



*A curated list  
to a fit lifestyle.*

*Link to Fit*

**BRAND GUIDE**

**Great storytellers**  
leave endings open.

So make sure your brand  
is **not**  
*an open-and-shut case.*



**MEN**

&

**WOMEN**



**LINKTOFIT**  
LOGO

**Brand identity**  
is essential for the  
differentiation, authentication,  
and positioning  
of the brand.

**NAME**  
Strong  
Descriptive

**MASCOT**  
Powerful

**TYPOGRAPHY**  
Technology  
Solid

**COLOR**  
Power  
Clean  
Steel





**AESTHETICS**  
Take Control!  
Pro-Active!  
Move!

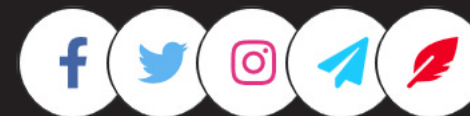
**LINKTOFIT**  
LOGO - DECONSTRUCTED

Does the choice of color  
reflect  
the brand  
positioning?

ICONS: Font Awesome  
<https://fontawesome.com/>



	RGB	CMYK	HEX
	237,0,27	1,100,100,0	#ED001B
	72,72,72	66,59,58,40	#484848
	50,135,255	72,47,0,0	#3287FF
	255,255,255	0,0,0,0	#FFFFFF



WEBLINK



**LINKTOFIT**  
COLORS & ICONS

## Ask yourself

what your product or service does  
and why it should matter  
to anyone.

A good cause can be  
infectious.

What's yours?

*A curation of web links  
to guide a fit lifestyle.*

*Link to Fit*

It's not easy to find the right & easy-to-apply info on the internet. Let alone to filter contradicting, outdated and maybe simply because it's hard to keep track of the many pieces of the puzzle, on your road to FIT.

### **LinkToFit makes it easy for you;**

Handing you advantageous & effective articles, products & methods in a compact and easy-to-digest format. Only sending out a limited number of links (bi)weekly, to keep the digestion going, so to speak, and maybe even more important: Because some methods need a little time to implement.

Try out an article you think you like, for a week or 2, and see if you can form it into a habit.

**LINKTOFIT**  
STRAPLINE

The ancient adage  
**'The customer is king'**,  
is a reminder to  
complacent brands  
that customers can  
always take  
their patronage  
somewhere  
else...



*A curated list  
to a fit lifestyle.  
Link to Fit*

LinkToFit is spawn from a personal collection of fitness information found on the internet.

From that, roughly 1% of candidates make it, trialed and tested, to the semi-finals. From selection they move to re-application, and if all checks out, again, are ready to be published in the **LinkToFit** Web Archive.

Ready to be a: **LTF** 01 *LinkToFit* aka. *LTF*

LTF's provided all carry the LinkToFit + Sign of Approval, and are free for you to use in your personal mission to GET FIT (again)!

- + Comes from a renown source, and is inclusively substantiated.
- + Significantly enhances your health-choice options.
- + An article needs to add value, and fuel, to the quest for fit.

**LINKTOFIT**  
PHILOSOPHY

The 'brand champions' are the public face of the brand, and it's their duty to set a good example.



**LINKTOFIT.COM**

*A curated list to a fit lifestyle*

*Link to Fit*

#LINKTOFIT

Ease into the fully stretched position, while keeping your balance. Finish with a full-body-muscle-flex & hold for 2 seconds. In a controlled manner, return to the start position.

**Flex!**

**DIFFICULTY 0.85**

**TEMPO 1 - 3 - 2 - 2**

**SECONDS**

**REST STANCE HOLD DOWN**

**Starting Position**

**www.LinkToFit.com**

**LINKTOFIT**  
AMBASSADORS



*“Branding ads spirit and a soul  
to what otherwise would be a  
robotic,  
automated,  
generic  
price-value proposition”*

\_ DAVID AAKER



**LINKTOFIT**  
ARTICLE VISUALS



*“If opportunity doesn’t knock,  
build a door”*

\_ MILTON BIRBLE

**CONTACT:**  
[into@linktofit.com/](mailto:into@linktofit.com/)  
[www.linktofit.com/](http://www.linktofit.com/)



**LINKTOFIT**

© O P Y R I G H T 2 0 1 9



*"A great brand is a story never  
completely told"*

\_ SCOTT BEDBURY