

mindbody

# Brand Guidelines

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Brand

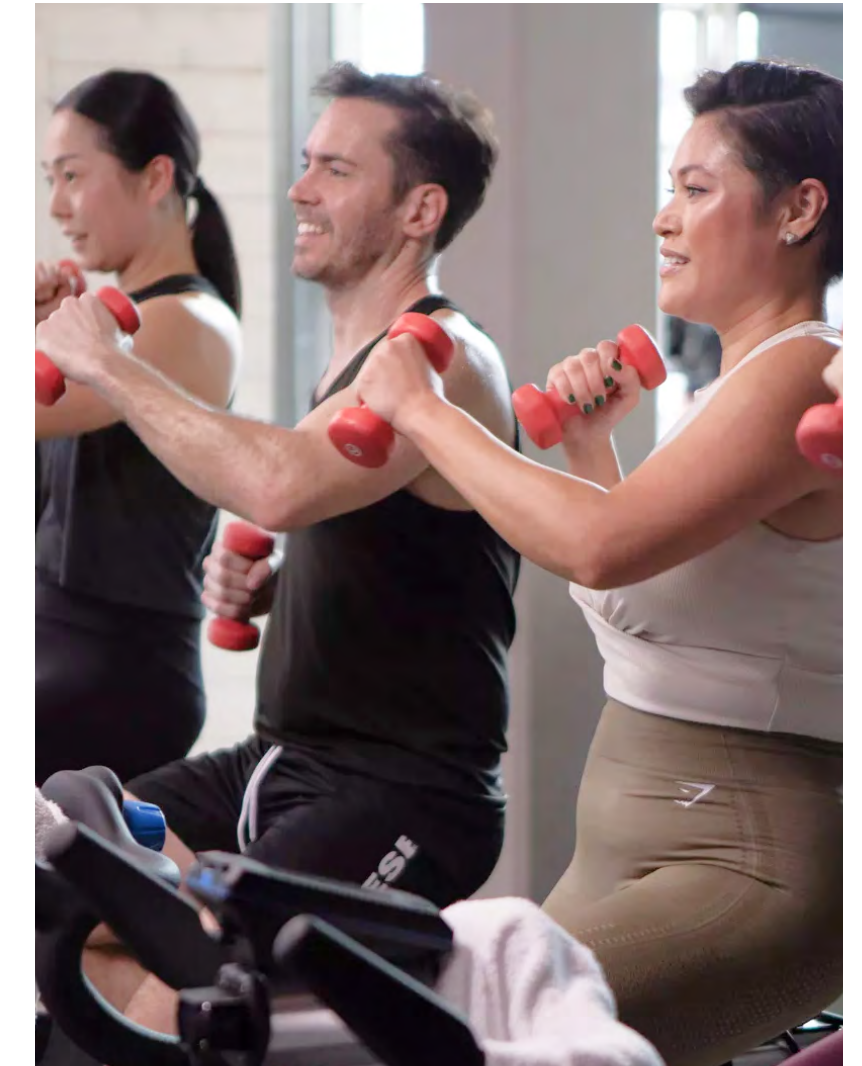
01

# Defining our brand

Our brand—values, vision, and voice—is the “why” behind customers and consumers choosing us. Understanding those elements helps us craft our identity. Our logo, colors, and images are the creative expression of our brand.

We are all ambassadors of Mindbody, with every ad, every presentation, every product screen. These guidelines create a cohesive vision that drives our company forward.

- Our purpose
- Our story
- Who we serve
- Why it matters



our purpose

Powering the world's fitness  
and wellness businesses and  
connecting them with more  
consumers, more effectively,  
than anyone else.

# Our story

Mindbody began in 2001 in San Luis Obispo, California, a small, tight-knit community where fitness, wellness, and happiness are woven into everyday life. This fertile environment led founders Blake Beltram and Rick Stollmeyer to pose a simple question: Why isn't it easier to book a fitness class? The answer: Mindbody software.

Today, Mindbody's product innovation, research, and thought leadership continue to fuel the boutique wellness revolution and grow the global industry. With cutting-edge tech designed to help customers thrive and scale, and the largest network of new clients for businesses to connect with, Mindbody is pointing the way to the future of wellness.



# Who we serve

## Mindbody for business owners

Our customers built their brands to serve their communities and beyond. They need a reliable software platform that saves time, makes money, and streamlines their businesses.

## Mindbody for everybody

We invite consumers to use the Mindbody network as a gateway to the world of wellness. Our mission is to enable our customers to connect with more clients through our world's-largest, exclusive consumer network.

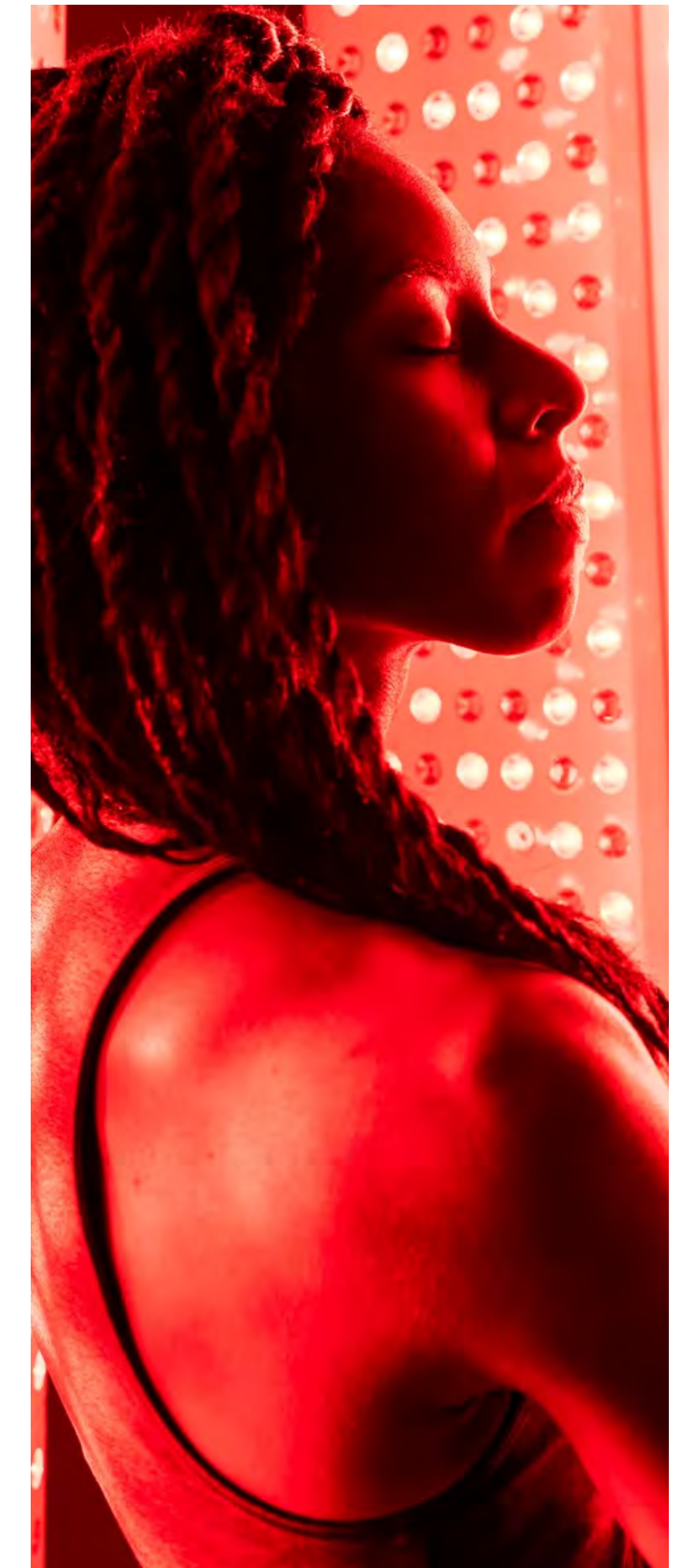


# Why it matters

From global brands to hidden gems, our B2B customers motivate everything we do. Whether they offer classes, appointments, services, sessions, or spaces, they've chosen our software to integrate with almost every aspect of their businesses—and to help drive their bottom line.

Without these many thousands of passionate business owners, we wouldn't exist.

**Their success is our success.**



Voice  
& Tone

02



# Our Voice

Our voice reflects the responsibility we have to our customers, the trust they place in us to support their livelihoods. It should instill confidence in our products, research, and people to prioritize our customers' best interests.

## **Expert (but not stilted)**

We're thought leaders and innovators in the world of wellness. We lead with value and cite our research and data wherever possible. Our voice shows that we understand the market—yet we stay humble enough to know while we're the tech experts, our customers are the authority on wellness.

