

PEAK
PERFORMANCE

**GRAPHIC STANDARDS
GUIDELINES**

WE ARE

PEAK PERFORMANCE

This publication has been developed to guide users of Peak Performance's visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that Peak Performance has been building.

At our athletic brand, we are committed to providing ecofriendly and innovative fitness solutions. With a focus on technology, quality, and premium performance, we strive to help our customers reach their peak fitness levels. Our products are designed to be environmentally friendly, ensuring that you can achieve your fitness goals while minimizing your impact on the planet.

Our Mission:

To provide innovative, eco-friendly fitness solutions that help our customers reach their peak physical potential, while minimizing their environmental impact.

Our Values:

We believe in sustainability, health, and innovation. We are committed to creating products that are not only good for our customers, but also good for our planet.

Our Vision:

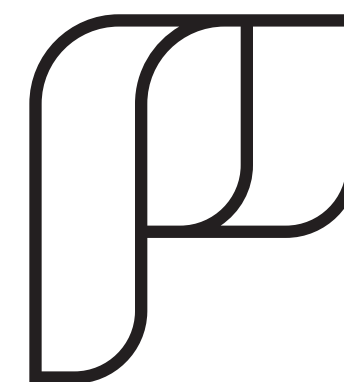
To redefine fitness by becoming a leading brand that merges technology, quality, and environmental consciousness. We envision a world where fitness and sustainability go hand in hand.



BRAND IDENTIFICATION

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LOGO

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the **XXX** brand, its use must be managed through the standards set out in this guide.

Colour – positive version



X

Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

Logo (continued)

Black – positive version

The **XXX** logo must be used in black only when production constraints do not allow the use of colour.



Negative version



BUFFER ZONE

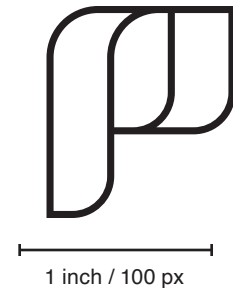
To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the letter "P" inside the word "PEAK".



MINIMUM SIZE

A minimum size for usage of the logo must be determined to ensure optimal visibility. The XXX logo must measure at least 1 inch wide (2.5 cm).



COLOURS

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are black and white. Technical specifications are detailed below.

Secondary colours stems for colors of nature:

Green= Trees, plants, grass, etc.

Orange= Sun.

Blue= Ocean/Sky.

PRIMARY COLOURS

#ffffff
RGB 255-255-255
CMYK 0-0-0-0

#1f1f20
RGB 31-31-31
CMYK 73-67-65-78

SECONDARY COLOURS

#d5d5d5
RGB 213-213-213
CMYK 15-11-12-0

#90bf52
RGB 144-191-82
CMYK 58-0--0

#fbaa1a
RGB 251-170-26
CMYK 0-40-100-0

#70c2e7
RGB 112-194-231
CMYK 67-0-5-0

TYPOGRAPHY

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents.

PRIMARY

ORBITRON

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
TUVWXYZÆŒ
abcdefghijklmnopqrstuvwxyzæœøefl
0123456789!/?#€\$¢£&%@
{(\<-+=->/)}*'"":;.,...

