

**SOHO  
GYMS**

**Brand guidelines**

# Hello there

## These are the Soho Gyms brand guidelines.

We were founded - as 'Soho Athletic Club'  
- in Covent Garden in 1994. At the moment  
we have venues in Covent Garden, Earls  
Court, Camden, Clapham, Waterloo  
and Borough.

To get the best out of working with you, we've  
used this document to introduce ourselves  
- and explain the way we do what we do.

# Why are these brand guidelines important?

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Ultimately, our 'brand' is our reputation: it's the way members, journalists, and everyone else sees us. To make sure we give the right impression and build the right reputation, we need to be consistent - and to work towards the same goals. These guidelines give us some of the tools we need to do that.

## Who are these guidelines for?

The thinking behind our brand affects EVERYTHING we do: when we answer the phone, send an internal email, welcome someone into one of our gyms, or advertise, we're all helping to shape the reputation of Soho Gyms.

So anyone working for us or with us should use this document: it can help them assess a piece of design or writing to see whether it's right for the company; it can shape and inspire new ideas; and it can guide the way we all behave as ambassadors for the company.

## Are these guidelines finished?

Never! This is the map and the compass for the journey. Our brand needs to be a living thing that breathes and evolves. These guidelines will be updated as we add new examples that bring the Soho Gyms spirit to life, and we'll keep revisiting them to make sure they're still helping us deliver the right messages.

# First things first

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A brand is a product  
plus a personality.

Our 'product' is our gyms: and all the expertise, service, focus, and attention to detail we bring to them. Our personality comes from Soho.

So if you want to find out what makes us tick,  
**Soho is the best place to start.**

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# SOHO SPIRIT

# Soho spirit

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If you just think ‘sex shops’ when you think of Soho, you need to think again.

Soho is home to cutting-edge design, fine dining, loft living, and pioneers from the worlds of fashion, music and art. It’s a magnet for fun, culture, design and innovation; it was one of the first places in the capital where the gay community was able to flourish; and it’s an essential destination for anyone who wants to understand what makes London cool.

And Soho isn’t just one of the most stylish, vibrant and successful bits of the capital.

It’s a state of mind.

This ‘Soho spirit’ is what we’re always trying to capture at Soho Gyms: innovative and open; urban and rooted in London; a keen sense of design, fashion and style; locally focussed - but taking influences from all over the world; aspirational and driven to excel - but friendly, creative, and energetic with it.

# Soho **spirit**

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Put together, our 'gym' product and 'Soho' personality shape what we promise: the benefits Soho Gyms offers, the mission we're on.

**We are the real gym people,  
true gym enthusiasts and  
experts who are trusted  
to deliver results.**

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# Soho **spirit**

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**And we're the only gyms  
that bring a little bit of  
Soho - vibrant and fun,  
but focussed and stylish  
- to wherever we are.**

That's what we're aiming for - and what follows in this document are the tools you'll need to help make it a reality: the benchmarks we use to see if we're

measuring up; and the different ingredients of our identity - from typefaces and imagery to our tone of voice and colour palette.

# Our values

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## EXUBERANT

We are full of energy, excitement and cheerfulness.  
We are imaginative.  
We have a vigorous sense of style.

This value is particularly important when it comes to not seeming pompous or pleased with ourselves. We have the confidence not to take ourselves too seriously.

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## INDIVIDUAL

We're friendly, we're welcoming. We're an open and democratic organisation - shaped by what our members want and need.  
We're bothered: we sweat the small stuff.

This value encourages us to pay attention to details, and personalise and localise communications whenever we can.

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## AUTHENTIC

We're enthusiastic experts.  
We're reliable and precise: we know our stuff.  
We don't hide behind words or fads: we tell it like it is.

Above all, we deliver - and this reminds us to ensure our focus on results is always clear.

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## INSPIRED

We inspire people: we get them active, we help them get results, we help them imagine new possibilities. We give them ideas, energy and vision.

That makes us creative and keeps us fresh: we're not afraid to do things first; we're not afraid to try things out.

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# Our tone of voice

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We're cheerful,  
imaginative, direct.

We try not to try too hard: we  
talk to people with real warmth  
and humour when appropriate.

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# Our tone of voice

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But it's all about a light touch  
and an eye for the details.

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# Word wrestling

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A good starting point for your copy is this toolkit of some of our favourite words.

## SO

A handy nod to our brand that also lets us beef up our favourite words: SO FIT, SO FRIENDLY', 'SO FAR SO GOOD', 'JUST SO YOU KNOW'...

