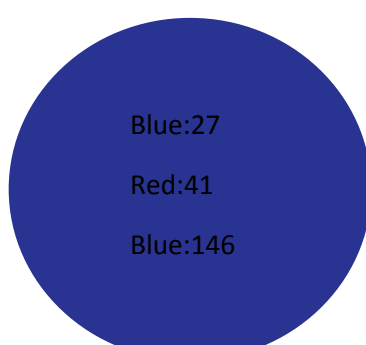
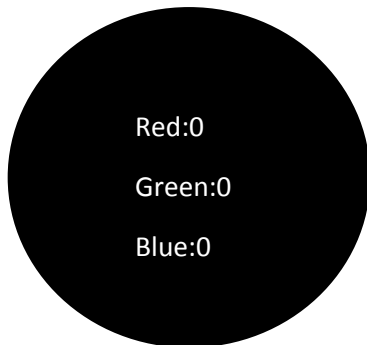
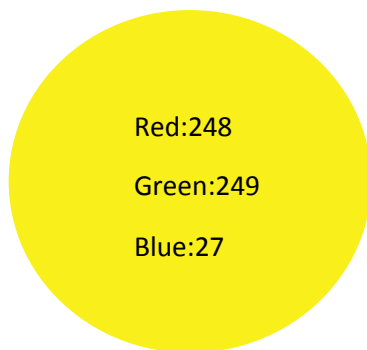


## Logo:



The logo is another key part in the way we create an image in our customers' mind. Our logo consists of a dumbbell, with pyramids replacing the traditional weights. The company name is placed in the middle of the two pyramids, and the "i" in pyramid is replaced by a fork. This design combines our idea of fitness and nutrition, and implements the name of our company as well.

## Color Palette:



The two main colors for The Pyramid are yellow and navy blue. Yellow arouses cheerfulness, energy, stimulates mental activity, and generates muscle energy. Navy blue, however, is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. It is associated with depth and stability. The combination of these two colors creates the perfect image of what the Pyramid is trying to accomplish for its customers. Energy, yet tranquility. And above all, health.

## Fonts:

**STENCIL**

FangSong

The font stencil is often related to the army. One of the themes of the army is improving your well-being and discipline through fitness and nutrition. These themes overlap with what our company attempts to accomplish for its customers.

The font FangSong was chosen for it's clear legibility and appealing style. It is aesthetically pleasing and easy to read.

## **The Pyramid**

Building your body from the base up

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93312

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Thepyramid.vei@gmail.com  
**William Marstall, CEO**



### Letterhead and Company Description:

The Pyramid is a CrossFit company which includes healthy nutritional options for our clients. Our company aspires to improve our customers' well-being and quality of life through a balance of physical exercise and a personalized meal plan to fit their individual needs. Our gym memberships and healthy meals services are sold locally, as well as supplements, snacks, and our gym apparel. We also have a website that offers supplements, snacks, our gym apparel, meal plans, and workout plans, in order to sell internationally and in the US.

Company Business Card:



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**BUILDING YOUR BODY FROM THE BASE UP**

Catalog Cover:



Company Name Tag:



Company Banner:

