

AusFitness Expo Logo



AusFitness Industry Expo Logo



Melbourne lock-up



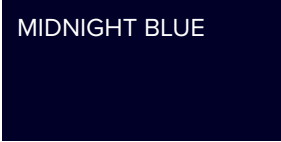
Sydney lock-up



Multi city lock-up



Colour palette



HEX #000028
RGB 0 / 0 / 40
CMYK 89 / 84 / 50 / 71



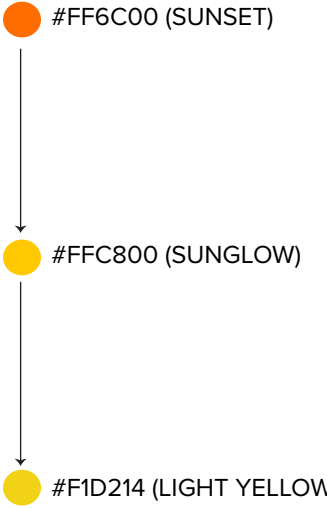
HEX #E61B15
RGB 230 / 27 / 21
CMYK 0 / 100 / 100 / 0



HEX #FF6C00
RGB 255 / 108 / 0
CMYK 0 / 71 / 100 / 0



HEX #F1D214
RGB 255 / 200 / 0
CMYK 0 / 21 / 100 / 0



Typography

Main Headline

TEKO SEMIBOLD

Dates/Location

TEKO MEDIUM

Call to Action

TEKO BOLD

Body Copy

Proxima Nova Regular

Primary



Secondary

THE **ULTIMATE** FESTIVAL OF
HEALTH · FITNESS · BODYPOWER

Campaign Font

*CALGARY
SCRIPT*

Body Copy Emphasise

Proxima Nova Bold

Elements

GET TICKETS

BODYBUILDING CROSSFIT NUTRITION STRENGTH PERFORMANCE HIIT

Example

