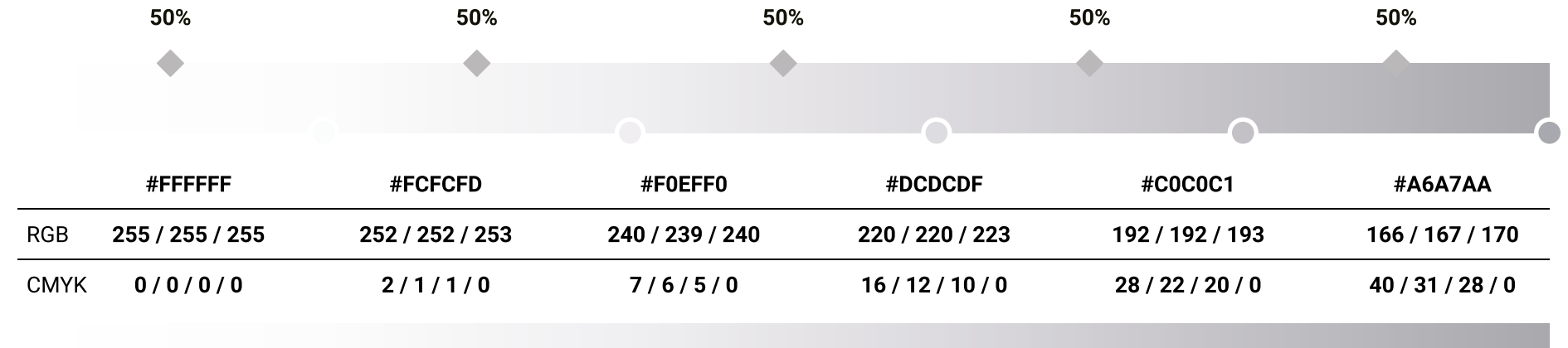
RGB 157 / 34 / 39

123 / 34 / 39

CMYK 30 / 100 / 100 / 1

45 / 100 / 100 / 15

Red - Gradient Color



#FFFFFF

#FCFCFD

#F0EFF0

#DCDCDF

#C0C0C1

#A6A7AA

RGB 255 / 255 / 255

252 / 252 / 253

240 / 239 / 240

220 / 220 / 223

192 / 192 / 193

166 / 167 / 170

CMYK 0 / 0 / 0 / 0

2 / 1 / 1 / 0

7 / 6 / 5 / 0

16 / 12 / 10 / 0


28 / 22 / 20 / 0

40 / 31 / 28 / 0

Silver - Gradient Color

# PRIMARY LOGO

As our signature, the SOLE FITNESS logo should be used on all primary communications. The logo's size, color, and design may not be altered in any way.

Click here to download. 

## Primary Logo



**SOLE**  
FITNESS

## Grid



Use "S" as guide.

## Minimum Size



The height of the "SOLE Fitness" logo should never be less than 10mm.

## Color Extension



White background with "SOLE FITNESS" in gray.



White background with "SOLE" in black, "FITNESS" in red.



White background with "SOLE FITNESS" in red.



Black background with "SOLE FITNESS" in white.



Black background with "SOLE FITNESS" in silver.



Red background with "SOLE FITNESS" in white.

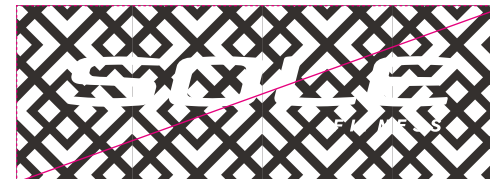
## Incorrect Usage



Never apply shadows, filters, or effects to the logo.



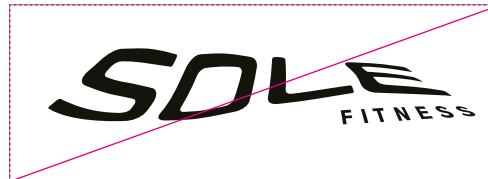
Never outline the logo.



Never use a complex pattern to overlap with the logo.



