

floatfit

BRAND AND STYLE GUIDE



floatfit by aquaphysical

AquaPhysical are the creators of FloatFit - group exercise programmes ON WATER using the world's first floating exercise mat, the AquaBase.

FloatFit HIIT – The original high intensity interval workout on water

FloatFit BALANCE – Inspired by Yoga and Pilates

FloatFit GROW – Fun and fitness for children

Branding

AquaPhysical is a fun, leisure fitness brand. It is important that the brand is represented in the correct way at all times by FloatFit Instructors, clubs and facilities.

Brand, Marketing and PR Questions

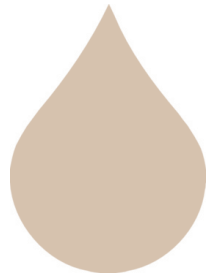
Please email info@aquaphysical.com or call +44 (0) 8000 190 150

logos

Available in PNG format. Do not change typeface, change colour, add sub names, split up, stretch or use as background.



colours

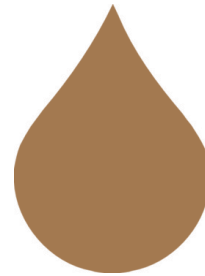


Beige

CMYK
0 / 9 / 18 / 16

RGB
214 / 194 / 176

HEX
D6C2B0

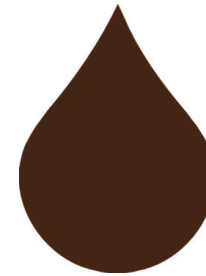


Gold

CMYK
0 / 27 / 53 / 35

RGB
165 / 120 / 78

HEX
A5784E



Dark Brown

CMYK
0 / 40 / 64 / 71

RGB
73 / 44 / 2

HEX
492C1A

typography

Use our three key words within FloatFit marketing internally and externally:

- AquaPhysical (the name of the company)
- FloatFit (the name of the group exercise programme)
- AquaBase (the name of the floating exercise mat)

Please note that all key words have two capital letters. Exception to rule: when written in brand font Bauhaus all key words are lower case.

Brand Fonts

Bauhaus Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$€%&*()

aquaphysical
aquabase
floatfit

Bauhaus

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$€%&*()

aquaphysical
aquabase
floatfit

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$€%&*()

AquaPhysical
AquaBase
FloatFit

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$€%&*()

AquaPhysical
AquaBase
FloatFit

social media

Existing Social Media

- Post about your FloatFit Classes
- Include a description for each FloatFit programme
- Use logos, images and videos from the Online Portal
- Tag @aquaphysical
- Use hashtags #FloatFit #AquaPhysical #AquaBase and #FloatFitHIIT #FloatFitBALANCE #FloatFitGROW
- Share posts from @aquaphysical accounts

New Social Media

If you are a FloatFit Instructor hoping to launch a social media account about your FloatFit Classes, please carefully consider your account name. Any social media accounts that incorrectly represent our brand will be kindly asked to amend it to fit these brand guidelines. It must not include the word 'AquaPhysical' and cannot be 'FloatFit [Location Name]'.

If you would like to incorporate 'FloatFit' into your social media account name, it can be called 'FloatFit with [your name] +/- [your city/state/country]' or 'FloatFit with [your company] +/- [your city/state/country]'

- e.g. FloatFit with Sarah - Florida, USA
- Real example: **skylineaqua_FloatFit**
- Real example: **FloatFitwithn**

website

Existing Website

- Add FloatFit Classes to group exercise timetable
- Include a description for each FloatFit programme
- Use logos, images and videos from the Online Portal

New Website

If you are a FloatFit Instructor hoping to launch a website about your FloatFit Classes, please carefully consider your domain name. Any websites that incorrectly represent our brand will be kindly asked to amend it to fit these brand guidelines. It must not include the word 'AquaPhysical' and cannot be 'FloatFit [Location Name]'.

If you would like to incorporate 'FloatFit' into your website domain, it can be called 'floatfitwith[your name]' or 'floatfitwith[your company]'.

- E.g. floatfitwithsarah (www.floatfitwithsarah.com)
- E.g. floatfitwithxgym (www.floatfitwithxgym.com)

group exercise timetable

Add FloatFit Classes to your group exercise timetable. Each programme can be written in word format or a logo can be used.

Written group exercise timetable example:

Monday
7.30pm - 8.00pm

FloatFit HIIT

Tuesday
7.30pm - 8.00pm

FloatFit GROW

Monday
8.00pm - 8.30pm

FloatFit BALANCE

Logo group exercise timetable example:

Monday
7.30pm - 8.00pm

 floatfit HIIT
AQUAFITICA

Tuesday
7.30pm - 8.00pm

 floatfit **GROW**
AQUAFITICA

Monday
8.00pm - 8.30pm

 floatfit BALANCE
AQUAFITICA

marketing materials

The following marketing materials are available on the Online Portal:

- High quality images (JPEG)
- Videos (request to download)
- Poster artwork (A4 / PDF)
- Roller banner artwork (2 metres x 0.8 metres / PDF)
- Logos (4x per programme including colour and white versions / PDF)
- Flyer artwork (A5 / PDF)

The following marketing support documents are available on the Online Portal:

- Brand and Style Guide
- Marketing FloatFit Classes Guide

Personalisation

- Add your own logos and text to poster, roller banner and flyer artwork
- Personalisation by AquaPhysical is available upon request at an additional cost

If you cannot find what you are looking for on the Online Portal, please email info@aquaphysical.com

public relations and media

Being a fun and unique group exercise class, FloatFit is a great way to attract media attention to your club or facility. AquaPhysical is regularly featured in international press.

We encourage you to invite local press, media and influencers to try a FloatFit Class at your club or facility. We recommend preparing a Press Pack that includes a press release, images and videos to send to local press, media and influencers that attend your FloatFit Class(es). You are welcome to use marketing materials on the Online Portal for this. Alternatively, please contact us for help with preparing your FloatFit Press Pack.

Request a Press Pack and Support

Email info@aquaphysical.com or call +44 (0) 8000 190 150

Please send us your FloatFit media coverage. We would love to see it!

guidance and ideas

For further FloatFit marketing guidance and ideas, please read the Marketing FloatFit Classes Guide on the Online Portal and contact us. We are always happy to help!



aquaphysical.com

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