rise

personal training

Spring Scoville

1018 West 500 South
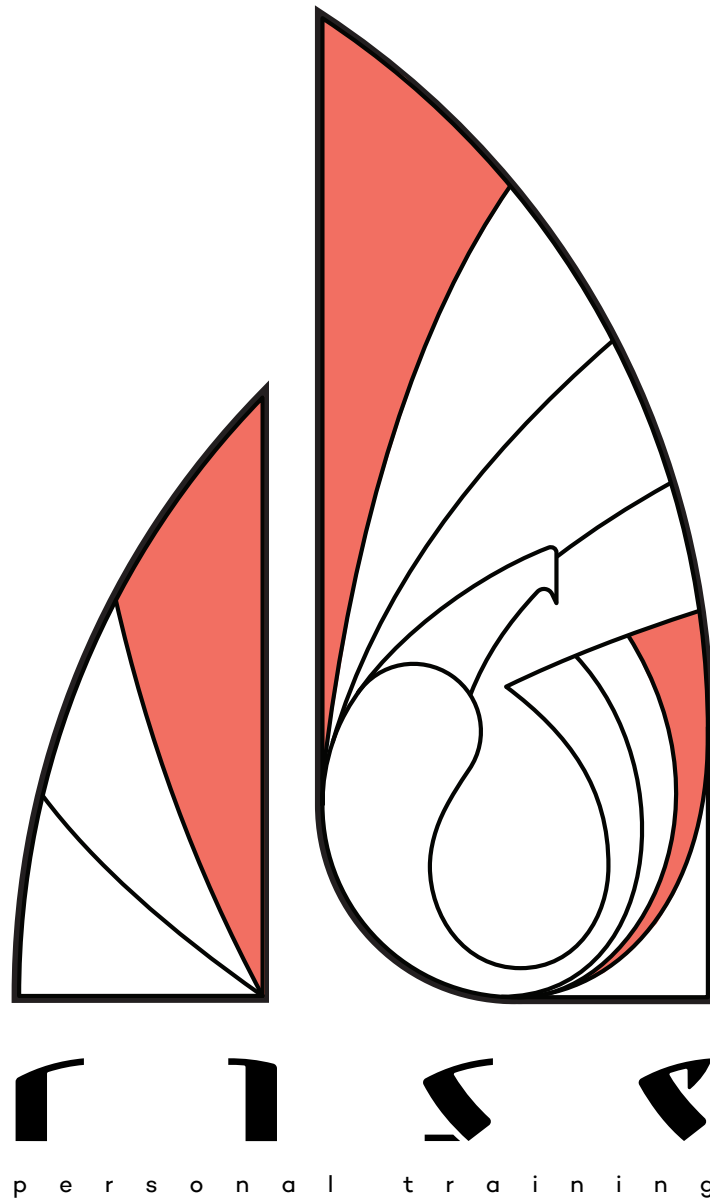Layton, Utah 84041
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p e r s o n a l   t r a i n i n g

A GUIDE TO
USING THE
BRAND

rise

personal training

# The Rise Personal Training Logo

The Rise Personal Training logo represents the spirit of the eagle rising into the sky. It serves as a visual representation of the passion of RPT's clients rising above their chanllanges and reaching for their potential. It embodies everything that RPT stands for.

Our logo combines the Rising Eagle graphic with the RPT Wordmark. The primary version should always represented using a combination of RPT Red and black. The RPT Logo should always utilize the extended version of the RPT Wordmark.

