

*Tone It Up®*

ALL ABOUT THE TIU BRAND

10—29—20



*Tone It Up®*





SHARE.  
LOVE.  
INSPIRE.  
SWEAT.



# OUR BRAND PLATFORM

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Mission

Pillars

Filters

DNA



## OUR BRAND MISSION

5

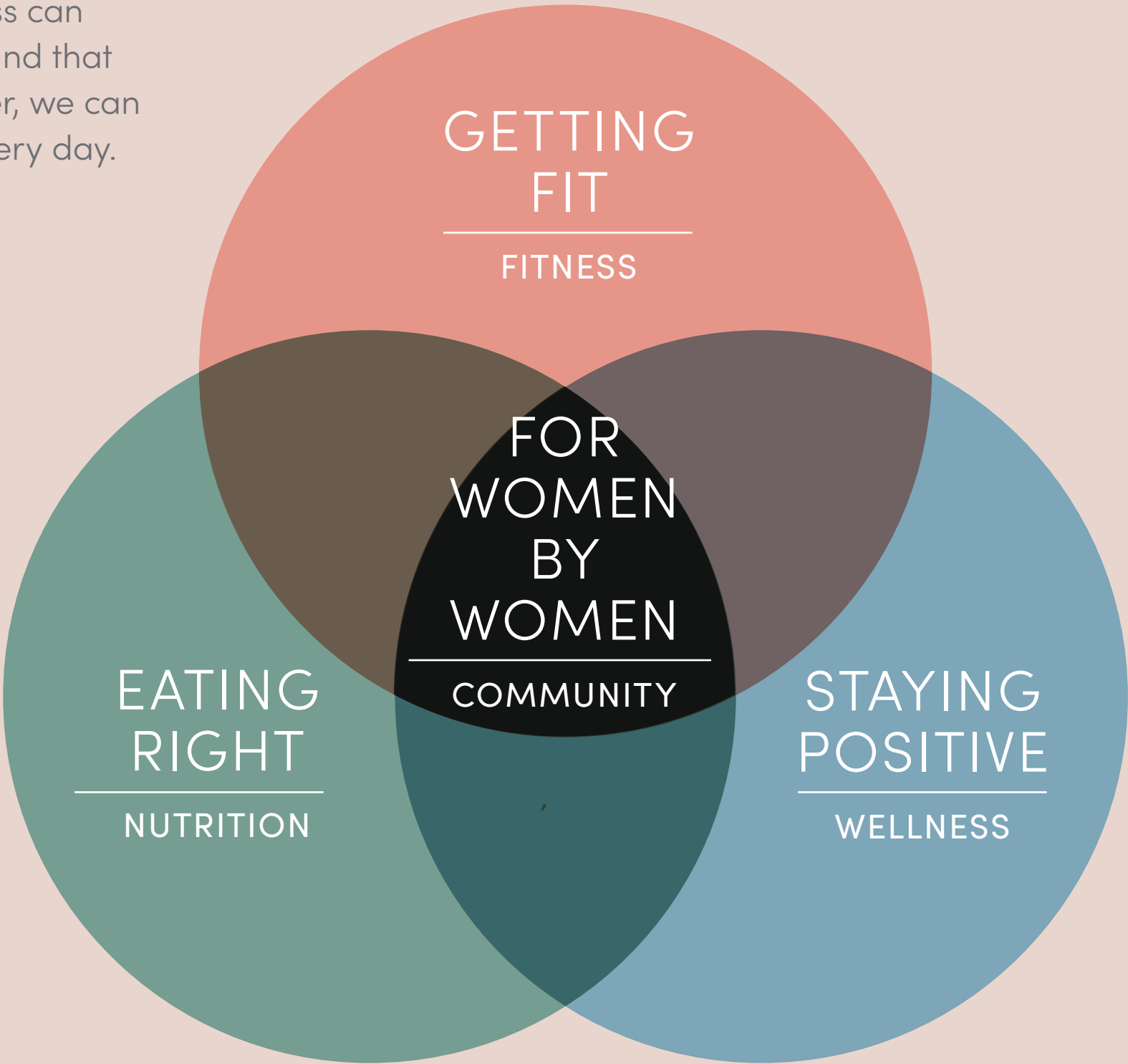
Tone It Up® was founded For Women By Women, and our mission has always been to empower you to live your healthiest, happiest and most confident life. We are so glad to have you as a part of our vibrant community, and we look forward to staying connected – mind, body and soul.

*K+K*

Founders, Katrina Scott & Karena Dawn

# OUR 4 BRAND PILLARS

We believe in the power that Fitness, Nutrition, and Wellness can make in every woman’s life — and that as a Community, doing it together, we can inspire and drive each other every day.



- FITNESS
  - App
  - Videos
  - LIVEs
  - Equipment, Gear, Apparel
  - Seasonal Branded Challenges
  - Events
- NUTRITION
  - Recipes
  - Nutritional Plans
  - Gummies
  - Vitamins
  - Protein Powders
  - Collagen Powders
  - Protein Cookies & Bars
  - Protein Shakes
- WELLNESS
  - Guided Meditation
  - Community Highlights
  - Inspiration
  - Success Stories
  - Yoga
  - Live Discussions
  - Personal Connections



The TIU Community brings together a world of women across ages, backgrounds and borders looking to live better, live brighter, and transform their lives on their own terms.

Let's celebrate every woman and the TIU community.

WE ARE A PLACE...

FOR WOMEN BY WOMEN

TIU — BRAND PLATFORM



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WE ARE A PLACE FOR...

8

We make fitness fun, accessible, and something every woman WANTS to do – always encouraging and free from guilt or judgments.

# GETTING FIT





WE ARE A PLACE FOR...

# EATING RIGHT



We make nourishing your body easy, healthy, and tasty — combining the cleanest ingredients with delicious recipes to keep you fueled at home and on the go.



WE ARE A PLACE FOR....

# STAYING POSITIVE



TIU — BRAND PLATFORM

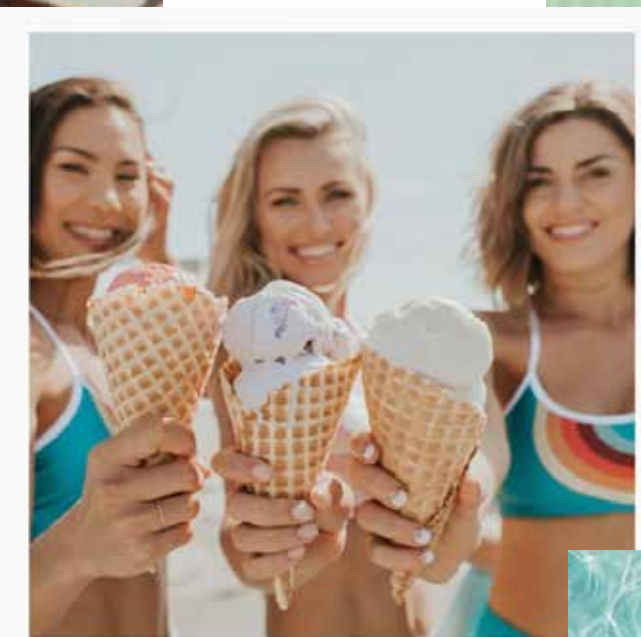
We believe a positive mindset is as important as what we eat and how much we exercise. From yoga, to meditation, to guidance and support on real life issues, TIU supports wellness from within.

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*We are*  
for ALL WOMEN looking  
to live better and brighter,  
healthier and fitter, happier  
and more positive.



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This is who  
we are



1

# We are FOR WOMEN, BY WOMEN

Founders who walk the walk and show up every day to help  
all women be their best self

Tone It Up is for every woman — no pressure, no judgments, no obligations

Empowerment + encouragement + motivation + inspiration + guidance



TIU — BRAND PLATFORM

2



We want our community reflected in our brand.

An open studio: all are welcome to join

Inviting + Welcoming

A community of women united by a common bond / an “in this together” spirit

Speaking TO her as a friend, not AT her as a customer

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3

## We are TRIED + TRUSTED

Everything created with care, to make her feel amazing — best ingredients, best trainers, etc.

Millions of women look to Tone It Up for expert guidance and support — from fitness + nutrition, to personal + cultural



TIU — BRAND PLATFORM

4

## We are IN GOOD TASTE

From our delicious flavors and our beautiful packaging, we want our community to love the way every looks, tastes, and performs.

Always elevated, something she'd be proud to keep on her kitchen counter or her nightstand table.



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5

# *We are* POSITIVE + FUN

Vibrant, ready for life, excited to get healthy, together

A “you can do this” attitude

A feel-good, fresh California spirit

Never serious or daunting

TIU — BRAND PLATFORM

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# *We are* TRANSFORMATIONAL



A holistic approach to helping all women achieve their personal goals

Good for you, inside and out

Fitness + nutrition + support

(Mind, Body + Soul)

Created by two women with honest, authentic stories of transformation

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*Tone It Up*<sup>®</sup>

# OUR BRAND IDENTITY

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POV

Logo

Color Palette

Typography





## OUR BRAND POV

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Aside from TIU's passion, purpose, personality and mission, our POV is clear and recognizable.

There is no confusion about Tone It Up...

We are for women, we are light and refreshing and we were founded in Southern California.

We want women feels a sense of beauty and belonging when she engages with TIU.

Tone It Up is aspirational, yet attainable. It's a place for women to feel more connected to others and herself. She knows she'll get results while loving her body!

And she can make TIU part of her own identity.



