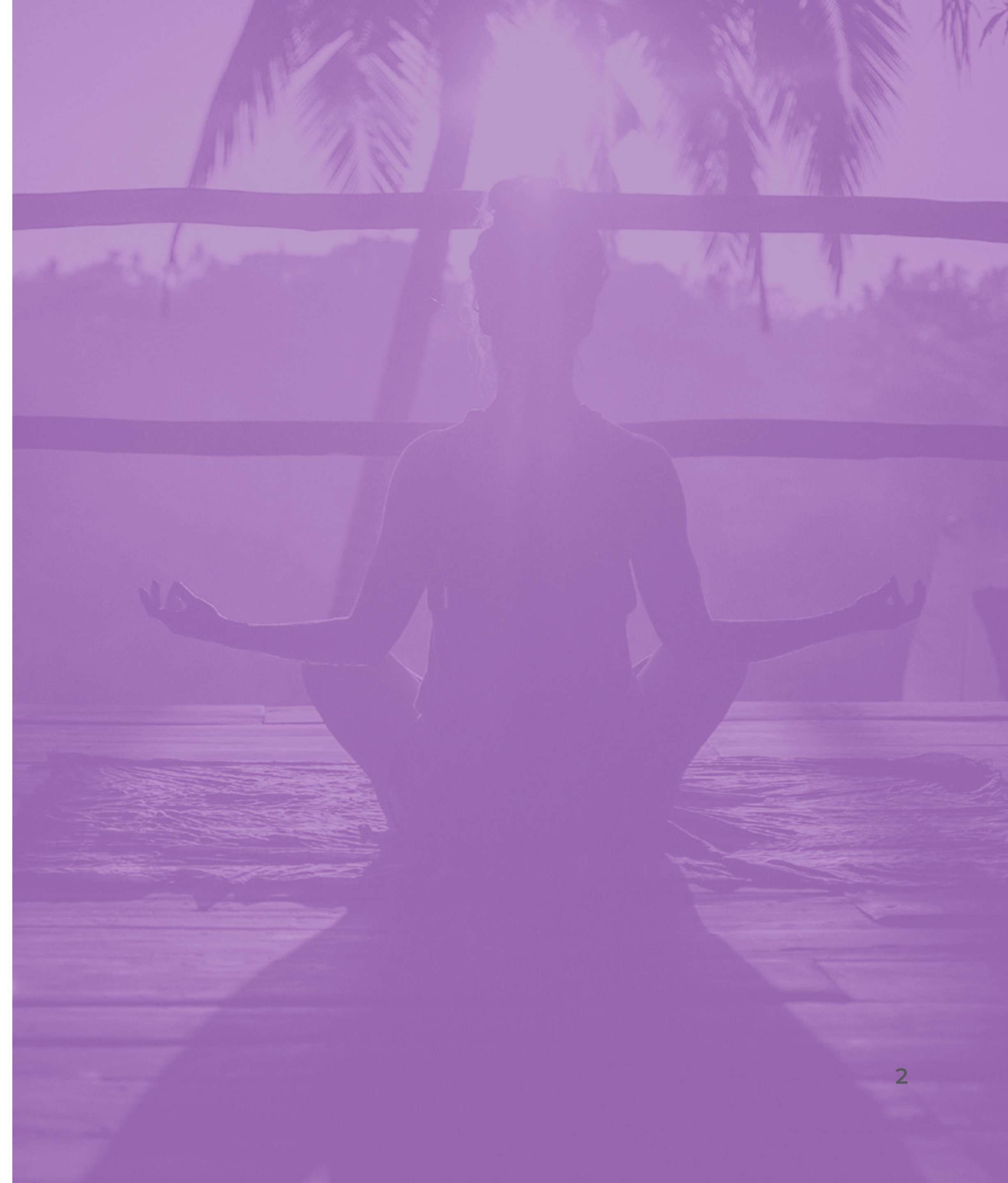


# VISUAL IDENTITY

KINGDOM FITNESS X GLO MEDIA

# CONCEPT 1

This design approach seamlessly integrates holistic principles with modern fitness, embodying the mantra of mind, body, and soul in a sleek aesthetic. Placing Kingdom Fitness to be an optimal choice for clients seeking to elevate their well-being toward a brighter future.



## PRIMARY LOGO



The deliberate placement of the letter "E" at varied positions symbolizes the dynamic movement during a clients' fitness journeys.



## SECONDARY LOGO

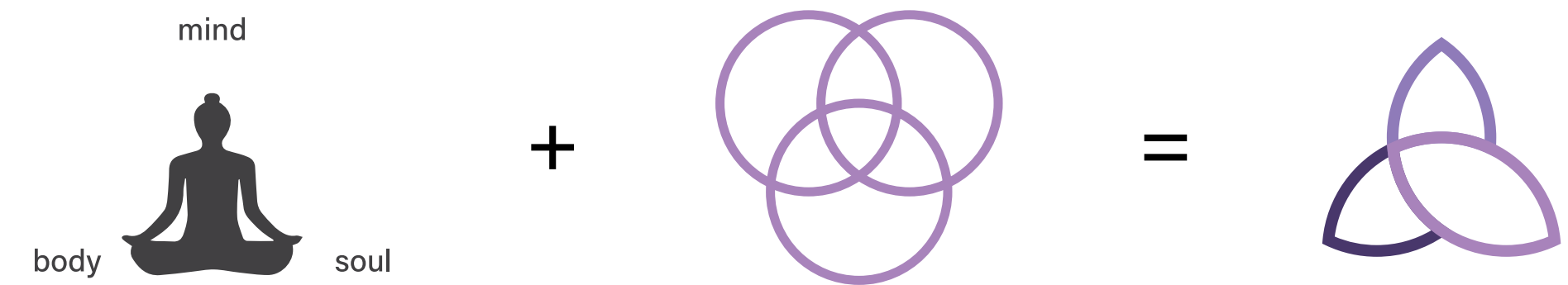
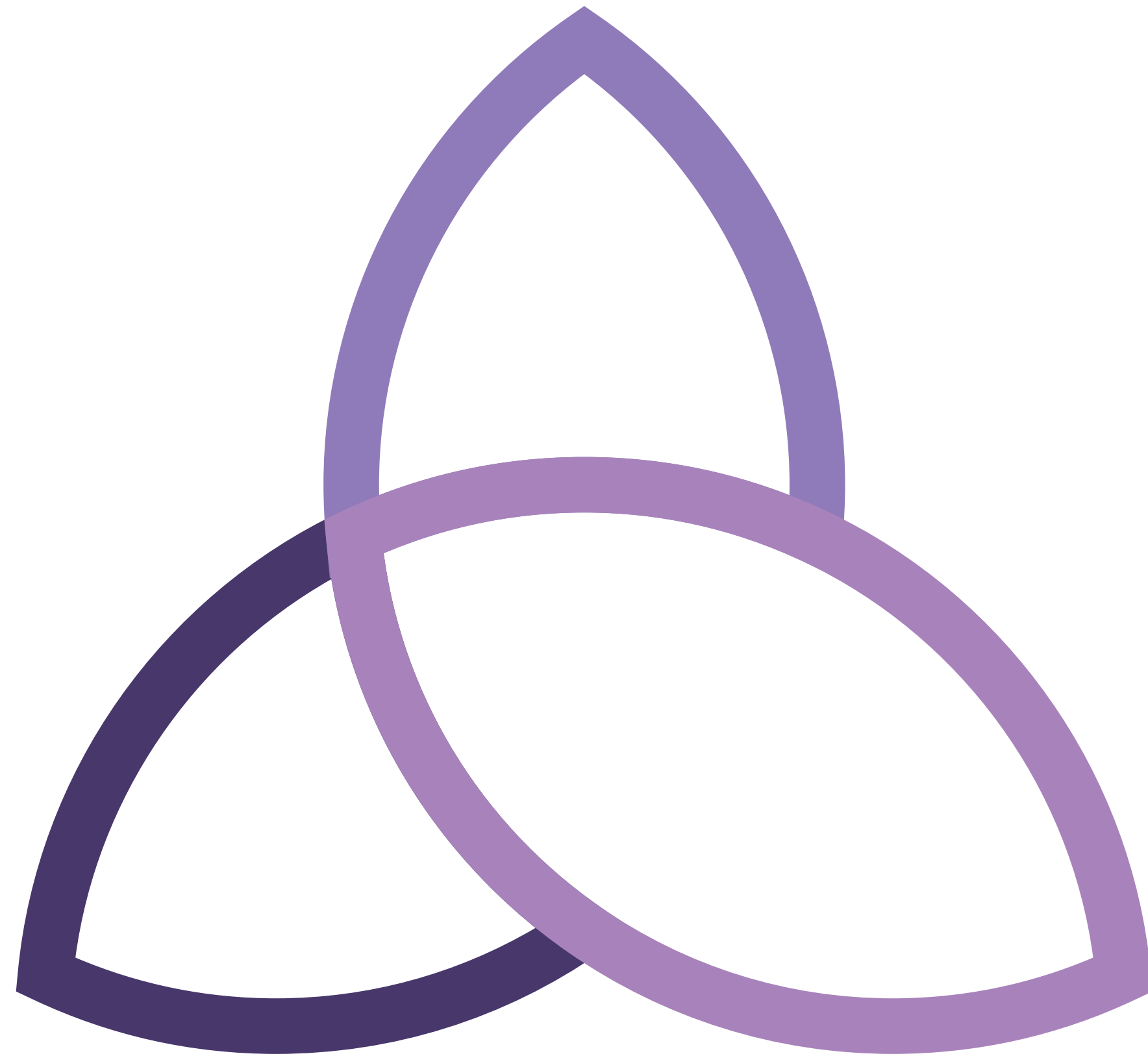


The sans-serif font in the logo embodies modernity, approachability, and cleanliness, mirroring Kingdom Fitness's contemporary and welcoming ethos.





# LOGO MARK



The Kingdom Fitness logo mark adopts a modern approach by seamlessly merging a triangular meditation pose (Lotus pose) with three intersecting circles, forming a lotus petal design that embodies the brand's dedication to holistic well-being. The lotus design features open centers in each petal, symbolizing the transparency and vulnerability inherent in the Kingdom Fitness brand.

