ROGUEFITNESS

BRAND STANDARDS MANUAL

1 Unit = Capital "R" from logotype

1 Unit = Capital "R" from logotype
1/2 Unit between logotype and mark

Center align vertically along y-axis

OFFICIAL LOGO
PMS 485 mark with Combo PMS 485 & Black logotype

OFFICIAL LOGO

The official Rogue Fitness logo consists of a combination singular mark and literal logotype. Both elements are based on the typeface Aero Extended, and should only be displayed as such. The logo also should consist of a color combination of Black and Red (PMS 485) whenever possible, acceptable variations are addressed in this guide, and the "R" mark and the word "Rogue" are to always remain the same color.

To ensure proper legibility and maintain the integrity of the logo, the acceptable spacing and orientation is shown to the left. In comparison to the logotype, the mark should be three units high by three units wide, with a half unit of space in between. This version is only to be used stacked and center-aligned.

OFFICIAL MARK
PMS 485 mark

THE MARK

The "R" mark is the primary visual component of the Rogue Fitness identity. It is simply a removed element from the logotype to maintain a connection when shown by itself.

The primary use is for either maximum visual effect at a large scale, or in restricted size situations, 2 inches or less, that R can be the sole logo element.

OFFICIAL LOGOTYPE
Combo PMS 485 & Black logotype

LOGOTYPE

The logo in many instances will be reduced to the logotype. This may happen in instances of redundancy, where the primary logo has already been used, of when given a horizontal canvas that can't support the full mark. Any instance at least larger than 2 inches should use the logotype at the very least.

The logotype should also be two toned in any multiple color print or digital application. Variations and treatments are further addressed in this guide.

OFFICIAL LOGO
PMS 485 mark with Combo PMS 485 & Black logotype

OFFICIAL LOGO

In introductory circumstances, any application in which an audience or individual viewer may first come in contact with the Rogue Fitness brand, it is suggested that the full version of the logo is used. The full version includes the mark and logotype, therefore contains all the elements in which an audience may eventually become more cognisant of the individual elements and varying applications that may follow.

Further, this application is recommended to be used simply with ample space and limited interference to fully introduce the brand. Supporting elements that will almost always accompany this logo are the tagline "High Speed. Low Drag." and the website "roguefitness.com." These are the primary brand reinforcement elements, with the website being the driving force for sales and promotion.

Much of the materials produced that can be labeled as Total Brand Communication will come directly from the internal design team as promotional material to engage to customers, and as sponsorship material at Crossfit cultural events.

ROGUEFITNESS

R

ROGUE

ROGUE

OFFICIAL ROGUE FITNESS LOGOTYE & MARK
(left)   Combo PMS 485 and Black logotype
(right) PMS 485 mark

OFFICIAL ROGUE SHORTHAND & STENCIL TREATMENT
(left)   PMS 485 logotype
(right) One-color stencil

SEPARATED USE

Once an audience member is familiar with the Rogue Fitness brand, it is more important to maintain that relationship rather that continuously re-introduce it. In these instances, the elements that make up the official logo, the mark and the logotype, may be separated and used individually. This may occur in many instances from size restrictions to creative application.

In the case of size restrictions, horizontal applications let the logotype maximize the given space due to its extremely horizontal proportion. Given that it is still the literal portion of the logo, it fully communicates the brand and offers little computerisation.

When using just the mark, a wide range of possibilities are offered, however, only a few are preferred. In creative applications, the mark offers more of a visual impact than the logotype, especially when increasing scale, however, it should remain clear of any other objects and not create any overlaps or tangents. The mark is also preferred for simple small applications when the logotype at the same scale would become illegible.

SHORTHAND USE

The third tier of the Rogue Fitness identity is the shorthand use, which also features a stenciled use of the name. In this instance, the logotype is shortened to just "Rogue," and is only to be used on Rogue Fitness manufactured equipment. These products generally have "Rogue" in the name, such as "the Rogue Bar," which then maybe have a model attachment. These products generally offer little surface area for the logo to be applied, therefore making the shorthand version effective.

The stenciled use of the Rogue name is used more for necessity than maintaining the brand as established by the official identity. It is created from the typeface "Stencil BT" and is effectively used in actual stencil application of the Rogue Fitness name. Some Rogue products feature unique materials such as plywood and rubber which present printing problems, therefore actual stenciling, branding, and embossing are needed to effectively label the products with the name.

Stencil BT is also an acceptable secondary typeface used for product naming, that way there is a bridge between the physical stenciled use and Rogue branded items.

