

GoodLife
FITNESS[®]

CANADIAN STRONG[™]

Brand
Guidelines

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01

BRAND OPPORTUNITY



There's never been a better time for GoodLife to own its heritage of transforming lives, and its deeply-ingrained Canadian values of diversity; to drive distinctiveness and elevate the brand.

CAMPAIGN STATEMENT & VISION

As Canada's gym, GoodLife embodies the unique strength and toughness of Canadians. With workouts as tough and as gritty as we are. And with a mission to help every Canadian get stronger - mind, body and soul. Together, we are Canadian Strong.

CANADIAN STRONG™ as a tagline operates on four levels:

1.

Elicits a strong sense of Canadian pride.

2.

Recognizes GoodLife's unique position as a Canadian owned organization.

3.

Connects with our health & fitness offering.

4.

Cannot be claimed by any fitness competitor.

BRAND CAMPAIGN BUILDING BLOCKS

DIVERSITY

GoodLife is Canada's gym - and all of Canada is our tribe. Where every body gets stronger, and anyone can achieve their best.

At GoodLife, our members and our workouts are as diverse as Canada.

TOUGHNESS

From polar bear dips to bearing sub zero temperatures - Canadians are defined by their grit and toughness.

At GoodLife, our workouts are as tough as Canadians.

INNER CHAMPION

The new face of Canada is unapologetically proud; a nation that's finally winning on the world stage.

GoodLife embodies the modern, proud Canadian who knows they're a champion.



TONE

**DON'T CALL IT
A COMEBACK,
WE'VE BEEN HERE
FOR YEARS.**

It's time to talk like the best in class brand that we are.

So we'll be bold.

Audacious.

Provocative.

**GoodLife
FITNESS.**

HOW THE CAMPAIGN PLAYS OUT THROUGH THE CUSTOMER JOURNEY

INSPIRE

PERSUADE

CONVERT

JOB TO DO

Targeting people before they are thinking about fitness

Targeting people who are evaluating gyms

Get people to sign up.

KEY MESSAGES

Brand Anthem
(a workout as tough as Canadians)

Superiority Claims
(most variety / locations / popular, etc.)

Offer
(Get XXX weeks free before X date)



Bold and emotive, designed to engage our audience



Benefit-oriented, designed to get people to check out GoodLife's offering.



Offer-centric, designed to get people to sign up online.



TAGLINE VERSIONS

There are two versions of the Canadian Strong™ tagline (single line and stacked). Both are set in the font, “Hackney.”

Each is available in three colour options: red, black and white.

Clarity of messaging is first priority. As such, care should be taken when selecting which version / colour of the tagline relative to the background.

CANADIAN
STRONG™

CANADIAN
STRONG™

CANADIAN
STRONG™

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CANADIAN STRONG™

CANADIAN STRONG™

ANGLE

To maintain a dynamic energy the tagline should always be presented with a 15° upwards angle (from left to right). The exception is in instances where vertical height doesn't allow for the angle (mobile banners).

TENSION

Every effort should be made to create bold placements of the tagline (ie. superimposed over talent, filling entire frame edge to edge, etc.)

CLEARANCE

A minimum clearance of the entire "C" glyph should always be maintained around the entire tagline.

Examples of Improper Use

- Choose tag colour in an effort to avoid interfering background
- Do not distort the tagline
- Do not change the colours
- Do not change upward angle

PROPER USAGE OF THE CANADIAN STRONG™ TAGLINE

MINIMUM SIZE

CANADIAN STRONG™

1.8 IN.

Minimum Size

The tagline must not appear smaller than the minimum size indicated.

MINIMUM SIZE

CANADIAN STRONG™

1 IN.



PROPER USAGE OF THE CANADIAN STRONG™ TAGLINE WITH GOODLIFE LOGO

COLOUR SELECTION

The tagline colour options mirror the available colour options of the GoodLife logo. The tagline was designed to allow for multiple colour pairings with the logo. However, clarity of messaging is always the priority. Care should be taken when selecting colours relative to the background image to ensure legibility.