## **Supportive (but not patronizing)**

We love helping our customers thrive and we applaud their successes. We also identify with their pain points and recognize the challenge in running a business. With that deep awareness of their needs, we offer useful advice, simple solutions, and timely resources that move wellness businesses forward.

## **Authentic (but not glib)**

We speak our customers' language and recognize their journeys (and their clients' journeys). That's why we frame technology through the human experience, never the other way around. We know our customers are busy, so we get to the point quickly and clearly to leave them with concrete takeaways.

## **Inclusive (but not performative)**

We champion wellness that celebrates diverse modalities and walks of life. Wellness belongs to everyone, and we challenge biases so all communities are genuinely represented. Expanding access to wellness grows the global movement—and our customers' businesses.

# Tone

While voice expresses the personality of the Mindbody brand, tone is the mood. Tone changes with the message's purpose and audience.

Our audiences are diverse, with different needs and expectations, and our tones are designed to meet them.

## Focus Audiences

### **B2B Strategic Accounts (SA) and Mid-Market (MM)**

Strategic Accounts are key to Mindbody's growth and we reserve a white-glove experience for them. They're fluent in business and well-versed in tech. Terminology and concepts that show we understand their needs and experience will resonate with these very successful entrepreneurs.

### **B2B Small/Medium Business (SMB)**

This audience may be somewhat versed in entrepreneurial principles and tech, but many are more likely to be passionate practitioners with the drive, if not the expertise, to start their own brand. Clear, plain language that helps them understand business concepts and our software will be most effective. We show them that we're their biggest fans, but we avoid talking down to them or using too much jargon.

### **General Audiences (GA)**

This is where we can really lean into our thought leadership. The goal with this audience is to show that we're the market leaders, with the innovative technology, deep research, and years of experience to meet the needs of any wellness business.

### **B2C Mindbody Consumers**

Mindbody consumers are typically high-touch customers looking for wellness businesses to form a relationship with. They tend to be more affluent and want reliability and certainty: a confirmed appointment or class at a confirmed time. We speak to them like that friend who knows the best yoga class in town and where to get coffee after.

### **Employee & Candidate**

Here we're trying to attract the most diverse, qualified audience we can to help us on our mission to bring wellness to the world. We want to show that Mindbody is the most rewarding, inclusive, and career-building place they'll ever work.

# Writer's style guides

Style guides keep communication consistent and easy to understand.

These guides explore details like how we abbreviate words, format our sentences, and write dates and numbers. They also provide indispensable info like the way we write the names of our products and the words we don't use.

Remember, these are living documents. As we evolve, we'll update our guides with new words, phrases, rules, and advice.

You'll be prompted to sign in to Sharepoint to access these resources.

[Marketing Style Guide](#)

[Web Copy Style Guide](#)

# How to write out Mindbody

## What's in a name?

There are a few ways to write out ours. But we'll almost always use "Mindbody."

### **Mindbody**

For the majority of writing—everything from social media to support articles.

### **MINDBODY, Inc.**

For legal contexts, like Terms of Service documents.

### **© (Date) MINDBODY, Inc.**

For our copyright statements, which are often in the footer of our products and web pages.

### **Mindbody + ClassPass**

Our combined brands are truly additive, so we use the plus symbol to indicate our partnership and strength together. Mindbody is capitalized; ClassPass always has a capital "P" and capital "C."

### **DON'T: mindbody**

We don't write out Mindbody with a lower case "m" even though that's our wordmark style. In text, always use the capital "M."

Logo &  
Identity

03



# Logo variants

We use the wordmark alone, without the ensō, for marketing, recruiting, employer brand efforts, and more. The wordmark represents our corporate identity, and can be easily paired with the ClassPass wordmark to show our two brands united.

The ensō is reserved for app and social icons, and should not be used for other placements without approval from the creative team.

Mindbody brand identifier

**mindbody**

**mindbody**

Combined brand identifier

mindbody + classpass

mindbody + classpass

Legacy brand identifier

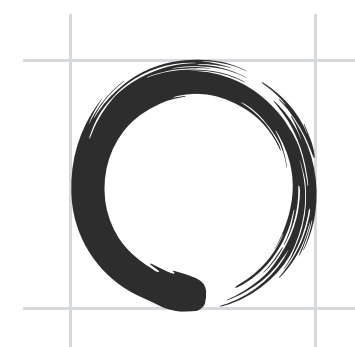
 **mindbody**

 **mindbody**

App and social icons



# Logo usage requirements



mindbody



100px/1.25"



32px

## Clear space

Our logo needs adequate clear space regardless of its presentation. Using half the width of the ensō, or one "n," as a unit of relative measurement, will create a perimeter of unimpeded space surrounding the logo. This goes for all logo variants.

## Minimum sizing

The Mindbody logo has minimum size requirements.

The minimum width for the horizontal logo is 100px on screen or 1.25" in print.

The minimum width for the standalone ensō mark is 32px on screen or .25" in print.



# Logo don'ts

mindbody

Don't rotate

mindbody

Don't stretch, shrink, or distort

mindbody

Don't outline

mindbody

Don't use unapproved colors

mindbody

Don't add a drop shadow or other effects



Don't combine the Mindbody and ClassPass logos

Every employee, partner, and customer is part of our brand. Accurately representing our current, up-to-date wordmark is essential for creating consistency across every touchpoint, every social post, every share-out we're part of. These are key mistakes to correct whenever possible.



Don't use legacy logos—please replace with wordmark

# Employee Resource Groups (ERGs)

Our ERG logo system is designed to be flexible, expanding as the program expands to include more groups. The system is simple, with color as a primary identifier, and the logo is meant to be easily recognizable when used on a wide range of patterns and artwork.

The creative team will make new assets for new ERGs as needed.

**mindbody** access

**mindbody** aph

**mindbody** Black alliance

**mindbody** MiGente

**mindbody** parents

**mindbody** pride

**mindbody** sustain

**mindbody** veterans

**mindbody** women collective

Color

**mindbody** access

**mindbody** aph

**mindbody** Black alliance

**mindbody** MiGente

**mindbody** parents

**mindbody** pride

**mindbody** sustain

**mindbody** veterans

**mindbody** women collective

Charcoal

# Departmental logos

When individual departments need to represent themselves outside of internal communications, we have a logo system flexible enough to build on, but constrained enough that it all makes sense together. All department logos should follow these standards and be approved by creative leadership.

We prefer the horizontal lockup, but realize it may be impractical for t-shirts and other placements, so we've provided the stacked version with the ensō as well.

*Averta semibold (modified) on Mindbody wordmark*  
**mindbody** | strategic accounts

*Averta regular for team names, in lowercase except if there's an acronym, matched in size to wordmark*  
 n n  
*spacing on either side of the pipe is equal to the width of the wordmark "n"*

*ensō is 3 ns tall* **mindbody** | strategic accounts *top of ensō same as ascender height*  
 n n  
*bottom of ensō same as baseline*

**mindbody** | payments

**mindbody** | sales team

**mindbody** | AI/ML team

**mindbody** | development

**mindbody** | legal team

**mindbody** | partner store

**mindbody**  
 talent acquisition

**mindbody**  
 data science

**mindbody**  
 partner store

**mindbody**  
 legal team

# Partnering with brands

## Holding open the door

When we're working with customers, we always put their brand first, before Mindbody.

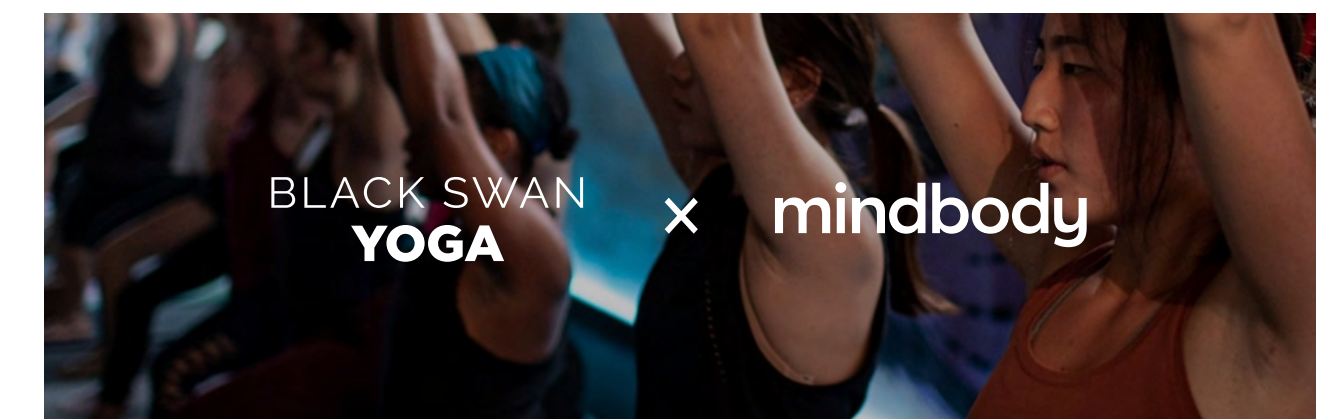
We use the "x" to indicate that we're multipliers together.

