

MXMETRICS
DEFEATING MEDIOCRITY

BRAND GUIDELINES

2021





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LEGACY GRAPHIC USES

Various logos and branded graphics pulled from the web.



eXperience '19



FREQUENTLY ASKED QUESTIONS





LOGO UPDATE

What's Changed in the Logo

The new logo is similar in style to the old logo. The new version will give us a quality, scalable vector logo in-line with MXMetric's brand guidelines.

Original

Sharp peaks in lettering lend a more "aggressive" (frowning) feel.

Version pulled from website--fuzzy, non-scalable.

Width of circle and the "X" do not match.

Color usage de-emphasizes the visibility of brand color and de-emphasizes language.

Altering colors lack emphasis on either the word-mark or the text.

Moved the "M" slightly forward in the lettermark.

2021 Update

Softer turns on lettering emphasize the roundness, and flow of the word-mark.

Crisp, scalable edges.

Match stroke width of characters.

Tighten distance between letter-mark and logo.

Isolated usage of brand color to the 'X'--emphasizing "experience" at the core of the design.



BRANDMARK & MONOGRAM GUIDELINES

The Brandmark is the the most singular representation of the MXM brand.

Usage of all logos should always be within brand identified colors, maintain proper contrast, and provide ample spacing to keep our brand visible in any context.



Original

Updated Brandmark



Use Guidelines



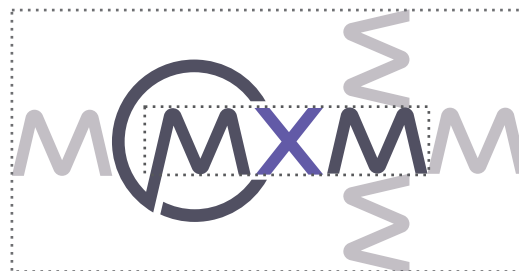
Yes ✓



No ✗

Monogram

The same rules apply to the Wordmark as the Lettermark, but extra attention to the clear space around the Wordmark is recommended.





WORDMARK GUIDELINES

The Wordmark is a combination of the brandmark or monogram with our brand motto or product names.



Original

Branding and alignment

The brandmark and monogram are used with the company slogan to create variations that may be useful in different contexts. The motto may also be displayed without the brandmark or monogram. In these use cases the brand font *Good Times* should always be used.

Name Variations

The monogram may be used in combination with heading font to define sub-branded content like departments, events, or the Strategy Wheel. Sub-branding should utilize the heading font (*Source Sans Pro*) instead of the font from the Wordmark guidelines (*Good Times*).

Monogram

One Line



Centered



Usage Examples

One line



Formatting Notes

Font should match height of "MXM" font, but be lighter weight to avoid confusion with our branding

Brandmark

One Line



Centered



Text should be centered on the 'X' in the monogram. This keeps the text of the logo aligned with the additional text. The first 'M' is off center of its circular container--using the left-edge to align text makes the logo appear off center.

Motto

Left

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Center

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Right

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TYPOGRAPHY

MXMetrics uses two primary fonts--Good Times and Source Sans Pro. Good Times is a decorative font used for all branded icons. Source Sans Pro should be utilized for all heading text and copy (or, if not available, a similar sans-serif font should be used).

BRANDED FONT

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Good Times - Regular

HEADING

**A B C D E F G H I J K L
M N O Q R S T V W X Y Z
1234567890!@#\$%&*()?**

Source Sans Pro - Black

COPY

a b c d e f g h i j k l
m n o p q r s t u v w x y z
1234567890!@#\$%&*()?

Source Sans Pro - Light

COPY

**a b c d e f g h i j k l
m n o p q r s t u v w x y z
1234567890!@#\$%&*()?**

Source Sans Pro - Bold



BRANDING FONT VARIATIONS

Feedback from the previous branding review identified three fonts that were potentially viable to the MXM team. These options are presented for feedback and comparison to the updated logo as presented in this document.

