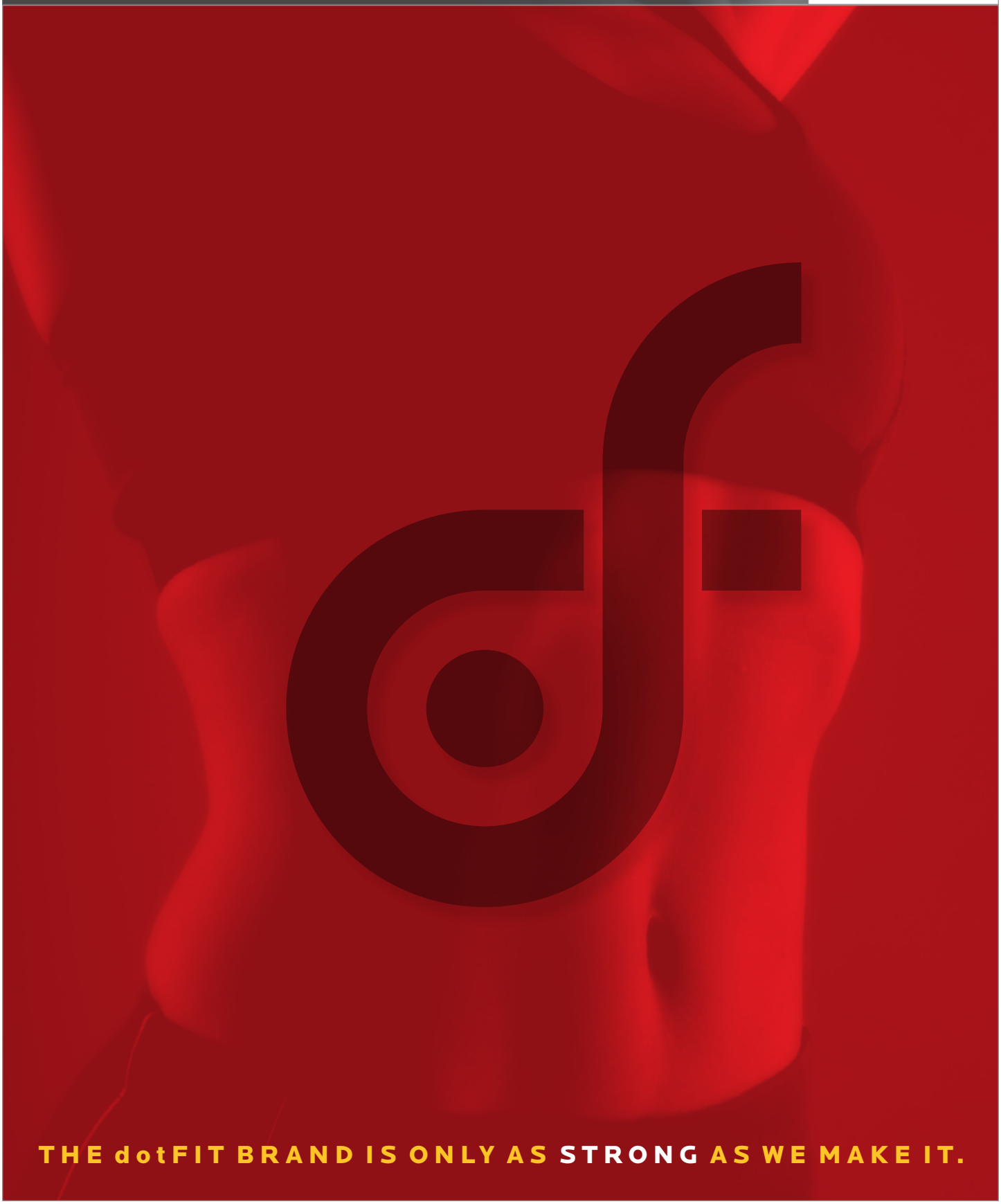
dotFIT™ Brand Identity Guidelines

updated:
7.7.09



THE dotFIT BRAND IS ONLY AS STRONG AS WE MAKE IT.

Overview

Welcome to dotFIT.

