



Strength Studio Singapore
Brand Identity Guidelines

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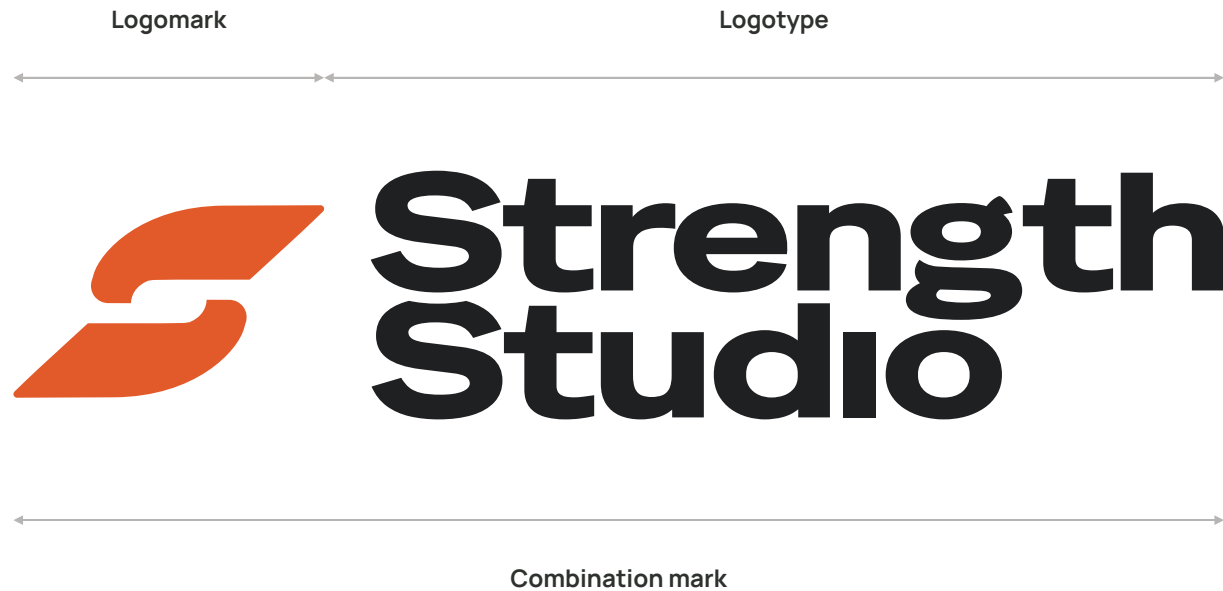
Our Logo



The Strength Studio Logo

The Strength Studio logo is a combination mark comprising the "S" logomark and the "Strength Studio" logotype, arranged in a stacked lockup. The logomark's twin-blade form conveys forward motion and duality: a visual shorthand for the studio's two pillars of Training and Physio. The

logotype uses a custom bold sans-serif set in title case for approachability and legibility across all sizes. The combination mark should always be reproduced from the supplied master artwork files. Never attempt to recreate, retype, or approximate the logo.



Logomark

The logo system consists of three elements that can be used independently or together depending on the application. The logomark is the standalone "S" blade symbol – used for social media avatars, app icons, favicons, and small-format applications where the full combination mark would be illegible.

Logotype

The logotype is the "Strength Studio" wordmark without the logomark – used sparingly in contexts where the mark has already been established (e.g. interior signage alongside a larger logomark). The combination mark is the primary logo and the default choice for all applications. When in doubt, use the combination mark.



Logo Colors

Primary – Ember

The full-colour combination mark should be used for the majority of applications. It works well on light coloured backgrounds only. Do not use on ember, dark, or photographic backgrounds.

Tertiary – Black

The black combination mark is intended mainly for single-colour applications or where the white or ember logomark will not suffice.

Secondary – White

The white combination mark can be used on ember, dark, and photographic backgrounds. In rare cases it can be placed over a medium-to-dark-coloured or black background.



Logomark

The logomark is designed to work at any scale — from a 16px favicon to large-format exterior signage. Its angular geometry ensures it remains sharp and recognisable even at very small sizes. When used as a standalone element, the logomark should always appear in one of the three approved colour variants (Ember, White, or Black) and must maintain the minimum clear space defined on the following pages.

Logomark – Application

The logomark adapts to different background contexts using three colour variants. The correct variant is determined by the background it sits on – never by preference or aesthetic choice. Consistency in application builds brand recognition; inconsistency erodes it.



Primary – Ember

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Secondary – White

The white logomark can be used on ember, dark, and photographic backgrounds. In rare cases it can be placed over a medium-to-dark-coloured or black background..

Tertiary – Black

The black logomark can be used on light-coloured backgrounds. It is intended mainly for single-colour applications or where the white or ember logomark will not suffice.