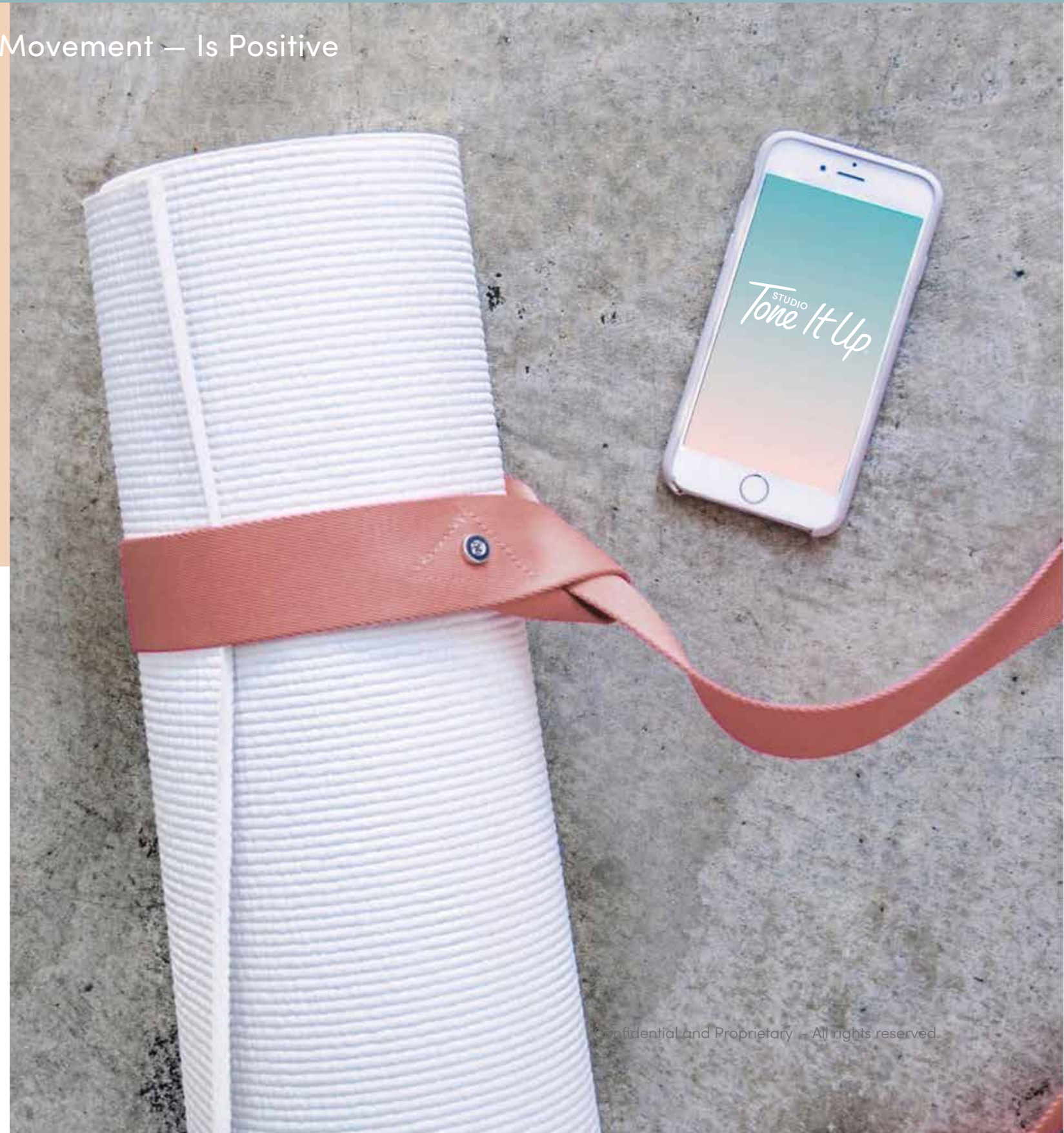
Feels Personal — Has Movement — Is Positive

Tone It Up®

Logo is primarily used in crisp white so it does not conflict with colors, photography and extended palette.

Tone It Up®

Only use soft black on crisp white or on light backgrounds when it becomes illegible.





Our brand colors inspire happiness, confidence, energy, femininity and optimism.  
 Our primary colors reflect the beauty of the Southern California landscape.  
 Our color palette was created so all colors can work together.

## PRIMARY

### SANDS/NEUTRALS



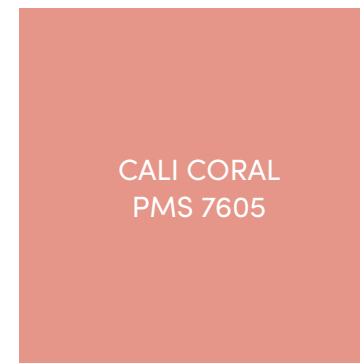
Neutrals are a good grounding color and work to balance brighter more colorful solids or imagery.

### MARINE/COOLTONES



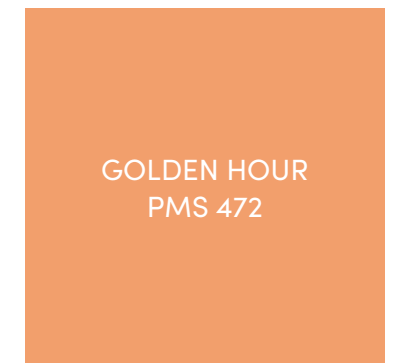
Teal provides a sense of trust in a brand. It represents maturity and high quality products. It encourages decisiveness. It's an appetite stimulant!

### CORALS/MUTEDPINKS/MUTEDREDS



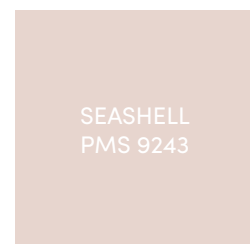
Coral encourages optimism, passion, cheerfulness, hunger and impulse buying.

### CITRUS/BRONZE



Orange combines the energy of red and happiness of yellow. It is associated with joy and sunshine.

## SECONDARY



SEASHELL  
PMS 9243



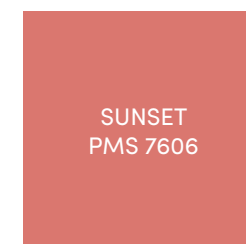
STONE  
PMS 4725



DEEP SEA  
PMS 5483



PACIFIC  
PMS 2177



SUNSET  
PMS 7606



COCOA BERRY  
PMS 7523



VINTAGE YELLOW  
PMS 7508



COCOA  
PMS 7591



EUCALYPTUS  
PMS 5585



SEA TURTLE  
PMS 624



SMOOTHIE  
PMS 7415



LATTE  
PMS 7520



SUN BLEACHED  
YELLOW  
PMS 7403



ALMOND  
PMS 7591

Our primary typeface is Sofia Pro — a modern and harmonious family of fonts.  
Our secondary font is Kokomo Breeze, used to bring a touch of personal to each touchpoint.

See Brand Expression pages 00-00 for type treatment examples.

SOFIA PRO  
ABCD  
EFGH  
IJKL  
MNOP  
QRS  
TUVW  
XYZ

Sofia Pro Extra Light  
Sofia Pro Light  
Sofia Pro Regular  
Sofia Pro Medium  
Sofia Pro SemiBold  
**Sofia Pro Bold**  
**Sofia Pro Black**

*Kokomo Breeze*

This secondary handwritten font is used to highlight important details and should only be used minimally.





# OUR BRAND EXPRESSION

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Voice + Personality

Do's + Don'ts

Photography

Videography

TIU in the World



A group of five women are running along a sandy beach towards the camera. They are all smiling and appear to be in motion. The woman on the far left is wearing a grey sports bra and white leggings, with her arms raised in the air. The woman next to her is wearing a yellow sports bra and white leggings. The woman in the center is wearing a grey sports bra and leggings with a dark, intricate pattern. The woman next to her is wearing a yellow sports bra and yellow leggings. The woman on the far right is wearing a white sports bra and pink leggings. They are all holding hands or running close together. The background shows the ocean with waves and a bright sunset sky. Two seagulls are visible on the right side of the beach.

Sweat, Smile, Share  
with Us!



Light, positive, personal, playful, aspirational,  
and inclusive. It's refreshing, welcoming  
and undeniably feminine.

Everything that Tone It Up shares  
(content, video, packaging)  
speaks to the woman as an individual.

We speak to her, not at her. Every workout is for her.

Every nutrition product is made with her in mind.

We want our voice to shine through,  
connecting the emotional side of our brand with  
the functional benefits of our products.