It should be understood that a brand is only as strong as it appears to the outside world. Within this document, you'll find guidelines regarding how to apply the dotFIT logo in a way that ensures consistent use. You'll also find typographic and color guidelines that should be adhered to whenever possible. We envision this to be a piece that will grow in length from time to time as the dotFIT brand evolves and expands. Eventually, the latter part of this document will contain examples of how the brand identity has been applied to materials that present dotFIT as the premier fitness brand. If you have questions regarding application or use of any of the elements discussed in this document, please contact dotFIT Worldwide for approval.

Primary logo

LOGO DOWNLOADS

Note: All of the following logo elements are available for download at:
www.prydesign.com/toolbox/dotfit.html

dotFIT™

Your Fitness. Connected.

This is the primary dotFIT logo unit. This particular version should be utilized whenever possible. The following pages have alternate forms of the dotFIT logo unit, but should only be used when the medium does not warrant use of the above version.

Logo components

trademark

The dotFIT trademark may be sparingly used as a standalone element but should be done so only within the context of materials that contain the primary logo unit.

logotype

dotFIT™

The dotFIT logotype can be used as a standalone element when space issues prevent the use of the primary dotFIT logo unit.

tagline

Your Fitness. Connected.™

When using the dotFIT tagline as a graphic element, it should appear only in one of the two primary dotFIT colors and should do so using the above version.

Logo application

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Single color usage: When the use of the primary (2-color) version of the dotFIT logo is not possible, please use the above versions. It is not recommended that the logo be reproduced in colors other than solid black or Pantone® 485. Printing the dotFIT logo in alternative colors must be approved by dotFIT Worldwide in advance.

Logo clear space is determined using “X” units. The height of the “T” letterform within the logo represents one “X” unit.

Logo clear space: The dotFIT logo should always appear with an ample amount of “clear space” around it. Please follow this formula when placing the logo on all materials.

Logo application

Reversed out of black: when reversing the logo out of solid black, the above version should be used.

Reversed out, non-black: when reversing the logo out of solid colors other than black, use the above version.

Alternate logo formats

horizontal

The horizontal version of the dotFIT logo may be used as an alternative to the primary unit, or when a more horizonatal space prevents the use of the primary version.

square

The “square” version of the dotFIT logo may be used as an alternative to the primary unit, or when a more square space prevents the use of the primary version.

“powered by”

The “Powered By” dotFIT logo should be used for “private label” purposes when a license agreement is reached with dotFIT club partners.

Logo don’ts

Within this document, guidelines have been established for how the dotFIT logo and brand identity should be applied. Below are just a few examples of how the dotFIT logo elements SHOULD NOT be applied.

Do not use the dotFIT trademark as a graphic element for such things as bullet points (or the like) in any materials. Overusing the mark will simply make it ineffective when used as a unique, standalone element that visually represents our brand.

Do not place the dotFIT logo on a solid background color that deviates from the allowed colors specified herein. Also, do not place the dotFIT logo on a textured or photographic background.

Do not try and distort or “stretch” the dotFIT logo in any way. There are a number of differently shaped logo elements as part of the dotFIT logo system which have been carefully designed to fit within most spaces in a way the retains the intended presentation and form.

Do not utilize any other typeface to present the dotFIT tagline with any of the dotFIT logos or as a standalone element. Present within the system are both logo + tagline units that should not be separated. As well, the tagline is supplied and available for use as a graphic element.

Do not attempt to utilize alternative colors (even if they’re part of the secondary dotFIT color family) for use within any of the dotFIT logos.

Note: If there is a question as to how the dotFIT logo is to be applied, please contact dotFIT Worldwide.

Typography

Locator Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Locator UltraLight
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Locator Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Locator Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Locator Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Locator Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Locator Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The dotFIT typographic family is Locator. This face was selected due to its clean, modern feel that is in fitting with the dotFIT logo and brand identity scheme. The Locator family is quite functional in that there are multiple weights from which to choose, all of which have italic cuts included. Such a selection also allows for a single type family to be used for all materials rather than having primary and secondary families of type.

Note: The Locator font family is available for purchase for both Mac and PC at: **www.processtypefoundry.com**

Secondary Typography (for online/electronic use only)

Georgia
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Georgia Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Due to the limited number of available fonts for online use, dotFIT's primary typographic family, Locator, cannot be used for such purposes. Instead, dotFIT's electronic and online use typeface is Georgia. Use this typeface when working online, or electronically when sending documents to others who may not have access to the Locator font.

