



BRAND GUIDELINES

2021



canfitproTM

canfitproTM is a registered trademark and so must include the trademark symbol (TM)

Introduction

It is critical that each time the public comes in contact with the canfitpro, its corporate identity is communicated in consistent visual terms, whether it is portrayed on signage, letterhead or digital. Anyone using the visual identity of the canfitpro commits to respecting the graphic standards set out in this document.

The Logo

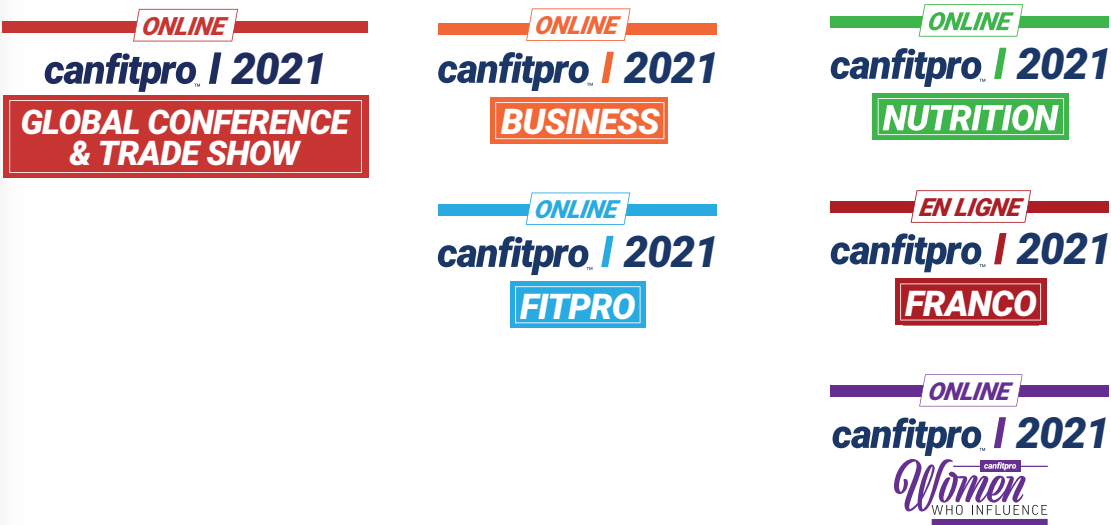
General Guidelines for Use of the Logo



The logo should appear on a white or light background whenever possible to ensure clear visibility. The logo should never be incorporated into text or used in conjunction with other graphic elements except as noted in these graphic standards. When reproducing the logo, always use the official artwork from the electronic files provided. The elements of the logo are fixed and should never be redrawn or altered in any way. The canfitpro name is set in a modified Roboto Black Italic font. No other font may be substituted. No elements can be added to the logo other than as specified in these graphic standards. The logo is custom drawn. Do not attempt to recreate this artwork.

Subsidiary Logos

General Guidelines for Use of the Subsidiary Logos



While the logo type is the main identifier for the company, other logos are included in the visual system. These include event logos. Further information on the usage requirements for these marks can be found in subsequent pages of this document.

The Logo

Safety Zone

There is a minimum space maintained around the logo to set it apart from other graphic elements. This safety zone should be equal to the half height of letter 'n' in the logo. In general the logo should have significant white space around it and not be crowded by other elements.



The safety zone is equal to the half length of the 'n' in the logo.
This distance must be maintained around the entire logo.

Minimum Size

Minimum width of the logo should not be less than 0.75 inches. There is no maximum size.



Minimum size is 0.75" measured horizontally.

Logo



Black & White



Logo reversed with appropriate safety zone



Logo usage on colour background



Logo Uses

Usage of the Logo

In order to preserve the integrity and consistency of the logo, it must be used as specified in this guide. The following examples of how the logo should not be used can provide some further clarity on this.

- The logo is a stand-alone design and must appear separate from other elements in all applications.
- The logo may not be used within a sentence, phrase or headline.
- No words or images should crowd, overlap or merge with it, nor should it be placed on a photo or design that obscures the words.
- The logo is a registered trademark and must not be altered. For example, it cannot be shaded, shadowed, applied with an outer glow, screened, used in outline form, or filled with a texture or photo.
- Proportions of the logo must remain the same in either reduction or enlargement. It may not be stretched out of proportion in either direction.
- The logo may not be cropped; it must be used in its entirety.
- When using the logo, the registered trademark symbol (TM) must always appear.
- The logo should not be rotated or tilted, except by special approval on promotional and specialty items.

Do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.



Can use logo with white background with safety zone.



Can use logo in white with safety zone.



Can use logo in white with safety zone.



Can surprint the reversed logo on a dark background



www.canfitpro.com



canfitpro



canfitpro



canfitpro



canfitpro™



canfitpro™



canfitpro



Cannot use the logo where not visible clearly.



Cannot use the logo where not visible clearly.

