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Performance & Nutrition

Brand guidelines

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BEHIND THE BRAND

BRAND NAME:

- Performance&Nutrition

TAGLINE:

- *Push your limits*

CORE BRAND MESSAGE:

- *"Nothing is impossible, if you want it"*

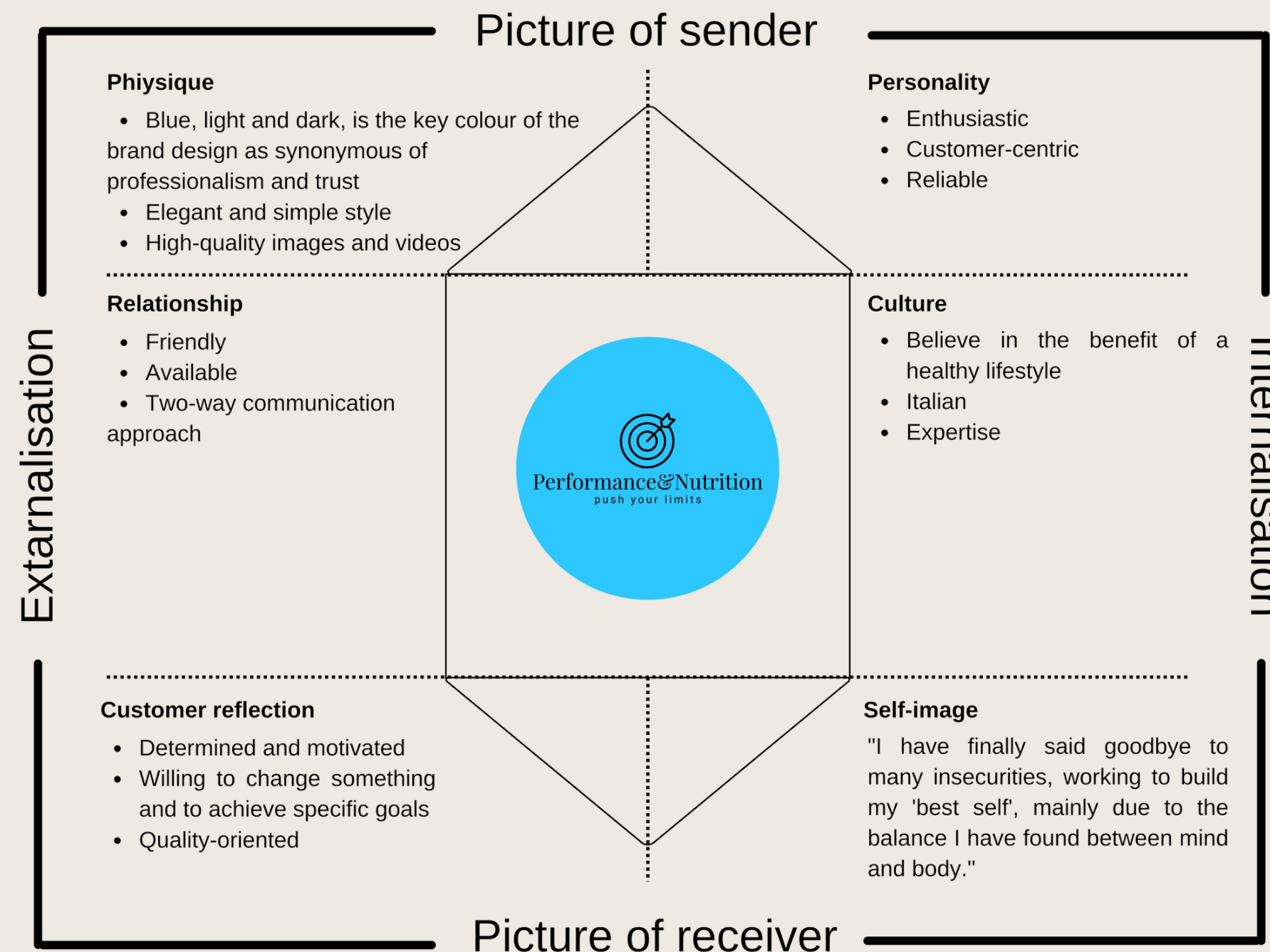
BRAND ESSENCE:

- Professional, attentive, client-centric, inclusive

PERSONALITY:

- Competent, trustworthy, motivating, helpful, friendly

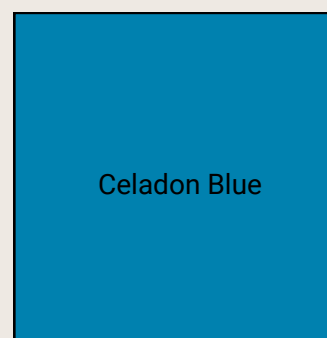
BRAND IDENTITY PRISM



COLOUR PALETTE

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

HEX: #0081AF



Celadon Blue

RGB: 0, 129, 175

CMYK: 100%, 26%, 0%, 31%

HEX: #2DC7FF

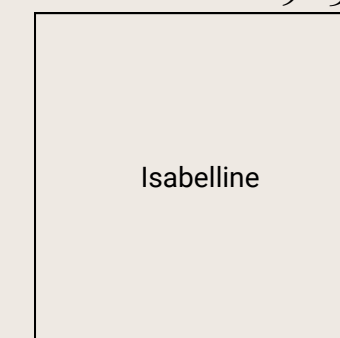


Vivid Sky Blue

RGB: 45, 199, 255

CMYK: 82%, 22%, 0%, 0%

HEX: #EEE9E3

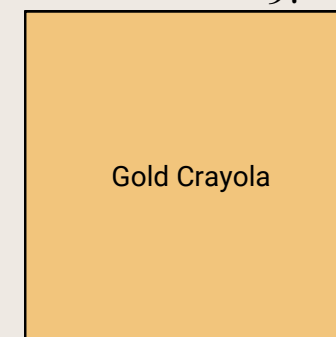