LOGO TAGLINE LOCK-UP OPTIONS

A.) Single line logo + single line tag

Logo and tag are justified left.

Logo is the length of word "CANADIAN".

B.) Stacked logo + stacked tag

Logo and tag are centred.

Logo is half the length of word "CANADIAN".

C.) Stacked logo + single line tag

Logo and tag are justified left.

Logo is half the length of word "CANADIAN".

D.) Single line logo + stacked tag

Logo and tag are centred.

Logo is half the length of word "CANADIAN".

A.) Single line logo + single line tag



B.) Stacked logo + stacked tag



C.) Stacked logo + single line tag



D.) Single line logo + stacked tag



The logo and tagline do not always have to appear together. But when they do, one of these options must be used. In all instances above, the logo placement adheres to the minimum tagline clearance requirements (see previous page).

PHOTOGRAPHY

1. ACTIVE

Active photography shows the GoodLife member engaged in fitness activity. The style is meant to inspire as it embodies the modern, proud Canadian revealing their inner champion.

2. MOMENT

Moment photography captures the time between fitness activities. The style is meant to convey the feeling of joy or euphoria that comes with a great workout. The images should feel authentic and real; never posed or contrived.

3. PORTRAIT

Portrait photography focuses on the uniqueness of individual GoodLife members and conveys the full diversity of Canada's Gym.

CANADIAN STRONG™ CAMPAIGN IMAGERY STYLES

Photography for the Canadian Strong™ campaign has a very distinct look and feel which serves to create an ownable style for the GoodLife brand. From a content perspective, our photography feels like snapshots from real life viewed through a GoodLife lens; moody and dramatic with a hint of GoodLife red whenever possible. The imagery has more of a docu feel and should never feel staged or contrived.

We have three different styles of photography. Each with its own focus and purpose.



COLOUR

A predominant use of high contrast, dramatic black and white imagery ensures the use of GoodLife red will stand out more effectively when used as an accent colour.

WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



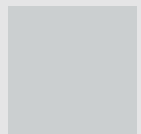
BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000



GoodLife Red
PMS 485 C
C0 M95 Y100 K0
R238 G49 B36
#EE3124



Grayscale



*NOTE: on white or black backgrounds in web and mobile sites GoodLife Red is HEX #DF3124

TYPO
GRAPHY

HACKNEY IS OUR PRIMARY FONT.
IT IS USED FOR DISPLAY PURPOSES.
IT CAN ONLY BE SET IN ALL CAPS.
TO MAINTAIN A DYNAMIC ENERGY,
IT SHOULD ALWAYS BE SET WITH AN
UPWARDS ANGLE OF 15°

PROXIMA NOVA

The GoodLife font, Proxima Nova, is the campaign secondary font and must be used for text set below 12 points in size.

TALENT USAGE

TALENT USAGE

All video and photography are rights managed, meaning we must ensure that any talent featured have been contracted for the intended usage, and for the designated time period.

PHOTOGRAPHY

- Usage rights for photography must be negotiated with each actor's agent, separately from video usage.
- Any background talent recognizable in the shot (even if we do not see their face) must either be removed, or contracted by the agency as well.

