



BRAND GUIDE
2025

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LOGOS

Primary



Variation 1



Reversed Variation 1

Alternative: Logos can be 1-color using any color from the VICTRESS color palette.

LOGOS

MVMT Logo Mark + Icon



Logo Mark 1



Reversed Logo Mark 1



Logo Mark 2



Reversed Logo Mark 2



Icon



Icon Reversed

Alternative: Logos can be 1-color using any color from the VICTRESS color palette.

LOGOS

How to Use: Size, Spacing

SIZING

PRIMARY LOGO



PRINT - 2" Width x 0.83" Height
WEB - 190px Width x 80px Height

LOGO ICON

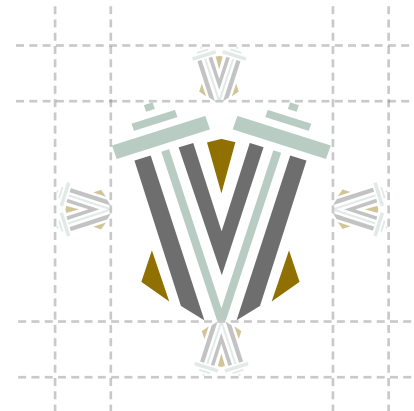


PRINT - 1" Width x 1" Height
WEB - 80px Width x 80px Height

SPACING



Maintain a clear space of at least the height of the word "VICTRESS" from the main logo element on all sides.



Maintain a clear space of at least 25% height of the letter "V" element from the mark logo on all sides.

LOGOS

When to use which



Do not skew the logo



Do not recolor the logo



Do not stretch or squish the logo



Do not add elements to the logo



Do not add drop shadows or other effects



Do not rearrange elements of the logo



Do not resize any elements of the logo



Do not add gradients to the logo

The VICTRESS only logo (below) is currently only trade-marked in select states and is only to be used internally.
Please refrain from branding anything with this mark.



Do not customize logos with location specific information.
Only use the location-specific logo as assigned by corporate.



Misuses of the Victress MVMT logo not only undermine the brand but also diminish its overall impact.

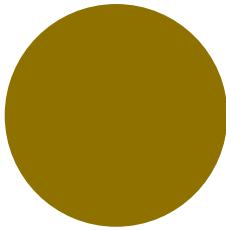
Please note that these rules are applicable to each approved variation of the logo, including the primary and icon versions.

COLOR

Full Palette

PRIMARY COLORS

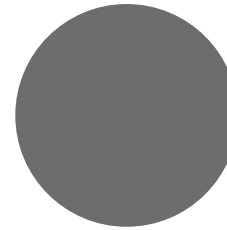
These colors are intrinsically linked to the original version of the logo, preserving the brand's essence.



#8f7100

C:4 M:48 Y:100 K:18

R:143 G:113 B:0



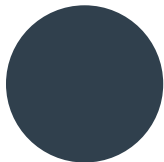
#6D6D6D

C:58 M:49 Y:29 K:16

R:109 G:109 B:109

SECONDARY COLORS

Our secondary colors add depth and a touch of modernity to our brand identity. These contemporary hues can be used as backgrounds, accents, or supporting elements in our designs, enhancing the visual experience.



#30404d

C:81 M:65 Y:50 K:40

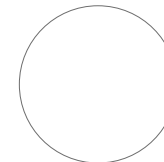
R:48 G:64 B:77



#B8CBC5

C:28 M:11 Y:21 K:0

R:184 G:203 B:197



#FFFFFF

C:0 M:0 Y:0 K:0

R:255 G:255 B:255

Alternative: Logos can be 1-color using any color from the VICTRESS color palette.