Isabelline

RGB: 238, 233, 227

CMYK: 0%, 2%, 5%, 7%

HEX: #F2C57C

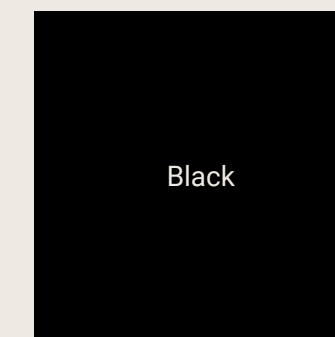


Gold Crayola

RGB: 242, 197, 124

CMYK: 0%, 19%, 49%, 5%

HEX: #000000



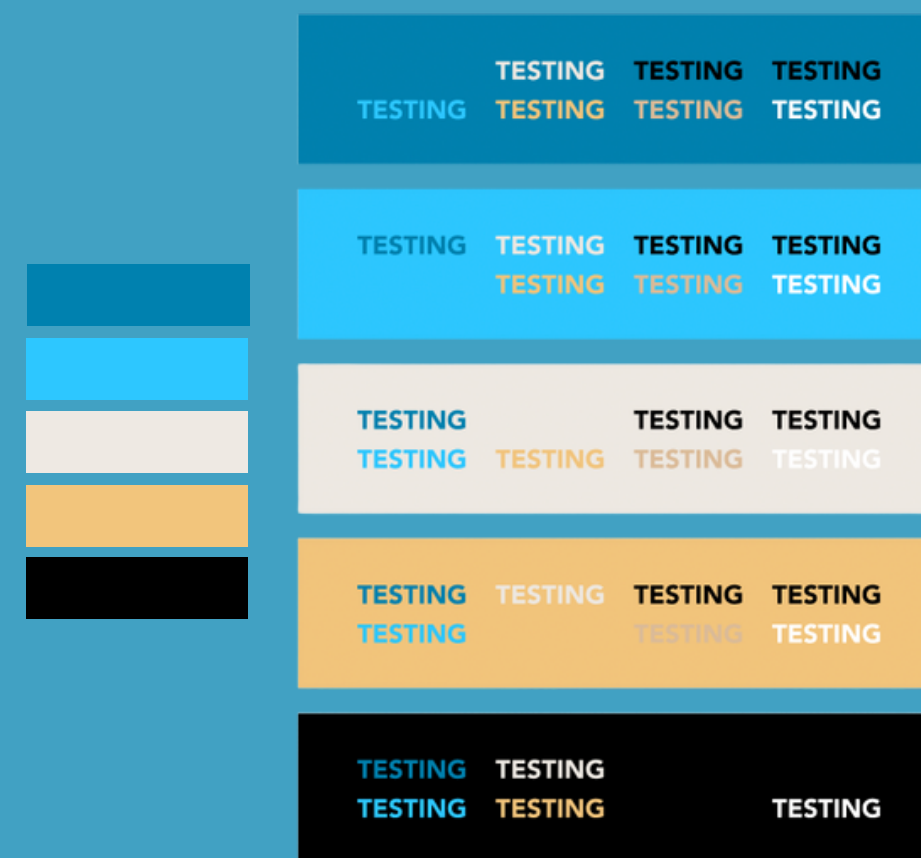
Black

RGB: 0, 0, 0

CMYK: 0%, 0%, 0%, 100%

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.

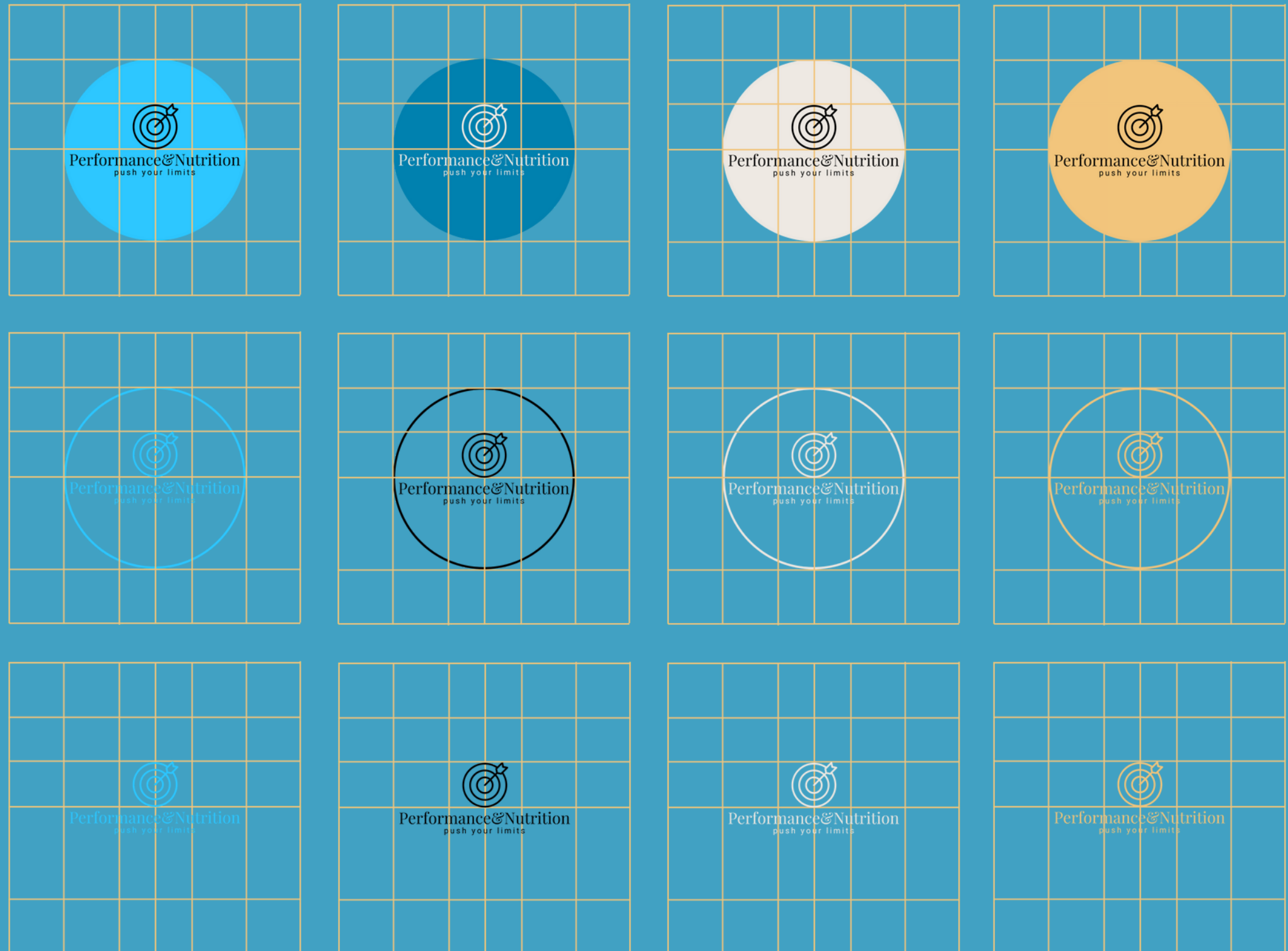
The logo can be used in **different versions**, depending on how it best suits the specific situation:

