



***DYNAFIT***



**HOW DOES DYNAFIT 365 LOOK LIKE?**



# NEW LOGO EXECUTION



# CURRENT LOGO EXECUTION



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# LOGO MISSION

- ONE consistent logo
- ONE logo on every touch point to deepen the brand awareness
- Combine leo head and lettering to create a clear brand message
- Keep shape of triangle logo



# CURRENT LETTERING

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**NEW BRAND NAME**

***DYNARFIT***

keep look and feel - lighter - modern



# THE NEW LOGO



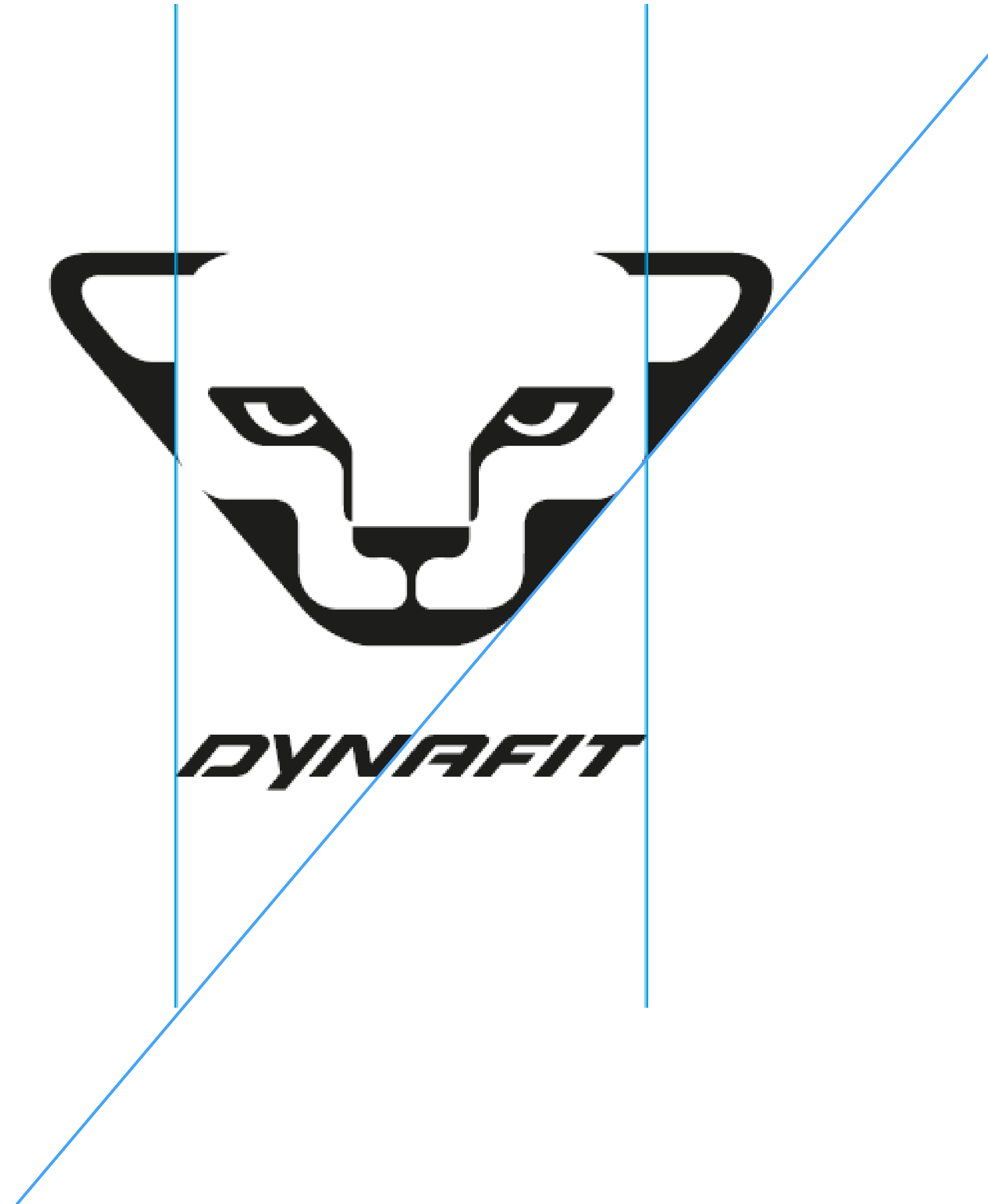
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# THE NEW LOGO





# LOGO EXECUTION

- ❖ This Logo is the only one we use!!!
- ❖ NO big logo relaunch – silent approach
- ❖ new CI guidelines will be available till mid of May
- ❖ Consistent logo usage from **NOW** onward
- ❖ Old logo executions are **NOT** allowed anymore
- ❖ Usage of leo and brand name separately only on products



***SPEED UP***

***DYNAFIT***