Digital Use

Whenever possible, the logo should appear in positive form, in colour, and on a clean white background. Ideal placement of the logo is in the upper left-hand corner. All guidelines listed on page 8 also apply to the logo in electronic form when it appears on any website.

Colour Palette

Primary Colour Palette

canfitpro logo contains two colours. It is also available in CMYK, RGB, web, black & white and reverse. No other colours are acceptable. It is recommended that, where possible, the logo remain positive and sit on a white background.



#ed1c24
R237 G28 B36
C0 M100 Y100 K0



#003469
R0 G52 B105
C100 M65 Y0 K50

Secondary Colour Palette

A secondary colour palette exists to compliment the primary colours of the canfitpro logo. These colours can be utilized for canfitpro marketing collateral, web based applications or advertising. These colours are never to be used in the canfitpro logo itself.



#69c7c1
R105 G199 B193
C56 M0 Y29 K0



#58595b
R88 G89 B91
C0 M0 Y0 K80



#68C7C1
R104 G199 B193
C56 M0 Y29 K0



#d31f53
R211 G31 B83
C14 M100 Y60 K0



#ffd400
R255 G212 B0
C0 M15 Y100 K0



#F15B27
R241 G91 B39
C0 M80 Y96 K0



#00bdfd
R0 G191 B223
C70 M0 Y10 K0



#c83934
R200 G57 B52
C15 M92 Y87 K5



#3db54a
R61 G181 B74
C74 M0 Y99 K0



#ac1f27
R172 G31 B39
C22 M100 Y95 K15



#662d91
R103 G48 B143
C75 M100 Y0 K0

Images

It is encouraged to use simple, clear and less cluttered images. Colours in the image should be light but sophisticated and leaning towards, blue, grey and white. Saturated and dramatic images are discouraged. Overly colourful images and backgrounds are not allowed.



Overly colourful and saturated images



Multi-colour backgrounds



Dramatic images



Images

Single tone images may be used. However, multi tone images are not permitted. Condensed and expanded images cannot be used.



Primary Typography - Print

The primary typeface to be used is Roboto. It is a large typeface family and offers a number of weights and condensed versions. All weights may be used.

Roboto

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Light Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Regular Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Medium Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Roboto Bold Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Roboto Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Roboto Black Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Roboto Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Light Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Roboto Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Roboto Condensed Bold Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Secondary Typography - Print

The secondary typefaces may also be used.

Raleway

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Medium Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Raleway Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Raleway Bold Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Raleway Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Raleway Extra Bold Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Raleway Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Raleway Black Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Good Headline Pro

Good Headline Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Good Headline Pro Bold Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Good Headline Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Good Headline Pro Black Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Good Headline Pro Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Good Headline Pro Ultra Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Playlist Script

Playlist Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Playlist Script Caps

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Digital & Online Typography

The digital typeface to be used is Roboto too. It is a large typeface family and offers a number of weights and versions. All weights and style may be used.

Roboto

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Light Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Regular Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Roboto Bold Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Roboto Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Roboto Black Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Oswald

Oswald Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Oswald Semi Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Oswald Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Oswald Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Playlist Script

Playlist Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Playlist Script Caps

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**



Event Logos and Usage

canfitpro proudly produces the most comprehensive events dedicated to the education and innovation in the fitness industry. canfitpro Events have an individual identity that should be used in all literature, signage and promotional materials for the corresponding events. The use of all canfitpro Event logos are intended to promote participation at the shows. Whenever possible, these logos should appear in colour on a white or light background to ensure clear visibility. When reproducing the logo, always use the official artwork from the electronic files provided. The elements of the logo are fixed and should never be redrawn or altered in any way. No other font may be substituted. No elements can be added to the logo other than as specified in these graphic standards. These logos should never be incorporated into a sentence, phrase or headline; crowded, merged or overlapped with words or images; placed on a photo or design that obscures the words; cropped or stretched disproportionately; be changed in colour in any way. The logo is custom drawn. Do not attempt to recreate this artwork.