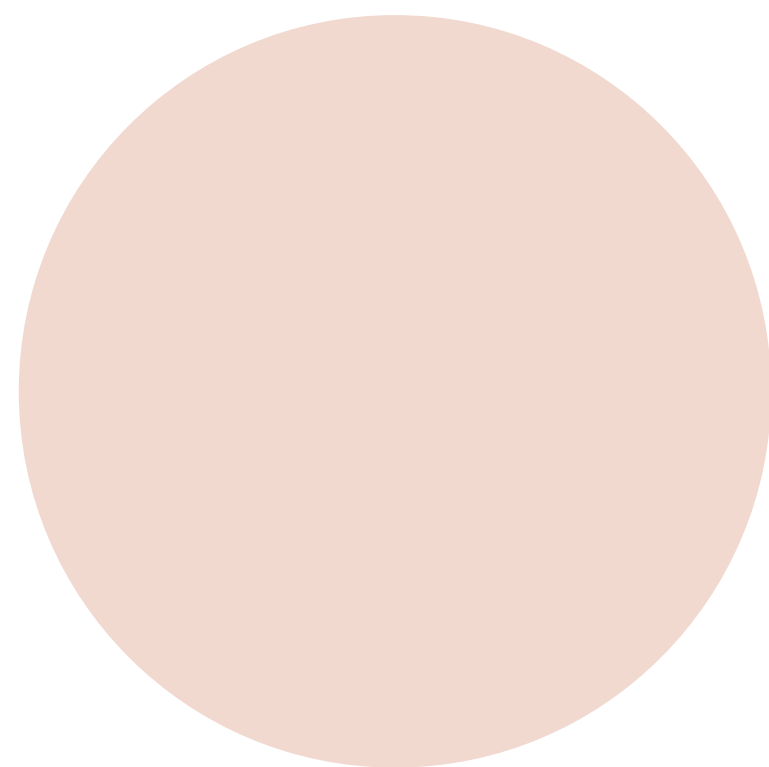
ALTERNATES

kingdom  
FITNESS 



**KINGDOM**  
FITNESS

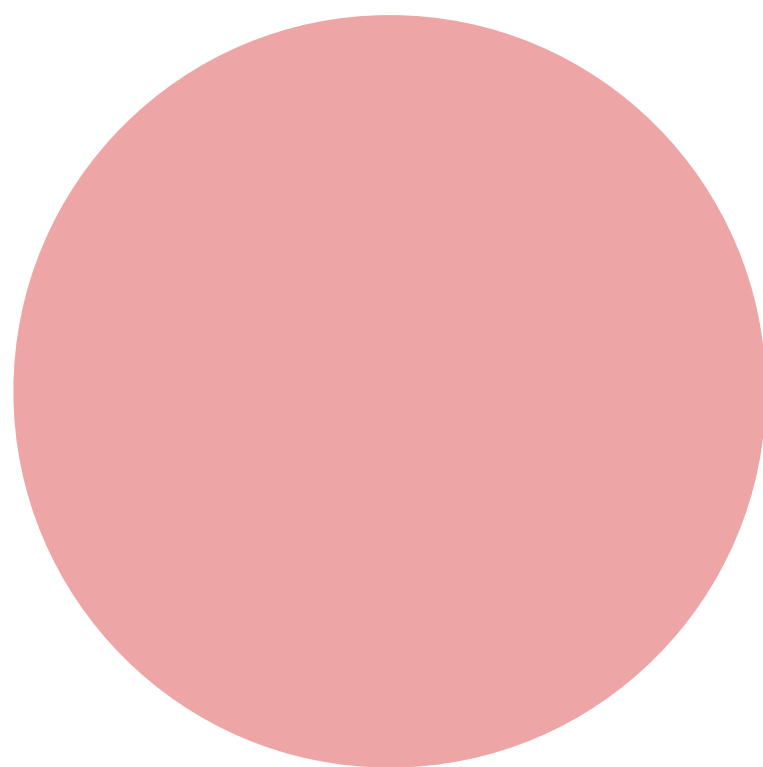
# COLOR PALETTE



HEX: #eddad1

RGB: 237, 218, 209

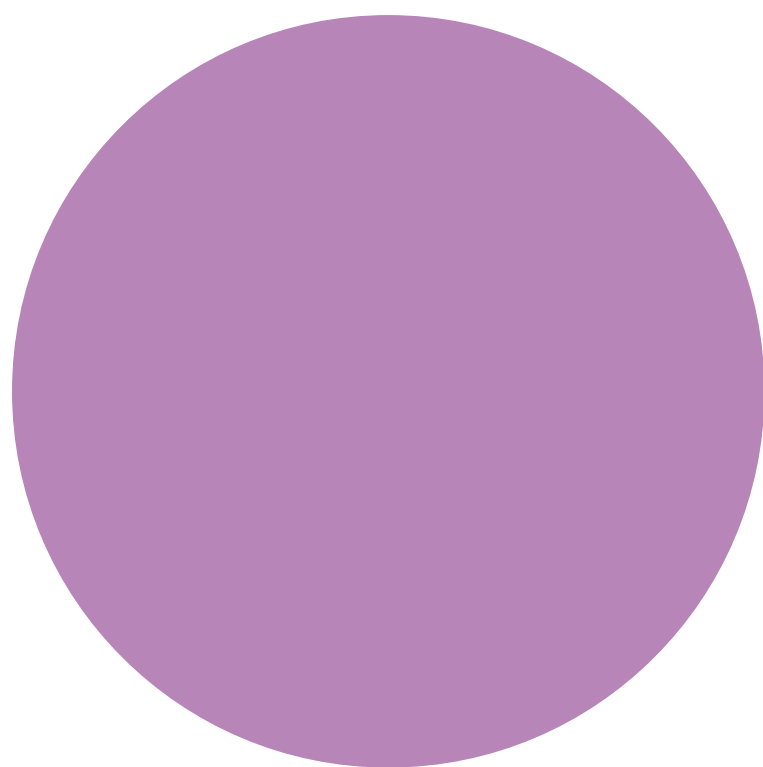
CMYK: 4, 15, 14, 0



HEX: #e4a9a7

RGB: 228, 169, 167

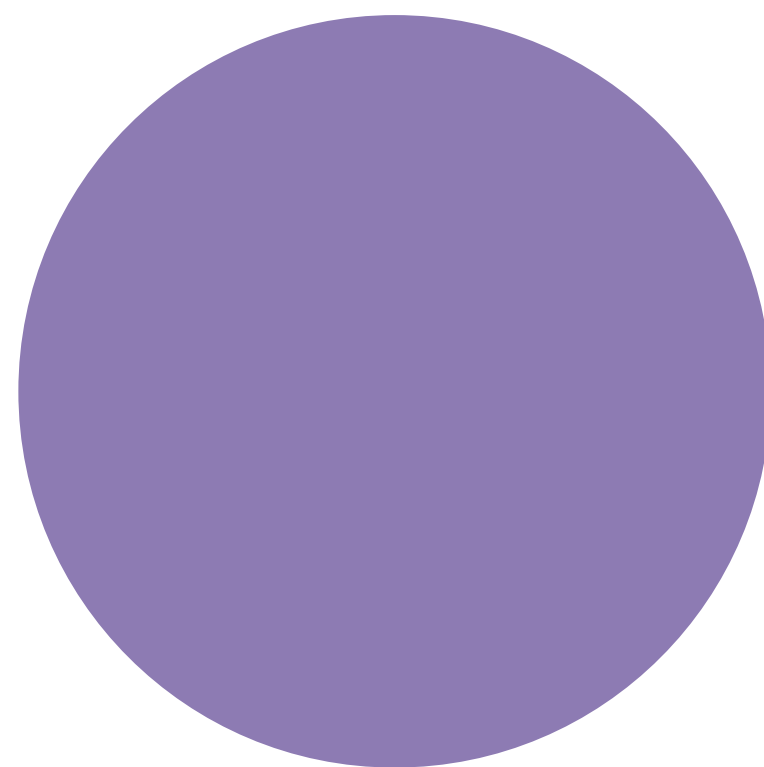
CMYK: 3, 42, 24, 0



HEX: #af87b4

RGB: 175, 135, 180

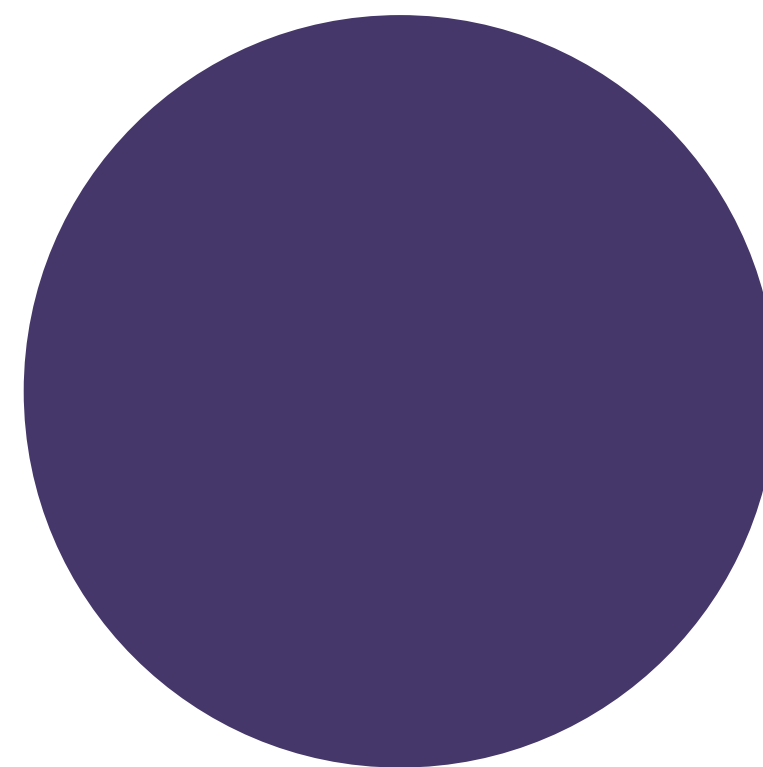
CMYK: 28, 53, 2, 0



HEX: #8a7baf

RGB: 138, 123, 175

CMYK: 49, 55, 3, 0



HEX: #433765

RGB: 67, 55, 101

CMYK: 83, 88, 31, 19

**kingdom**  
**FITNESS**







kingdomfitness







kingdom  
FITNESS



MELISSA RIVAS  
OWNER

222-222-2222  
info@kingdomfitness.com



# CONCEPT 2

Employing a sleek and lightweight sans-serif font, this design exudes not only sophistication but also encapsulates the qualities of femininity and meticulous care synonymous with Melissa's approach to every facet of her business.





## PRIMARY LOGO



What distinguishes this logo is its incorporation of a unique monogram, seamlessly blending the initials "KF" for Kingdom Fitness. Beyond its visual appeal, this monogram holds symbolic significance, representing a personal touch that underscores Melissa Rivas' dedication to her clients and the strong relationships fostered within the fitness community.

## SECONDARY LOGO

KF  
KINGDOM FITNESS  
BY MELISSA RIVAS

Crafted with a refined sans-serif font, it radiates a chic sophistication, femininity, and a profound sense of dedication.



## LOGO MARK

Beyond its visual allure, the monogram holds deeper significance, embodying interconnectedness through the fusion of the letters "K & F." This symbolism mirrors the essence of Kingdom Fitness, dedicated to bridging the gap between the mind, body, and soul. The intentional placement of the K facing in the opposite direction serves as a visual metaphor, emphasizing the pursuit of balance within the transformative journey offered by Kingdom Fitness.



