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## ARCHI- TECTURE

## + INTERIOR DESIGN

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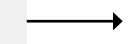
**BRAND ARCHITECTURE**

**AESTHETIC & LANGUAGE**



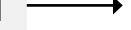
SEE PUNCH BOXING BRAND BIBLE FOR LOGO, COLOR, TYPOGRAPHY, ART DIRECTION, COPYWRITING

**PERSONALITY**



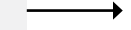
**VIBRANT/ENERGETIC    FUN(NY)    SOPHISTICATED    COMMUNITY    BALANCED**

**CREATIVE DIRECTION**

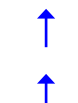



**NAME** Punch Boxing    **STYLE** Boxing meets Luxury Lifestyle    **CONCEPT** Contrast/Balance which represents holistic health

**FOUNDATION**



**BOXING** + French





**NOT BODIES, LIVES.  
WE SCULPT FUN,  
HEALTHY LIFESTYLES.**

ASSET OVERVIEW

Overview of all core brand visual assets in traditional style guide order, which feels more linear. Review usage chart on next page for dynamic branding guidelines.

BRAND VISUAL ELEMENT

LOGO

PRIMARY FROM LEFT DESCENDING

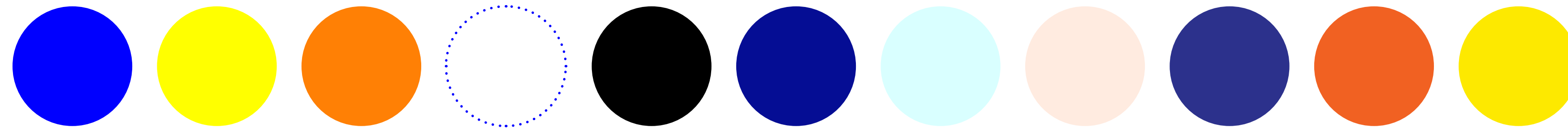
PUNCH BOXING STUDIO • EST PARIS 2019 •

PUNCH BOXING STUDIO  
Est. Paris 2019

PUNCH BOXING STUDIO  
*Established in Paris 2019*

*Boxing Studio Est. Paris 2019*

COLOR



TYPOGRAPHY

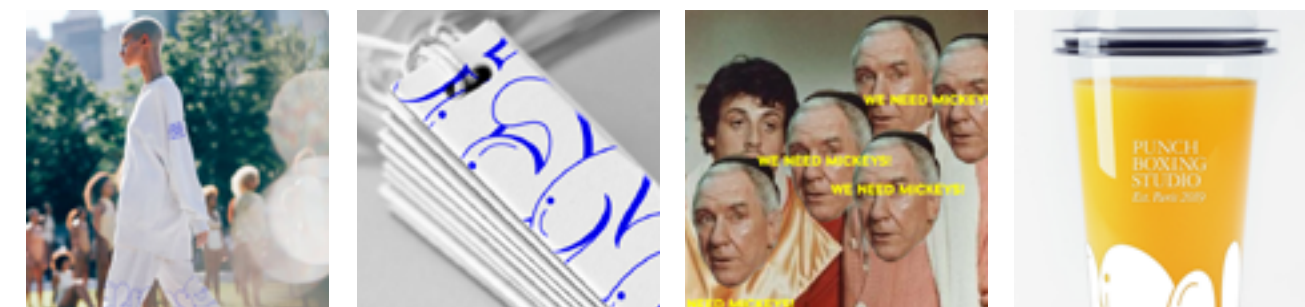
ADRIANNA  
EXTENDED  
EXTRA BOLD

ADRIANNA  
Adriane Text

ILLUSTRATION



PHOTOGRAPHY



USAGE CHART

Elements work on a sliding scale on both x and y axis. Primary, secondary, etc. labels can be reversed, meaning chart can be read top-down or bottom-up depending needs of the specific asset being created. This chart is designed for new to world communication strategy. Use it as a general guideline. Always consult with a creative supervisor before publishing brand work.

Visual elements (assets) are a living ecosystem. Multiple factors are always taken into consideration when making design decisions. Punch has a dynamic identity. Our assets have an order of usage based on internal strategy but also adapts to its surroundings. For example, where a logo should be aligned on a page helps determine which version to use. The typo logo looks best in top left corners or cropped on either top or bottom. Function (readability) affects what colors are used. Review additional usage rules in the following pages for each element to understand the full system.

IMAGERY

Punch is an expression of contrast/balance through styles in typography, scale, color palettes, eclectic use of textures, etc. Our classes are a workout for both body and mind. Therapeutic fitness. Fun with seriously positive results. We advocate a holistic lifestyle, balance in contrasting elements.

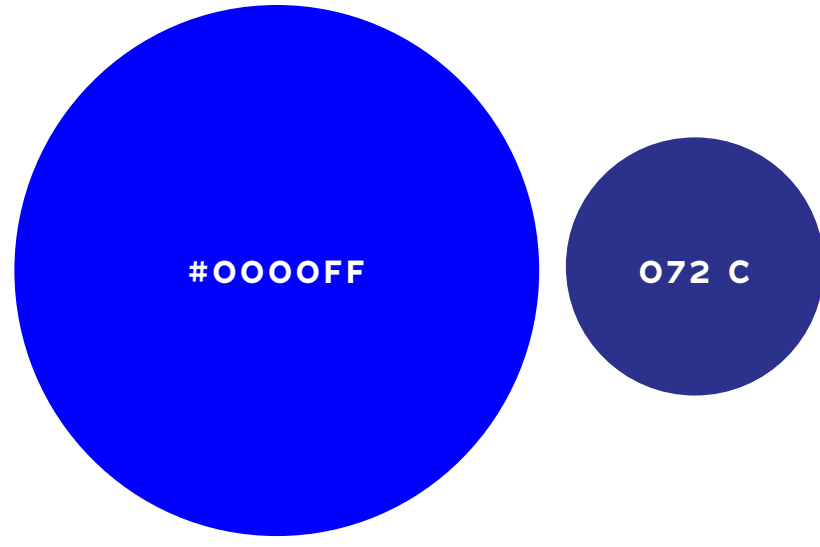
BRANDING ELEMENT	NAME	COLOR	IMAGERY
PRIMARY	"Punch" written anywhere in asset context. E.g. for Instagram post it's in the @punch.boxing. For website it's in the address www.punch-boxing.com		<b>SUB-HEADINGS</b> Adriane Text Regular. Quis etur? Ibusit quibeat iossus voluptas niminete deror-por am rem nus.Uga. Nequae id exerum quatur am vollar ilit omnihiectia perit officil litaqui omnit fuga. Iciametum, que des pratur? Imaio mo volorit accup-tas etus dolenis vitaturit doluptassum, tem estruptatur sinetur, sim id magnimi licipsum doluptaque si atur? Ti corae nobis pa aut opta nate et adi oditium rendundebis evelitio qui dignitatem voluptat qui res nobit es aborumquatus si dit quiatur, et verum vollarorem. <b>HEADING IN BIG BOLD LETTERS</b>
SECONDARY	<b>PUNCH BOXING STUDIO • EST PARIS 2019</b>		<b>INSERT TEXT HERE THIS IS HEADING</b> Here's some secondary text! 
TERTIARY	<b>PUNCH BOXING STUDIO</b> <i>Est. Paris 2019</i>		<b>#1 jab</b> 
QUATERNARY			
QUINARY			

COLOR PALETTE

PRIMARY: PUNCH BLUE

HEX #0000FF  
 CMYK 88, 77, 00, 00  
 PANTONE 072 C

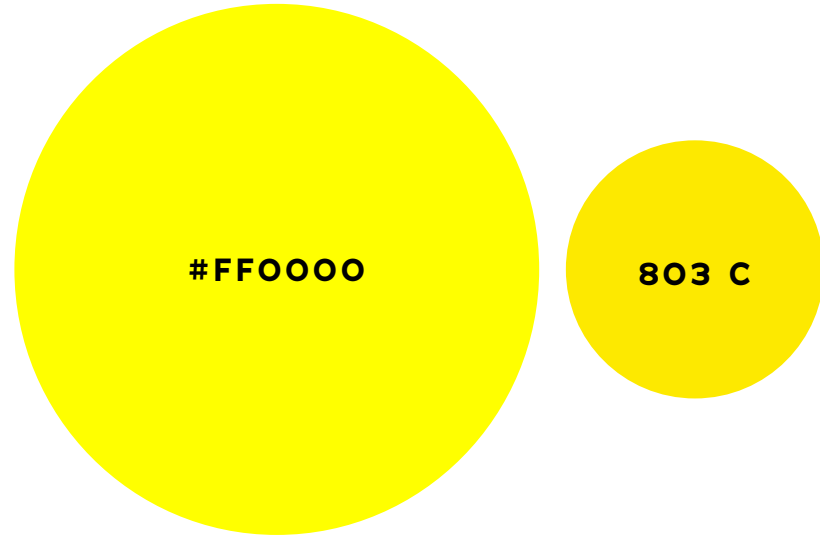
Primary color. We use blue where most brands traditionally use black like in body text. Mostly used on white background. This color trays tribute to our French heritage. Use Pantone 072 C blue for physical materials *only* when a vibrant spot color blue is not possible.



SECONDARY: FLUORESCENT YELLOW

HEX #FF0000  
 CMYK 06, 00, 97, 00  
 PANTONE 803 C

Use as a vibrant accent to compliment Punch Blue. Often replaces Punch Blue in digital/print instances to increase legibility for dark backgrounds. Always use rich black text on yellow and vice versa. Never use Punch Blue text on yellow of vice versa.