- 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

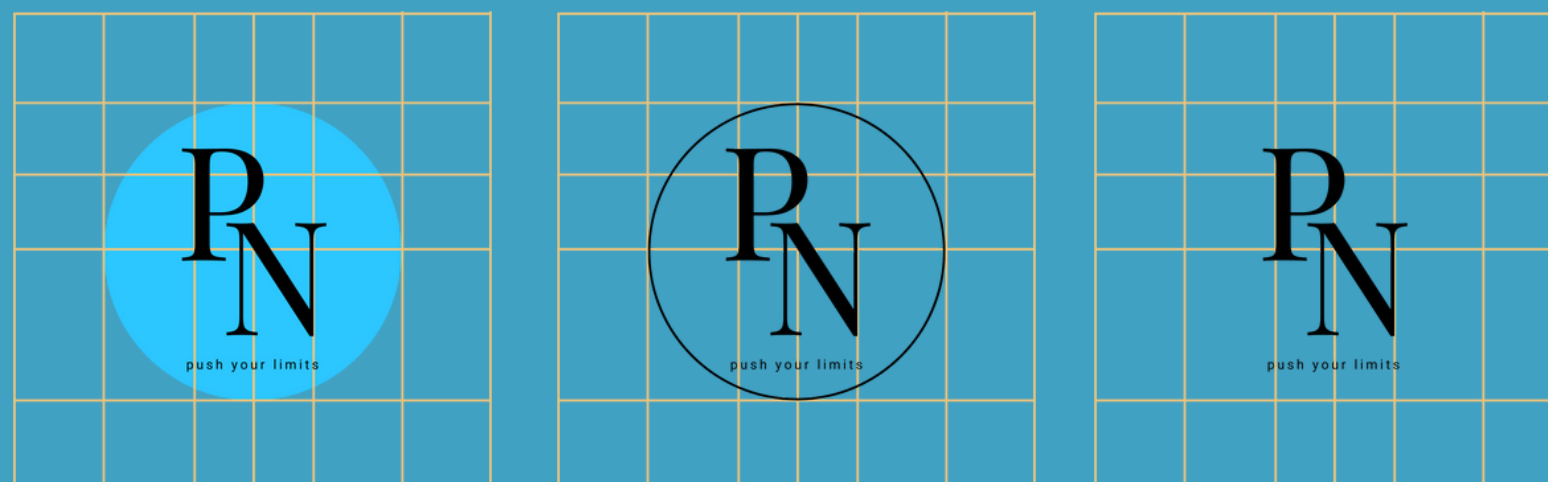
Performance&Nutrition
push your limits

SECONDARY LOGO

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.

