kommunity fitness

Brand Playbook

WHAT'S IN HERE?

WHO
WE ARE

OUR MISSION

We bring high-energy entertainment, variety and inspiration to every workout, for everyone.

OUR PURPOSE

We elevate heart rates, health, happiness and connection.

OUR AUDIENCE

Everyone is welcome at Kommunity. Our customers are passionate about moving their bodies, about the benefits of exercise beyond aesthetics, and enjoy defining themselves through their extra-curricular activities. They are typically represented by:

- 75% Female

- 26-35

- 75k + income level, $35 a class

- Willing to splurge on exercise, but also see it as self care, belonging, leisure and identity

- Enjoy travel, active lifestyles and quality, progressive/leading brands

- Engage with lifestyle brands like: Whole foods, Palette Roasters, Kokomo, Gneiss, 33 acres, La Canapa, Brix and Mortar, etc.

OUR USP

WHAT MAKES US STAND OUT FROM THE REST?

- 75" screens at 15 different stations

- Professionally-produced, top-quality instruction

- Entertainment during exercises via transition screens that engage, entertain and motivate throughout the class

- Combination of technology and in-studio instruction ledby talented, experienced coaches

- Circuit-style workouts that include HIIT, strength and cardio delivered using proprietary technology - not offered anywhere else

- A high-energy vibe from start to finish with DJ-curated playlists featuring a variety of popular genres and intensity levels

OUR VALUES

WE'RE AT OUR BEST WHEN WE'RE HELPING PEOPLE.

We love motivating people, wherever they're at. We love playing a role in getting people to feel their best. This is what we get up for.

WE BRING ENERGY.

We try to be that beat that gets people going...even when they thought they were done.

WE'RE ALWAYS LOOKING AHEAD.

We live for today but we also get charged up by the potential of tomorrow.

GOOD FORM GETS GOOD RESULTS.

We are committed to following through and doing things the right way, as promised.

WE ARE BUILT ON TRUST AND HEART.

We work on both so they're not just words, they're everywhere.We care about each other and we're accountable to each other. Like all iconic teams.

WE ARE A COMMUNITY.

We're an invested, supportive member of the communities outside our doors. We do what we can to build connection and a sense of belonging wherever we are.

KOMMUNITY IS...

Energetic

You feel it when you walk in. The kind of energy and charisma that lifts the room.

Welcoming

That person that shouts your name from across the room and makes you really feel like someone. That person that sees you and remembers you for life.

Cheeky

Light-hearted with a side of mischief, seeing the humour and keeping it fun for everyone.

Driven

In love with challenge, pushing ourselves, kicking ass and seeing how far we can go...even when we get our asses kicked on occasion as part of the process.

KOMMUNITY IS NOT:

Exclusive, pretentious or douchey.

Everyone belongs.
No one is judged.

Pre-Packaged

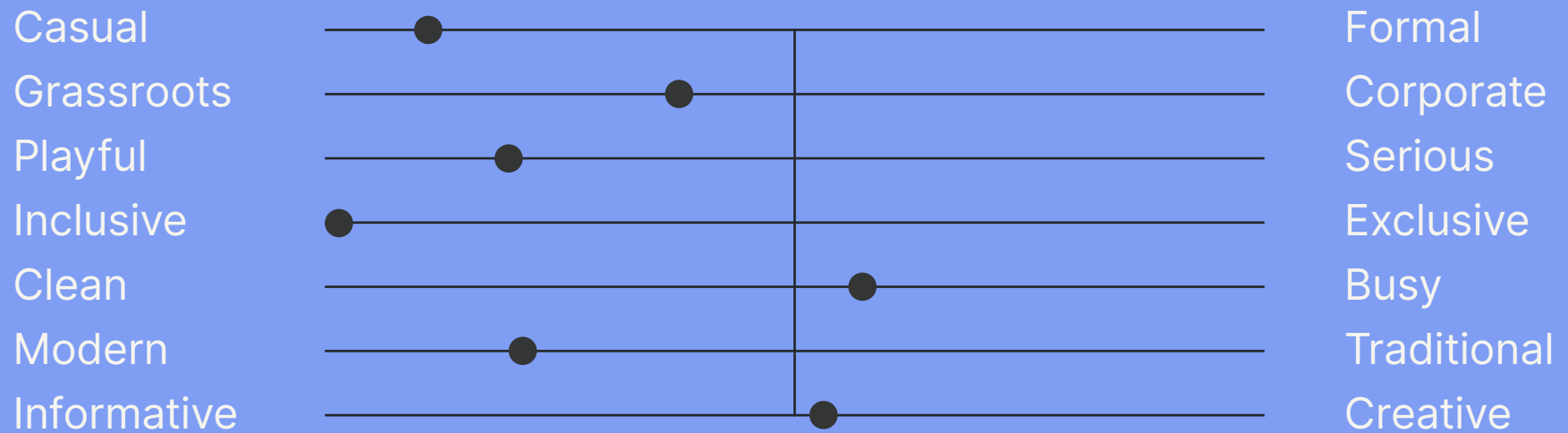We like to switch it up and surprise. We hire people who don't need scripts to be awesome.

