

•H.A.H•

MUTATE
FITNESS

Brand
Guidelines

THE STRENGTH MANUAL

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1

The Mutate Journey

The **Mutate** Journey is more than just fitness—it's a transformation.

We empower you to evolve, push limits, and unlock your full potential.

Whether you're a beginner or an athlete,
your journey to greatness starts here.

Vision

MISSION STATEMENT

Our vision is to shape a world where fitness is more than just a destination—it's a way of life that is accessible, inclusive, and transformative. We are committed to empowering everyone to take charge of their physical and mental well-being, one step, one rep, and one movement at a time.

Mission

MISSION STATEMENT

At **MUTATE FITNESS**, our mission is to:

- Deliver fitness solutions that honor personal growth.
- Create experiences that inspire, challenge, and uplift.
- Foster a community built on support, strength, and shared success.

Key Pillars

Inspiration :

We inspire individuals to own their path to better health.

Revolution :

With next-level training and fresh branding, we stay ahead of the game.

Collective :

Our power is in unity. Cooperation drives progress.

Adaptability :

Fitness is a marathon, not a sprint—built on persistence and evolution.

Why MUTATE ?

MUTATE signifies a space of harmony and movement, where individuals grow and excel.

The arc in our logo reflects resilience and progress—a never-ending pursuit of becoming your best self.

At MUTATE FITNESS, movement isn't just motion; it's transformation

2

Signature Moves

The **MUTATE FITNESS** logo is a modern and powerful representation of growth and strength. The abstract 'A' symbolizes movement and progress, reflecting the balance and flexibility essential in fitness. With its geometric precision and bold typography, the design conveys focus, confidence, and energy. This embodies our mission—to empower individuals to build resilience and achieve their best selves through movement.

Primary Logo



The core of **MUTATE FITNESS**'s identity lies in our primary logo. With its sleek, structured design, it reflects the strength and precision of our brand. This version should be used consistently across all platforms for maximum brand visibility.





MUTATE
FITNESS

08.

Monochrome Version

A simplified monochrome version,
designed for clean, single-color
printing without losing detail.

MUTATE
FITNESS

MUTATE
FITNESS



Mutate Fitness

Mutate Fitness is more than just a fitness brand

It's a movement. We are dedicated to empowering

individuals to achieve their health and wellness goals

through high-quality gear, expert guidance,

and a supportive community

Mutate



Inverted Version

The reversed version of the **MUTATE FITNESS** logo provides flexibility and adaptability across different backgrounds and applications. These variations uphold the brand's identity and ensure optimal visibility, no matter the medium or setting.



Symbol - Only Version

RECOMMENDED

The stylized 'A' arc is utilized independently
for icons, watermarks, or compact branding
spaces, preserving the essence of the full logo.





13.