*Equal optical weight of both logos (not always the same size)*

Brand Logo × mindbody

*Equal space*

*Examples*



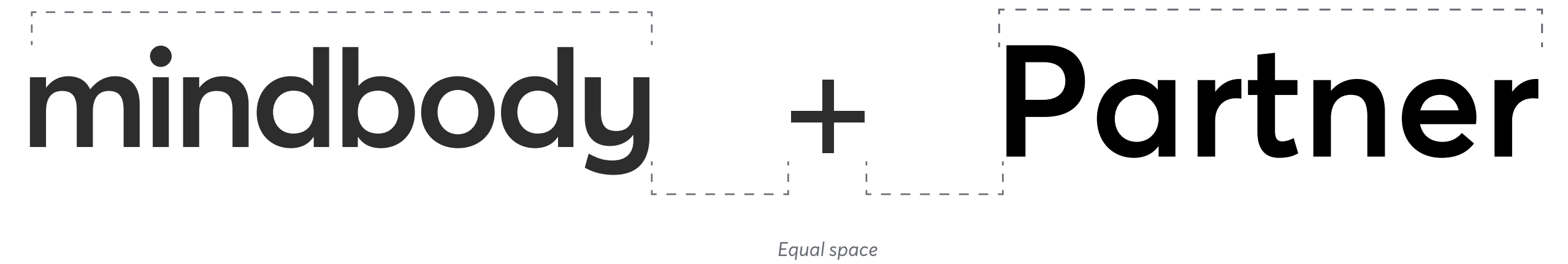
# Partnering with partners

## Better together

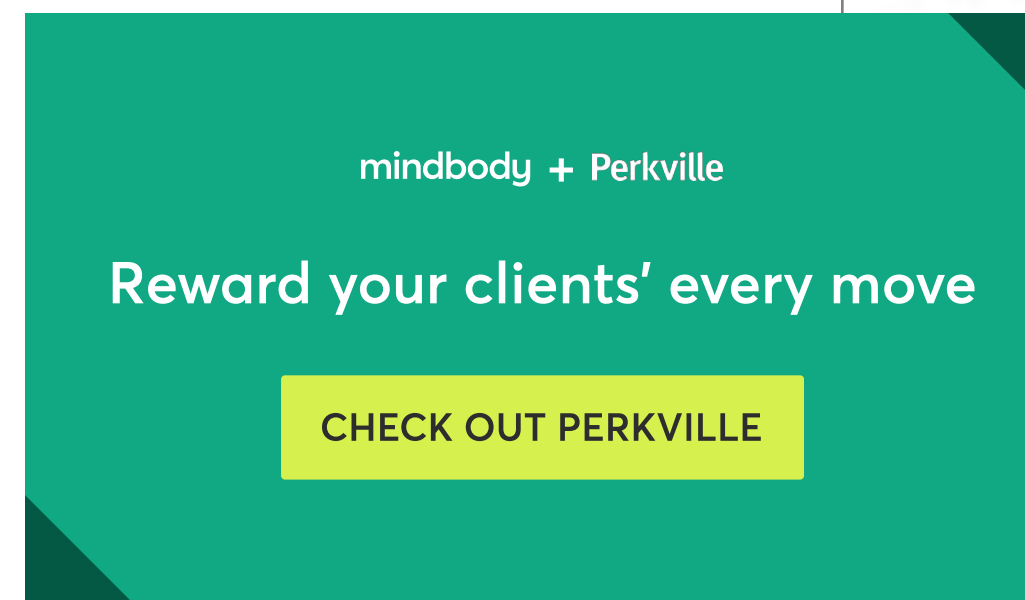
When we're highlighting the advantages of our partners, we start with Mindbody and add on the partner's logo.

We use the "+" to indicate the additional capabilities these brands can bring.

*Equal optical weight of both logos (not always the same size)*



*Examples*

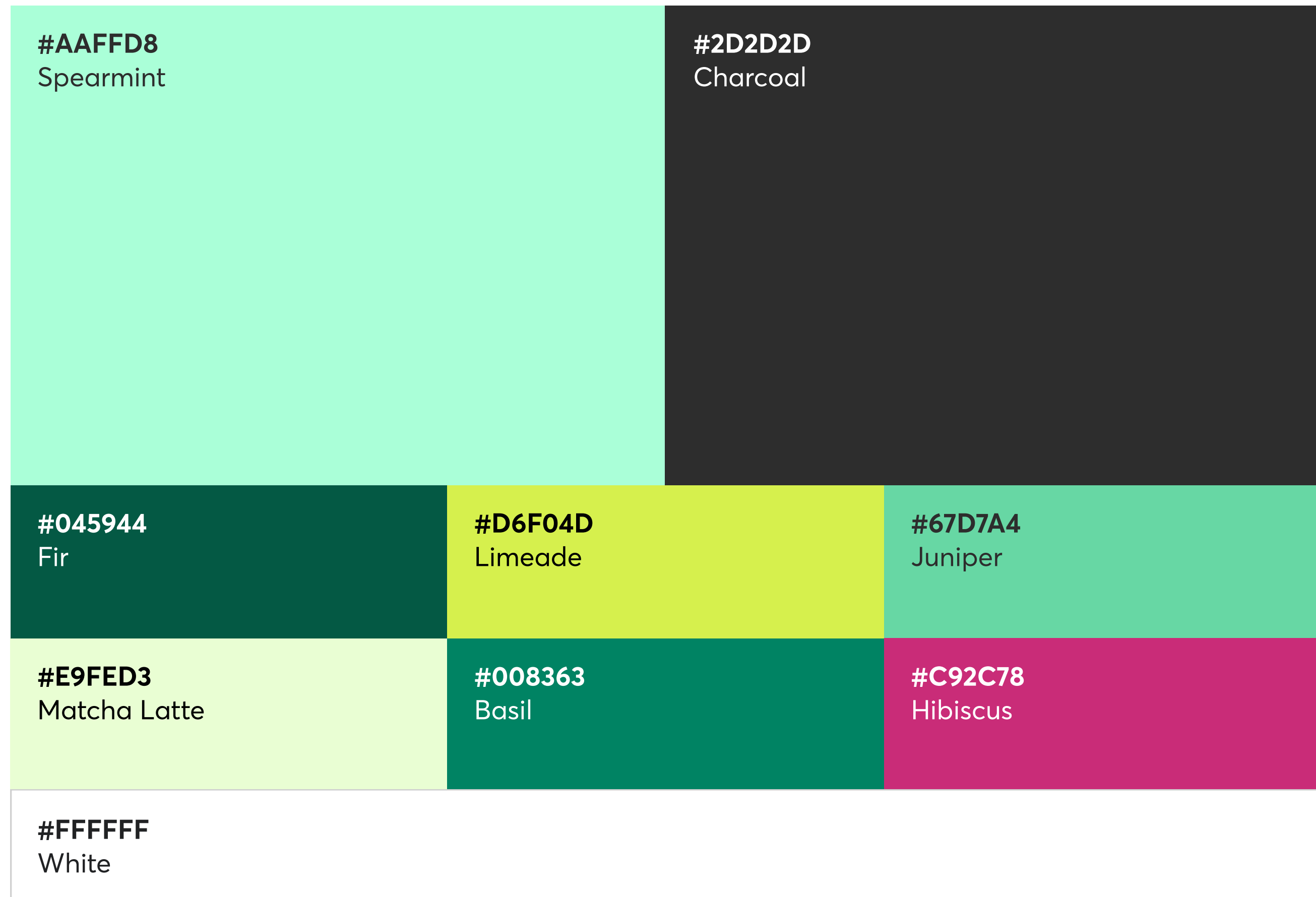


Color

04

# Vitality, visualized

Green represents vitality and growth, the heart of what we offer to our customers. These vibrant shades get an unexpected pop from a pungent neon and a playful pink. A rich, dark charcoal grounds the palette and provides the perfect canvas for a little punch.



# Extended palette

Our extended palette provides a range of greens and yellow-greens to add variation and richness for a variety of applications.