P22 Underground

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Sui Generis

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SHAPE

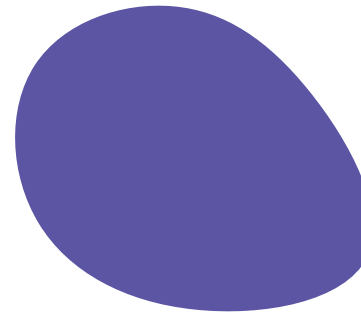
Usage of shapes in branded materials should reflect the MXM brand. While a gym might be a very physical and energetic space, our branding should emphasize control, technicality, and legibility.

When designing shapes, they may flow or curve but should not “sag”. Generally lines should contain one motion, rather than multiple changes in direction. Shapes may be asymmetrical to convey motion, but they should not feel out of balance.



No

Generally, lines should not be “blobby” or too busy.



Yes

Lines and shapes should be continuously (or predominantly) convex.



Yes

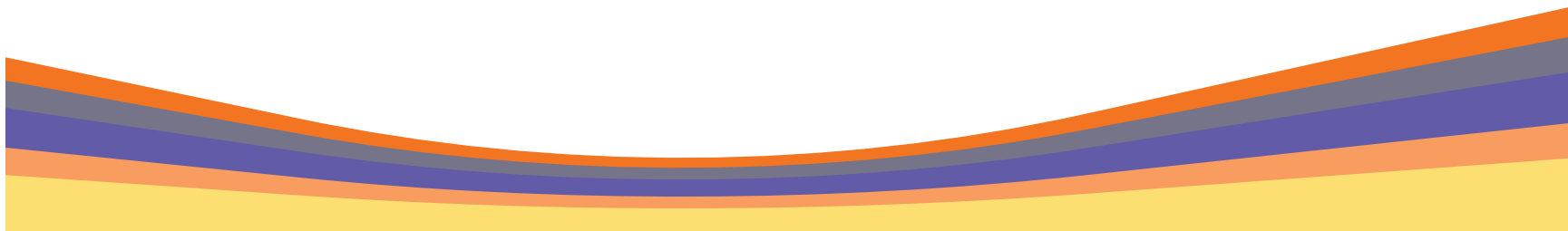
Arc is drawn in one strong, confident mark. Exudes intention.

Our brand loves circles and convex blobs.



No

Alternating concavity and convexity leads to a “splat” feeling--our product is not a splat.





COLOR

MXMetrics uses bold, creative colors. It is recommended to utilize these colors when possible to ensure consistency across our branding.

Primary

These are our primarily used colors. Branded colors should be used to emphasize something of importance -- our logo or a CTA. Variations on brand colors may be utilized in other contexts and are provided for reference.

Brand Primary

#5b49cb

Brand Light

#97acff

Brand Dark

#57527b

Brand Orange

#ff6a0d

Logo Dark

#3f3e4e

Secondary

Secondary colors may be used for additional vibrancy. They are good for breaking up white space, or providing additional balance to a layout.

Green

#4dd62a

Yellow

#fed50a

Dark Colors

Primarily used for copy and background colors.