Badge Version

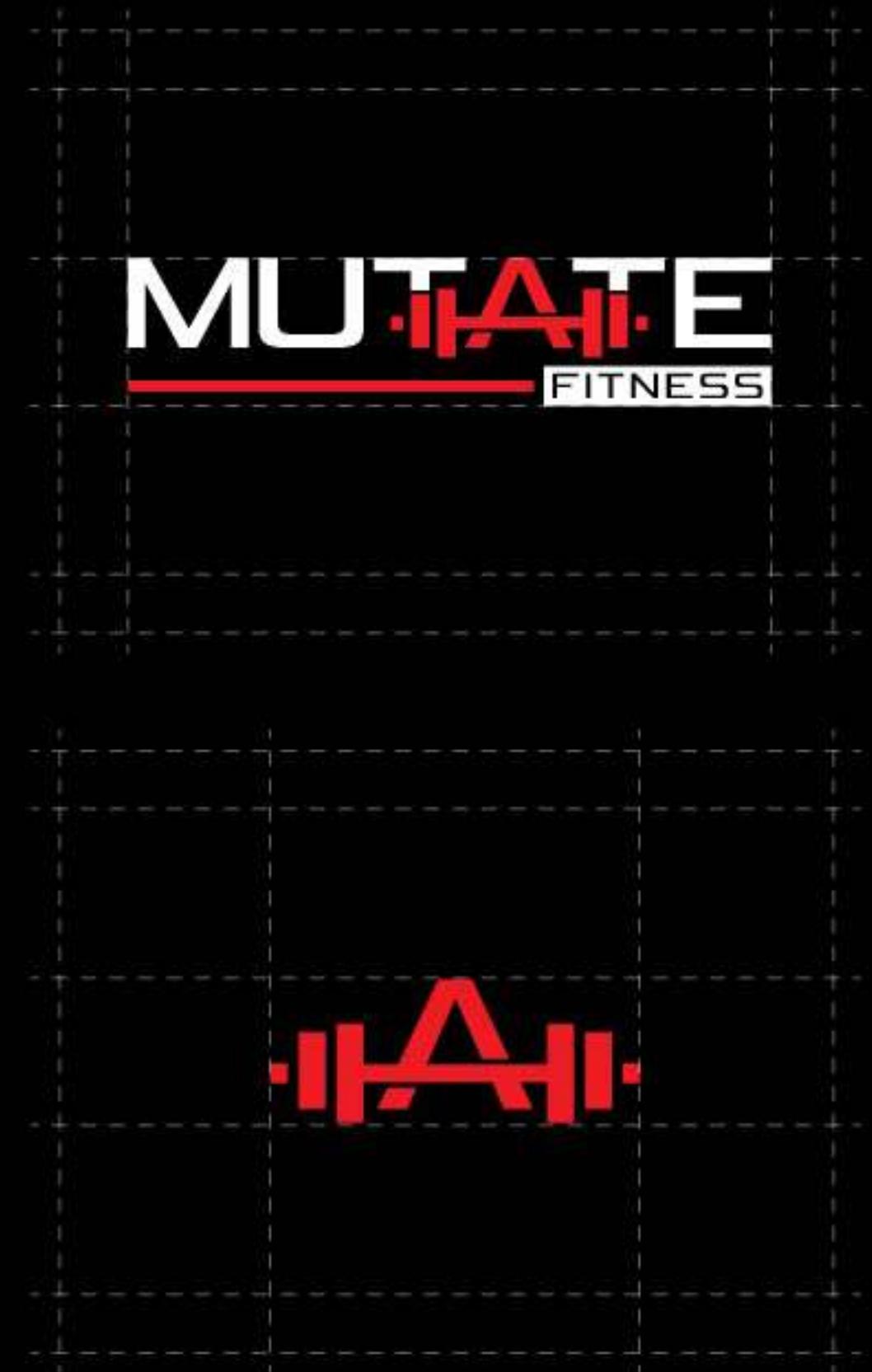
The Badge Version of the **MUTATE FITNESS** logo boosts brand visibility with a circular emblem design. It preserves the core logo while integrating a structured layout of the brand name or tagline for adaptable use.





Clear Space Guidelines

The clear space surrounding the logo and icon
should be equivalent to the height of the 'A' in MUTATE.
No other elements should intrude into this area.



Minimum Size

Print :

Minimum height of 1.5 cm.



height of 1.5 cm.

Digital :

Minimum height of 50 px.



height of 50 px.

To ensure visibility and clarity across various applications, the logo should comply with the following size guidelines

Improper Usage



Stretching

Avoid stretching, compressing, or modifying the logo's proportions. Always maintain uniform scaling.



Unfinished Use

Do not detach, reposition, or modify the arrangement of the logo elements.



Revolution

The logo must stay in its proper upright position. Do not rotate, invert, or slant it.



Adjusting Styling

Avoid adding shadows, outlines, glows, or any other decorative effects to the logo.



Tone Adjustment

Stick to the designated color palette. Do not use unauthorized colors, gradients, or textures.