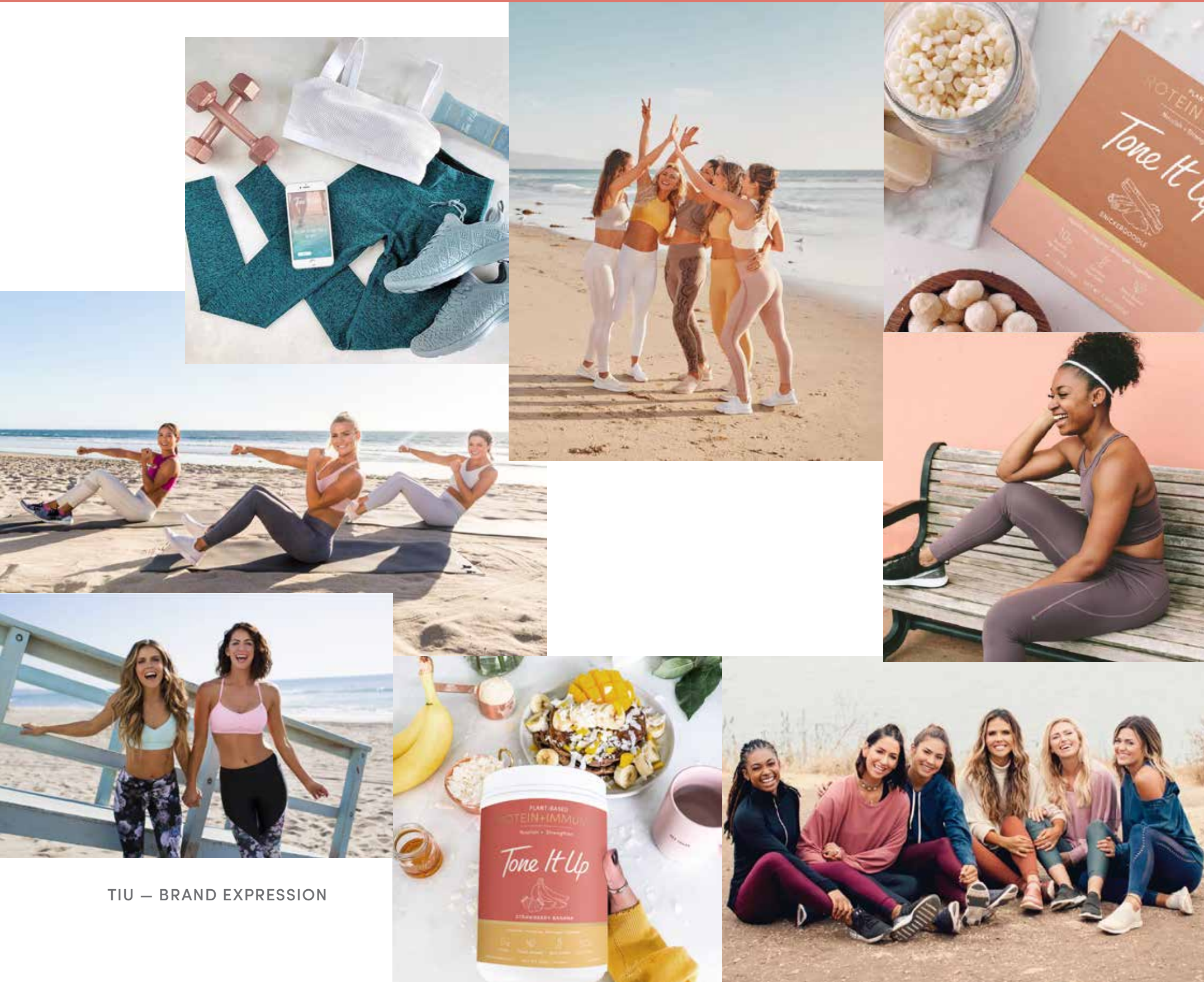
Positivity is number one at TIU,  
making her feel inspired and confident.

DO’S AND DON’TS

- WHEN**  
Not If
- LIFESTYLE, NUTRITION PLAN, FUEL YOUR BODY**  
Not Diet
- TREAT YOURSELF, BALANCE, HARMONY**  
Not Cheat Day
- SHE SHOULD NEVER FEEL GUILTY!**  
Not Guilt Free  
Even if she had pizza the night before. She’s loving her body and practicing self-forgiveness all the time by not shaming herself or making herself feel guilty
- refer to her as COMMUNITY, MEMBER, OUR GIRLS, TEAM**  
Not Customer
- HER, COMMUNITY, YOUR COMMUNITY**  
Not Them
- WOMEN, COMMUNITY, MEMBERS**  
Not People
- TONE UP, GAIN CONFIDENCE, FEEL INCREDIBLE**  
Not Lose Weight
- TONE UP, FEEL AMAZING**  
Not Drop Pounds
- YOU’RE BEAUTIFUL. WORKOUT WITH US TODAY!**  
Not Trim Your Fat (aka calling her fat)
- INSPIRE OTHERS WITH YOUR SUCCESS!**  
Not Show Off Your Results. No One Likes A Showoff.
- PERFECT**  
(Use thoughtfully).

- SHE DOESN’T HAVE ANY IMPERFECTIONS**  
Not Imperfect
- TAKE A STAB**  
Not Stab
- SHE’S ONE OF US...She’s not a ‘fan’**  
Plus she doesn’t want to be a fangirl. She’s a community member, she’s a girlfriend, and she’s an equal. We are still an inspiring authority, but we’re attainable and relatable. We’re accessible and helpful, while motivating.  
Not Fan
- WORTHY OR MOUTHWATERING**  
Not Drool
- WE HEAR YOU**  
Not You Asked, We Listened
- PEOPLE ARE JOINING**  
Not People
- MOST LOVED, TRENDING NOW, COMMUNITY FAVE, TOP PICS, KARENA’S FAVE, KAT’S FAVE, ETC.**  
Not Popular  
It’s not a high school or a popularity contest.
- DINING OUT, DINE OUT**  
Not Eat Out
- Not OMG  
(some members are offended by God being called out)  
Not Tribe, Spirit Animal, Powwow  
(offensive to indigenous community)
- \*\*\* ALSO AVOID OVER-VOICING– forcing too much slang.  
Ex. Don’t say: “Babe! Yo ready for a ‘lil workout and then some lean’n clean snacks!? We’re sippin’ our fave drank!” Opt for: You ready for a ‘lil workout and then a smoothie? We’re whipping up a smoothie!





TIU — BRAND EXPRESSION

TIU's photography is always, light, fresh, inspiring and sunny, inspired by our beautiful color palette. Whether it's for a workout or a healthy meal, she feels like she's been outside in the fresh air with us or in her light airy home.

## TIU and Community of Women

Photography includes eye contact, smiles, fun candid moments mixed with strong empowering imagery.

## Product and Recipes

Photographed and styled to bring product and recipes together giving the feeling of community and that she is never alone. In turn, she shares our content with her friends, or envisions herself in the community, with support by her side.

TIU steers away from heavy photoshop, blank backdrops, unnatural indoor studio lighting, body altering, cut-outs and unnatural photography.



Tone It Up is known for their workouts on the beach in sunny Southern California. Unlike any other fitness brand that can film inside, TIU makes you feel like you're getting outside and working out on the beach.

No matter where you live, you can join TIU seaside and feel confident, strong and inspired. TIU also includes all body types and is sure to be inclusive and diverse.

Filmed throughout the day, the DP will position trainers with beautiful and inspiring backdrops, backlit lens flares, and the surf to make the woman at home feel like she's right there with TIU. Lots of smiling, eye contact, and ronin handheld style videography to make her feel upclose and personal with the brand.





## TIU IN THE WORLD

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From social media, to photography, content, events, packaging, fitness videos and beyond. We want her to recognize the TIU brand.

We're not trying to be anything else...except for our authentic selves. And that's what we want for her!

Whether it's a photo of smoothies, fitness trainers, a mobile application, a product or a quote... she knows it's made for her from the Tone It Up brand.

