



Logos:

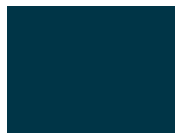
5 versions

1. Steve's Club National Program  
Main Logo-with "Fitness for At-Risk Youth" tagline  
white and black
2. Steve's Club National Program  
Logo-no tagline  
white and black
3. Steve's Club National Program  
Square logo-with "Fitness for At-Risk Youth" tagline  
white and black
4. Steve's Club National Program  
Square logo-no tagline  
white and black
5. Steve's Club Youth Fitness Logo-  
white and black

Fonts:

**ROSEWOOD STD**-used for titles  
Knockout-used for text  
ITC FRANKLIN GOTHIC -used for text

Main Colors Used



C 83%  
M 0%  
Y 8%  
K 85%

R 0  
G 55  
B 72



C 10%  
M 100%  
Y 100%  
K 15%

R 189  
G 27  
B 33

Secondary Colors Used



C 32%  
M 0%  
Y 8%  
K 0%  
PMS 635

R 164  
G 218  
B 231

Capitalization Key:

Words that must be capitalized

Steve's Club  
Steve's Club National Program  
Local Clubs  
CrossFit  
Leadership Camp  
Summer Leadership Camp  
Club  
Strengthening a Nation, One Kid at a Time  
Steve's PaleoGoods  
501 (c)(3)  
Affiliate  
SCNP

Punctuation Key:

at-risk  
Steve's

Branding:

All text should be left justified

-As a non-profit working with minors we have to take steps to make sure we are sensitive to protecting their identities.  
Steve's Club kids last names and the name of the school they attend should not be mentioned.

-Similarly, pictures in which Steve's Club kids are not wearing an appropriate amount of clothing should not be used (they should always be wearing shirts).