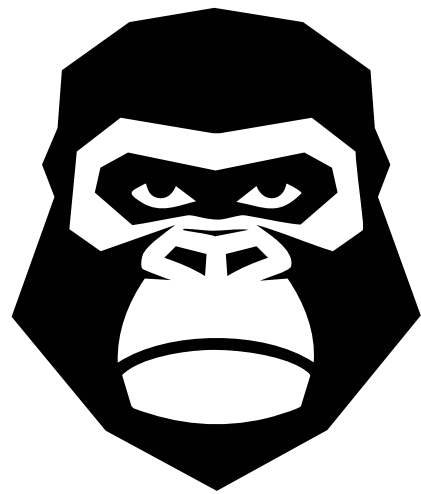


THE *APE* SHAPE

Logo



APE FACE

+



KETTLEBELL

=



From the idea of merging the image of the ape with a gym tool, the concept of using a kettlebell as the primary form to represent the animal's typical facial expression was born. This also refers to the power and explosiveness inherent in the gorilla itself and in those who train through The Ape Shape.





THE ***APE*** SHAPE







THE ***APE*** SHAPE



THE ***APE*** SHAPE



Colors

Black
#0c0c0c | R12 G12 B12

White
#fcfcfc | R252 G252 B252

Yellow
#fac821 | R250 G200 B22

Orange
#faa120 | R250 G161 B32

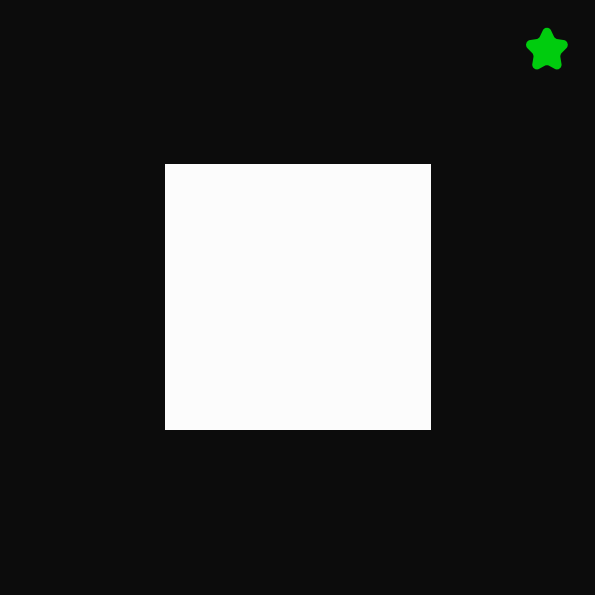
