



**BRANDING GUIDELINES**

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The following branding guideline for the Kosa Club provides the most recent direction of our most important brand elements for visual and graphic elements that encompass our brand.

These standards are intended to be tools and guidelines that enable us to maintain a consistent voice to the public and provide you with the most effective services. When used appropriately and consistently, our brand expression will solidify our standing in customers' and prospects' minds.

# MISSION STATEMENT

Throughout our 20+ year history, we've held fast to our mission of helping people improve their lives through knowing what your body needs is. We recognize that every person has their own set of goals and their own unique perspective of what a fitness center means to them. Some members want to shed a few extra pounds and some members simply want to get healthier. Kosa Club makes clubs affordable and accessible to people of all abilities and fitness levels because we believe there is an athlete in all of us.

Headquartered in Temecula, Calif., Kosa Club is a leading health club industry pioneer, serving nearly four million members in more than 400 clubs across the U.S. Since the beginning, the company has been dedicated to helping members change their lives and reach their individual fitness goals.



Our logo consists of two elements: a human and a leaf.

Letter 'K' is being used as a human and Letter 'b' is used as a leaf and both represents healthiness.

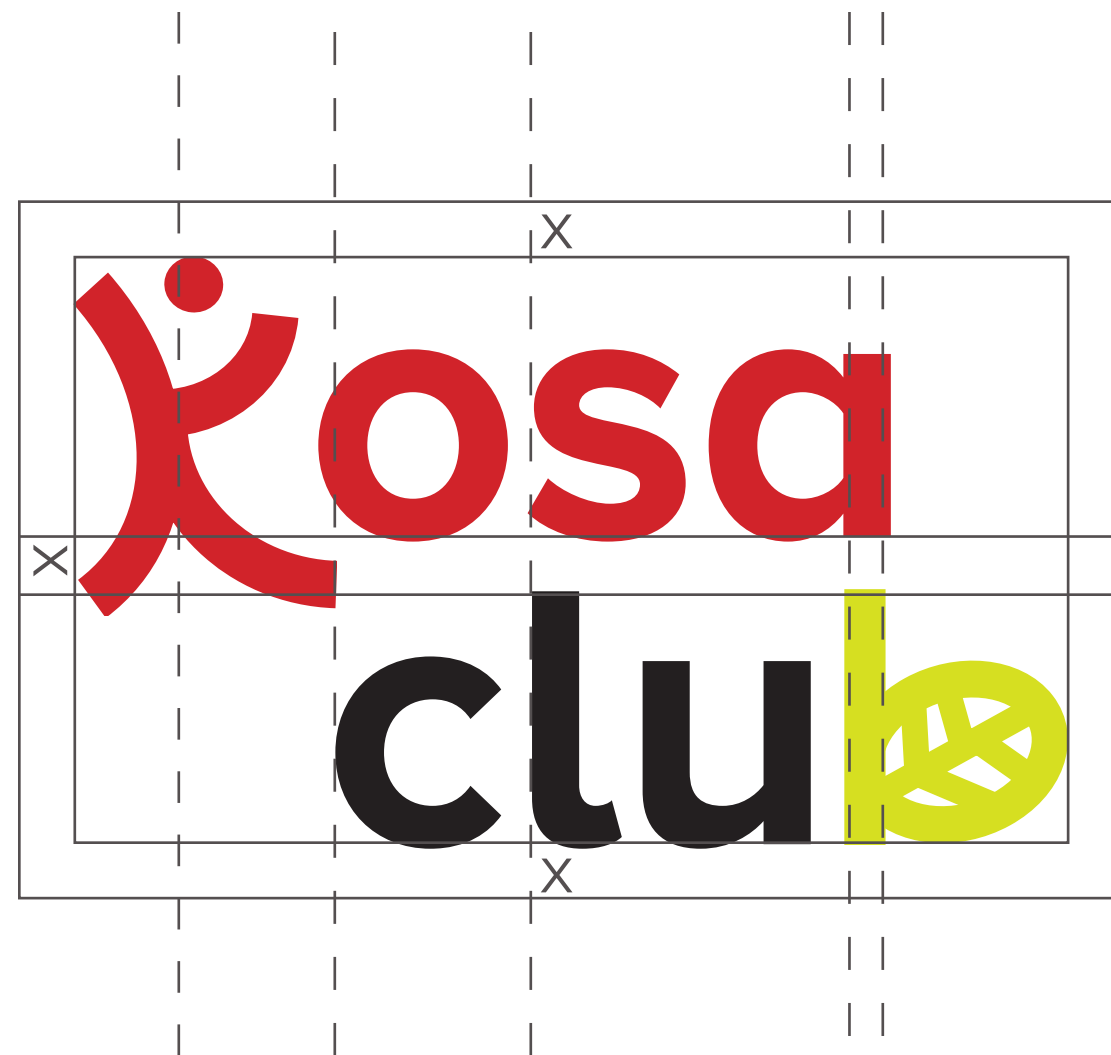
**VERTICAL & HORIZONTAL VERSIONS**



Vertical Logo

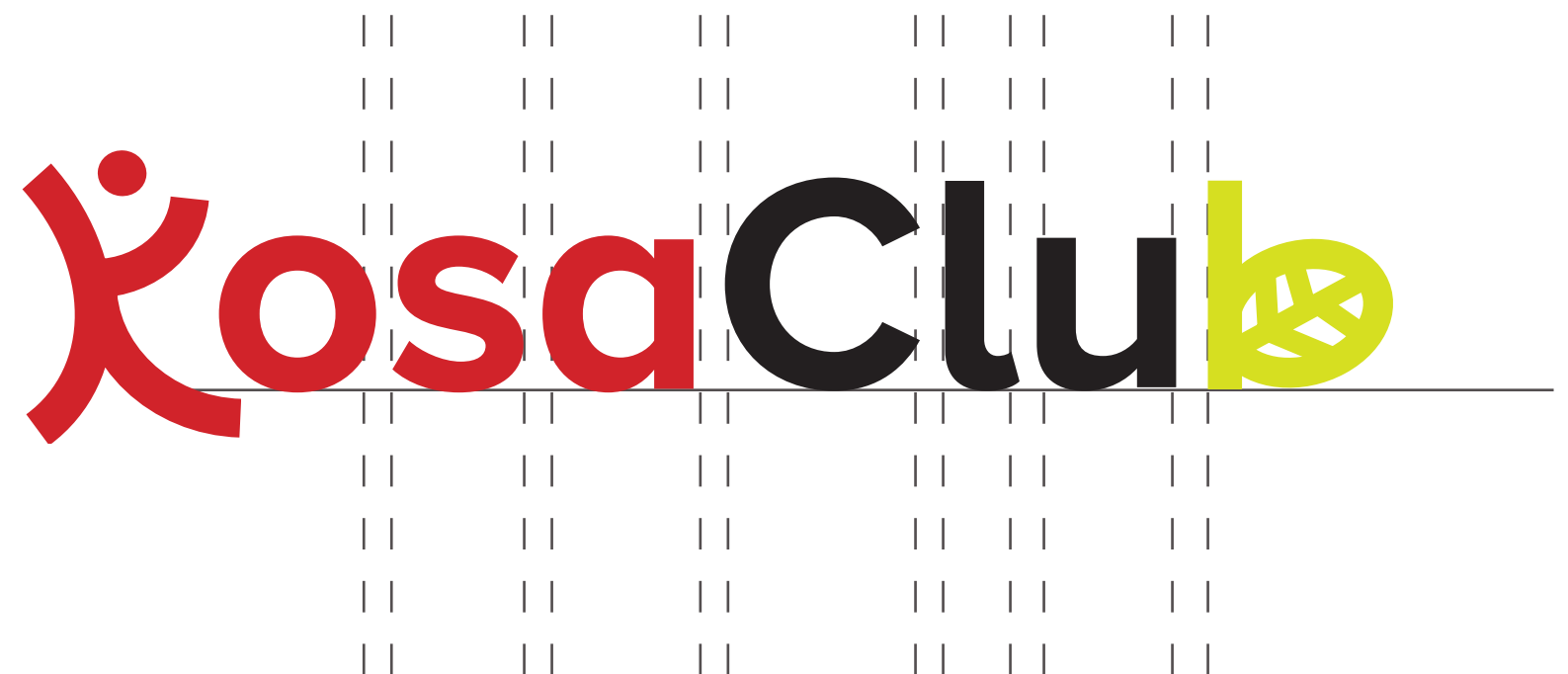


Horizontal Logo



Clear space is equal to the x-height of the middle space of logo.

Always maintain a minimum clear space between the logo and graphic alignments.



**AaBbCcDdEeFfGgHhIiJjKkLl-  
MmNnOoPpQqRrSsTtUuVvW-  
wXxYyZz0123456789!@#%^&\***

Proxima Nova Bold



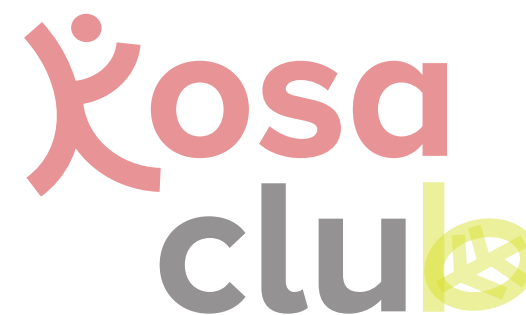
# COLORS

The image displays the 'Kosa club' logo with three color swatches and their corresponding CMYK values. The logo consists of the word 'Kosa' in red, 'club' in black, and a stylized yellow-green soccer ball icon. The color swatches are: a black square, a red square, and a yellow-green square. Dashed lines connect the swatches to the parts of the logo they represent.

Color	CMYK Values
Black	C: 0% M: 0% Y: 0% K: 100%
Red	C: 15% M: 100% Y: 100% K: 0%
Yellow-Green	C: 20% M: 0% Y: 100% K: 0%



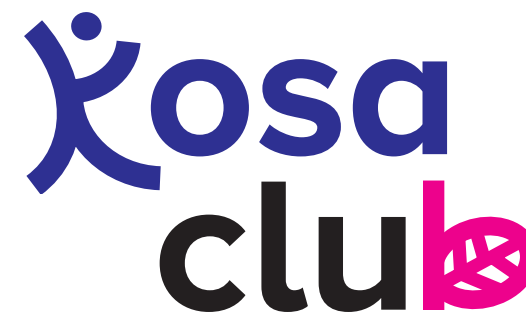
Do not skew or distort the logo



Do not lighten the logo



Do not rotate the logo



Do not change colors of the logo



Do not outline the logo



Do not switch colors within the logo

# CONTACT US

If you ever have additional questions about our branding guidelines and its application in design, don't hesitate to contact [customerservice@kosaclub.org](mailto:customerservice@kosaclub.org) Thank you.