Color

Primary colors

For red use:
Pantone® 485
CMYK: 0, 100, 100, 0
RGB: 237, 28, 36

For black use:
Pantone® Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

Secondary colors

For blue use:
Pantone® CYAN
CMYK: 100, 0, 0, 0
RGB: 0, 174, 239

For green use:
Pantone® 382
CMYK: 29, 0, 100, 0
RGB: 193, 216, 47

For orange use:
Pantone® 021
CMYK: 0, 53, 100, 0
RGB: 237, 28, 36

For yellow use:
Pantone® 123
CMYK: 0, 24, 94, 0
RGB: 255, 196, 37

In addition to the secondary colors seen here, use of screen values of black is acceptable.

Color hierarchy

These two chart shows how to assemble color schemes based on the above colors as part of the dotFIT color scheme.

dotFIT Worldwide Logo

primary

This is the primary dotFIT logo unit. This particular version should be utilized whenever possible.

horizontal

The horizontal version of the dotFIT Worldwide logo may be used as an alternative to the primary unit, or when a more horizonatal space prevents the use of the primary version.

Primary colors

For red use:
Pantone® 485
CMYK: 0, 100, 100, 0
RGB: 237, 28, 36

For black use:
Pantone® Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

exerspy Logo

primary

primary: no tagline

This is the primary exerspy logo unit. This particular version should be utilized whenever possible.

vertical

The vertical version of the exerspy logo may be used as an alternative to the primary unit, or when a more vertical space prevents the use of the primary version.

Primary colors

For gold use:
Pantone® 138
CMYK: 0, 42, 100, 1
RGB: 245, 160, 26

For grey use:
Pantone® 425
CMYK: 0, 0, 0, 77
RGB: 95, 96, 98

For red use:
Pantone® 485
CMYK: 0, 100, 100, 0
RGB: 237, 28, 36

For black use:
Pantone® Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

In addition to the secondary colors seen here, use of screen values of black is acceptable.

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brand application samples


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dotFIT
250 N. Westlake Village Blvd. • Suite 220 • Westlake Village, CA 91362
Your Fitness. Connected.
dotFIT
Craig Pepin-Donat
Chief Executive Officer
WWW.dotFIT.COM
904 Shipwatch Drive East
Jacksonville, FL 32225
o: 904.220.6395
c: 904.614.0423
f: 904.220.6195
craig@dotfit.com


ICED OATMEAL STRAWBERRY
dotBAR
www.dotFIT.com
ICED OATMEAL STRAWBERRY
dotBAR
12 – 55g (1.94 oz) NET WT 660g


nutrition dotFIT
REAL FRUIT • ALA OMEGA-3* • WHOLE GRAINS • CRAZILICIOUS =
dotBAR
ICED OATMEAL STRAWBERRY
NET WT 55g (1.94 oz)
GOOD SOURCE OF CALCIUM* • LOW CHOLESTEROL FOOD
220 Calories • 15g Protein
www.dotFIT.com


nutrition dotFIT
HIGH PROTEIN • ALA OMEGA-3* • CALCIUM* • YUMALICIOUS =
dotSTICK
ICED LEMON VANILLA CREAM
NET WT 50g (1.76 oz)
GOOD SOURCE FIBER • LOW CHOLESTEROL FOOD
190 Calories • 12g Protein
www.dotFIT.com


nutrition dotFIT
HIGH PROTEIN • CALCIUM • GUILT FREE • SUPERLICIOUS =
dotTREAT
CREAMY PEANUT BUTTER
NET WT 55g (1.94 oz)
95mg Calcium • 15g Protein
www.dotFIT.com


nutrition dotFIT
REAL FRUIT • ALA OMEGA-3* • WHOLE GRAINS • CRAZILICIOUS =
dotBAR
ICED OATMEAL BLUEBERRY
NET WT 55g (1.94 oz)
GOOD SOURCE OF CALCIUM* • LOW CHOLESTEROL FOOD
220 Calories • 15g Protein
www.dotFIT.com


nutrition dotFIT
HIGH PROTEIN • ALA OMEGA-3* • CALCIUM* • YUMALICIOUS =
dotSTICK
ICED PEANUT BUTTER DELIGHT
NET WT 50g (1.76 oz)
GOOD SOURCE OF FIBER • LOW CHOLESTEROL FOOD
190 Calories • 12g Protein
www.dotFIT.com


nutrition dotFIT
HIGH PROTEIN • CALCIUM • GUILT FREE • SUPERLICIOUS =
dotTREAT
TRIPLE CHOCOLATE
NET WT 55g (1.94 oz)
95mg Calcium • 15g Protein
www.dotFIT.com