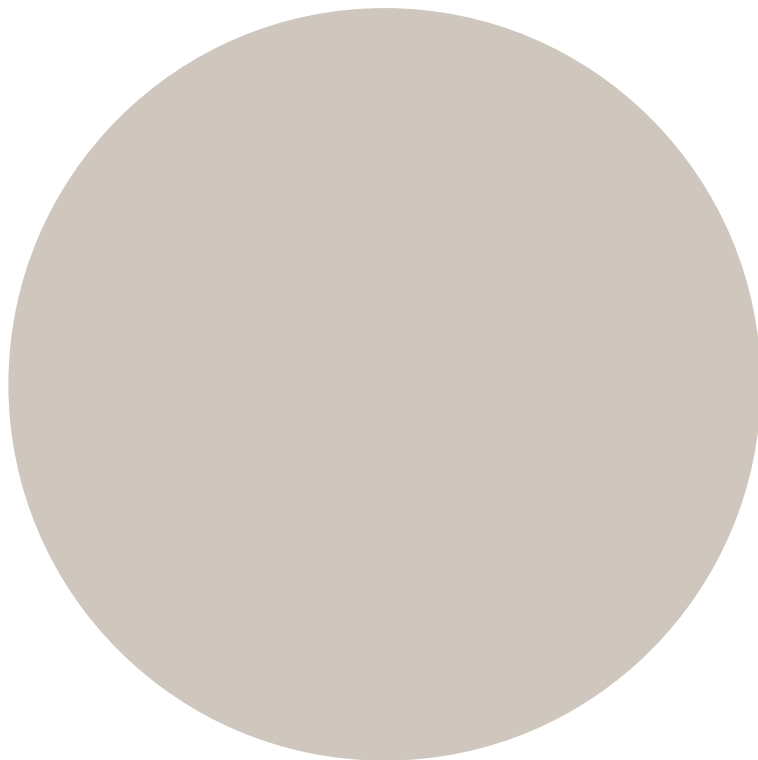
# COLOR PALETTE



HEX: # e3e0d9

RGB: 227, 224, 217

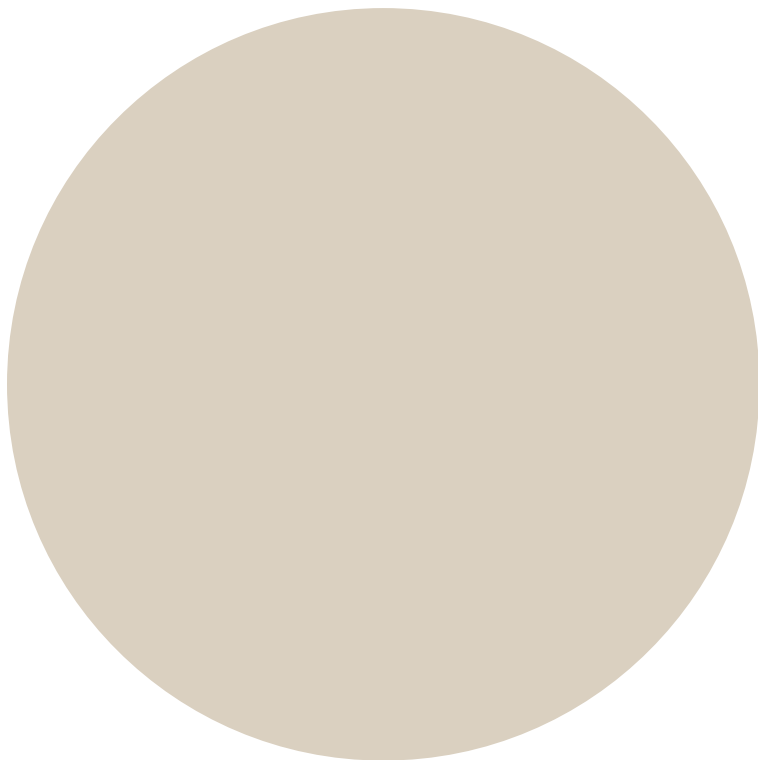
CMYK: 10, 9, 12, 0



HEX: #cdc8bf

RGB: 205, 200, 191

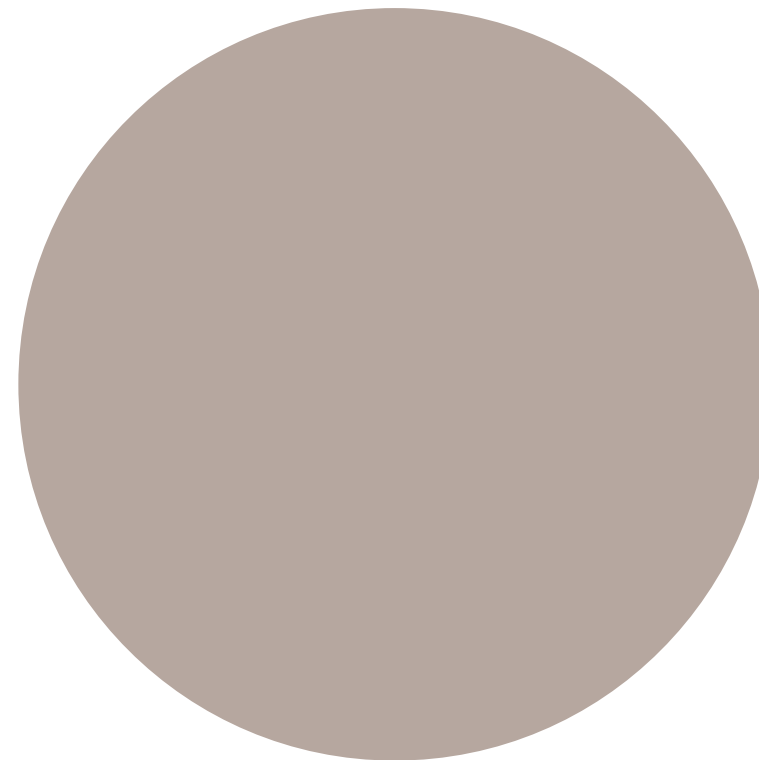
CMYK: 19, 18, 22, 0



HEX: #d8d1c2

RGB: 216, 209, 194

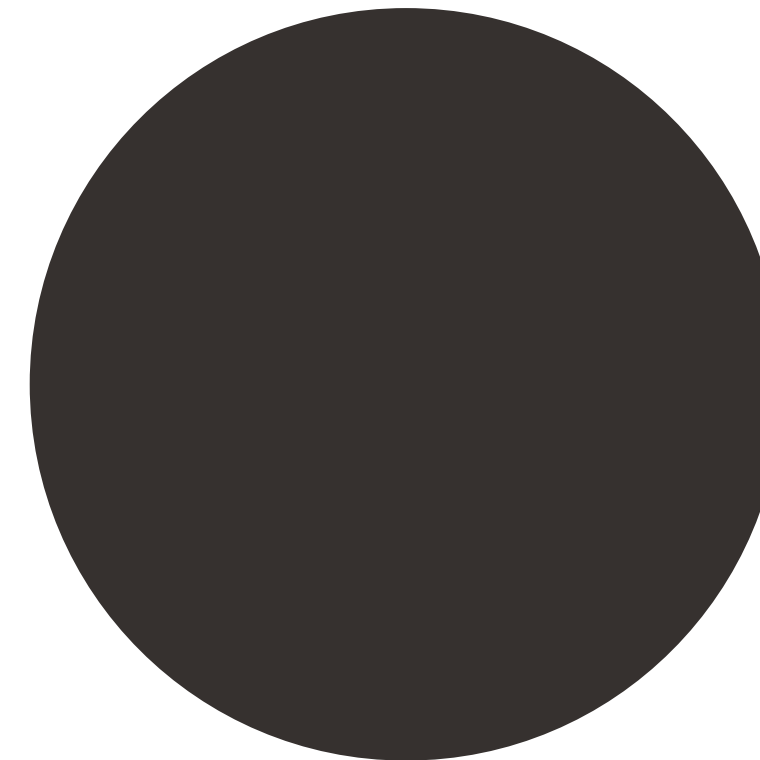
CMYK: 14, 14, 23, 0



HEX: #b4a8a0

RGB: 180, 168, 160

CMYK: 30, 31, 34, 0



HEX: #353230

RGB: 53, 50, 48

CMYK: 67, 64, 65, 60





# XF KINGDOM

FITNESS



KINGDOM  
FITNESS





KF

KINGDOM

FITNESS

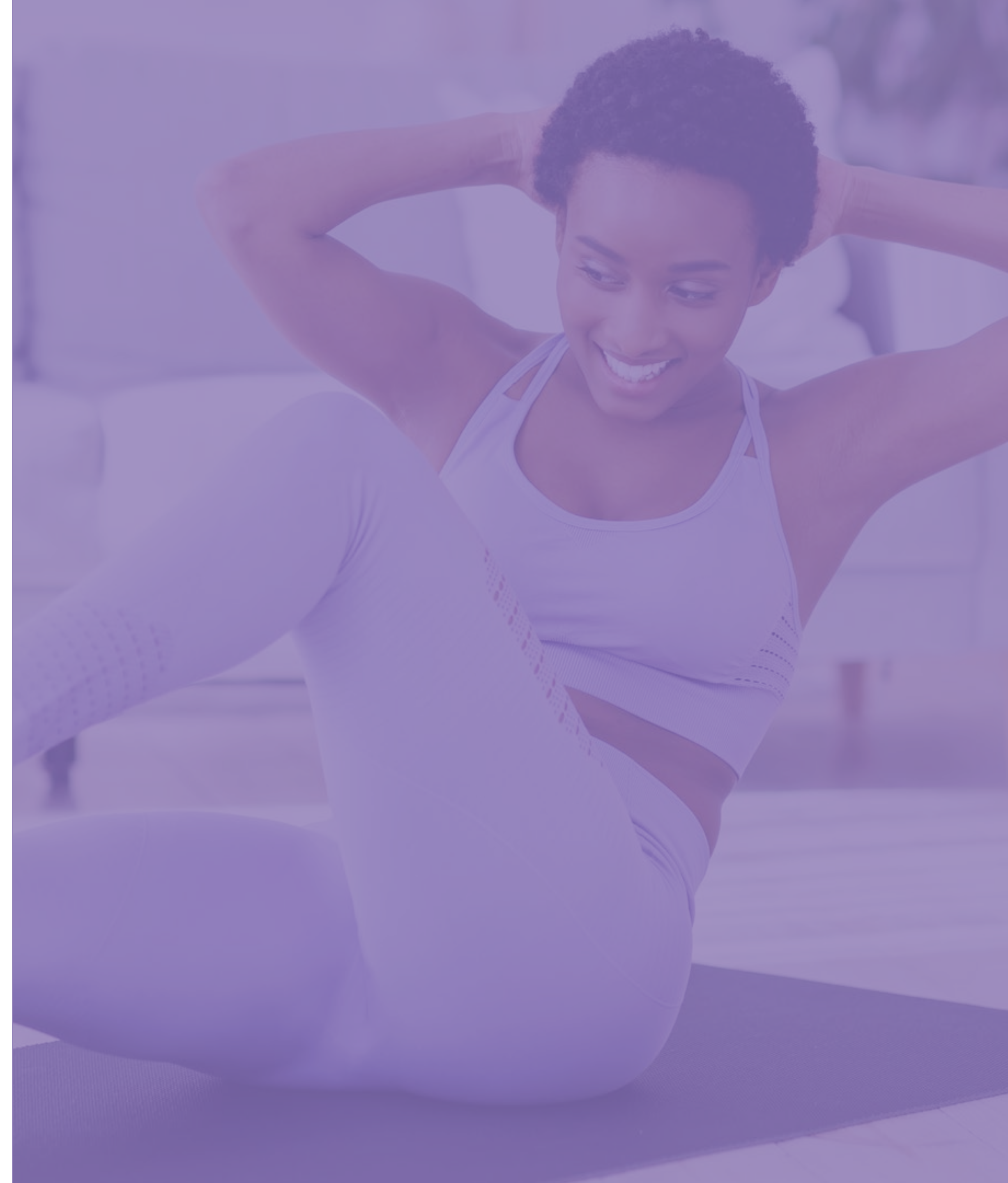


XF



# CONCEPT 3

This concept delves into the symbolic representation of a Kingdom, visualizing a united community beneath a singular castle, all devoted to empowering women on their transformative journey. The shared castle metaphor signifies a collective dedication to a common goal, establishing a nurturing space where women can flourish both physically and spiritually. The bold fonts, while simple, are irresistibly eye-catching, adding a touch of strength and modernity to the overall design.



## PRIMARY LOGO



The deliberate choice of a bold sans-serif font in our design serves as a powerful symbol, representing the strength derived from Kingdom Fitness.

