





a general rule for b/w...

MAKE SURE TO NEVER REALLY USE A PURE BLACK OR A PURE WHITE, PLEASE IGNORE THE FACT THAT I DID THIS HERE. THE REASON BEING, BLACKS AND WHITES ARE HARSH AND THE EYE AND THE LOGO CAN READ BETTER IF USED WITH SLIGHTLY MORE GREY BLACKS AND WHITES.



logo variations and use



THIS LOGO SHOULD ALWAYS HAVE ROOM TO BREATHE. NO PUTTING ANYTHING ON TOP, OVERLAPPING OR CRAMPING ITS SPACE. USE THIS GUIDE AS TO HOW MUCH ROOM TO GIVE IT TO ENSURE COHESIVE BRAND IDENTITY.

spacing

colors



RGB: 221, 220, 206
CMYK: 13, 9, 18, 0
HEX: DDDCCE



RGB: 147, 70, 49
CMYK: 29, 78, 84, 25
HEX: 934631



RGB: 161, 104, 45
CMYK: 30, 59, 96, 16
HEX: A1682D

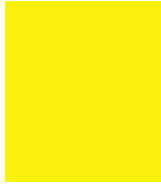


RGB: 43, 42, 42
CMYK: 70, 65, 64, 66
HEX: 2B2A2A

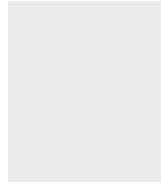
THIS WAS MY FAVORITE COLOR COMBO FROM THE ONES I EXPERIMENTED WITH. ALL OF THESE COLOR VARIATIONS ON THE TIGER AS ACCEPTABLE SINCE THE MAIN LOGO REMAINS UNCHANGED. THE ONLY THING TO KEEP IN MIND IS HOW YOU STACK COLORS, MAKING SURE THE TEETH DONT BLEND INTO THE TIGER AS WELL AS THE LETTERS.

styles

colors



RGB: 251, 243, 12
CMYK: 6, 0, 92, 0
HEX: FBF30C



RGB: 234, 234, 233
CMYK: 7, 5, 6, 0
HEX: EAEAE9



RGB: 81, 81, 81
CMYK: 0, 0, 0, 68
HEX: 515151



RGB: 235, 107, 168
CMYK: 2, 73, 0, 0
HEX: EB6BA8



RGB: 215, 148, 192
CMYK: 12, 49, 0, 0
HEX: D794C0



RGB: 221, 220, 206
CMYK: 13, 9, 18, 0
HEX: DDDCCE



RGB: 4, 186, 236
CMYK: 68, 4, 0, 0
HEX: 04BAEC



RGB: 117, 153, 207
CMYK: 55, 33, 0, 0
HEX: 7499CF



RGB: 211, 31, 68
CMYK: 11, 100, 72, 2
HEX: D31F44



RGB: 241, 147, 25
CMYK: 2, 49, 100, 0
HEX: F19319



RGB: 145, 216, 34
CMYK: 47, 0, 100, 0
HEX: 91D822

THESE ARE SOME COLORS USED IN THE TSHIRTS THAT I THOUGHT LOOKED GOOD, INCLUDED IS YOUR ORIGINAL BLUE AND PINK IDEA. REFERENCE THE TSHIRT PAGE IN THIS GUIDE TO FIND THE COLOR WAYS IN USE.

Variations

t-shirts



Front

t-shirts



t-shirts



**DONT FEEL LIKE YOU
NEED TO BE ATTACHED TO
THESE OPTIONS. WE CAN
ALWAYS MAKE MORE OR
REVISE THE ONES I AL-
READY HAVE!**

Back

Business cards



A gym in

Breck, CO

IAN
CO-OWNER



[Redacted phone number]



**ADDRESS AT BRECK,
CO**



[Redacted email address]



WWW.GNARLYFIT.COM



A gym in

Breck, CO

ELIZ
CO-OWNER



[Redacted phone number]



ADDRESS AT BRECK,CO



[Redacted email address]



WWW.GNARLYFIT.COM



GNARLY FIT



NAME OF RECIPIENT

Business of recipient
Address of recipient
Breckenridge, CO

Sample date, 10, 2023

DEAR RECIPIENT,

Is molorum volore aut latur?
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Sincerely,

(Place signature here)

Ian [redacted] and Eliz [redacted]
Owners of Gnarly Fit Gym
Gnarly fit address
Phone number

Process

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4

gnarly/fit

5



6



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