

Moments that Matter



BRAND & STYLE GUIDE

The Importance of Branding

A brand is a person's gut feeling about a product, service, or company.

-Marty Neumeier
The Brand Gap

It takes only *seconds* for consumers to evaluate and decide whether your brand is for them or not.



The Importance of Branding



PRINT

Flyers, handouts, posters, business cards



WEB

Logo, images, mood, authentic content, look and feel



SOCIAL

Logo, videos, photos, branded social posts and interactions

IN-HOUSE

Signage, facility, programs, client relationships, atmosphere, staff uniforms, promo items



MOBILE

Company image reflected by mobile optimized sites

VIDEO

Original content, company personality

Your Brand Assets
should be consistent in all aspects



The Importance of Branding

A consumer needs to be exposed to a brand at least **7x** before purchasing. Each exposure must have the same look and feel.

CONSISTENCY

When companies have logos and designs across different outlets that don't match up, it makes the consumer feel uneasy and unsure about the brand's identity, and therefore its validity.

23% increased revenue with brand consistency

It is essential that, when consumers come across a message, they know straight away which brand is communicating with them. Every time we deviate from the brand, we are diluting the power of the brand. We must remain consistent so that our audience recognizes us no matter where they see us.



THE IDEAL MY GYM CUSTOMER



Ideal Customer Profile: An Ideal Customer Profile, or ICP, is a semi-fictional representation of the ideal person who buys/uses your product or service. An ICP is made up of a very specific set of attributes that most accurately describe your best customer. This person lines up perfectly with your company; it's a win-win relationship between client and company. With a clearly defined ICP, a company can direct its marketing and sales efforts to target and attract that Ideal Customer. Without an ICP, you may be casting too wide a net and wasting precious marketing effort/dollars.



Note: My Gym's Ideal Customer Profile is the output of surveys and extensive interviews conducted with 100+ My Gym members along with statistical consumer data from the MGM system. All information was analyzed and resulted in the creation of "Ashley," My Gym's ideal customer.

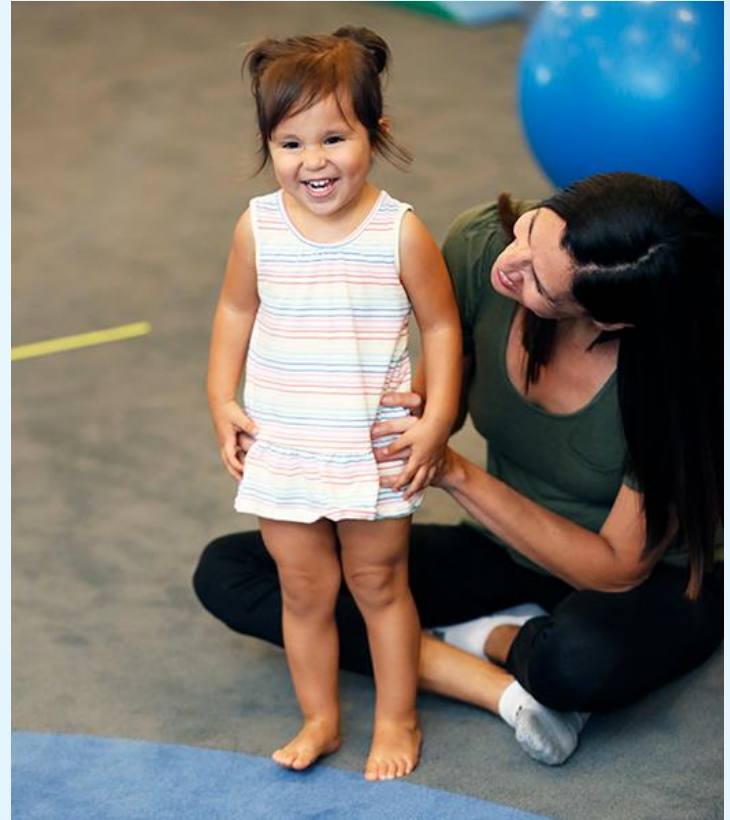


Meet Ashley, the Ideal My Gym Customer

Demographic Information

Ashley is a wife and mother. She was 29 years old at the time she enrolled at My Gym. She has completed her Bachelor's or Master's degree, and her household makes between \$100K and \$200K. Ashley's family has two children with 2.5-3 years between them. Ashley has taken time away from working to raise her children.

