



BRAND GUIDELINES

INTERNATIONAL | 2022 V2.1 | OCT 22

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01 THE BRAND GUIDELINES

THE BRAND GUIDELINES

01

01.01 THE ANYTIME FITNESS BRAND GUIDELINES

The goal of these new international Brand Guidelines is to provide clear and accurate information to assist through the process of building all the graphic content related to your Anytime Fitness club.

These Brand Guidelines contains the instructions, including images, mockups and diagrams to provide your marketing team with a simple guide to create your new space.

FRANCHISEE BENEFITS

Facilitate the process

Design documents are fully complete, therefore, your local team has all the information they need to easily complete the projects.

Consistent brand image

The Brand Guidelines have a simple and easy structure, avoiding generic parts in order to establish a coherent design in all clubs.

01.01.01 Using the Brand Guidelines

All information and content contained in these Brand Guidelines is subject to copyright and owned by Anytime Fitness, LLC and/or its Affiliates (collectively “AF”).

Any reproduction, retransmission, republication, or other use of all or part of these Brand Guidelines is expressly prohibited, unless prior written consent has been granted by Anytime Fitness or the appropriate copyright owner. All other rights reserved.

The names, logos, trademarks, and service marks of Anytime Fitness that appear in the Brand Guidelines may not be used for advertising, p.r., promotion, or any other manner implying our endorsement, sponsorship of, or affiliation with any product or service without prior express written consent.

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THE BRAND GUIDELINES

01

01.01.02 Brand Guidelines by LIVIT

At Livit we are more than just architects, designers and brand developers, we are global experts in guest experience design.

We are active in more than 40 countries and we've been designing since 1998, opening a designed experience every 8h somewhere in the world. We've not only got the industry know-how, but an incredible wealth of experience!

We are passionate about developing concepts that delight customers and business owners alike. In Livit, we understand that the complete 360° experience is what captures the imagination of our guests, and what makes the difference in the bottom line for our clients.

We are Livit and this is how we work:

- Strategic consulting
- Concept design
- Branding and naming
- Development manuals
- Architecture
- Touchpoints
- Operational efficiency
- Project management
- Brand audits

EXPERIENCE DESIGN

Livit guides brand leaders through the whole process, leveraging a resourceful team of experience experts with years and years of designing under their belt.

After a design process, we carry out this design Manual, as a compendium of the necessary elements for the efficient construction and implementation of new clubs, so that anywhere in the world, every Anytime Fitness is a reflection of a strong and consolidated brand, improving the user experience in any of its clubs.



Active in more than **40 countries**

02 **BRAND FOUNDATION**

BRAND FOUNDATION

02.01 BRAND FRAMEWORK

In a nutshell, a brand framework is where a brand begins – it’s who we are and why we exist. These elements are not to be used as words on the website or in an ad, but are a north star in guiding the choices we make for the brand – from what we offer, to how we talk about ourselves, to how we interact with members and each other. And when done consistently across the franchise, it makes us strong, individually and as a whole.

Brand Purpose

“We exist to ignite self-confidence for one and for all”

Brand Personality

Smart

We’re thoughtful and smart with everything we do. We’re always learning, and we want to share what we know. Making our clients smarter about their own bodies is everything to us.

Likeable

We are the brand everyone wants to hang out with. We aren’t just down-to-earth and approachable; we are life of the party and always make things more fun.

Brand Benefit

Personalized coaching that provides the best fitness, nutrition, and recovery guidance accessible anytime, anywhere, proven to improve our members’ health.

Clever

Being funny doesn’t mean we’re silly or goofy. We have a smart, quick wit about us, that always makes you smile. We’re careful that our humor is never mean or condescending.

Brand Differentiators

- Holistic Support
- Convenience Redefined
- Inclusive
- Welcoming Community
- Unexpected ROI

Empathetic

We understand what our clients are going through because we’ve been there ourselves. We will always be the hand on your back.

Brand Positioning

No other health and wellness brand supports people better, so that they can live healthier, happier lives.

Unconventional

We don’t follow what everyone else is doing. We like who we are and that we do things our own way.