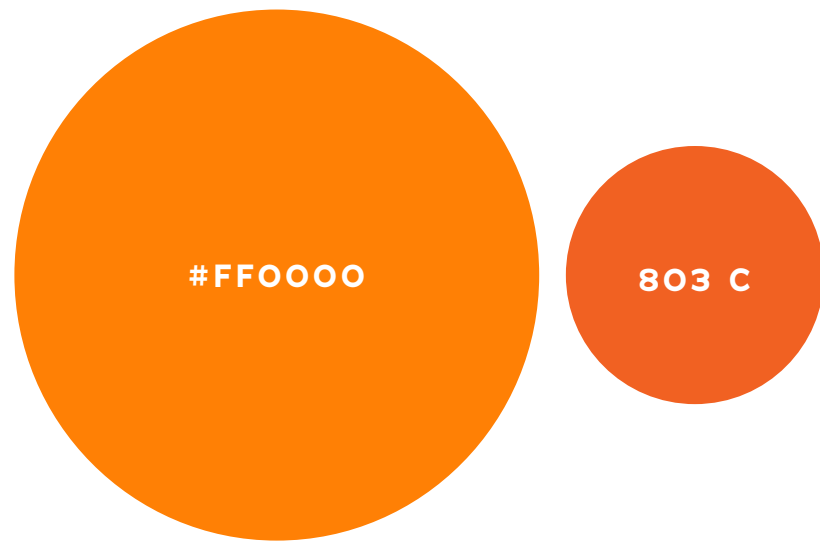


Use as fluorescent yellow for all digital and whenever possible for physical assets. Only use Pantone 803 C yellow in physical instances when absolutely necessary but preferably replace with other yellow materials like gold, brass, neon lighting, neon acrylic, etc.

TERTIARY: ORANGE

HEX #FF8004  
 CMYK 00, 62, 100, 00  
 PANTONE BRIGHT ORANGE C

Use of orange mainly speaks to the action of boxing specifically. Conversations about lifestyle, not boxing specific do not use as much orange if any. Use fluorescent orange on apparel especially which will light up under our boxing room blue lights. Use white text on orange, no other color. Use very sparsely, less than yellow as tertiary color.



QUATERNARY COLORS

These colors are used primarily for digital. Use black on top of any light or dark background as a 1px line. Navy is replaced with Pantone 072 C in physical form. Use of these colors is primarily for supporting text, background colors and design accents. Refer to website for examples.



CLASSIC PALETTE

Herein by guidelines and vision for Punch Boxing Studio branding. Our energy, humor, core. This document is for internal use only, contents confidential. French translation available upon request. Please have final assets approved by Punch team members before publishing. Questions? Hit Ennis with your best shot!  
 ENNIS@PUNCH-BOXING.COM



WINTER

Herein by guidelines and vision for Punch Boxing Studio branding. Our energy, humor, core. This document is for internal use only, contents confidential. French translation available upon request. Please have final assets approved by Punch team members before publishing. Questions? Hit Ennis with your best shot!  
 ENNIS@PUNCH-BOXING.COM



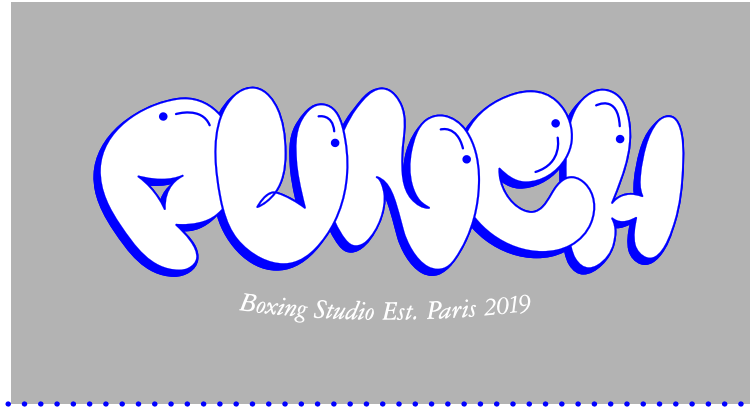
SUMMER

Herein by guidelines and vision for Punch Boxing Studio branding. Our energy, humor, core. This document is for internal use only, contents confidential. French translation available upon request. Please have final assets approved by Punch team members before publishing. Questions? Hit Ennis with your best shot!  
 ENNIS@PUNCH-BOXING.COM

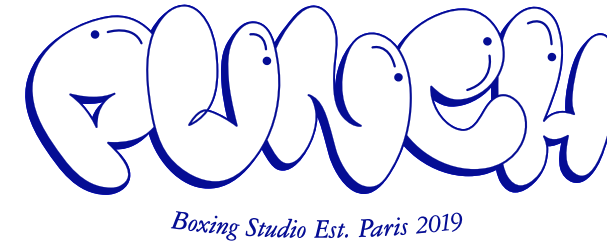
Treat this logo more like a graphic element than traditional brand logo. It is inspired by graffiti and meant to overlap other typography or visual elements. "Boxing Studio Est. Paris 2019" does not have to be legible thus logo should not be scaled too big just to accommodate this line of text. Graffiti logo comes in 3 color options shown in order of color priority.



*Boxing Studio Est. Paris 2019*



*Boxing Studio Est. Paris 2019*



*Boxing Studio Est. Paris 2019*

**DO**

Overlap on text. Can be heading or body font.

Center align on design assets.

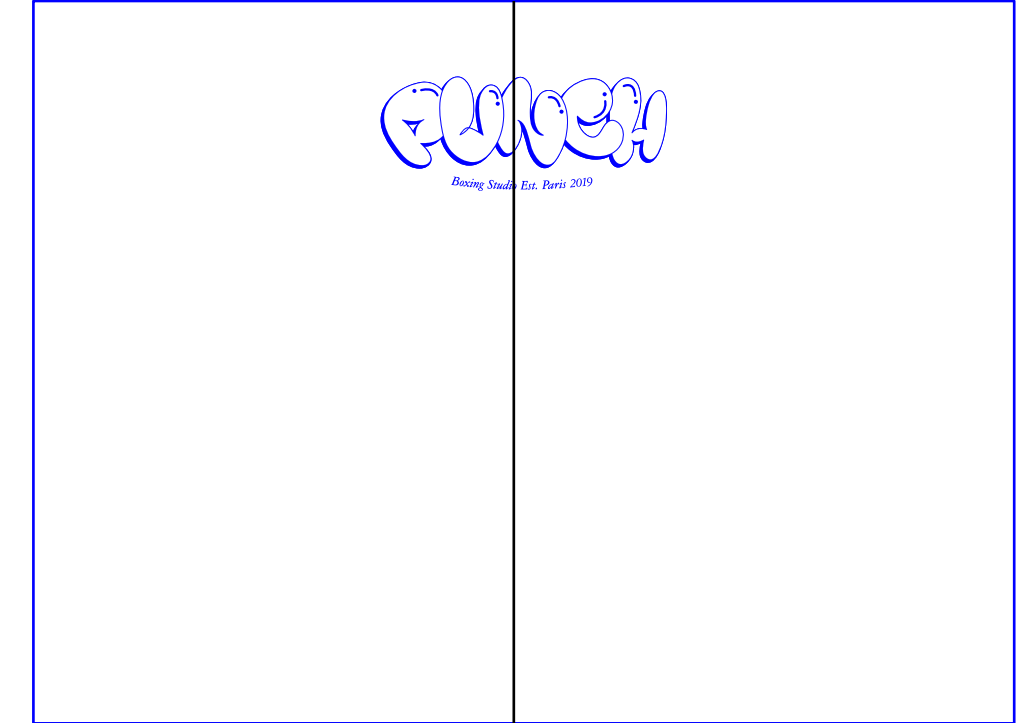


**HEADING TITLE**

Num numet officiliquam quatus ut et ea dolupidundis aribus esci dero officae vendellaut labo. Oecae milit dolupta tempore conse porecti unditio nsequia volupta tatibea tescimaximus dolut lam et ex eat pre re sequissin nust a ium eum a sae rent facestio. Enisitem asim atis sin remolese nus ma dit acestiorum rempe sediti a se num quo di ipis ipiducias incture moluptus, et latur modiatiberes excerep elendae rrsersp erumet pro tem volor magnistio bla cum dolupienim dolupis non reriantorae. Num numet officiliquam quatus ut et ea dolupidundis aribus esci dero officae vendellaut labo. Oecae milit dolupta tempore conse porecti unditio nsequia volupta tatibea tescimaximus dolut lam et ex eat pre re sequissin nust a ium eum a sae rent facestio. Enisitem asim atis sin remolese nus ma dit acestiorum rempe sediti a se num quo di ipis ipiducias incture moluptus, et latur modiatiberes excerep elendae rrsersp erumet pro tem volor magnistio bla cum dolupienim dolupis non reriantorae.