Agro

We're not full-on, serious or uber-intense. You didn't come here to feel small or stressed.

Zen

We're not a yoga studio. Heart rates and endorphins are going to charge.

OUR PERSONALITY

Casual	●—————————	Formal
Grassroots	—————————●	Corporate
Playful	————●	Serious
Inclusive	●	Exclusive
Clean	—————————————●	Busy
Modern	————●	Traditional
Informative	————————————●	Creative

TONE OF VOICE

KOMMUNITY IS:

Friendly, conversational, positive, high-energy, genuine, warm and welcoming.

KOMMUNITY ISN'T:

Overly "sales-y" or promotional, too technical (fitness jargon), intense, exclusive, staged or scripted.

# VISUAL
LANGUAGE

LOGO USAGE

Primary Wordmark

This is the primary logo to
use for vertical and horizontal
applications. The white or reversed
version can be used on forms of
printing and display when the
background is dark.

kommunity

kommunity

Stacked Lockup

This is the primary logo to use for vertical and horizontal applications. The white or reversed version can be used on forms of printing and display when the background is dark.

Icon

The solo icon is used in markets that are familiar with the brand or when a smaller mark is required.

kommunity
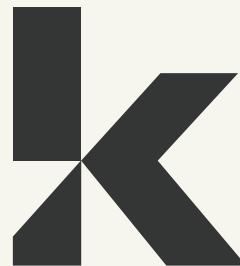
Never distort or change the
logos in any way.

kommunity

Never rotate or tilt
the logos.

Logo Don'ts

We put a lot of love into our
logo, so why mess with a
good thing? The following are
examples of what not to do and can
be assumed for all logo iterations:

kommunity

Never outline the logo

kommunity

Never alter the colours of the logos
outside of the brand palette.

kommunity

Do not rearrange or the logo
lockup elements or change the scale
of individual elements.

kommunity

Never add a dropshadow.

Logo Clear Space
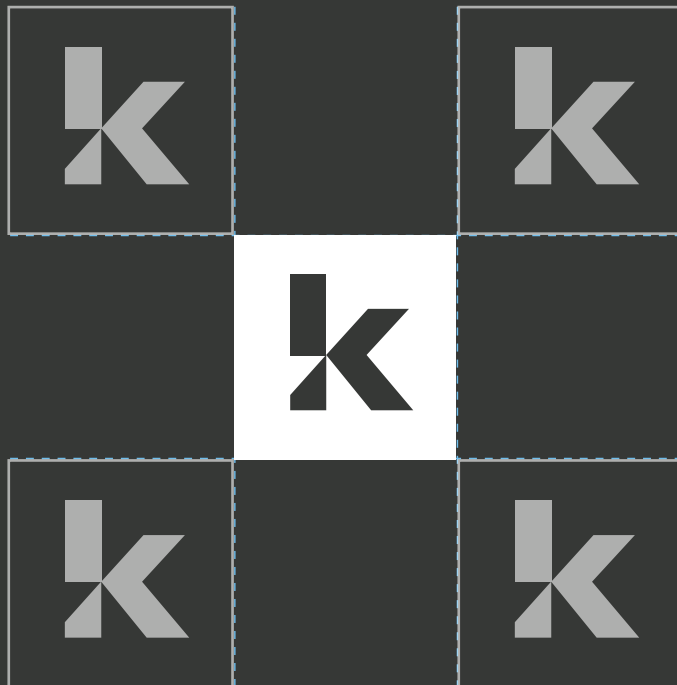
Ensure there's adequate clear space on all sides of the logos to prevent any other graphic elements from getting too close. As a rule, the minimum clear space around the logo is equal to the icon size.

Clear space around the wordmark is based on the icon.

