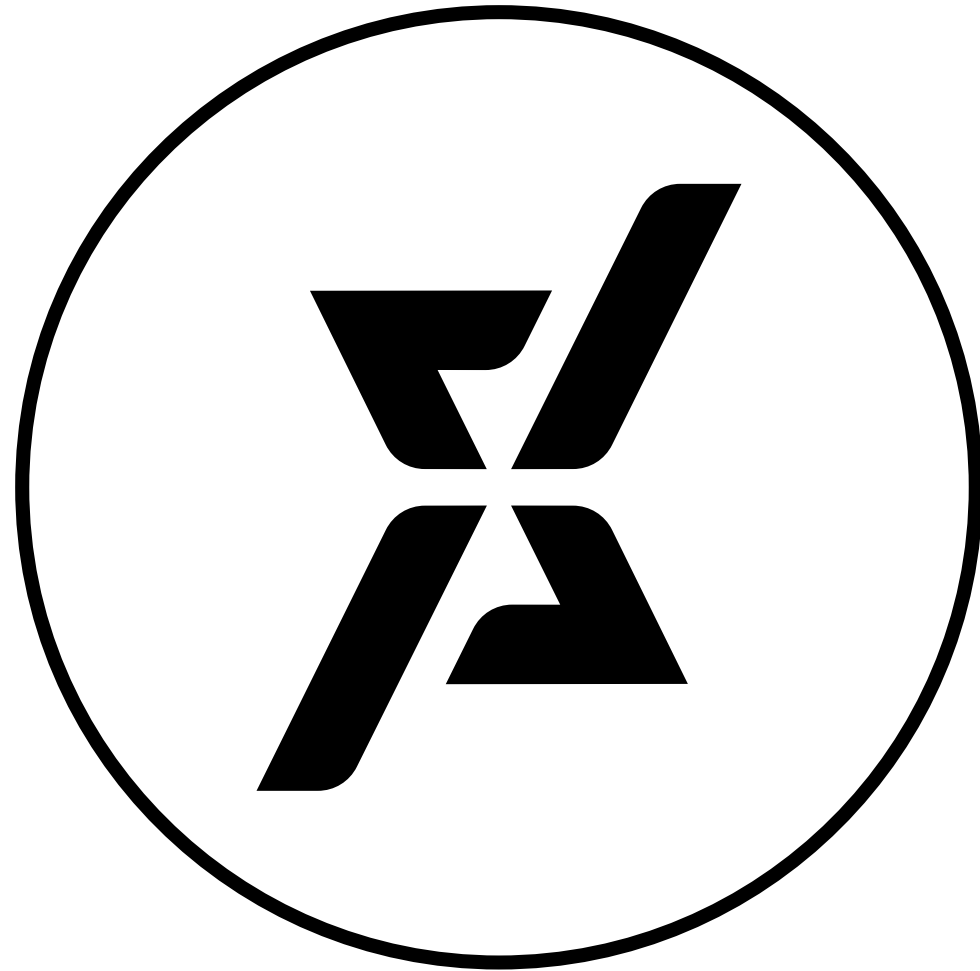




QNTM

— FIT LIFE —

BRAND GUIDE



INTRODUCTION

We're Nashville's 100% independently-owned fitness experience. QNTM Fit Life was founded by an individual who set a goal and crushed it, but it wasn't a walk in the park. His philosophy? Change takes dedication. Change takes variety. Change takes a total lifestyle transformation that's so much more than just a gym life.

We're here to encourage you. We're here to help you see results. We're here to help you achieve your Fit Life however you see fit.



WE ARE *GROUND-ZERO*
FOR NASHVILLE'S
CULTURAL REVOLUTION.

PILLARS

QNTM Fit Life represents a community of Nashville's young and elite. Our members go full-force to push themselves to be their best physically, mentally, professionally, and artistically.

VALUES

THE INSPIRED NON-CONFORMIST

- LIBERATED
- BOLD
- MOTIVATED
- SUPREMELY CONFIDENT
- WILLING TO BREAK RULES AND SIDE-STEP CONVENTION TO GET WHERE THEY WANT TO BE.
- FREE-THINKER WITH EXPLOSIVE, BUT CONTROLLED ENERGY





PURPOSE

Did everyone else miss the memo that the Muscle Beach era is over? Recreational athletes today are about more than giant slabs of muscle, near-ruptured veins, and a golden brown skin tone. While the whole “get ripped”, “crush your goals”, and “no pain, no gain” continues to proliferate, our athletes focus on improving themselves physically, personally, professionally, and mentally.

We push back against a size-over-everything mentality and promote a communal environment where our members are given the tools and support they need to get their body in to the shape they need to take on life at the speed they want.