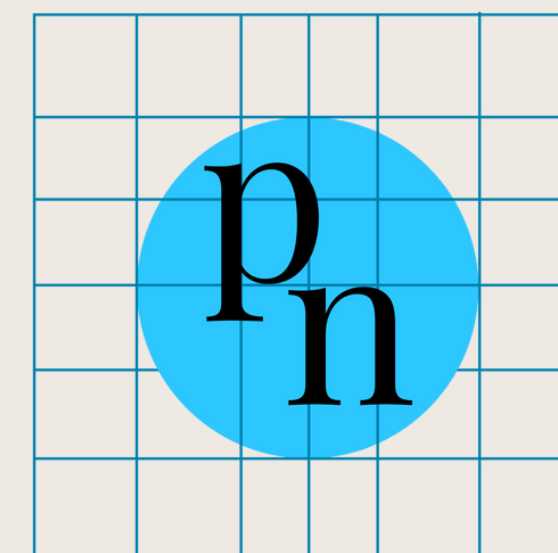
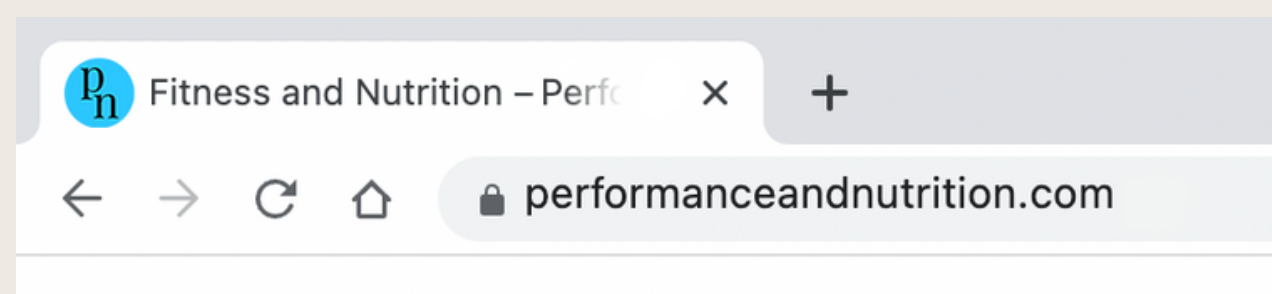
This kind of logo will be used in places where a more compact version is needed, such as app icons, social media graphics, etc.



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 MOCKUPS



POSSIBLE LOGO MOCKUPS



TYP GRAPHY

PRIMARY (subtitles and paragraphs):

Roboto

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Aa

SECONDARY (headings and titles):

Playfair Display

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

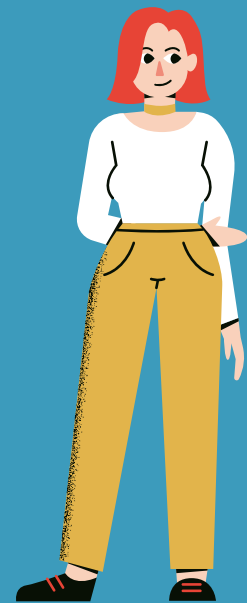
Aa

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 | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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. | <ul style="list-style-type: none"> • 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