## OPEN

Possibly our favourite word.

## SOHO

Our shorthand for ourselves is 'Soho'. Because the spirit of London's Soho is at the heart of our brand. And we can use it as an adjective: the 'Soho spirit', the 'Soho way of doing things', 'Soho fit', a 'Soho body'.

## FIT

With its handy extra senses of 'sexy' and 'suitable'...

## FRIENDLY

You'd expect most places to be welcoming, but it's surprising how lukewarm they can be. Never with us: walk right in, feel right at home.

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# Word wrestling

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## ENERGETIC

There's real oomph behind the way we talk. We only have lots to say when it's appropriate - like responding to a question from a member; otherwise we like to keep things moving along.

### CLEAR

Not just 'precise', and never vague, but easy to follow too.

### SOCIABLE

Not overfriendly, not hilarious company, just warm and polite and easygoing.

## GOOD

There's a surprising amount of confidence and warmth in just saying something is 'pretty good'.

### STRONG

Not just 'confident', not as aggressive as 'authoritative'.

### GOOD-LOOKING

Not 'gorgeous'.

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# Word wrestling

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## FRESH

The most dangerous word in the pack. It means a constant battle against clichés and against our natural aversion to taking risks.

## SIMPLE

One of the most challenging words to live up to. Simplicity means lots of time, effort, sacrifice and edited-out complication behind the scenes.

## RESULTS

## TRUSTED

## TESTED

## LOCAL

## BUFF

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# DESIGN TOOLKIT

# Master logo

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The master logo should only be featured in Soho Blue, preferably on a Soho Ground background, or reversed out of a dark background or photograph.



LONDON



Allow at least 5mm around the logo



The minimum size for the logo is 20mm  
(or 57 pixels for web use)

# Logo restrictions

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It's important to keep the logo consistent, so here are a few examples of what NOT to do with it.



**LONDON**

Add a stroke to the logo



**LONDON**

Outline the logo



**LONDON**

Fill in the lettering



**LONDON**

Use the logo in any other colour than Soho Blue or negative



Use the logo without a border, or without a location



**LONDON**

Add a drop shadow to the logo

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As a general rule of thumb, if you can't read it or haven't seen it before, don't try it now.

# Local logos

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A suite of logos exists for targeting the specific local audiences.



COVENT GARDEN



EARLS COURT



CAMDEN



CLAPHAM



WATERLOO



BOROUGH

The gyms should always appear in the order which they were opened.

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# Colour palette

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The new Soho Gyms colour palette helps create a brand that's fresh and fun, but still exudes quality, trust, and style.

The palette maintains a blue as the dominant colour, but replaces the orange. This blue is richer and darker than before; and in comes a complementary red palette, and a 'mono' palette for backgrounds and texture.

## Soho Blues

### SOHO BLUE

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Cyan : 100  
Magenta : 0  
Yellow : 10  
Black : 70

### SOHO ROYAL

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Cyan : 90  
Magenta : 60  
Yellow : 0  
Black : 10

### SOHO CYAN

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Cyan : 60  
Magenta : 5  
Yellow : 30  
Black : 10

### SOHO DUCK

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Cyan : 70  
Magenta : 0  
Yellow : 50  
Black : 10

## Soho Reds

### SOHO RED

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Cyan : 0  
Magenta : 85  
Yellow : 80  
Black : 0

### SOHO ROSE

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Cyan : 5  
Magenta : 60  
Yellow : 35  
Black : 0

### SOHO GOLD

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Cyan : 5  
Magenta : 60  
Yellow : 70  
Black : 0

### SOHO PURPLE

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Cyan : 40  
Magenta : 60  
Yellow : 35  
Black : 0

## Soho Monos

### BLACK

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Cyan : 40  
Magenta : 20  
Yellow : 10  
Black : 100

### WHITE

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Cyan : 0  
Magenta : 0  
Yellow : 0  
Black : 0

### SOHO SILVER

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Cyan : 0  
Magenta : 0  
Yellow : 20  
Black : 50

### SOHO GROUND

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Cyan : 3  
Magenta : 5  
Yellow : 20  
Black : 0