Icon Clear Space

CONTAINED

FREE

Ensure there's adequate clear space on all sides of the icons to prevent any other graphic elements from getting too close.
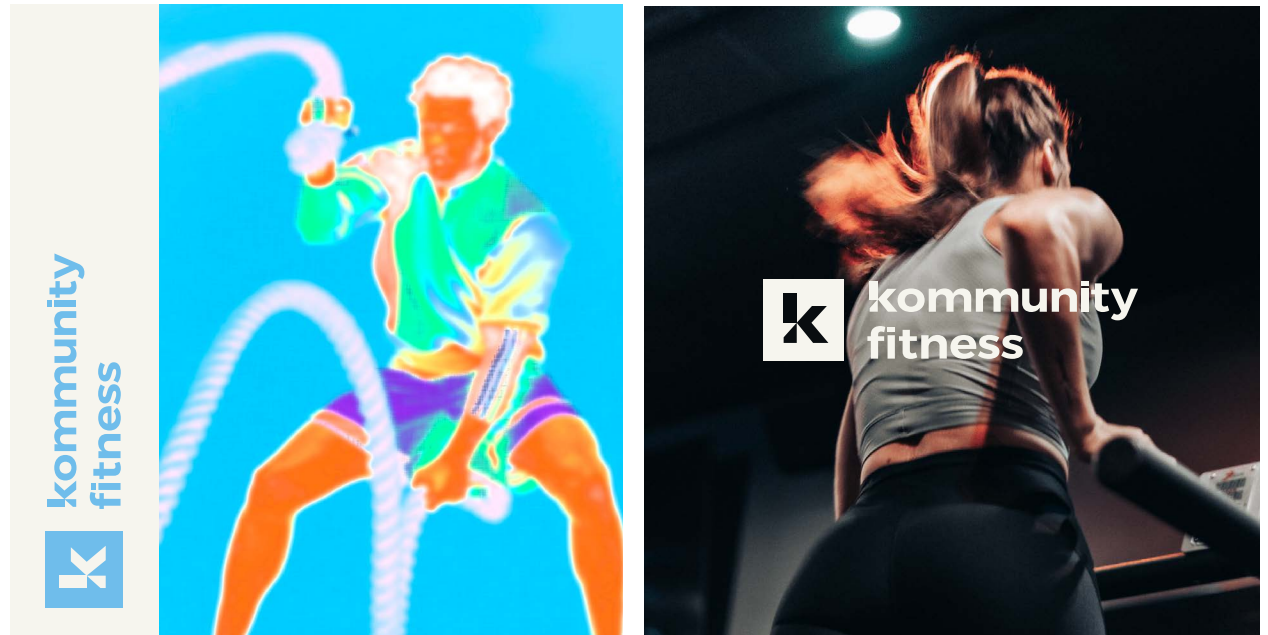
Clear space around the icon is based on its form.

Logo Usage

It's important to have enough contrast between the image and logos or icon to ensure the branding is visible.

COLOUR PALETTE

Colour: Primary Palette

A unique range of ownable colours inspired by thermo imaging are grounded by core neutral tones. The brighter of which allow us to describe action, energy, and temperature, while the neutral tones speak to premium materials and quality.

SOFT WHITE
PMS 1-1 C (TBC)
C2 M2 Y5 K0
 R246 G245 B238
#F6F5EE

LEATHER
PMS 168-10 C (TBC)
C14 M8 Y27 K0
R220 G220 B190
#DCDCBE

CAMEL
PMS 7503 C (TBC)
C34 M32 Y55 K2
R173 G160 B125
#ADA07D

MEDIUM BLUE
PMS 7452 C (TBC)
C49 M36 Y0 K0
R126 G157 B242
#7E9DF2

MEDIUM GREEN
PMS 136-5 C (TBC)
C63 M3 Y65 K0
R191 G184 B131
#5BB883

ORANGE
PMS 1635 C
C4 M60 Y68 K0
R235 G129 B91
#EB815B

NEON
PMS 809 C (TBC)
C16 M0 Y88 K0
R226 G250 B66
#E2FA42

SOFT BLACK
PMS 447 C (TBC)
C70 M63 Y62 K57
R52 G53 B53
#343535

LIGHT BLUE
PMS 2915 C (TBC)
C52 M10 Y0 K0
R111 G189 B 234
#6FBDEA

LIGHT GREEN
PMS 346 C (TBC)
C51 M0 Y48 K0
R119 G213 B163
#77D5A3

CORAL
PMS 487 C (TBC)
C8 M39 Y36 K0
R230 G167 B131
#E6A797

Colour: Video-Only Palette

For all of our custom screens we have created a variation of our core brand palette that should **only ever be used when working on new screen designs**. These values are darker to compensate for the brightness of the TV screens and ensure clients comfort in the studio.