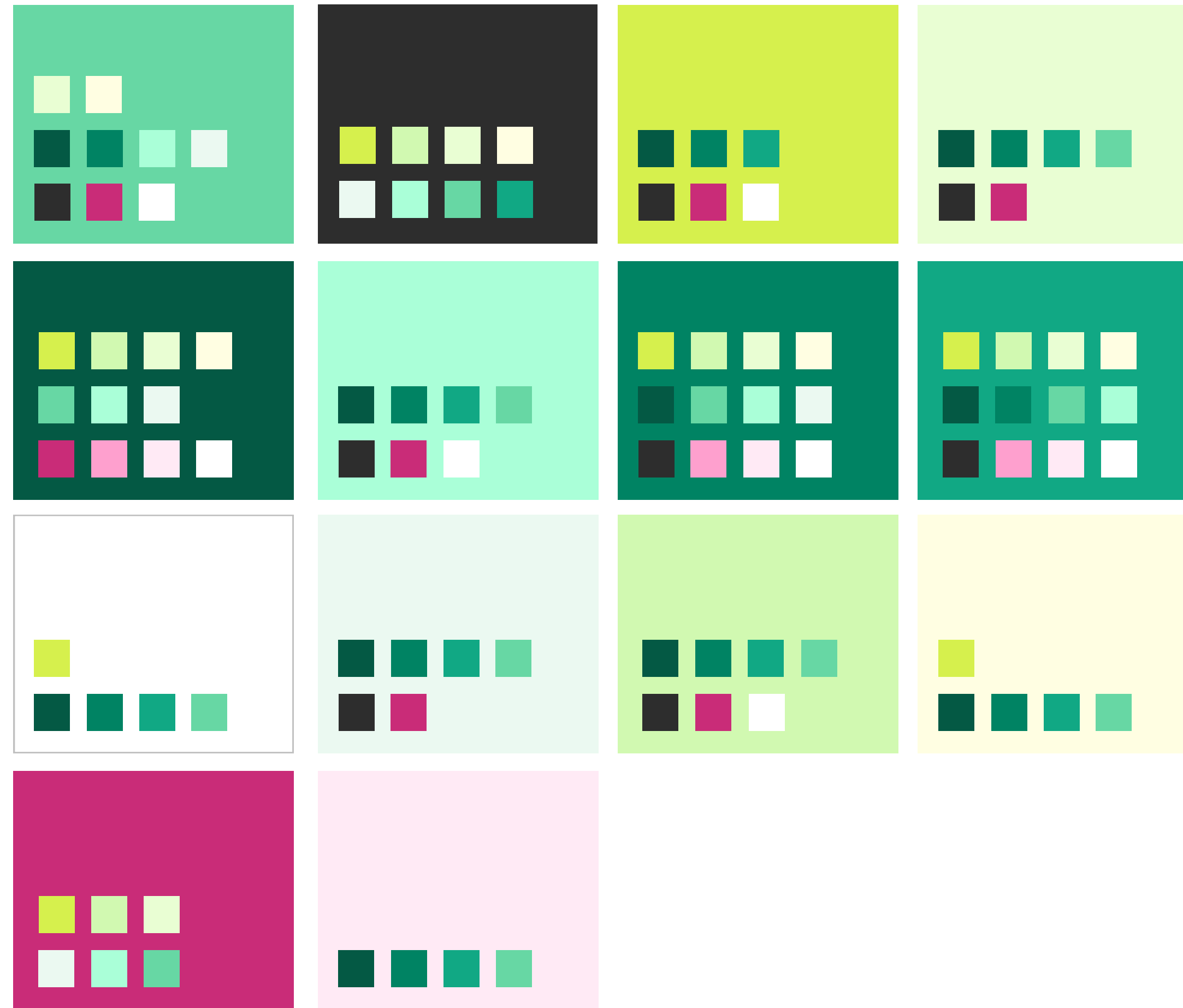
For product, an extended utility palette covers standard UI/UX needs.

		Core palette Fir	Core palette Charcoal
		Core palette Basil	#57585A Basalt
	Core palette Limeade	#11A884 Clover	#A2A3A5 Stone
Core palette Hibiscus	#D1F9B1 Caper	Core palette Juniper	#E4E5E5 Granite
#FEA0CD Prickly Pear	Core palette Matcha Latte	Core palette Spearmint	#F4F5F5 Ice
#FFEAF5 Sakura	#FFFEE2 Honeysuckle	#EBF9F1 Spritz	Core palette White
<b>Product utility palette</b>			
Core palette	Product-only #FBE261	Core palette	Product-only #0676D0
Extended palette	Extended palette	Core palette	Product-only #DCF9FF



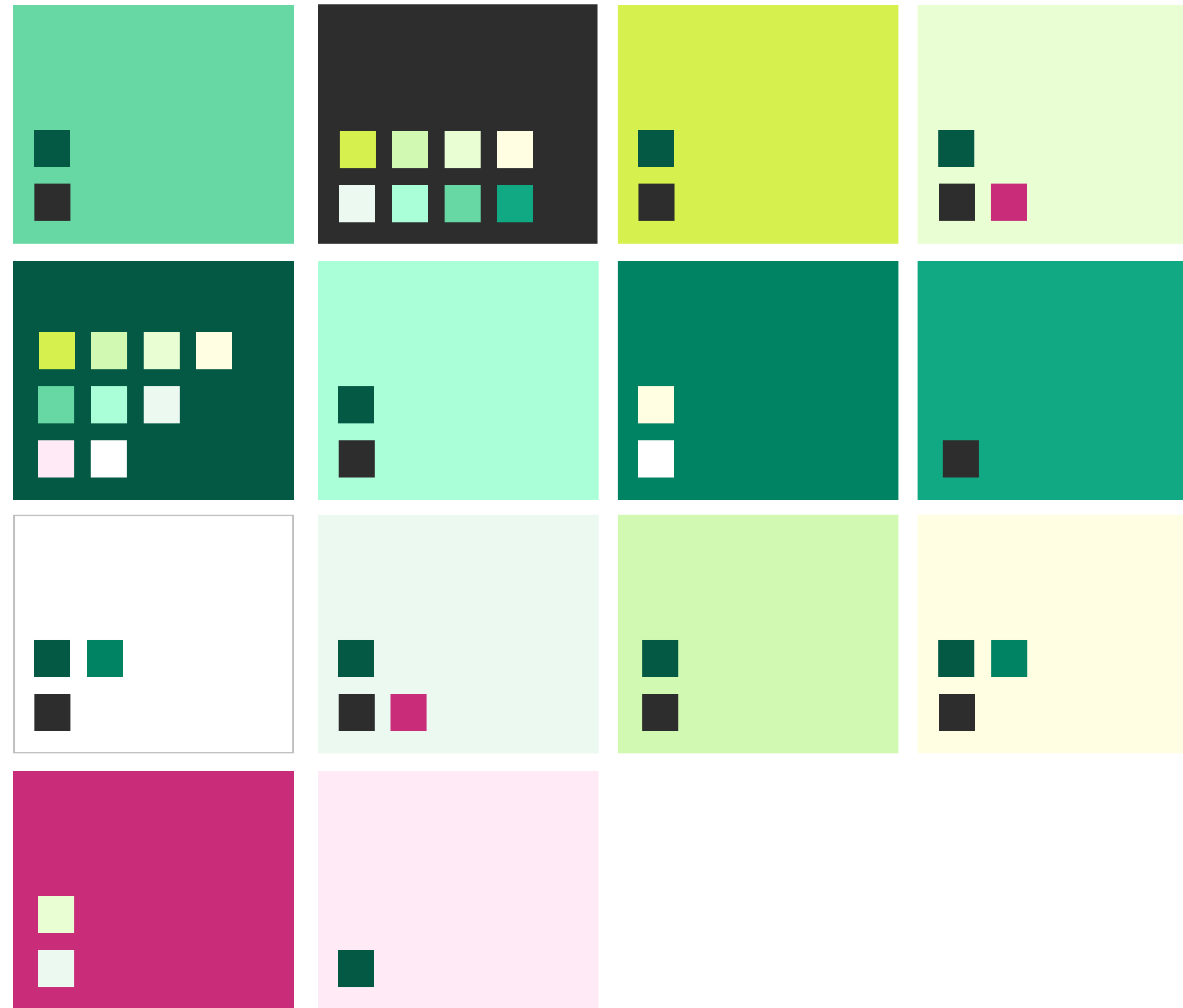
# Color combinations

These are suggested color pairings that work to keep our brand from being one-noted across a variety of applications. For all touchpoints, there should be a green or neon element from the core palette. Pink should never be used as a background except in special campaigns.



# ADA-compliant combinations

These color combinations are designed to pass contrast check for text accessibility. Making sure our designs are accessible for all users is paramount.



Typography

05

# The power of type

Typography can convey emotions on a subconscious level, at times even better than an image or illustration. We have 2 brand fonts that can convey different meanings, although we most often use our primary typeface.



# Primary typeface

## Averta

The primary typeface for Mindbody is Averta by Kostas Bartokas. Embodying the qualities of a geometric and a humanistic sans-serif, it's both friendly and confident. We use Averta in most communications. It's our primary product font, as well.