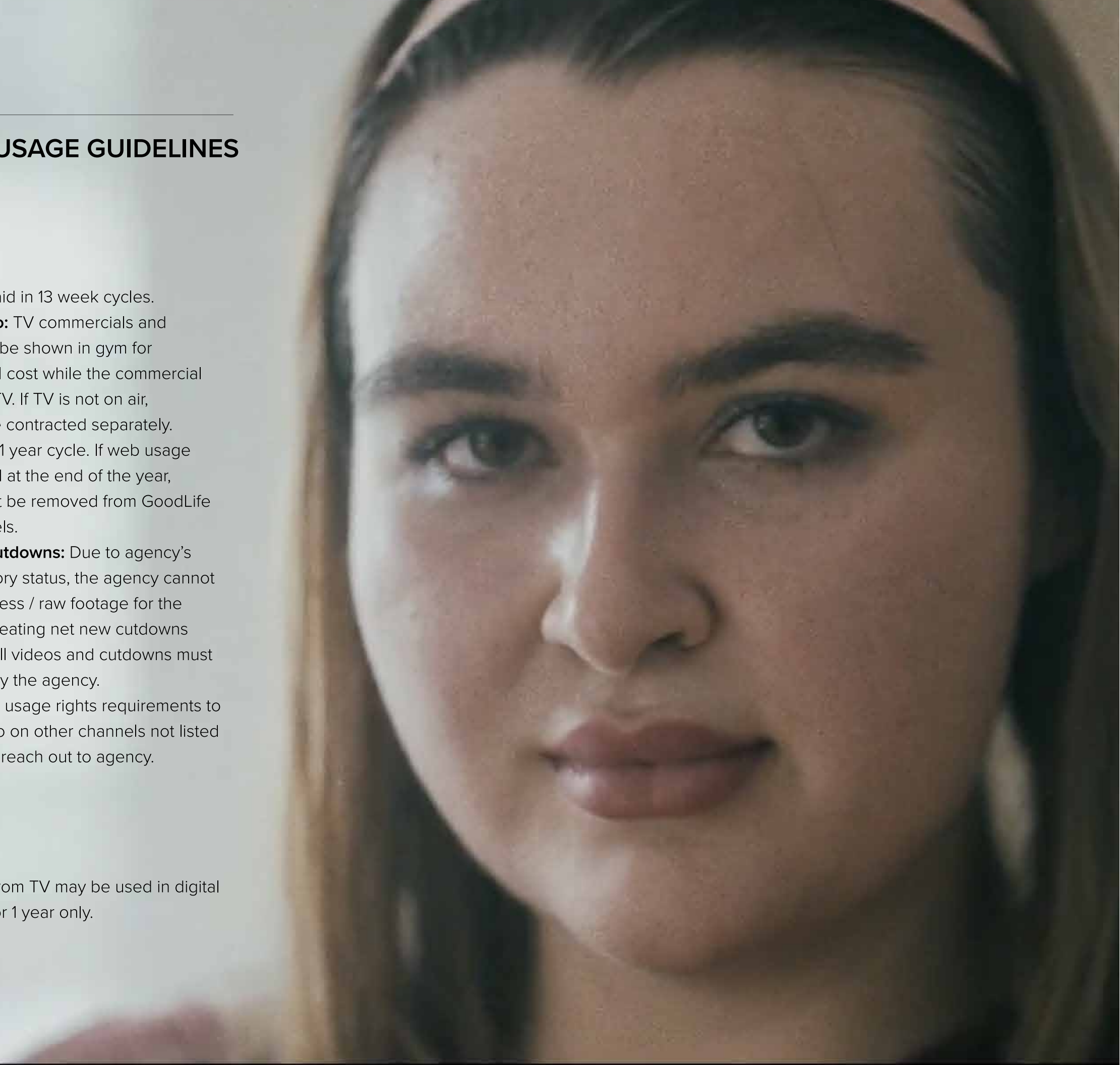
TALENT USAGE GUIDELINES

VIDEO

- **TV usage:** Paid in 13 week cycles.
- **In-Club video:** TV commercials and cutdowns can be shown in gym for no incremental cost while the commercial is running on TV. If TV is not on air, usage must be contracted separately.
- **Web:** Paid in 1 year cycle. If web usage is not renewed at the end of the year, all videos must be removed from GoodLife owned channels.
- **Additional cutdowns:** Due to agency's ACTRA signatory status, the agency cannot provide superless / raw footage for the purposes of creating net new cutdowns of the video. All videos and cutdowns must be overseen by the agency.
- To determine usage rights requirements to show the video on other channels not listed above, please reach out to agency.