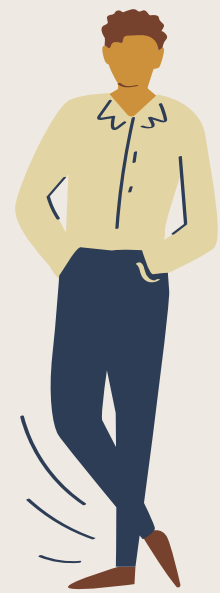
| Persona | Characteristics/Segment | Motivation, Goals and Needs | What we want to deliver? |
|------------------|--|--|--|
| <p>Francesco</p> | <ul style="list-style-type: none"> • Male • 44 years old • Location: Cologno Monzese, Italy • Married • Master's degree • Hobbies: travel with his wife • Income: 35.000 € • Fitness level: low • Social media: Facebook, LinkedIn, Instagram | <ul style="list-style-type: none"> • 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. | <ul style="list-style-type: none"> • 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. |



BUYER PERSONA

| Persona | Characteristics/Segment | Motivation, Goals and Needs | What we want to deliver? |
|---------|--|---|---|
| Martina | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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. | <ul style="list-style-type: none"> • 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 <i>Performance&Nutrition</i>. • 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. |

BUYER PERSONA

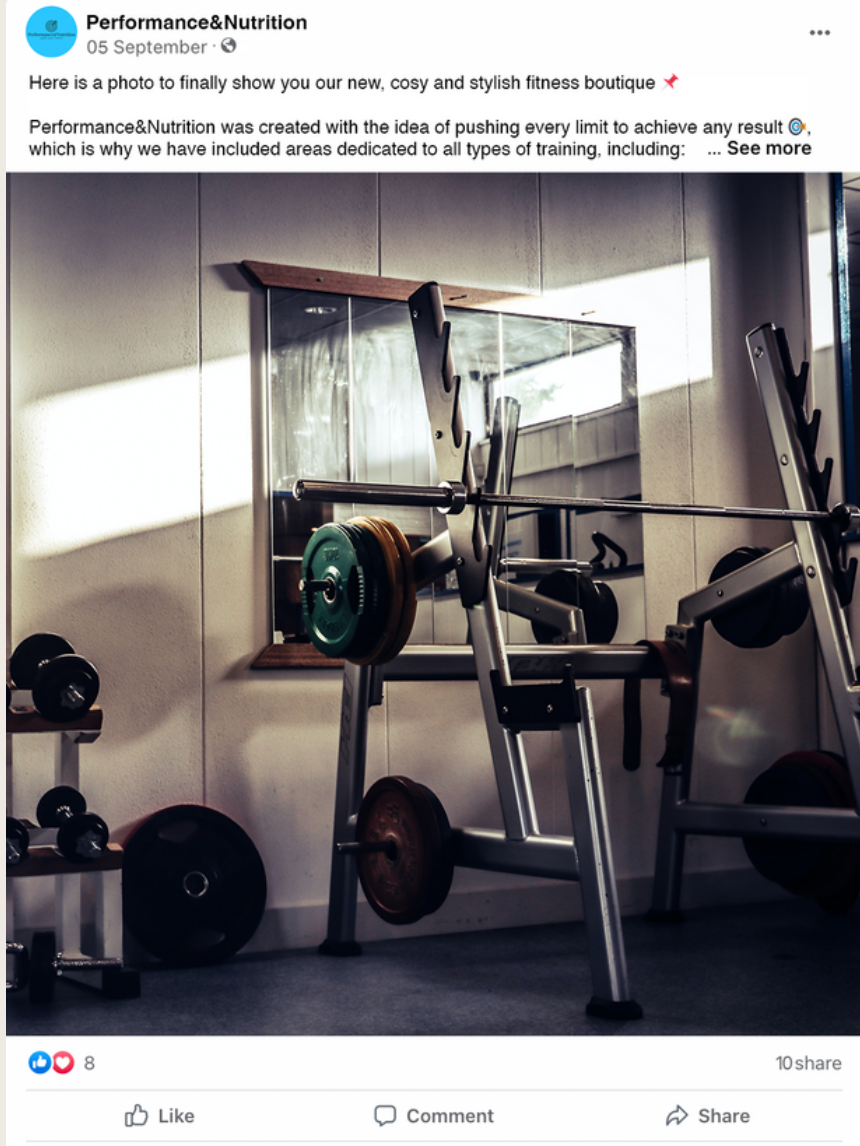


| Persona | Characteristics/Segment | Motivation, Goals and Needs | What we want to deliver? |
|----------|---|---|---|
| Riccardo | <ul style="list-style-type: none"> • Male • 38 years old • Location: Monza, Italy • Girlfriend • Bachelor's degree • Hobbies: training and travel • Income: 23.000 € • Fitness level: advance • Social media: Instagram, Facebook, Twitter | <ul style="list-style-type: none"> • 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. | <ul style="list-style-type: none"> • 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. |