FatRelease™
NATURAL FAT FIGHTER
• Up to 3x More Weight Loss*
• Increases Calorie Burning*
• Decreases Dietary Fat Absorption*
• Promotes Healthy Liver Function*
weight loss dotFIT
DIETARY
90
TABLETS


USE IT, AND LOSE IT.
LEAN PAK 90
WELCOME TO TRULY SIMPLE WEIGHT LOSS.
dotFIT
LEAN PAK 90


dotFIT
COMPANY
OVERVIEW


CONNECT THE DOTS TO BETTER HEALTH, NUTRITION & FITNESS.

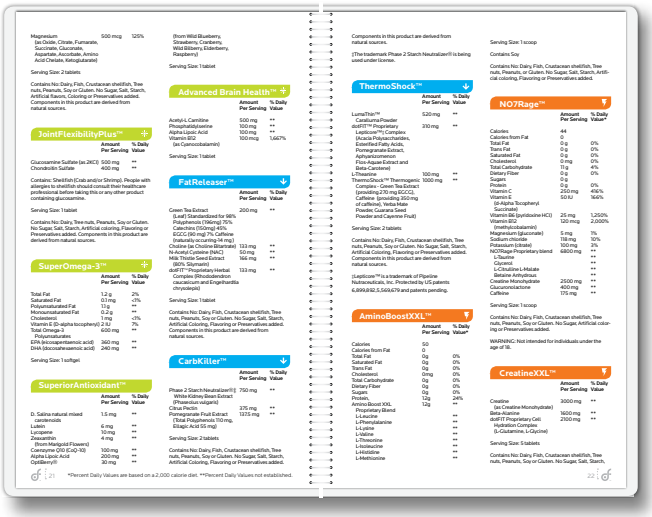

THOUSANDS
OF CUSTOMERS.
ONE CUSTOMIZED
PLATFORM.
dotFIT OFFERS A COMPLETELY INTEGRATED PRIVATE LABEL SOLUTION THAT FEATURES WORLD-CLASS DELIVERABLES FOR BUSINESSES AND CONSUMERS
Other organizations cover a few important health and fitness topics, but dotFIT is the only online offering that has it all.
dotFIT solutions cover the needs of every conceivable type of health and fitness consumer. Whether they're moms looking to lose a few pounds, busy executives trying to stay in shape, or athletes training for their next marathon, we provide the proven essentials they need to eat better, live better and feel better.
Based on our Fitness Intelligence Technology the dotFIT online platform offers:
FITNESS
NUTRITION
EQUIPMENT
SUPPLEMENTS
COACHING
COMMUNITY
Customized and personalized for each individual. No other organization provides all 6 essential success elements.