Semibold Bold Extrabold Black

SECONDARY

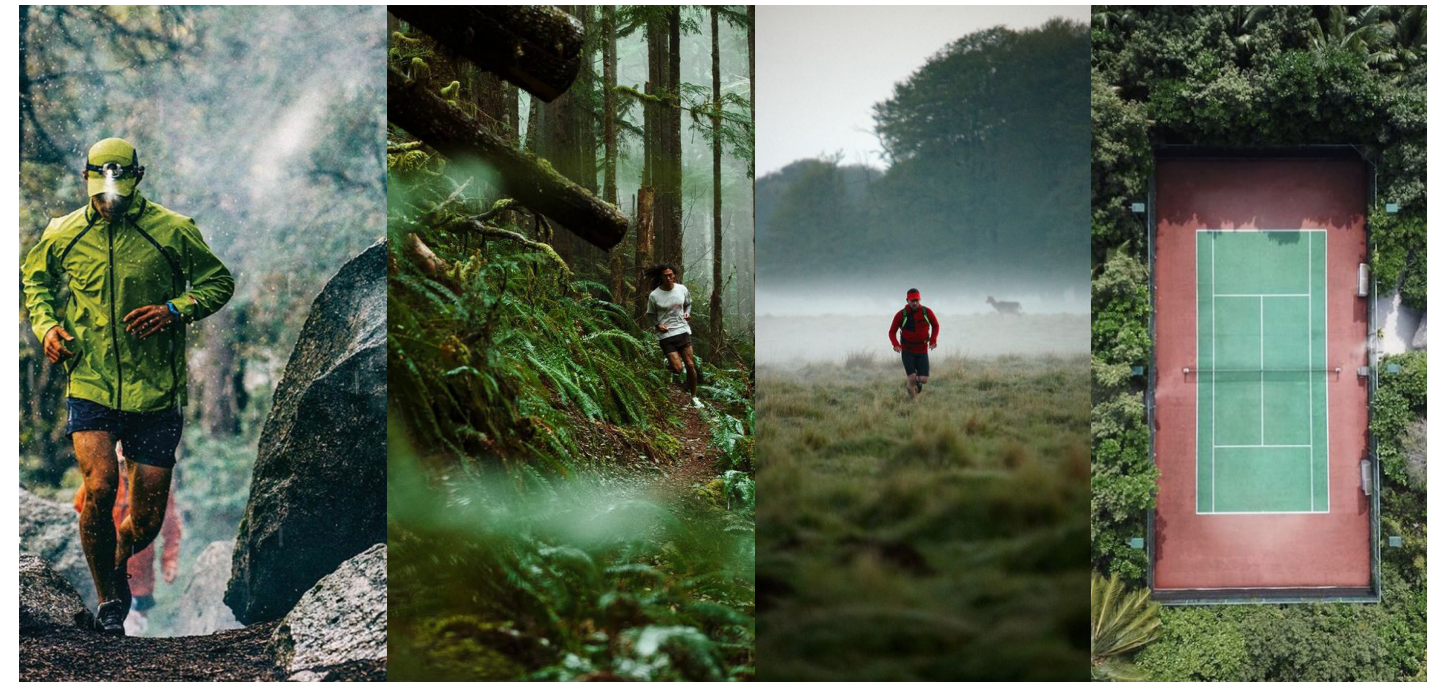
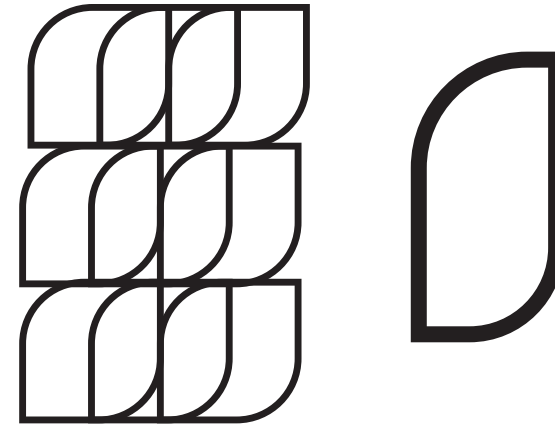
Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ
abcdefghijklmnopqrstuvwxyzæœøefl
0123456789!/?#€\$¢£¥&%@
{(\<-+=->/)}*™®ªº»¼½¾¿«»»,;.,...