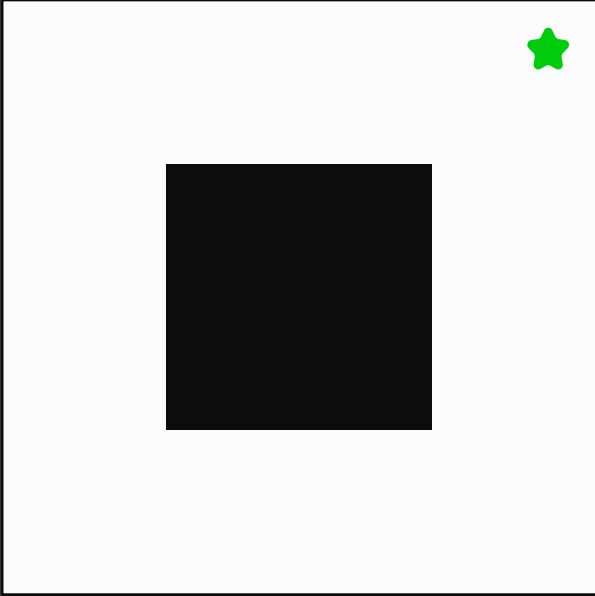
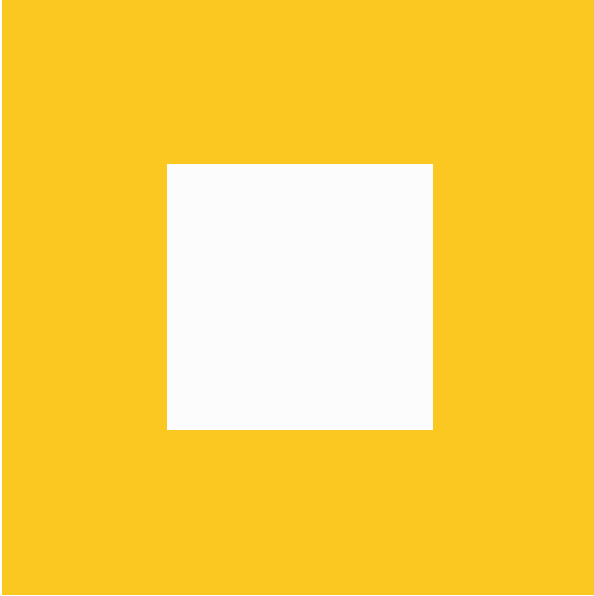
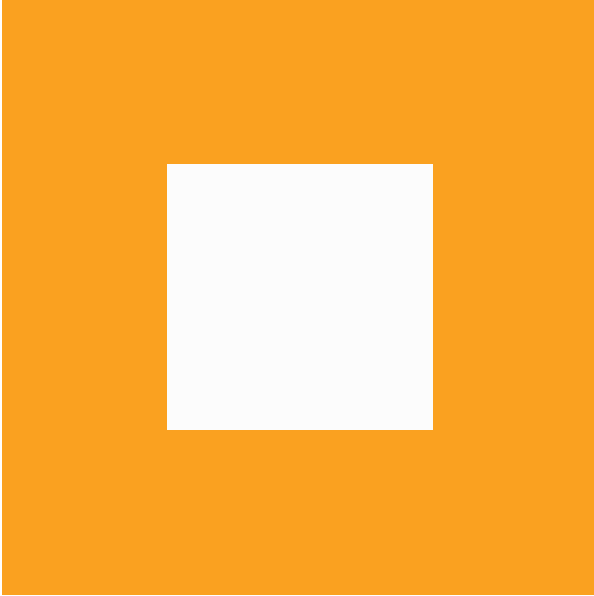
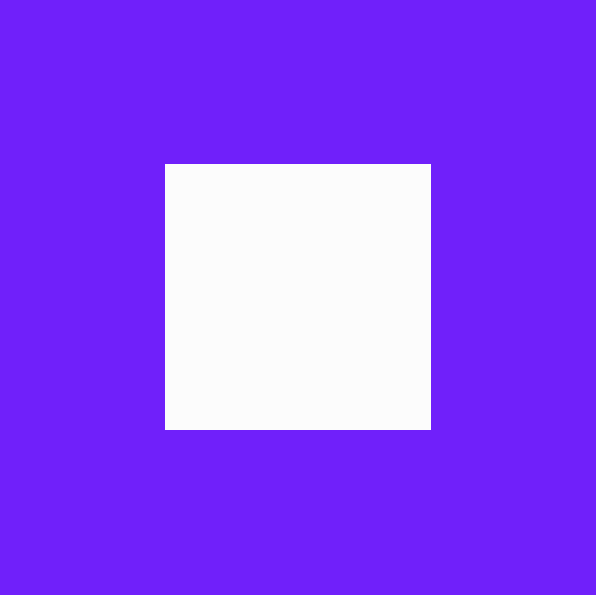
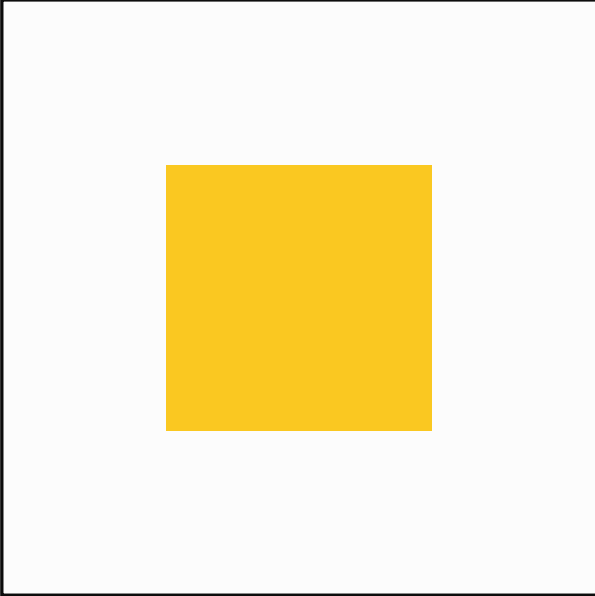
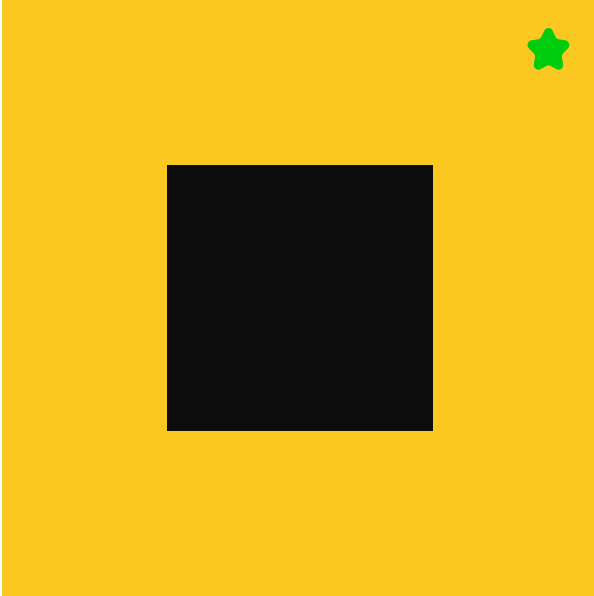
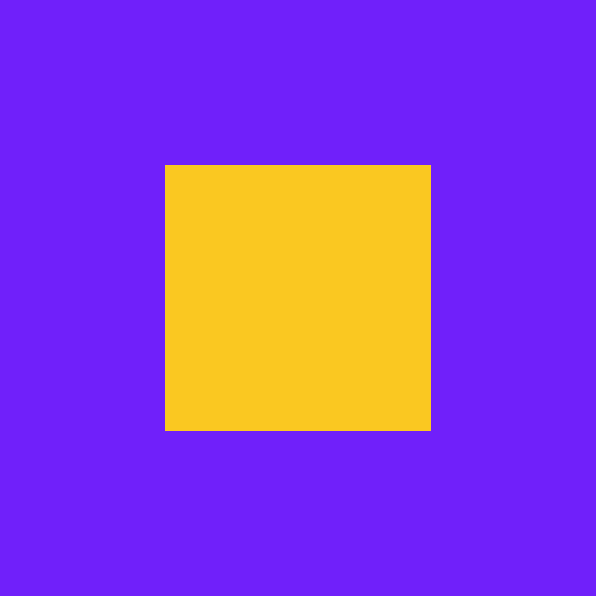
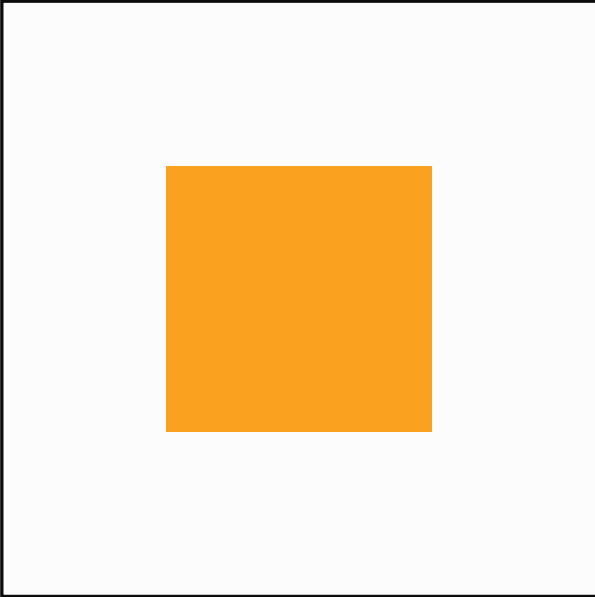