**HELL
YEAH!**

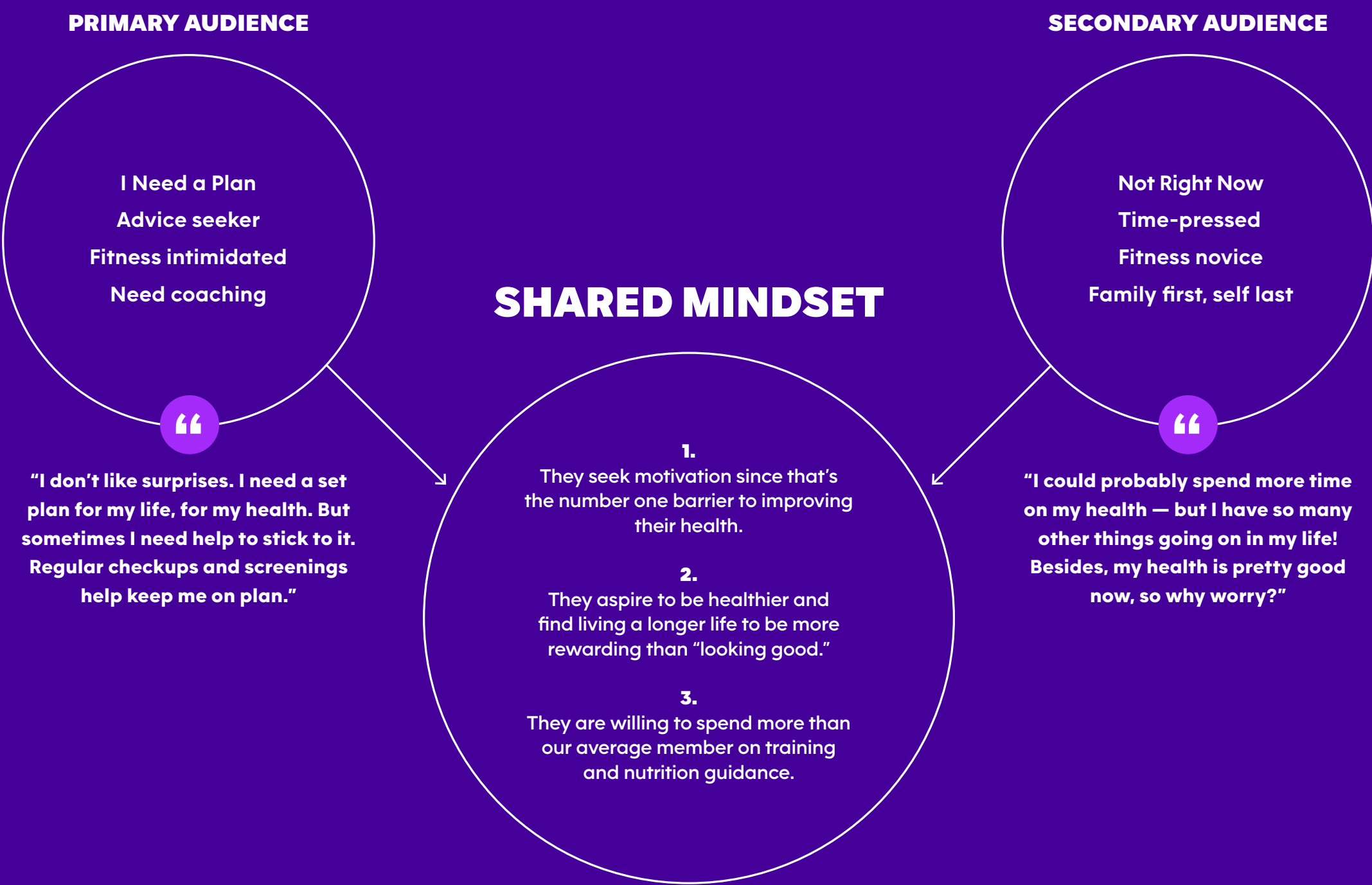
Brand Beacon

This phrase is what we want every client to feel when they interact with our brand. It’s what we want every employee to feel when they go to work. It’s what we want every potential new member to say anytime they hear from us.

BRAND FOUNDATION

02

02.02 BRAND AUDIENCE



BRAND FOUNDATION

02

02.03 BRAND VOICE

A brand voice helps give our brand personality. It's the difference between writing and creative writing. It's the difference between stating what you do and breathing life into what you do. And most important, it's the difference between someone reading your messaging and someone engaging with it.

**WE ARE GENUINELY POSITIVE.
IN PERSON AND THROUGH MESSAGING.**

**WE ARE WELCOMING
IN LIFE AND IN COMMUNICATION.**

**WE BRING THE FUN.
EVERYWHERE.**

**WE KEEP IT SIMPLE,
SO PEOPLE UNDERSTAND THE MESSAGE.**

**WE WRITE IN A DISARMING WAY
TO MAKE PEOPLE FEEL AT EASE.**

BRAND FOUNDATION

02

02.04 BRAND PERSONA

A brand persona? What's that? Basically, it's a thinking of your brand as a person: our goals, how we want to present ourselves to the world, and what we can offer. It's the spirit of our brand and it's another filter to use when creating or evaluating work.

WE'RE NICE

We're...like, REALLY nice. We meet challenges with a sense of calm and kindness. When someone doesn't love us, we stay nice until they come around. And they will.

WE'RE A DOSE OF POSITIVITY

in a stressful world. That's us. People come to us at their most vulnerable. We're the positive support system they need.

WE'RE EMPATHETIC

when others aren't. Many of our coaches have walked in those shoes and have a kind of empathy you won't find anywhere else.

WE DEFINE CLEVER WIT

We would never talk down to you. (Unless you're on a yoga mat.) We'll get the best out of you with a unique blend of approachable, insightful humor and warmth. And, yes, maybe a pun or two!

BRAND FOUNDATION

02

02.05 BRAND MANIFESTO

A brand manifesto is another way to tell our story. Often it is the script that gets turned into a longer format TV commercial that launches a campaign. For us, it's another filter to put your work up against.

You wanna get real?
Scales don't measure your real worth.
Going it alone isn't a sign of strength.
Hanging an expensive talking mirror on your wall
won't change how you see yourself.
You know all this.
You see the false hopes so many of us hang on to.
So do we. It stops now. And it stops here.
Starting now, we're going to do better.
And be better.
We promise to make working out work your way.
It's why we embrace every ability, every reason
why and why not.
We welcome you in if you fall outside someone's
definition of a "healthy weight range."
We are your place to feel healthier and live happier.
Sleep, diet, confidence, strength...however you measure it.
Our coaches and community are ready to stand by you.
We take giving you personalized help personall

THAT'S ANYTIME FITNESS. THAT'S REAL AF.

BRAND FOUNDATION

02

02.06 BRAND TAGLINE

Our tagline isn't just for a specific campaign. It is the anchor of all our marketing moving forward. Like the brand framework, think of it as a filter for the work you create. It's a fun, relevant phrase with a double meaning and it fully exemplifies the experience of our brand. Most often, a tagline is the final message on a piece of communication. It usually lives below or near our logo, but can be used at the end of copy or even as a headline. It's our "Just do it."

THAT'S REAL AF™

BRAND FOUNDATION

02

02.07 WRITING GUIDELINES

These are the principles we all need to follow to make sure we create meaningful work. Please keep them in mind when you're writing anything for the brand.

1.

BE CREATIVE EVERYWHERE

Headlines aren't the only way we can be interesting and creative. Body copy is a perfect place to have some fun and be entertaining. Don't just copy and paste. Think about every word.

2.

BE BOLD AND CONVERSATIONAL

Our messaging shouldn't feel one-sided or sound like it's coming from a big company. Don't be so academic or poetic that it doesn't sound real or authentic.

3.

KEEP THE CONSUMER AT THE CENTER

Don't talk so much about ourselves that it doesn't feel relevant or inclusive. We need to dive into insights and truisms about the consumer and use them to our advantage.

4.

TALK ABOUT DIFFERENTIATORS

Our differences make us special. We can be succinct with how we talk about differentiators and still be interesting and conversational.

5.

INSPIRE, EDUCATE, OR EMPOWER

Make sure messaging doesn't feel flat. Don't just inform, use it to inspire, educate and empower in an intriguing way.

6.

REMEMBER OUR PERSONALITY

Use our personality traits as a filter for messaging – all messaging, from headlines to CTAs.

BRAND FOUNDATION

02

02.08 BRAND HEADLINES

Here is a sample of approved headlines we've already used in our advertising. All of these lines ladder up to the brand framework and the brand voice. They even work well with our new tagline on the end.

**NO ONE ELSE
HAS YOUR BACK,
SHOULDERS AND
LEGS LIKE US.**

**WE BELIEVE
YOU CAN.
EVEN WHEN
YOU DON'T.**

**WE DON'T JUST
SPOT YOU. WE SEE
THE REAL YOU.**

**READY
WHENEVER
YOU ARE.
WHEREVER
YOU ARE.**

**WE BUILD
MORE THAN
MUSCLE
HERE.**

**IT'S TIME
WORKING
OUT WORKED
YOUR WAY.**

BRAND FOUNDATION

02

02.09 BRAND COMPARISONS

WHAT WE ARE

**SMART
LIKEABLE
CLEVER
EMPATHETIC
UNCONVENTIONAL**

WHAT WE ARE NOT

**~~TOO ACADEMIC~~
~~SACCHARINE~~
~~TOO CHEESY~~
~~OVERLY SENSITIVE~~
~~WEIRD~~**

03 LOGOTYPE

LOGOTYPE

03

03.01 LOGO: PRIMARY

03.01.01 LOGO

The Anytime Fitness logo is the starting point from which the brand identity is developed. It's also the single most important recognizable symbol of the brand. It is, therefore, essential that the integrity of the logo is never compromised and that it's consistently reproduced at all times without variation.

