

bodyfolio®

Brand
Guidelines v1.0

Symbol Construction

1.1

The construction of the iconography comes from the essence of movement, flexibility and balance. Thorough brand visual identity exploration closely developed with the physiotherapist and other business founders led to a truly revolutionary and unique mark in the physio space.

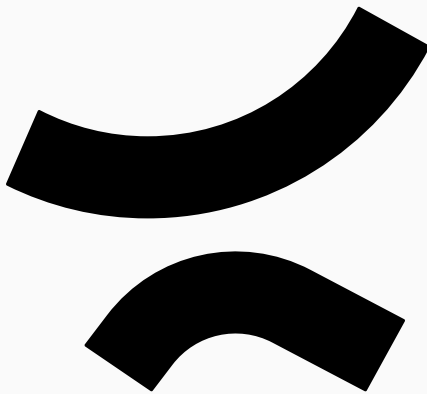
It is important for staff, partners, franchise owners and customer to learn about the brand whenever possible. Education is a key part of the Bodyfolio brand.



Movement



Flexibility



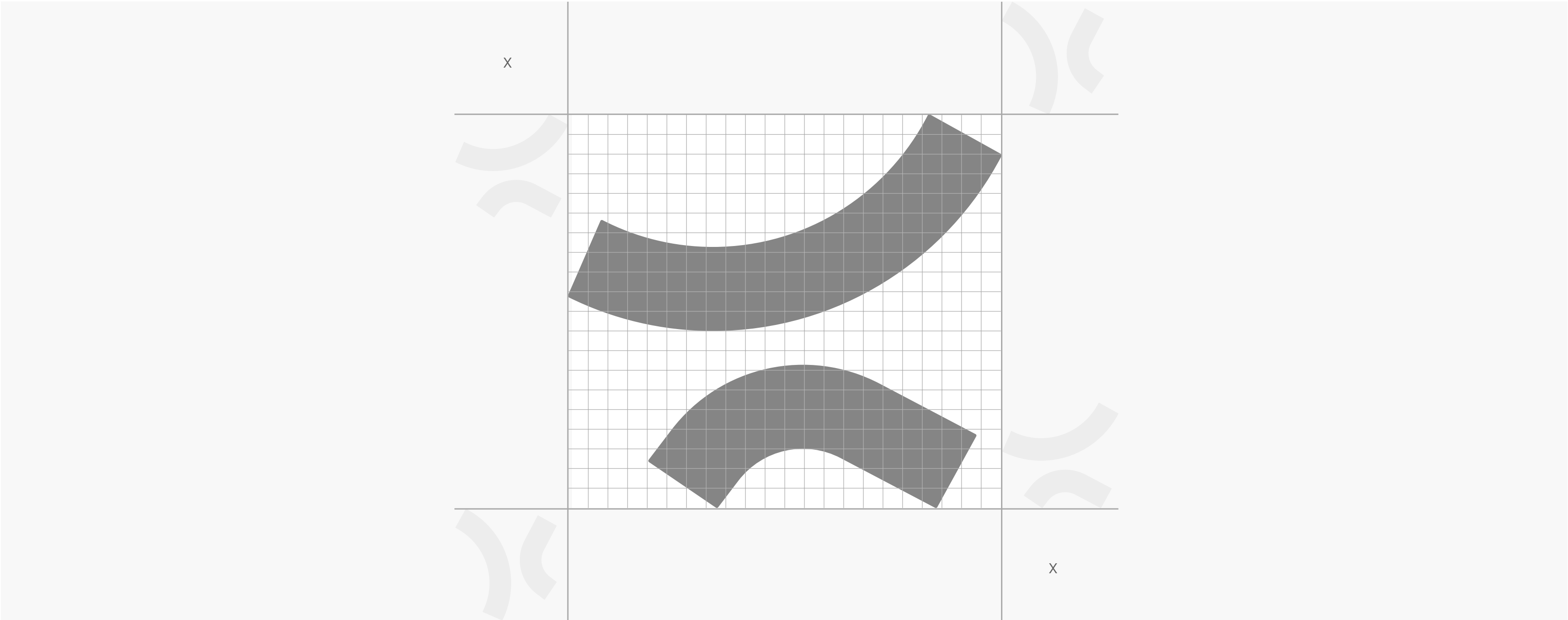
Balance

Logo Symbol

1.2

Spacing: To ensure the clarity of the Bodyfolio symbol, always make sure to keep the minimum space as specified. No other element should ever appear within the measurement areas.