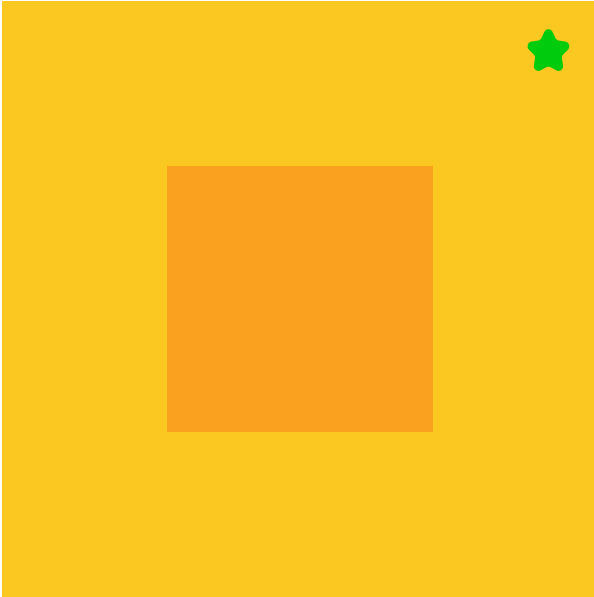
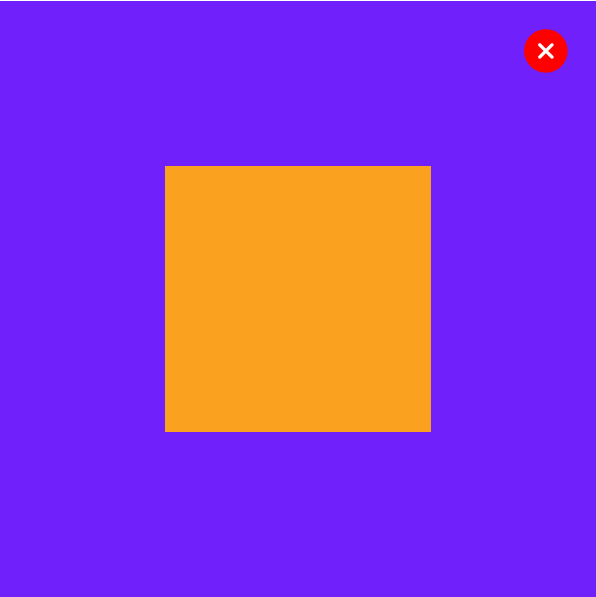
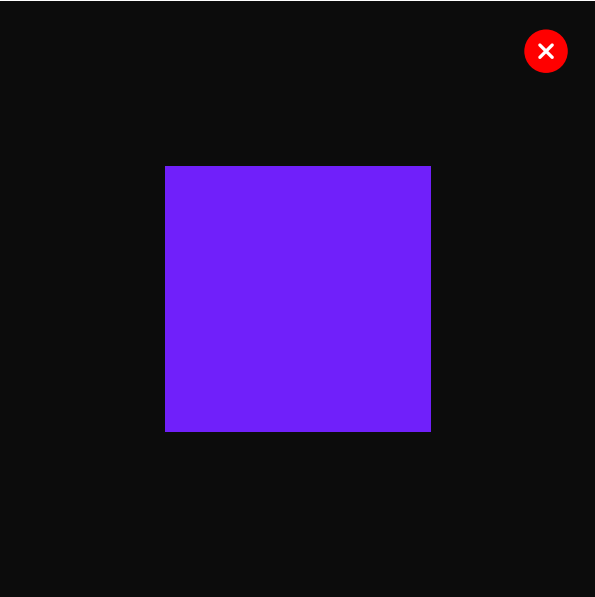
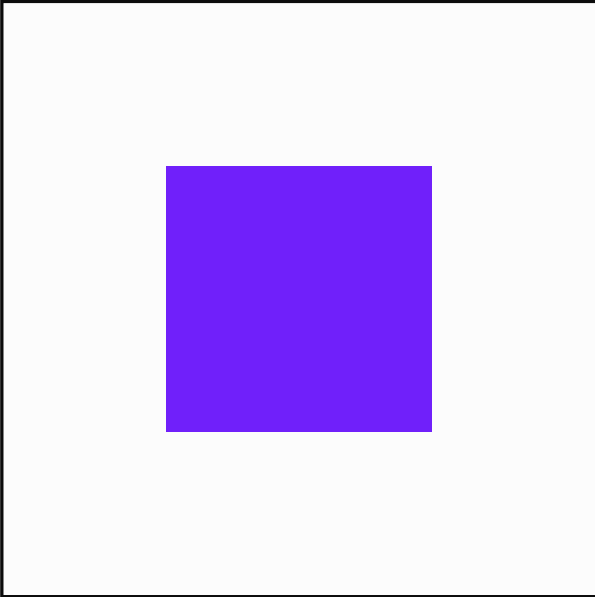
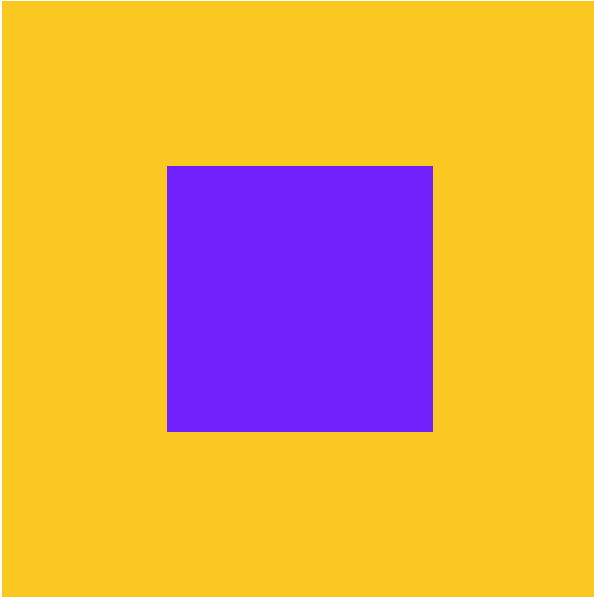
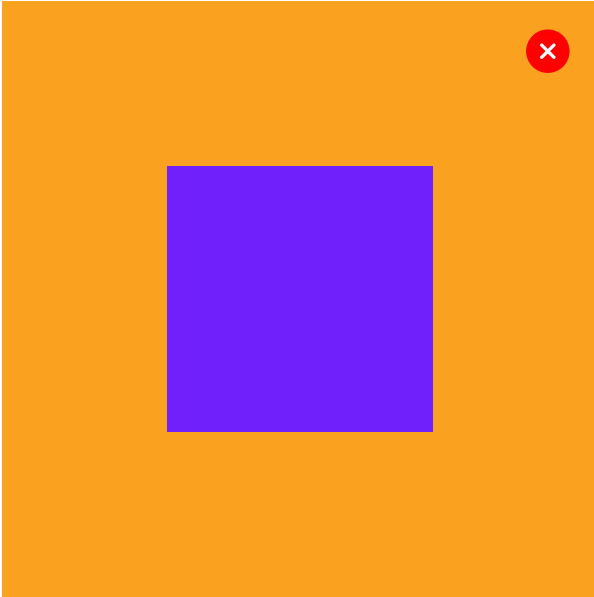
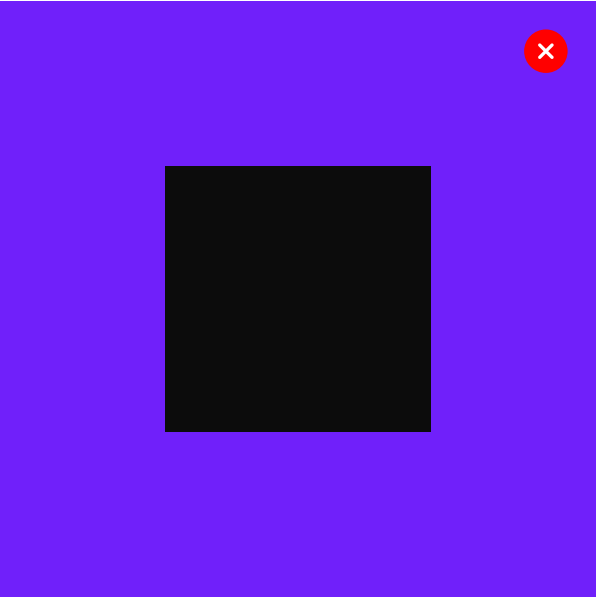
Purple
#7020fa | R112 G32 B250

