

Performance Nutrition Brand guidelines

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Performance&Nutrition is a new fitness boutique based in Milan (Italy) born with the idea of bringing a high-quality service that combines **training**, **nutrition**, and **wellness**.

Although the business's owner has already run another big fitness centre for many years, this new activity represents a new concept as it focuses on **one-to-one relationships** with its customers, providing them with a great level of **personal attention** to enable the achievment of their goals.

ABOUT

BEHIND THE BRAND

BRAND NAME:

• Performance&Nutrition

TAGLINE:

• Push your limits

CORE BRAND MASSAGE:

• "Nothing is impossible, if you want it"

BRAND ESSENCE:

• Professional, attentive, client-centric, inclusive

PERSONALITY:

• Competent, trustworthy, motivating, helpful, friendly

BEHIND THE BRAND

VISION:

Performance&Nutrition will improve the life-quality of people by educating, inspiring, and providing them with a new lifestyle, through an efficient, effective, safe training and nutrition plan, which will allow to obtain a mental and physical balance.

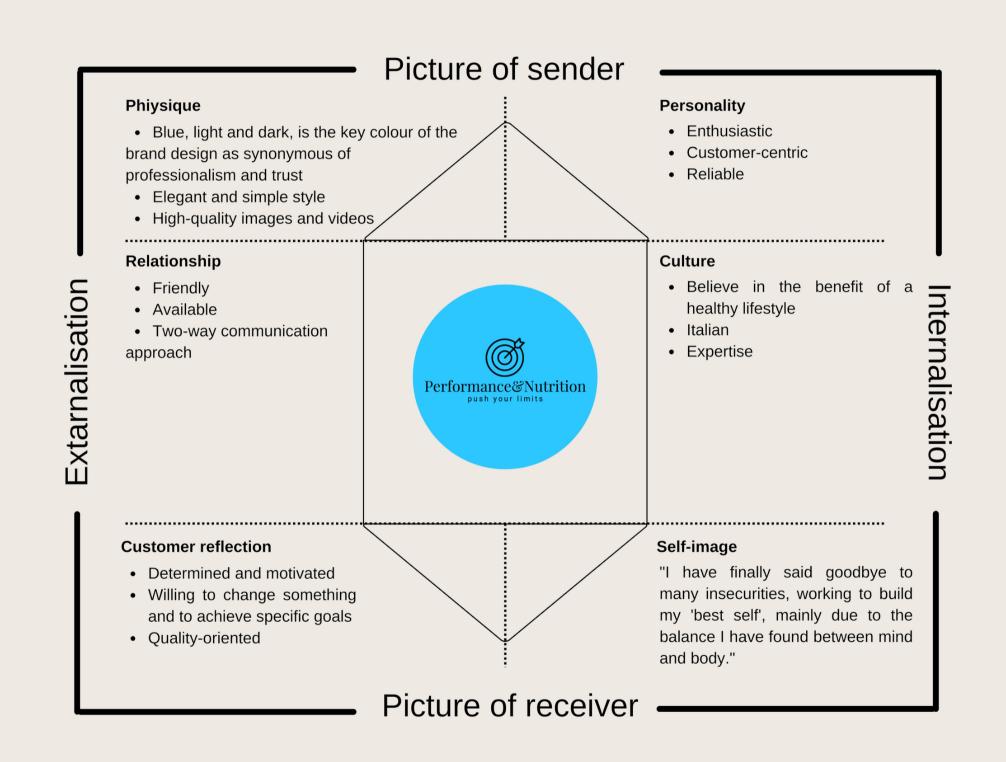
MISSION:

Performance&Nutrition's mission is to professionally help and guide its clients to achieve their "best self", by learning that anything is possible with the right amount of motivation, determination and commitment.

VALUES:

Healthy lifestyle, efficiency, professionalism, strong customer relations, respect, reliability and results orientation.

BRAND IDENTITY PRISM



The **visual representation** of the brand was developed to reflect its personality and essence. Being a new company, it is essential that this is done successfully in order to create a memorable customer experience.