Official Colors

R 15%

R 25%

R 50%

R 75%

PRINT

BLACK		RED	
PMS	Black	**PMS**	485
CMYK	0:0:0:100	**CMYK**	0:95:100:0

SCREEN

RGB	0:0:0	**RGB**	238:49:36
HEX	#000000	**HEX**	#ee3124

Color Handling

LIGHT BACKGROUND

When the Rogue Fitness logo is applied to a light background, the greatest contrast and legibility is achieved when the official logo is treated with a red mark and matching "Rogue" within the logotype, and black "Fitness." This utilizes the official two toned color palette correctly and upholds the intent of the brand.

When the logo is reduced to one color, it is best to go with just black, or the darkest possible color. This eliminates any screening from a less than preferred print process.

OFFICIAL ROGUE FITNESS LOGO
(top) PMS 485 mark with Combo PMS 485 & Black logotype
(bot) One-color Black logo

DARK BACKGROUND

When the Rogue Fitness logo is applied to a dark background, the greatest contrast and legibility is achieved when the official logo is treated with a red mark and matching "Rogue" within the logotype, and white "Fitness." This utilizes the official red within the color palette correctly and upholds the intent of the brand.

When the logo is reduced to one color, it is best to completely reverse the logo, or the darkest possible color. This eliminates any screening from a less than preferred print process.

OFFICIAL ROGUE FITNESS LOGO
(top) PMS 485 mark with Combo PMS 485 & White logotype
(bot) One-color White logo

COLOR BACKGROUND

When the Rogue Fitness logo is applied to a color background,such as the corporate red, the greatest contrast and legibility is achieved when the official logo is treated with a reversed mark and matching "Rogue" within the logotype, and black "Fitness." This is all in the instance in which the red would not be legible when applied to a color.

When the logo is reduced to one color, it is the judgement of the designer to decide if the background falls into a darker or lighter spectrum, therefore the rules for light/dark background should be followed.

OFFICIAL ROGUE FITNESS LOGO
(top) White mark with Combo White & Black logotype
(bot) One-color White logo

FULL LOGO SAFETY

To uphold the integrity of the logo and exercise the necessary clearance space as addressed, it is recommended that the full logo maintain a safety area of at least two units vertically and horizontally.

The only elements that can enter this safety area are tags that are addressed in the "Tagline & Attachments" section of this guide. The correct measurements for those constructions can be found in that section.

2 Units of clearance
horizontally & vertically
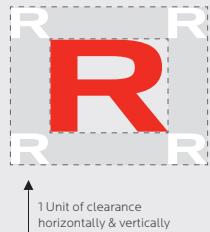
MARK SAFETY

To uphold the integrity of the mark and exercise the necessary clearance space, it is recommended that the mark maintain a safety area of at least one unit vertically and horizontally.

The only element that can invade this space is the logotype when it is correctly constructed.

1 Unit of clearance
horizontally & vertically

LOGOTYPE SAFETY

To uphold the integrity of the logotype and exercise the necessary clearance space, it is recommended that the logotype maintain a safety area of at least one unit vertically and horizontally.

The only elements that can enter this safety area are tags that are addressed in the "Tagline & Attachments" section of this guide. The correct measurements for those constructions can be found in that section.

1 Unit of clearance
horizontally & vertically

EXAMPLES OF MISUSE

Shown are examples that break the rules outlined in this guide.

INCORRECT COLOR
The color version of the logotype must use a Red mark to match "Rogue"

INCORRECT ORIENTATION
A horizontal version of the full logo is not available

INCORRECT MARK
The mark cannot deviate from the provided version set in Aero Extended

INCORRECT MARK
The logotype cannot deviate from the provided version set in Aero Extended

UNAPPROVED COLOR
The logo cannnot introduce any color other than Black, White or Red

UNAPPROVED TYPOGRAPHY
Stencil BT can only be used as a shorthand version, not in a full logotype

Primary Branding Typography

Web Safe Typography

Locator Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Locator Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Locator Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Locator Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOCATOR

The acceptable font to be included in Rogue collateral is Locator, which is chosen for its superior legibility and distinguishing weights, making it useful for defining hierarchy in any copy heavy application, with a clear bold for headlines, and thinner weights for body copy. Combining weights also makes for more interesting headlines by calling out certain key words and phrases.

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA

The acceptable font to be included in Rogue Web applications is Helvetica or a standard sans serif typeface. Since Web type is far more limited than print type, Helvetica is an acceptable replacement for Locator which is used for all other pieces because they are both sans serif.

Helvetica Bold is the preferred weight for headlines.

