



aithal **fit**TM

INDUSTRY
FITNESS

CATEGORY
BRAND IDENTITY

VERSION
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DESIGNER
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THE ORIGIN

It started with the decision to **change**.

In November 2021, I began my fitness journey with a simple goal: to become stronger, healthier and more disciplined. What started as a personal step toward physical change soon became something more meaningful. Fitness brought structure, focus and consistency into my daily life, while building confidence and a clear sense of direction.

Over time, that personal journey grew into a purpose. As I learned, I also began guiding others, helping them train with clarity, commitment and belief. **Aithal Fit** was built from that experience — a brand rooted in discipline, steady progress and lifelong improvement. It stands for the idea that fitness is not only about how you look, but about how you live, grow and show up for yourself every day.

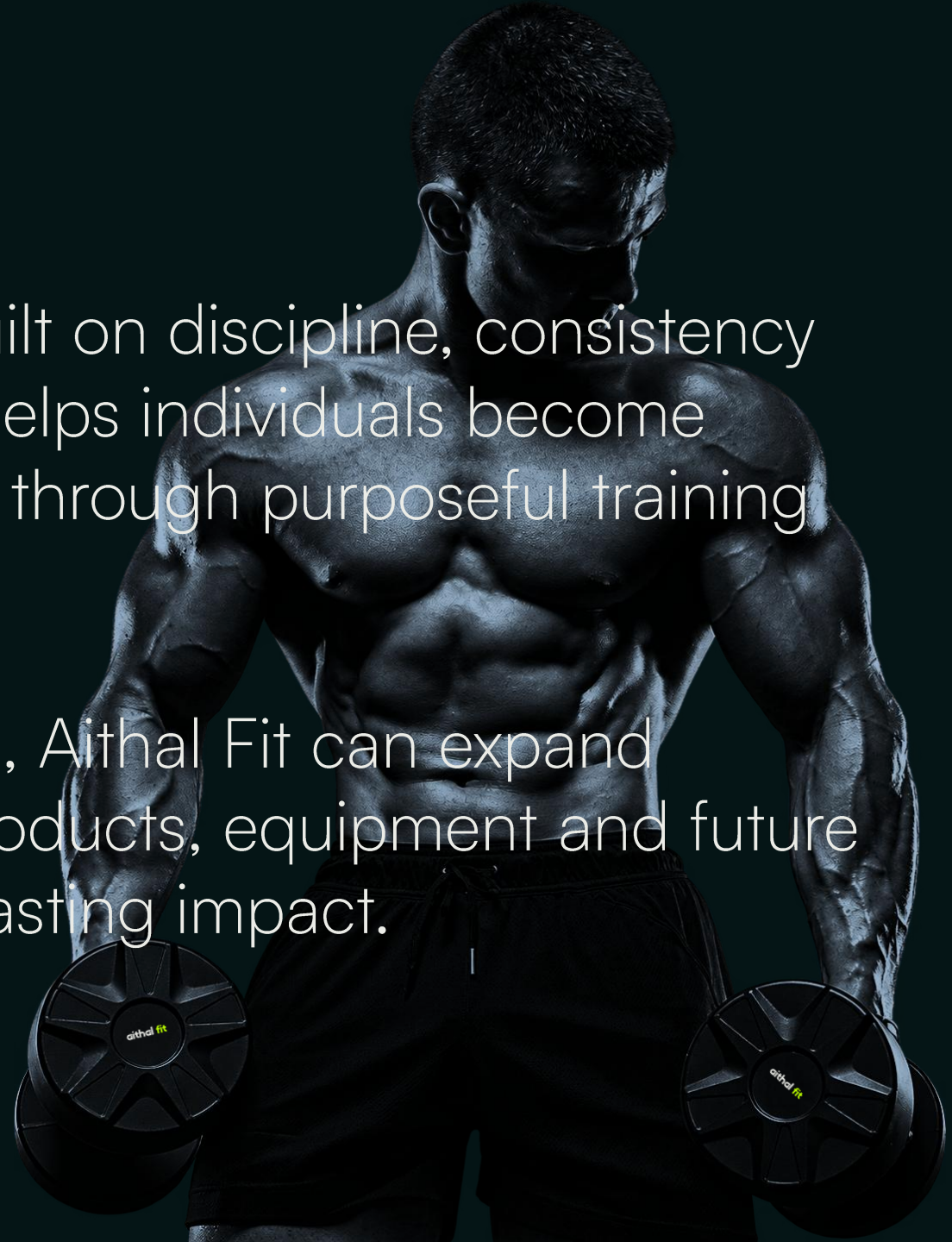


KISHAN AITHAL, FOUNDER & INSTRUCTOR

BRAND OVERVIEW

Aithal Fit is a modern fitness brand built on discipline, consistency and continuous self-improvement. It helps individuals become stronger, healthier, and more capable through purposeful training and guidance.

Designed as an evolving masterbrand, Aithal Fit can expand beyond personal fitness into gyms, products, equipment and future performance-focused offerings with lasting impact.



THE TAGLINE

BE BOLD FROM TODAY

TM

Be Bold From Today is a call to act with courage, purpose, and consistency. It reflects the belief that meaningful change begins with a decision made now. More than a fitness statement, it encourages people to step forward, trust their progress, and build strength, confidence, and discipline every day forward.

PURPOSE

To encourage people to take the first bold step toward becoming better — and give them the mindset, structure, and support to keep moving forward with discipline and consistency.

VISION