Considering that the client wants to build the image of an exclusive, reliable, and competent brand, all visual elements were designed to support this idea and to appeal to the company's target audience.

COLOUR PALETTE

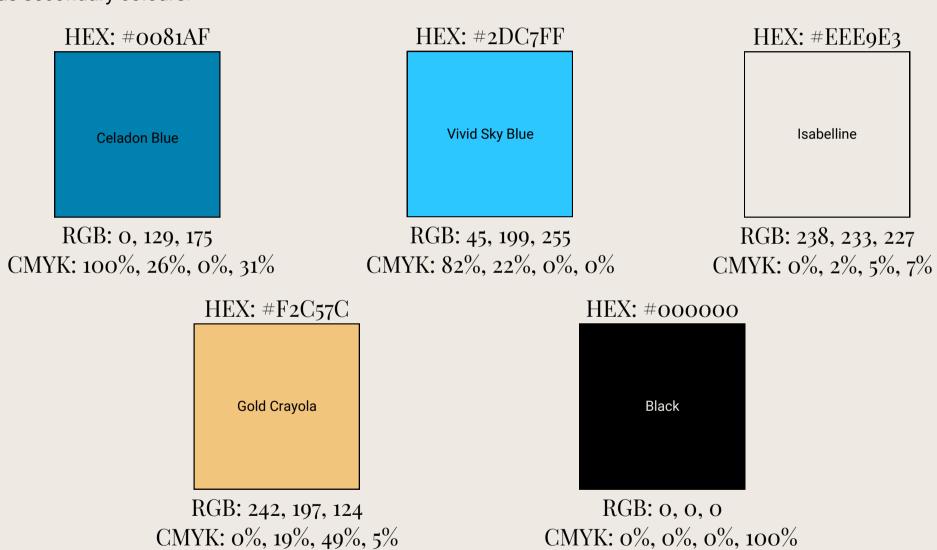
The colour palette of *Performance&Nutrition* is characterised by two main colours: **blue** (Celadon Blue) and **light blue** (Vivid Sky Blue).

This is because blue is interpreted as a sign of **professionalism** and maturity, while light blue represents **confidence** and tranquillity. In addition, both increase the ability to read and concentrate.

VISUAL BRAND

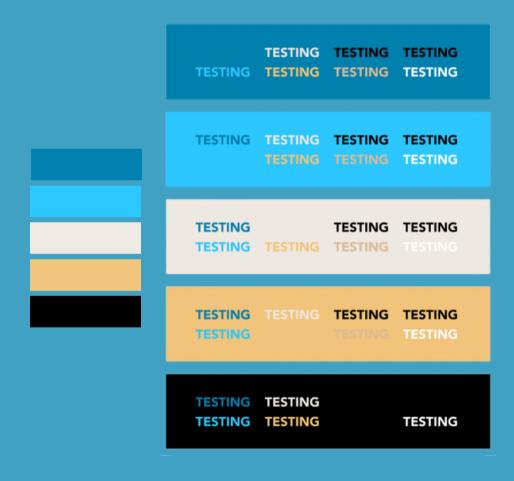
COLOUR PALETTE

Yellow, synonymous with happiness and optimism, and black, used to convey a feeling of modernity and power, were chosen as secondary colours.



These colours fit in perfectly with *Performance&Nutrition*, characterised by a friendly approach, but equally a source of reliability and expertise.

Blue and light beige are mainly used as base colours, since they offer a greater contrast to black or light beige text.



COLOUR PALETTE

MAIN LOGO

The main logo of *Performance&Nutrition* includes the **company's full name** accompanied by the **tagline** used as a subtitle and an **icon**; this is intended to grab the attention of the target audience by employing a distinctive phrase and symbol to convey the company's core concept: *doing everything to achieve their goals*.

It contains two different characters, Playfair Display for the name and Roboto for the tagline.