AaBbCcDdEeFf  
 GgHhIiJjKkLlMm  
 NnOoPpQqRrSsTt  
 UuVvWwXxYyZz  
 1234567890

# Primary weights

**More time +**

Averta Bold

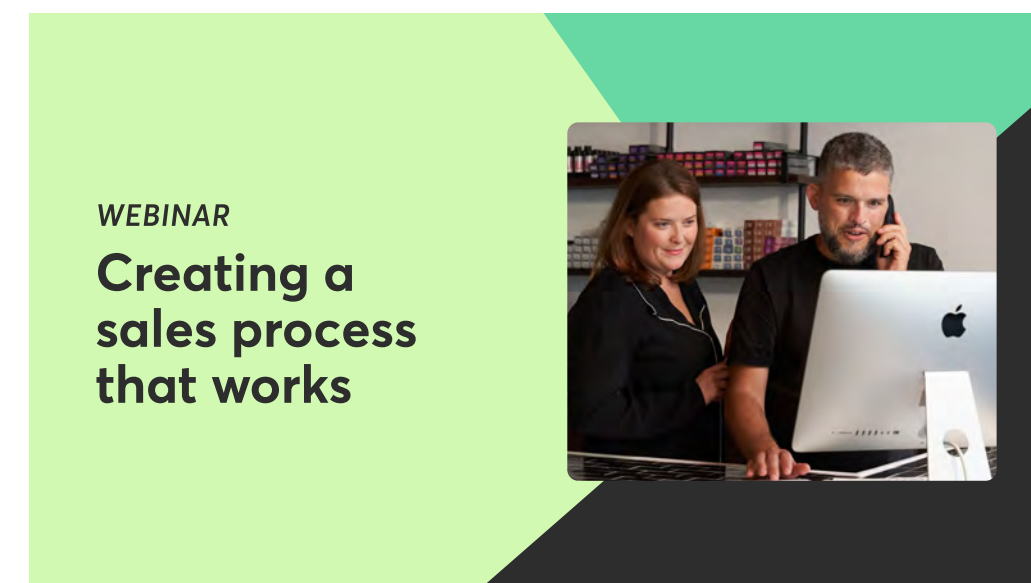
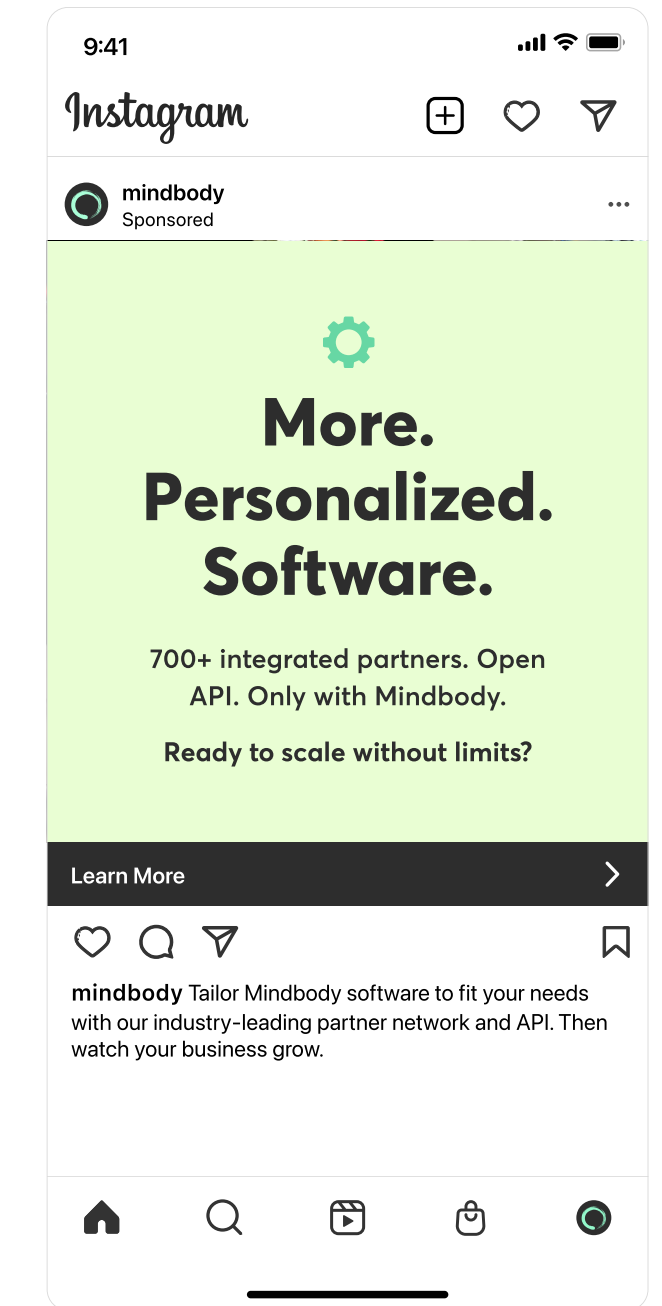
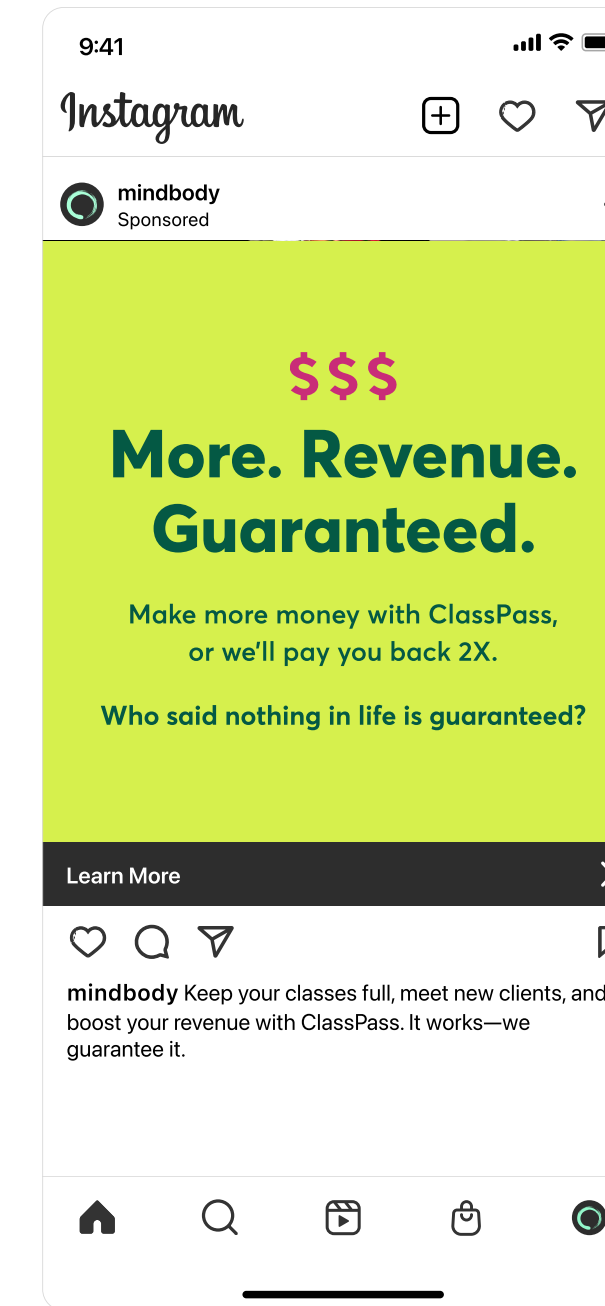
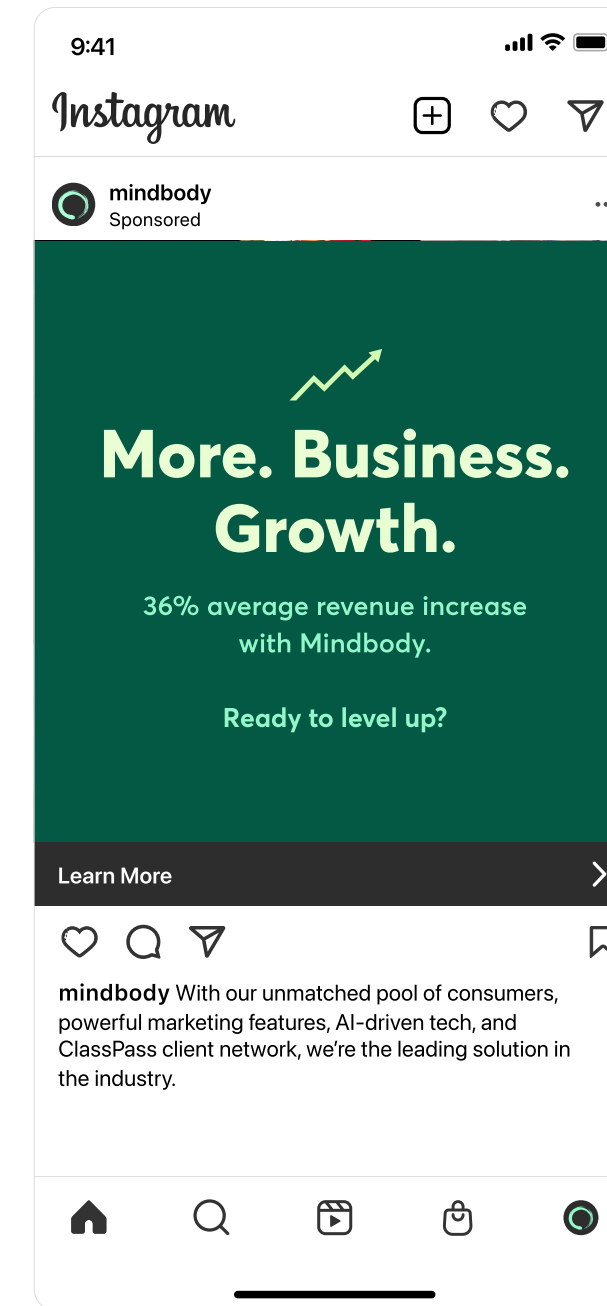
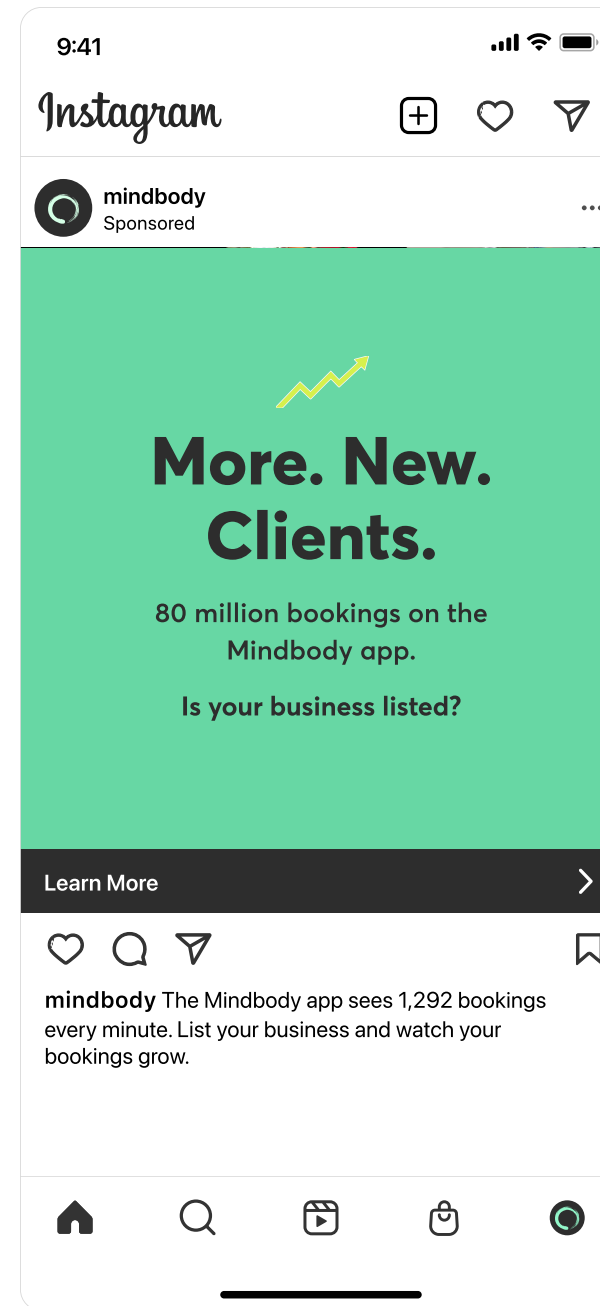
**More revenue =**