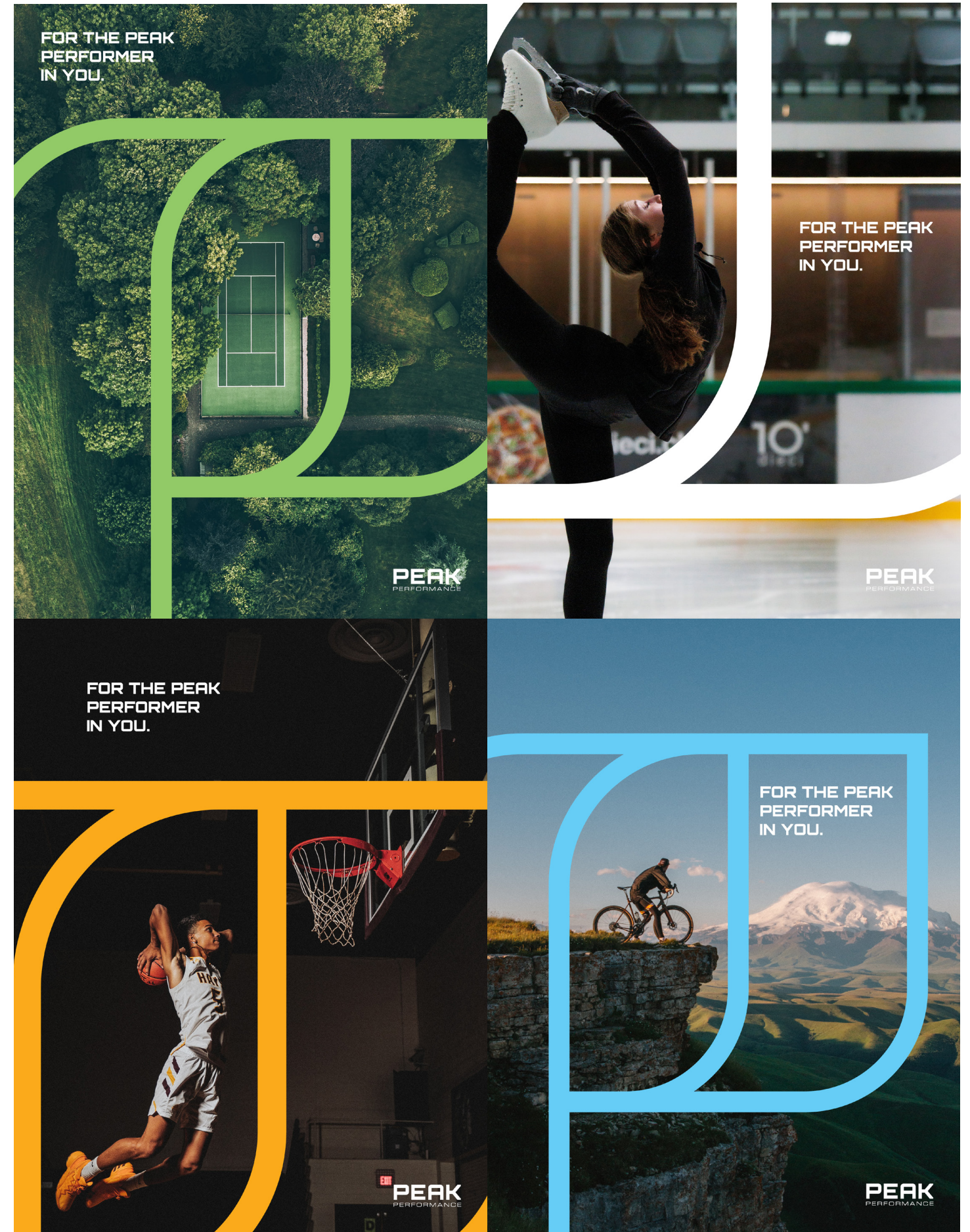
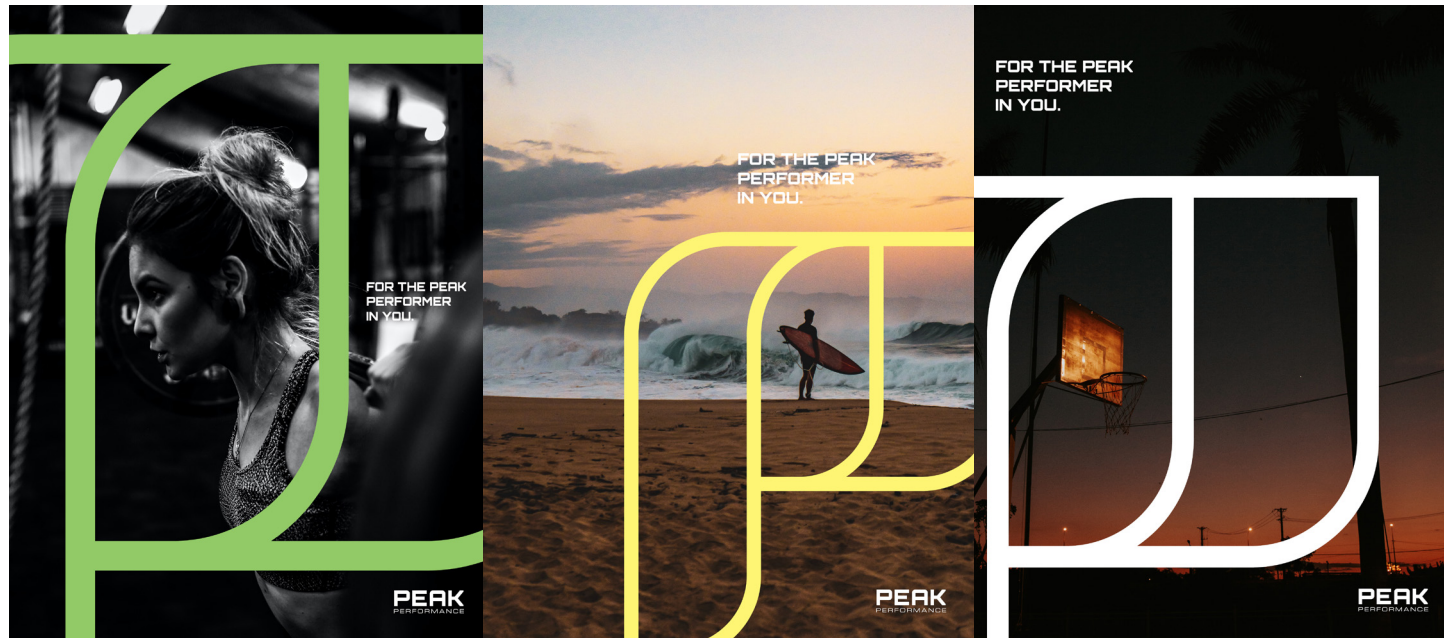
Thin Light Regular Medium
SemiBold Bold ExtraBold Black