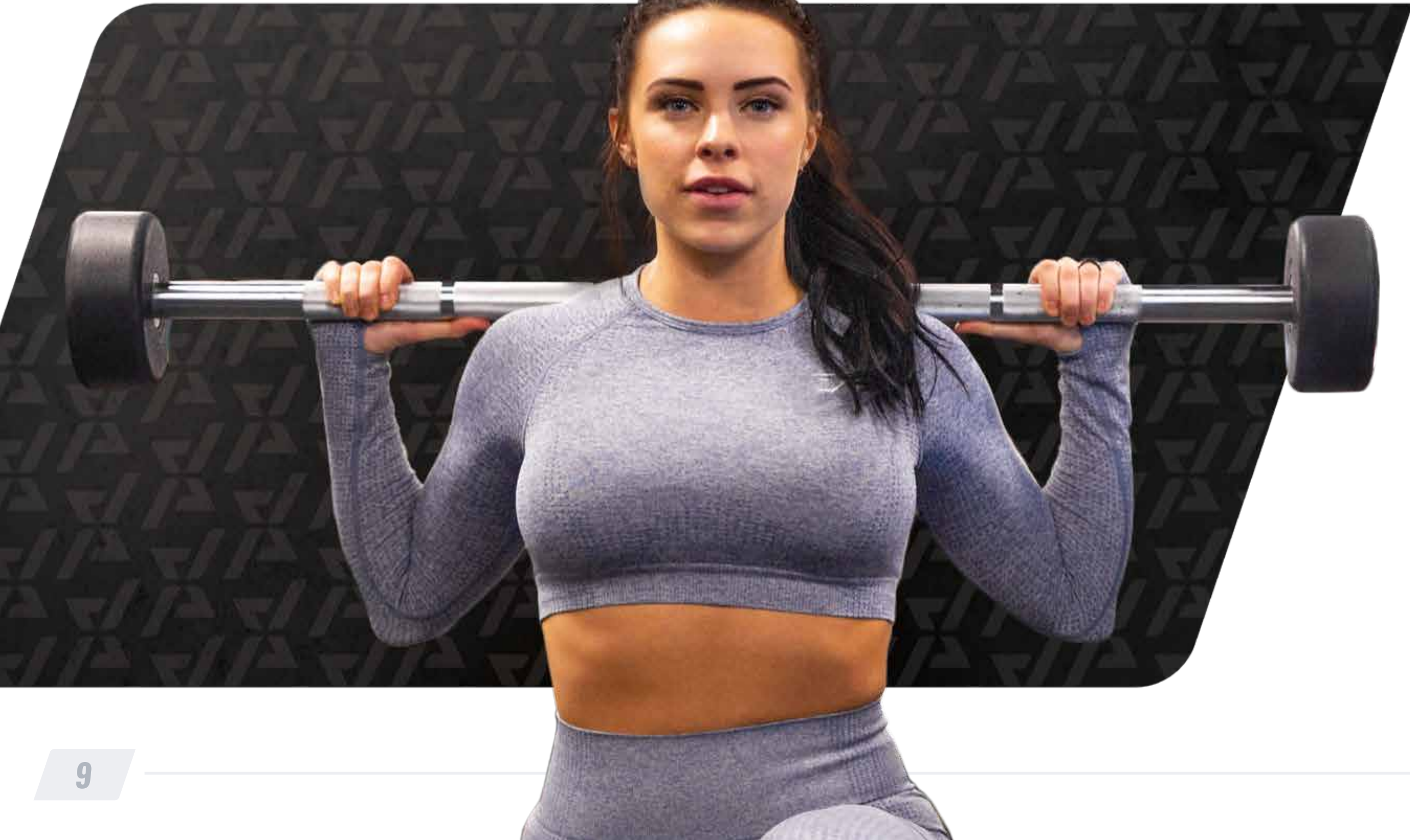
MAKE IT COUNT
MAKE IT COUNT
MAKE IT COUNT
MAKE IT COUNT
MAKE IT COUNT
MAKE IT COUNT
MAKE IT COUNT
MAKE IT COUNT

VOICE

QNTM Fit Life strays from the status quo of standard big-box and big-muscle fitness concepts by embracing the individuality and of each of its members. Our trainers focus on a safe, healthy, and effective plan to help each athlete achieve their own personal physical goals. We don't use clichés or idioms that come off as overly aggressive, condescending, or trite (i.e. "crush it", "get ripped", "feel the burn"). We always maintain an approach of **"LET'S DO THIS TOGETHER"** and we reflect an active interest in what defines our members as people, and not just as athletes.

We also display an air of confidence in everything we say. We are the epicenter for Nashville's in-the-know. We're the social, professional, and creative elite, and we are the authority in our space in the Nashville community. Everything we say, we say it with confidence and without arrogance.





VISUAL

QNTM's visuals are athlete focused. Our monochromatic color palette emphasizes our athletes and adds a focused view on personal fitness. Our branding reflects our product itself by cultivating a brand identity that is both upscale and bold. This is accomplished through dynamic graphic elements that highlight QNTM as a unique brand that stands out in a highly competitive industry.