Colors

Contrast Table

★ Preferred color combination

✖ Avoid using the colour combination

THE <i>APE</i> SHAPE				
Black	White	Yellow	Orange	Purple
				
				
				
				

Typesface

AREA
NORMAL

Uppercase Letters

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z				

Lowercase Letters

a	b	c	d	e	f
g	h	i	j	k	l
m	n	o	p	q	r
s	t	u	v	w	x
y	z				

Numbers

1	2	3	4	5	6
7	8	9	0		

Symbols

@	#	&	%	€	!
?	+	=	*		

Area Normal Thin

Area Normal Regular

Area Normal Italic

Area Normal SemiBold

Area Normal Bold

Area Normal ExtraBold

Area Normal Black

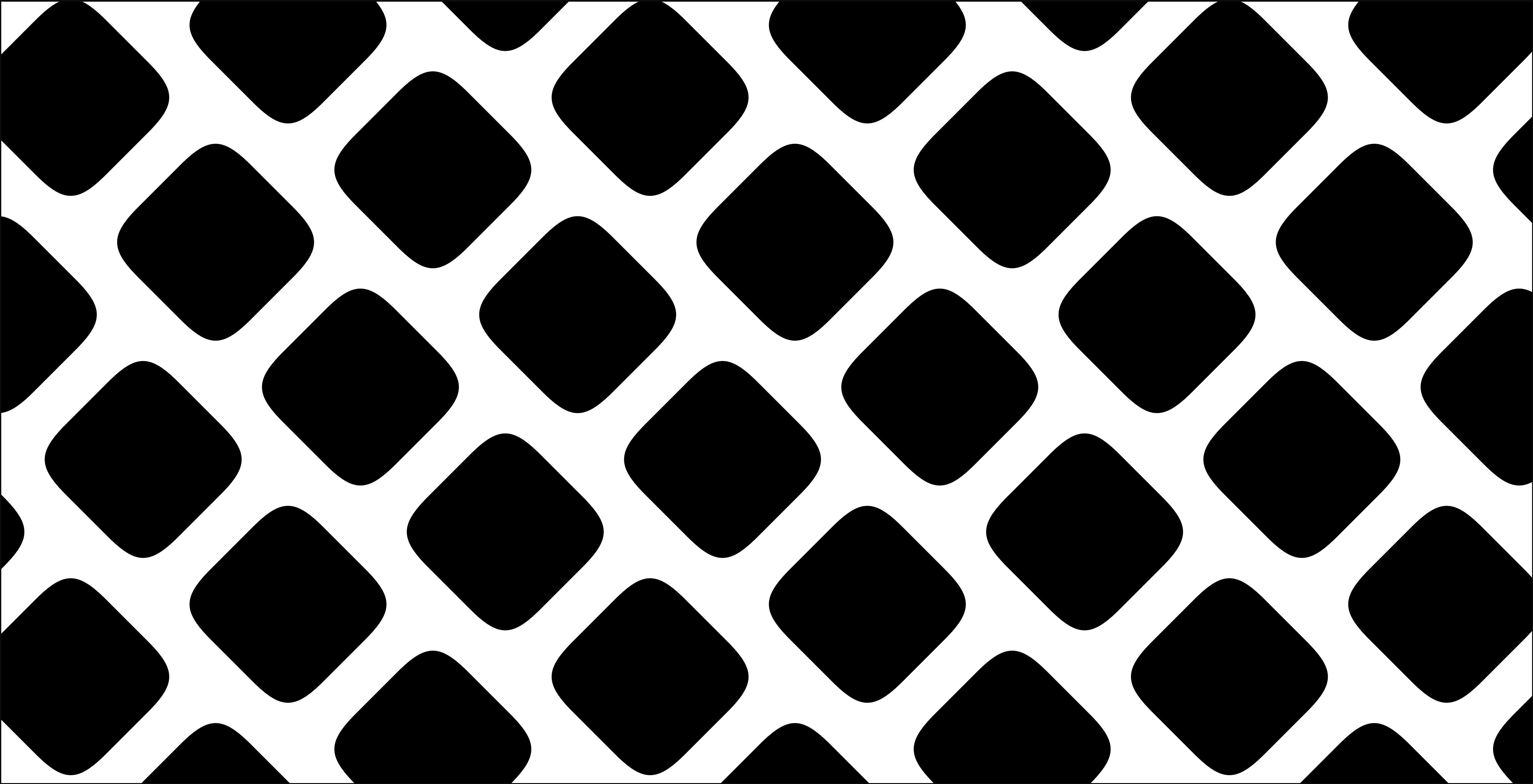
Information

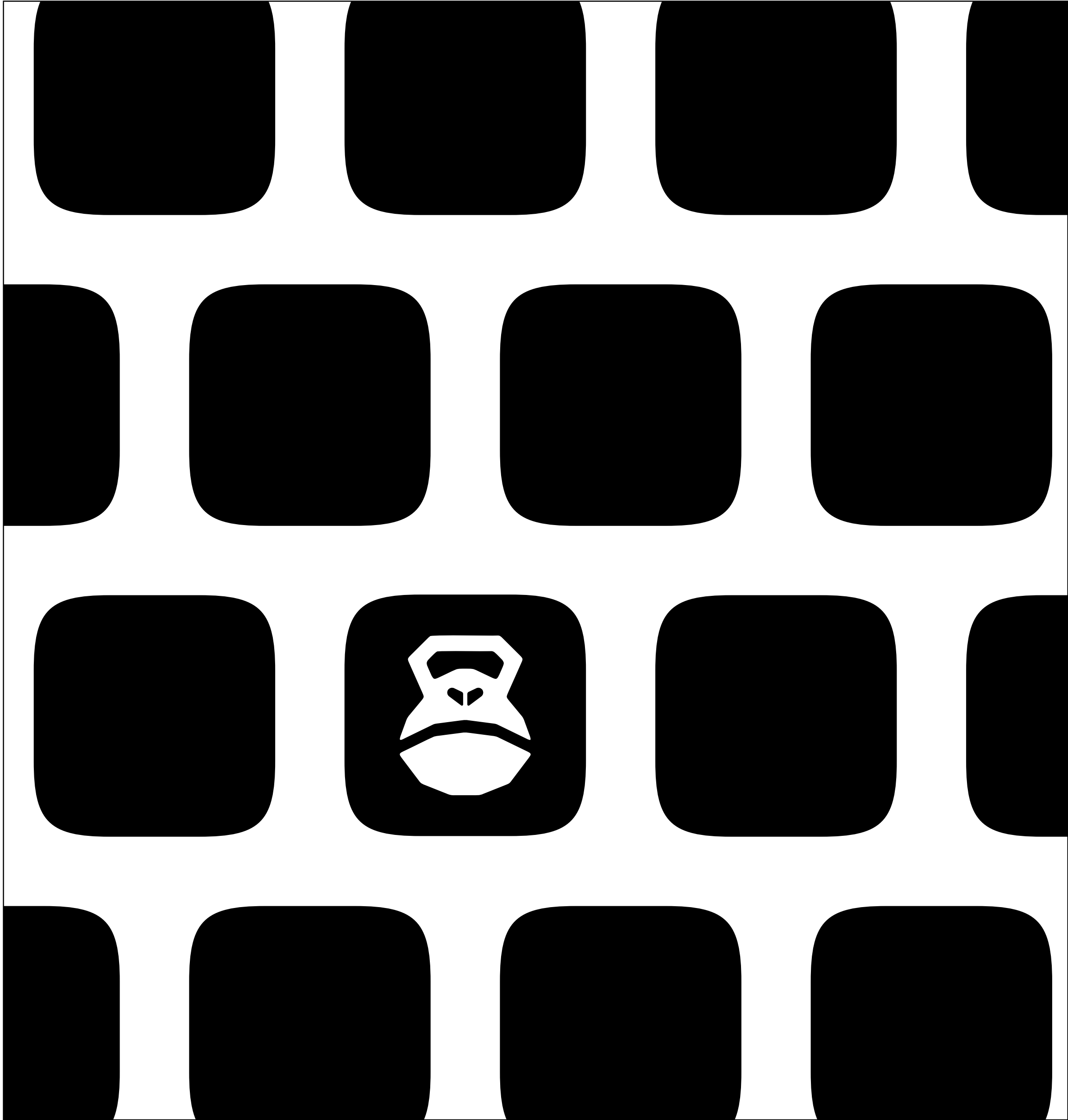
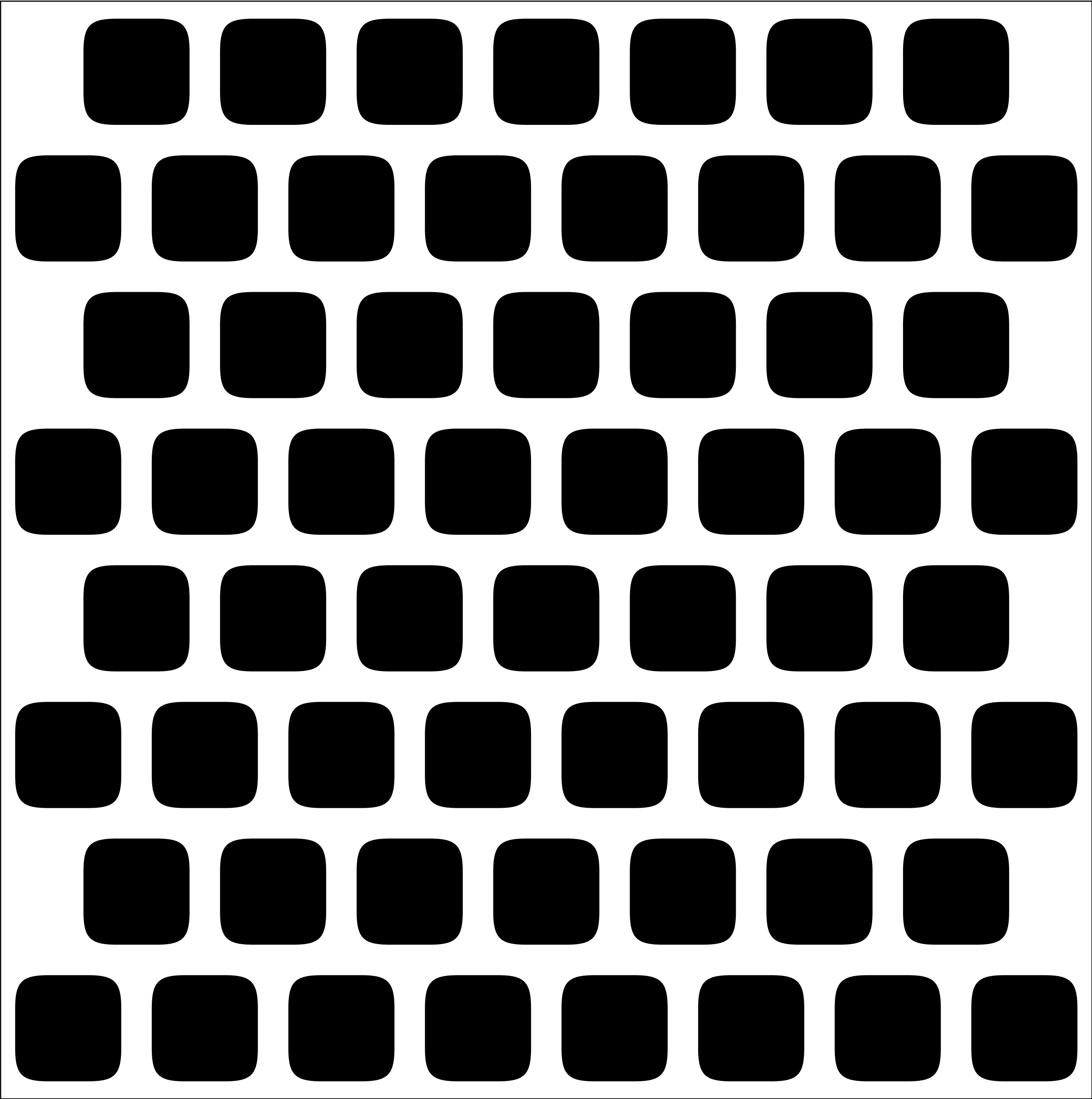
Heading