GRAPHIC ELEMENTS

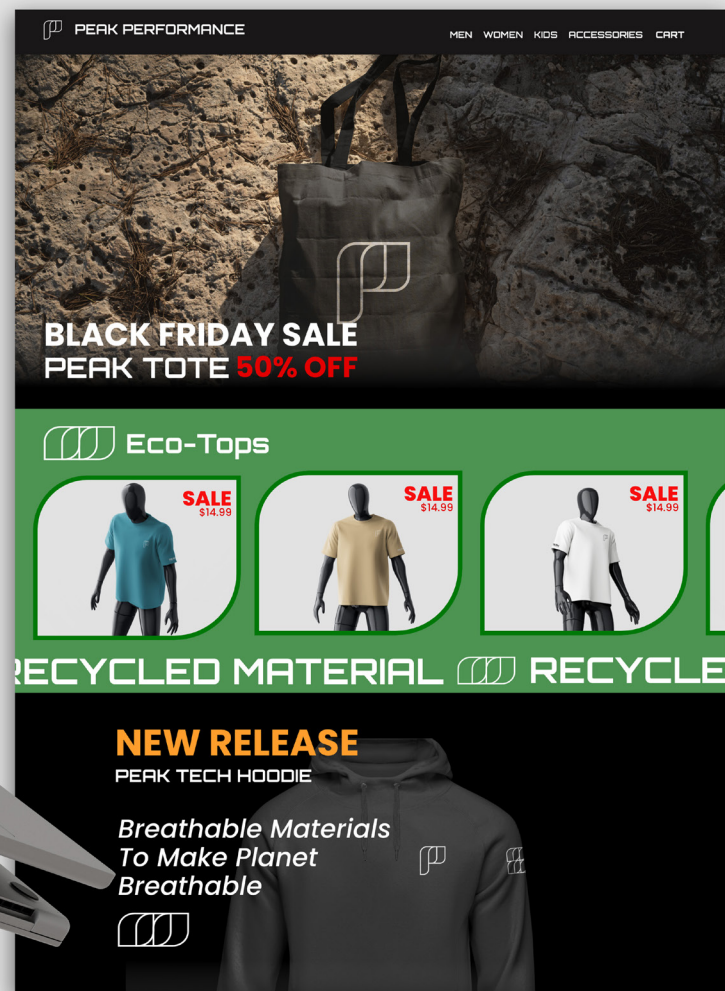
Shape, Photography, illustration, grid, texture



APPLICATION EXEMPLES









PERFORMANCE



SUSTAINABILITY



ECO-FRIENDLY





PEAK
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