DIGITAL

Screenshots from TV may be used in digital applications for 1 year only.



COPY

INSPIRATION
AND ENABLEMENT.
FOR EVERY CANADIAN.

BE INNOVATIVE.

We are contemporary.

BE DISRUPTIVE.

We are bold, expressive
and unapologetic.

BE OWN-ABLE.

Simply put, there is no one like us in Canada.
So we are always authentic. Powerful. Iconic.



EXAMPLES

TV

We should always be looking for ways to be bold and stand out. In television, our supers appear larger than life as they physically cannot be contained by the letterbox framing. This type treatment is only possible when adhering to the 15° upwards slant.



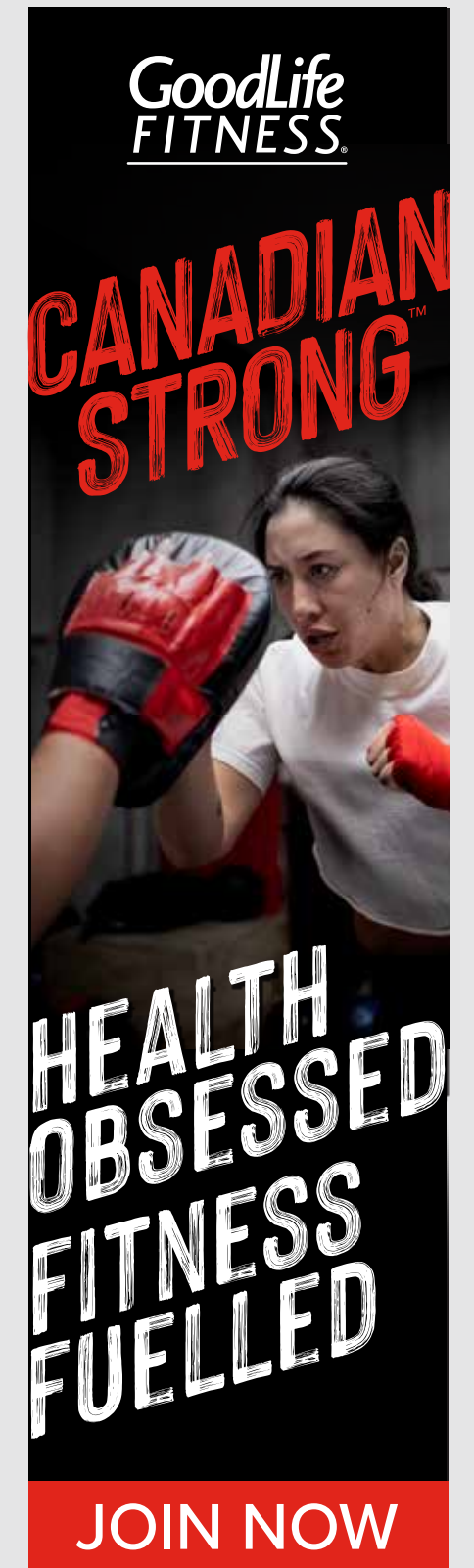
EXAMPLES

DIGITAL

The Canadian Strong design system was created to work well in various formats and sizes. However, in the few instances where we cannot recreate our headlines with the appropriate 15° upwards slant, it is acceptable set headlines in a traditional fashion. See mobile banner represented here.