RPT Logo:
Alternate Versions

RPT's primary logo should be used in most instances that call for a logo. However, It is acceptable to use one of the following logo variations when circumstances dictate their use.
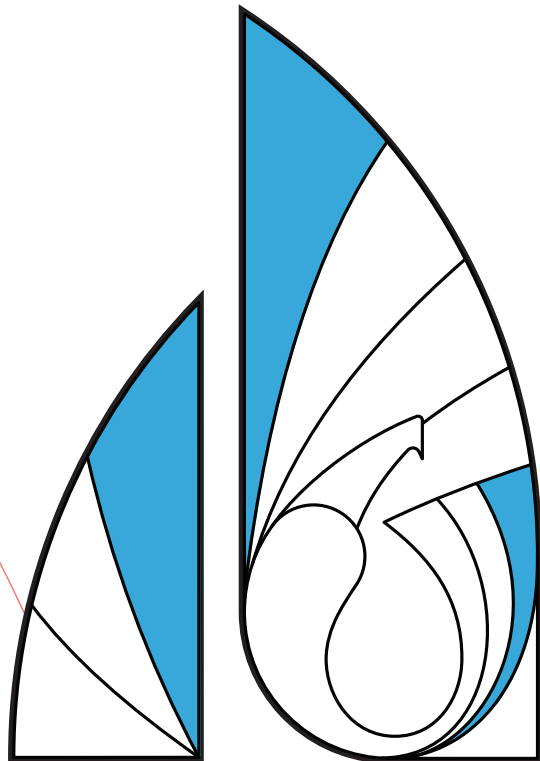
RPT Logo Blue

The blue version of the RPT logo may be used in circumstances that require greater variation in color. For example, when a logo is required in a communication that already has a heavy saturation of RPT Red.

RPT Logo Reversed

The reverse, or White, version of the RPT logo may be used when the logo is placed on a solid field of color.

The Reversed RPG logo should never be used over a heavily patterned background.

The RPT Primary Wordmark

The Rise Personal Training Wordmark uses strong bold curves and soft angles to make a statement that perfectly accents the RPT brand. It is an integral part of the RPT brand and can stand on its own as a representation of RPT. It may be used in circumstances where the use of a large graphic element is not appropriate.

In most cases, the Rise Personal Training Wordmark should appear in either black or white.

RPT Wordmark Alternate Versions

When the RPT Wordmark is used as the primary representation of the RPT brand, it should, in most cases, utilize the primary version of the wordmark. However, when space does not allow the primary wordmark to be used in an aesthetically pleasing way, it is acceptable to use one of the alternative variations represented below.

The Rise Personal Training Logo always uses the Extended variation of the wordmark.
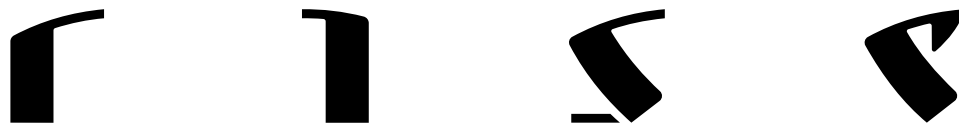
p e r s o n a l   t r a i n i n g

RPT Wordmark extended

p e r s o n a l   t r a i n i n g

RPT Wordmark short

p e r s o n a l   t r a i n i n g

RPT Wordmark short reversed

p e r s o n a l   t r a i n i n g

RPT Wordmark extended reversed

RPT Color Usage

RPT's color palette combines soft reds and blues with black accents to create a strong visual statement. RPT Red is our primary branding color and should be used as the color-of-choice in most instances.

The colors used in PRT's branded communications should always be reproduced using the color formulas provided in this guide.

RPT Red

Pantone 178CP

CMYK	0, 70, 58, 0
RGB	255, 88, 93
HEX	FF585D

RPT Blue

Pantone 2191CP

CMYK	82, 11, 0, 0
RGB	0, 163, 225
HEX	00A3E1

BLACK

RPT Typography: Primary Fonts

Typography can be a powerful branding tool when it is used consistently. The font used in any communication will help set the visual tone of that communication. RPT's primary font is clean, easy to read, and it reflects the style of the organization. RPT communications should be designed using fonts from the Campton family of fonts. In most instances, the font should be used in its Light weight, but variation for bolding or italicization are acceptable.

Campton

Campton Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Campton Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Campton Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Campton Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

RPT Typography: Alternate Font

In those instances where RPT's primary font is not available—PowerPoint presentations, certain web-based applications, blog posts—Arial may be used in its place. When used, Arial should be used in its Regular weight whenever possible, but variations for bolding or italicization are acceptable.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Strength isn't just something that can be seen on the surface, it's your experiences and trials that make you an unstoppable force.

Rise above your limitations

rise

rise

A Guide to
using the
brand