To build Aithal Fit into a trusted, progressive brand that inspires people to live stronger, more capable lives and continuously evolve across fitness, performance, and wellbeing.

MISSION

To help people build stronger bodies, sharper minds, and lasting confidence through disciplined training, practical guidance, and consistent progress — making fitness a sustainable part of everyday life rather than a temporary pursuit.



BRAND KEYWORDS

Move

Focus

Strength

Endure

Progress

Evolve

Discipline

Power

Push

Rise

The Aithal Fit visual identity system capitalizes on our next wave of services & product offerings. It helps us be simple, clear, and direct. It elevates the content that matter the most.

The identity elements — logo, typography, color, grids, tiles, imagery, and icons — make it easier to create memorable internal & external communications.

LOGO CONSTRUCTION



The Aithal Fit logo is constructed on a disciplined modular grid that ensures balance, consistency and clarity across every application. Its rounded geometry creates a bold yet approachable presence, while the defined 1x clear space protects visibility and impact. The system is precise, scalable and designed to evolve alongside the main brand “Aithal”.

The primary logo features the word 'aithal' in a white, lowercase, sans-serif font, followed by the word 'fit' in a bright yellow, lowercase, sans-serif font. The background is a solid dark navy blue.

PRIMARY LOGO
COLOR VERSION — to be used on dark background
AITHAL FIT

The secondary logo features the words 'aithal fit' in a dark navy blue, lowercase, sans-serif font. The background is a solid light gray.

SECONDARY LOGO
DARK VERSION — to be used on light background
AITHAL FIT

LOGO MINIMUM SIZE

Minimum Size



On-screen: 70 px

Print: 1" (25 mm)

In print, the logo should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

INCORRECT USAGE OF LOGO

To protect the integrity and consistency of Aithal Fit identity, the logo must always be used exactly as supplied in the approval artwork. Avoid any treatment alters its proportions, clarity, contrast, or visual character

Do not:

- Alter the colors of the letters or words
- Change the spacing between letters and words
- Compress the logo
- Stretch the logo
- Alter the alignment of words
- Add shadows, glows, outlines, bevels, or other effects to the logo
- Tilt the logo diagonally
- Place the logo over busy or low-contrast backgrounds that reduce legibility
- Modify the typography
- Redraw, recreate, or stylize any part of the logo

aithal fit



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aithal fit



aithal fit



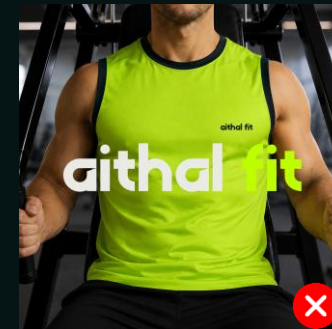
aithal
fit



aithal fit



aithal fit



Type is beautiful, and it matters

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Modern, easy to read, and humanist, the Satoshi type family is closely aligned with the Aithal Fit brand personality. We use it within the products and in communications across brands.

Satoshi is straightforward, allowing our messages — from the enthusiastic to the practical — to be easily understood.

Use Satoshi

Keep it simple

Limit type sizes to three

Keep it left

Center it rarely

Use sentence case

Satoshi is our type family

We use Satoshi, a completely custom and licensed type family that has become a core element of our visual identity.

Satoshi is the brand font used for print and graphic executions.

Allowed variations are bold and italics. Underlines must be used only on digital communications and only to indicate hyperlinks.

Satoshi Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Satoshi Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Satoshi Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Size and weight

- Limit type to no more than three sizes.
- Use Light for large headlines.
- Use Regular and Medium for increased legibility at small sizes or over backgrounds.
- Use Medium or Bold for subheads, but not for headlines.

Line spacing

- Line spacing and letter spacing by default should be set to 0.
- For the captions, letter spacing should be 2.5 pt.

Body text (<8 ~ 15 pt)

Subhead text (15 ~ 20 pt)

Headline text (25 ~ 50 pt+)

COLOR SYSTEM

The color system defines a consistent palette that expresses the emotional essence of the brand.

Colors are carefully selected to evoke feelings, communicate mood, and support recognition.

Whether bold and energetic or subtle and calming, the palette creates harmony and flexibility while maintaining a unified look across brand materials.