Clearspace: In order to preserve the integrity of the Symbol it is important that no other logos, type or other elements infringe on its space. The minimum clearspace around the Symbol is equivalent to the “x-height” of the logotype.

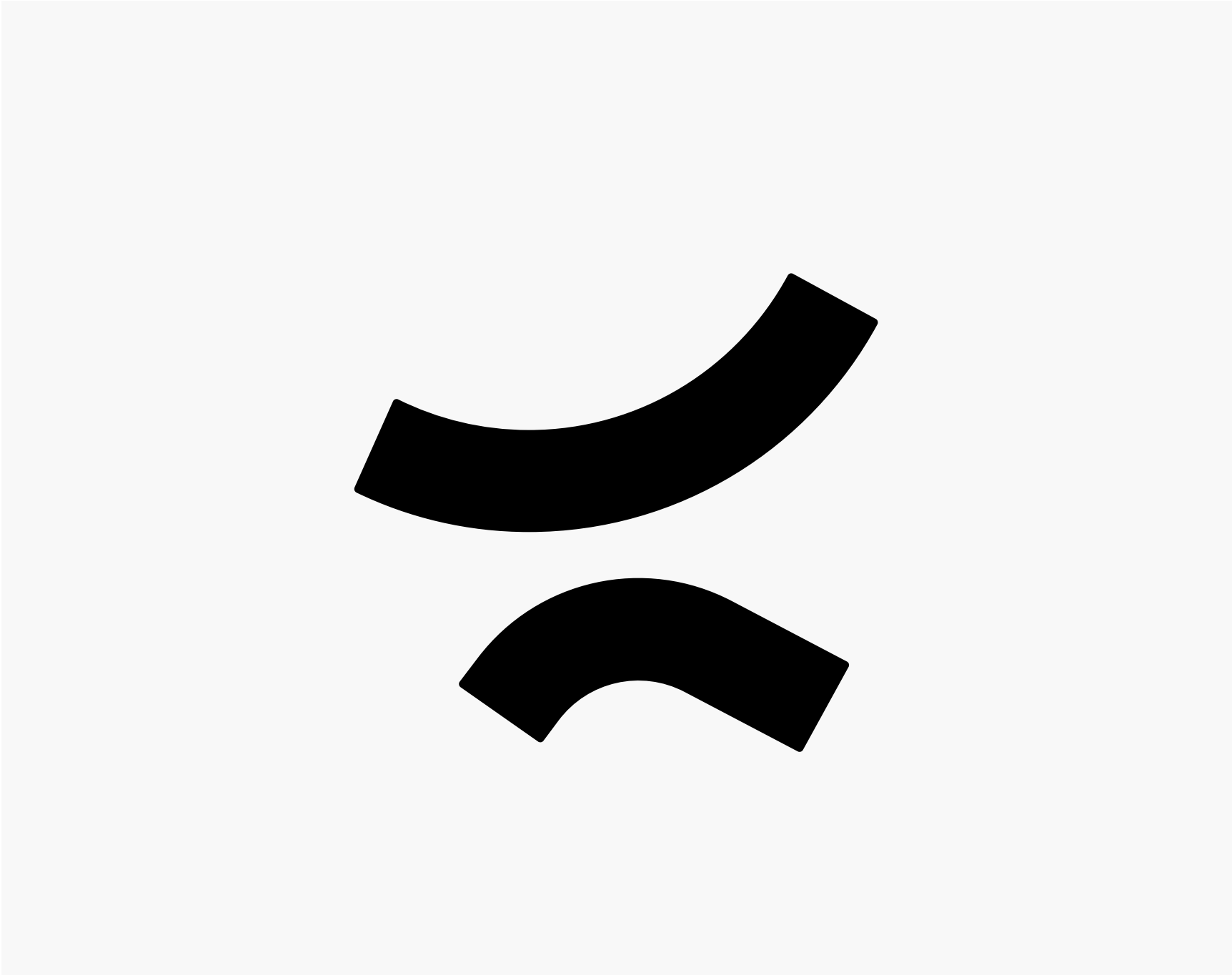


Symbol Approach

1.3

The form and function, radius and flexibility of the human form led to the inspiration and creative direction of the Bodyfolio mark. True compassion, care and appreciation for the human body led to our approach on the symbol.

The fluidity, flexibility and organic shape of the symbol creates an overall feeling of joy and fun, when approaching a somewhat touchy topic, the body.



Symbol Variations

1.4

The logo mark can be used in different variations, to remain fluid and fresh in different environments. Different usages are encouraged to stimulate variety and choice when promoting products and storefront to the public.

We recommend utilizing 01 as the primary usage and the following variants as secondary applications.