LOGO

The word “quantum” is connotated strongly with movement and energy. Our logo is inspired by a body in motion. The elongation of the lines in the northeast (Arm) and southwest (Leg) corners convey movement and progression: the Leg is moving away from the past while the Arm points upward and onward, signifying the ascension and improvement of our members. The opposing Arm and Leg function as a loaded spring, condensing before exploding with energy.

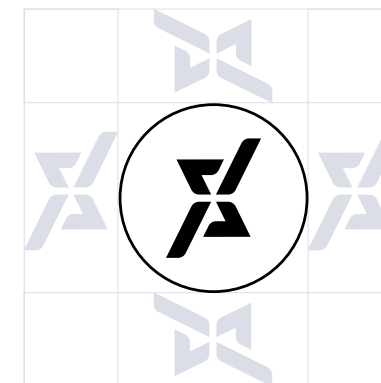
LOGO MARK



LOGO TYPE

SPACING

Use the Logo Mark as a guide to determine the no go zone around the logo. No other logos or copy should breach this area.



TYPOGRAPHY

Oswald is used as QNTM's primary font. The family weights are limited to a select group to ensure that our primary font is just as strong as our athletes. Any usage of lighter weight fonts within the Oswald family is not permitted. Ensure tracking and leading are implemented to reduce crowding between letters and words.

Avenir is used as a secondary font for body copy only. It should never be used in headlines, or any sort of upper hierarchy in a composition.



Q

PRIMARY

A B C D E F G H

I J K L M N O P

R S T U V W X Y Z

WEIGHTS

HEAVY

DEMIBOLD

MEDIUM

SECONDARY

AVENIR ROMAN

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AVENIR LIGHT

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COLOR

QNTM's palette is reduced to Vantablack, Leaden Grey and Polar White. The palette drives our brand to stay consistent and to keep focus on our athletes. Tints and opacity of colors are to be used in rare occasions in increments of 25%.

Accent colors are drawn from photography directly. We never use any outside colors that aren't consistent with our athletes apparel.

VANTABLACK IS OUR CHAMPION.

This keeps our brand focused on our athletes. Use Vantablack as the primary color to make our lifestyle photography pop.

LEADEN GREY IS OUR NEGOTIATOR.

This keeps our brand motivated and messaging unadulterated. Use Leaden Grey as a secondary color to highlight headlines and to stagger hierarchy of brand elements.

POLAR WHITE IS OUR COMMUNICATOR.

This keeps the brand visually concise and clean. Use Polar White as a tertiary color in image compositions, but as a primary color for copy.

ACCENT COLORS ARE OUR REFRESHER.

Photography standards allow for athletes to wear a single garment that is brightly colored. Accent colors are sampled directly from photography. Do not sample Blacks, Greys or Whites.

VANTABLACK

PMS Black 6 C
CMYK: 82, 72, 59, 79
RGB: 0, 10, 25
WEB: 000a19

LEADEN GREY

PMS 431 C
CMYK: 67, 52, 36, 11
RGB: 96, 108, 128
WEB: 606c80

POLAR WHITE

PMS 431 C
CMYK: 13, 8, 5, 0
RGB: 218, 223, 229
WEB: dadfe5





LOGO MARK ELEMENT

Use with photography of athletes. This element should overlap and under-lap with athletes within photography.



MOTION ELEMENT

Use with copy and/or to further add focus and dimension to athletes in photography. The element should always under-lap the athlete. The leaning direction of the element should always go with the movement of the athlete within the photography.



STRUCTURE ELEMENT

Use to unify photography with copy. The copy should always be left justified. The box should add depth to photography by overlapping and under-lapping between the athlete within the photos.



FIT LAB ELEMENT

Use only when focusing on QNTM Fit Lab. The athlete should be encompassed by the element, with some lines overlapping and under-lapping on the edge of the athlete.



HIGHLIGHT ELEMENT

Use this to emphasize singular words, or phrases within headlines.



EMPHASIS ELEMENT

Alternative use to emphasize singular words, or phrases within headlines. The dash should always be placed left and the EM-dash should always follow on the right.



PHOTOGRAPHY

The focus in our photography are the athletes. They are positioned in the middle ground or foreground against simple backgrounds to further add focus to the athletes. The backgrounds should not be complex shots of the gym interior. If gym interiors are used the backgrounds should be out of focus to add less distractions from the athletes.

Poses should be dynamic and organic. Make the athlete actually be an athlete, not a model. Make them break a sweat and avoid static poses.

Outfits need to primarily consist of black, grey and white clothing with the exception of having one article of clothing being a bright vibrant color. This subtle hint of color keeps the brand fresh and further drives focus to the athlete.





**READY TO JOIN
THE WINNER'S CIRCLE?**

— IT LEADS WITH —

**“ WE’RE HERE FOR YOU.
THAT’S BECAUSE WE ARE YOU.”**