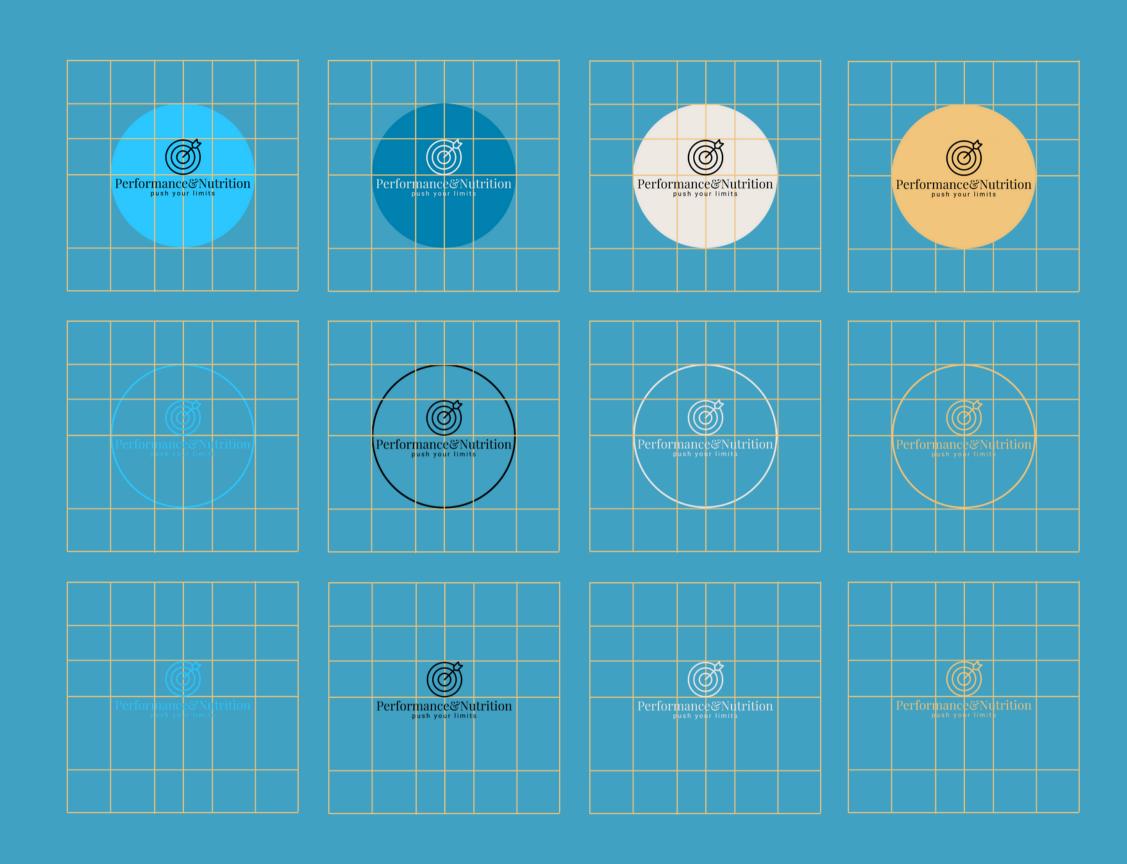
The logo can be used in different versions, depending on how it best suits the specific situation:

- with the **full circle**, in one of the colours of the palette;
- with the **empty circle**, in one of the colours of the palette;
- without the circle, in one of the colours of the palette.

The **clear space**, i.e. the area surrounding the logo, should be kept free of any text or graphic elements; this will ensure that it stands out in all communications.

This logo will be used in various contexts, e.g. website headers, social media headers, promotional products (t-shirts, hats, bags), and other suitable places of similar size and shape, or where the company name is to appear entirely, e.g. on letterheads.

MAIN LOGO



TYPEFACE VERSION LOGO

In addition, in case the main logo should not be suitable for a specific location or does not seem appropriate, a **typeface version** is also available.