The logo, Runningman symbol, and monogram may be reproduced only in the versions shown in the Brand Style Guide and may not be altered in

any way. Additionally, the trademark symbol is an integral part of the logo and monogram. It is considered part of the artwork and should also not be altered in any way. Do not change the logos, Runningman symbols, or monograms. Do not create your own club logo.

You must use the Anytime Fitness digital artwork files to maintain the integrity of the logo, Runningman symbol, and monogram.



LOGOTYPE

03.01 LOGO: PRIMARY

03.01.02 CLEAR SPACE



This area is equal to the width of the "A" in "Anytime."

LOGOTYPE

03

03.01 LOGO: PRIMARY

03.01.03 USAGE

Logos may be used on a white or black background when applications require a mark in black or white or do not allow for full color reproduction. Additionally, the logo may be used in “Blurple” (only Blurple) on a white or lightly-colored background. In many instances the logo will be “reversed” or white on dark backgrounds.



LOGOTYPE

03

03.02 LOGO: SECONDARY

03.02.01 USAGE

The “primary” logo is the workhorse of the Anytime Fitness identity and should be the default choice. In limited scenarios where vertical space is restricted or reproduction simplicity is desired, the primary logo should be substituted with the secondary logo (horizontal logo). Uses of the secondary logo may include exterior retail signage, apparel stitching (embroidery) and digital applications, such as social media graphics.



Minimum width is equal
to 1.75 in or 126 px

03.02 LOGO: SECONDARY

03.02.02 CLEAR SPACE



This area is equal to the width of the "A" in "Anytime."

LOGOTYPE

03

03.02 LOGO: SECONDARY

03.02.03 USAGE

Logos may be used on a white or black background when applications require a mark in black or white or do not allow for full color reproduction. Additionally, the logo may be used in “Blurple” (only Blurple) on a white or lightly-colored background. In many instances the logo will be “reversed” or white on dark backgrounds.

ANYTIME  FITNESS

ANYTIME  FITNESS

ANYTIME  FITNESS

ANYTIME  FITNESS

LOGOTYPE

03

03.03 LOGO WITH LOCATION

On this page we have designed a series of examples to be able to put the location of our premises. We have given some options for each one to decide which one to use.



LOGOTYPE

03.04 LOGO: IMPROPER USAGE

The Anytime Fitness logos are recognizable components of the brand. Therefore, it's essential that the integrity of these elements are never compromised and consistently reproduced at all times, without variation. To ensure a strong brand presence, please respect the specifications outlined in this guide.

**ANYTIME
FITNESS.**

⊘ **Don't** separate logo elements.



⊘ **Don't** resize elements independently.

ANYTIME  **FITNESS.**

⊘ **Don't** recolor elements beyond what's specified.



⊘ **Don't** skew any elements.

**ANYTIME
FITNESS.**

⊘ **Don't** rearrange placement within elements.



⊘ **Don't** modify color relationships.

ANYTIME  **FITNESS.**

⊘ **Don't** apply effects to any elements.

03.05 SYMBOL: RUNNING MAN

03.05.01 RUNNING MAN

OnThe Runningman symbol is a registered component of our logo. This image cannot be used in place of the full logo, but it can be used as a branding element in-club, on uniforms or within branded experiences. It also serves as our avatar in digital applications, such as social media profiles and app buttons. The Runningman should only be used in Blurple, white or black



Primary Usage



Colorways (Blurple, white & black)





Minimum width is equal to .25 in or 18 px

LOGOTYPE

03

03.06 MONOGRAM

03.06.01 USAGE

The Anytime Fitness monogram is a simplified, bold, shorthand version of our primary logo. The monogram is a trademarked element that should not be used as a substitute for the full logo. It can be used as an additional element alongside the full logo; this could include brand collateral, uniforms, club graphics, app buttons or social profile pictures.




Minimum width is equal
to .75 in or 54 px




LOGOTYPE

03.07 UNACCEPTABLE USAGE



The Monogram, Runningman and other brand elements are recognizable components of the brand. Therefore, it's essential that the integrity of these elements are never compromised and consistently reproduced at all times, without variation. To ensure a strong brand presence, please respect the specifications outlined in this guide.




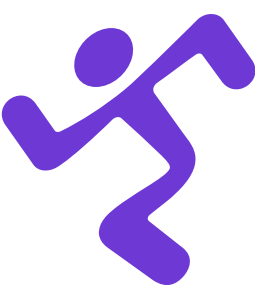
⊘ **Don't** decorate the Runningman.




⊘ **Don't** resize elements independently.




⊘ **Don't** recolor elements beyond what's specified. These elements can only be used in Blue, white or black.



⊘ **Don't** skew, stretch or rotate the Runningman.



⊘ **Don't** flip the direction of the Runningman.



⊘ **Don't** add drop shadows to elements.

LOGOTYPE

03

03.08 TAGLINE

Our tagline, “That’s Real AF,” is most often used as a “signature” after headlines in advertising and broadcast media. It may also find use as a design element on apparel and other merchandise or as an element within club graphics. It should always be used in conjunction with other brand elements and never as an independent component.