*Boxing Studio Est. Paris 2019*



**DO NOT**

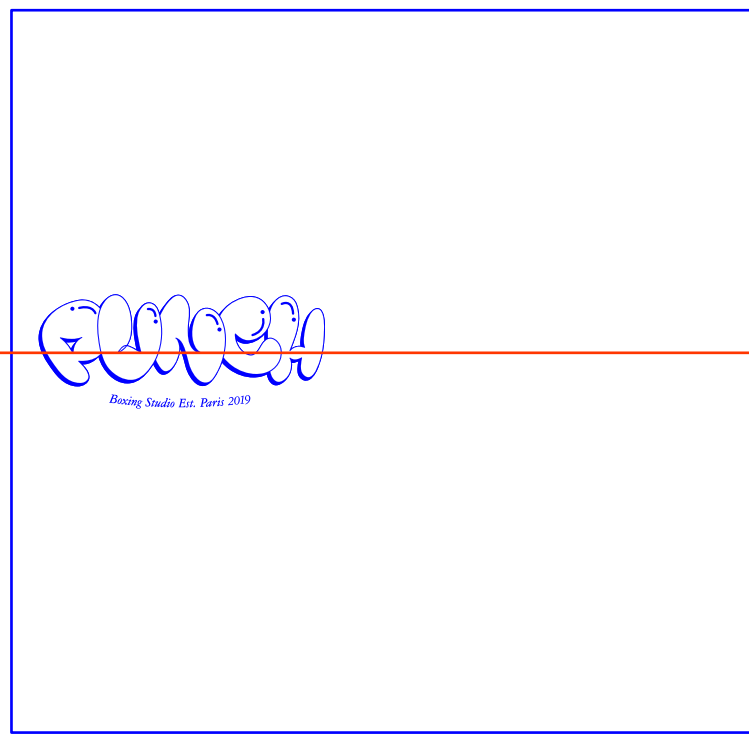
Do not use graffiti logo in combination with imagery. Use type logo for this purpose.

Do not use logo left or right aligned on designs.

Do not use on dark backgrounds! Use yellow or white type logo. The Punch blue outline of graffiti logo looks terrible on dark backgrounds.



*Boxing Studio Est. Paris 2019*



*Boxing Studio Est. Paris 2019*

TYPOGRAPHY

All fonts are available on Adobe Fonts for print and digital use.

Typography is Punch Blue whenever possible. Only use rich black when color is not possible or on yellow background. Use yellow text on dark backgrounds. White is a last resort or on orange/boxes.

Punch typography is left aligned whenever possible including headings. Center aligned text is only for within CTA buttons and impact symbols. Heading 1 should be balanced out with smaller typography and only used once within each design instance.

Use InDesign templates provided to scale typography with proper leading, tracking etc. ratios for various design instances. The sizes provided are for demonstration. Designers should use best judgment for readability and aligned aesthetic. These apply to all typography on following page as well.

Our bigger sans serif headings are Adrianna Extended extra bold. Smaller headings are Adrianna bold. We like to playfully overlap and crop large headings only.

# THIS IS OUR LARGE HEADING 1

ADRIANNA EXTENDED  
EXTRA BOLD  
138 PT / 122 PT  
0 TRACKING  
ALL CAPS

## HEADING 3 IS STROKED. WORDS ARE HOLLOW NOT WHITE. DO NOT USE ON COLOR BLOCKS LIKE HEADING 1 OR 3.

ADRIANNA EXTENDED  
EXTRA BOLD  
51 PT / 60 PT  
60 TRACKING  
ALL CAPS

ADRIANNA EXTENDED  
EXTRA BOLD  
29 PT / 46 PT  
20 TRACKING  
ALL CAPS

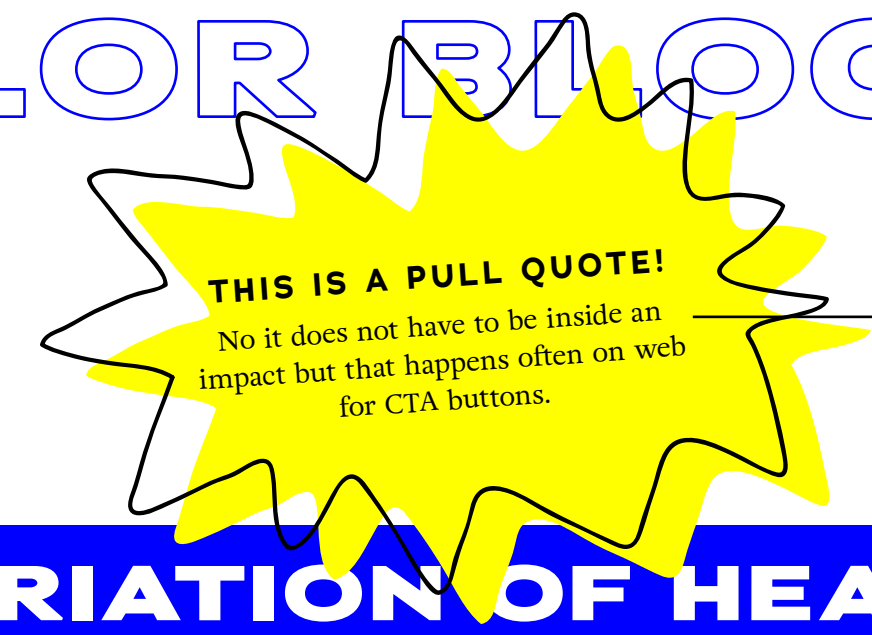
ADRIANNA BOLD  
12 PT / 16 PT  
120 TRACKING  
ALL CAPS

ADRIANNA BOLD  
12 PT / 14 PT  
20 TRACKING  
SENTENCE CASE

### THIS IS HEADING 3, SMALLER WITH MORE LEADING.

THIS IS HEADING 4 THIS IS HEADING 4 YES IT'S THE SAME AS  
THE PULL QUOTE!

This is heading 5. Same font size as Heading 4 but sentence case and  
tighter kerning and leading.



**THIS IS A PULL QUOTE!**  
No it does not have to be inside an  
impact but that happens often on web  
for CTA buttons.

ADRIANE TEXT REGULAR  
10 PT / 14 PT  
0 TRACKING  
SENTENCE CASE

**VARIATION OF HEADING 3 WITH  
COLOR BLOCKS STILL LEFT  
ALIGNED. HEADING 1 CAN BE  
COLOR BLOCKED TOO.**



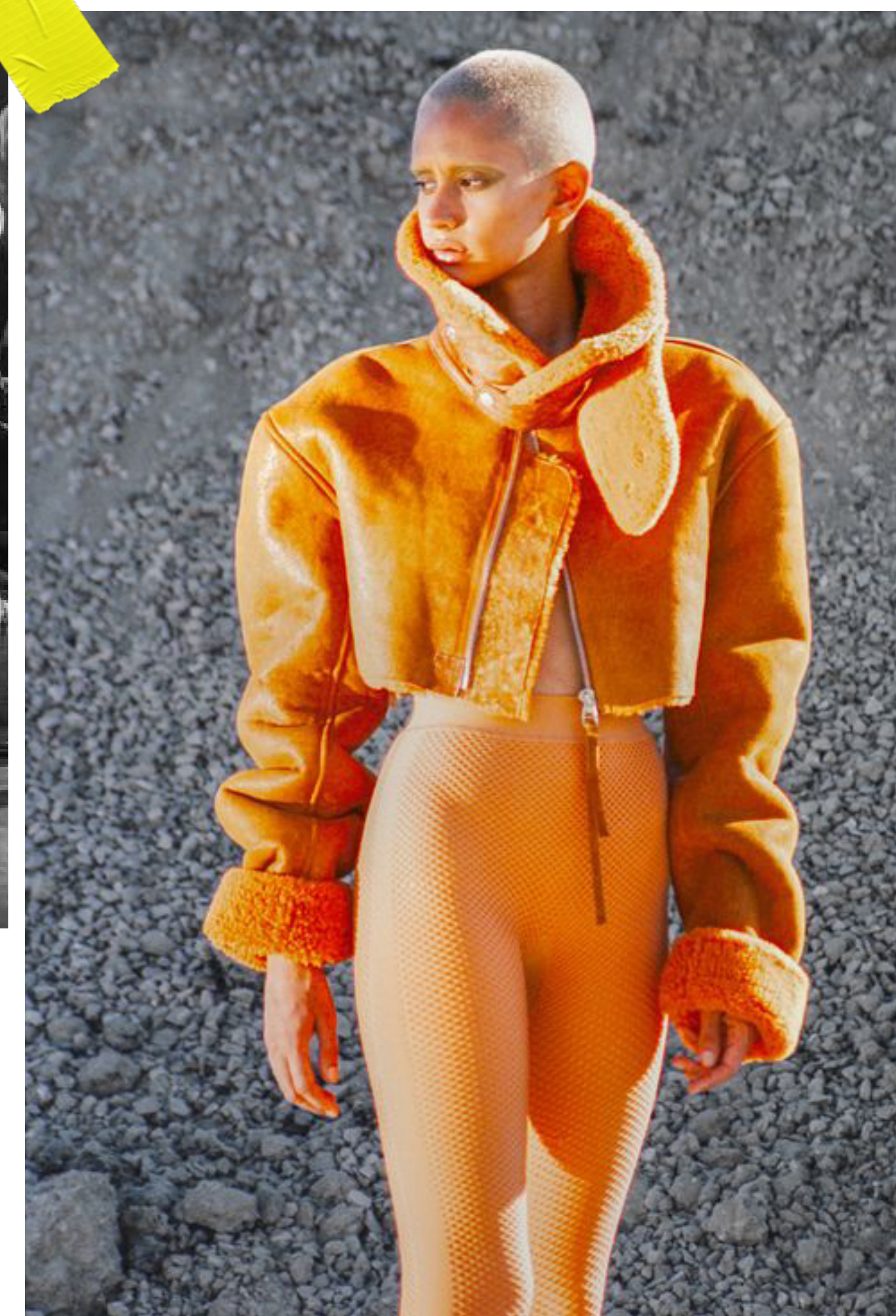
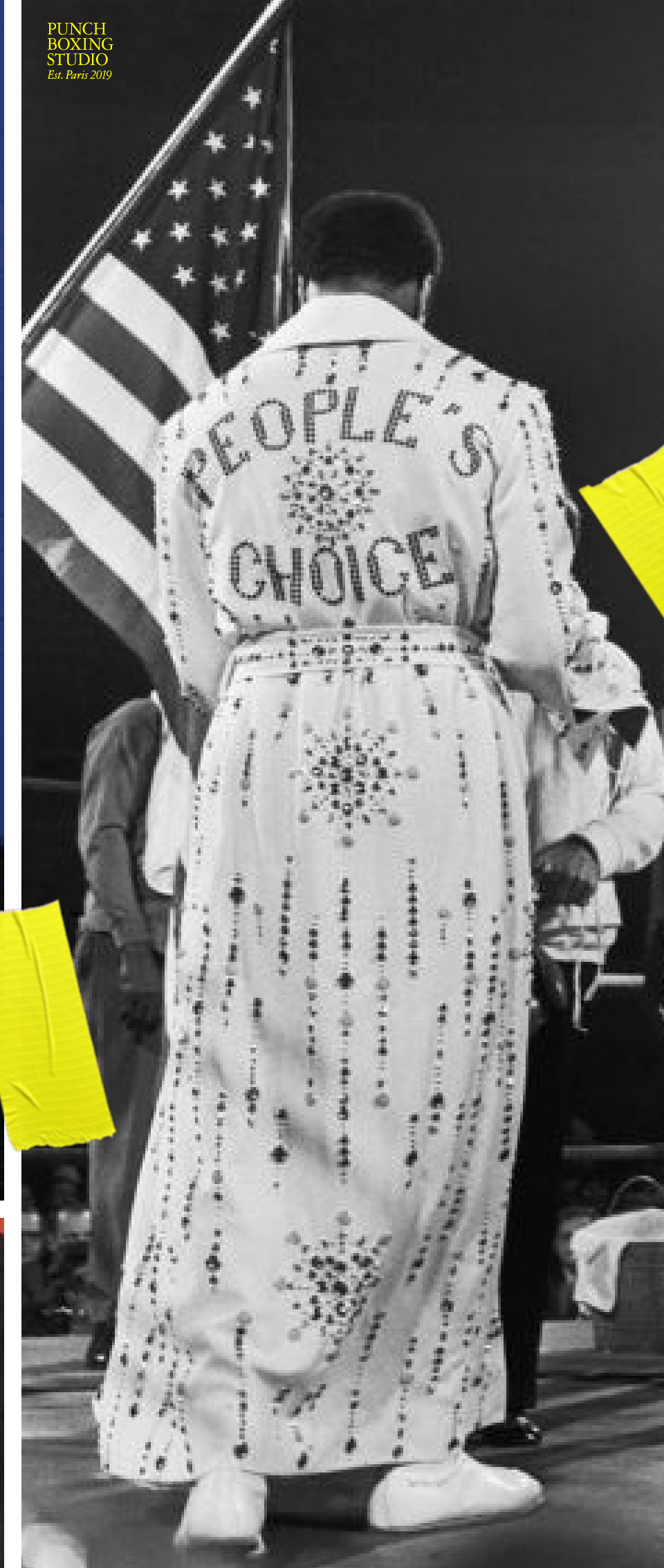
IMAGERY