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Energy Palette

The **MUTATE FITNESS** color palette is crafted to represent the brand's essence of energy, strength, and transparency. Each color contributes to building a unified visual identity across all platforms and materials.

Primary Colors

HEX #ED1C24

R 237 C 0%

G 28 M 99%

B 36 Y 97%

K 0%



HEX #FFFFFF

R 255 C 0%

G 255 M 0%

B 255 Y 0%

K 0%



HEX #0F0FOF

R 15 C 74%

G 15 M 67%

B 15 Y 66%

K 84%



Secondary Colors

HEX #F7931E

R 247 C 0%

G 147 M 50%

B 30 Y 99%

K 0%



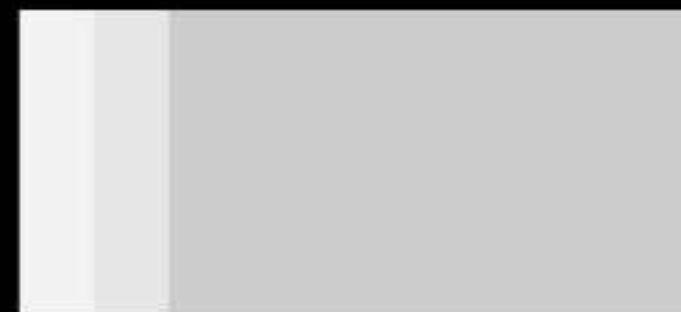
HEX #CCCCCC

R 204 C 19%

G 204 M 15%

B 204 Y 16%

K 0%



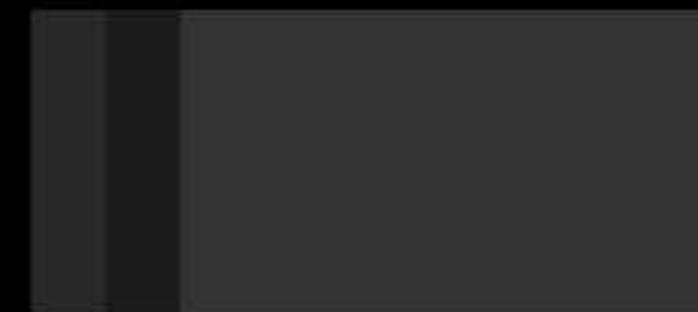
HEX #333333

R 51 C 69%

G 51 M 63%

B 51 Y 62%

K 58%



4

Power in Words

The **MUTATE FITNESS** typography is strong, contemporary, and adaptable, embodying the brand's dynamism and dedication to growth. A well-defined hierarchy is upheld across all platforms to maintain uniformity and readability.

Primary Typeface

Vipnagorgialla Regular

Where to use :

Social media graphics and posts

Style :

Regular

Ideal Size :

Social Media Size : 48 pt (digital) / 32 pt (print)

Posts Size : 24 pt (digital) / 16 pt (print)

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
0 1 2 3 4 5 6 7 8 9

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

Secondary Typeface

Morien

Where to use :

Subheadings

Style :

Medium and Semi - Bold

Ideal Size :

20 pt (digital) / 12 pt (print)

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
0 1 2 3 4 5 6 7 8 9

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

Morien

Where to use :

Bodyrexrs

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
0 1 2 3 4 5 6 7 8 9

Style :

Regular and Medium

Ideal Size :

18 pt (digital) / 10 pt (print)

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

5

Strength In Visuals

Photography and imagery play a vital role in capturing the energy, strength, and transformation at the core of **MUTATE FITNESS**. Our visual approach emphasizes authentic moments, dynamic motion, and sleek, modern compositions.

Photography Guidelines

Vibe and Energy :

Dynamic, lively, and motivating.

Highlight instances of determination, movement, and victory.

Brightness :

Utilize natural or studio illumination to enhance subjects and achieve strong contrast.

Refrain from excessive shadows unless deliberately used for ambiance.



Do's and Don'ts

Design Imagery :

Social Media : Bold, detailed shots combined with inspiring text.