Subtitle or information

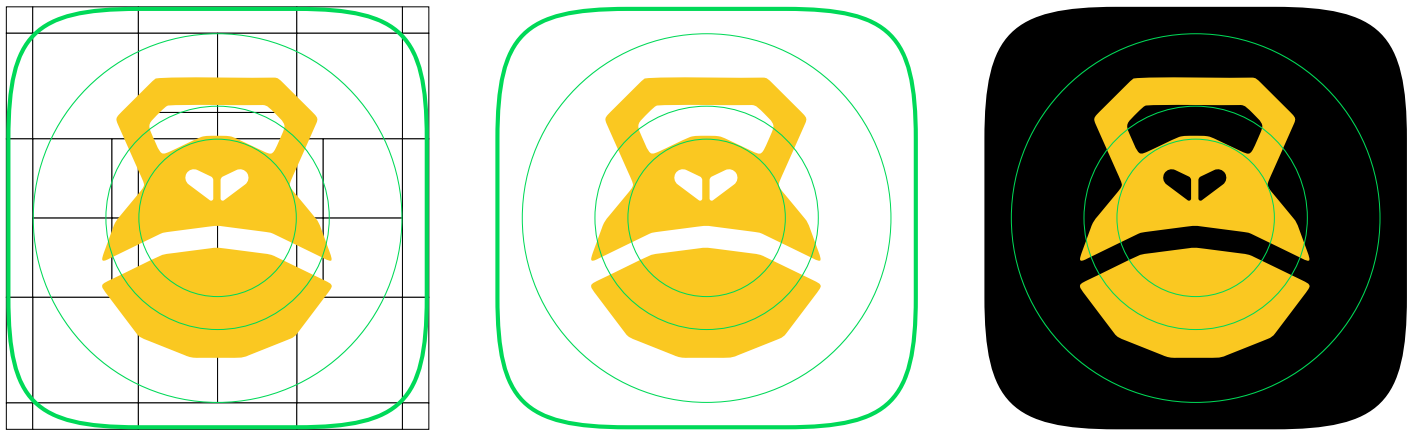
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper ***suscipit lobortis*** nisl ut aliquip ex ea commodo consequat.

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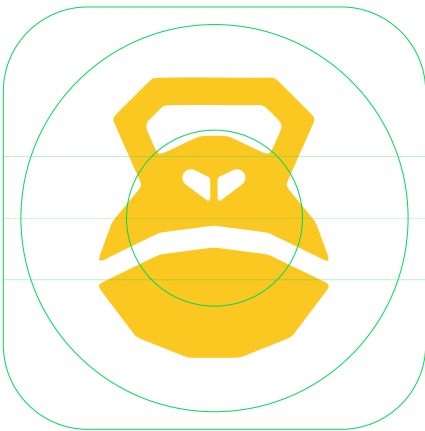
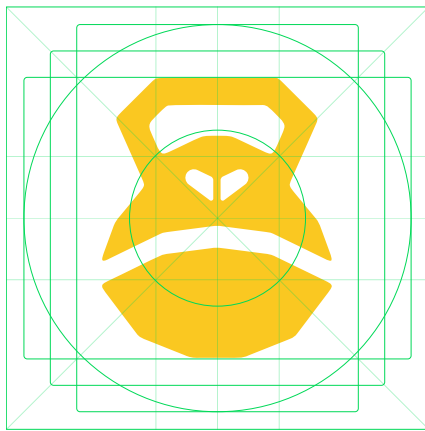


Application



See the brand folder for the svg file.





Mockup















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