Volt Lime

HEX BDF00 RGB 189, 255, 0 CMYK 26, 0, 100, 0 PANTONE 375 C

Obsidian Teal

HEX 051516 RGB 5, 21, 22 CMYK 77, 5, 0, 91 PANTONE Black 6 C

Sage Stone

HEX 97998F RGB 151, 153, 143 CMYK 0, 0, 2, 7 PANTONE 9100 C

Mineral Mist

HEX D3D4CF RGB 211, 212, 207 CMYK 0, 0, 2, 7 PANTONE 9103 C

Porcelain Gray

HEX EBECE7 RGB 235, 236, 231 CMYK 0, 0, 2, 7 PANTONE 9100 C

Volt Lime

HEX BDF00 RGB 189, 255, 0 CMYK 26, 0, 100, 0 PANTONE 375 C

Electric Lime

HEX C8FF26 RGB 200, 255, 38 CMYK 22, 0, 85, 0 PANTONE 389 C

Pulse Lime

HEX D3FF40 RGB 211, 255, 77 CMYK 17, 0, 70, 0 PANTONE 380 C

Citrus Glow

HEX DEFF73 RGB 222, 255, 115 CMYK 13, 0, 55, 0 PANTONE 374 C

Lime Mist

HEX E9FF99 RGB 233, 255, 153 CMYK 9, 0, 40, 0 PANTONE 373 C

Lime Frost

HEX F3FFBF RGB 243, 255, 191 CMYK 5, 0, 25, 0 PANTONE 372 C

Obsidian Teal

HEX 071416 RGB 7, 20, 22 CMYK 68, 9, 0, 91 PANTONE Black 6 C

Deep Current

HEX 0C2327 RGB 12, 35, 39 CMYK 69, 10, 0, 85 PANTONE 5463 C

Iron Tide

HEX 12353A RGB 18, 53, 58 CMYK 69, 9, 0, 77 PANTONE 5463 C

Slate Teal

HEX 19464D RGB 25, 70, 77 CMYK 68, 9, 0, 70 PANTONE 5473 C

Active Teal

HEX 22626C RGB 34, 98, 108 CMYK 69, 9, 0, 58 PANTONE 3165 C

Surge Teal

HEX 2F8693 RGB 47, 134, 147 CMYK 68, 9, 0, 42 PANTONE 2221 C

Olive Slate

HEX 77796F RGB 119, 121, 111 CMYK 2, 0, 8, 53 PANTONE 417 C

Weathered Sage

HEX 87897E RGB 135, 137, 126 CMYK 1, 0, 8, 46 PANTONE 416 C

Sage Stone

HEX 97998D RGB 151, 153, 141 CMYK 1, 0, 8, 40 PANTONE 415 C

Mineral Sage

HEX A9AB9F RGB 169, 171, 159 CMYK 1, 0, 7, 33 PANTONE 414 C

Soft Lichen

HEX BCBEB3 RGB 188, 190, 179 CMYK 1, 0, 6, 25 PANTONE 413 C

Sage Mist

HEX D0D1C8 RGB 208, 209, 200 CMYK 0, 0, 4, 18 PANTONE 420 C

IMAGERY GUIDELINES

CINEMATIC LIGHTING

Use directional, high-contrast lighting with controlled shadows to create depth, drama, and a premium performance-focused atmosphere.

DARK PERFORMANCE PALETTE

Favor deep blacks, charcoals, and dark teals, using electric lime sparingly as a sharp, recognizable brand accent.

PURPOSEFUL COMPOSITION

Keep compositions clean and intentional, with strong focal points, generous negative space, and minimal visual distractions around subjects.

AUTHENTIC HUMAN ENERGY

Show athletes as focused, capable, and natural, avoiding exaggerated expressions, forced poses, or overly staged fitness stereotypes.

PRODUCT-LED PRECISION

Photograph products as premium design objects, highlighting materials, finishes, details, and functionality through clean, controlled studio setups.

MODERN FITNESS ENVIRONMENTS

Use industrial, architectural gym spaces featuring concrete, steel, lockers, dark flooring, and uncluttered backgrounds with contemporary character.

NATURAL TEXTURE & DETAIL

Preserve realistic skin, fabric, metal, rubber, and matte surfaces, avoiding excessive smoothing, artificial gloss, or overprocessed finishes.

CONSISTENT BRAND ACCENT

Apply #BDFF00 selectively across apparel, trims, equipment, signage, or details to unify imagery without overpowering the composition.

A modern gym interior featuring a large, industrial-style staircase with perforated metal railings on the left. The background is a dark, semi-transparent overlay containing the text and gym equipment illustrations. On the right, the actual gym floor is visible, showing various exercise machines and a bright window in the distance.

BE BOLD FROM TODAY

aithal **fit**



BE BOLD
FROM TODAY

A man with a beard is shown from the chest up, wearing a bright neon green tank top with a dark green collar and armholes. He is seated and using a black gym machine, with his hands on the handles. The background is a blurred gym environment with other equipment and windows.

aithal fit



cithal fit

BE BOLD
FROM TODAY



ditcha | fit



aithal fit



10.30

aithal fit

6,39 kilometer

Current

68 bpm

72BPM, 2m ago



A black and yellow gym membership card is placed on a dark, textured surface. In the background, there is a large black exercise machine with yellow accents. In the foreground, there is a yellow and black resistance band and a yellow and black handle. The card features the Aithal Fit logo, the slogan 'get into perfect shape', the Instagram handle '@aithal_fit', and the text '24/7'. On the left side of the card, it says 'platinum membership card' next to a faint silhouette of a person.

aithal fit

get into
perfect shape

@aithal_fit

24/7

platinum membership card





DESIGN PARTNER

mesh & myth

Independent, leading global creative studio



HEMANTH KUMAR | FOUNDER & CREATIVE DIRECTOR
[LinkedIn](#) | [Email](#)