

# BodyKinetics

## branding guide

Move Your Rear To  
Charge Your Gear

This company was founded in 2014.  
Our goal at Body Kinetics is to promote a healthy life style  
through advanced technological kinetic energy produced by  
the consumers. ALL of are products are  
designed to turn your movement into energy  
that anyone of all ages and lifestyles can use to power their lives!

We are offering innovating technology and fine  
tuning it for our consumers' needs and wants  
without sacrificing practicality.

1. company mascot logo
2. company overview+page description
3. company fonts and color application
4. company offical documentaion style + social media
5. company flyers standard



At BODY KINETICS we are trying to re-image our company by completely re-branding the company. We changed the company colors and fonts as we believe it will help increase sales.

	<b>b:234</b> <b>g:243</b> <b>y:221</b>		<b>b:24</b> <b>g:24</b> <b>y:24</b>		<b>b:225</b> <b>g:225</b> <b>y:225</b>
eaf3dd		181818		ffffff	
	<b>b:204</b> <b>g:230</b> <b>y:181</b>		<b>b:14</b> <b>g:165</b> <b>y:74</b>		<b>b:4</b> <b>g:175</b> <b>y:75</b>
d0e6b5		0ea54a		04af4b	

As for our text we feel it was necessary for it to reflect the calm yet elegant way we do things at BODY KINETICS.

Our main font is moderna,  
but for numbers we have decided to go with  
myranda pro.

abcdefghijklmnopqrstuvwxyz!./"':

abcdefghijklmnopqrstuvwxyz!./"':

1234567890@#\$%^&\*()\_+/\*?;:'"{}[\~`

1234567890@#\$%^&\*()\_+/\*?;:'"{}[\~`

official document style: company letterhead,  
business cards and social media





# standard poster



**Body Kinetics**  
15125 Main Road

**Phone**  
(631) 298-8471 x3254

"Energy produced  
by you for you"

*"Move your rear  
to charge your  
gear!"*

**BodyKinetics**

The mission of Body Kinetics is to promote a healthy living style through advanced technological kinetic energy produced by our customers. Products by Body Kinetics use the energy created by physical movements to power our everyday lives. Our customers are able to power personal and household electronics while improving their health.

**HWatch**

The HWatch allows you to create a goal for yourself in order to strive for greatness. The HWatch has USB capability, allowing you to connect to your laptop to charge it up for a good day of exercise. Track your run, set goals and reminders for yourself!

**HSpinner**

The HSpinner allows you to charge your device as you move. To create more energy, change the gears! The more and you move and the rate that move depends in order to create more energy.

<http://bodykineticsny.wix.com/>