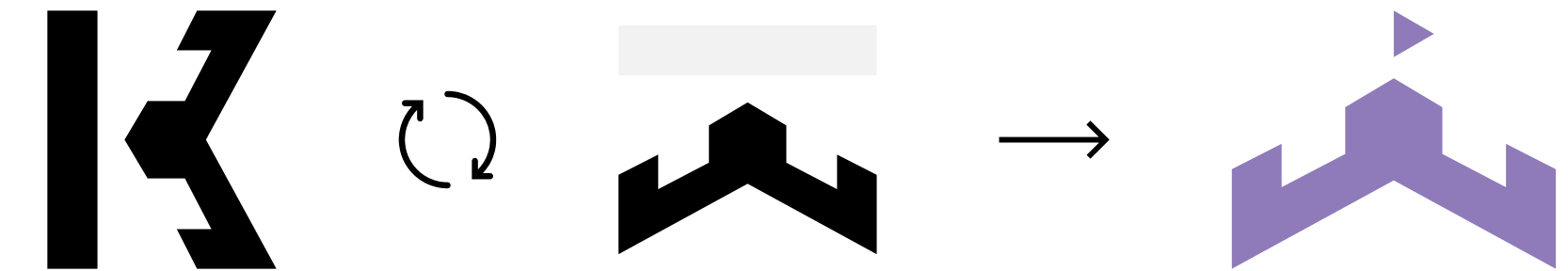
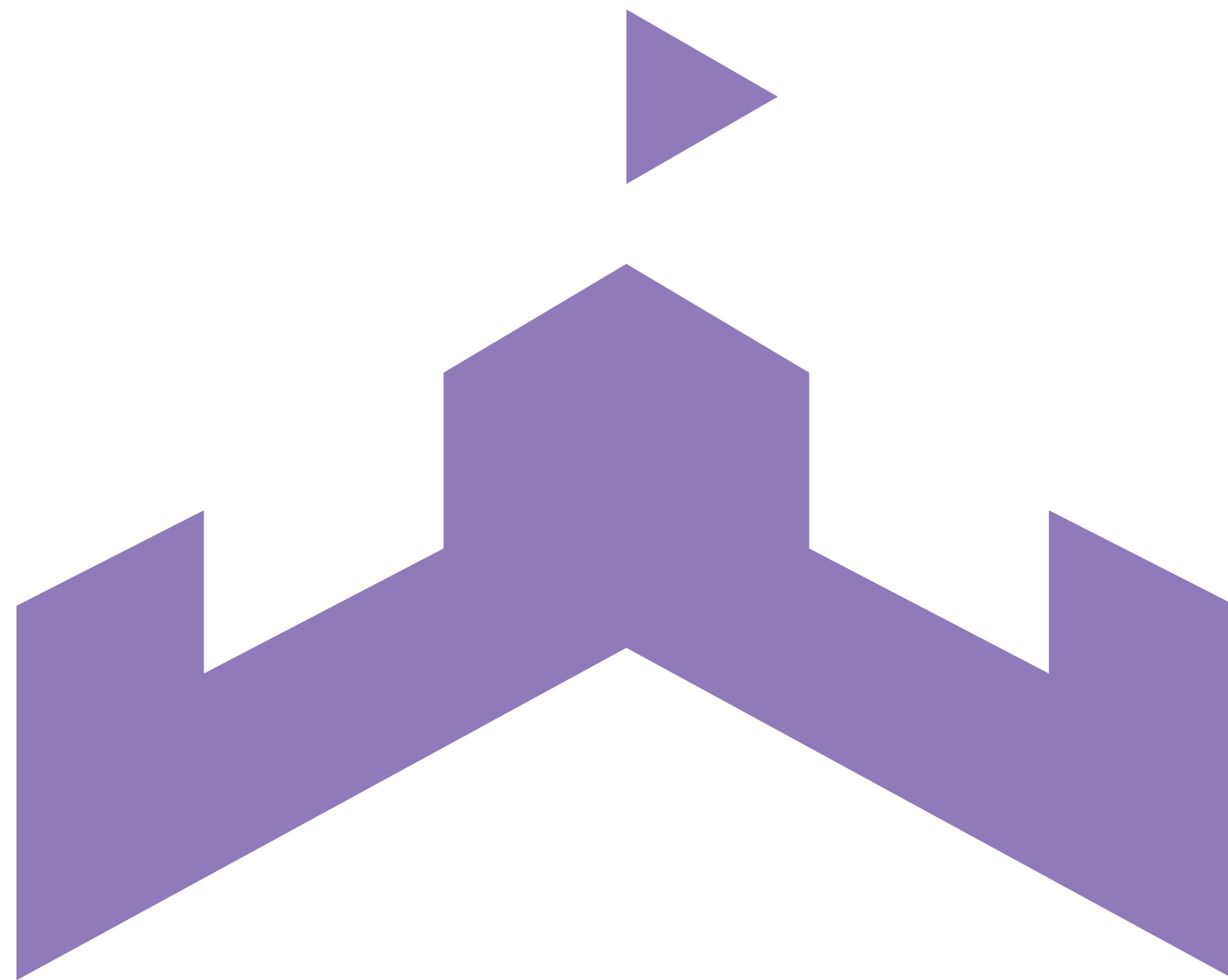


# SECONDARY LOGO

Each gap strategically placed within the lettering not only introduces a sense of modernity but also metaphorically signifies the space for personal growth within the transformative journey.



# LOGO MARK



The logo mark cleverly incorporates a castle top, adhering to the overarching kingdom theme. Within this design, the letter "K" seamlessly integrates with the image of a castle top featuring three distinct points. These points not only serve as architectural elements but also symbolize the interconnected aspects of mind, body, and soul.