SOFT WHITE
#C4C4BE

LEATHER
#ADAD97

CAMEL
#877C61

MEDIUM BLUE
#6687C4

MEDIUM GREEN
#278F65

ORANGE
#CC694B

NEON
#B9D000

SOFT BLACK
#000000

LIGHT BLUE
#429CBD

LIGHT GREEN
#41AB84

CORAL
#C4897E

TYPOGRAPHY

Primary Typeface:

Inter

Inter is an open yet assertive serif typeface with an inviting personality. It combines the confidence of clean-cut geometry with the approachable humanist strokes of a hand-written letter. Inter is informative, feels trustworthy and grounded, but remains accessible and educational.

Overview:

Inter

Inter is an open yet assertive serif typeface with an inviting personality. It combines the confidence of clean geometry with the approachable humanist strokes of a handwritten letter. Inter is informative, feels trustworthy and grounded, but remains accessible and educational.

0123

Light   abcdefghijklmnopqrstuvwxyz

Medium   ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold   1234567890!@#$%^&*()

Aa

Character Set

Paragraph Text:

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit.

AaBbCc
DdEeFfGg
MmNn
UuVvWw
XxYyZz
0123456789

Font Styles

● Inter Styles

Aa

Light
Regular
Semibold
Bold
Black

—

Italic
Semibold Italic
Bold Italic

—

Secondary Typeface:

SOULCRAFT

Soulcraft is a bold, versatile font that personifies the movement and motivation behind Kommunity's branding. Available in condensed, wide, and slanted styles, this typeface is expand and condense similar to an athletes muscles. Headings in the condensed style illustrate explosive energy, preparation, and anticipation; whereas Headings in the wide style illustrate exertion, stamina, and sweeping movements.

Overview

SOULCRAFT

0123

CONDENSED

WIDE

SLANTED CONDENSED

SLANTED WIDE

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890!@#$%&*()

AA

Character Set

Paragraph Text:

Soulcraft is not to be used for
body copy as it poses issues
with legibility

ABCDEFGHI
JKLMNOP
QRSTUVW
XYZ

0123456789

Font Styles

● Soulcraft Styles

AA

CONDENSED

SLANTED CONDENSED

WIDE

SLANTED WIDE

Tertiary Typeface:

Space Mono

Space Mono is a typewriter-like font originally designed for editorial headlines and displays, Space mono serves as a perfect middleman between Soulcraft and Inter, with just the right amount of personality to mediate the two. Beside its more drastic counterparts, Space Mono completes a smooth gradient of type styles for Kommunity's visual language that combine effortlesly.

Overview

Space Mono

Space Mono is a typewriter-like font originally designed for editorial headlines and displays, Space mono serves as a perfect middleman between Soulcraft and Inter, with just the right amount of personality to mediate the two. Beside its more drastic counterparts, Space Mono completes a smooth gradient of type styles for Kommunity's visual language that combine effortlesly.

Regular   abcdefghijklmnopqrstuvwxyz

Bold   ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*()

0123

Aa

Character Set

Paragraph Text:

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, ullam corporis suscipit.

AaBbCc
DdEeFf
GgMmNn
UuVvWw
XxYyZz
0123456789

Font Styles

● Space Mono Styles

Aa

Regular

Bold

Italic

Bold Italic

FONT STYLING SAMPLES

Soulcraft Space Mono & Inter

CLASS FORMAT

Each class will be divided into workout blocks including:

Half Time

3-5 minute group activity at the peak of the class.