Performance Nutrition
push your limits

Performance Nutrition
push your limits

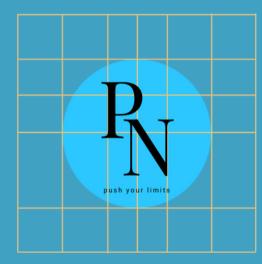
Performance Nutrition
push your limits

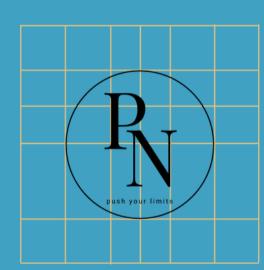
Performance Nutrition

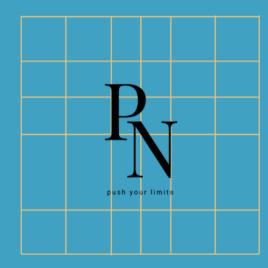
The secondary logo comprises the same fonts, colours, and dimensions as the main one, but consists only of the **brand's initial in capital letters** and **tagline**, without the icon.

Below are some examples, but it is possible to choose any colour from the palette according to the context.

This kind of logo will be used in places where a more compact version is needed, such as app icons, social media graphics, etc.





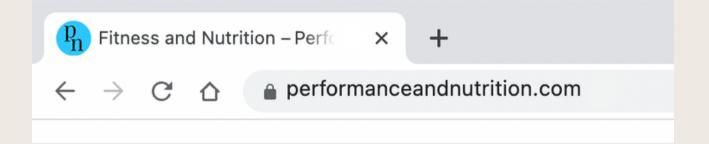


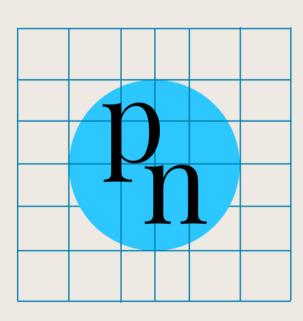
SECONDARY LOGO

SUBMARKS LOGO

The **simplified logo** with only the brand name initials in lower case should be used in circumstances where a logo size of less than 10mm is required, like website icons, to avoid obscuring the font.

As with the other logo formats, the size and font are the same, but in this case it is recommended to choose stronger colours, as the logo with the full blue circle, to give a better visual impression.





POSSIBLE LOGO LOGO MOCKUPS







POSSIBLE LOGO LOGO MOCKUPS





The font combination chosen for P&N's visual design is a blend of two complementary fonts.

The primary font, *Roboto*, is a neo-grotesque sans-serif typeface family developed by Google, specifically by Christian Robertson in 2011, which is paired with the elegant *Playfair Display*, a transitional, serif typeface designed by Claus Eggers Sørensen in 2011 that provides a modern and stylish touch, characteristics that align perfectly with the company's ideals.

The primary font will be used for **body text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**, like paragraphs and small material, while the secondary font will be used for **bedy text**.

TYPO GRAPHY

TYPO GRAPHY

PRIMARY (subtitles and paragraphs):

Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa

SECONDARY (headings and titles):

Playfair Display

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Aa

It is important to create a hierarchical division to enable the reader to know where to look for specific information.

In this respect, there are no strict rules: the only requirement is to ensure an attractive and easy-to-follow overall design.

Performance&Nutrition - regular

Performance&Nutrition - medium

Performance&Nutrition - semibold

Performance Nutrition - bold

Performance Nutrition - extrabold

Performance Solutrition - black

Push vour limits - thi

Push your limits - light

Push your limits - regular

Push your limits - medium

Push your limits - bold

Push your limits - black



DIGITAL GUIDELINES

To drive the content creation process, during the brand identity development, four key buyer personas were created for *Performance&Nutrition*, which will be used as reference points to create more relevant and engaging content.

"Personas provide valuable insights that can be used to deliver the message to the right audience at the right time"

Their profiles are presented on the following pages.