Logomark – Application



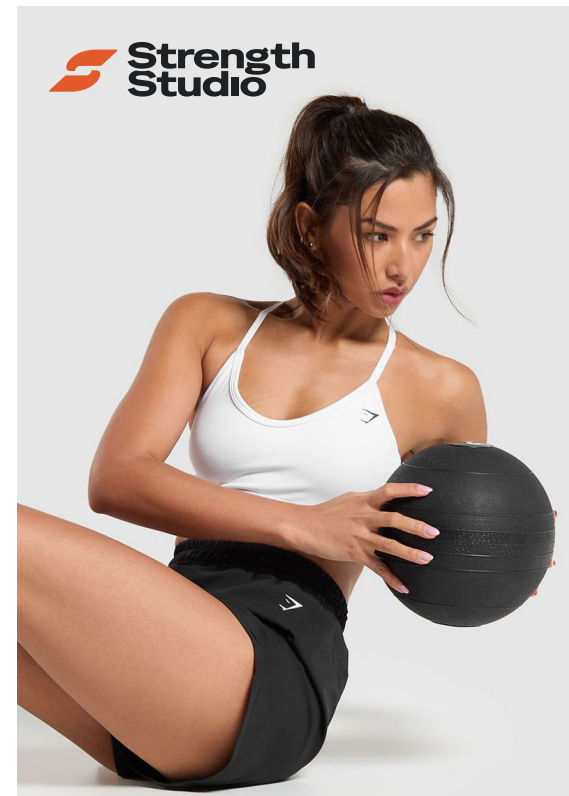
Logomark – Clear Space

Ensure adequate clear space on all sides of the logomark and prevent any other graphic elements from coming too close. This spacing should always be given to let the mark breathe, free from distraction. As a rule, the minimum clear space around the logomark is equal to the logomark's width/height.

Logo – On Imagery

When placing the logo over photography or video, always use the White combination mark. Position the logo in a corner or edge of the image where it does not obscure the subject, and ensure there is sufficient contrast between the logo and the underlying imagery. Avoid placing the logo over busy, high-detail, or multicoloured areas of the image where legibility is compromised. If the image is too light or too varied for the

White logo to read clearly, apply a subtle dark gradient overlay behind the logo placement area. Never use the Ember (colour) combination mark on photography – the logomark's orange will compete with the image tones and reduce legibility.



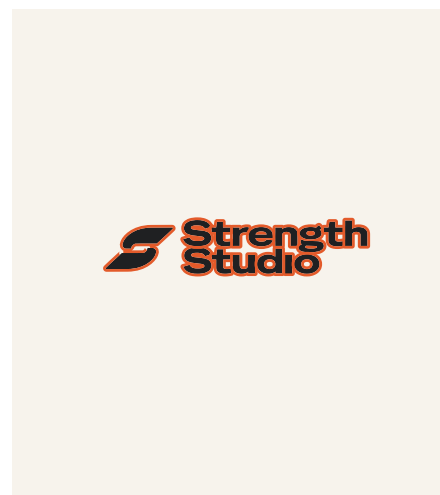
Logo – Misuse Examples



Don't – redesign, distort, or alter the logo in any way.



Don't – alter the colour, or add gradients or images.



Don't – add or remove any elements, effects, or strokes.



Don't – rotate, flip, or place it in a container.

Our Colors

Primary Palette

The primary palette forms the foundation of all Strength Studio visual communications. Ironstone, Canvas, and Ember work together in a 60-25-10 ratio: warm neutrals dominate, dark tones anchor, and Ember activates. These three colours should be present in every major brand touchpoint – from the website and social media to printed materials and interior signage.

Ember

Primary accent

CTAs, links, active states, key moments. A deep, architectural red – bold but never aggressive. Used deliberately, never splashed.

HEX #E05A2D

C	0	R	224
M	60	G	90
Y	80	B	45
K	12		

PANTONE 166 C

Ironstone

Primary dark

Headlines, navigation, hero backgrounds, footer. The foundation – present but never heavy.

HEX #1F2225

C	16	R	31
M	8	G	34
Y	0	B	37
K	85		

PANTONE 2381 C

Canvas

Primary light

Default page backgrounds. Warm enough to feel inviting, neutral enough to let content lead.

HEX #F4F0EB

C	0	R	244
M	2	G	240
Y	4	B	235
K	4		

PANTONE LG-1 C

Supporting Palette

The supporting palette extends the primary colours with tones for specific functional and contextual use. Basalt serves as the secondary accent for all physio-related content, creating a clear visual distinction between the Training and Physio sides of the brand. Linen, Flint, and Charcoal provide the surface, body text, and emphasis tones that give the design system depth and hierarchy without introducing new hues.

Basalt

Secondary accent

Physio-related sections, tags, secondary buttons, physiotherapy content. Bridges the training and physio sides of the brand.