We love collage work, mixed media, modern art. When looking at the full collection of our imagery, viewers should feel a mix of health/fitness, art & fashion. We focus on the evocative qualities of a photograph more than regulating mono content. Our brand imagery is eclectic. It can look directed or candid. Polished or gritty, sweaty.

In any case all photos includes elements of Punch colors either through props or added graphics. We do not flood photos with Punch Blue, yellow or orange, rather these colors are used as accents throughout.

Most of our photography is color when showing products or the boxing classes which feature lots of neon lights. Black and white imagery should always include accents of yellow (blue doesn't read well on B/W) through the addition of type logo or other graphics. More colors than yellow can be added.

We like positive body language. We feature models of all body types and skin colors. Our photographs are a balance of masculine and feminine energies. We celebrate the strong presence of this duality rather than water them down into something "gender neutral."



## CORPORATE STATIONERY &amp; PRINT MARKETING

All blue in mockup is Pantone 072 C for print instances. Use with orange when fluorescent yellow is not an option.

## 1 INVITATION

Observe use of branding. Graffiti logo is overlapped on big Adrianna Extended Bold text with call outs highlighted in orange.

## 2 PENCILS

Blue with white strip logo as accent.

## 3 BUSINESS CARD FRONT

XXL graphic on top to counter visual weight of bottom heavy design on other side of business card. Punch type logo cropped and positioned towards right, again to visually balance with other side.

## 4 BUSINESS CARD BACK

Top text in secondary heading says "Co-Founder & CEO" Followed by name, email address, phone number, website, Instagram and address. Only the "obvious" type has been cropped on the bottom which is "Paris, 1er." Most important text has been called out in orange.

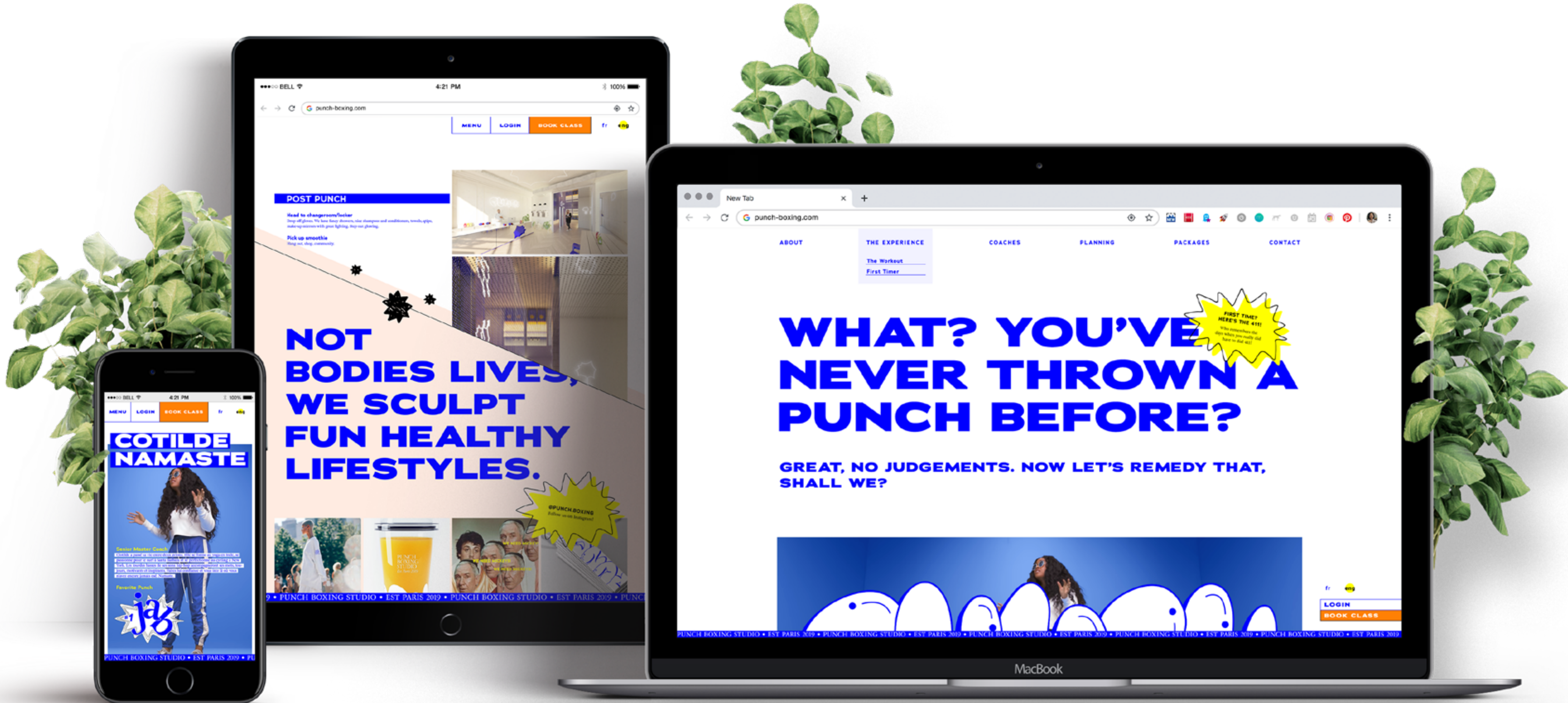
## 5 PHONE CASE

Special repeating type logo pattern for large cropped designs only.



Type logo starts large centered on screen with XXL graphic overlapped in footer. Logo animates and shrinks on screen, sticky at the top of the page. User can scroll down to sign up for mailing list or apply as a coach. Yellow is used for buttons with black Adrian Bold in all caps. Impact symbol is a CTA for Instagram, used in blue instead of yellow which overwhelms the page with visual elements when combined with XXL. The dark color scheme helps blend the impact shape into the background more than foreground.