BUYER PERSONA

Persona	Characteristics/Segment	Motivation, Goals and Needs	What we want to deliver?
Giulia	 Female 36 years old Location: Milan, Italy Single Master's degree Hobbies: reading and spending time with her friends Income: 25.000 € Fitness level: average Social media: Instagram, TikTok, LinkedIn 	 She wants to change her relationship with food. Improve her workout quality. She wants to have more energy during the day. She wants to maintain her weight. She wants to make new friends, who can also help her to change her bad relationship with food. She is looking for someone highly competent. 	 Personalised nutrition plan. Social media content with food tips. Content with healthy recipes. Content focusing on member community (e.g. offline events). Clear and easy UX. Easy and intuitive way to book services. Promoting owner's expertise through informative and educational content. Highly motivated and supportive relationship with the customer.

BUYER PERSONA



Persona	Characteristics/Segment Motivation, Goals and Needs		What we want to deliver?		
Francesco	 Male 44 years old Location: Cologno Monzese, Italy Married Master's degree Hobbies: travel with his wife Income: 35.000 € Fitness level: low Social media: Facebook, LinkedIn, Instagram 	 He needs to improve his mobility. He wants to see results quickly. He needs something that does not interfere with his job. He needs to eat healthier, without being influenced by fatigue and stress. He is looking for someone highly competent. 	 The venue is less than 5km from his office. Flexible training session schedules to fit in with his life commitments. Mobility advice and why it is important. Easy to find online. High Google My Business/local search ranking. Content on how to maintain a healthy lifestyle while travelling. A varied and sustainable nutrition plan. Useful customer reviews and testimonials. Professional and high-quality services. 		



Persona	Characteristics/Segment	Motivation, Goals and Needs	What we want to deliver?
Martina	 Female 42 years old Location: Paderno d'Adda, Italy Married, with two kids Bachelor's degree Hobbies: watch movies and spent time outdoors with her family Income: 28.000 € Fitness level: low Social media: Facebook, Instagram 	 She wants to lose a few kilos gained during pregnancy. She wants someone that motivates her. She needs to have information on a healthy lifestyle. She needs testimonials of the results obtained by previous customers. Having a little kid, she wants to train in a clean and safe place. 	 Easily digestible social media content (e.g. "x ways to reach y"). Content focusing on the achievements of past and current members (e.g. UGC). High availability from the company to support the client throughout her entire journey with Performance&Nutrition. Flexible training session schedules to fit in with her life commitments. High Google My Business/local search ranking. Clean and welcoming environment. Specific training and nutrition for the post-partum period.

PERSONA

BUYER

BUYER PERSONA



Persona	Characteristics/Segment	Motivation, Goals and Needs	What we want to deliver?	
Riccardo	 Male 38 years old Location: Monza, Italy Girlfriend Bachelor's degree Hobbies: training and travel Income: 23.000 € Fitness level: advance Social media: Instagram, Facebook, Twitter 	 He wants to find a trainer for the Milan Marathon. He likes to train alone. He wants to improve his strength. He is looking for a balance between mind-body. He is looking for a coach with whom he can have a friendly relationship, but who also motivates him to push his limits in every session. 	 Content with marathon tips and information. One-to-one workout. Personalised nutrition plan. Provide a specific workout structure. Content with advice on mind-body balance and why it is so important. Clear CTA's on social media and website. Offer a friendly relationship with customers, but at the same time results-oriented. 	

Performance&Nutrition should aim to be present on multiple social platforms, publishing relevant and engaging material for its target customers, as content published on these channels has the main purpose of creating **brand awareness** and **recognition**.

The company should focus primarily on **Instagram** and **Facebook**, since they are defined as the principal networks used by the chosen audience and they have also proven to be the most popular among competitors and to help establish brand personality.

