Frog Fitness Logo Guidelines

Logo Guidelines

Frog Fitness Logo used for “Light Backgrounds”
The Frog Fitness Logo shown to the right is to be used in graphics that have a background lighter than 70%. 35% White / Light Green / Light Orange glows are acceptable to help the logo stand out. No shadows are permissible with this logo. This logo can be shown without the URL when the web site is called out in other areas such as a post / description.

Logo used for “Dark Backgrounds”
This is the proper Frog Fitness Logo that should be used on all dark backgrounds. Anything darker than 71% saturation.

Font Face:
Gil Sans Ext Condensed Bold | 200% Width | Shear 15%

Pantone | Hexidecimal Designations:
- Medium Green: 7738C | #46A440
- Light Yellow: 7408C | #FDBA12
- Light Orange: 70% 0% Saturation
  - Black Frog Outline - Black URL Lettering
  - Light Orange: 7408C | #FDBA12
  - Light Yellow: 738C | #DDE231
  - Green: 777C | #46A440
  - Dark Orange: 1665C | #F15623
  - Black 6C | #OA0203

Positioning
The Frog Fitness Logo should have clear space around it to separate it from the other elements on the page to avoid confusion. The logo should always be placed a distance equal to the logo’s letter “T” width away from an edge of other layout objects.

Minimum Size
The Frog Fitness Logo should never be printed under 2.0” to make sure the logo is legible in all printed circumstances. The URL can be resized to fit but must be present.