THAT’S REAL AF™

THAT’S REAL AF™

Minimum width is
equal to 1.75 in or 126
px

THAT’S REAL AF™

THAT’S REAL AF™

THAT’S REAL AF™

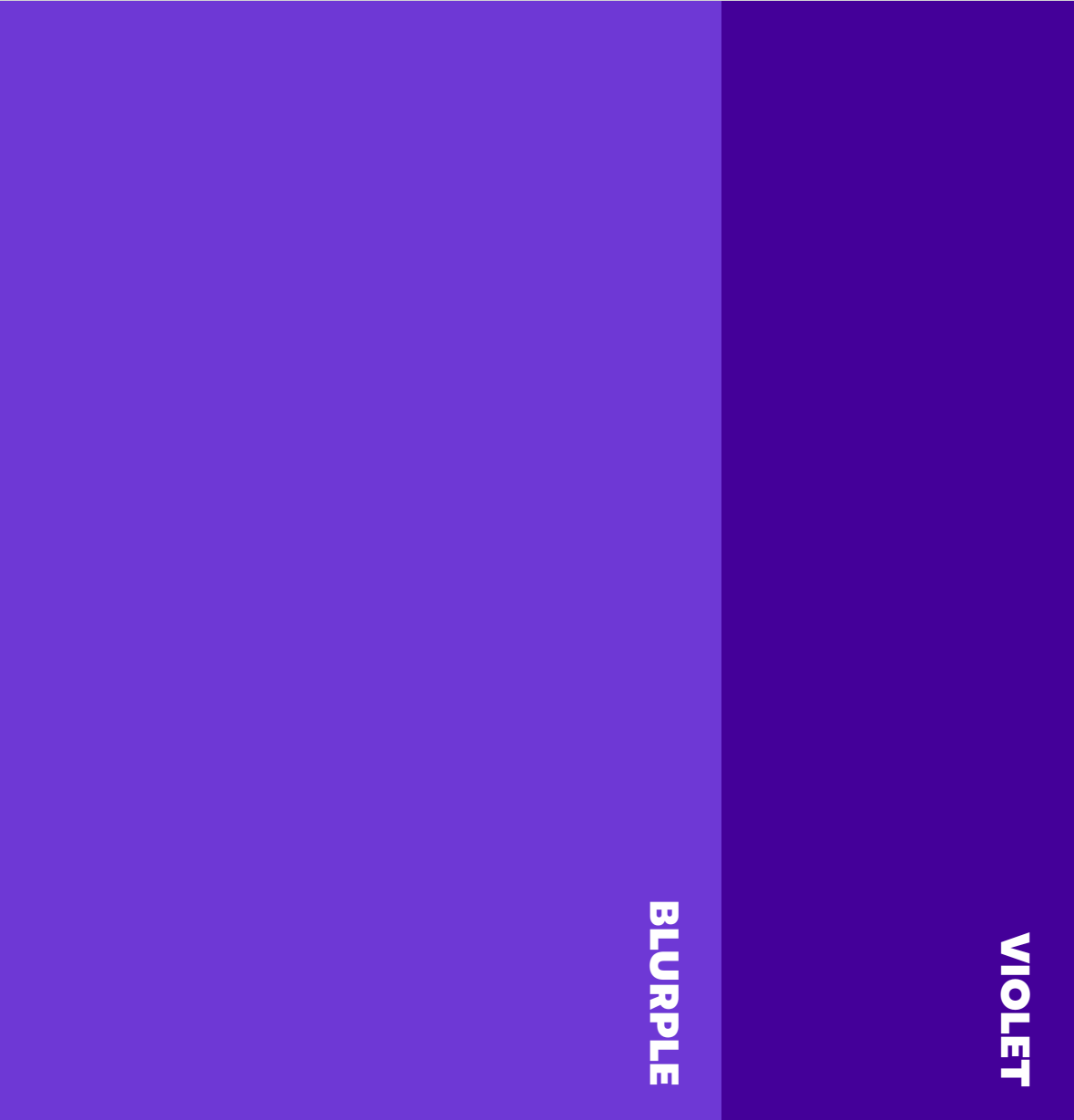
04 COLOR PALETTE

COLOR PALETTE

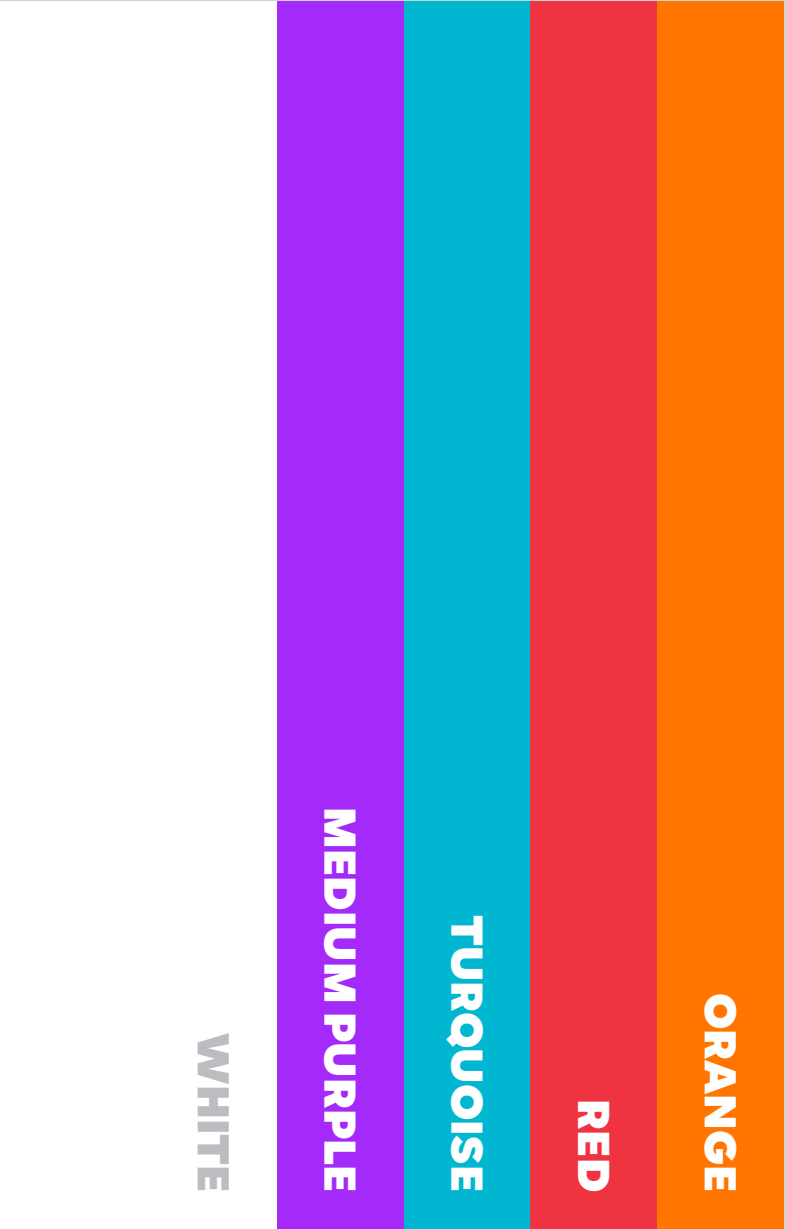
04.01 COLOR: PRIMARY & ACCENT COLORS

The color palette as shown represents all of our brand colors and the priority each should be given. Blurple is our primary brand color and should be used boldly and confidently throughout our brand impression. The vibrancy and energy of our accent colors are the perfect compliment to our primary brand colors.

PRIMARY BRAND COLORS



ACCENT COLORS



COLOR PALETTE

04.02 PRIMARY BRAND COLORS

Blurple is our primary brand color and should be used boldly and confidently throughout our brand impression. Blurple & Violet are often used in tandem to add depth by pairing the contrasting purple values to create a “tone-on-tone” look/feel. White is the silent partner to our purple values, providing a neutral, high-contrast color for headlines and other graphic elements. White should always play a complimentary and neutral role, never overwhelming purple in our

PRIMARY BRAND COLORS

<div>BLURPLE</div> <div>Pantone: 2097 C CMYK: 72/78/0/0 RGB: 110/56/213 HEX: #6E38D5</div>	<div>PURPLE</div> <div>Pantone: Violet C CMYK: 90/100/0/10 RGB: 68/0/153 HEX: #440099</div>	<div>WHITE</div> <div>CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #FFFFFF</div>
--	---	---

COLOR PALETTE

04.03 ACCENT COLORS

Accent colors play an important role, adding energy, contrast and vibrancy to our brand. They are typically used in headline callouts or within our line blend patterns. They should always be paired with our primary brand colors (Blurple, Violet & White), and never dominate the overall brand impression.