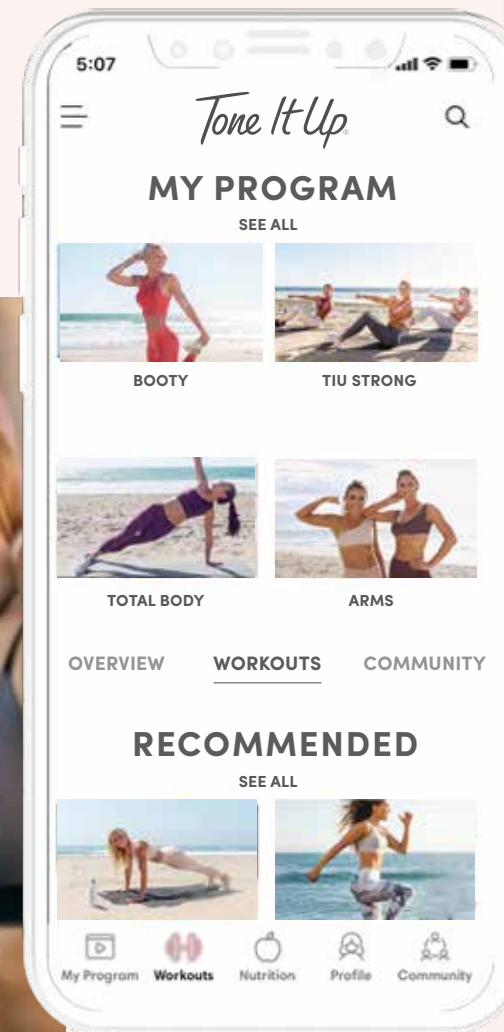
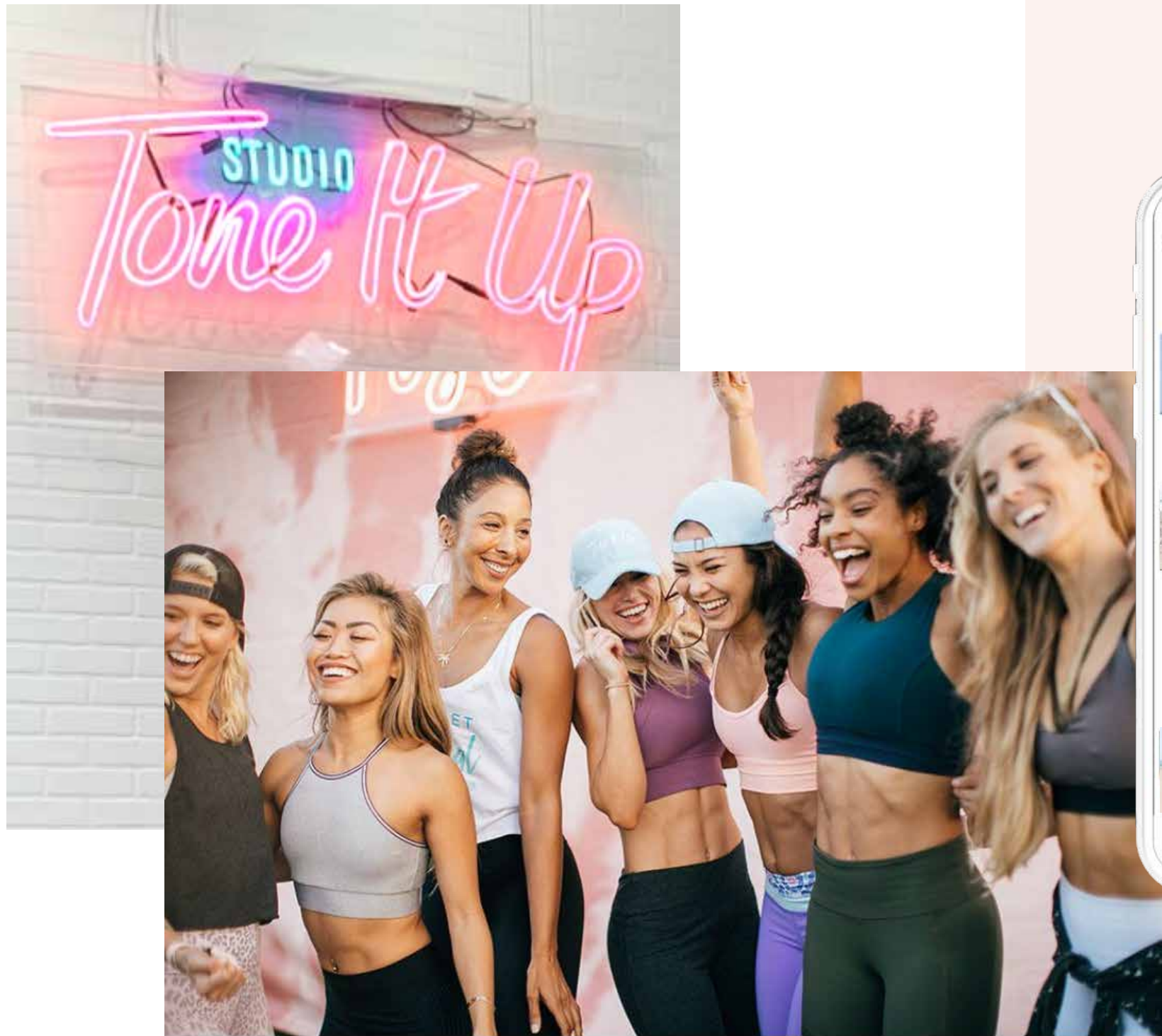
Let's let that shine through all aspects of the brand so that All Women can feel what Tone it Up is all about — anytime, anywhere they encounter the brand.



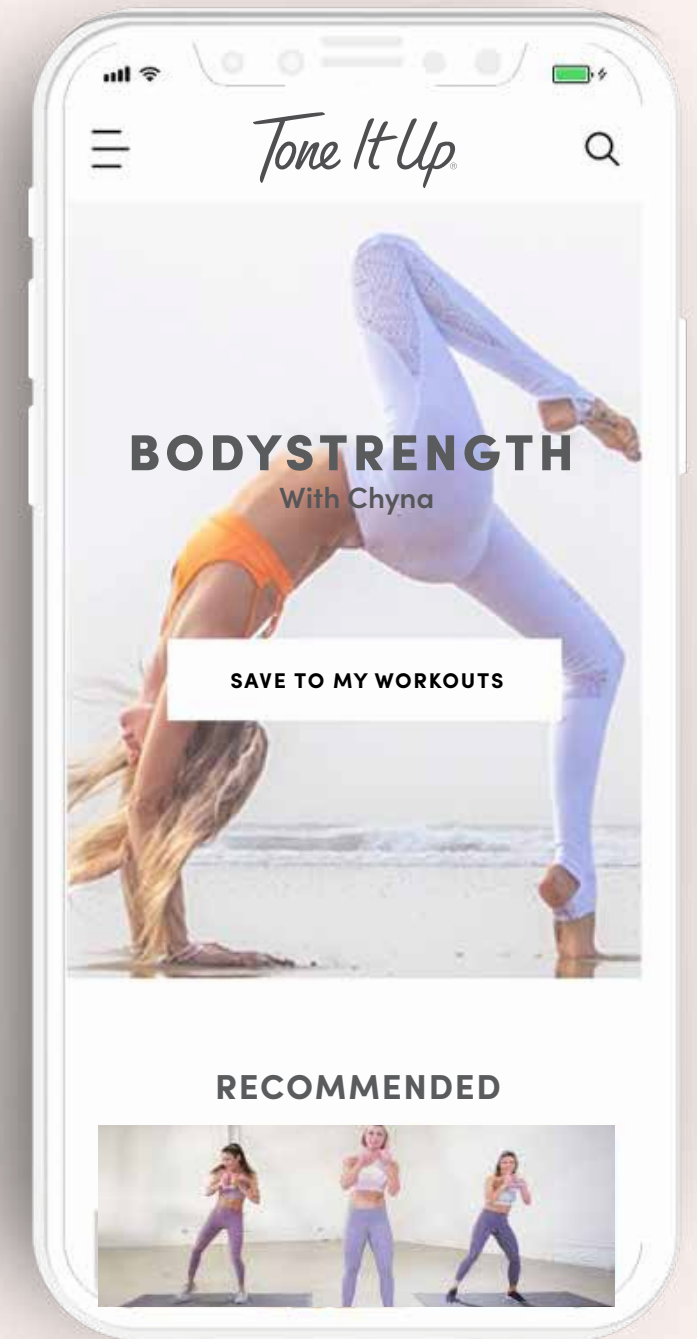
Tone It Up®

## STUDIO TONE IT UP APP

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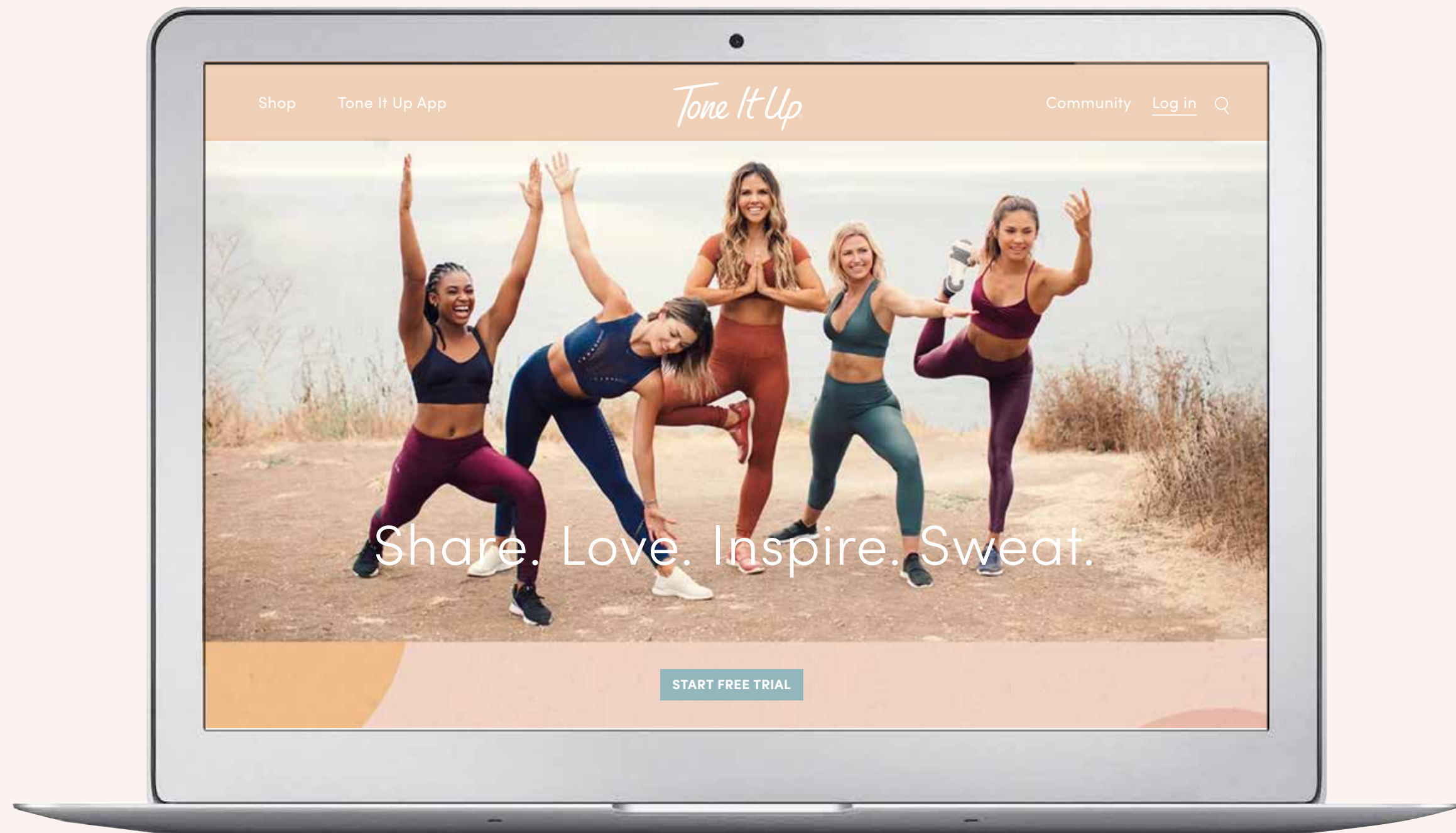
Logo abbreviation is used for fitness app