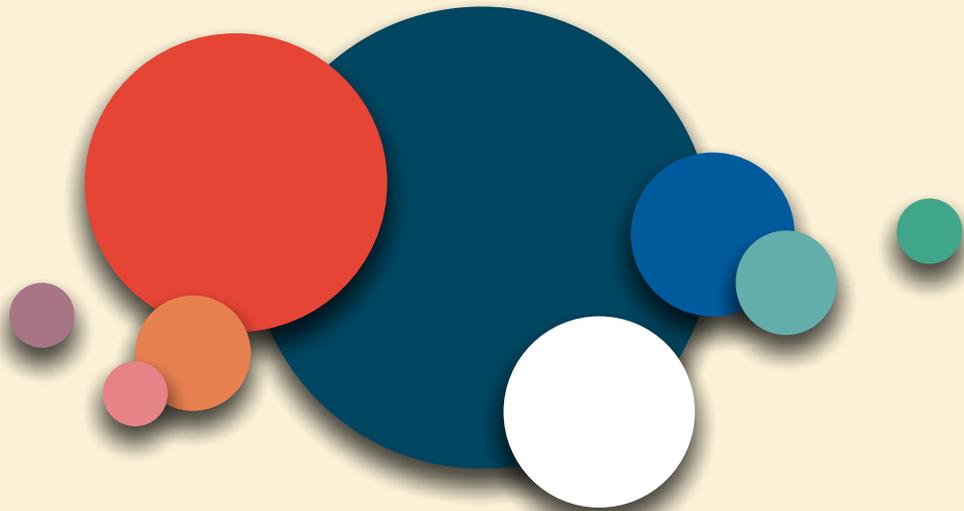
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# Colour proportions

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The graphic below gives an idea of how much the different colours might be used in our communications - with Soho Blue the dominant colour, followed by the Soho Red. We've also indicated some of the colour combinations that suggest themselves, but common sense should be your main guide to working out proportions.

(Note: while colours from the mono palette might take up more space as a background, what we're showing is the impact of 'positive' colours on a page or surface.)



# Web colours

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**TBC**

# Typography

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There are four weights of Stag:

## Stag Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_ - + : ; , . ? / \

Stag Book should be used for all body copy.

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## Stag Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@£\$%^&\*()\_ - + : ; , . ? / \*

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# Typography

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## Stag Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()\_ - + : ; , . ? / \**

Use this for all headlines.

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## Stag Semi-Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()\_ - + : ; , . ? / \**

Use this for all sub-headings.

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# Web-safe typography

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## Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_ - + : ; , . ? ^

Helvetica will be set as the first Cascading Style Sheet (CSS) option for body text.

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## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_ - + : ; , . ? ^

Arial should be set as the second CSS option for body text.

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# Other type notes

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## Colour branding

**SOHO**

As a general rule, the word 'Soho' should be coloured with Soho Blue or Soho Ground.

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## Typesetting

**KERNING**

Tracking should be set to +25 Metrics for headlines.

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# Photography

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## Styling and treatment example

Photography should be shot high contrast in dramatic lighting. Colours should be warm and saturated. The photo layer here is set to 'multiply', with a transparency of between 60 and 75 percent on a Soho Ground background.

