



**FITUNA**  
BRAND GUIDELINES

# ABOUT FITUNA

We all have our favourite fashion brands, perfect foundation and that pair of jeans which fit just right. When it comes to the fitness industry, the products become a little more technical, a little overwhelming and a little confusing.

A lot of us want to improve our health and fitness. For some, this seems like an unattainable goal. We commit to change our lifestyle, invest in promising products, smash it for two weeks, don't see the results we were expecting, get bored and then fall back into our old habits (<hand up emoji>"guilty"). The industry can be a little intimidating for your Average Joe who's not a total fitness nut. All those protein powders, dumbbells and sports shoes offering different support... how do we know what to buy to help improve our health and fitness when we are totally overwhelmed by the products available and don't want to spend £40 on a protein powder if we don't know if it will even benefit us!?

I turned to the closest thing to a big sister I had, which are the health and fitness influencers. I found a group of girls I can relate to, who inspire me and who I trust. I follow their advice from workouts to recipes and want to wear and use the exact products they use. But gathering this information which is spanned randomly across multiple platforms is time consuming. That is why I created FITUNA. I wanted to come to one site to find products recommended by this group of girls, read their reviews and have confidence that my purchase would help me on my fitness journey. If you aren't lucky enough to have a personal trainer to go to for advice, FITUNA is here to hold your hand; providing you with honest advice, a selection of products recommended by trusted fitness influencers and a community of like-minded individuals as we all try to find the products which work best for us.

# FULL LOGO + ICON LOGO

The name FITUNA is an acronym for "Fitness Influencers; Tried, Used 'n' Approved". With influencers at the core of what we do and social media as the main source of our traffic, we have incorporated a hashtag into the FITUNA logo. It will also encourage our audience to use the #FITUNA online which will help to build a community of support for people who use FITUNA to improve their health and fitness goals.

The logo aims to create a feeling of inclusion, inspiration and support. The hashtag invites people to join a community who tag FITUNA. The bright colour and simple, yet strong, design inspires people to visit FITUNA. The overlap of the F with the hashtag and slant represents the support FITUNA provides, almost as if the two parts are holding each other up.

There are 2 versions of the logo; one as a full logo and a shorter icon logo. Both have the same colour variations which can be applied to different backgrounds.

ICON + FULL LOGO / FOR WHITE BACKGROUNDS



#FITUNA

ICON + FULL LOGO / FOR TURQUOISE BRAND BACKGROUNDS



#FITUNA

ICON + FULL LOGO / FOR BLACK BACKGROUNDS



#FITUNA

# SEE IT, TRUST IT, SHOP IT

\*Refreshing the fitness industry one product recommendation at a time...\*

Buy only the best

Buy products you know you'll love

Giving you the support to buy the best products for you. Refreshing, isn't it?

Giving you the knowledge to buy the best products to support your next challenge

Helping you make good life choices

Supporting your choices with refreshing reviews of fitness products

Want to use the same products fitness professionals love? Find non-boased reviews + shop at FITUNA!

Honest advice, a selection of products recommended by trusted fitness influencers and a community of like-minded individuals.

From the brands, to the influencers, for the people.

Activewear Laid Bare

Refreshing honest reviews by influencers, real women and our experts.

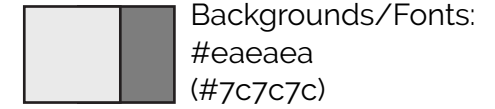
Be inspired by your favourite fitness influencers, and find the direct links to everything they use, love and have reviewed for you!

Fall in love with the same products the pros love!

## MISSION STATEMENT

We want to be the number one online website where people come to find any health and fitness product they want to buy.

# BRAND DESIGN



## HEADINGS

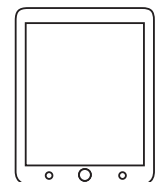
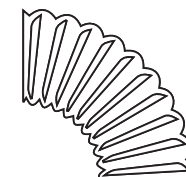
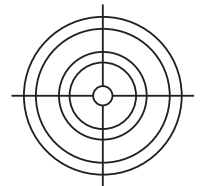
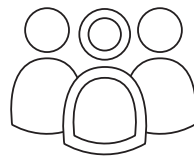
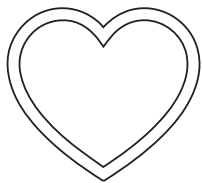
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Character Tracking 300  
Leading 10mm

## BODY

Raleway Regular  
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Character Tracking 0  
Leading 5mm

## STYLE

Linear  
Simple



# FITUNA BELIEVES

“ To make a lifestyle change, you need support and advice from someone you can trust.

We should share knowledge to help people make informed decisions.

We should feel confident that the money we spend on a product will help make our life better.

A healthy lifestyle can improve your mental health, your happiness and your attitude.

Fitness can relieve stress. There are too many pressures in modern day to live a perfect life. We want to inspire people to find a way to enjoy exercise and healthy eating whilst removing the time and money spent trying to do this alone.

”

## MEET LAURA

“ Hey, I'm Laura. I graduated from university and moved straight down to London with my friends after landing a job in marketing with a top company. I have recently had a promotion and working towards the next step in my career. The hours are long so I take every opportunity I get to go out with my friends, check out a new bar everyone is raving about and, when I can, fit in a quick sweat sesh. I have been on and off with my gym membership and am always looking for the next fun thing to do to help me keep fit and healthy. I want to improve my healthy lifestyle but don't have the time to learn all about nutrition or the best way to achieve my goals.

### FUN FACTS:

Yes, I love ginger shots but I also love a cheeky G&T.  
I'm a little bit nervous about protein powder and how it could help me.  
Sometimes I skip the gym to head home, lye on the sofa and watch Netflix.

”





“ My day starts before the crack of dawn. I am up at 530am so I can be with my first client at 6am for my first personal training session of the day. The rest of the day is a lot of rushing around from pt sessions to new product launch events, fitness challenges, meetings with fitness brands, my agent and teaching classes at a few different gyms throughout London.

There is a tight knit group of fitness girls + guys who I regularly work with. We keep each other up to date with the latest events in the industry and discuss the latest products we have discovered. We train together and push each other to improve.

#### FUN FACTS:

I am always getting involved in fitness events and challenges at the weekend. I work on lots of little projects at the same time as well as my own brand and company! I actively try to do my bit for the environment by using re-usable and recyclable products as much as possible  
I love going to festivals

”



# FITUNA

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