EVENTS



Logo reversed with safety zone



Logo reversed with safety zone



Logo reversed with safety zone

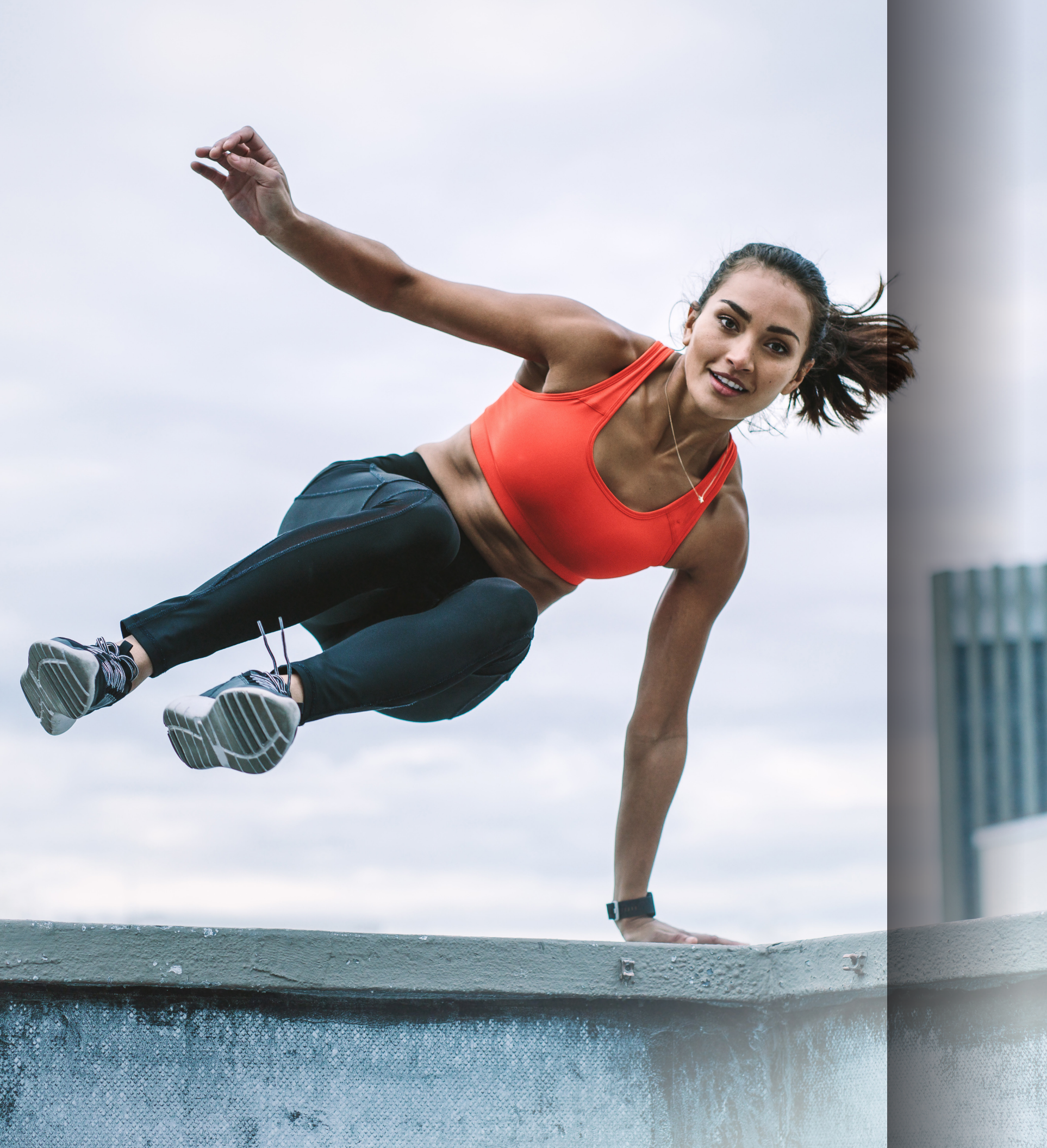
Text usage under event logo



Bottom text should be in Robotto Bold all caps and smaller point size than logo lettering. Text lines under the logo should not exceed three.

Same guidelines will be applied to the other Event logos.





Certification Logos

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PRO TRAINER

canfitpro
PRO TRAINER

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PRO TRAINER

canfitpro | **PRO TRAINER**

canfitpro | **PRO TRAINER**

canfitpro | **PRO TRAINER**

canfitpro | **PRO TRAINER**

PERSONAL TRAINING SPECIALIST (PTS)

canfitpro
**PERSONAL
TRAINING
SPECIALIST**

canfitpro
**PERSONAL
TRAINING
SPECIALIST**

canfitpro
**PERSONAL
TRAINING
SPECIALIST**

canfitpro | **PERSONAL
TRAINING
SPECIALIST**

canfitpro | **PERSONAL
TRAINING
SPECIALIST**

canfitpro | **PERSONAL
TRAINING
SPECIALIST**

FITNESS INSTRUCTOR SPECIALIST (FIS)



HEALTHY EATING & WEIGHT LOSS SPECIALIST (HWL)





B2B Logos

When reproducing the logo, always use the official artwork from the electronic files provided. The elements of the logo are fixed and should never be redrawn or altered in any way. No other font may be substituted. No elements can be added to the logo other than as specified in these graphic standards. These logos should never be incorporated into a sentence, phrase or headline; crowded, merged or overlapped with words or images; placed on a photo or design that obscures the words; cropped or stretched disproportionately; be changed in colour in any way. The logo is custom drawn. Do not attempt to recreate this artwork.

BUSINESS TO BUSINESS





DIVERSITY & INCLUSION

Light Background



Dark Background





To request artwork for any one of the
canfitpro logos, please contact the
Marketing Department,
canfitpro.

110-225 Select Ave., Toronto, ON, M1X 0B5
Local: 416-493-3515 x330 Toll Free: 1-800-667-5622 x330
Fax: 416-493-1756 Email: jgazmen@canfitpro.com