



THE ALASKA CLUB

BRAND GUIDELINES

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POSITIONING STATEMENT

A positioning statement expresses how you wish to be perceived. It is the core message you want to deliver in every medium.

FITNESS THAT FITS MY LIFESTYLE.

We have a network of 14 unique clubs with different formats, a wide variety of classes, amenities, state of art of equipment, some facilities for adults, others with pools for everyone. We provide all the choices so that our members stay motivated and engaged in their health regimens. We are the best choice for people who want variety, convenience and a comfortable, welcoming environment. We cater to families and individuals who are dedicated to making fitness part of their lives. For over 35 years we have been dedicated to providing cutting edge programs, services and equipment to members and showing them The Way Fitness Should Be....Fun, Rewarding, Inspiring, Relaxing for all of you.



BRAND PROMISE

An enduring declaration of what your organization stands for and what each employee promises to deliver to those with who they come in contact. Every employee should be trained to understand the promise and should be directed to its fulfillment.

We promise to deliver our members a first-class fitness experience our competitors can't match.

As A Staff...

We make our members feel at home.

We offer motivation, inspiration and expertise.

We provide family friendly health and fitness options.

We provide choices and variety.

Our House Is...

Clean, attractive, perfectly maintained and safe.



BRAND VAUES

The code by which the brand lives. The brand values act as a benchmark to measure behaviors and performance.

Raise The Bar

Deliver Results

Strengthen Community

Build Healthy Generations



VISION & MISSION

A vision statement projects forward into time, three to five years and presents a picture of how things should be.

A mission is a simple statement of how you are going to help specific groups: customers, employees, community and owners.



Vision

To deliver a rewarding experience that inspires a drive in our members toward ongoing fitness, ultimately improving the quality of their lives.



Mission

Product Mission: Provide customers with access, tools and support to make fitness an easy and enjoyable lifestyle.

Employee Mission: To provide a positive work environment with equal opportunity for learning and personal growth. Employees will be provided the training, tools and support within the organization that they are expected to use to help every member.

Community Mission: To provide the community with support through our members and employee involvement.

Economic Mission: To attract and retain members to enable us to be profitable and grow our brand beyond Alaska.



CORPORATE TAGS

The one big idea we most want associated with our brand in the mind of the marketplace.

THE WAY
fitness SHOULD BE

360° Of Fitness

The Only Gym For All Sides Of You



BRAND SPECS & AD SAMPLES

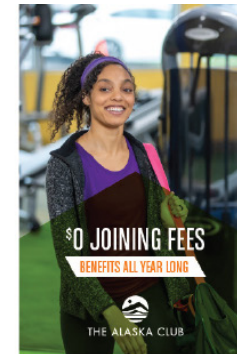
Digital Ads

Headlines are primarily one size and weight but when available to highlight an offer or benefit, the use of a light and heavier weight can help emphasize the headline.



300x250

Buttons are italicized to complement the hexagon and add energy. They can work together with the subhead as well, like in these two examples.



320x480



300x50



300x600



160x600



970x250



728x90

Using a hexagon as a shape to contain text and buttons allows copy to read well over images and also adds an arrow to interact with the image.



320x50

The hexagon can work in either direction and makes a nice space to give the logo a place to live with a solid color background.



640x640



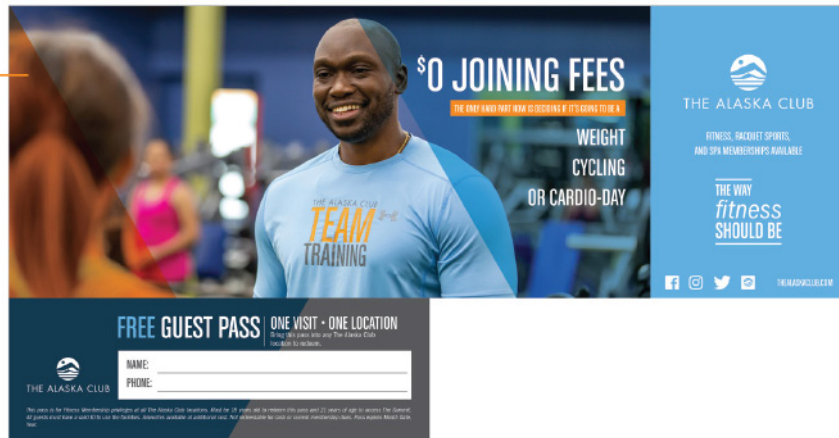
BRAND SPECS & AD SAMPLES

Print Ads / Mailer

One hero image is recommended on the front of the direct mail.



The back has space for additional information and is sectioned off to include areas to highlight with a balance of text and imagery of the club.



Using the hexagon as a design element is encouraged. Use it as a way to help frame an image or highlight areas of interest while maintaining the integrity of the photo. The hexagon should not be added in a way that is distracting or makes the design "too busy."



STUDIO AT THE ALASKA CLUB



STUDIO

STUDIO AD SAMPLE



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