Website : Wide-format banners featuring individuals in motion.

Print Collateral : Energetic group exercise images for posters or brochures.

Do's :

- Utilize sharp, professionally composed visuals.
- Emphasize representation and inclusivity in subjects.
- Integrate uncluttered backgrounds and engaging compositions.

Don'ts :

- Steer clear of excessively edited or heavily filtered images.
- Avoid overly complex or crowded backgrounds.
- Steer clear of artificial or overly posed stances.

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Dynamic Symbols

Photography and imagery play a crucial role in capturing the energy, strength, and transformation at the core of **MUTATE FITNESS**. Our visual approach highlights genuine moments, dynamic motion, and sleek, contemporary compositions.

Icon Usage Guidelines

Design Identity :

- Sleek and minimalistic, emphasizing the unique arc shape that symbolizes harmony and movement.



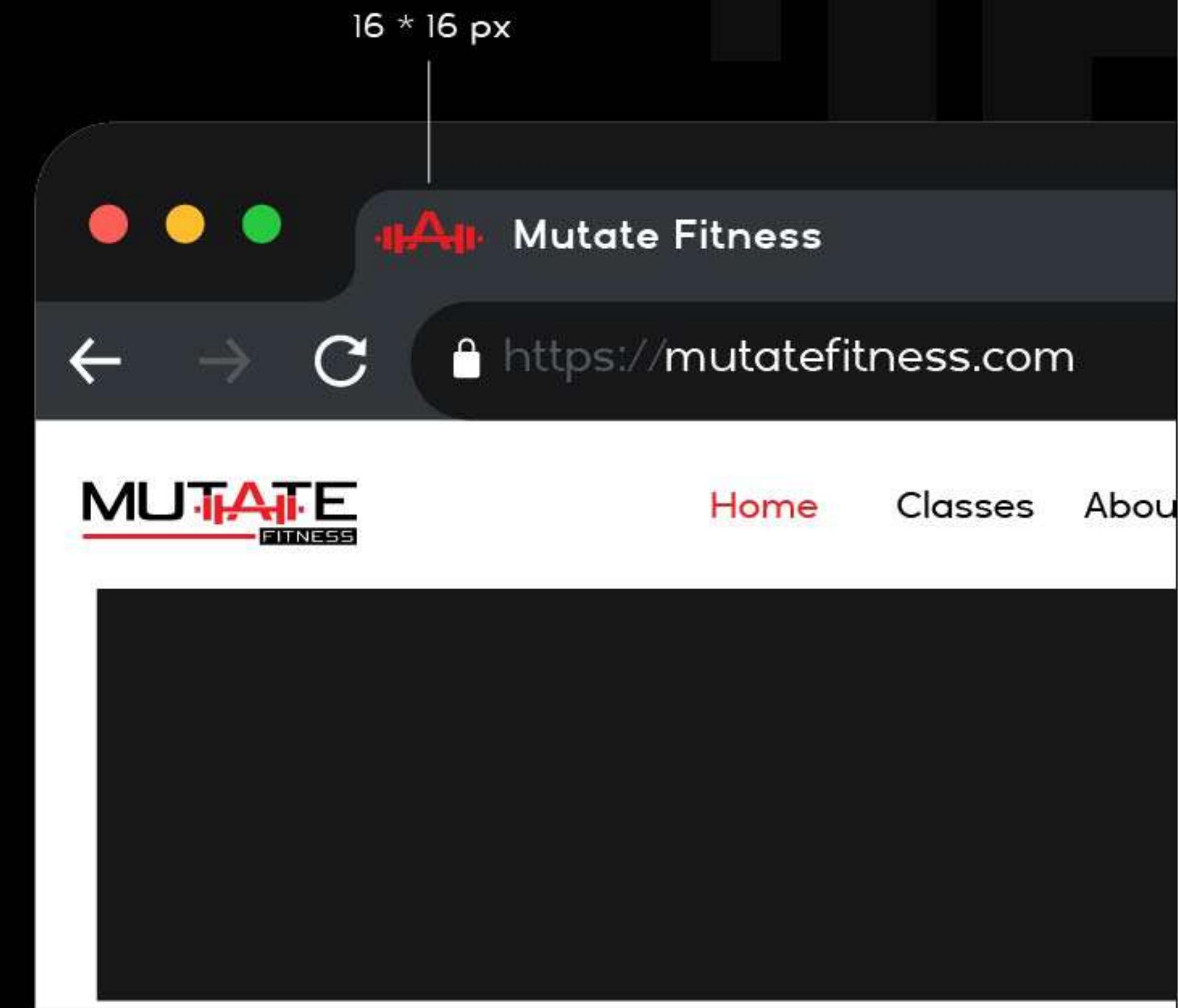
Flexibility :