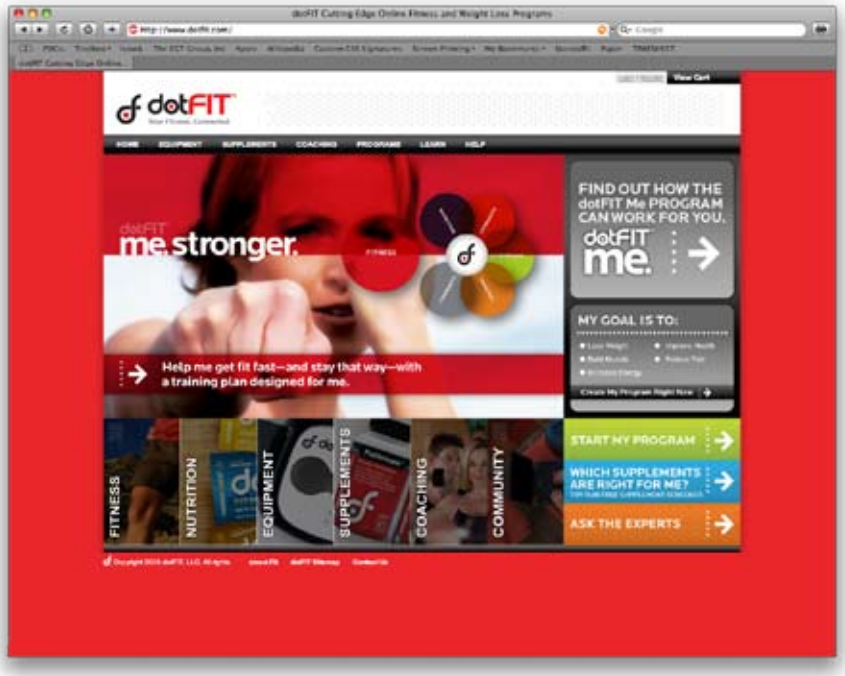

ALL dotFIT PRODUCTS UNDERGO THOROUGH PREDEVELOPMENT ANALYSIS INCLUDING CLINICAL RESEARCH SUPPORTING INGREDIENT USE, DOSAGE, AND SAFETY. PRODUCTS ARE CONSTANTLY REEVALUATED AND UPDATED AS NECESSARY.
Best-in-class delivery systems
By taking advantage of different absorption and receptor sites in the body, dotFIT products ensure that the proper amounts of the right ingredients get to the proper tissues at the right times.
Good manufacturing practices
dotFIT supplements and powders are manufactured in an FDA-registered pharmaceutical facility, in compliance with Good Manufacturing Practices to ensure purity and potency. This includes rigorous product testing and validation, from raw materials to the finished product.
Synergistic formulas
All dotFIT products can stand alone, but they are designed to work especially well together. You'll never be short of the nutrients you need, nor will you have to worry about taking too much.
Connect. communicate. succeed.
Your Fitness. Connected.
Unparalleled resources at the click of a mouse.


dotFIT
Your Fitness, Connected.
PRODUCT
GUIDE

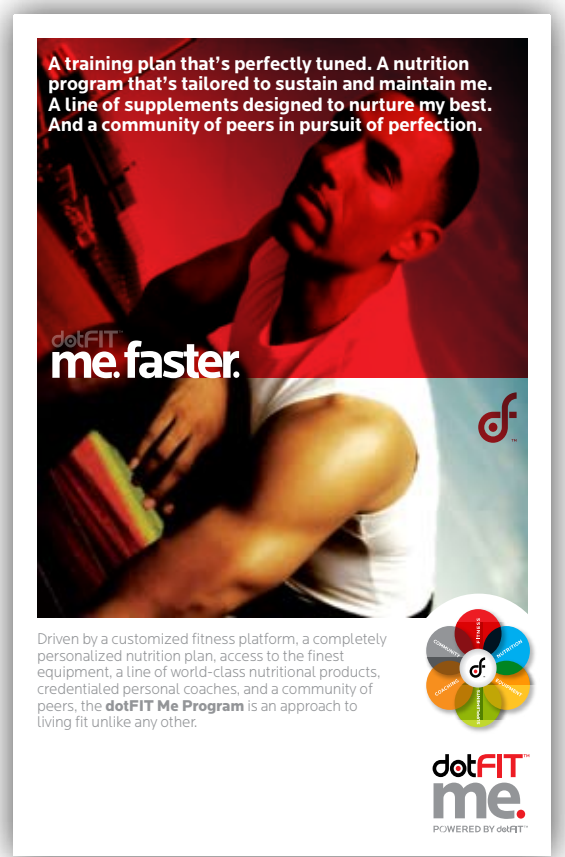

EXACT SCIENCE. UNCOMPROMISING STANDARDS.


health dotFIT
Designed for optimal health these products deliver essential nutrients to keep you in top form. Multivitamin and mineral formulas improve your daily nutrient intake without adding calories, and may help stave off chronic disease.
dotFIT FACT:
Before nutritional compounds become dotFIT products or are recommended for consumer use, all ingredients must survive rigorous legal and scientific review and testing.
health dotFIT
ActiveMV™
This synergistic blend of vitamins, minerals and antioxidants is specifically formulated to support the nutritional demands of those between 12 and 65 years of age who are involved in sport, fitness and exercise. ActiveMV was developed to increase energy levels and help your body achieve its maximum potential. Recommended dose is two tablets daily.
• High antioxidant complex for an active lifestyle†
• 1200 IU of Vitamin D-3 (2 tablets)†
• Ideal for active teens and adults†
VegetarianMV™
Scientifically formulated to support the unique diets of vegans and vegetarians. Each convenient one-a-day serving delivers a boosted supply of nutrients typically lacking in vegetarian or high carbohydrate diets such as zinc, iron, vitamin B12 and also contains 1000 IU of vitamin D.
• Supports high carb, vegan, and vegetarian diets†
• Boosted levels of zinc, iron and B12†
• 100% animal-free†
Women'sMV™
Formulated to provide bone-strengthening ingredients such as 1000 IUs vitamin D-3 and magnesium, and a heart healthy vitamin B complex to increase energy and support a strong cardiovascular system. Just one convenient daily serving supplies the extra nutrients needed for the development and maintenance of a woman's body.
• Formulated especially for women†
• Higher levels of magnesium, iron and folic acid†
• Supports strong hair & healthy skin†
4


