

embody

low impact, high vibration

BRANDING GUIDE

2020

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ABOUT THE BRAND:

MISSION STATEMENT

embody by emma motivates clients to move, embrace, and support their minds, bodies, and souls all in a 45 min music-based workout. Our low intensity, high vibration approach provides clients with an accessible, safe space to show up, embrace their whole-selves, and break a sweat, all set to bumpin' beats. embody by emma specializes in beat-based movement including our own trademarked classes, embody by emma offers alignment-focused, accessible classes that support mind, body and soul through movement and awareness.

TARGET AUDIENCE

embody by emma is for those in their 20's-30's searching for movement of mind, body, and soul, a more wholehearted embrace of where they are, and an excitement for where they are going!



VISION:

FOR CLIENTS

embody by emma aims to motivate clients to move, embrace, and support their minds, bodies, and souls during and after our signature 45 min music-based workouts. We aim to build a positive community ready to embrace each other no matter their shape, size, or ability.

FOR THE BRAND

embody by emma aspires to become a brick and mortar boutique indoor cycling studio in the greater Bangor, Maine area, providing a constant, unwavering space to house the connection we've built. Physical movement inside those walls gives way to movement in the minds, bodies, and souls that join us, boosting community, camaraderie, and all around good vibes in the greater Bangor community.

FOR CLASSES

embody by emma offers alignment-focused, accessible classes that support both body and mind through movement and awareness. Specializing in movement to music, cycling, low impact, high intensity workouts, we want our clients to feel positive in their movements, listen to their bodies, and feel good after each class with us.

BRAND AESTHETICS: MOOD BOARD

"Let's dance to the beat of our full potential, not our supposed shortcomings.

Let's move to the music of our magnificence.

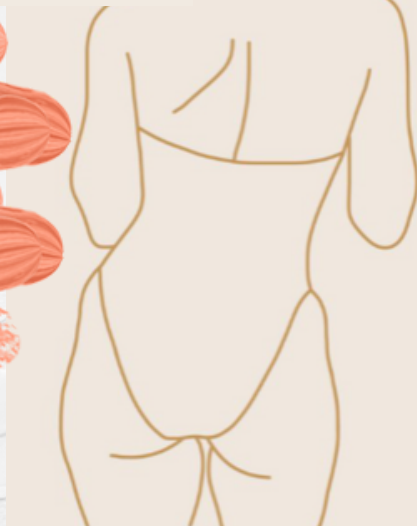
We are divine, we are literally miraculous, we are creations of the cosmos.

So let's think like it."