- The icon should retain geometric accuracy to complement the brand's contemporary identity.

The icon should stay clear and recognizable at any size, from small favicons (16x16 px) to large-scale signage.

Favicon Usage Guidelines

- Add a specific subsection within the logo section outlining favicon dimensions (e.g., 16x16 px), file formats (.ico, .png), and usage examples in browsers.



Appicon Usage Guidelines

- Provide file format recommendations (.svg, .png, .jpg) along with size specifications (e.g., 1024x1024 px for app stores).



1024 * 1024 px



Core Icon Set

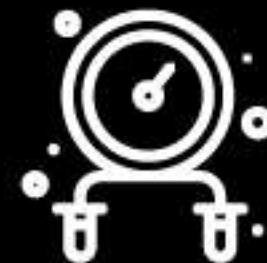
The Core Icon Set is crafted to visually

embody the essential elements of MUTATE FITNESS,

combining functionality with a sleek, minimalist aesthetic.

These icons capture the brand's dynamic and empowering

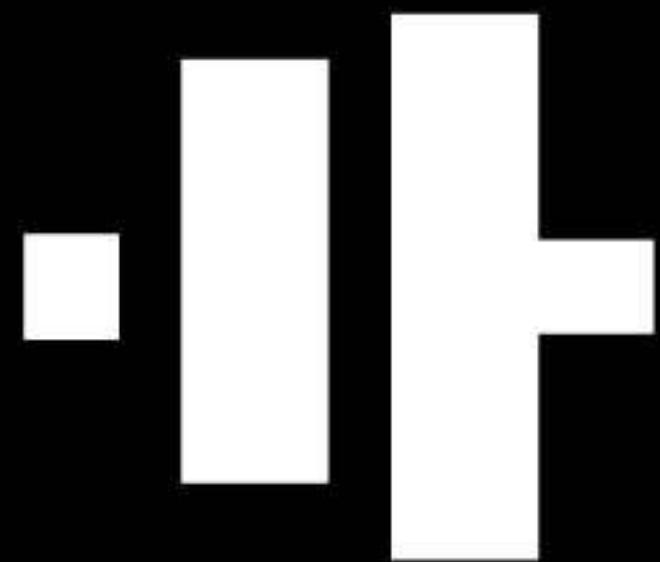
identity while ensuring clarity and consistency across all platforms.



Brand Pattern

Essential Pattern :

A standalone line derived from the primary logo icon, preserving the geometric accuracy and sleek lines of the brand's visual identity.



Essential
Pattern

Accent Pattern :

The full icon, applied with low opacity or as a subtle background element, serves as a secondary brand pattern.



Accent
Pattern

Pattern Execution



Essential Pattern



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Die Specifications

This composition harmonizes branding (Logo Area, Watermark), aesthetics (Image Area), and engagement (General Content and CTA Sections). The distinct separation of each element ensures a polished and unified design, making it suitable for both print and digital media.

General Die Layout Description

Identity Space :

Positioned in the top-left for optimal brand recognition. Ensure a clear margin equal to the height of 'A'. Minimum dimensions: 1 inch (72 px for print).