HEX #3D6A60

C 42

M 0

Y 9

K 58

R 61

G 106

B 96

PANTONE 5485 C

Charcoal

Text emphasis

Subheadings, labels, strong body text. A warmer alternative to Ironstone for mid-weight type.

HEX #2E3330

C 10

M 0

Y 6

K 80

R 46

G 51

B 48

PANTONE 2448 C

Linen

Surface

Alternate section backgrounds, card surfaces, input fields. Creates rhythm between sections.

HEX #E6DED4

C 0

M 3

Y 8

K 10

R 230

G 222

B 212

PANTONE 9161 C

Flint

Body Text

Paragraphs, descriptions, captions. Readable without the harshness of pure black on warm backgrounds.

HEX #847B71

C 0

M 7

Y 14

K 48

R 132

G 123

B 113

PANTONE 439 C

Typography

Three Type Families

Special Gothic Expanded One is reserved for the logotype alone.
Manrope does the work — headlines, body, UI. Instrument Serif is the
accent, for taglines and pull quotes, once per screen at most.

LOGOTYPE

Special Gothic Expanded One

**Strength
Studio**

Aa

PRIMARY - EVERYWHERE

Manrope

Light 300 — supporting
Regular 400 — body copy
Medium 500 — labels
SemiBold 600 — CTAs
Bold 700 — headlines

Aa

ACCENT - USE SPARINGLY

Instrument Serif

Move Better.
Recover Faster.

Aa

Logotype: Special Gothic Expanded One

A multi-width gothic typeface designed by Alistair McCready (Monolith, NZ). The expanded width gives "STRENGTH" a wide, commanding presence – each letter occupies space with quiet authority. **Used exclusively for the logotype and brand name lockup. Never for body copy, headlines, or UI elements.**

Aa

**Strength
Studio**

Primary Type: Manrope

A clean, modern geometric sans-serif with excellent legibility at all sizes. Available in weights 400–800 via Google Fonts. Warm and humanist without losing precision. **Used for all headlines, body copy, navigation, CTAs, labels, and UI elements across web, social, and print.**

Weight Ramp

Regular 400

Medium 500

SemiBold 600

Bold 700

ExtraBold 800

The quick brown fox jumps over the lazy dog

Solo Track – 1-to-1 premium training

Book Your Training Assessment

Founding Clients – 50 Spots

Strength Studio Opens August 2026

Aa

Move Better.
Recover Faster.

Accent Type: Instrument Serif

An elegant transitional serif with expressive italics.
Adds a layer of editorial sophistication that prevents
the brand from feeling purely technical.

Instrument Serif is an accent, not a workhorse.

Reserve for the tagline, pull quotes, testimonials, blog
drop caps, and occasional editorial headlines. If it
appears more than once per screen, it's overused.

Aa

Move Better.
Recover Faster.

Type Scale Reference

Font + Weight + Tracking

Display · 64

Move Better.
Recover Faster.

Instrument Serif · 400 -30%

H1 · 28

Built around your body.
Engineered for movement.

Manrope · 700 -30%

H2 · 18

Book a Training Assessment

Manrope · 700 -25%

H3 · 14

Solo Track – 1-to-1 premium training

Manrope · 700 -25%

Body · 10

A 60-minute training assessment is how every member starts.
We map your history, mobility, and goals, then build the
programming around what we find – not the other way around.

Manrope · 400 -10%

Caption · 9

Kenn Tan, Lead Coach. From Singapore Police Force to fitness leadership

Manrope · 600 -10%

Label · 9 UC

TRAINING · FOUNDATION · 8 SESSIONS

Manrope · 600 +40%

UI & Media

Interface Components

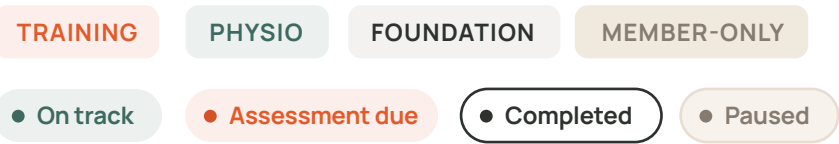
The interface is assembled from a small, consistent kit – buttons, badges, toggles, and inputs – set in Manrope on pill and 14px radii. Ember carries action and training; Basalt carries physio. The two accents never trade roles, and elevation comes from surface contrast, never shadow.