POST PUNCH

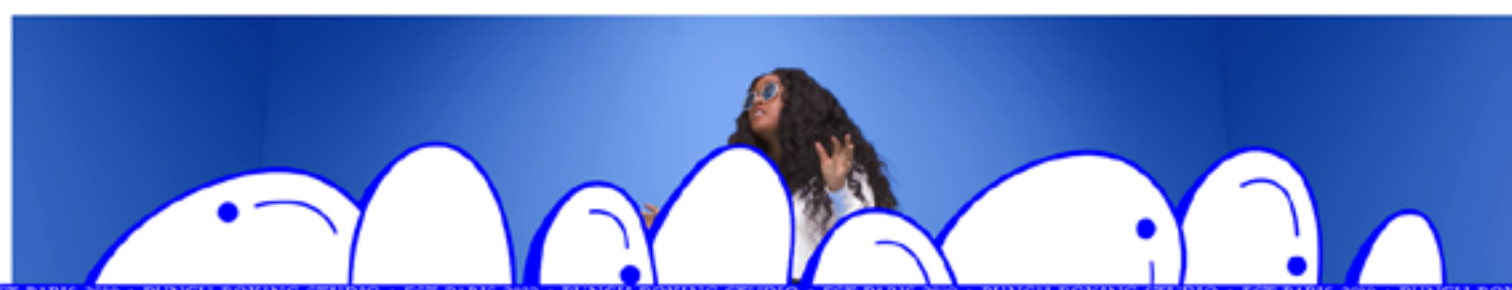
Head to changeroom/locker  
Wash off gloves, tie hair back, remove shoe straps and untie laces, towels, open  
locker up, remove socks, great lighting, top on, glazing.  
Pick up smoothie  
Hang on, hang, community.

NOT BODIES LIVES,  
WE SCULPT  
FUN HEALTHY  
LIFESTYLES.

WHAT? YOU'VE  
NEVER THROWN A  
PUNCH BEFORE?

GREAT, NO JUDGEMENTS. NOW LET'S REMEDY THAT,  
SHALL WE?

COTILDE  
NAMASTE



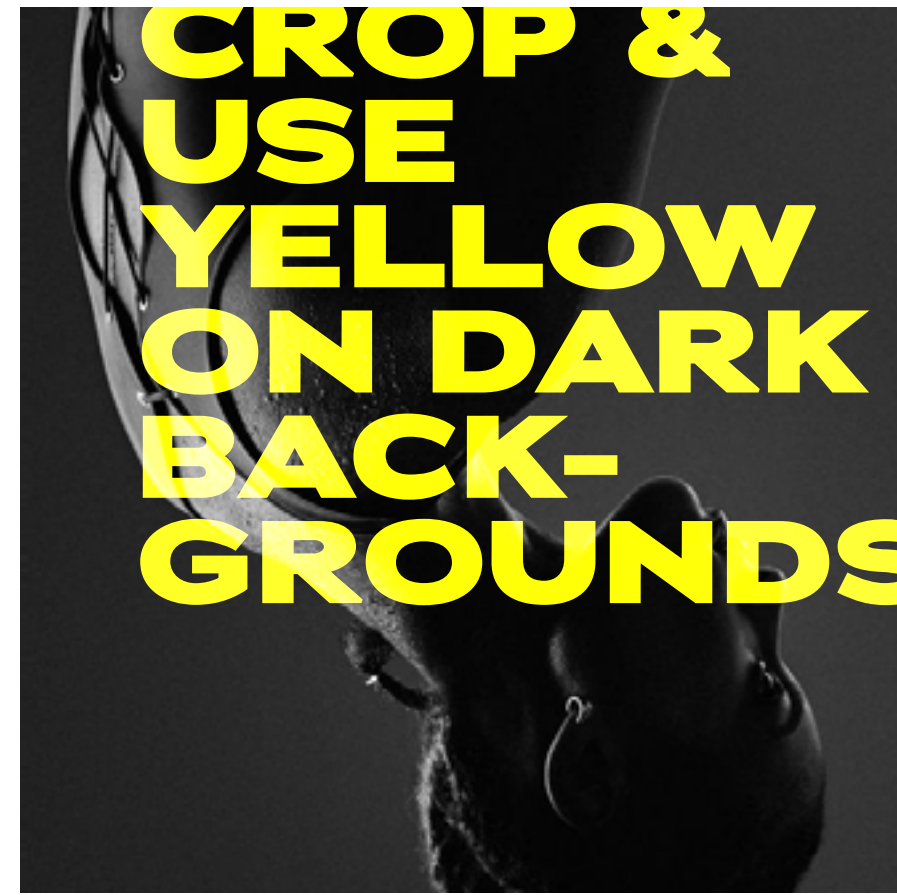
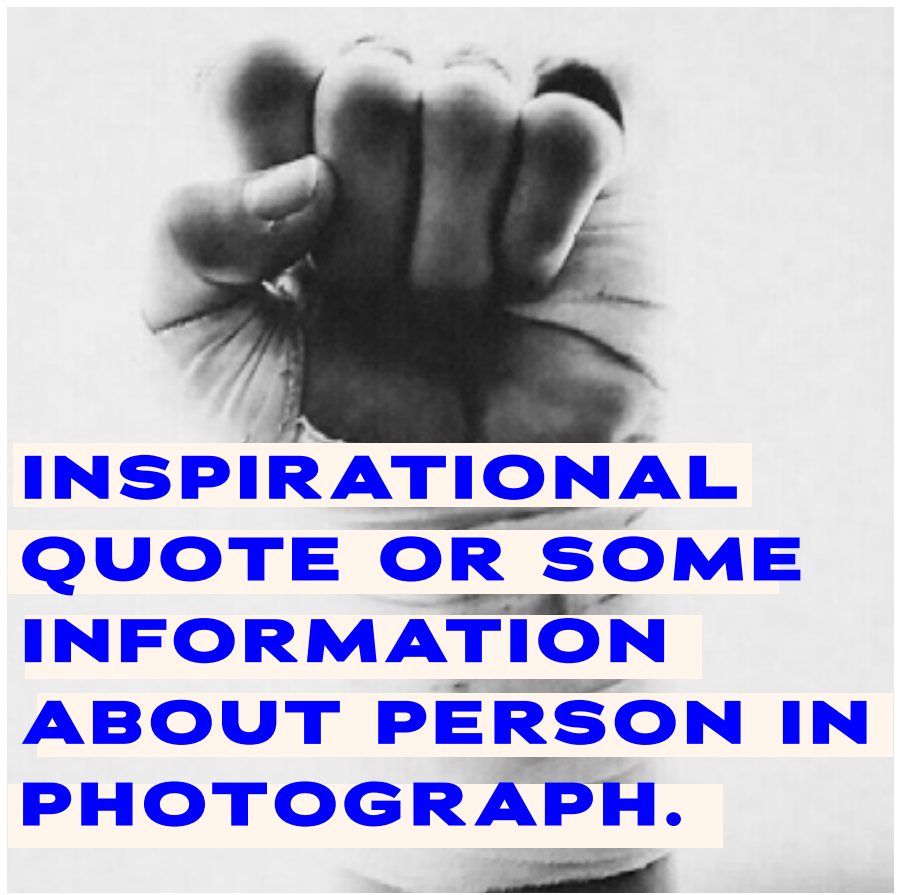
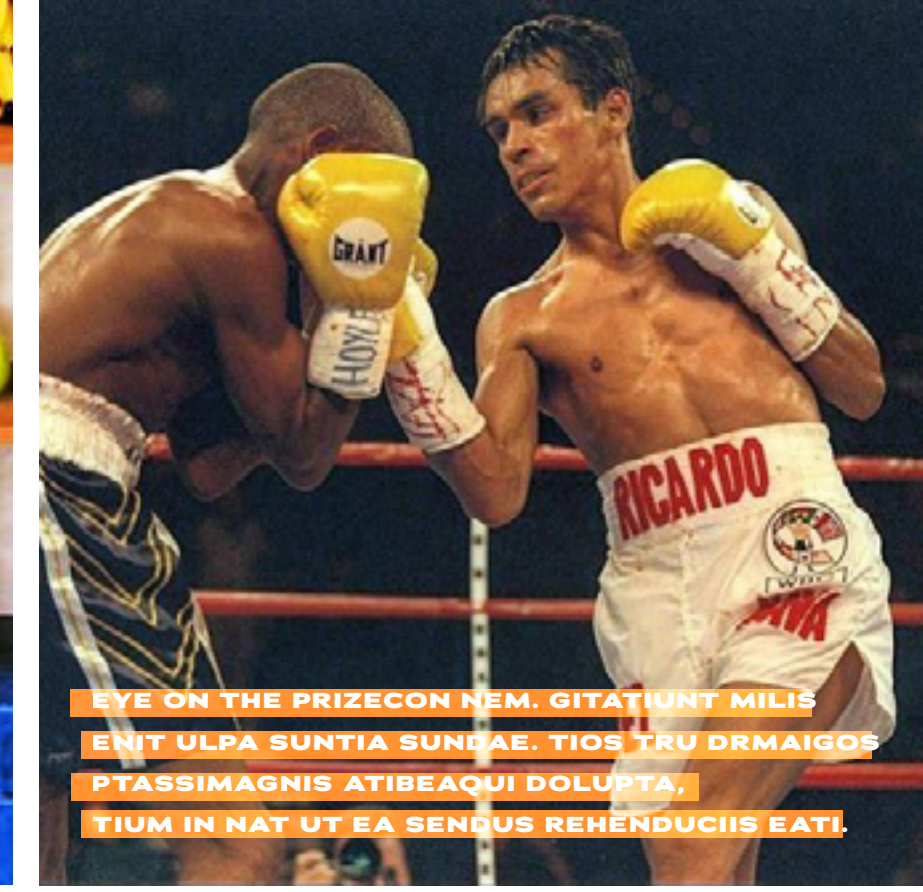
MacBook

INSTAGRAM

TEMPLATES

QUOTES

Apply rules of color and typography to quotes. Use photography for backgrounds, or gradient background if absolutely necessary instead of flat colors. See examples for inspiration.