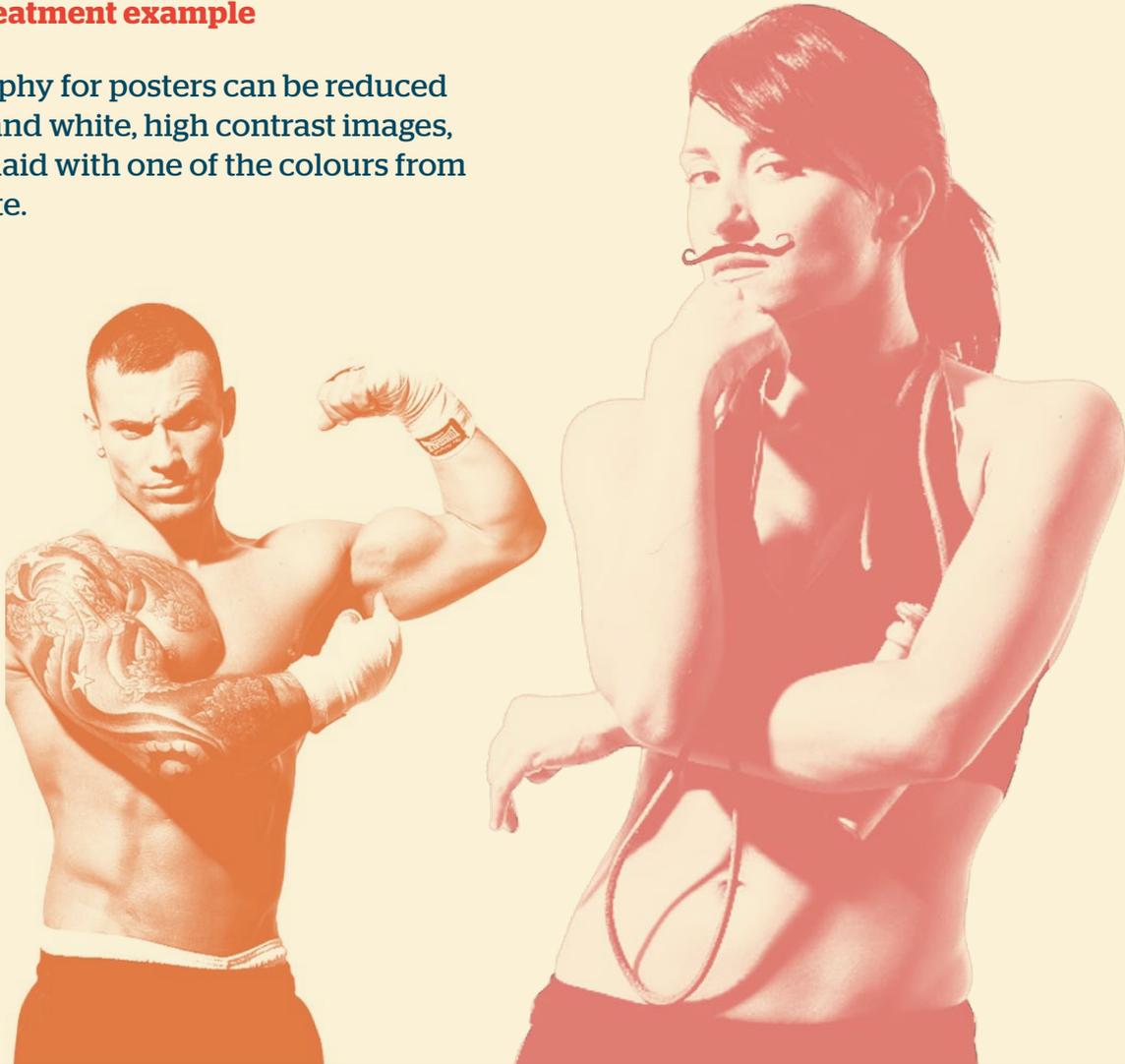


# Photography

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## Image treatment example

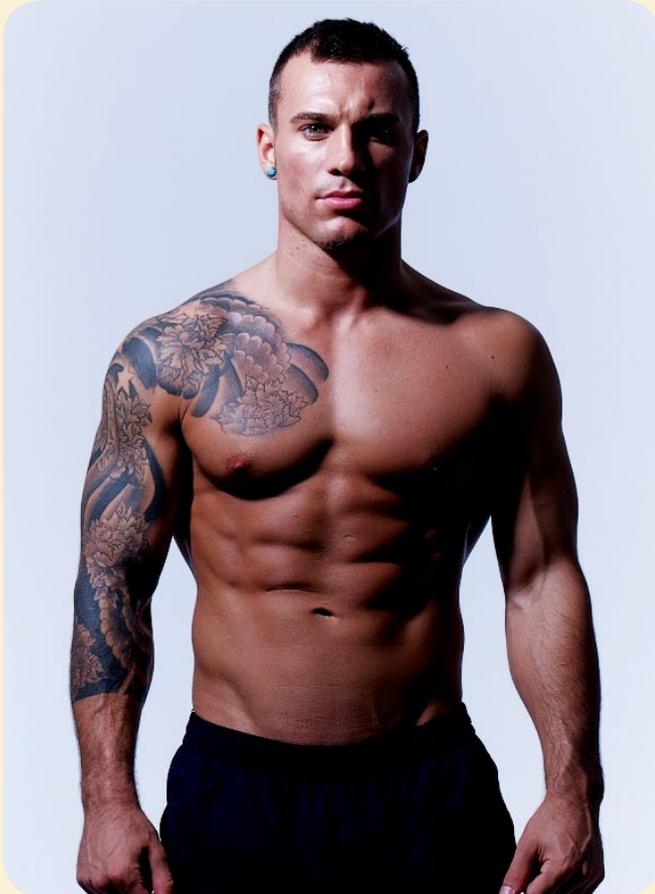
Photography for posters can be reduced to black and white, high contrast images, and overlaid with one of the colours from the palette.



# Photography examples

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These photos illustrate the types of styling to go for - ways to capture the 'Soho spirit'.



# Photography examples

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# Collateral examples

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**TBC**

# Digital examples

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**TBC**