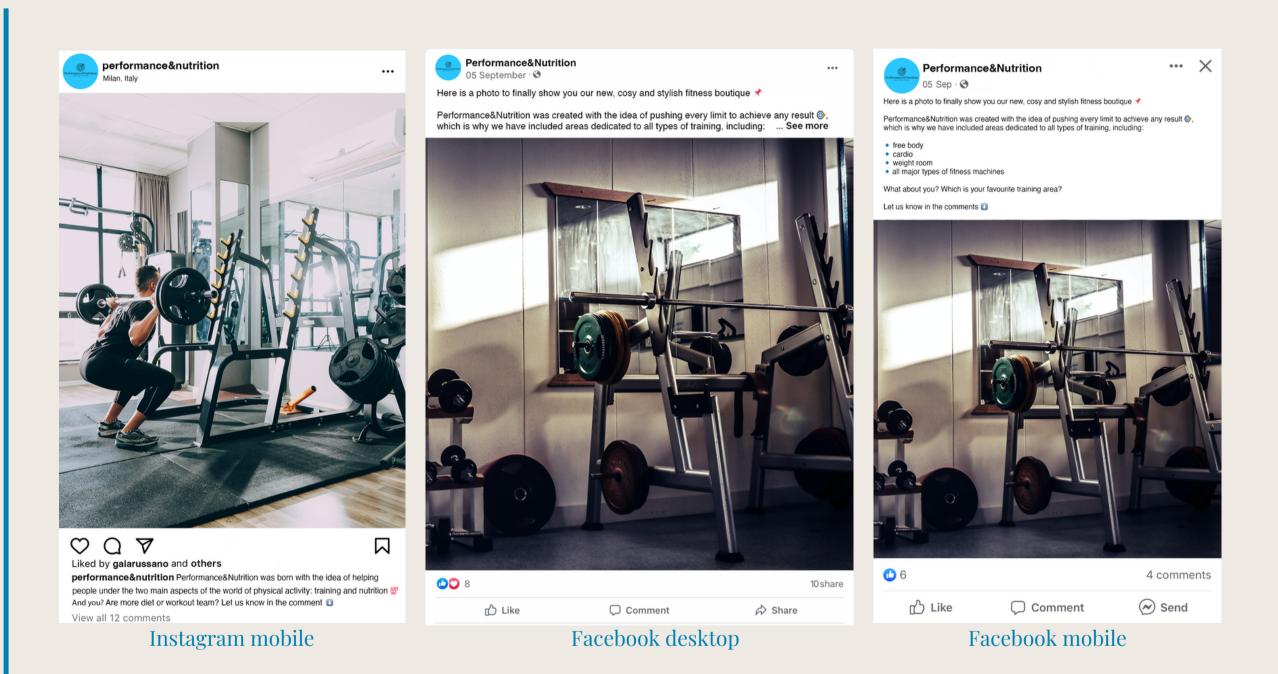
The **captions** of social media posts should be written in a friendly, light tone and generally include a question at the end, in order to always maintain a **direct and interactive approach** with the user, enabling a **two-way communication**.

In this regard, the non-excessive use of emoticons is allowed to foster a more immediate understanding of the content.

In general, posts should talk about nutrition and training tips, personal motivation, examples of workout routines, mind-body balance, services offered, before/after clients, all **topics** that can be **useful to users**, thus enabling the creation of a **community** around the brand.

SOCIAL MEDIA

POST EXAMPLES



SOCIAL MEDIA IMAGERY

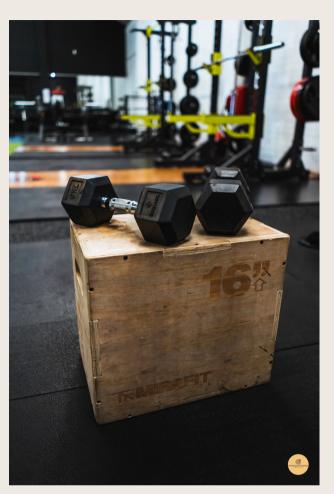
Images and videos shared on social media should always be **high-resolution** to capture users' attention and help them to remember the message.