Visual Display :

Display high-quality visuals (300 DPI for print, 72 DPI for digital). Apply overlays (50% opacity) when text overlaps to enhance readability.

Core Area :

Present vibrant visuals (300 DPI for print, 72 DPI for digital). Use overlays (50% opacity) to enhance text readability when overlapping occurs.

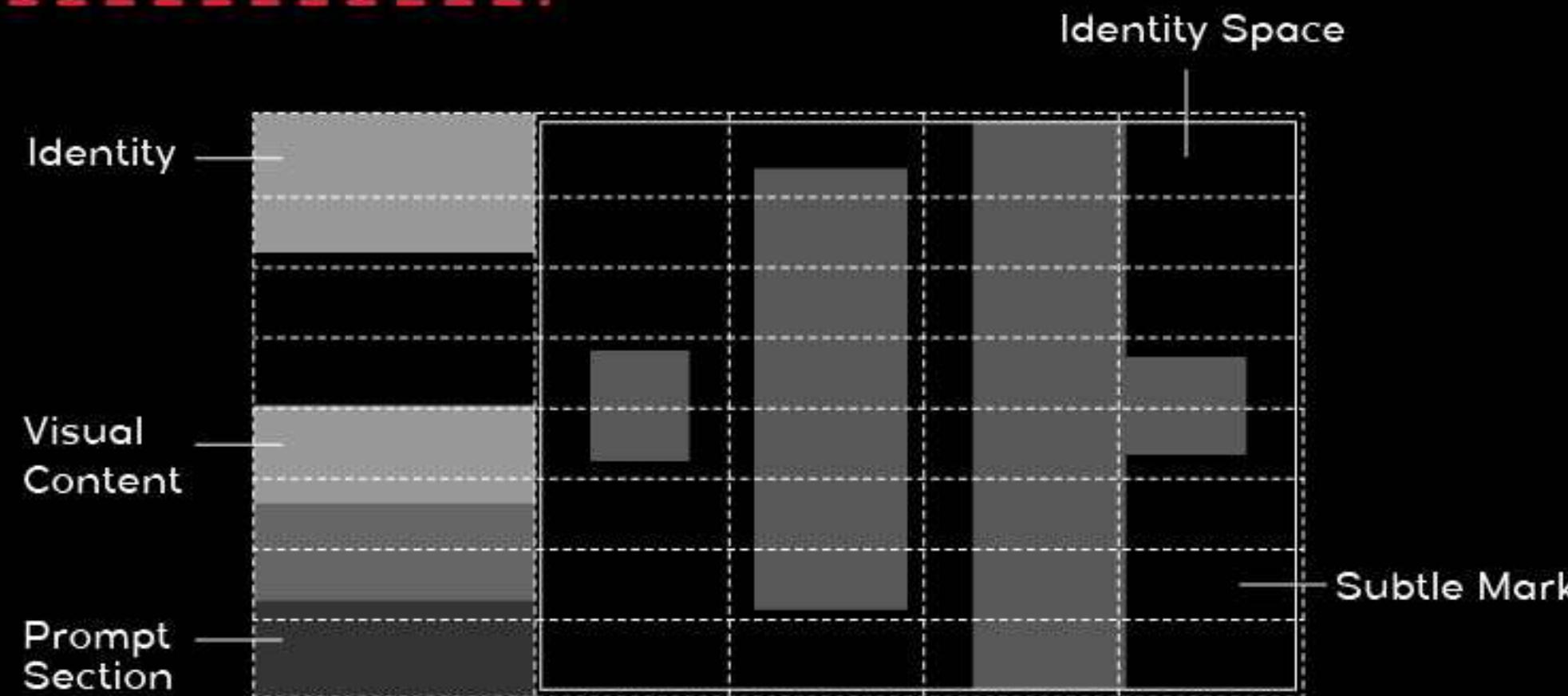
Prompt Area :

Positioned in the bottom-left for impactful action text (e.g., 'Join Now'). Utilize bold typography (16–20 px for digital, 10–12 pt for print) and contrasting colors for maximum visibility.