Second Half
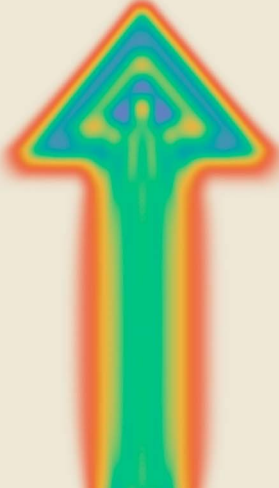
Custom set of circuit-training exercises focused on various systems through: K-HIIT, K-Cardio, K-Strength programming.
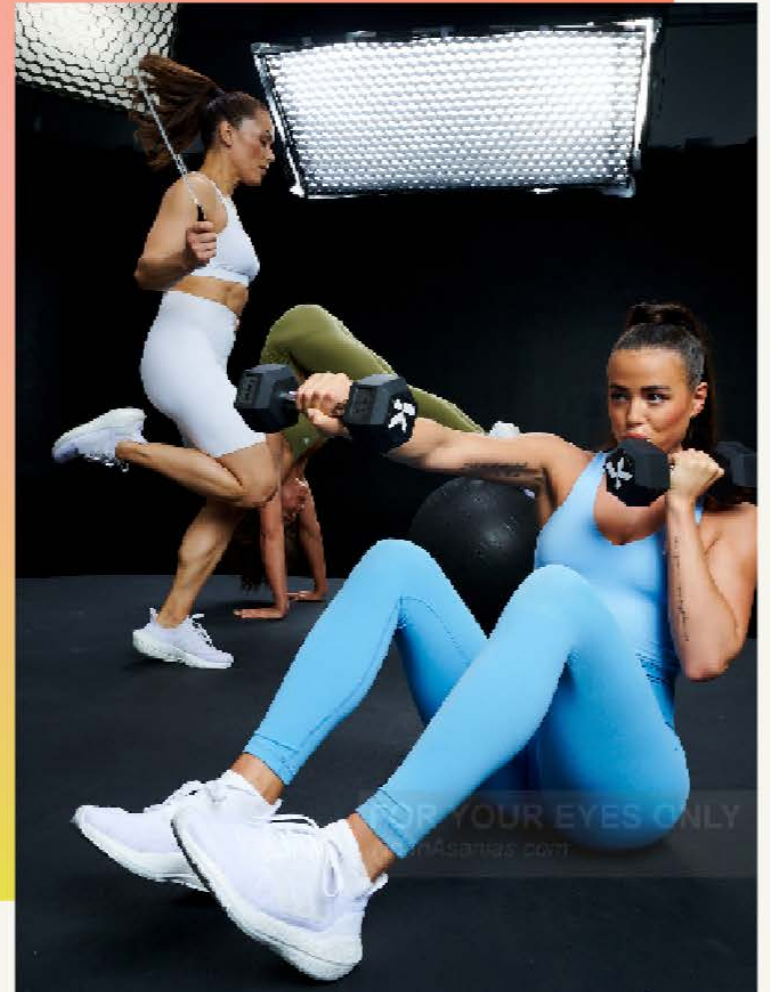
TRUST US, THE ENDORPHINS ARE REAL

RAISE YOUR OWN BAR

KEEP YOUR **SQUATS LOW** AND YOUR **STANDARDS HIGH**

KEEP

GOING

TIME TO *GET MOVING*
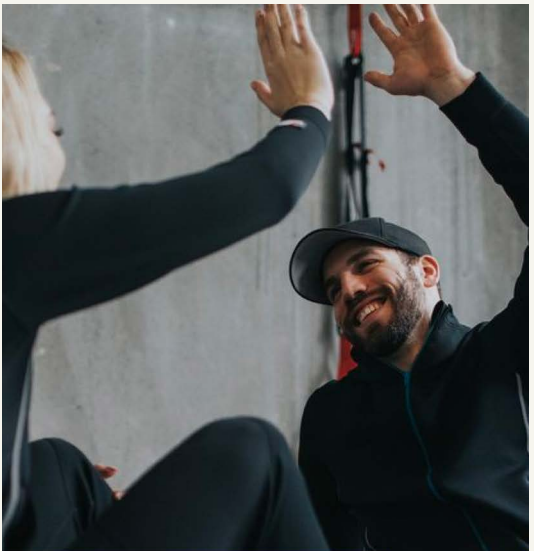
JUNE 16-22

DOUBLE THE FUN

Get 10% off when you come with a friend to any Kommunity Fitness 45 minute class

GRAPHIC ELEMENTS

Heat Map Gradient

The visual language of Kommunity is inspired by thermo and heat mapping imagery as a way to visualize the energy that we create and gain at Kommunity. By creating gradients that follow a duochrome, analagous, and full spectrum colour scheme the brand has the versatility to express high energy, tranquility, and everything in-between.

Generally, images are designated as per their dominant colour to the following topics:

