

Brand Guide



Insure Fitness Group helps personal trainers and group fitness instructors protect their careers, and grow their businesses.

Story / Point of View

Core Values: Education, Safety, & Positive Health

Brand Personality: Active, Stylish, Knowledgeable, Innovative, Light Hearted

Vision: IFG seeks to partner with the largest associations in fitness to become the best-known provider of professional and general liability insurance for personal trainers and group fitness instructors.

Target Audience: Prospective and certified personal trainers or group fitness instructors.

Print Logos



Logo - CMYK



Logo - BW



Logo - REVERSE
(Grey Box Not To Be Used.)

Online Logos



Logo - RGB



Logo - FAV

Typography

TEKO Medium (Headlines)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

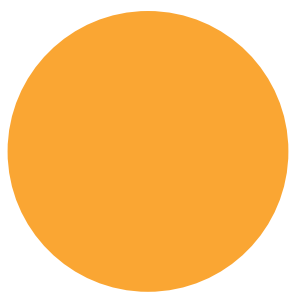
TEKO Light (Subheadlines and Pull Quotes)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

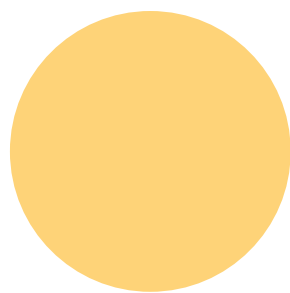
GOTHAM BOOK (Paragraph Copy)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

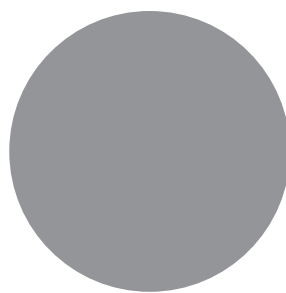
Color Palette



Pantone: 1375U
C0,M40,Y90,K0
R250,G166,B52
#faa634



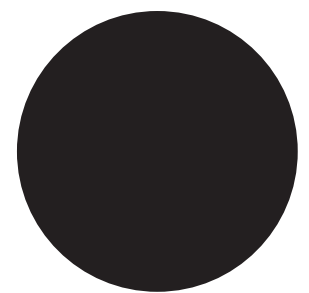
Pantone: 1375U
C0,M17,Y62,K0
R255,G212,B120
#ffd478



C0,M0,Y0,K50
R147,G149,B152
#939598



C0,M,Y,K0
R255,G255,B255
#ffffff



C0,M,Y,K100
R0,G0,B0
#000000

Types Of Imagery



Slogan

Skip Rope, Not Insurance