Text Primary

#474657

Medium Grey

#757288

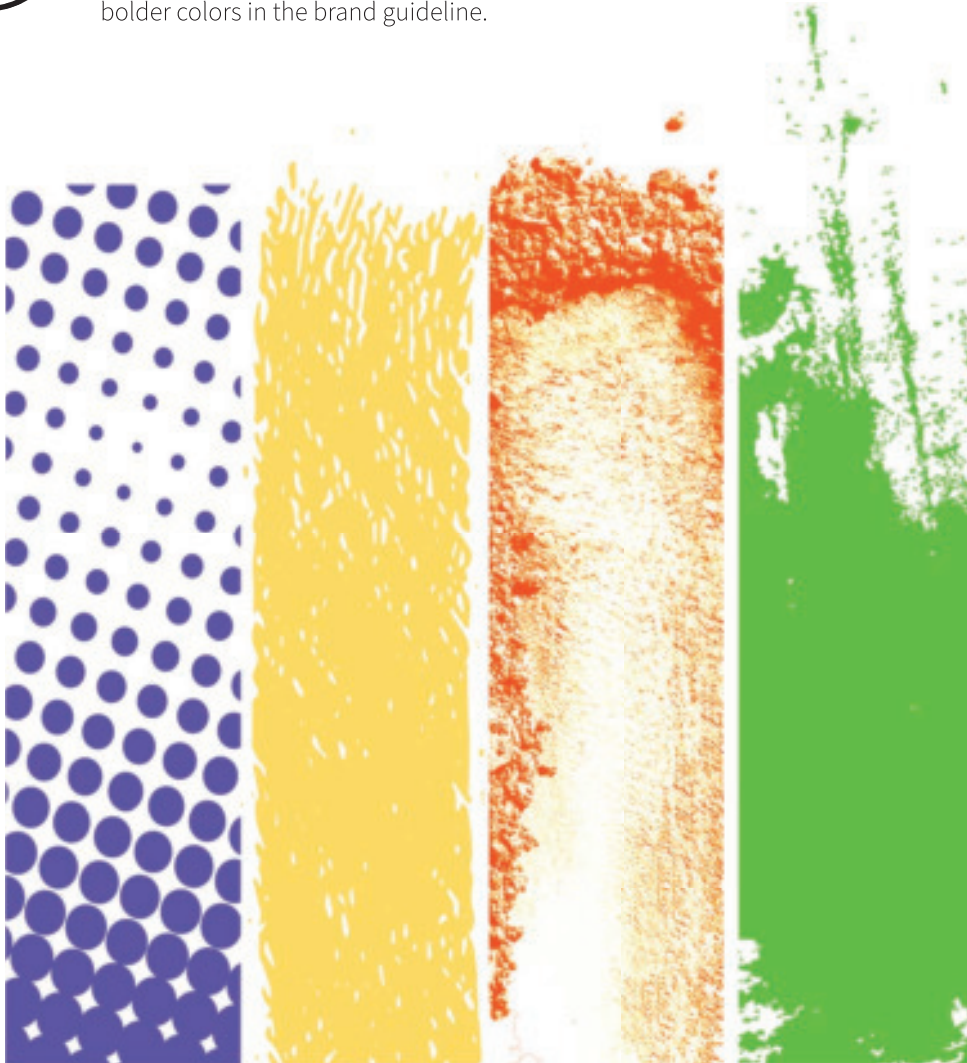
Lighter Grey

#adabbc



TEXTURE

Flat shapes and colors should be offset with “realistic” feeling materials to contrast with clean, restrained layouts and increase the emphasis of bolder colors in the brand guideline.



Web Ad

This existing ad has effective use of texture with two of our brand colors. The brush texture and motion emphasizes the “material” feel of the gym photo.



IHRSA Banner

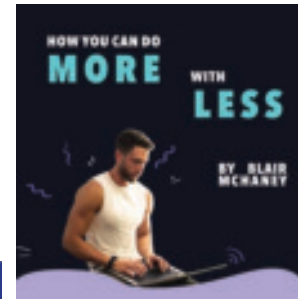
Uses similar colors, with a subtler use of halftone texture in the background to break up space. Utilizes a photo with a scuffed texture to “break up” flatness of the text background.



IMAGERY

To avoid a ubiquitous design style, it is recommended to avoid “Blob People” in favor of real human figures. In general, our brand is receptive to photographic elements that give a grounded sense of an environment or a person. Isolated photographic elements with flat backgrounds work well. As do photographic elements with flat, branded assets.

no. yes!





BASIC LOGO VARIATION

To emphasize the “experience” at the center of our logo, it is recommended to change the color of the “X” to match the context in which its used. Logos may also be swapped from the dark color to the brand primary.



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