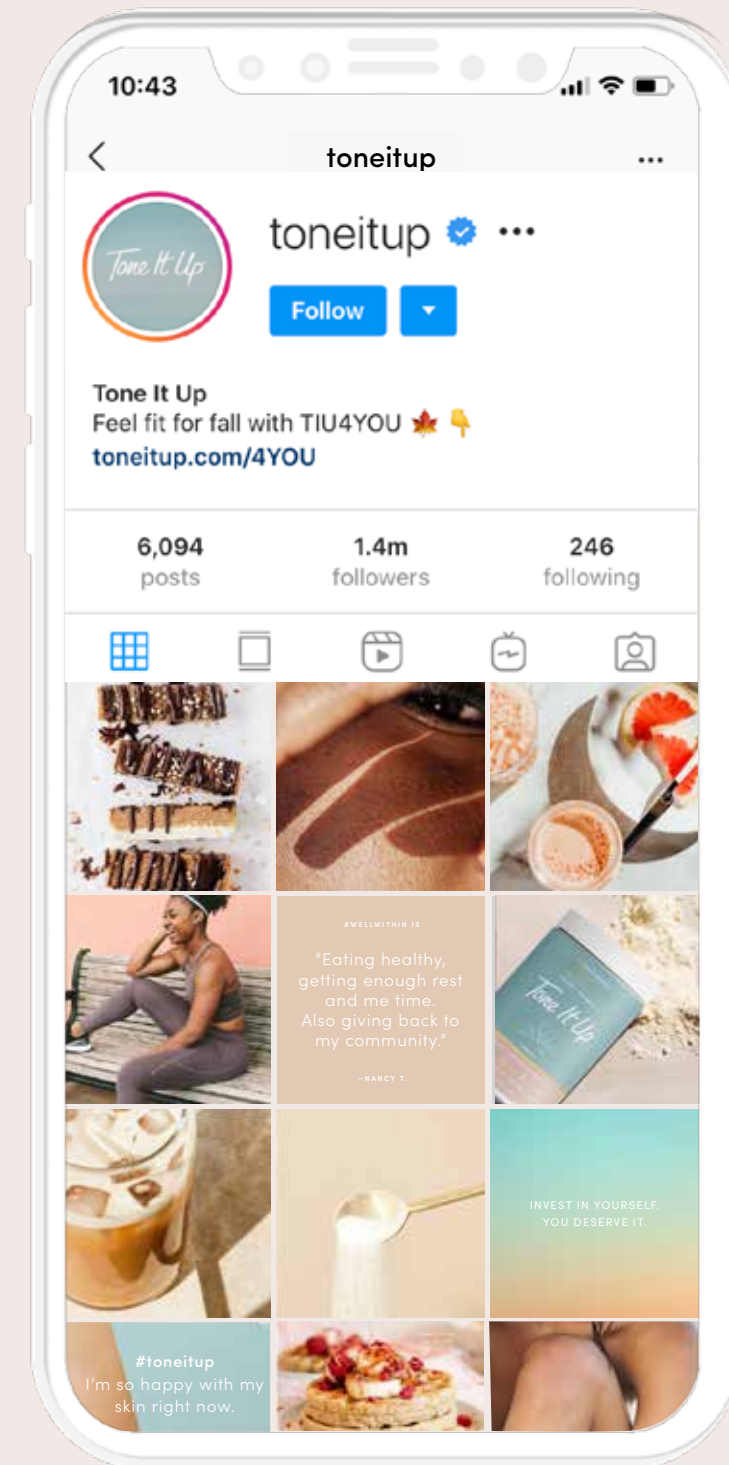
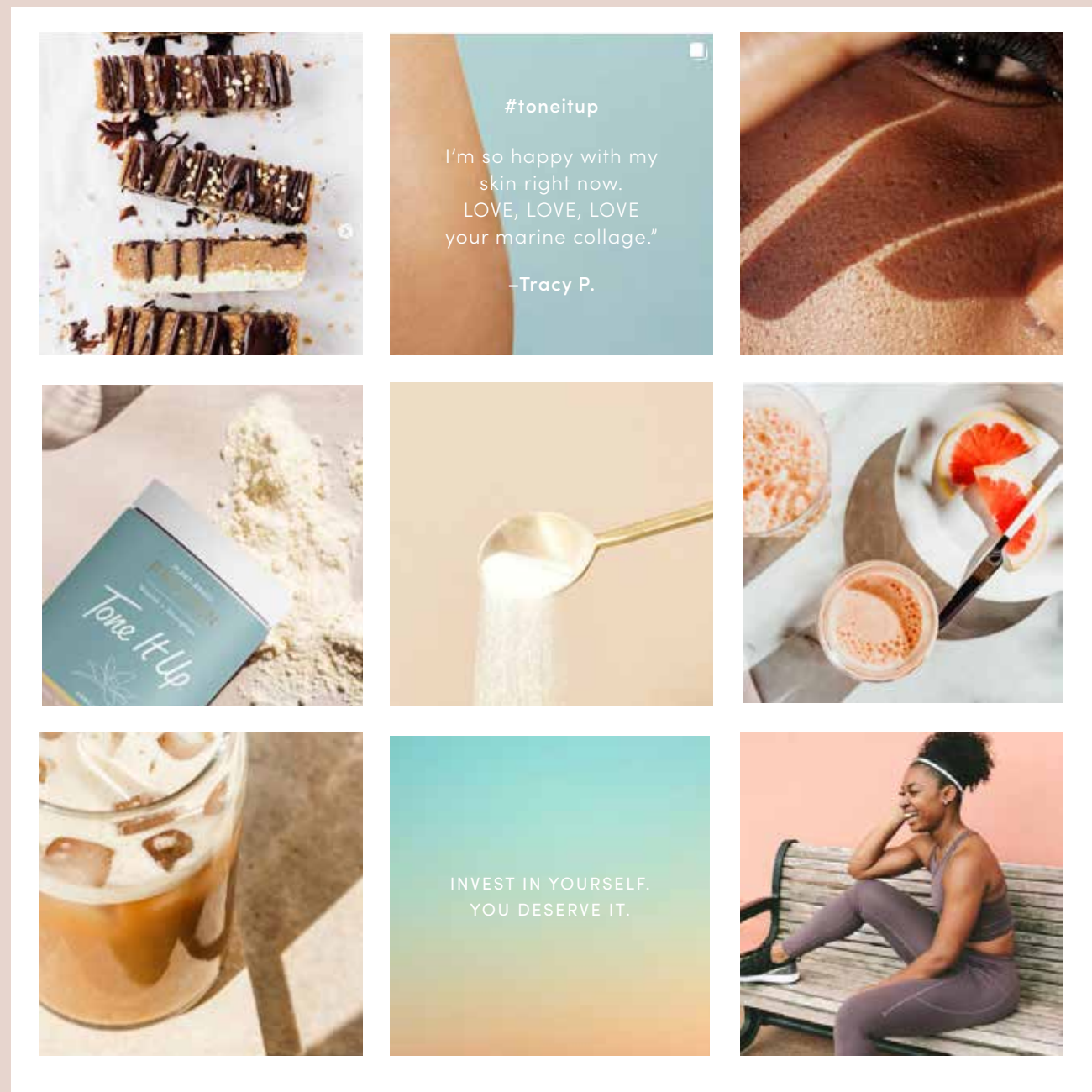