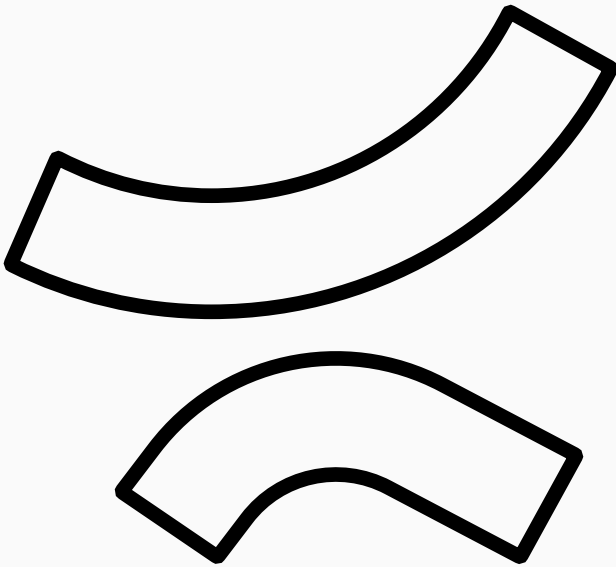
01



02



03

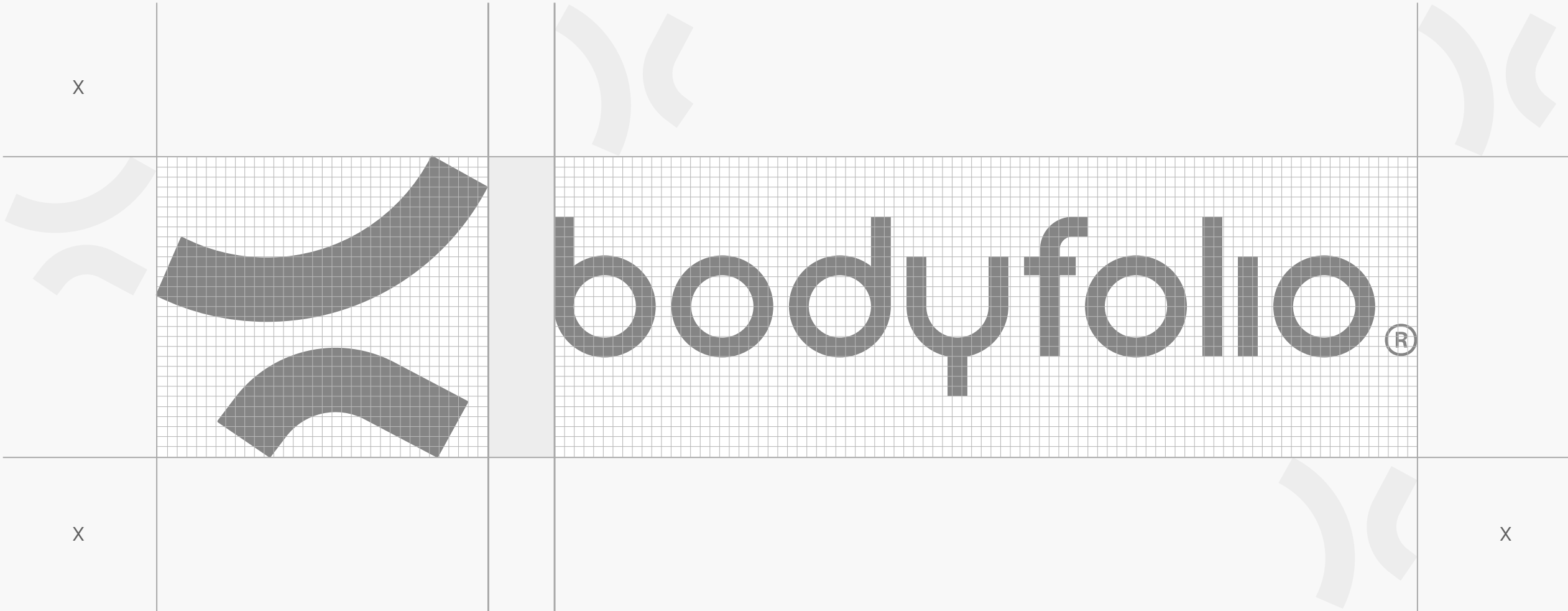


Logo

2.1

Our primary logo is the Bodyfolio wordmark. The Bodyfolio wordmark is one of the key components of our corporate identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the messaging of the brand in order to preserve consistency with our identity, never attempt to recreate the logo. The proportion and position of the letters in the logotype should never be altered.

Clearspace: In order to preserve the integrity of the logo it is important that no other logos, type or other elements infringe on its space. The minimum clearspace around the logo is equivalent to the “x-height” of the logotype.