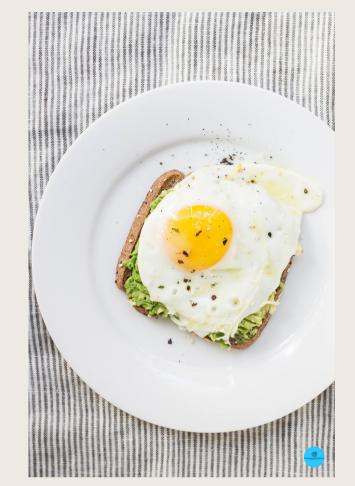
Content should reflect the brand identity, while maintaining the same elegant, innovative and warm style that distinguishes the company.

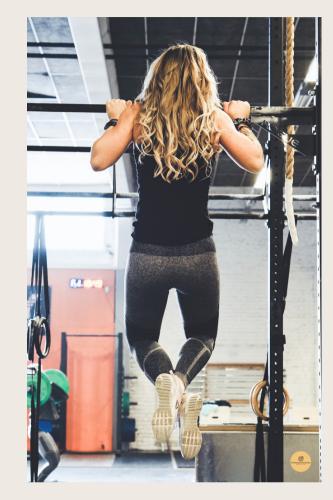
Social media posts should contain the *P&N* logo, in the bottom right-hand corner so as not to impair the view of the image, because every time someone shares content from the company, the logo reaches the eyes of a new audience.

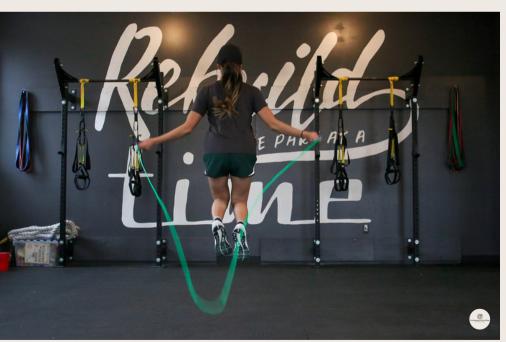
For the first period, posts should only be written from the **company's point of view**, as *Performance&Nutrition* does not yet have a large staff behind it, which would allow posts written by individual team members.

EXAMPLES OF BEST PRACTICE









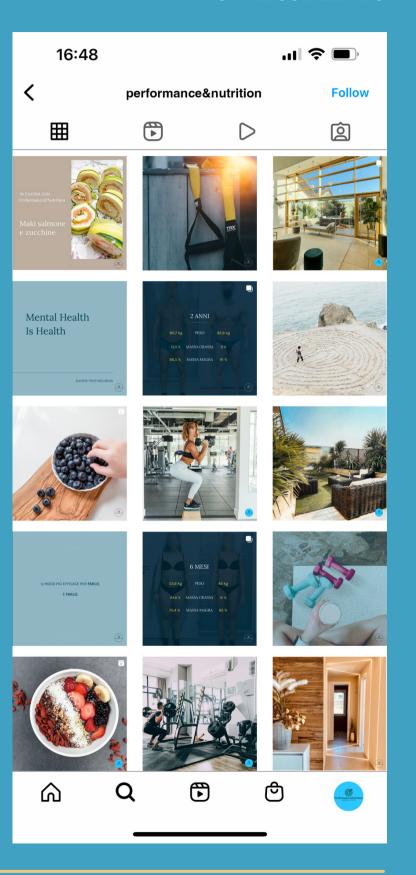


DIGITAL GUIDELINES

Apps such as **Preview** should be leveraged to ensure that all published content works well together to create a feed with a consistent style. This will improve brand image and build trusting **relationships** through consistency, driving greater engagement.

Images should adhere to social media posting guidelines with any adjustments based on size and aspect ratios that best suit individual platforms.

FEED EXAMPLE



HASHTAGS

Relevant hashtags should be included in all social media posts to reach a wider audience, promote the content and allow users to immediately understand what the post is about. They should be relevant to each post to increase the chance that someone who is searching for that specific type of content, will find it.

It is necessary to conduct **keyword research**, and keep it up-to-date, to understand what the main trending topics are for the specific *Performance&Nutrition* audience, thus ensuring that pertinent material is always provided.

