



STAY GOLD QUICK GUIDE

Nothing gold can stay. So we come back tomorrow.

VOICE

- Blunt. Specific. Human. Numbers beat adjectives.
- We talk as "we" to "you". No em dashes. Sign off ~The Stay Gold team.
- Say: Solid Gold classes, Open Gym, IcyHot, Gold Standard, Buddy Week.
- Never: summer body, earn your meal, beast mode, no excuses, front desk.

EVERYONE

All genders, sexualities, bodies, experience levels and backgrounds. Every goal is welcome and coached without judgment. Zero tolerance for discrimination.

LOGOS



- Wordmark first. Smiley when space is tight. Icons are punctuation.
- Clear space: a quarter of the logo's width, every side.
- Minimum: wordmark 1 in / 120 px. Smiley 0.5 in / 48 px.
- SVG for print and signs. PNG for social, docs and slides.
- Never stretch, recolour, rotate, add effects or retype.

TYPE

Rubik for everything. Headlines: caps, ExtraBold. Body: sentence case, 12 pt print / 16 px screen minimum. The Unlocked guides add Fraunces and Newsreader.

COLOUR



About 70% white, 25% black, 5% gold. One gold thing per piece.

Works: black on white, white on black, black on gold, gold on black.

Never: white on gold, gold on white.

PHOTOS

Real members mid-work, real light. Credit the photographer. Ask before posting a face. No before-and-afters.

EVERYTHING ELSE

The full brand book has the post builder, tee designer, logo lab, voice checker and every file.