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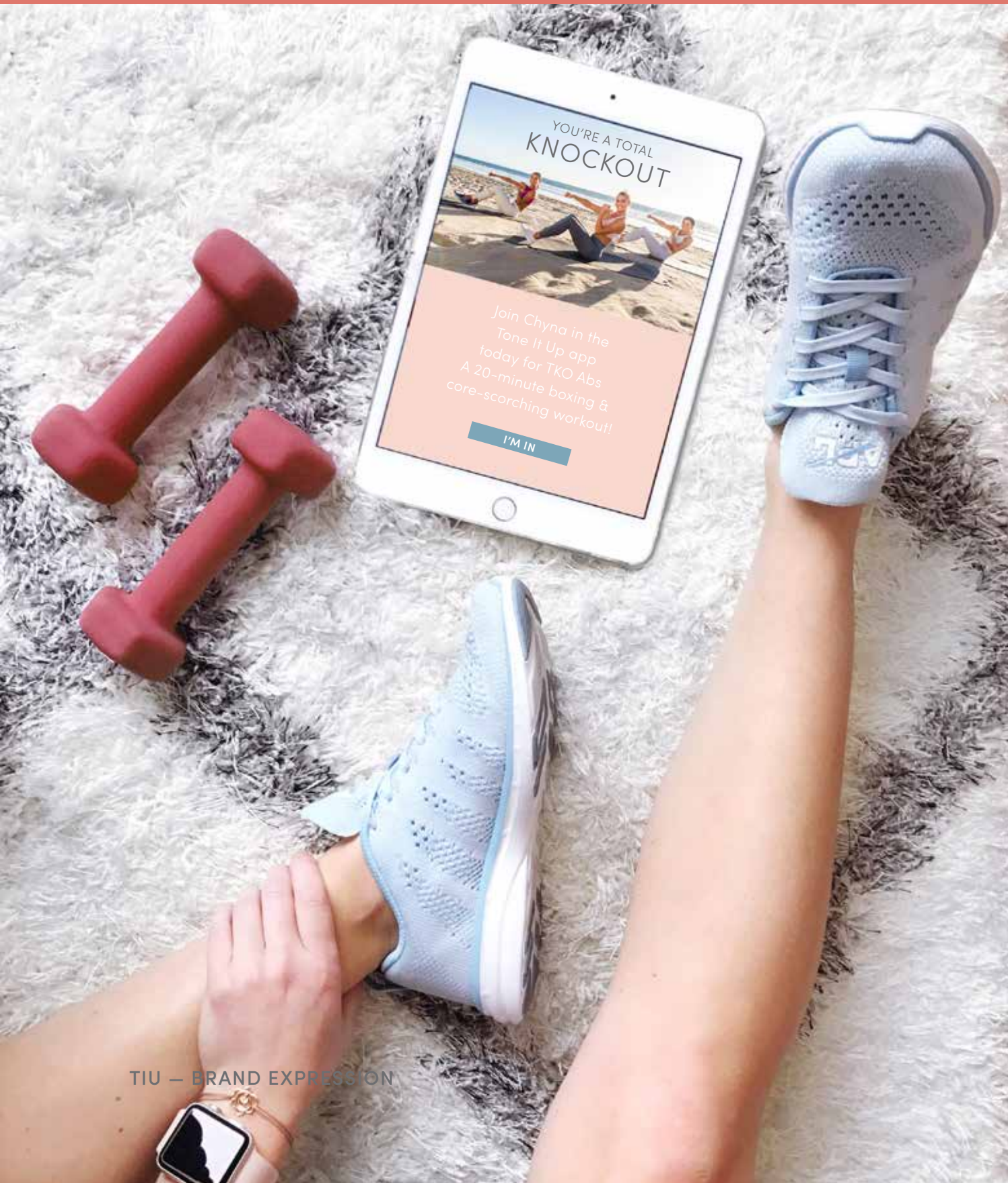
TIU — BRAND EXPRESSION











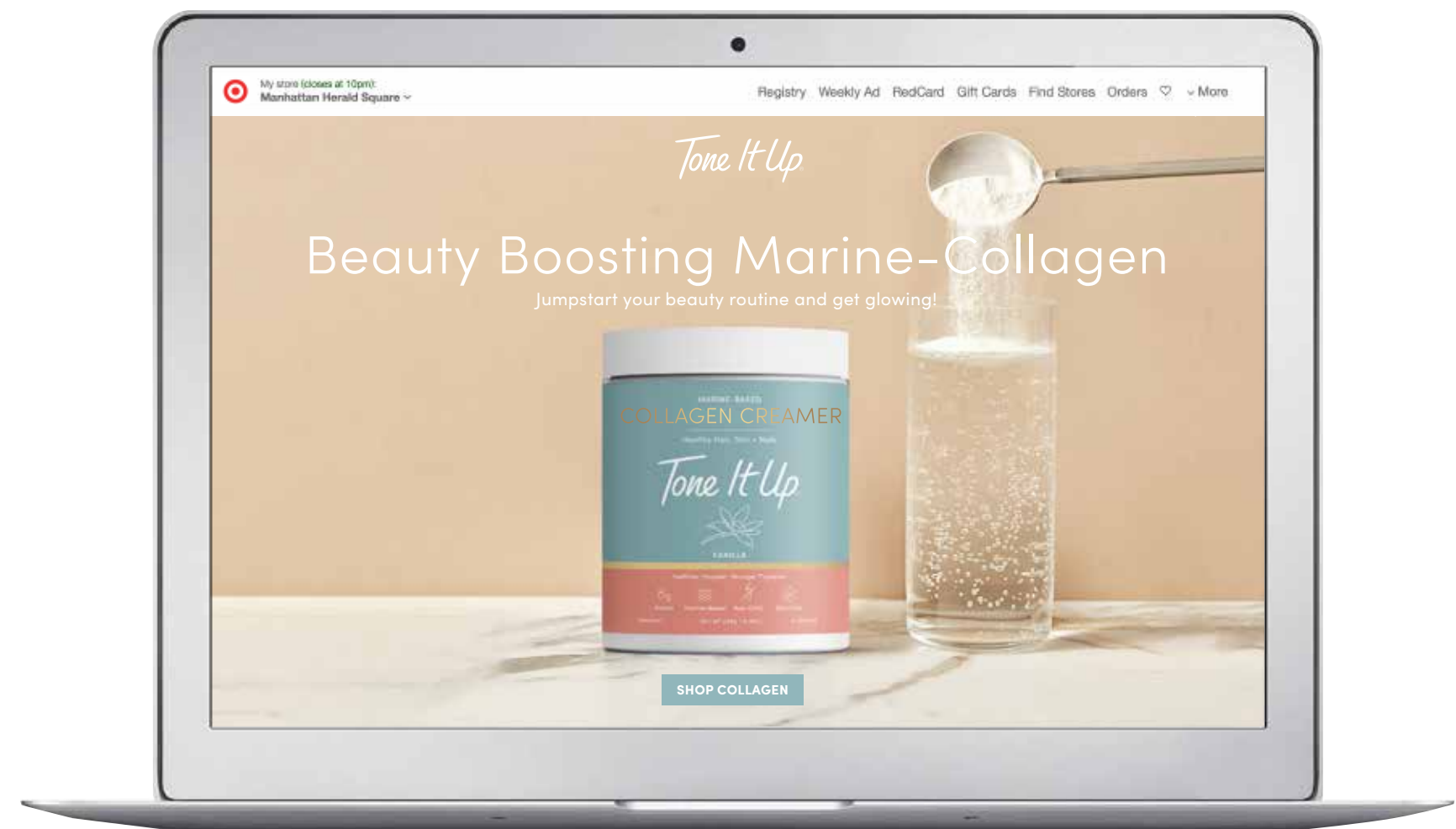




ON PACKAGE

TIU — BRAND EXPRESSION

RETAILER LANDING PAGE BANNER



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## INSPIRING

Would this motivate you to try something new or make a positive change in you life?

## INTIMATE

Does it feel like TIU is giving readers an intimate glimpse into the brand’s world deepen the connection?

## VALUABLE

Does this content contain useful, beneficial information that the reader will implement in her daily life and share with her girlfriends? (would you forward?)

## PERSPECTIVE

Is this speaking to “her”? Is it a new perspective?

## REFRESHING

Is this fresh? Does it feel like a new approach? (making susre content doesn’t feel dated)

## INCLUSIVE + DIVERSIVE

Is this content representing ‘her’?

## REMARKABLE

Is this exceptional? Does it stand out? Would you want to immediately share it with your firends and family?

# OUR BRAND PACKAGING

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Nutrition  
Design Elements  
Communication  
Illustrations  
Products

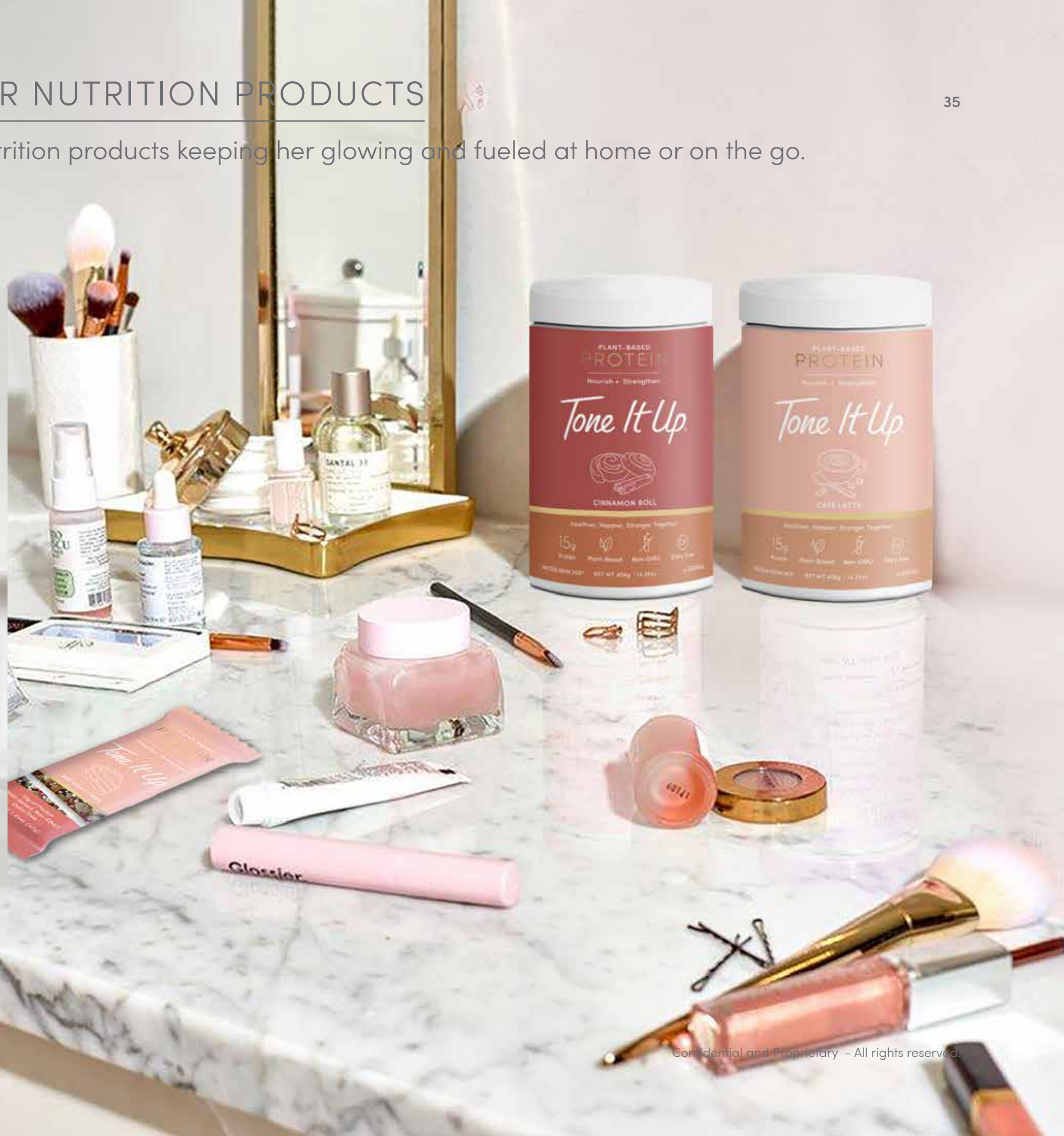




## OUR NUTRITION PRODUCTS

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Our beautiful and delicious line of nutrition products keeping her glowing and fueled at home or on the go.