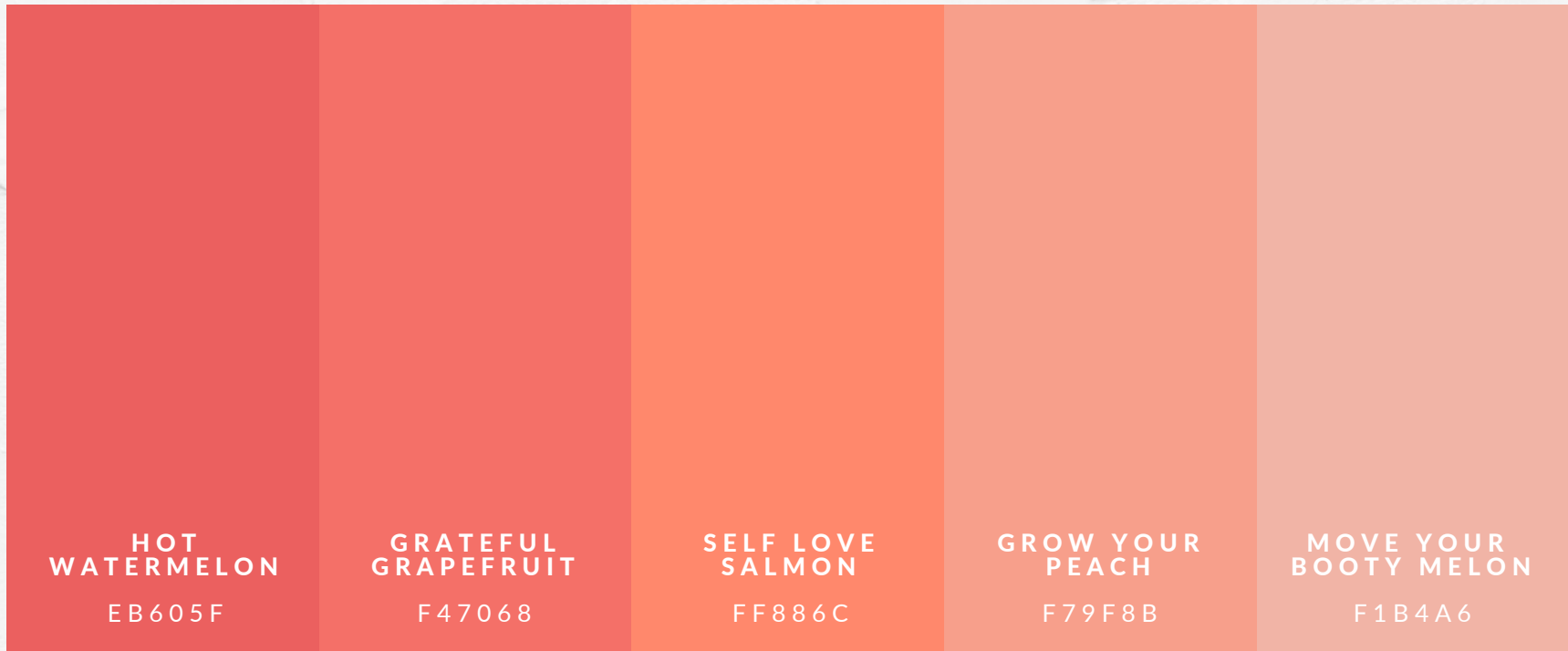
**self love baby
self love**



**GET
OUT
OF
YOUR
OWN
DAMN
WAY.**



BRAND AESTHETICS: BRAND COLORS



LOGO DESIGN:

MAIN LOGO

embody
by emma

SUBMARK

em em

ALTERNATE LOGOS

embody
low impact, high vibration

embody
low impact, high vibration

embody
by emma

UNI COLOR LOGOS

embody
low impact, high vibration

embody
by emma

embody
low impact, high vibration

BRAND EXTENTIONS:

CLASS NAMES

embrace - cardio class
empower - HIIT class
emerge - combo class
embark - beginners class

EVENT NAMES

Movement, Melodies, &
Mimosas
Booty Building & Bubbly

COMMUNITY NAME

embody empire

SHOP

embody, embrace, empower

CHARITY/GIVE BACK
RETREAT NAME
MEETUP NAME

BRAND FONTS:

MAIN FONT

League Spartan

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

SUPPORTING FONTS

Open Sans

Moontime

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff

Ff Gg Hh Ii Jj Kk

Gg Hh Ii Jj Kk Ll

Ll Mm Nn Oo Pp

Mm Nn Oo Pp Qq Rr

Qq Rr Ss Tt Uu

Ss Tt Uu Vv Ww Xx

Vv Ww Xx Yy Zz

Yy Zz

BRAND ELEMENTS: VISUAL

EMOJIS



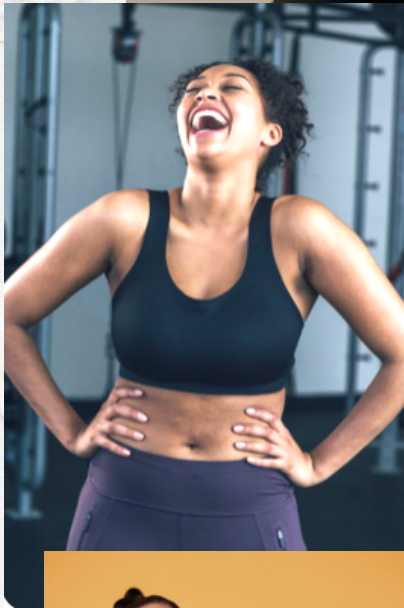
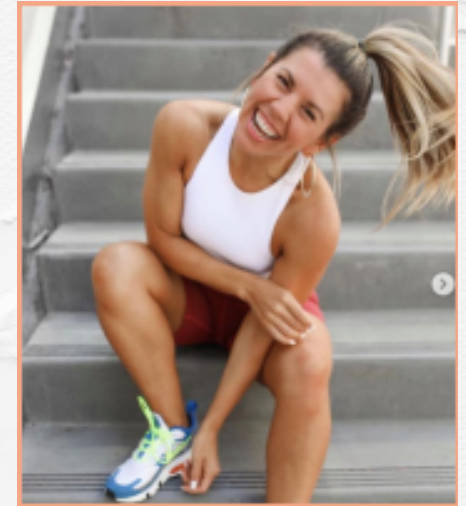
PHOTOGRPAHY

Rounded, soft lines
No retouching
Warm Colors
Bright Editing
Positivity, High Vibe energy
Natural Movement
Inclusivity
Community,
Welcoming, Fun
Feminine
Happy
Comfortable
Embrace

TYPOGRAPHY

Simple
Contrast
Lower-case

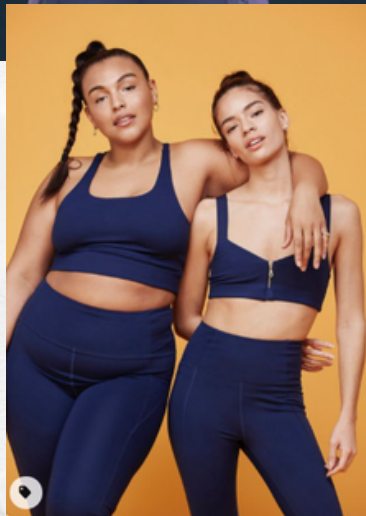
PHOTO GUIDELINES: DON'TS: harsh lines, dark colors/shadows, over editing, serious poses/faces, too much "weight room" vibes



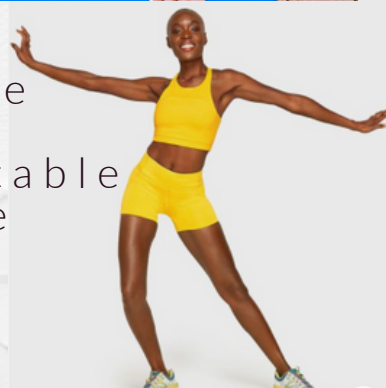
Natural
Movement
Inclusivity
Community,
Welcoming, Fun



Rounded, soft lines
Energy
No retouching
Warm Colors
Bright Editing
Positivity, High Vibe



Feminine
Happy
Comfortable
Embrace



PRINT MOCK-UPS:

- class punch cards
- instructor business cards
- letterhead
- class brochure
- postcard



embody.
by emma

 @embodybyemma
 embody. by emma

Dear Customer,

embody by emma motivates clients to move, embrace, and support their minds, bodies, and souls all in a 45 min music-based workout. Our low intensity, high vibration approach provides clients with an accessible, safe space to show up, embrace their whole-selves, and break a sweat all set to bumpin' beats. embody by emma specializes in beat-based movement including our own trademarked classes, embody by emma offers alignment-focused, accessible classes that support both body and mind through mindful movement and body awareness.