HIGHLIGHT COVER

Apply rules of color and typography to covers. Use photography, textured backgrounds or flat colors. See examples for inspiration and appropriate color usage, IE major brand highlights are Punch Blue, boxing specific is orange, specials on yellow, merchandise on dark blue or summer blue, and light blue for digital.



CREATIVE DIRECTION

DESIGN

Punch merchandise refers to a large collection of products, some specifically for boxing and others more lifestyle. We create everything to be as unisex as possible expressing different facets of our brand with each release. Unisex boxing gear include items like gloves, hand wraps, quick wraps, robe, shorts, socks, bags, bottles and shoes. Some collections may be louder, brighter, Punch. Other collections may be more subtle. Words like sophisticated are expressed through material choices like silk and leather rather than focusing on illustrative design.

Our merch is inspired by athleisure and streetwear, elevated in quality and fusing fashion with function. These pieces are comfortable and chic. These cuts are usually not skin tight but have shape and can be worn oversized.

COLOR PALETTE

Our brand color scheme in merchandise can be combined with more muted colors, for example a yellow type logo on a brown leather bag, brown being the muted color. Limit the use of non-brand colors, ideally only using one per release. Earlier products sold while the brand is still in it's first few years should focus more on core brand colors and explore variation in material. We're fans of layering lots of different textures within one color.

Neon/fluorescent dyes or materials are perfect for boxing specific merchandise especially because they will glow under the blue lights in our actual studio.

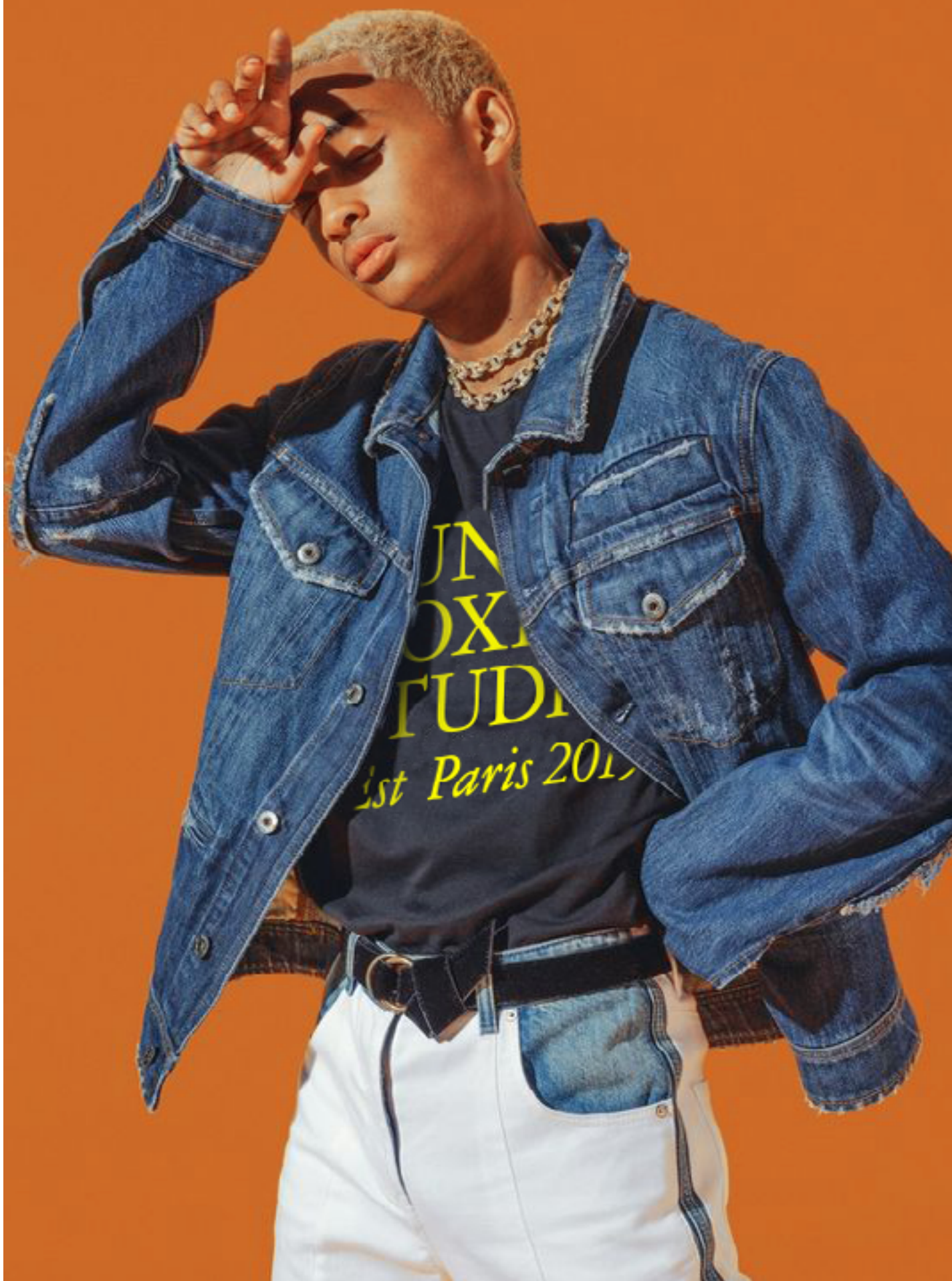


## CREATIVE DIRECTION



## STRIP LOGO USAGE

A thin accent on elegant pieces. A strip of blue or white is our signature mark. It is the pop of color on clothes. Never on yellow but can be on orange.



## TYPE LOGO USAGE

Refer to full color palette rules and apply to clothing. For example, yellow on dark backgrounds and blue on white or light backgrounds. White preferably on blue only, and black on neon yellow.



## GRAFFITI LOGO USAGE

*Only* use on labels or tags. Use the XXL graphic when this visual needs to be applied which should be extremely sparse and usually for boxing specific merchandise only.



## HERITAGE LOGO USAGE

Used when it is the *only* design element on apparel/merchandise. It can crop or be seen very small on the breast but should never be combined with any other logos except on the inside tag. Only print in blue.



#### BLANK CANVAS GLOVE

White with typo logo and blue lining accent. Think of this glove like a canvas. We collaborate with artists who sometimes create one-offs or limited edition special prints.



#### WHITE ON BLACK QUICK WRAP

Black base for functionality. White quick wraps dirty too quickly because boxers touch the floor often during workouts. Features big type logo cropped off sides and overlapping XXL graphic in one color.



#### BLUE STRIP HAND WRAP

As close to Punch Blue as possible for base fabric. Strip logo repeating large across band and crops wherever needed at the very end.