We've created a world of design elements that build on the POV and DNA of the brand.

### MATTE FINISH

to create an ownable and premium feel.

### SPLASH OF GOLD

to create shine and elevate a product.

### CUSTOM ILLUSTRATIONS

to bring flavors and features to life.

### BENEFIT ICONS

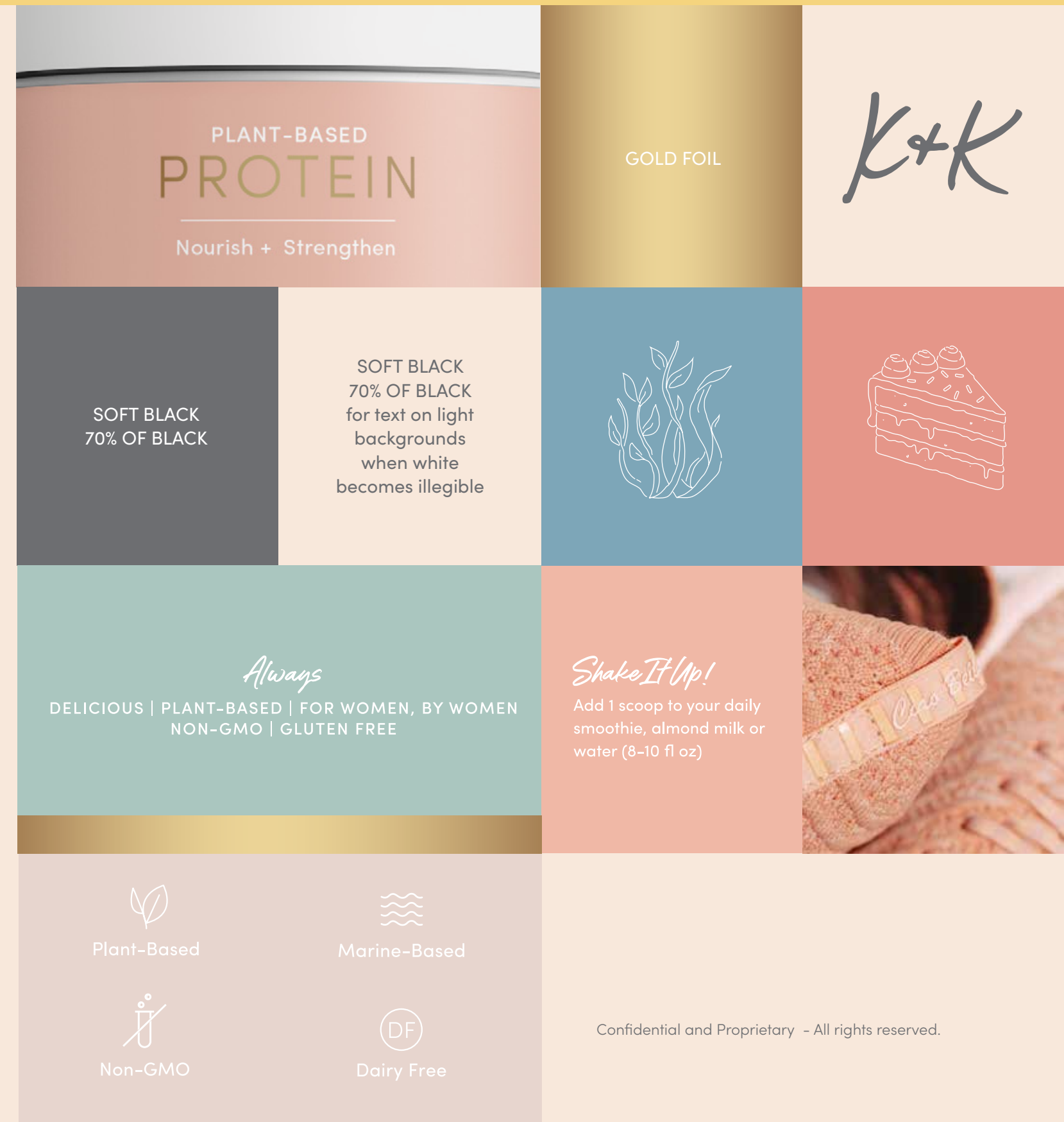
smart + simple to highlight key features and functional benefit.

### SOFT BLACK

for type on white and light backgrounds.

### HAND FONT

to add a touch of personal to each touchpoint.





## EMOTIONAL

Sharing who we are and what we believe  
Connecting back to the community  
Inviting her to join TIU



## FUNCTIONAL

Highlighting how it will enhance her life  
Celebrating what makes it unique and special  
Celebrating key features and benefits



## MOTIVATIONAL

Empowering her  
Speaking to her not at her  
Encouraging her

### TIU — RETAIL PACKAGING



Custom flavor illustrations and names



Brand promise



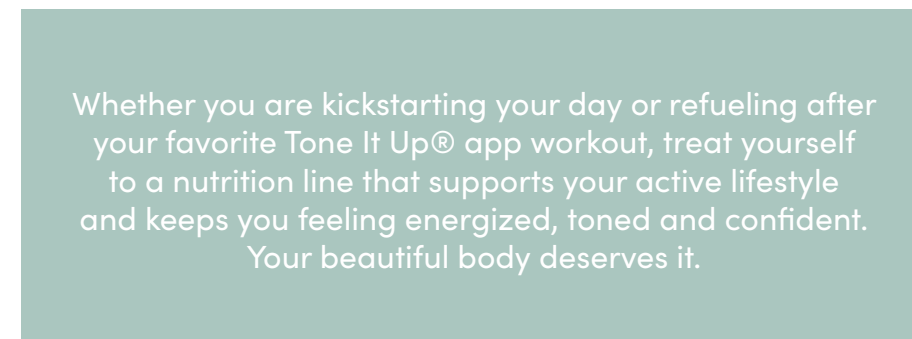
Connecting to the community



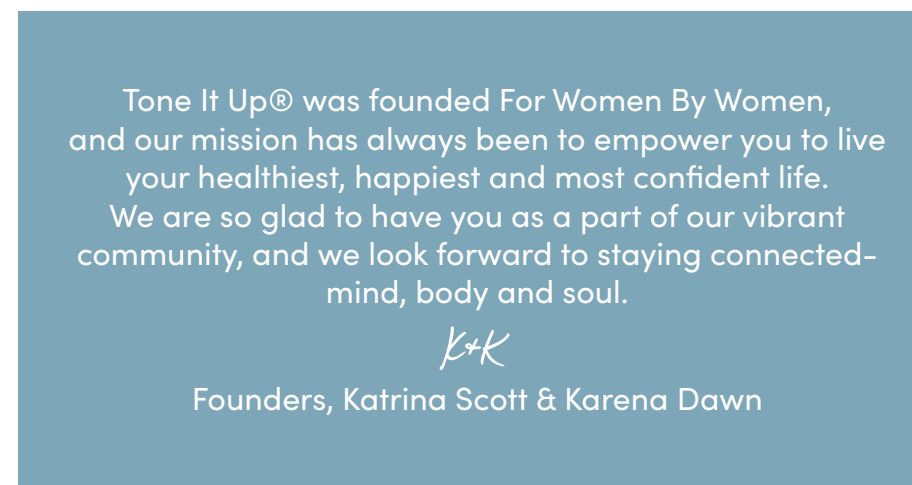
Brand statement | Product benefits



Product specific



Product description



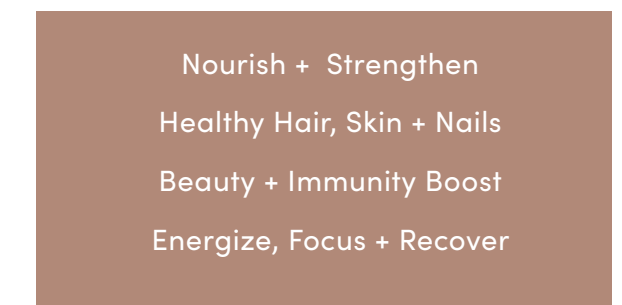
Brand mission



Social platforms / Brand statement



Product type  
Product name



Product features



Product on package

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PROTEIN POWDERS

PROTEIN SHAKES



BIRTHDAY CAKE  
PROTEIN BAR



VANILLA  
(REGULAR)



VANILLA  
(UNSWEETENED)



CHOCOLATE  
(REGULAR)



CHOCOLATE  
(UNSWEETENED)



STRAWBERRY BANANA



ORANGE CREAM



VANILLA



VANILLA

COLLAGEN



CHOCOLATE



PEANUT BUTTER  
CHOCOLATE



CINNAMON ROLL



CAFE LATTE



VANILLA  
COLLAGEN



ORANGE CREAM  
VITAMIN C + COLLAGEN



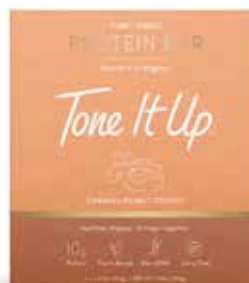
VERY BERRY  
ENERGY



VANILLA  
MARINE COLLAGEN

PROTEIN BARS

PROTEIN COOKIES



CARAMEL PEANUT  
CRUNCH



CHOCOLATE PEANUT  
BUTTER



CHOCOLATE PEANUT  
BUTTER



BIRTHDAY CAKE



DOUBLE CHOCOLATE  
CRUNCH



WHITE CHOCOLATE  
MACADEMIA



DOUBLE CHOCOLATE  
CHIP



LEMON BLONDIE



CHOCOLATE CHIP



SNICKERDOODLE

Gold foil is used as a highlight so the product type/name shines.

