FrameMind
FitOS

GYMS & FITNESS STUDIOS

Brand Identity Kit

Gyms & fitness studios · Logo · Icon · Variations · Guidelines

Powered by FrameMind AI Studio · v1.0 · November 2026

Logo variations



Primary lockup — with descriptor. Use on hero areas, covers, signage.



Primary reversed — on Primary navy only.



Horizontal (no descriptor)



Stacked



Icon only



Monogram (F tile)

Icons & app icons



Navy — default store icon



Accent volt orange



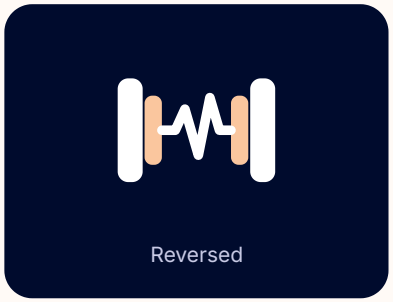
Surface tint



Colour



One-colour navy



Reversed



Outline (emboss / line art)



Favicon · 16–64 px

A dumbbell whose bar is a pulse line: the plates are the gym, the beat is the member who keeps coming back. Never draw the pulse without the plates, or the plates with a straight bar.

Clear space & minimum size



Clear space = x, one quarter of the icon's height, on every side. Nothing — text, edges, other logos — enters this zone.



120 px / 30 mm horizontal

80 px / 20 mm stacked

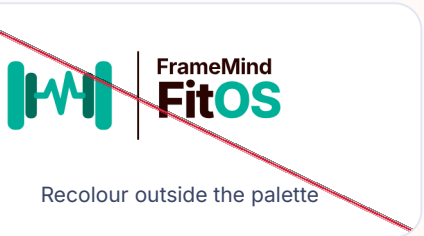
16 px icon / favicon

Below these sizes switch to the icon only. Descriptor lockups need at least 200 px / 50 mm width.

Don’t



Stretch or squash



Recolour outside the palette



Rotate



Place on low-contrast colour

Colour & typography

Primary
#000B2D
RGB 0 11 45
Headlines, wordmark, dark surfaces
vs white 19.3:1 · vs navy 1.0:1

Accent
#F26A00
RGB 242 106 0
“OS”, icon, buttons, highlights
vs white 3.1:1 · vs navy 6.3:1

Secondary
#F9BC8C
RGB 249 188 140
Illustration, charts, patterns
vs white 1.7:1 · vs navy 11.6:1

Surface
#FDECDE
RGB 253 236 222
Cards, chips, app-icon tile
vs white 1.2:1 · vs navy 16.8:1

Background
#FFFAF6
RGB 255 250 246
Page background
vs white 1.0:1 · vs navy 18.7:1

Contrast ratios are calculated (WCAG 2.1). Body text: Primary on Background/Surface/white. Accent (3.1:1 on white) passes AA for large text (18 px bold / 24 px) and for icons, but not for small text: keep small links and labels in Primary. On Accent buttons use Primary navy text (6.3:1). The plan swatch #FF7A00 was darkened to #F26A00 so the “OS” and icon reach 3:1 on white. Secondary and Surface are decorative only — never for text. Primary navy is shared by every FrameMind OS app. Print values (CMYK / Pantone) to be matched and proofed with your printer.

Aa

Inter (alternate: Manrope)

Extra Bold 800 — Headlines
Bold 700 — Subheadings
Medium 500 — Body & labels
Regular 400 — Paragraphs

Inter is free (SIL OFL) and also available in Adobe Fonts. Headlines: tracking −2%. Descriptor caps: tracking +40%. “OS” is always set in Accent (white on dark).

Taglines, patterns & usage

Members in, renewals on time.

The gym operating system for memberships, check-ins & trainers.

Join.
Check in.
Train.
Renew.



Wave gradient — hero and cover backgrounds

Dot grid — section and slide backgrounds

FitOS Home Members Check-ins Plans

FrameMind FitOS

FitOS