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Be well & keep moving,

Emma Fanning

Founder, CEO, & Instructor
embody. by emma

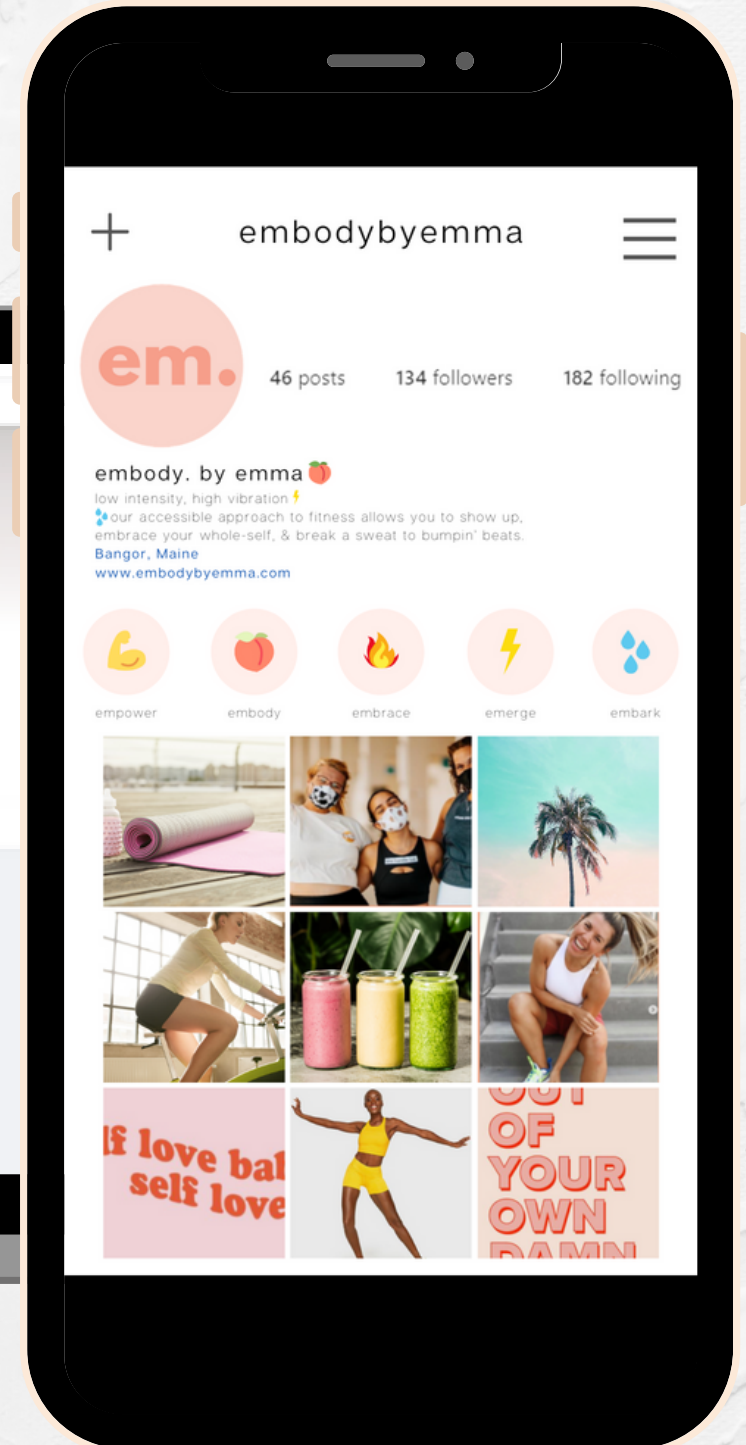
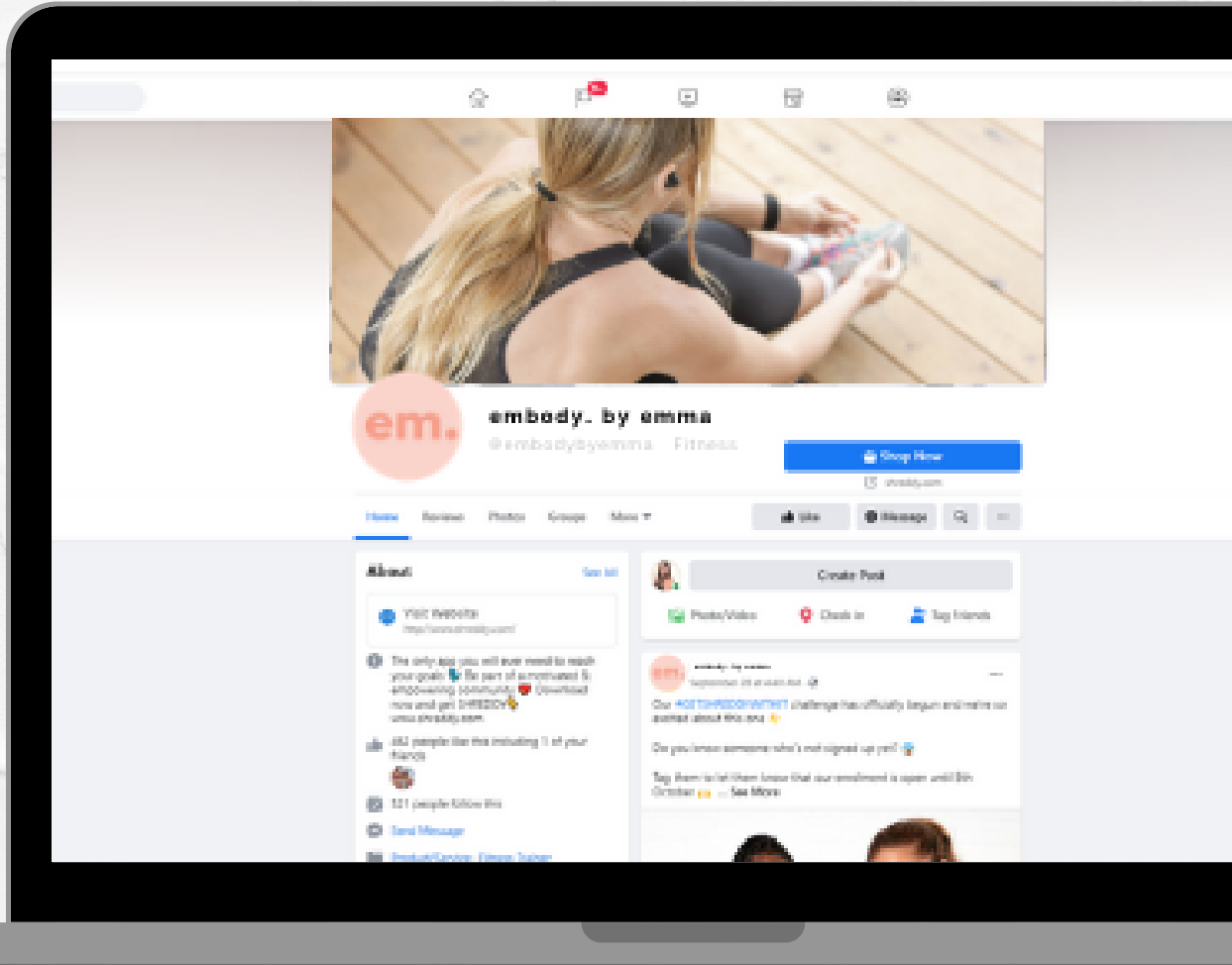
PHYSICAL MOCK-UPS:

water bottle
sweat towel
yoga mat
keychain
pens
backpack
tank top
studio sign
studio rug



SOCIAL PROFILE MOCK-UPS:

Facebook & Instagram
Website to come



CLIENT EXPERIENCE:

Mirror Sticker in Studio
Studio Rug
Water
Bottle/Backpack/Keychain
Bundle
Grand Opening: Peach
Balloons



Visual aspects of the brand that will get remembered, photographed, and shared.