Averta Semibold

**better business**

Averta Regular

# Averta in use



# Secondary typeface

## Untitled Serif

Untitled Serif is our secondary typeface. Authoritative yet unpretentious, the serif font is slightly reminiscent of scholarly publishing imprints. We use it mostly in data-driven reports and thought leadership content pieces when a little academic flair is beneficial.

AaBbCcDdEeFf

GgHhIiJjKkLlMm

NnOoPpQqRrSsTt

UuVvWwXxYyZz

1234567890



# Untitled Serif weights

**The future**

Untitled Serif Bold

**of the industry**

Untitled Serif Medium

is changing

Untitled Serif Regular

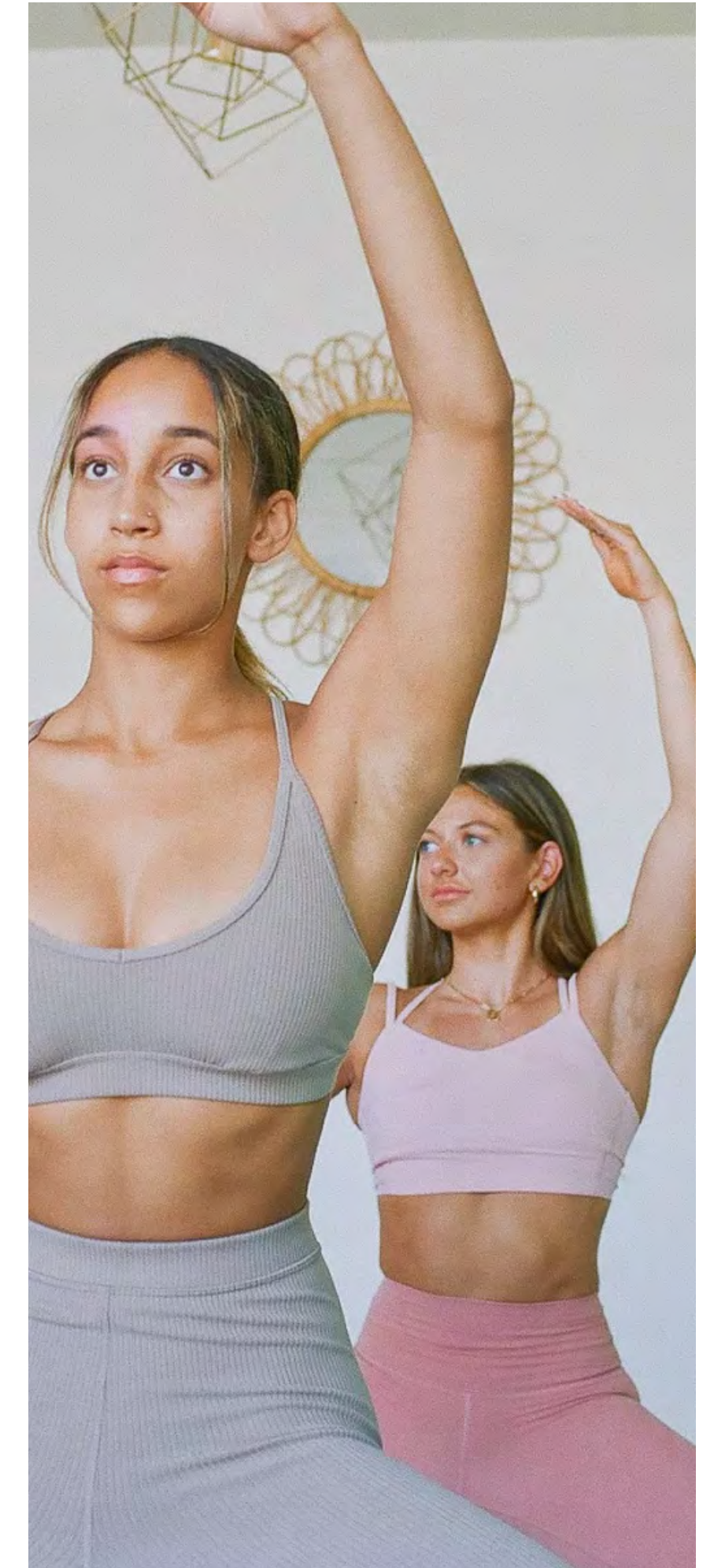
Image &  
Motion

06

# The human side of tech

Our imagery is inclusive, diverse, and authentic to fitness & wellness experiences. We embrace soft, natural light and moments of connection to represent the breadth of the businesses we serve.