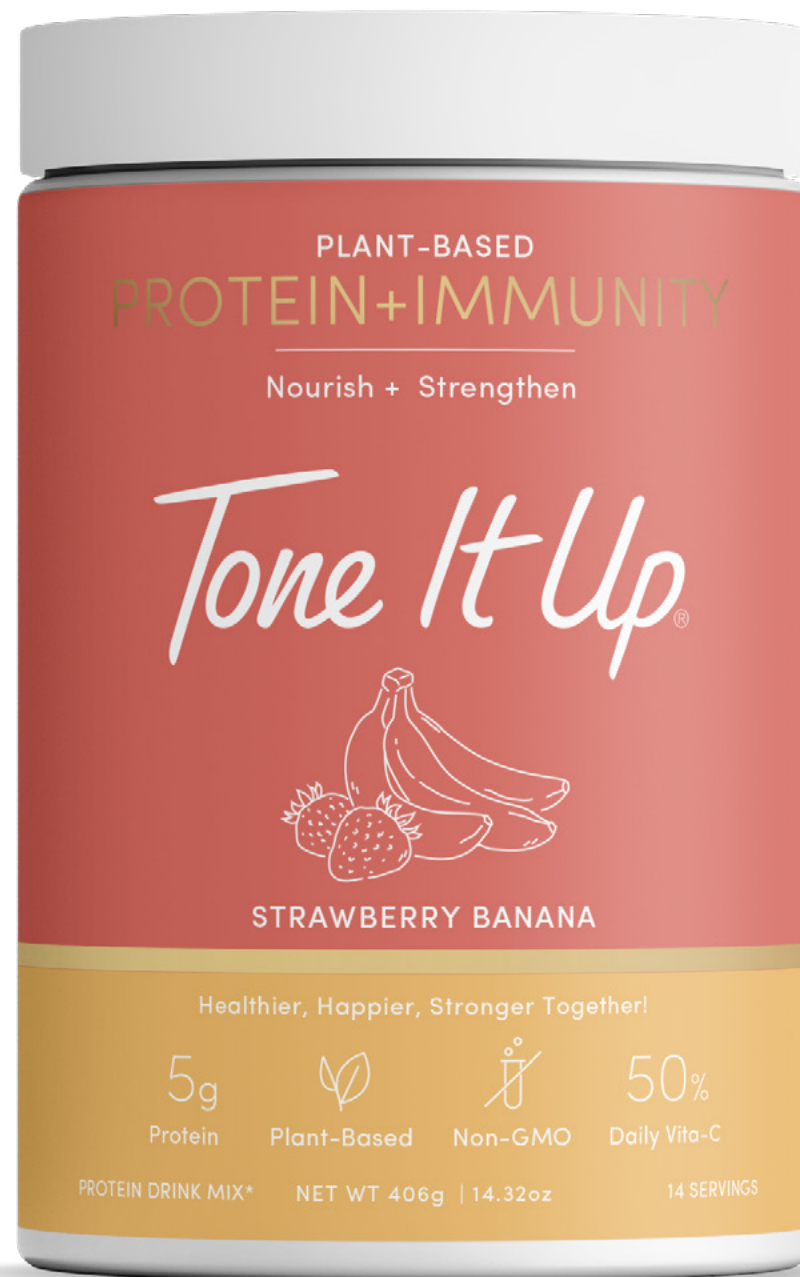
Layout of package is a color split between the primary color and ground color.

The primary area of the package is 75% a color that reflects the flavor. Product type, and features, lives in this area.

The hand drawn, custom flavor illustration compliments the logo and supports the product color and flavor name.

The Gold foil band adds shine to the package and separates the more emotional and functional aspects of the product.

The grounding area of the package is 25% a color that reflects the flavor or compliments the primary color. Product benefits lives in this area.



75%

25%



Brand statement/slogan

Copy that is product specific copy

Protein product specific copy

Mission driven copy — what is TIU and who it's for.

Product specific "Always" claim

Promoting the social and community aspects of the brand











# OUR BRAND OPPORTUNITIES

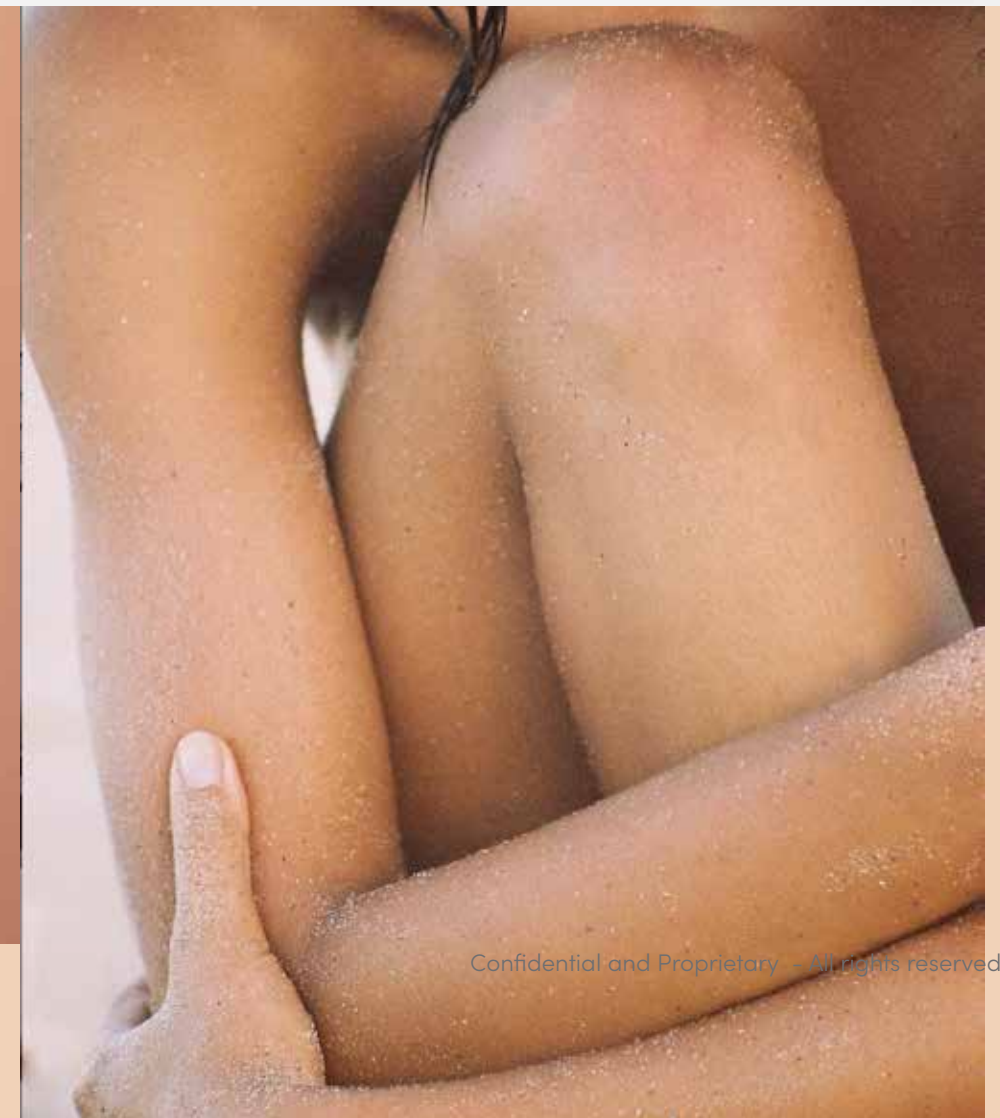
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Beauty + Body  
Nutrition Extensions  
Tone It Up Studio  
Next Generation of Women  
Hospitality





Skin Care  
Sun Protection  
Home Fragrance,







Prepared Foods  
Frozen Meals  
Supplements  
Beverages  
CBD  
Gummies



TIU — BRAND IDENTITY





*Tone It Up*

## HOSPITALITY

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Hotels  
Fitness Clubs  
Corporations





Empowering the entrepreneurial spirit of our community —  
a place for women by women to meet, share, inspire and pursue their dreams.





Empowering the next generation of strong, healthy women across America

Percentage of sales can support fitness and healthy food programs at schools that need it most.





*Thank you!*