ACCENT COLORS

<div>MEDIUM PURPLE</div> <div>Pantone: 2582 C CMYK: 34/83/0/2 RGB: 164/42/249 HEX: #A42AF9</div>	<div>TURQUOISE</div> <div>Pantone: 3125C CMYK: 82/0/18/0 RGB: 0/174/199 HEX: #00AEC7</div>	<div>RED</div> <div>Pantone: Warm Red C CMYK: 0/79/73/6 RGB: 239/51/64 HEX: #EF3340</div>	<div>ORANGE</div> <div>Pantone: 151 C CMYK: 0/54/100/0 RGB: 255/117/0 HEX: #FF7500</div>
--	--	---	--

05 **TYPOGRAPHY**

TYPOGRAPHY

05

05.01 TYPOGRAPHY.

Typography is an essential component of our brand. An energetic, complementary family of fonts ensures consistency while offering the flexibility to create a wide breadth of combinations for all creative needs. Moon is a bold, modern, approachable and easy to read, Anytime Fitness's geometric sans-serif typeface also evokes the brand's energetic and approachable personality with its variety of bold and thin weights.

PRIMARY FONT FAMILY

F37

MOON

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Demi
Demi Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic
Black
Black Italic

TYPOGRAPHY

05

05.01 TYPOGRAPHY.

Montserrat is a free Google font available to download by [clicking here](#). It serves as a backup to F37 Moon with similar visual styles of bold, approachable and easy to read. Montserrat should be used in all digital settings and print when F37 Moon is unavailable.

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic
Black
Black Italic

PRIMARY DIGITAL FONT FAMILY

MONT-
SERRAT

05.01 TYPOGRAPHY.

When only system fonts are available, Montserrat should be replaced by Century Gothic. Available on most base-level computer systems.

Regular
Bold

SECONDARY DIGITAL FONT FAMILY

CENTURY
GOTHIC

05.02 TYPOGRAPHY HEADLINES.

We believe bold inspires bravery and always makes things more fun. Not to mention, we don't follow the conventional pathways in our industry. We like who we are and believe deeply in our mission, that's why we don't shy away from a bold headline or a splash of vibrant color. If it grabs your attention, it's more likely to invite a conversation.

**WE DON'T SHY
AWAY FROM BOLD
STATEMENTS.**

ALL CAPS

F37 MOON BLACK

TIGHT LEADING

05.03 TYPOGRAPHY HIERACHY.

HEADLINE

Font: F37 Moon Black (All Caps)
Size: 60pt
Leading: 50pt
Tracking: 0pt
Color: Primary Brand Colors



CTA/OFFER

Font: F37 Moon Black (All Caps)
Size: 60pt
Leading: 50pt
Tracking: 0pt
Color: Brand Accent Colors



SUBHEAD

Font: F37 Moon Black (All Caps)
Size: 12pt
Leading: 14pt
Tracking: 0pt
Space After: 0703in
Color: Brand Accent Colors



BODY/TEXT

Font: F37 Moon Regular
Size: 12pt
Leading: 14pt
Tracking: 0pt
Color: Primary Brand Colors



WE BUILD
MORE THAN
MUSCLE HERE.
NO JOINERS
FEE TODAY

SOMETHING DIFFERENT IS HAPPENING HERE.

Getting fit doesn't work if you only focus on fitness. And going it alone should never be a sign of strength. Our coaches support you in a way no one else can with the best fitness and holistic help inside the gym – and out. And our community of members are waiting to meet you.

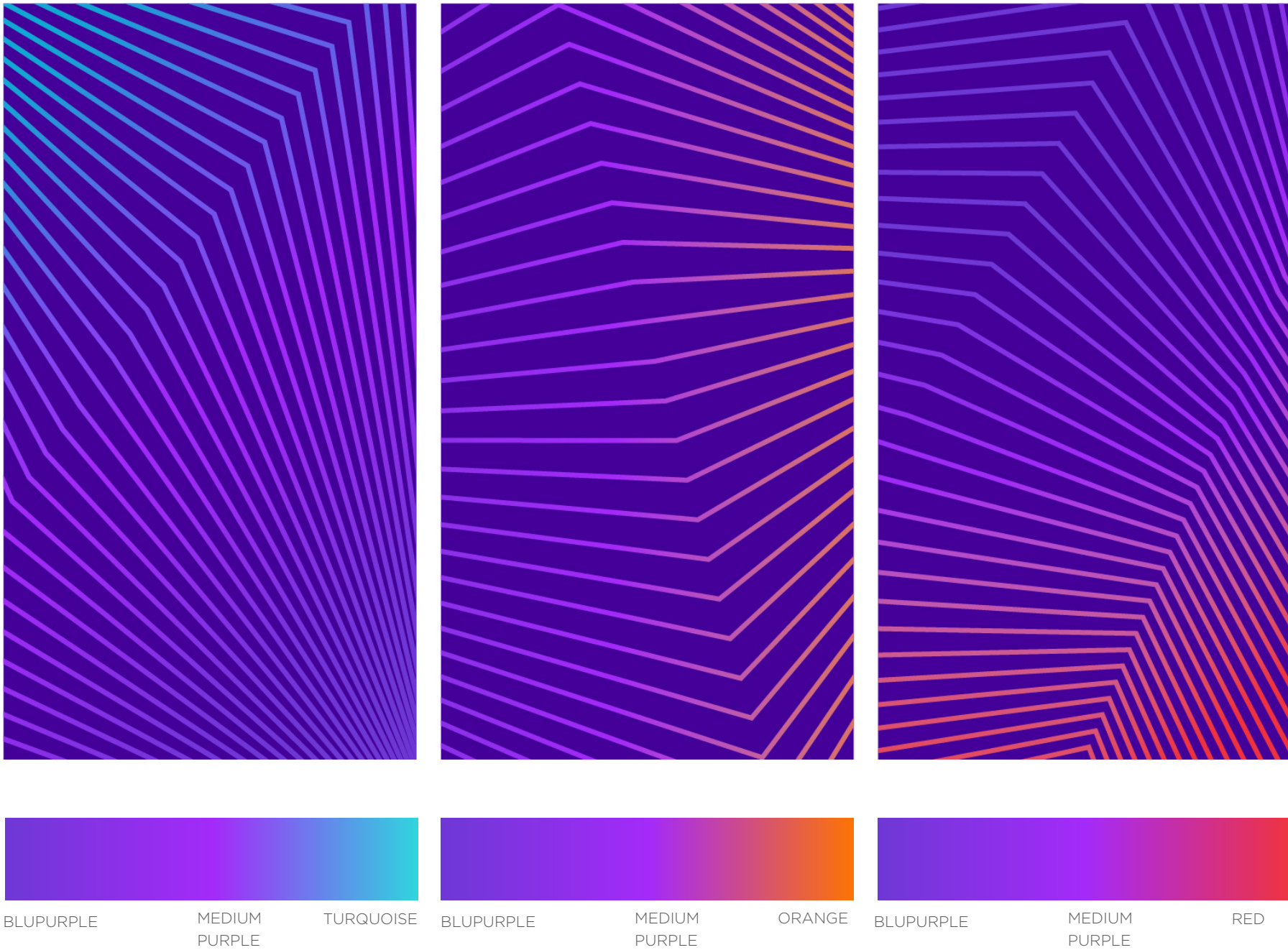
06 GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

06.01 GRID PATTERNS & GRADIENTS

The Line Blend pattern is an important and ownable component of the Anytime Fitness visual design system. This component is primarily used as a background or border element in layouts. The Line Blend can be reconfigured in many different ways to bring energy and movement to the brand.