Never use a complex image to overlap with the logo.




Never distort the logo.



Never pinch, stretch or skew the logo.

# FONT

Typography is a crucial element of our visual identity. Using our chosen typefaces, the correct colors and weight, ensures that our typography is consistent and legible across all our communication channels.

Download form an authorized site. 

## Primary Font

### *Serpentine Bold Oblique*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***

Our primary font is the "Serpentine Bold Oblique." It should be used for all titles. If you don't have a copy of this font you can buy it on the authorized sites. Alternatively please use the secondary font, "Roboto."



## Secondary Font

### Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

### Roboto Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

Our secondary font, "Roboto," should be used for all subtitles and body texts.




***BRAND***  
***SLOGAN***

***We'll Move You***

# ***HORIZONTAL BANNER***

This page shows approved examples for the horizontal banner designs.

Click here to download. 






**SOLE**  
FITNESS

# ***VERTICAL BANNER***

This page shows approved examples for the vertical banner designs.


Click here to download. 





# ***BILLBOARD***

This page shows approved examples for the billboard designs.

Click here to download. 





**WE'LL  
MOVE YOU**




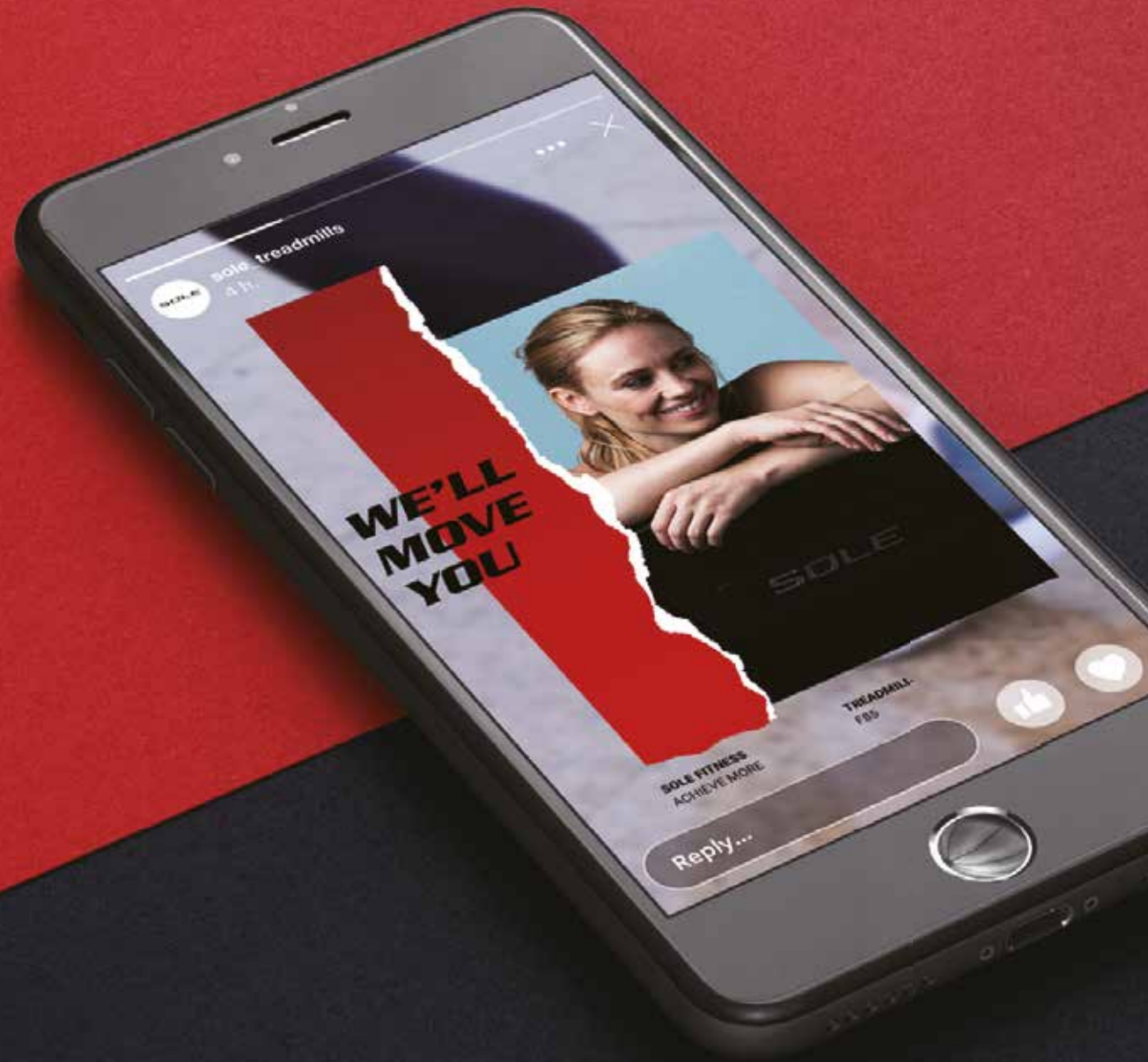
**SOLE**  
FITNESS

**Engineered to last**

# ***DIGITAL MARKETING***

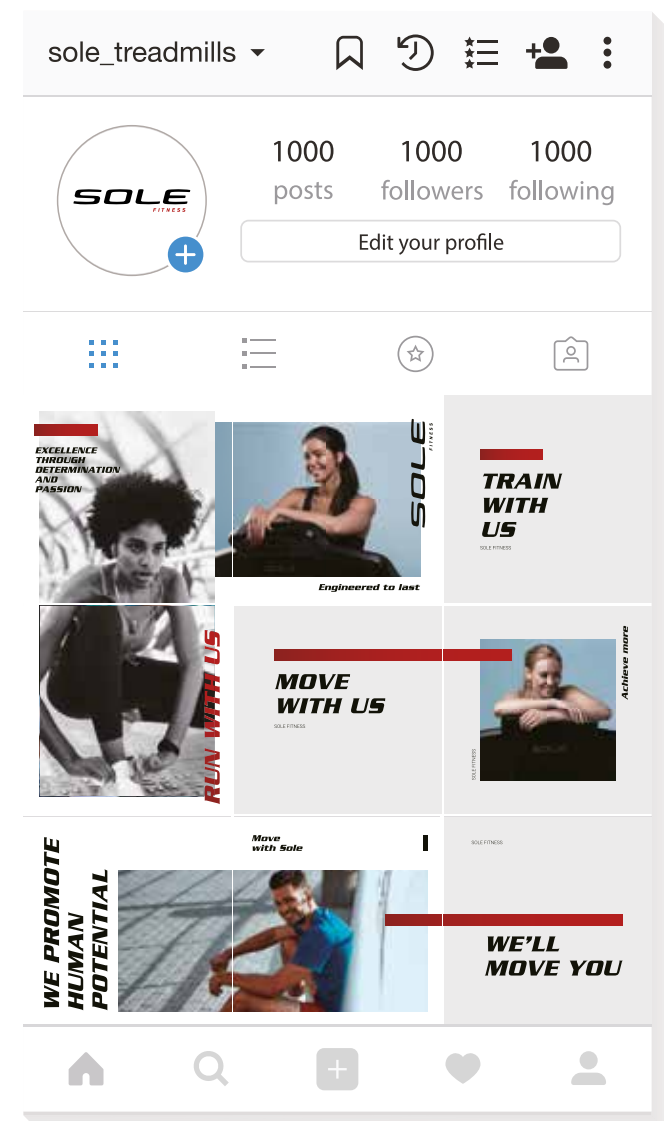
This page shows approved examples for the digital marketing designs.

Click here to download. 






There is no specific rule for the post layout of Instagram. But we encourage you to break the frame and connect the posts together. (Click and download the open files of Instagram post and story examples.)



# ***DIGITAL MARKETING***

This page shows approved examples for the digital marketing designs.

Click here to download. 





(Click and download the open files of Facebook banner and profile image.)

**SOLE**  
FITNESS

**Contact Details**

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