JointFlexibilityPlus™
SuperOmega-3™
SuperiorAntioxidant™
Advanced Brain Health™
FatReleaser™
CarbKiller™
ThermoShock™
AminoBoostXXL™
NO7Rage™
CreatineXXL™
*Percent Daily Values are based on a 2,000 calorie diet. **Percent Daily Values not established.
22

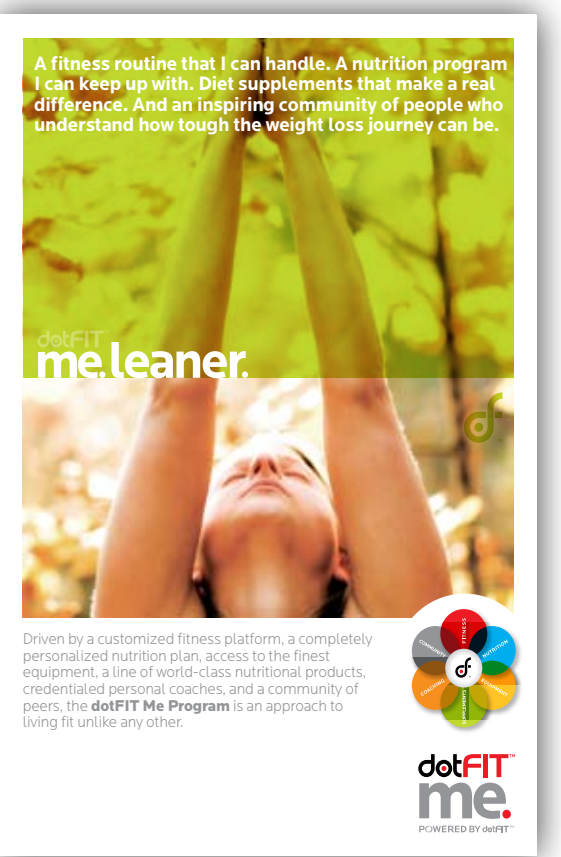

dotFIT
HOME
EQUIPMENT
SUPPLEMENTS
COACHING
PROGRAMS
LEARN
HELP
dotFIT
me. stronger.
Help me get fit fast—and stay that way—with a training plan designed for me.
FIND OUT HOW THE dotFIT Me PROGRAM CAN WORK FOR YOU.
dotFIT me.
MY GOAL IS TO:
FITNESS
NUTRITION
EQUIPMENT
SUPPLEMENTS
COACHING
COMMUNITY
START MY PROGRAM
WHICH SUPPLEMENTS ARE RIGHT FOR ME?
ASK THE EXPERTS


dotFIT
HOME
EQUIPMENT
SUPPLEMENTS
COACHING
PROGRAMS
LEARN
HELP
FASTER, BETTER WORKOUT RESULTS ON YOUR TERMS.
Equipment
If you're looking for results on your terms, look no further. dotFIT offers the finest quality exercise equipment and body monitoring devices available today. Affordably priced for exceptional value.
Try our body-sensing device and track your caloric expenditure by the minute—24 hours a day!
HOW IT WORKS
We make it easy to connect the dots to your health and fitness.
JOIN dotFIT NOW GET STARTED
I WANT TO JOIN NOW!
TAKE OUR 14 DAY FREE TRIAL
dotFIT me MEMBERS SAVE 20% ON dotFIT PRODUCTS
JOIN NOW!



Driven by a customized fitness platform, a completely personalized nutrition plan, access to the finest equipment, a line of world-class nutritional products, credentialed personal coaches, and a community of peers, the **dotFIT Me Program** is an approach to living fit unlike any other.

dotFIT me. POWERED BY dotFIT



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