Subtle Mark :

Light branding overlay (10–20% opacity), placed within the Image Area to avoid obscuring key visuals.

Usage Explanations



Identity Space : Placed in the top-left, occupying 10% of the space, with adequate padding around it.

Visual Display : Text occupies less than 20% of the space.

Prompt Section : Positioned in the bottom-left, covering 5–10% of the space, using bold, high-contrast styling.

Subtle Mark : Faint overlay, 10–15% opacity, spanning 15–20% of the image.

Visual Display : Covers 70–80% of the space, in high-resolution (300 DPI).

Safe Zones : Ensure essential elements remain within the inner 90% of the design.



Social Media Layout Grid

Instagram Story Format

Avoid Text:

Upper and lower 15% of the display.

Text Zone :

Allocate the middle 70% for captions and key content.

Subtle Mark :

Apply an arc layout for social media, with a subtle overlay (10–15% opacity) covering 15–20% of the image.

Identity :

Fullscreen layout (1080x1920 px) with contrast-enhancing overlays.

Safe Zones:

Ensure all content remains within the central 80% to prevent cropping.



Social Media Layout Grid

Instagram Reel Format

Avoid Text:

Upper and lower 20% of the display.

Text Zone :

Allocate the middle 60% for captions and key content.

Subtle Mark :

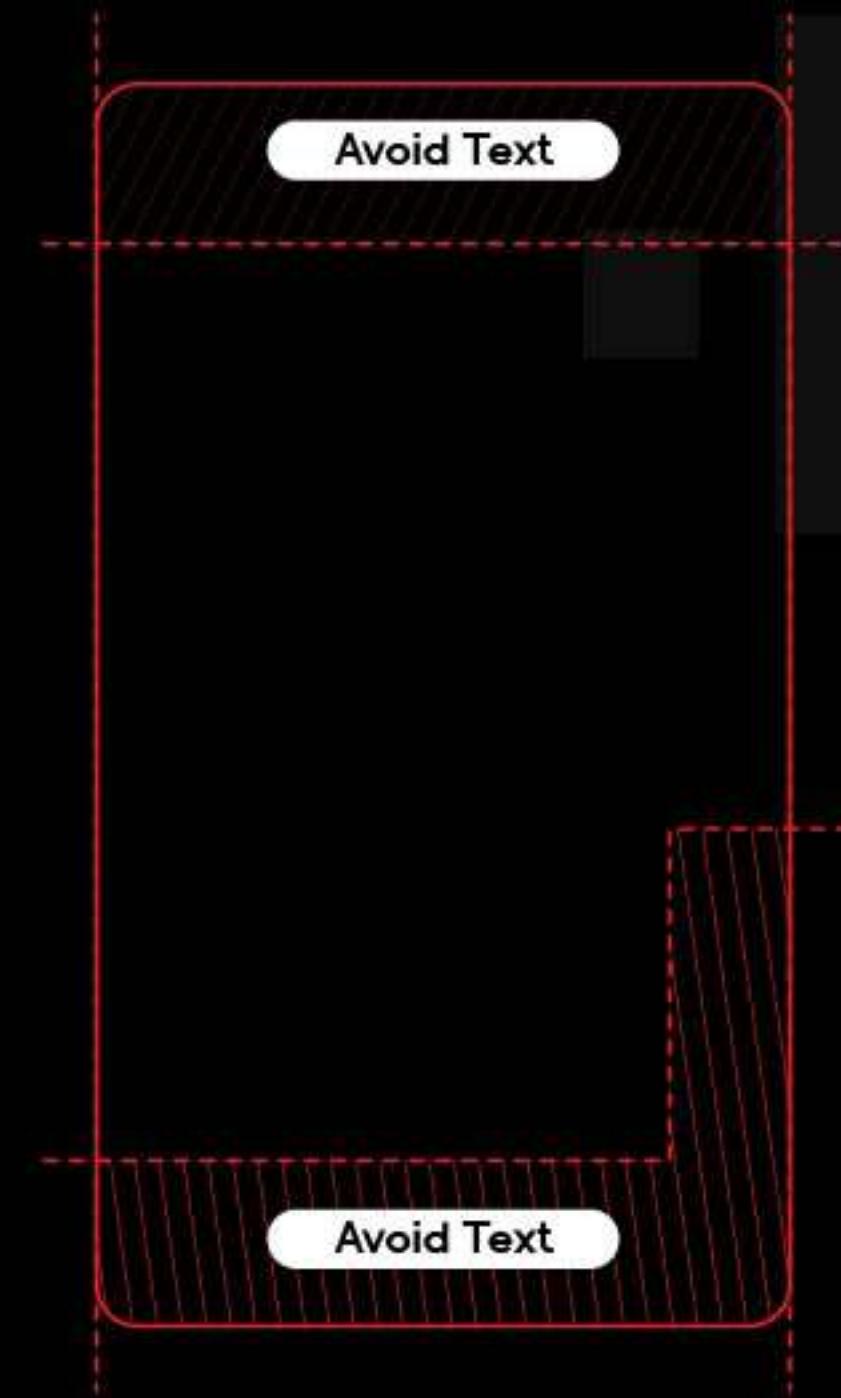
Apply an arc layout for social media, with a subtle overlay (10–15% opacity) covering 15–20% of the image.

