



BRAND GUIDELINES

The Ultimate Human Recharge Facility

*Optimizing human health by nurturing behaviors
that bring about regenerative humans*

Copyright 2024

WHEN TO USE:

Avenir Light is to be used for all forms of standard body text ranging from stationary, website design, brochure and other of general correspondence.

Avenir (Light)

ABCDEF
abcdef1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

WHEN TO USE:

Avenir Heavy is used when stronger emphasis is needed such as in case of headings.

Avenir (Heavy)

ABCDEF
abcdef1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

PRIMARY

Primary Brand Colors
are the main, consistent
colors used in all
graphics, publications,
signage, etc.

Pantone 070606

Process C74 M68 Y67 K87
Screen R7 G6 B6

Pantone 133F27

Process C85 M47 Y85 K56
Screen R19 G63 B39

Pantone ECCD81

Process C8 M17 Y58 K0
Screen R236 G205 B129

SECONDARY

Secondary Brand Colors
highlight and compliment
the primary colors.

Pantone 771829

Process C32 M97 Y77 K40
Screen R119 G24 B41

Pantone 414042

Process C0 M0 Y0 K90
Screen R65 G64 B66

Primary Full Time Color

This is the primary logo to be used for all marketing purposes, except for limited exceptions below.



Solid Black/White

The Solid Black version is only to be used for black/white commercial printing applications such as merchandise, local newspaper ads, etc.



Social Media

The Social Media version is to be used for profile images. Each are saved with transparent backgrounds.



MXD'S MONTHLY NEWSLETTER GUIDELINES

The purpose of the monthly newsletter is to connect with and update the existing MxD community on what's happening with the organization. The newsletter also helps build trust with financially non-converted contacts in hopes that they will eventually buy in.

OUR NEWSLETTER SHOULD INCLUDE:

- Visually appealing content
- A "call to action"
- Information on upcoming events, workshops, offerings
- Provide value in the form of entertainment, inspiration, motivation, facts, noteworthy concepts, downloadable content, etc
- Content that paints MxD in the most positive light and as a leader in the wellness space
- Pieces that provide continuity either for a season or long term such as a blog corner, member of the month, a class schedule, or links to social

GAINING MORE ENGAGEMENT:

- Consider to address our target client's most pressing problems in some way
 - Create a subject line that makes them want to open the email: this could be time sensitive offers or trigger words such as pain, age, or health
 - Consider writing some articles in the second person so that the content is easily relatable to the consumer
 - Consider to have a list of male and female subscribers separated in order to send two separate marketing campaigns curated towards that consumer group
-



MOTION

DID YOU KNOW?

With untangle not only the most common, but also the most difficult dysfunctions held in the fascial and muscular system, which provides us the ability to fixate on the gait cycle in a much more focused manner.

This allows us to train more functionally and perfect the gait cycle more efficiently yielding results of powerful athletic strength, speed, and agility in our students.

We highly value continued education as well as personal innovation which sets us apart from other athletic training systems. We are constantly experimenting with new movements, modalities, and biomechanics that keep us current and continually capturing recognizable & positive results.

ABOUT MOVEMENT BY DESIGN

Movement By Design is a human recharge facility that specializes in athletic training, injury prevention, and expedited muscle recovery systems. We use our expertise and knowledge of the body's fascial system to train in a way that respects our body's most primitive biomechanics - to stand, walk, run, & throw.

Website: www.movementdesign.com
 Email: movementdesign@gmail.com
 Phone: 707-695-8269
 Social: @movement.by.design

MOVEMENT BY DESIGN

The Ultimate Human Recharge Facility

HEADING HERE

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FOR MORE INFO
SCAN THE QR CODE

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www.movementxdesign.com

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MOVEMENT BY DESIGN

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movementxdesign@gmail.com

Phone
Address