ALTERNATE

# KINGDOM

## FITNESS

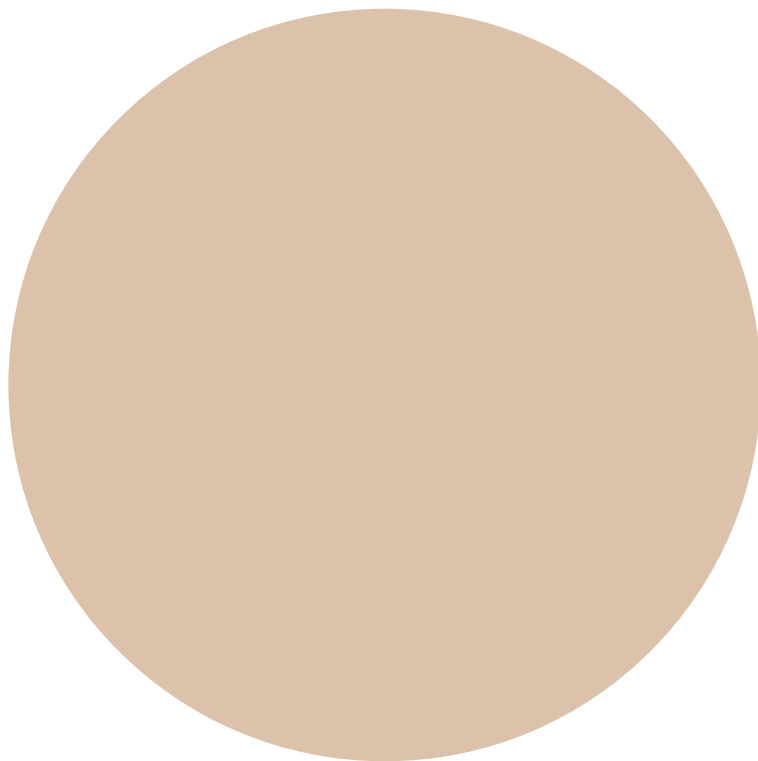
# COLOR PALETTE



HEX: # fdf5e2

RGB: 253, 245, 226

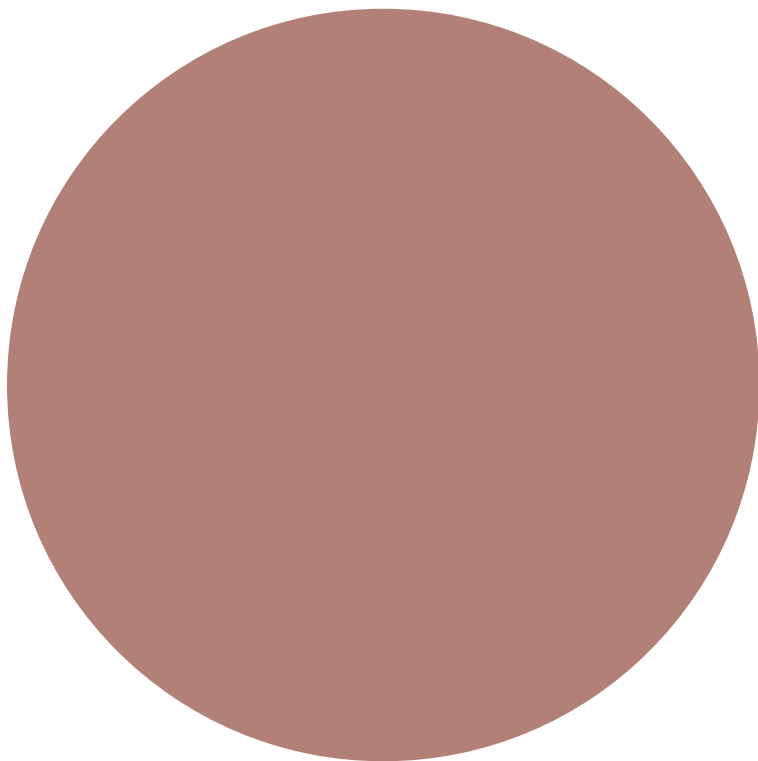
CMYK: 0, 2, 13, 0



HEX: #d7c2ad

RGB: 215, 194, 173

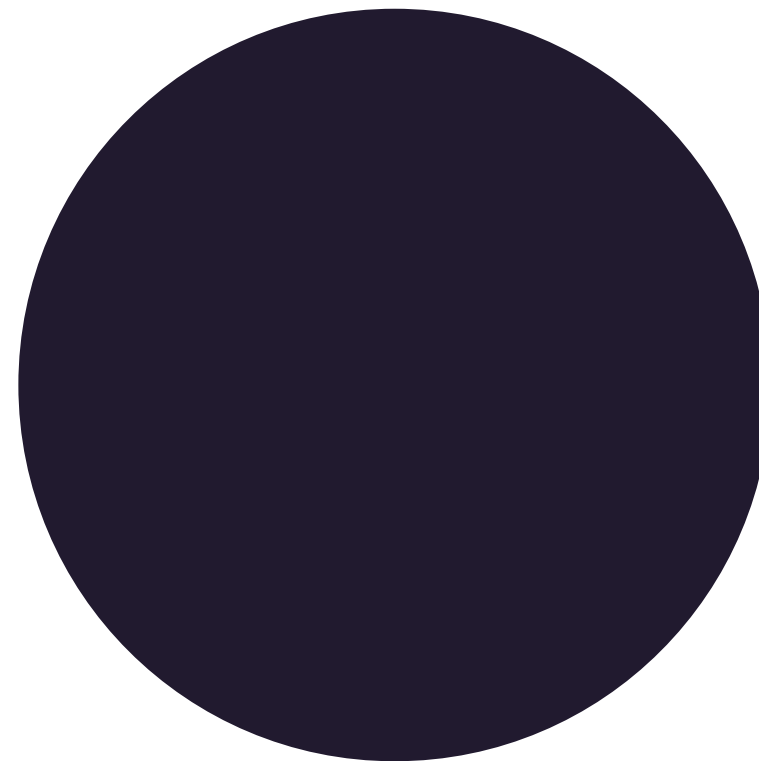
CMYK: 13, 23, 31, 0



HEX: #ac8279

RGB: 172, 130, 121

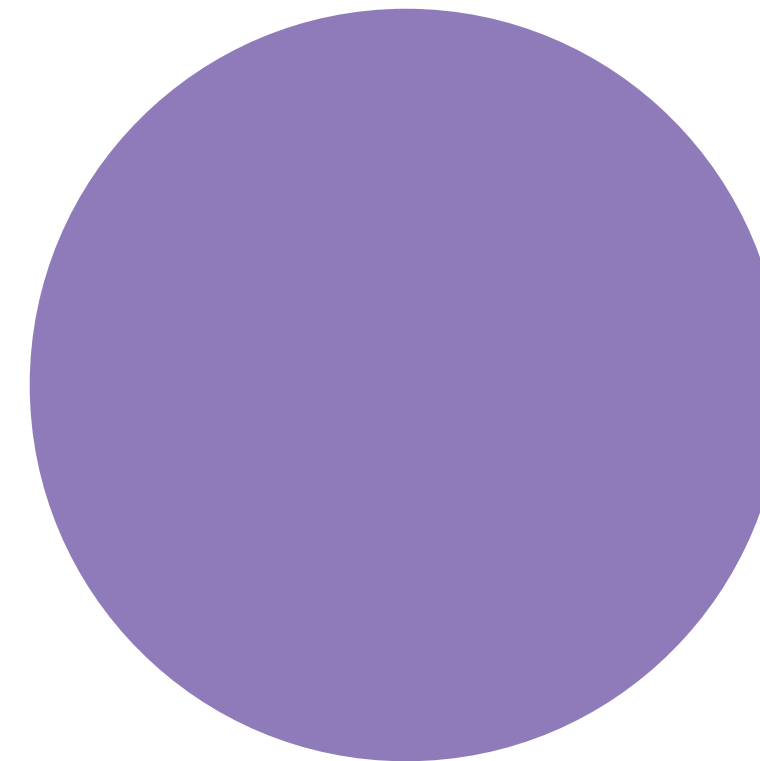
CMYK: 29, 52, 48, 4



HEX: #201a2d

RGB: 32, 26, 45

CMYK: 82, 82, 51, 64



HEX: #8c7cb4

RGB: 140, 124, 180

CMYK: 47, 55, 0, 0

A woman with curly hair is shown from the waist up, looking upwards and to the left. She is wearing a light-colored, possibly white, top. The entire image is overlaid with a semi-transparent purple filter. The text 'KINGDOM FITNESS' is centered horizontally across the middle of the image. The word 'KINGDOM' is in a bold, sans-serif font, with 'KING' in white and 'DOM' in a light orange color. The word 'FITNESS' is in a bold, sans-serif font, entirely in white. To the left of the word 'KINGDOM' is a white icon of a person jumping or running, stylized with a small triangle above its head.

 KINGDOM FITNESS



 KINGDOM FITNESS











# KINGDOM FITNESS



B1