Green: Warm Up

Neutrals: General content, first and last half of exercise

Red: Halftime

Blue: Cooldown
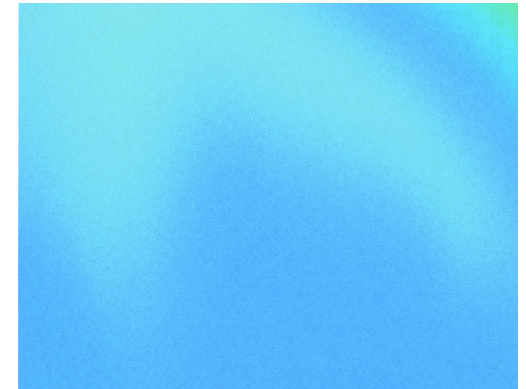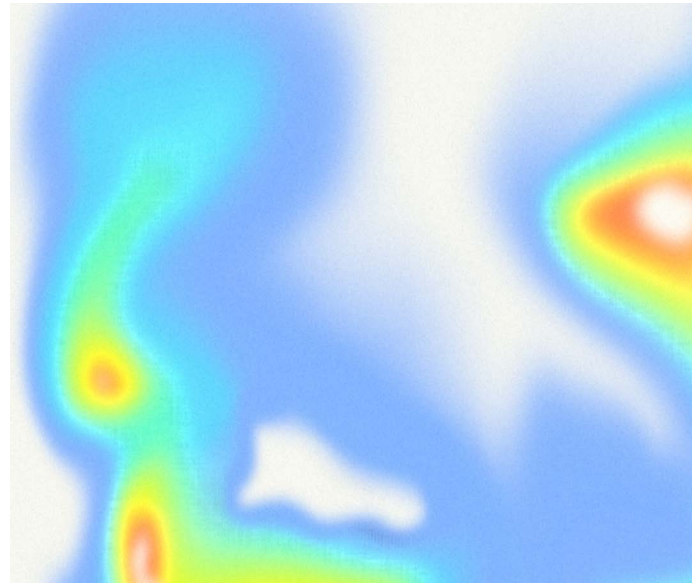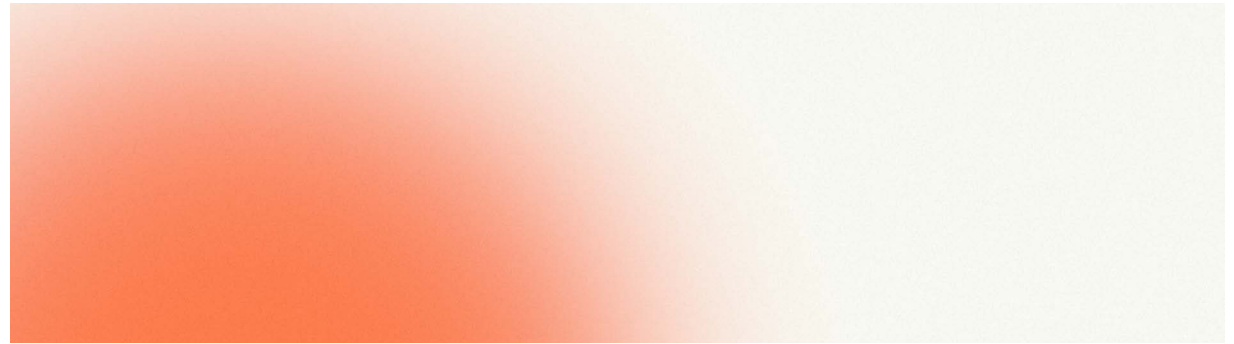
PHOTOGRAPHY

PHOTOGRAPHY STYLING SAMPLES

Campaign & Studio
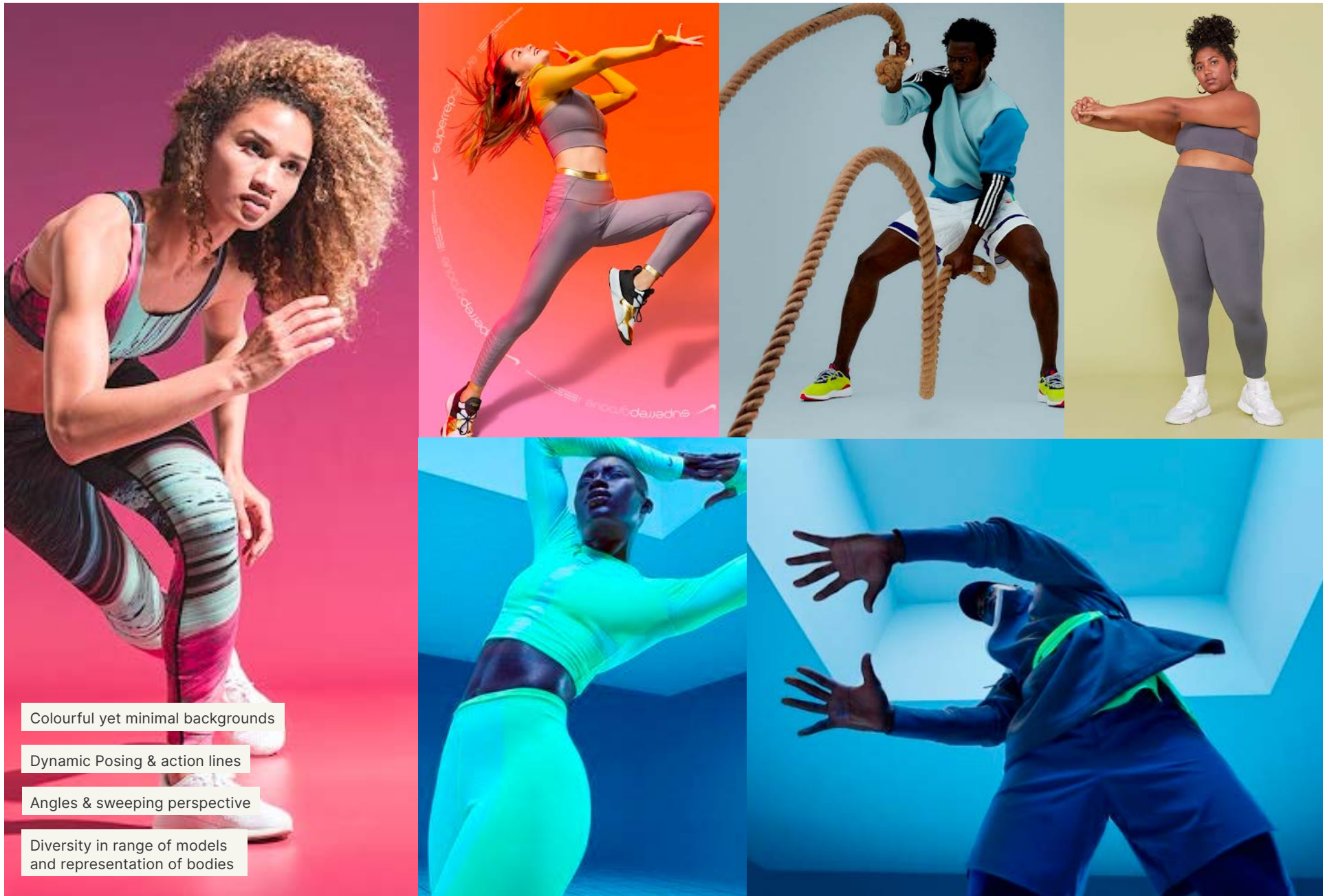
Colourful yet minimal backgrounds