Helvetica Regular is preferred for body copy or all other copy except for headlines.

CHAMPION LIGHTWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CHAMPION MIDDLEWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CHAMPION HEAVYWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

STENCIL BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

WOOL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CHAMPION

To diversify the appearance of Rogue Fitness promotional material, the typeface Champion can be utilized. Champion features varying extended bolds to very condensed thins, creating a very kinetic typography. These varying weights can be mixed to conceptually illustrate the mix between strength and agility that Rogue Fitness caters to.

Champion is only to be utilized in advertising materials and product promotion. It should never replace the official logo in any sense, nor be used as an attached tagline, website, or body copy.

STENCIL BT & WOOL

As addressed earlier, Stencil BT is an accepted secondary branding typeface, but only in instances of product naming. It is most commonly paired with the shorthand version of the Rogue Fitness identity.

Wool is an effective typeface for labelling in product diagrams to show specific pieces within a system, varying sizes, or dimensions. This is the only accepted use and all other applications refer to the other typography suggestions previously made.

HIGH SPEED. **LOW DRAG.**

OFFICIAL ROGUE FITNESS TAGLINE
Combo Locator Light & Locator Bold shown in 65% Black

R
ROGUEFITNESS
HIGH SPEED. **LOW DRAG.**

OFFICIAL ROGUE FITNESS LOGO & TAGLINE COMBO
65% Black Locator Light Attachment

ROGUEFITNESS
HIGH SPEED. **LOW DRAG.**

ROGUEFITNESS
ROGUEFITNESS.COM

ROGUEFITNESS
CROSSFIT COLUMBUS

EXAMPLE ROGUE FITNESS LOGOTYPE & ATTACHMENTS
65% Black Locator Light Attachment

TAGLINE

The official Rogue Fitness tagline is "High Speed. Low Drag." It uses the primary branding typeface, Locator, in two varying widths, Thin and Bold. It is always to be used in all caps, with periods at the end of each statement.

FULL LOGO ATTACHMENTS

The full Rogue Fitness logo may receive an attachment of the tagline "High Speed. Low Drag." When applying, using the same units as all other construction methods, the tagline should be a half unit tall, with a one-third unit space between the logo and the attachment. To maintain the visual direction within the logo, the tagline should be aligned along the center axis, below the logotype.

LOGOTYPE ATTACHMENTS

The Rogue Fitness logotype may receive a large amount of attachments, anything that is useful for correctly defining the application it is representing. In these instances, the attachment should be a half unit tall, with a one-third unit space between the logo and the attachment. Alignment should also be justified to the right edge of the logo, underneath the word "Fitness." All attachments, with the exception of the tagline, should be fully set in Locator Light.

INTERNATIONAL LOGOS

In order for Rogue Fitness to maintain a presence internationally, a logo system has been developed for international distributors. The system is built on the logotype and an element from the location's flag. The mark has been dropped from this system to limit visual competition between the mark and flag element.

The flag element is two-and-a-half units tall, centered along the x-axis of the logotype/country attachment. The country attachment deviates from the aforementioned treatment, since the international distributors are meant to work as a separate entity. The attachments increase to two-this units height, but maintain the one-third unit distance from the logotype, still right justified.

EXAMPLE ROGUE FITNESS INTERNATIONAL LOCKUP
Example purposes only, not actual logo

CONTACT

For any questions about the use of the Rogue Fitness logo and it's elements, please contact the Rogue Fitness Creative team:

brand.standards@roguefitness.com

ROGUE FITNESS CANADA LOCKUP
(Logo)   PMS 485 & Black logotype with PMS 485 Maple Leaf
(Attach) 65% Black Locator Light

CANADA

The Rogue Fitness: Canada lockup features the Canadian Maple Leaf as used in the flag, and maintains the Black and Red color palette as used in the official identity.

BLACK	PMS 485

ROGUE FITNESS EUROPE LOCKUP
(Logo)   PMS 485 & Black logotype with PMS 112 Star Ring
(Attach) 65% Black Locator Light

EUROPE

The Rogue Fitness: Europe lockup features the circle of twelve stars as used in the European Union flag, and adds yellow to the official two toned palette.

BLACK	PMS 485	PMS 112

ROGUE FITNESS AUSTRALIA LOCKUP
(Logo)   PMS 485 & Black logotype with PMS 072 Star Pair
(Attach) 65% Black Locator Light

AUSTRALIA

The Rogue Fitness: Australia lockup features the five and seven pointed stars as used in the Australian flag, and adds blue to the official two toned palette.

BLACK	PMS 485	PMS 072