Note: "Race" is typically included in the demographic composition of the Ideal Customer Profile. We intentionally chose to ignore this parameter and not include it in our profile of My Gym's ideal customer.



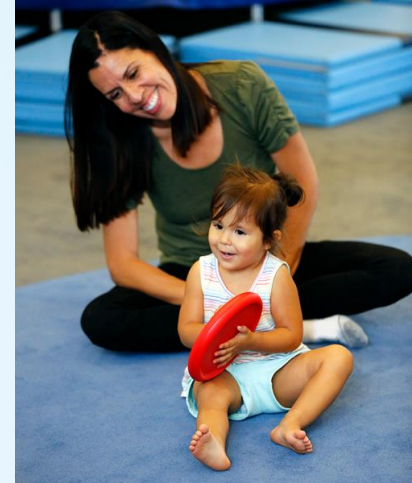
Meet Ashley, the Ideal My Gym Customer (continued)

My Gym Information

When looking at a program like My Gym, Ashley generally wants to fulfill the needs of her child, as opposed to those of her own. “A fun activity for my child” rated as the single biggest reason for Ashley’s seeking out a program like My Gym. “Looking to get out of the house” and “physical benefits” also rated highly for Ashley, but “a fun activity” remains her top reason for staying enrolled. Physical development and her child’s socialization are second and third, respectively.

Unsurprisingly, the importance of her child’s actual My Gym teachers polled consistently high with Ashley. She said emphatically that the My Gym teachers play a large role in her continued enrollment, and that her child has a strong personal connection to her My Gym teachers.

“My daughter LOVES her teachers!” or “My son LOVES AMY!” are common statements to hear from Ashley. With that said, what is surprising is that Ashley also feels she would likely continue her enrollment even if her child’s favorite teacher left.



Ashley has held birthdays at My Gym and occasionally also participates in camps and seasonal events. She also said she would be interested in a dance or karate program at My Gym if they were offered.

MY GYM BRAND STRATEGY



Brand Strategy: When a company has created and executed a successful

*brand strategy, people know without being told who the company is, what they do, and what they stand for. As a result of brand strategy, people develop a particular feeling or opinion about a company—a feeling that drives their buying decisions. This feeling equates to **brand equity**. The stronger people feel about a brand, the stronger the brand equity. Brand strategies may take many years to execute but, once in place, are very powerful forces that drive consumers' buying decisions.*

Components of the My Gym Brand Strategy



My Gym Target Audience: Moms in their late 20s and early 30s with children 0-6 years old



BRAND POSITION



Brand Position: A company's positioning statement is internal; it is not a tagline (although it may seem close). It's the identification and promotion of the most important and unique benefit that the product/service represents in the mind of the audience. Its purpose is to guide the marketing, production, and operational decisions of our company. You should be able to use a positioning statement as a litmus test to ascertain whether any decision is on brand or not.

My Gym Brand

Positioning Statement:

For moms with young children, My Gym is the children's program with superior curriculum and loving teachers that promotes physical and emotional development in an incredibly fun way.



BRAND PERSONALITY



Brand Personality: Your brand's personality is the unique, human voice with which your story is told in the marketplace. No matter how hard we try to automate everything, one thing remains certain: People relate to people. If your brand feels like people, they'll relate to you too. Your brand personality is the voice and tone that is used to communicate.