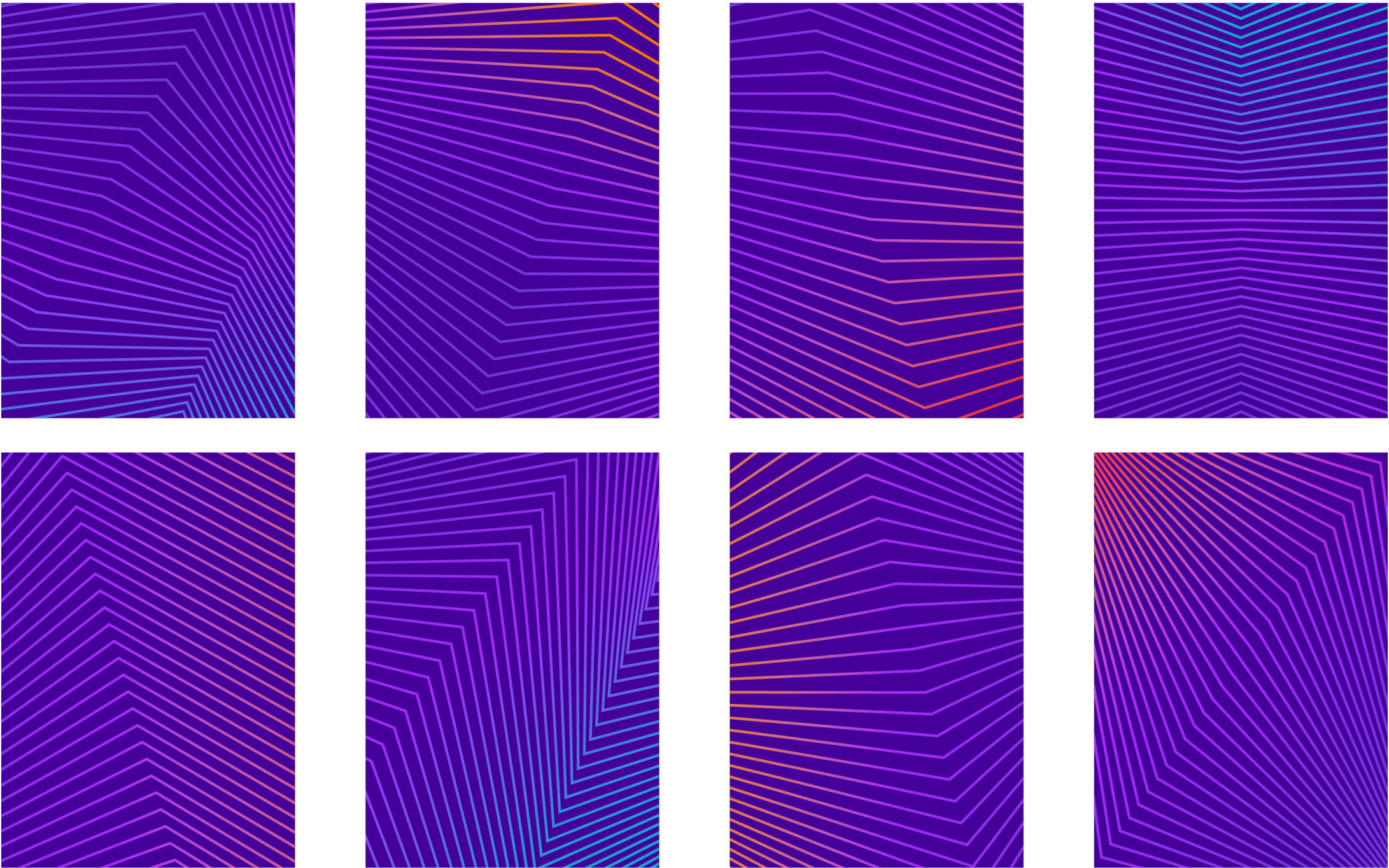
Gradients are used in our Line Blend patterns and bring vibrancy to our visual design system. They should only be used in the combinations shown here and never as an independent design element. Each gradient build uses Blurple and Medium Purple as a base, blending equally toward each of our accent colors (Aqua, Orange & Red).



GRAPHIC ELEMENTS

06.01.02 LINE BLEND BACKGROUNDS

The Line Blend pattern can be reconfigured in a multitude of different ways to bring energy and movement to the brand. Below are a number of pre-configured pattern backgrounds for use in a variety of brand applications.



GRAPHIC ELEMENTS

06.01.03 SECONDARY PATTERN: AF MONOGRAM

The secondary pattern reimagines our monogram as a pattern. This pattern can be used as a background or to add texture to applications. The pattern is labeled a “secondary pattern” because it has limited uses and should only be considered for internal communications or within approved uses for in-gym graphics.



GRAPHIC ELEMENTS

06

06.02 ICONOGRAPHY: TIER 1

- Adds energy, color and clarity to content
- Great for all brand applications
- Use at a medium scale
- Can be used in proximity to photography

Note: Below is a sample icon set. Additional icon system development must be overseen by the SEB Creative Director.

COMMUNITY



NUTRITION



TRAINING



COACHING



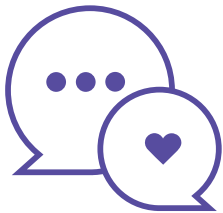
GRAPHIC ELEMENTS

06.03 ICONOGRAPHY: TIER 2

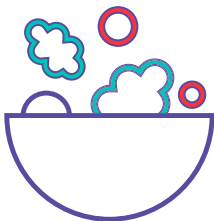
- Simple, quick-read icons ideal for technical content
- Designed to be used at a small scale
- Use a single color or multiple colors
- Can be used in proximity to photography

Note: Below is a sample icon set. Additional icon system development must be overseen by the SEB Creative Director.

COMMUNITY



NUTRITION



TRAINING



COACHING



GRAPHIC ELEMENTS

06.04 PHOTOGRAPHY COACH

Our photography should represent the different settings of coaching; In-person, in-gym, virtually and outside of the gym. Don't forget to use photography that showcases one-on-one coaching, small & large group coaching and remote coaching. When showing remote coaching, make sure it's obvious there is device in the shot.

SELECTED IMAGES



GRAPHIC ELEMENTS

06.04 PHOTOGRAPHY DIVERSITY

Representing our inclusive community photographically is essential to translating the Anytime Fitness brand with precision. This library was created to show a strong balance of diversity (ethnicity, ability, body type, identification and age).