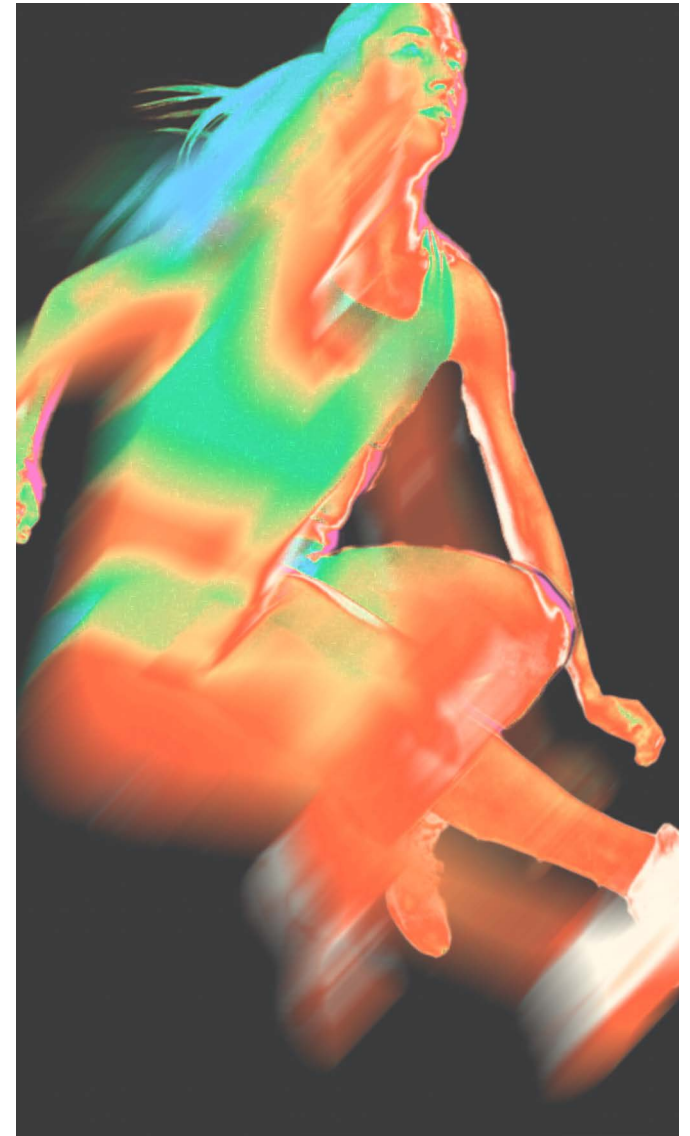Dynamic Posing & action lines

Angles & sweeping perspective

Diversity in range of models and representation of bodies

* Above Images are REFERENCE ONLY

Thermal Filter Photography

Applied branded heat map gradient, blurred motion, crosshatch and noise texture filters.

A Photoshop file setup with the brand filters will be created at a later date.