My Gym Brand Personality:

Positive, Accepting, Helpful, Hip, and Witty

The human form of My Gym is a 31-year-old mother of 2 who is HIP and WITTY but never sarcastic or judgmental. She's POSITIVE and smiles often (even with her kids in tow!). She's very ACCEPTING of all moms, and is also super HELPFUL. She always remembers your name and has a way of quickly relating to young moms.

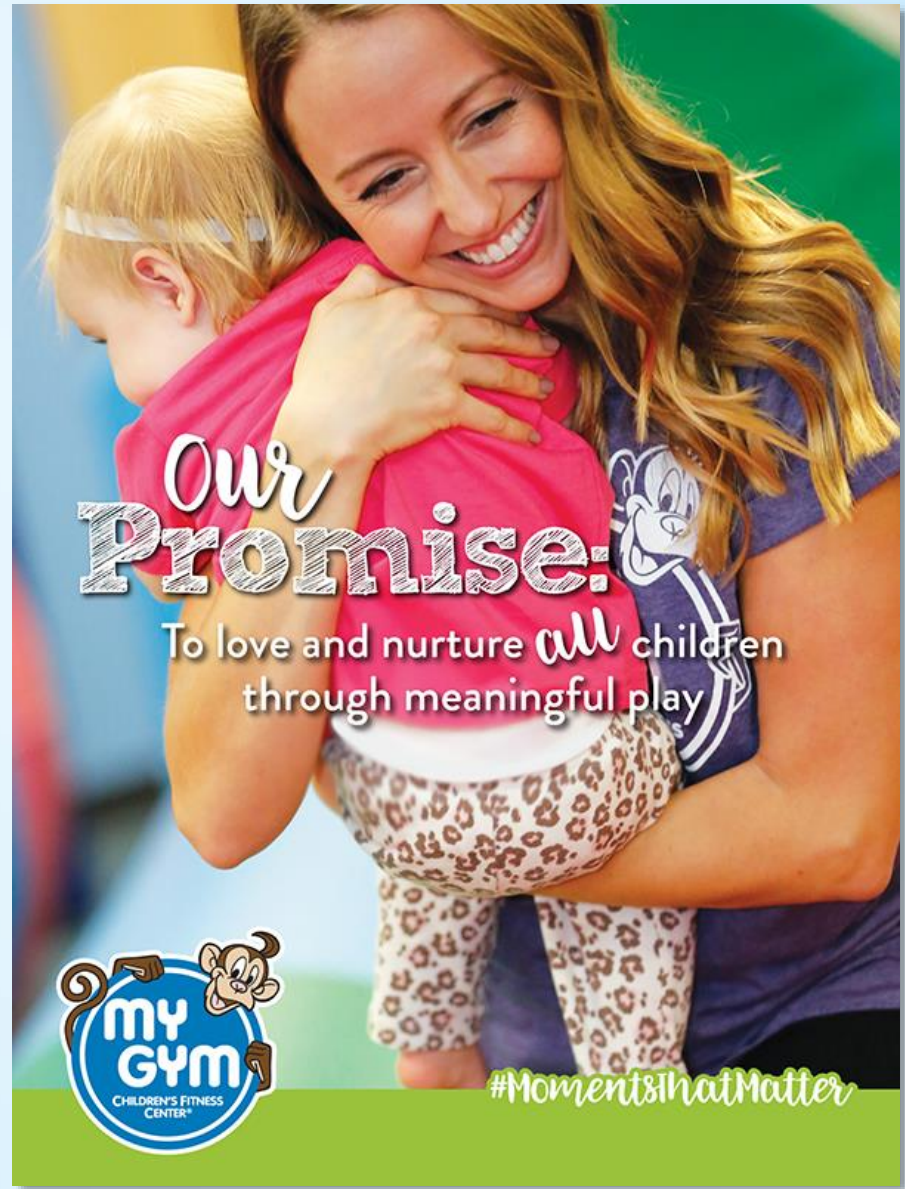


BRAND PROMISE



Brand Promise (Not to be mistaken with a tagline): A brand promise is a simple, outward-facing short statement about what your customers can expect from your business. A strong **brand promise** is one that connects your purpose, your positioning, your strategy, your people, and your customer experience. Most importantly, it enables you to deliver your brand in a way that connects emotionally with your customers. Display your **brand promise** proudly on your social channels, website, and print/signage; it is your promise to the world.