SELECTED IMAGES



GRAPHIC ELEMENTS

06.04 PHOTOGRAPHY OMNICHANNEL

Representing the omnichannel reach of the Anytime Fitness community, coaches and tools are essential in telling our unique story and separating our points of difference from our competitors. Beyond the brick and mortar setting of our physical gym, we are omnipresent in our members' lives and in their homes with the accessibility of virtual nutrition and recovery.

SELECTED IMAGES



07 BRAND APPLICATIONS

BRAND APPLICATIONS

07

07.01 PRINT: ANATOMY OF BASIC LAYOUT

LINE BLEND BACKGROUND

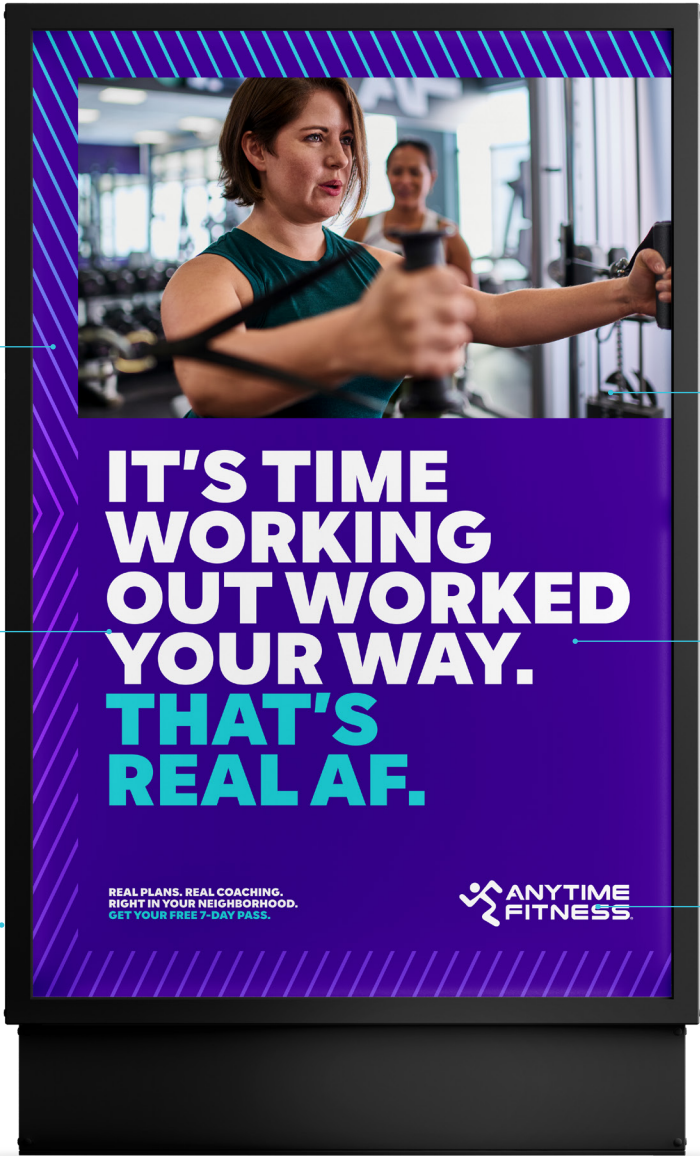
Line Blend backgrounds can be used as a border or as full-frame (depending on the application). Please select and apply the accent colors to the gradient blend as indicated on the Line Blend pages of this guide.

HEADLINE W/CTA

Headlines should be applied using guidance from the Typography section of this guide. Always all-caps, using the heaviest font weight with tight leading. CTAs should be shown in an accent color.

SUBHEADS AND BODY TEXT

Apply this messaging when applicable. Refer to the Typography section for specific guidance.



PHOTOGRAPHY

Our photography is editorial in style, in the moment and never posed. Please select images from our approved library of brand images.

KNOCK-OUT BACKGROUND

The “knock-out” area of layouts helps clear space for typography, providing clarity for our messaging. Knock-outs are always in “Violet” from our brand color palette.

LOGO

The “Primary” logo should be used and is always reversed in white on the violet background. Please refer to the Logo section of this guide for specific guidance.