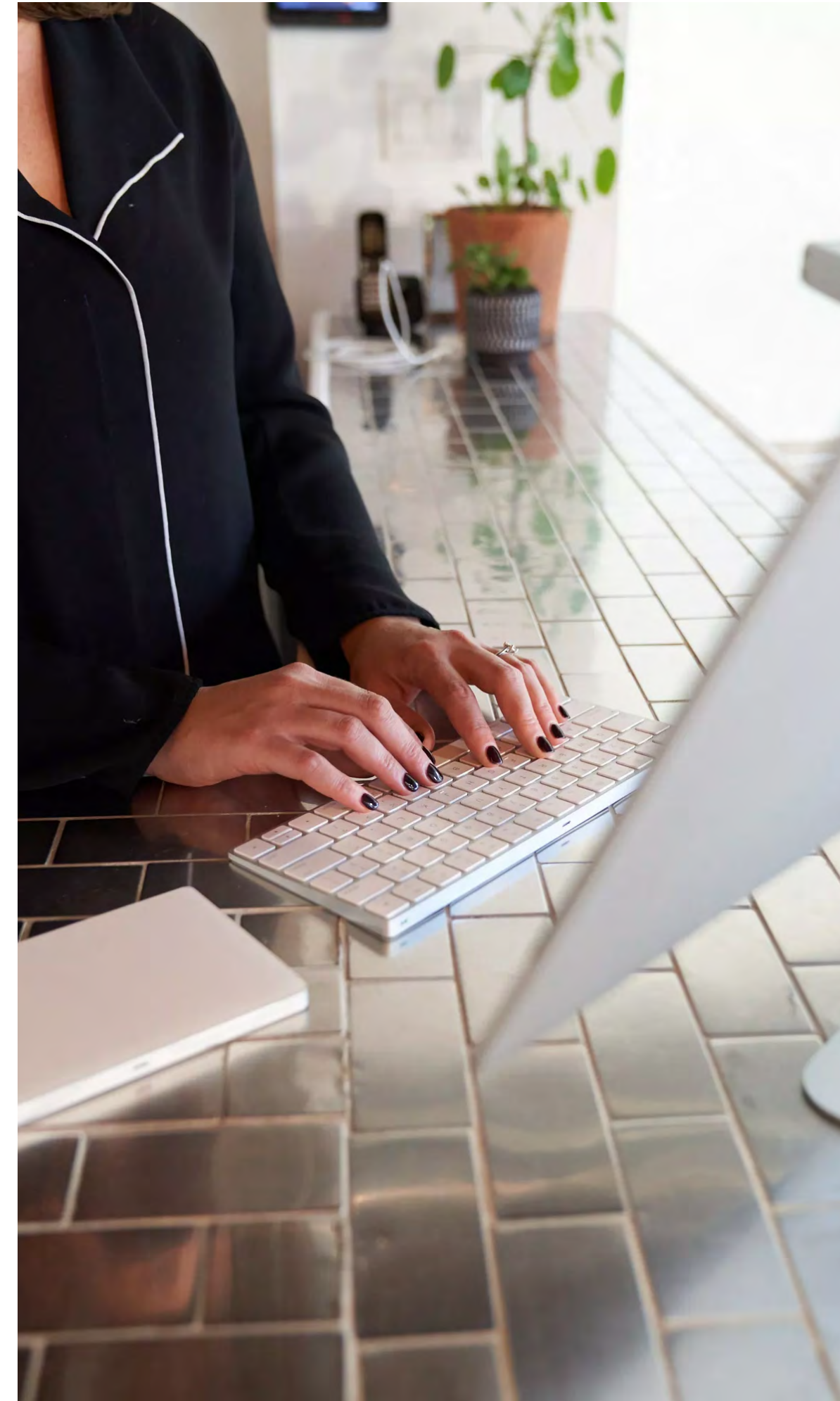
Technology is framed through the human experience, to reinforce the value our product brings to customer-consumer interactions.



# Photography and cinematography: customers

## Celebrating connection

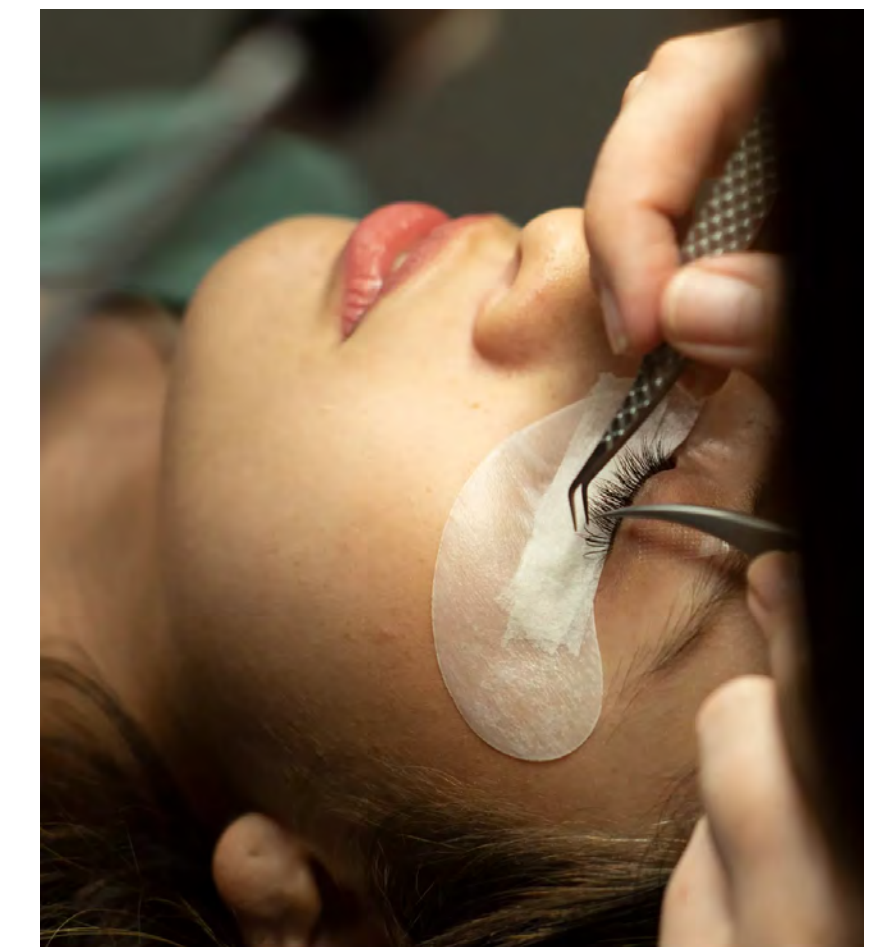
We celebrate the passion of our customers and the diversity of the businesses they create. They bring our products to life through everyday experiences.



# Photography and cinematography: consumers

## In the moment

We strive to convey authentic, relatable wellness experiences. There's beauty in the process—the slightly askew, the work in progress, the less-than-idealized form. Connection is more important than perfection.