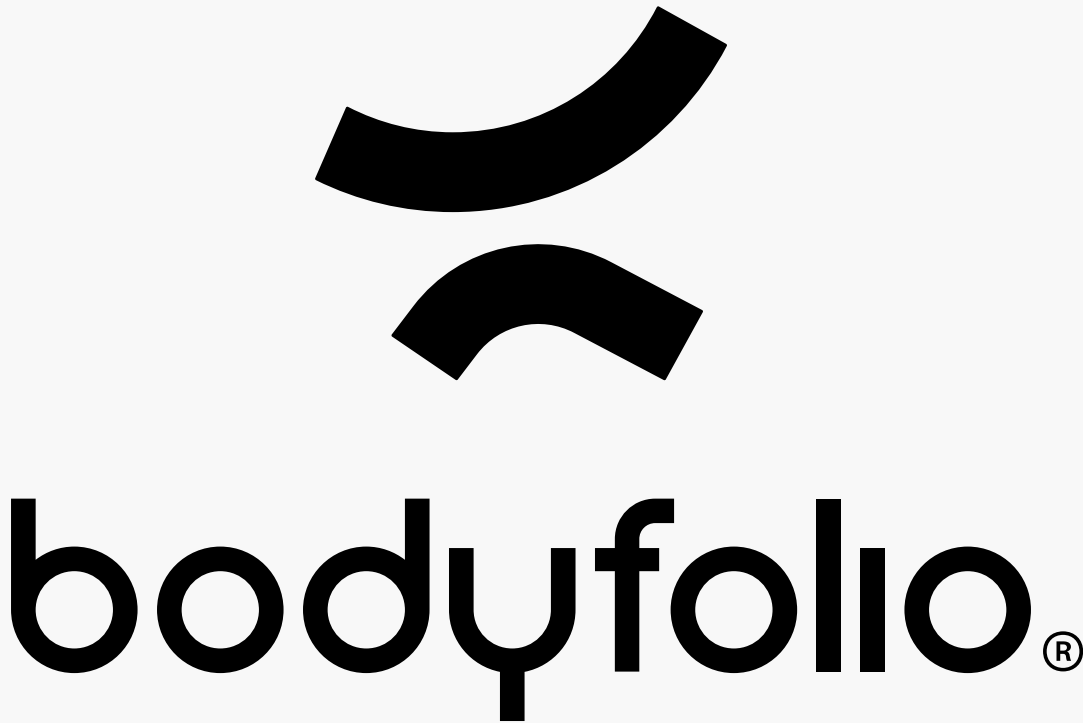
Logo Variations

2.2

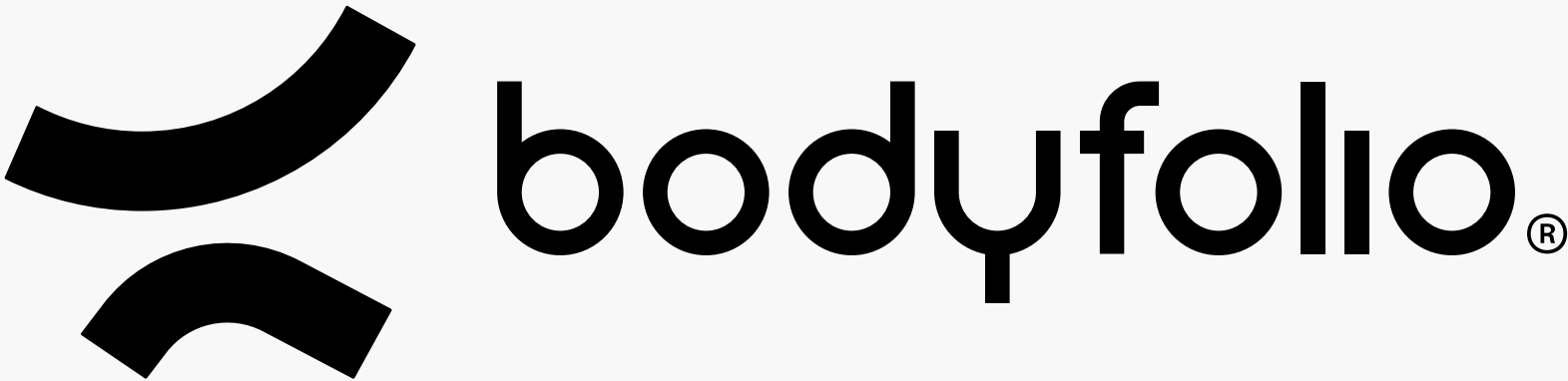
The vertical variation of the logo was carefully designed with weight, balance and placement in conjunction with the typeface. It must be in place at all times when used vertically.

The horizontal usage was also carefully counter-balanced with the typeface to create a visual masterpiece, when used in digital applications.

Vertical



Horizontal



Primary Typeface

2.2

Oakes Grotesk is our primary and only corporate typeface. It is a more corporate take on the Oakes typeface. It explores a set of brand-new metrics that allow it to be more legible in the body text as well as headings.

Movement
Flexibility
Balance →

Typography plays a crucial part in our corporate identity system. We use Oakes Grotesk because it has a clean, minimalist approach and in three different weights, light, regular and medium. When used consistently over print and digital, it helps create powerful recognition for our brand.

Light

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Regular

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Medium

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Colour Palette (1st choice)

3.1

We recommend using neon green to as the primary corporate colour. It is energizing, sporty, fresh and invigorating. The very sight of the colour generates enthusiasm.

Black

Neon Green

White

Colour Palette (2nd choice)

3.1

This exact hue of blue was carefully designed to create a soothing effect that is universally appealing.

Black

Healing Blue

White

Band Identity

4.1

To ensure that our logo is always recognizable, it must be used consistently with discipline and with precision. The power of a logo is easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.





bodyfolio®