BRAND APPLICATIONS

07.01 PRINT: ALIGNMENT OPTIONS

Full Background



Background Knockout Centered



Background Knockout Bottom-Aligned ↓



Background Knockout Top-Aligned ↑



Background Knockout Left-Aligned ←



Background Knockout Right-Aligned →



BRAND APPLICATIONS

07.01 PRINT

07.01.01 BRANDED MESSAGE ONLY



BRAND APPLICATIONS

07

07.01 PRINT

07.01.02 BRANDED MESSAGE W/CTA

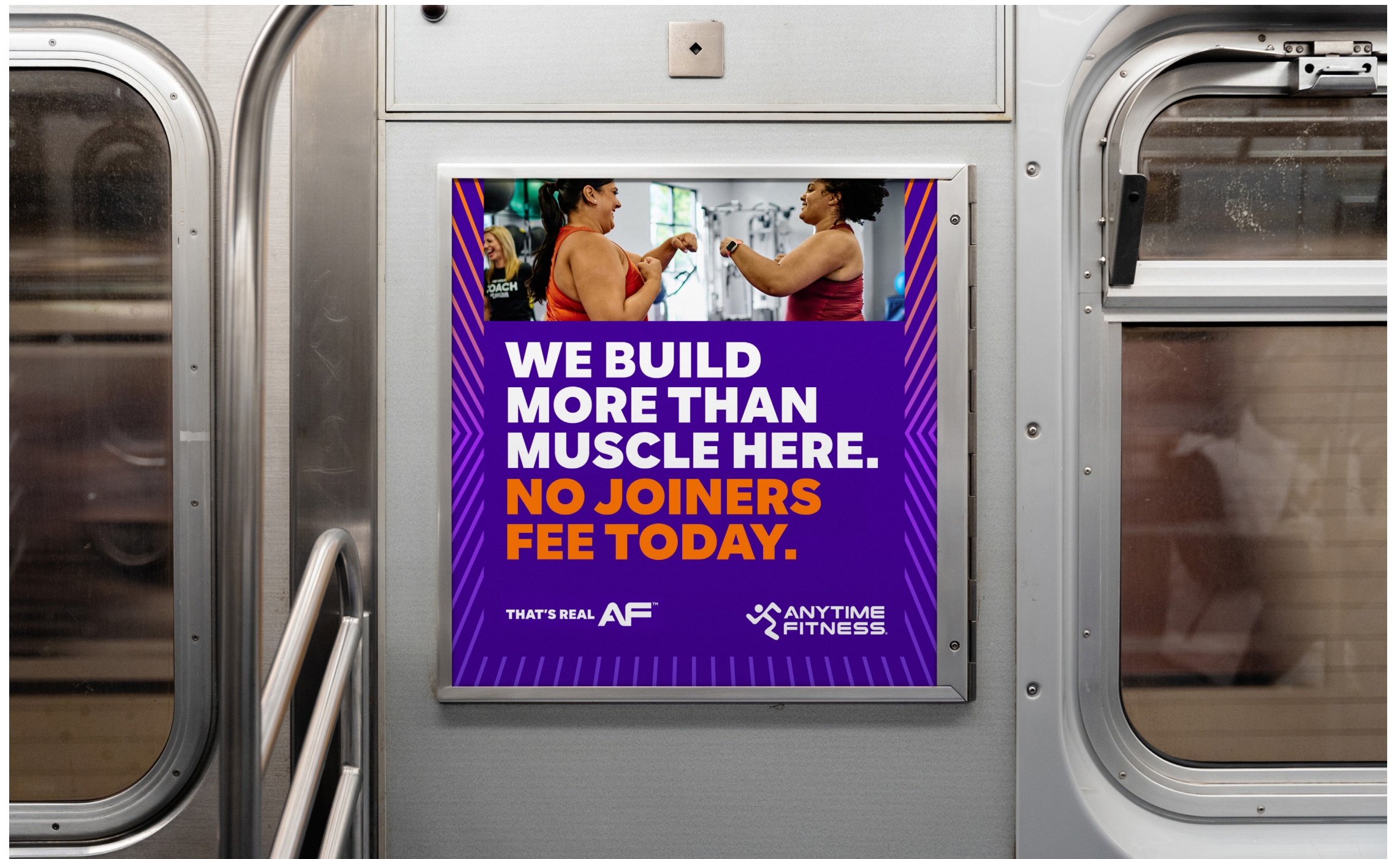


BRAND APPLICATIONS

07

07.01 PRINT

07.01.03 SQUARE FORMAT W/CTA



BRAND APPLICATIONS

07.01 PRINT

07.01.04 LIGHTBOX POSTERS



BRAND APPLICATIONS

07

07.01 PRINT

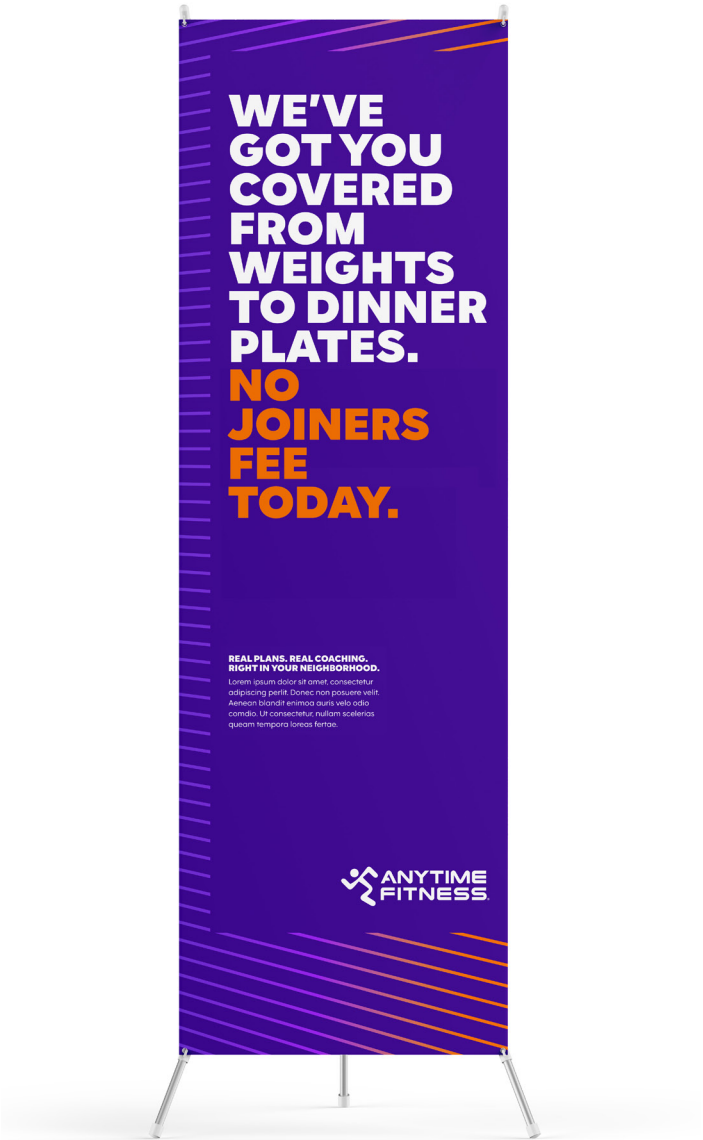
07.01.05 SIDEWALKS SIGNS



BRAND APPLICATIONS

07.01 PRINT

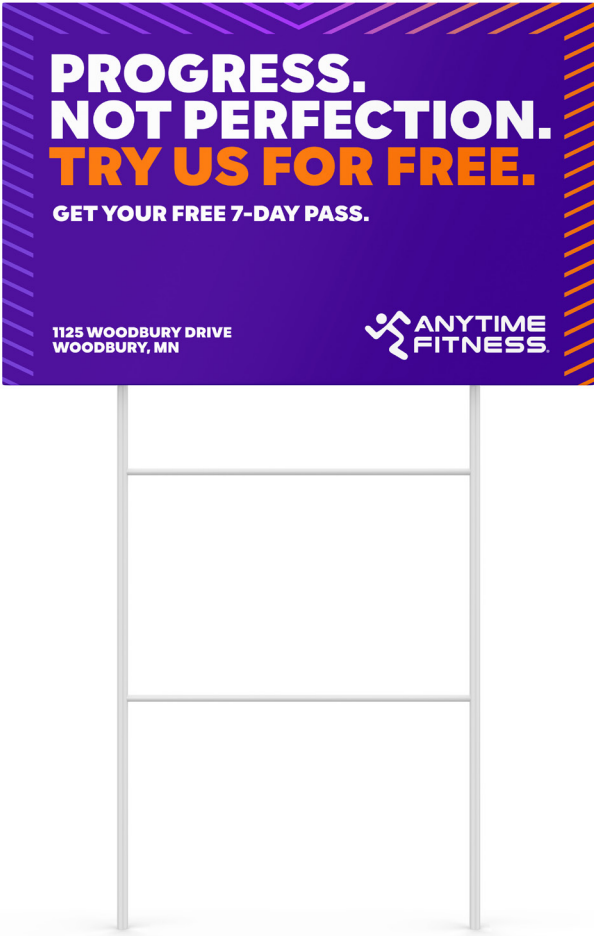
07.01.06 POP-UP BANNERS



BRAND APPLICATIONS

07.01 PRINT

07.01.07 LAW SIGNS



BRAND APPLICATIONS

07.01 PRINT

07.01.08 DOOR HANGERS




BRAND APPLICATIONS

07.01 PRINT

07.01.09 FLYERS


Vertical Format



SOMETHING REAL IS HAPPENING HERE.

**GRAND RE-OPENING
FEB. 2022**

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Horizontal Format



COMING SOON. JOIN US FOR SOMETHING REAL AF.

**REAL PLANS. REAL COACHING.
RIGHT IN YOUR NEIGHBORHOOD.**

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Buckslip Format

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BRAND APPLICATIONS

07.02 DIGITAL


07.02 SOCIAL MEDIA




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