

Branding Guidelines For CogniFit Marketing Team

x2 Key Fonts - Roboto & Open Sauce

Roboto - Main Text & Sub Headings, **Open Sauce** for other Titles

Font Sizes - Main Text & Subheading Features - 25 (canva)

For Titles & bigger Features - 45 / 51 for slider post key info

Note - Font sizes may appear to vary slightly, according to Canvas size

Logos on Social - High Res version used & consistently sized throughout

Logo Asset Link - <https://app.box.com/folder/139173504482>



Colour Aesthetics - White, Black, Blue, (Occasional pop of other)

Combinations - Backgrounds

- White on dark (& vice versa)
- Dark blue (aligning with the website's blue tones)
- Occasional black titles (on lighter features & posts)
- Black / white (preferred) logos upon assets according to background

Main Colour Codes - Light Blue / Dark Blue / Black / White

- Light Blue - Canva - #00B4FF / #00b4ff - Photoshop equivalent
- Dark Blue - Canva - #063374 / #063374 - Photoshop equivalent



Visual Assets & Links

Visual Image Bank - <https://app.box.com/folder/140373258136>

Social Banners / Covers - <https://app.box.com/folder/140367948989>

Full Social Media Folder - <https://app.box.com/folder/138600985403>

Instagram Posts - i.e June - <https://app.box.com/folder/139625118621>

Instagram Story Assets - <https://app.box.com/folder/140331294989>

TikTok Videos - BTS - <https://app.box.com/folder/140332197894>

Fun TikTok Gifs - <https://app.box.com/folder/140333080220>

Coaches Headshots - <https://app.box.com/folder/140332278536>

Link to Email Marketing Template -

<https://view.flodesk.com/emails/60d2f8a48418499dde30860c>

Posting Scheduler Online - <https://hootsuite.com/dashboard#/planner>

Other Social Schedule - Instagram - (Via Google Drive TBC)

https://docs.google.com/spreadsheets/d/1gBq0p_CwPykGpJZ8vGnL3Jg8GUVjqTvBSOrgEXd3nMY/edit?usp=sharing

Shared CogniFit Calendar -

https://docs.google.com/spreadsheets/d/1ZZ13zeocoJ19DfJV-NXzLzv4oD8lUppRZurfNj9aj_w/edit#gid=1957891791

Note - As we refine further, even more will be loaded into the folders / schedules - continuously working on brand alignment and engaging posts