It is recommended to use 3-5 hashtags per post, as overuse can damage the reach rate.

For **Instagram**, it can be useful to include hashtags **in the first comment** of the post, so that users can focus on the content of the caption. On **Facebook**, on the other hand, hashtags can be placed **anywhere** in the post caption or in the comments.

Exclusive hashtags developed for *P&N*, such as **#performanceandnutrition** and **#changewithPN**, should be used to allow viewers to follow along with brand-related content.

This is especially important in the outreach and growth phase of the company to raise brand awareness.

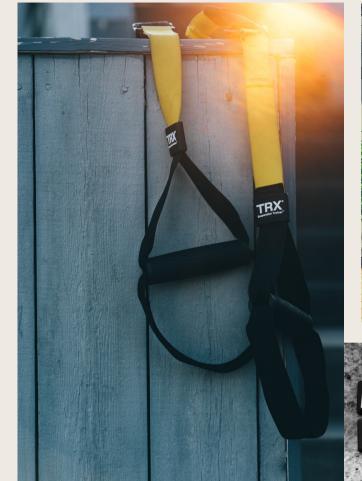
As shown in the **Editorial Calendar** (see relevant output), the main type of material for *Performance&Nutrition* will consist of single images, carousels, videos (especially Reels) and it is suggested to also take advantage of **Instagram Stories** to have an extra tool to further promote the brand by including content such as "Q&As", "behind the scenes" to strengthen the community and the relationship with it.

The calendar created in Excel also shows the **frequency** and **type** of content the company should share.

It is additionally recommended to use tools like **Hootsuite** to plan and schedule the publication of content on the different social channels in advance, to guarantee that posts are published at the correct date and time, without complications.

2022	2022 September					Control of the second of the s
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	O1 Website blog Facebook: promote blog Instagram: promote blog Instagram stories: UGC	O2 Facebook: carousel Instagram: carousel Instagram stories: behind the scenes	03	04
05 Facebook: interactive post (image) Instagram: interactive post (image)	06 Newsletter Instagram stories: Q&A	07 Facebook: video Instagram: video	08 Website blog Facebook: promote blog Instagram: promote blog Instagram stories: UGC	09 Facebook: carousel Instagram: carousel Instagram stories: behind the scenes	10	11
12 Facebook: interactive post (image) Instagram: interactive post (image)	13 Newsletter Instagram stories: Q&A	14 Facebook: video Instagram: video	15 Website blog Facebook: promote blog Instagram: promote blog Instagram stories: UGC	16 Facebook: carousel Instagram: carousel Instagram stories: behind the scenes	17	18
19 Facebook: interactive post (image) Instagram: interactive post (image)	20 Newsletter Instagram stories: Q&A	21 Facebook: video Instagram: video	22 Website blog Facebook: promote blog Instagram: promote blog Instagram stories: UGC	23 Facebook: carousel Instagram: carousel Instagram stories: behind the scenes	24	25
26 Facebook: interactive post (image) Instagram: interactive post (image)	27 Newsletter Instagram stories: Q&A	28 Facebook: video Instagram: video	29 Website blog Facebook: promote blog Instagram: promote blog Instagram stories: UGC	30 Facebook: carousel Instagram: carousel Instagram stories: behind the scenes	01	02
03	04	Notes:				

EDITORIAL CALENDAR







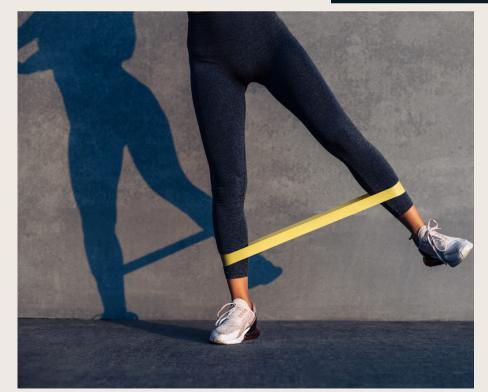
















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