BUTTONS



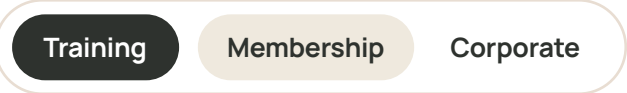
Primary · Secondary · Outline · Ghost – the action ladder Physio · Physio outline – Basalt, physio only Chips – filters & single-select

BADGES & STATUS

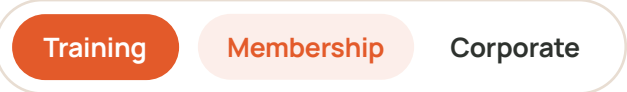


Tint backgrounds · 6px radius (tag) · pill (status)

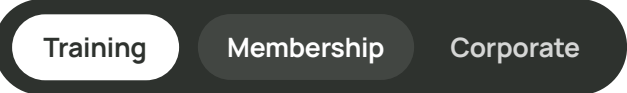
SEGMENTED TOGGLE



Light on normal – active state · hover state · normal state



Ember in training context – active state · hover state · normal state



Dark over hero – active state · hover state · normal state

Forms & Cards

Inputs sit on Paper with Linen borders. Cards are the studio’s spec-sheet language – packages and services read like clinical documents: a label, a number, and honest metadata, closed by a single clear action.

FORM INPUTS

YOUR NAME

Jia Hui Tan

EMAIL

you@email.com

Rest vs Active (Ironstone border).

SELECT DROPDOWN

Choose one..

Dropdown menu

PACKAGE TIERS

MOMENTUM

20

SESSIONS

Cadence2x / week

Re-assessments2

Track1-to-1 Personal Training

Enquire Now

SERVICE SPEC

AVAILABLE FOR BOOKING

Training Assessment

45-min, 1-to-1 with a coach

Format45 min, 1-to-1

IncludesFull movement screening, tailored plan recommendation

Value\$150 (Now \$9.90)

Book Now

STAT ROW

8+

YEARS COACHING

10,000+

COACHING HOURS LOGGED

50+

FOUNDING MEMBER SPOTS

Photography & Video

Real clients, not stock models. Movement quality over heavy weights, active adults aged 35–65, clean and well-lit. Warm terracotta backdrops for members and training; green for physio.



CLIENTS



TRAINING – EMBER

PHYSIO – BASALT

LOGO ON IMAGERY

Always the white combination mark, set into a corner with clear space. Add a subtle dark gradient behind it if the image runs light. Never place the Ember mark on photography.

VIDEO & MOTION

Coaching moments and client testimonials over face-forward portraits. Steady, observational framing – no fast cuts or hype. Captions in Manrope; taglines in Instrument Serif.

DO & DON'T

- ✓ Real clients, natural light, movement quality, honest range of age and ability.
- ✗ Stock gym clichés, grimacing max lifts, heavy filters, or busy multicoloured backgrounds behind the logo.

Our Voice

Four Principles

The voice is the brand's quietest, most consistent signal. Four principles govern every sentence — from a headline to a session reminder. When copy feels off, one of these has usually slipped.

01

Specific over vague

Numbers, timelines, protocols.
"Foundation — 10 sessions, ~12 weeks, two re-assessments." Not "transform your body."

02

Calm, not motivational

No exclamation marks. No "crush," "smash," or "beast mode." Adults talking to adults, without the shouting.

03

Evidence as quiet authority

When we cite physiology or research, do it once and move on. Confidence, not a lecture.

04

Respect the reader's time

Short sentences. Short paragraphs. If a page needs a tour to navigate, it's wrong.

Words we use

The studio isn't a gym and members aren't clients. Vocabulary is where positioning becomes habit – the left column is house style, the right column is what it quietly replaces.

We Say

We Don't

Programming	Workouts
Sessions	Glassess
Physio	Recovery (as a service)
Coach	Trainer
Clients	Members
Studio	Gym
Resilience	Beast Mode

Naming rules

The logotype **Strength Studio** is always sentence case in running text – never Title Case or ALL CAPS. The all-caps lockup comes from the typeface, not the copy.

Exceptions to note

We keep **Studio Manager** as Kenn's job title for more formal interactions, even though the client facing role is **Lead Coach**. And **"Recovery"** is fine as a concept or verb – just never as the name of the service. The service is Physio.

In Practice

The same message, off-brand and on-brand. The pattern is consistent: swap hype for specifics, exclamation for calm, and the promise for the protocol.

INSTEAD OF

"CRUSH your goals and TRANSFORM your body in just 8 weeks! 💪"

WE WRITE

"Foundation – 10 sessions over about 12 weeks, with two re-assessments to check what's changed."

INSTEAD OF

"Join our high-energy bootcamp classes and feel the burn!"

WE WRITE

"Every member starts with a 60-minute movement assessment. We build the programming around what

INSTEAD OF

"Beast mode activated. No pain, no gain!"

WE WRITE

"We train for the next decade, not the next season – building strength that holds up over time."

TESTIMONIAL – SET IN INSTRUMENT SERIF

"I came in after a knee injury. A year on, I am deadlifting again – Now I understand the importance of a programme."

Tan Geok Hwa, 52 · Momentum Package + Physio