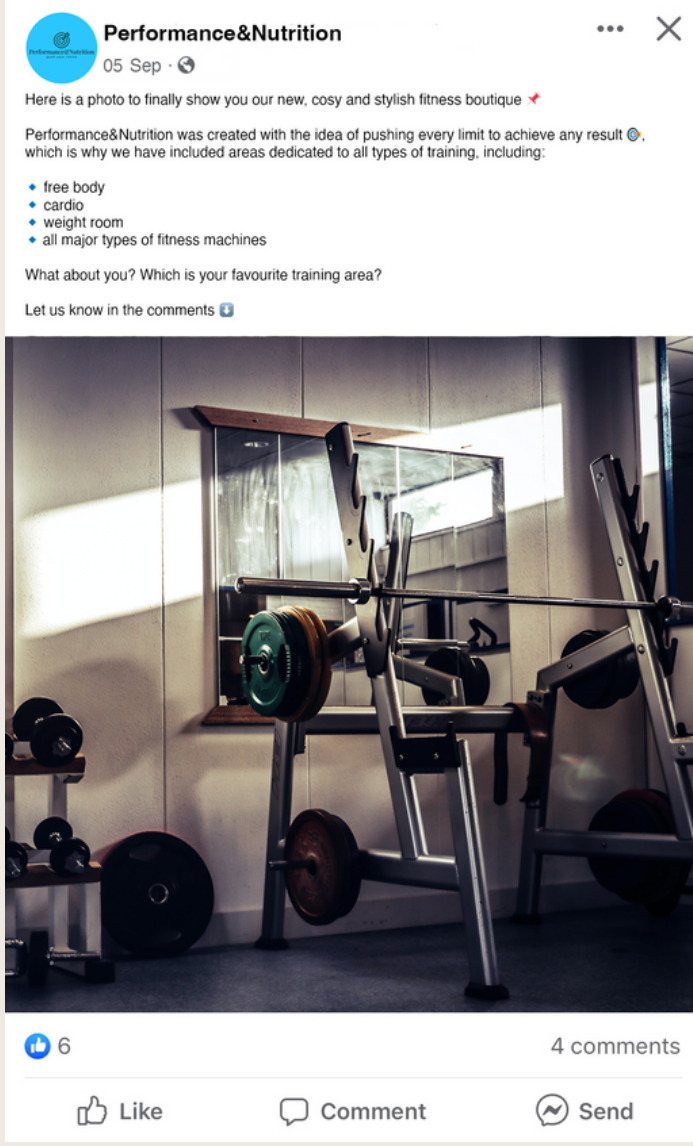
POST EXAMPLES



Instagram mobile



Facebook desktop



Facebook mobile

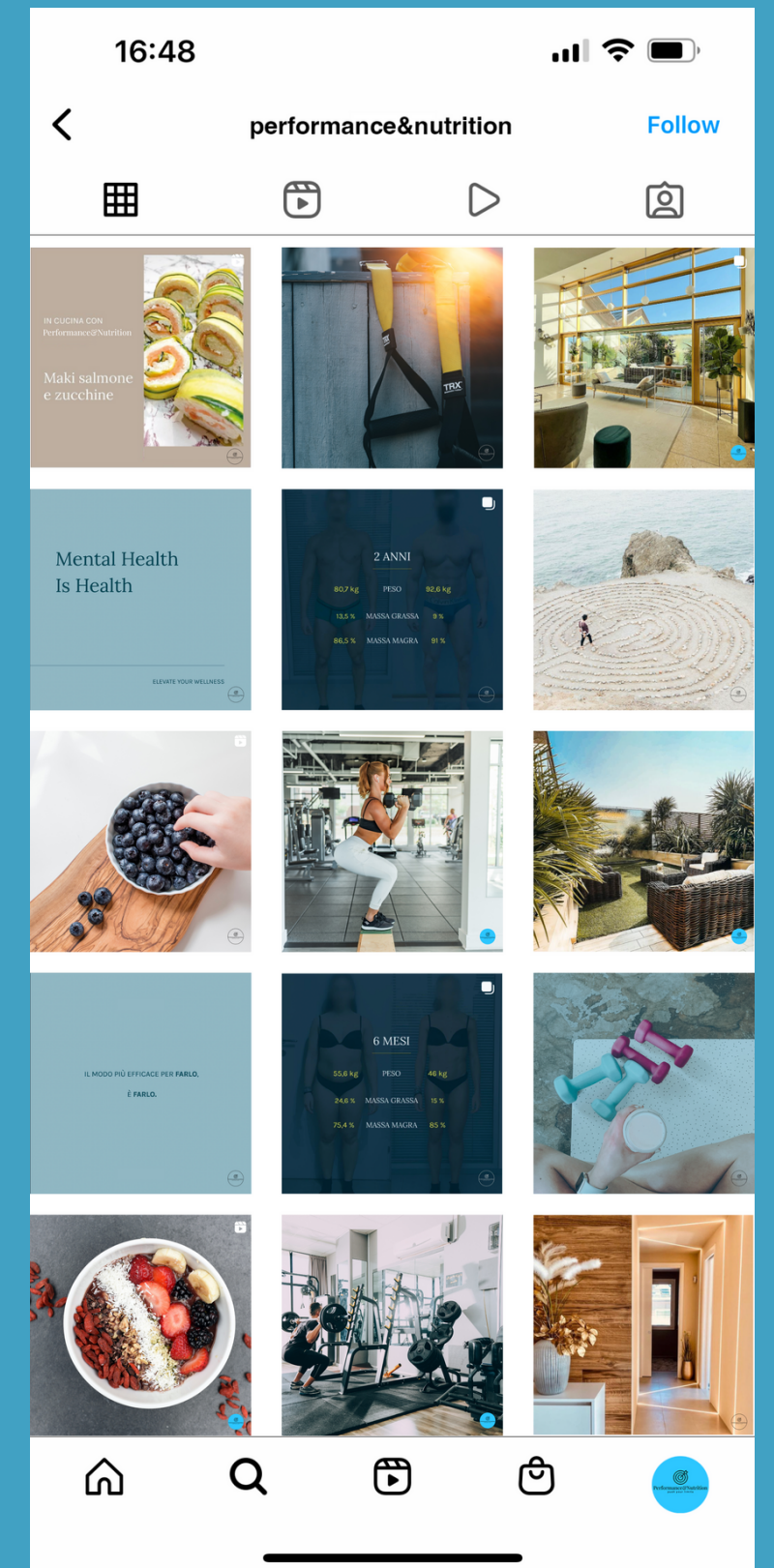
EXAMPLES OF BEST PRACTICE



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 September | | | | | | |
|---|--|---|---|---|----------|--------|
| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| 29 | 30 | 31 | 01 Website blog Facebook: promote blog Instagram: promote blog Instagram stories: UGC | 02 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

MOODBOARD

DIGITAL GUIDELINES