TYPE

Font Guidelines

PRIMARY (TITLE)

ANTONIO BOLD

Headlines in Antonio should use the bold and ALL CAPS.
Canva Social Graphics Size: 70px
(adjust as needed)

ANTONIO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SECONDARY (BODY)

Open Sans

Subheads and body copy.
Canva Social Graphics Size: 35px.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TERTIARY (ACCENT)

playfair display

Use this font for **flourishes** within collateral or social media posts.
Canva Social Graphics Size: 35px.

abcdefghijklmnopqrstuvwxyz

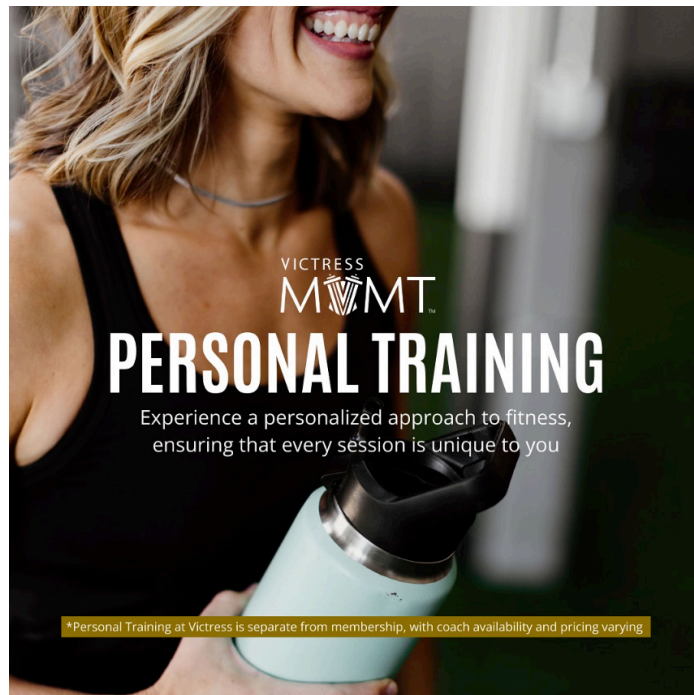
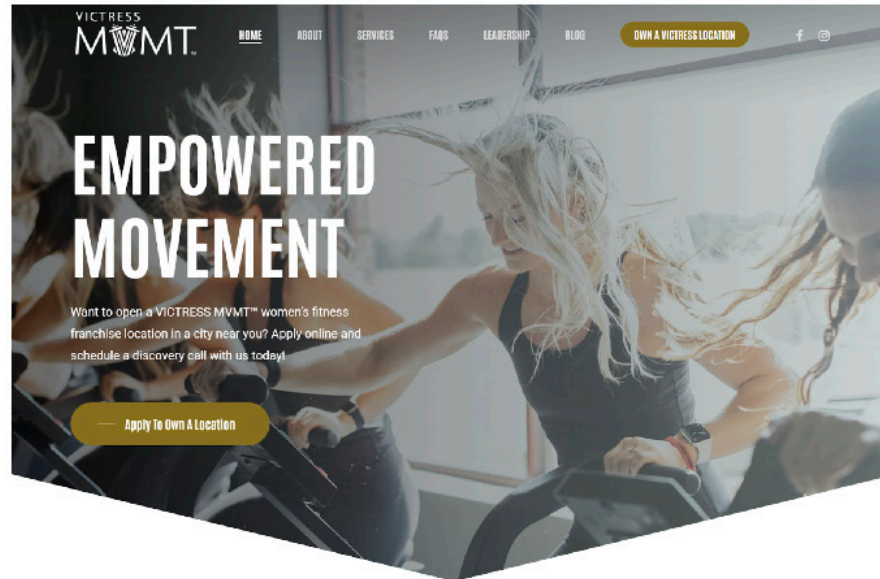
1234567890

The Victress MVMT logo uses the Myrid Pro and Agenda fonts in its construction.

While these fonts were selected for design purposes of the logo and icon mark, we do not suggest using these fonts for any other purposes.