Identity :

Fullscreen layout (1080x1920 px) with contrast-enhancing overlays.

Safe Zones:

Ensure all content remains within the central 80% to prevent cropping.



Social Media Layout Grid

Instagram Post Format

Avoid Text:

Reserve the top and bottom 135 px to avoid cropping or UI overlap

Safe Zones:

Ensure all essential content remains in the central area, away from UI elements.

Identity :

Incorporate sharp visuals (1080x1080 px, 72 DPI) for clarity.

Text Formatting :

Position captions and essential text inside the safe area for readability.



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In Motion

The 'In Motion' section embodies the spirit of **MUTATE FITNESS** through dynamic visuals that illustrate movement, energy, and transformation. Our carefully selected imagery showcases real-world applications of our brand, from apparel and accessories to immersive spaces and digital tools—bringing the vibrant essence of Arcadia Fitness to life.





MUTATE
FITNESS

MUTATE FITNESS CENTER

We are dedicated to transforming lives through movement, strength, and balance. Our expert trainers, state-of-the-art facilities, and supportive community provide the perfect environment to help you achieve your goals.

SIGN UP NOW

**Boost
Your Strength.
Transform Your Life.**

CONTACT

+0123456789

Address :



Mutate Fitness



Define Your Path



9

Website Implementation Online Execution

The **MUTATE FITNESS** website is the primary online center, offering a smooth and captivating experience for visitors. Crafted to embody the brand's essence, it serves as an entry point to memberships, training programs, and brand storytelling.

Discover personalized workouts, real-time schedules, expert guidance, and a vibrant community—all in one place.

Transform Your Life Now!

www.mutatefitness.com



10

Premium Staples The Stationery Set

At **MUTATE FITNESS**, every detail embodies our dedication to excellence and empowerment, including our stationery designs.

Our stationery is more than just a communication tool—it's a reflection of our brand identity, crafted to make a lasting impact in every interaction.





11

Keep in Touch

The Stay Connected section acts as a direct gateway to the heart of **MUTATE FITNESS**, ensuring smooth communication and engagement with our audience. This section showcases essential contact details, making it simple for clients, partners, and fitness enthusiasts to reach out, discover offerings, and stay informed about everything Arcadia Fitness provides.

Contact Information

Craft96

Founder of Mutate Fitness

Contact Information

+1 234 567 890

www.mutatefitness.com



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