



COMMERCIAL MARKETING GUIDELINES

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Thank you for choosing Landice fitness equipment. This commercial guide will help you apply the brand in the best way possible.

Any requests for marketing outside of these guidelines should be sent for approval. For any brand usage questions regarding design, signage, printed collateral, etc., please contact us.





To provide our customers with durable, technologically advanced, and easy-to-use fitness equipment that empowers them to reach their health and fitness goals, while also fostering a sense of community and connection through exceptional customer service and support.



- **Quality:** Landice is committed to producing the highest-quality fitness equipment available, using only the best materials and manufacturing techniques. This value is reflected in the company's commitment to engineering excellence, and the fact that all Landice products are built with commercial-grade quality.
- **Innovation:** Landice is dedicated to constantly refining and enhancing their products and offerings. The company is committed to staying at the forefront of technology and design, in order to provide their customers with the best workout possible and help them reach their health and fitness goals.
- **Customer Satisfaction:** Landice is dedicated to providing exceptional customer service and support. The company is committed to making sure their customers are completely satisfied with their products and services. This value is reflected in the company's strong warranty program and their willingness to work with customers to resolve any issues that may arise.



Confidence:

Landice's products are built with commercial-grade quality and the company has a strong warranty program, so the brand voice should reflect confidence in the quality and reliability of the products.

Innovative:

Landice is dedicated to constantly refining and enhancing their products, so the brand voice should reflect the company's commitment to innovation and staying at the forefront of technology and design.

Trustworthy:

Landice's target audience is looking for high-quality, reliable fitness equipment, so the brand voice should reflect a sense of trustworthiness and dependability.

Professional:

Landice's products are used in commercial settings such as physical therapy and rehabilitation centers, hospitals, and college and university athletic facilities, so the brand voice should be professional and suitable for business-to-business communication.

Supportive:

Landice is dedicated to providing exceptional customer service and support, so the brand voice should reflect a sense of supportiveness and willingness to help customers reach their health and fitness goals.

Overall, the ideal brand voice for Landice would be a balance of confidence, innovation, trustworthiness, professionalism and supportiveness, which will help to establish the company as a dependable, reliable, and innovative provider of top-quality fitness equipment.

WHY LANDICE

Durability and reliability: By emphasizing the commercial-grade quality and durability of its products, Landice can differentiate itself from manufacturers that produce lower-quality equipment. The company can also highlight its industry-best warranty for residential machines to give customers peace of mind and confidence in the purchase.

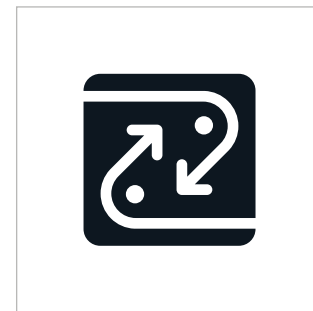
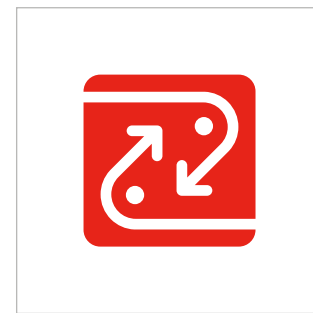
Advanced technology: By highlighting the advanced technology and design of its products, Landice can differentiate itself from other manufacturers that may not be as focused on innovation. The company can also demonstrate how its products can help customers achieve their fitness goals more effectively.

Made in the USA: By emphasizing that its products are assembled and tested in the United States, Landice can differentiate itself from other manufacturers that produce their products overseas. This could appeal to customers who are looking for American-made products.

Family-owned and operated: By emphasizing its status as a third-generation family business, Landice can differentiate itself from larger, more impersonal corporations. This could give the company a personal touch and a strong sense of tradition.

ACCEPTABLE USAGE

Logo



UNACCEPTABLE USAGE

Logo

The logo must be used as in and not be altered in any way; this means that you must not:

- Change the logo's orientation or rotation
- Disproportionately scale the logo
- Change the logo's colors
- Display the logo with colour combinations not previously specified
- Display the logo in a configuration not previously specified
- Attempt to recreate the logo
- Make alterations to the logo's text
- Add special effects to the logo
- Add an outline to the logo or display the logo as an outline
- Display other elements within the logo's designated clear space
- Crop the logo in any way



PRINCIPAL
Colors

PANTONE BLACK 6 C

RGB: 16-24-32
CMYK: 93-77-56-78
HEX: 101820

RGB: 125-125-125
CMYK: 0-0-0-0
HEX: ffffff

PANTONE 485 C

RGB: 125-37-27
CMYK: 2-95-94-0
HEX: e1251b

PANTONE 2717 C

RGB: 195-167-237
CMYK: 39-16-0-0
HEX: a5c5ed

SECONDARY
BLACK GRAY SCALE

Colors

RGB: 32 - 37 - 44
CMYK: 83-70-55-70
HEX: 20252c

RGB: 39-45-54
CMYK: 82-68-52-62
HEX: 272d36

RGB: 59-69-83
CMYK: 77-61-45-42
HEX: 3b4553

RGB: 197-213-228
CMYK: 27-11-7-0
HEX: c5d5e4

RGB: 224-235-246
CMYK: 14-4-2-0
HEX: e0ebf6

RGB: 244-246-248
CMYK: 5-3-3-0
HEX: f4f6f8

One way to display the product is with a white background, which can be used for catalogs, e-commerce, etc. You can review the media kit where you will find photos of our products



The photos of the products can also be edited and placed on a background in the following ways:

1. Placing them on a background of our brand colors.
2. Putting the product on a home/gym setting, or an infinite background with texture.

1.




2.



SOCIAL MEDIA POST

Start your **fitness journey** today

ORDER NOW




LANDICE

L7 TREADMILL PRO SPORTS

Ideal for walkers, joggers, and serious runners.

ORDER NOW

LINK IN BIO



LANDICE

U7 UPRIGHT BIKE

Style and durability



LANDICE

EMAILING

Power on
with Landice
fitness
equipment
↓

LANDICE

**L7 TREADMILL
LANDICE ACHIEVE**
SHOP NOW

**L7 TREADMILL
PRO SPORTS**
SHOP NOW

**U7 UPRIGHT
BIKE**
SHOP NOW

**R7 RECUMBENT
BIKE**
SHOP NOW

**E7 ELLIPTICAL
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