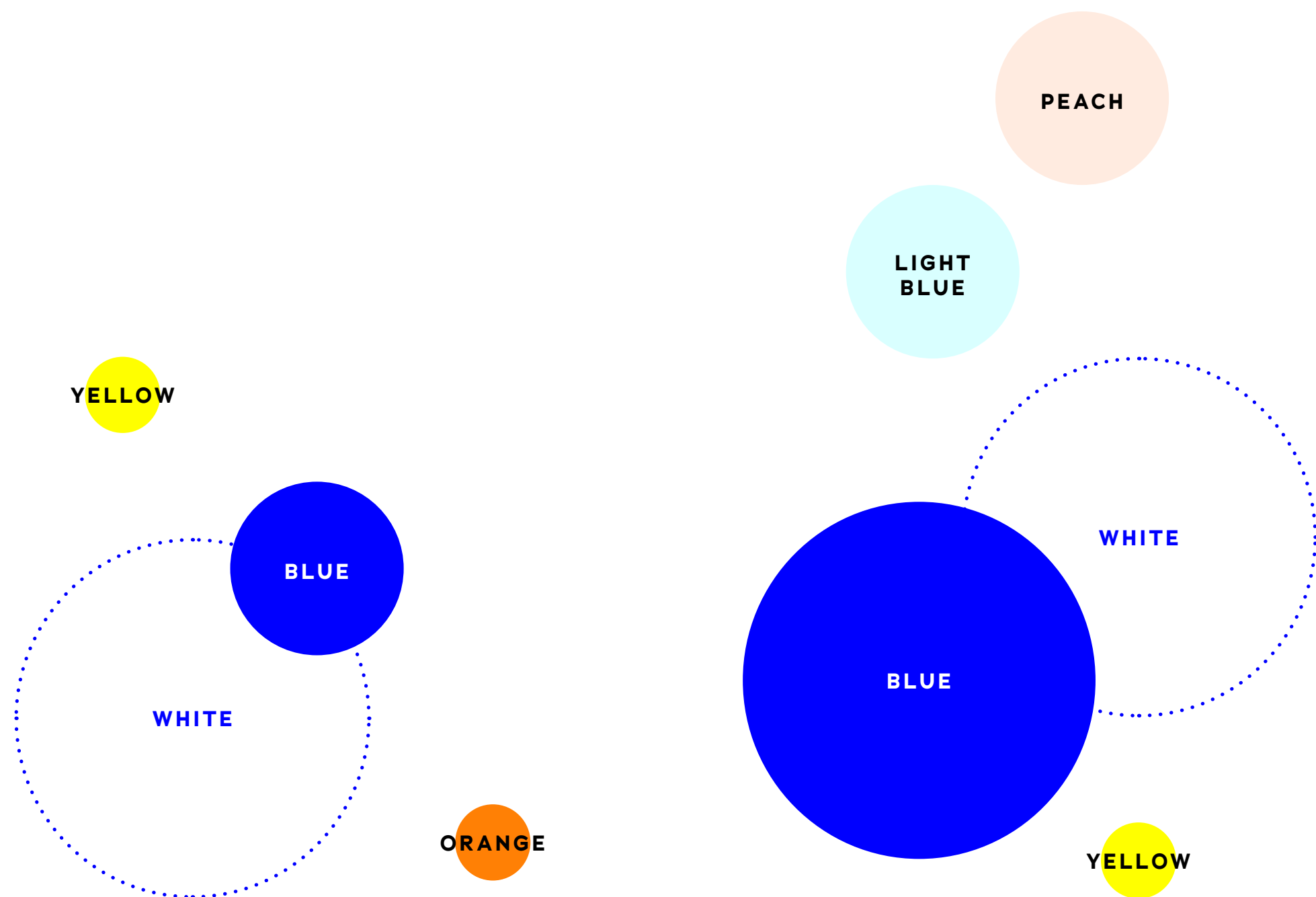
## BEVERAGE PACKAGING

- 1 Fresh drinks like juices and smoothies made while customers are in class are served in takeout cups featuring a large typo logo in white. White looks better on transparent materials because it matches all drink colors. Punch blue is more picky what colors it jives best with. Use the impact sticker as a name tag and write customers names by hand in blue marker.
- 2 Prepackaged beverages use simple, cheeky naming in big Adrianna Extra-wide font. Each ingredient word can be printed into stickers and applied manually for small batches (i.e. to accommodate changing seasonal menus).
- 3 If bottles with rotund shape are used, similar to our aqua punching bags, wrap the XXL graphic around the base with the strip logo lining the very bottom, similar to our website design. The natural shape of the bottle help gives XXL more dimension.
- 4 Strip logo can be used as a seal sticker, letting customers know each drink is fresh.



Color is dispersed throughout space in different ratios per type of room. Generally speaking big colors are for floors, walls, large surface areas. Accent colors come through fabrics, interior design, special touches.

Blue on this page can mean the vibrant Punch blue if possible, or default to the darker pantone blue. White includes surfaces like marble which may have a touch of other color. Yellow and orange are always neon/fluorescent/vibrant, usually expressed through lighting or special materials like acrylic.



**LOBBY**

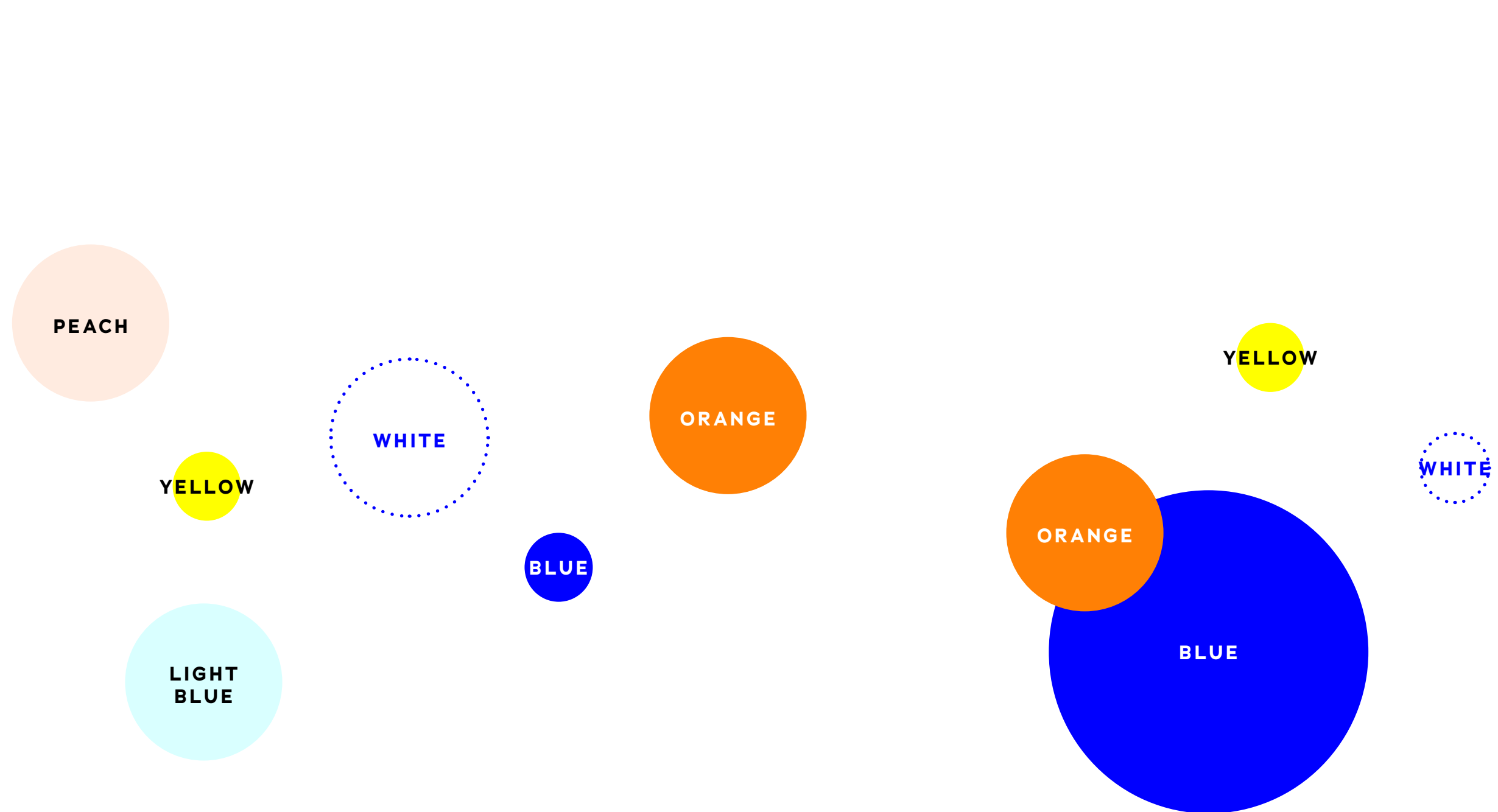
Lots of white with smart use of blue and accents of yellow/orange. Space should feel enhanced, not cluttered with blue.

**CHANGE ROOMS & BATHROOMS**

Equal parts blue and white with accents of yellow. Option to use some light blues or peaches in men/womens change rooms for additional color.

**HALLWAY**

Transitions from daylight to club light when walking from lobby to boxing room. Lobby side has more peaches, light blues, whites. which connect to the change rooms. Boxing side is darker blues and orange. Slight touch of yellow throughout as necessary.