PHOTOGRAPHY STYLING SAMPLES

Supplementary & In-Situ

Moody

Focused on connection

Candid movement

Rest and social moments

Sweat, grain, texture

Photography Don'ts

Some examples of off-brand images and <u>what to avoid</u> when selecting stock imagery:

- ⊗ Overly edited or fake imagery
- ⊗ Generic feeling; lacking interest
- ⊗ Flat lighting; lack of contrast
- ⊗ Pastel or white-heavy colours
- ⊗ Low resolution
- ⊗ Irrelevant or unrealistic workout and fitness content (ie. weight transformations, boxing, etc.)
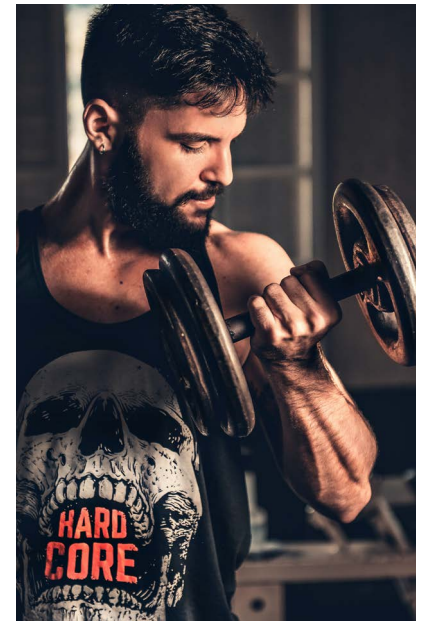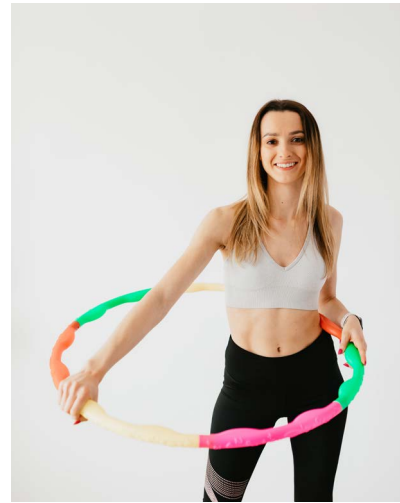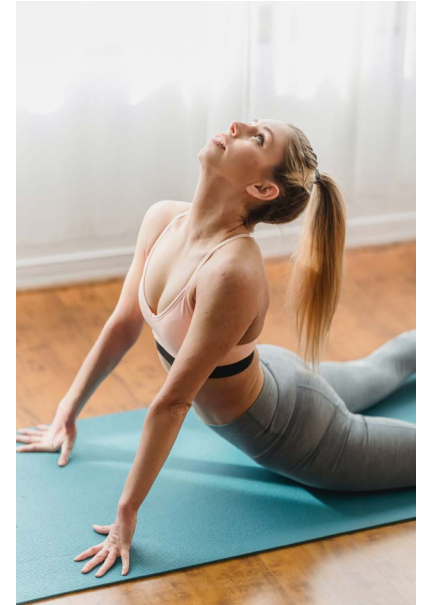
APPLICATIONS

Window Wrap Designs

Core Merch Designs

kommunity

NO BORING HERE.

Kommunity Fitness offers premium, full-body workouts in a social, immersive and entertaining environment.

SIGN UP TO LEARN MORE ↗

BE THE FIRST TO KNOW

Be the first to hear about our opening dates and founding membership offers.

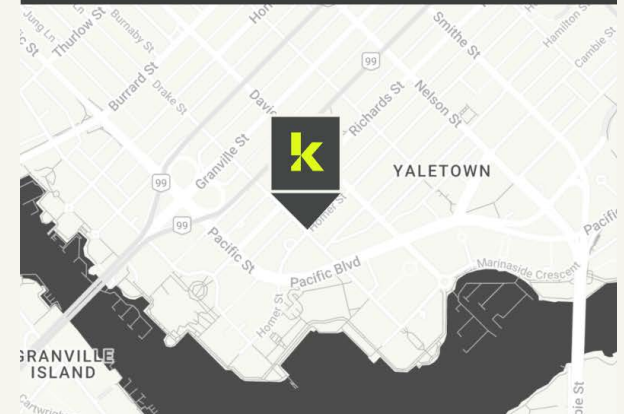| First Name | * |
Last Name	*
Email Address	*
Phone #	
Birthday	

SIGN ME UP ↗

COMING TO VANCOUVER THIS FALL

Located in the heart of downtown Vancouver's Yaletown district.

ADDRESS:

1296 Homer St, Vancouver BC

GET DIRECTIONS ↗

YALETOWN

GRANVILLE ISLAND

Mobile Designs