CANADIAN STRONG™ CAMPAIGN EXAMPLES

160 x 600



300 x 250



320 x 50 (Mobile)



300 x 250



EXAMPLES

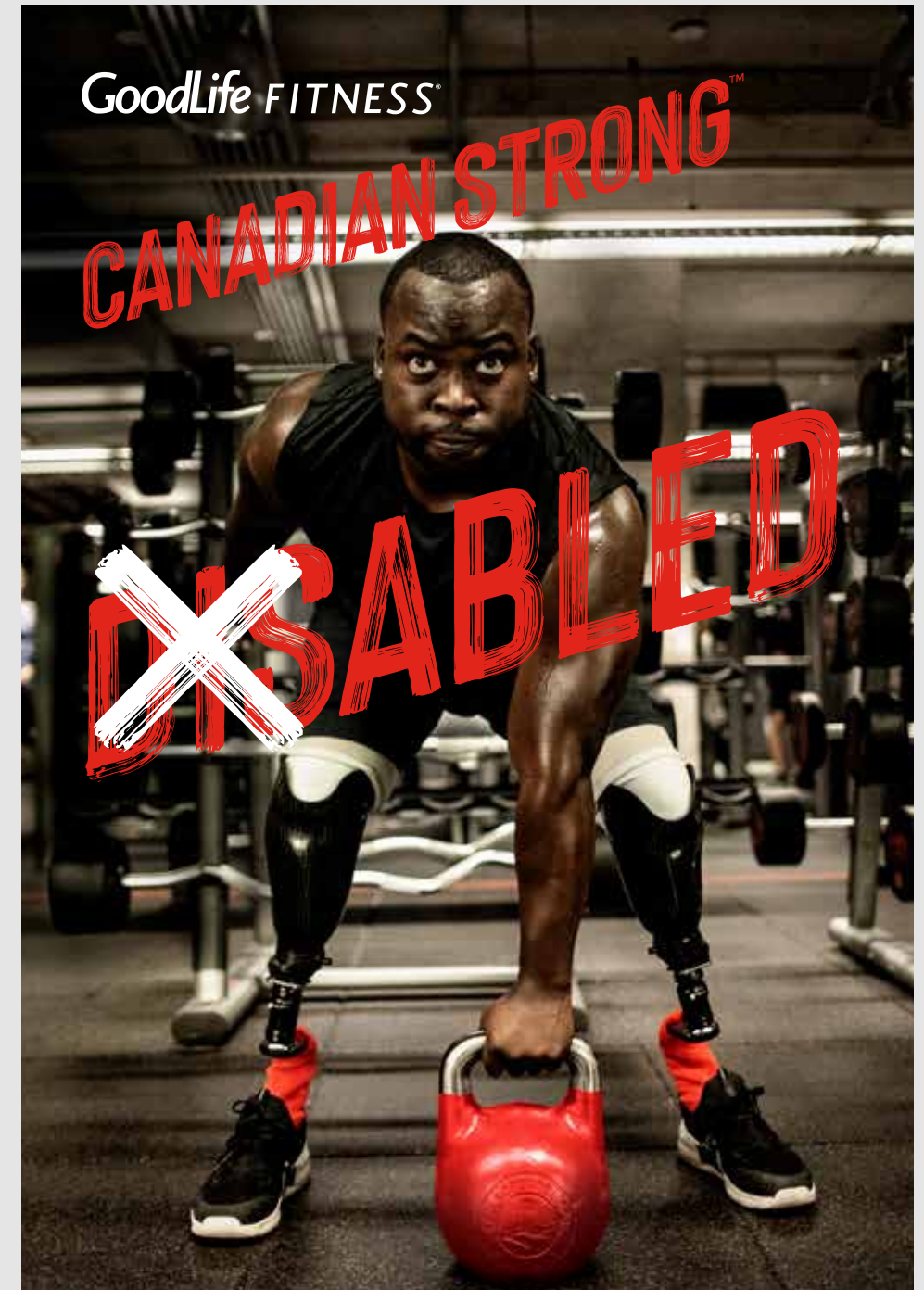
PRINT

Two speculative print examples (poster or OOH) show how the GoodLife design is adaptable and can work equally well on light or dark backgrounds.

POSTER



OOH



THANK YOU