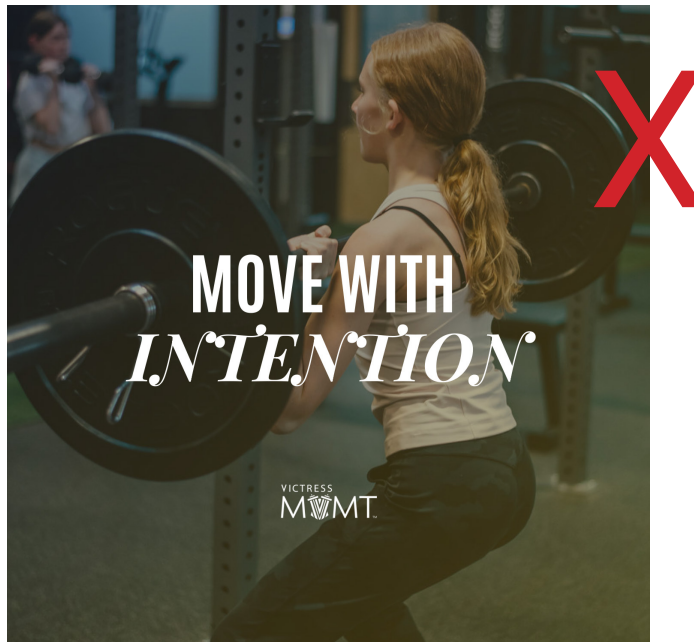
TYPE

Font Use Examples

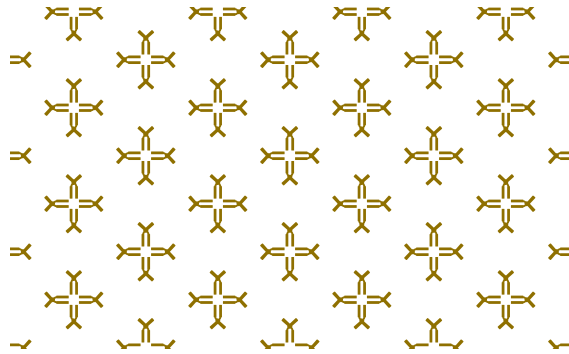


TYPE

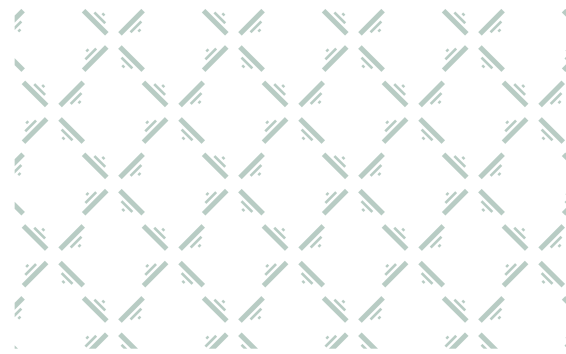
Font Misuse



PATTERNS



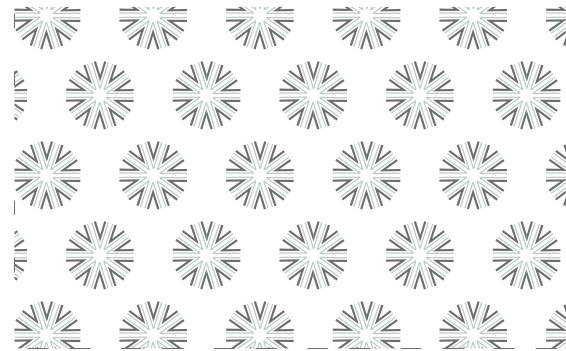
ECHO BIKE



WEIGHT PLATES



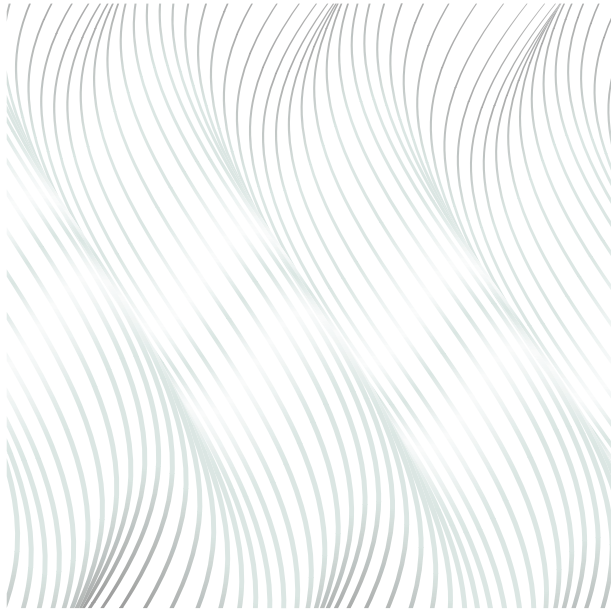
VICTRESS "V" 1



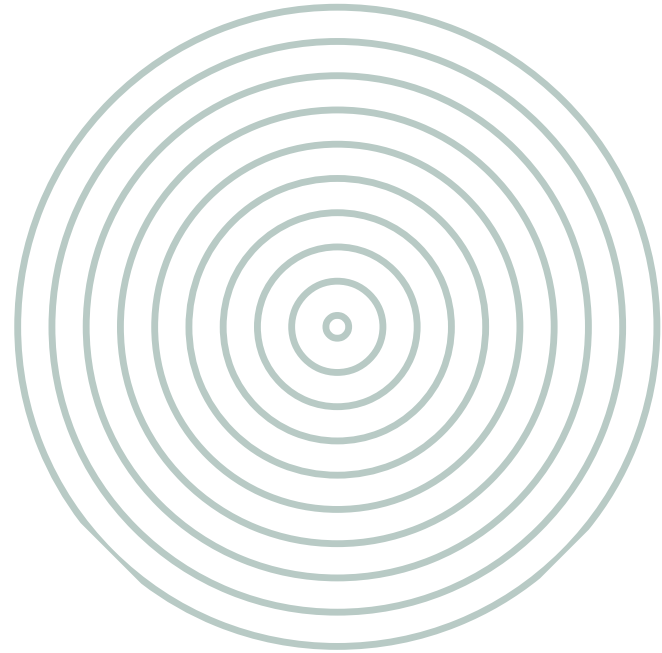
VICTRESS "V" 2

Alternative: Patterns can be 1 or 2-color using any color(s) from the VICTRESS color palette.

TEXTURES



MOVEMENT



BIKE FAN

PATTERN/TEXTURE USE

Intended use as an accent to a material. Patterns and textures should never be used as the focus of a design.



ICONS

Victress MVMT does not utilize any custom iconography, but we do approve the usage of icons in our communications materials.

Please use line-style icons that have similar weights and style to the VICTRESS logo.



PHOTOGRAPHY

Our brand and photography style reflects strength, inclusivity, and empowerment in various life stages.

Images should be vibrant, authentic, and relatable, showcasing diverse women engaging in fitness activities that reflect their life stage and the brand's training methodology.

Images should not be heavily edited, have grainy or harsh filters.

Here are some examples of preferred image styles and compositions:



BRAND VOICE

The way we communicate is just as important as the message itself. Our communication style reflects our core values of empowerment, inclusivity, and education.

Here, you'll find detailed best practices to ensure our message resonates powerfully and positively with every woman we reach.

CHARACTERISTICS

- Empowering: Use language that motivates and uplifts, focusing on strength and resilience.
- Inclusive: Reflect a diverse community, using language that resonates with women of all ages, backgrounds, and fitness levels.
- Educational: Offer insightful and practical information about fitness and wellness, tailored for women at different life stages

TONE

- Positive and Inspirational: Maintain an optimistic tone that inspires action and personal growth.
- Supportive and Community-Oriented: Encourage a sense of belonging and collective achievement.
- Respectful and Empathetic: Acknowledge individual challenges and celebrate personal victories.

MESSAGING STYLE

- Use clear, concise language that's easy to understand.
- Incorporate storytelling to connect with the audience emotionally.
- Highlight real-life examples and testimonials to demonstrate impact.

CONTACT

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