Note: My Gym's brand promise has replaced the Mission Statement we have used in the past. This clear and concise promise aligns best with our target audience.



BRAND STYLE GUIDE

What is a Brand Style Guide?

A brand style guide takes the heart and soul of your brand—your mission, vision, and values—and translates it into design. The guide tells everyone inside and outside (vendors/partners) your organization exactly how to communicate your brand. Put another way, it's a reference tool that helps maintain consistency by demonstrating what a brand looks, feels, and sounds like.



Why is a Brand Style Guide important?

Think of your brand as a person who wants to connect and identify with people around the world. But what if this person looks different each week, acts differently, or starts sending mixed messages? This person will become less and less recognizable and more “out of mind.” The same applies to your brand. A connected and consistent brand and message will make, and keep, more clients as well as build a strong brand loyalty.



BRAND STYLE GUIDE (continued)

The My Gym visual direction comes from our campaign tagline:

Moments *that* **Matter**
#MyGymFun

The key messaging focuses on the many special moments that take place in our gyms. To support this, our branding showcases images of children with their parents, children with their My Gym teachers, or children together.

The following slides set out the guidelines for the My Gym “Moments that Matter” campaign. They cover the following aspects of the visual style:

- Print Layouts
- Digital Layouts
- Typography Standards
- Color Palette



PRINT LAYOUT OVERVIEW

- A Photographic Background**
Bright and colorful images depicting parent/child, teacher/child, or child/child connections
- B Campaign Tagline**
“Moments that Matter” tagline prominently displayed
- C Minimal Body Copy**
- D Burst**
Offer or call to action using accent font for emphasis
- E Contact Info Block**
Top-line location and social media information using geographical landmarks or directives
- F My Gym Logo**
- G Footer**
#MyGymFun social media hashtag



ALTERNATE PRINT LAYOUTS



DIGITAL LAYOUT OVERVIEW

- A** Photographic Background
Bright and colorful images depicting parent/child, teacher/child, or child/child connections
- B** Campaign or Subject Tagline
“Moments that Matter” or subject matter
- C** My Gym Logo
- D** Hashtag
#MyGymFun social media hashtag



ALTERNATE DIGITAL LAYOUTS



TYPOGRAPHY

The campaign tagline should always use **Sketch Block Bold** and *Stephanie Jane*.

For subheads, always use **BRANDON GROTESQUE BLACK** in all caps.

For body copy, always use **Brandon Grotesque Medium** in mixed case.

Offers and calls-to-action should use **Sketch Block Bold** and *Stephanie Jane* in white on a pink burst.



COLORS



BLUE is used for headlines, subheads, body copy, and contact info block.

CMYK: 95/44/4/1 | HEX: #0078B8 | PMS: 300C



PINK is used for accent text and bursts.

CMYK: 0/100/0/0 | HEX: #EC008C | PMS: 219C



GREEN is used for footers and accents. Green will occasionally be used for text in digital artwork.

CMYK: 45/5/100/0 | HEX: #9BC13C | PMS: 375C



BLUE GRADIENT is used for backgrounds (linear at 45°).

Slider 1:

CMYK 8/0/0/0

Location 0%

Slider 2:

CMYK 24/0/0/0

Location 50%

Slider 3:

CMYK 6/0/0/0

Location 100%



LOGO

The My Gym logo is a registered trademark and intellectual property of My Gym Enterprises. Vendors, marketing partners, and My Gym franchisees may not alter the logo in any way without express written consent from My Gym Enterprises. This includes but is not limited to changing the colors, moving or removing any individual parts of the logo, adding any graphics or text to the logo, or skewing the logo.



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