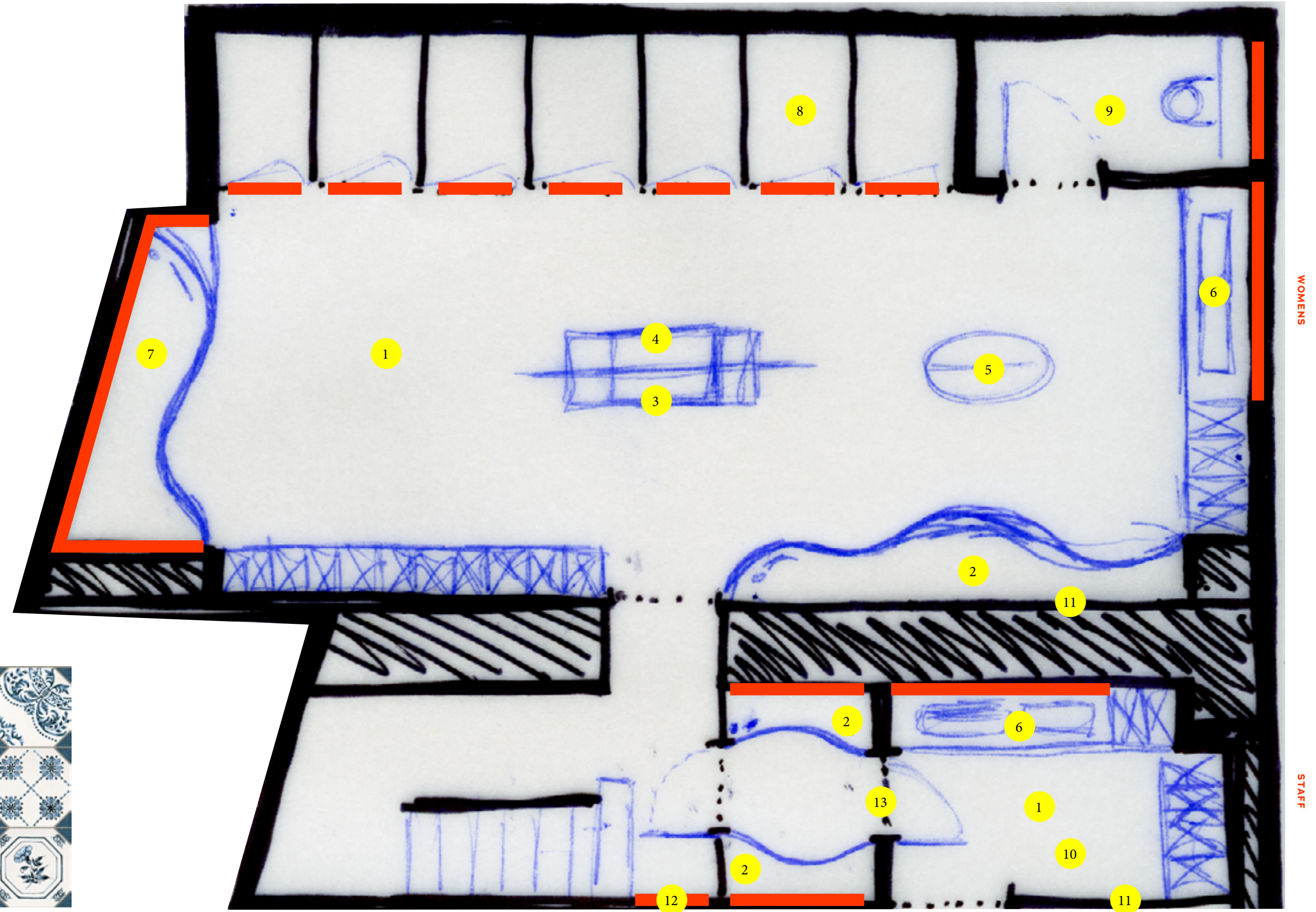
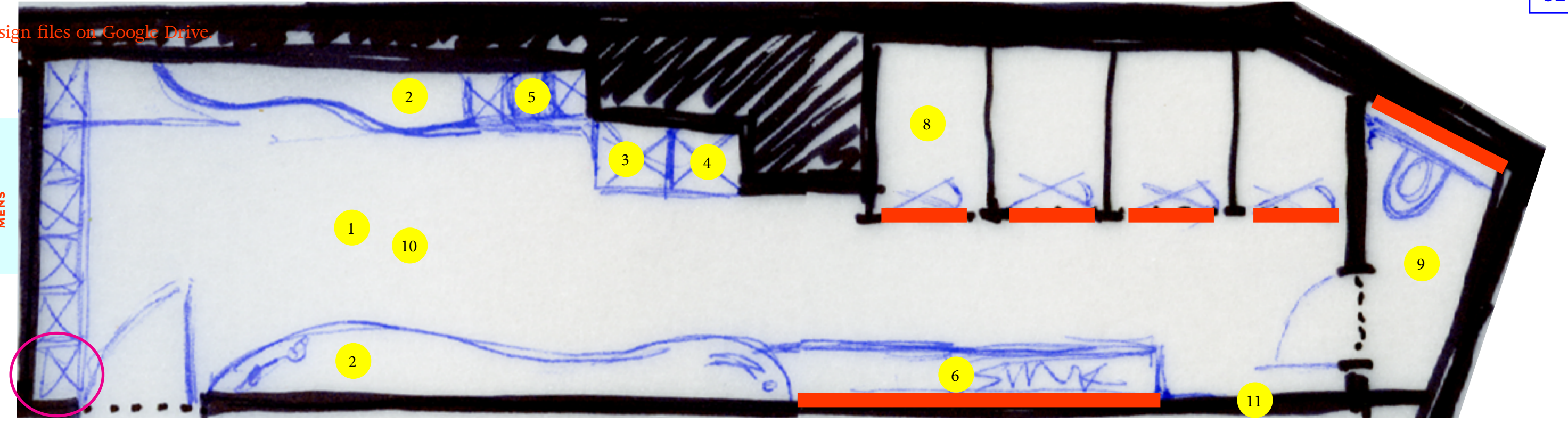
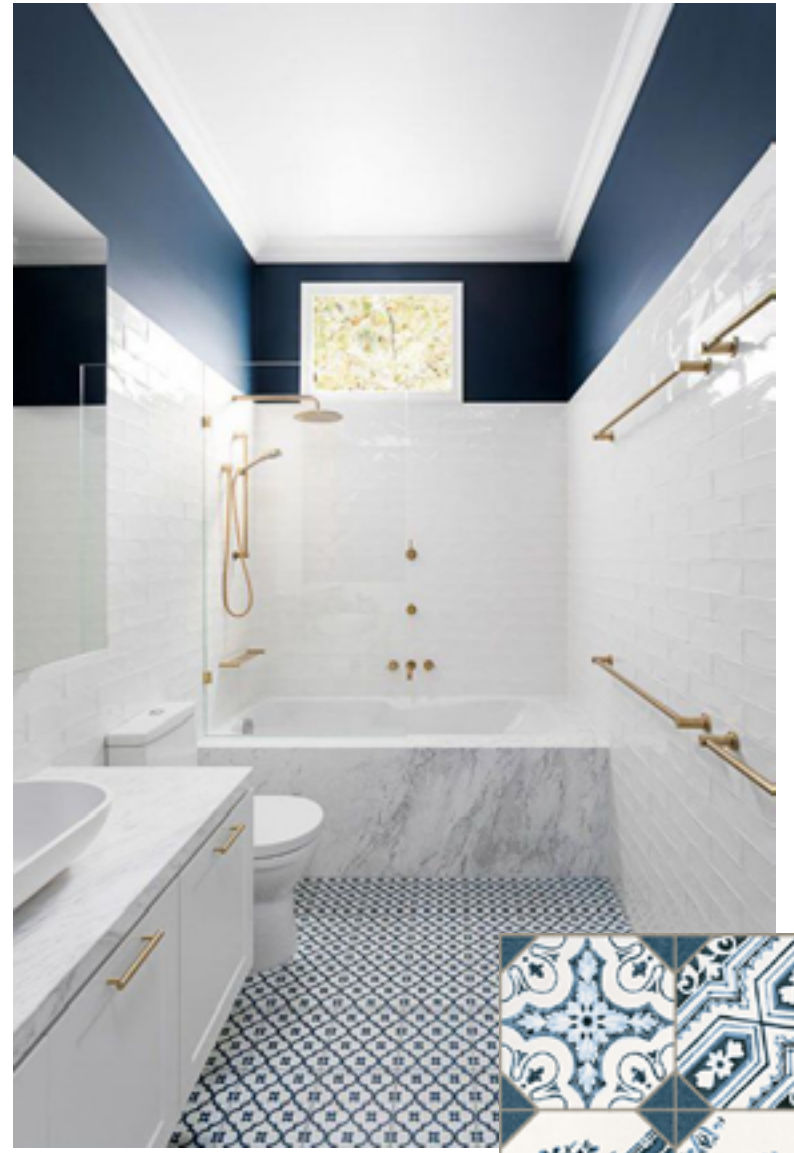


**BOXING ROOM**

Primarily blue because of lighting. Lots of orange with touches of yellow and white. Consider screen projects as major part of color displacement.

- 1 **FLOOR**  
Patterned tile.
- 2 **XXL BENCHES**  
Organic shapes customized to be round on edges, some parts more narrow others fatter, curving in directions to move traffic away from doorways, etc. White with punch blue decoration on top.
- 3 **DIRTY GLOVE BIN**  
Shelving on top with clean towel/toiletries.
- 4 **TOWEL STATION**  
Bin below for dirty towels, neon yellow acrylic shelving on top for clean towels. For the womens change room this shelving acts as barrier to block incoming traffic eyes from showers.
- 5 **SINK**  
Double sided sink optional, could also be removed completely to give more space. Option for sink placement in #10.
- 6 **COUNTER/WALL SINKS**  
Must have mirror behind it and bag hooks underneath. Mirror must have excellent beauty lighting. All counters should be as thin as possible. Could also tuck stools under counter for additional seating.  
  
All sinks have retractable surface that can pull out on top to act as another surface if counters are being used. Pulling the sink out half way is a great space to put face wash products, etc while using sink.
- 7 **XXL COUNTER**  
Optional design to maximize number of people that can use mirror. Must have bag hooks underneath. Mirror should have excellent beauty lighting. Could also tuck stools under counter for additional seating.
- 8 **SHOWER STALLS**  
Italian shower heads. How is toiletries distributed? Individual bottles outside or refillable containers in shower? Floor can tilt slightly away from door to avoid spillage. Full length mirror behind shower door. Shower mood lighting.
- 9 **BATHROOM**  
Mirror behind toilet. Ideally matches decor of handicap bathroom. Optional removable wall shower head like Korean style bathrooms. Toilet paper covered. Wall hooks available for towels. Retractable sink top if sinks inside and possible.

- 10 **CEILING**  
White.
- 11 **WALLS**  
Part white part dark blue.
- 12 **FULL LENGTH MIRROR**  
Additional for women.
- 13 **CURTAIN**  
Beaded or some kind of decor to help give privacy to people changing when main door opens past XXL benches open.



Blue gradient background with darker portion at top. Little black 3, 2, 1 impact stickers peel off in the days before officially opening so people outside can look in. Door is reflective for selfies. Use type logo with impact for call out and see additional rules of type for following information. Small but large body of text is treated as a graphic, not reading material.



PUNCH BOXING STUDIO

Est. Paris 2019

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GET READY  
CUZ WE ARE

Here is a full written blurb about Punch which most people will not read. It can include mission etc. Treat this block of text as a texture to add to the overall window rather than an article that needs to be clearly read. It can be a funny story totally unrelated to boxing but with some kind of allegorical message to our overall brand. Treat this like an Easter egg and let customers discover something fun purely for their benefit. Bring value in every touchpoint regardless of a direct sale opportunity. Maybe it's a written passage in history of this space and how we plan to integrate that into our design. Many options.

AUTHOR NAME OR WEBSITE OR SOMETHING CAN BE ADDED IN THIS STYLE OF TYPE. MAYBE END WITH A MOTIVATIONAL QUOTE!

**1 EXTERIOR TOP HORIZONTAL SIGN**

Special black horizontal version of type logo for this application only. Sign should not take up full width or height. It should be smaller, more sophisticated.

**2 EXTERIOR FLAG SIGN**

White typo logo on blue background used to better display our primary color for far away viewers. Blue type on white background is less successful for this because it is not as bold an overall value from afar.

**FRONT WINDOW DECAL**

Any possible window decals will be discussed after lobby interior design has been determined.