# Casting approach

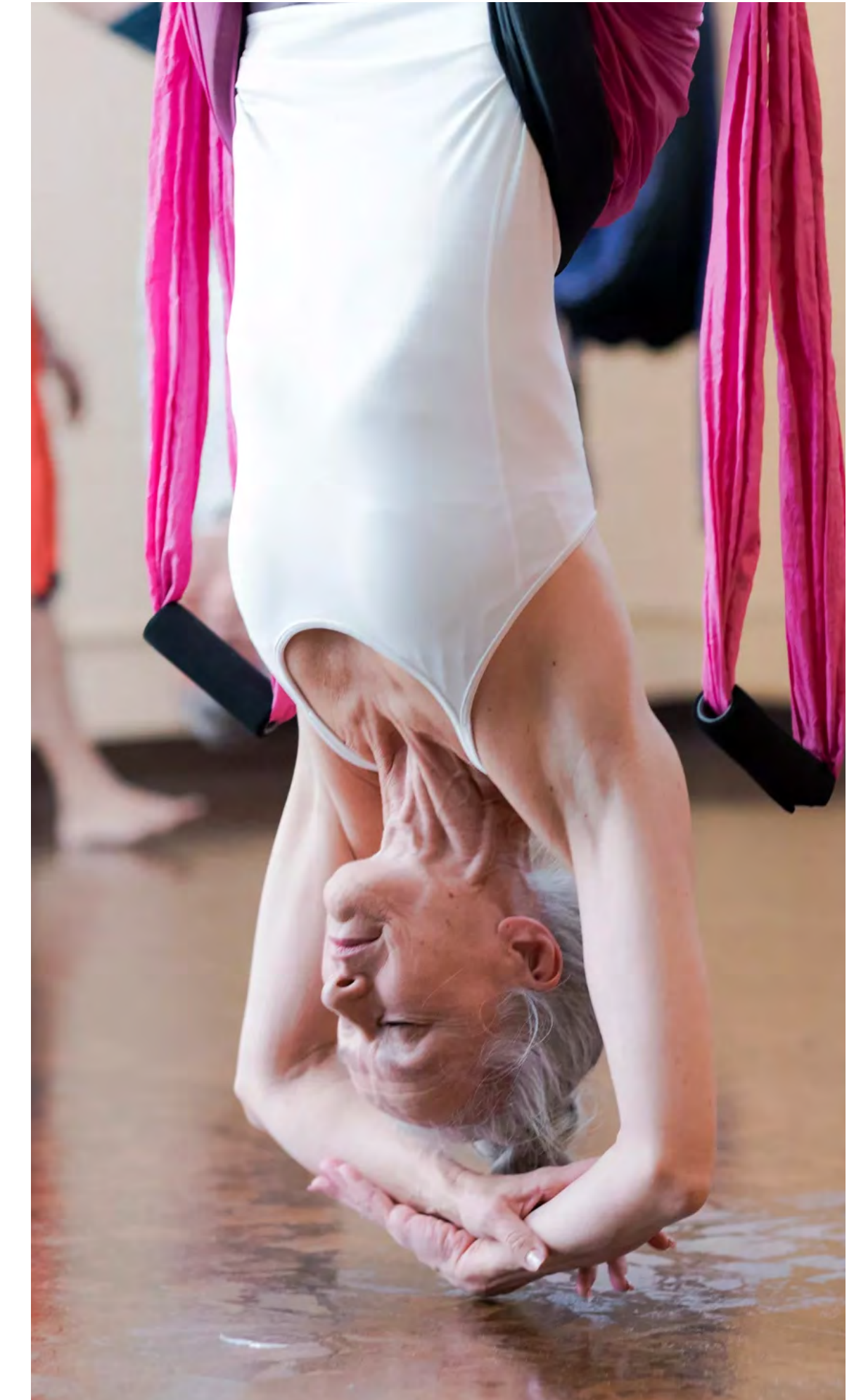
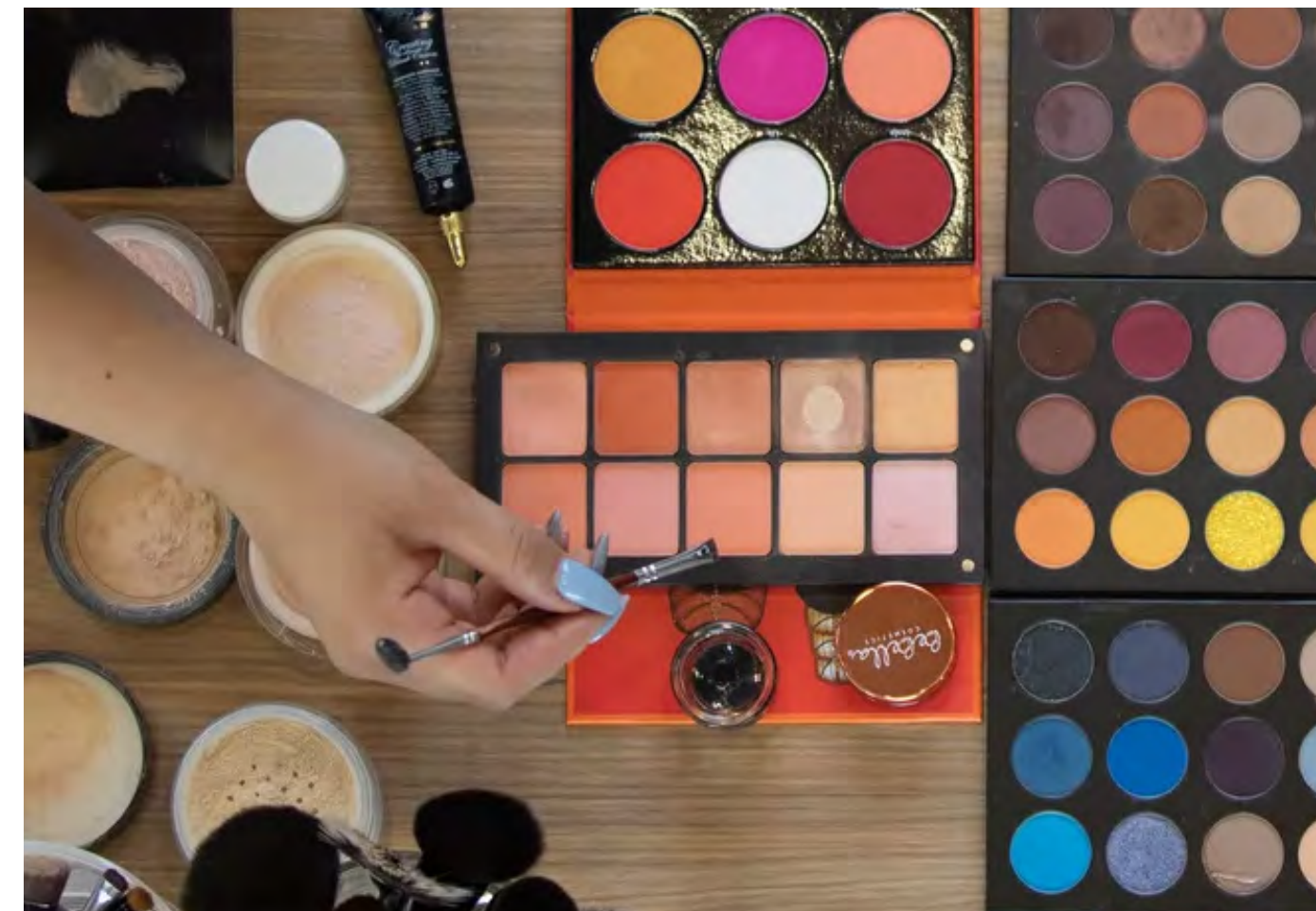
We believe that inclusion is a competitive advantage, and that our marketing materials should reflect that belief. Our process invites customers, consumers, and employees to be the face of our brand, representing the diversity of the experiences that make our business stronger.



# Imagery explorations

## Perspective shift

Many wellness experiences revolve around a shift in perspective—from aerial inversions to a Downward-Facing Dog, from the sound of a singing bowl to the slow motion of a great blowout. Our imagery can explore the emotional connection and changing POV that inspires customers to grow with their businesses.



# Product Representation

07



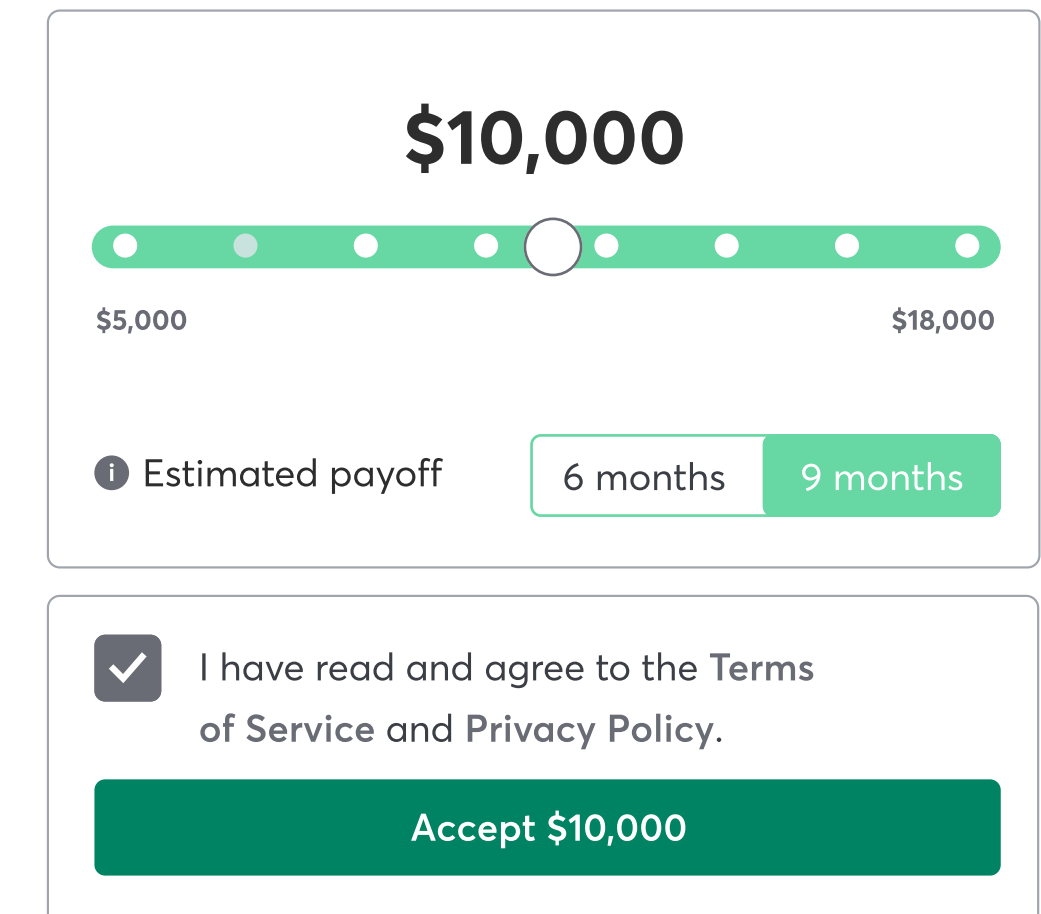
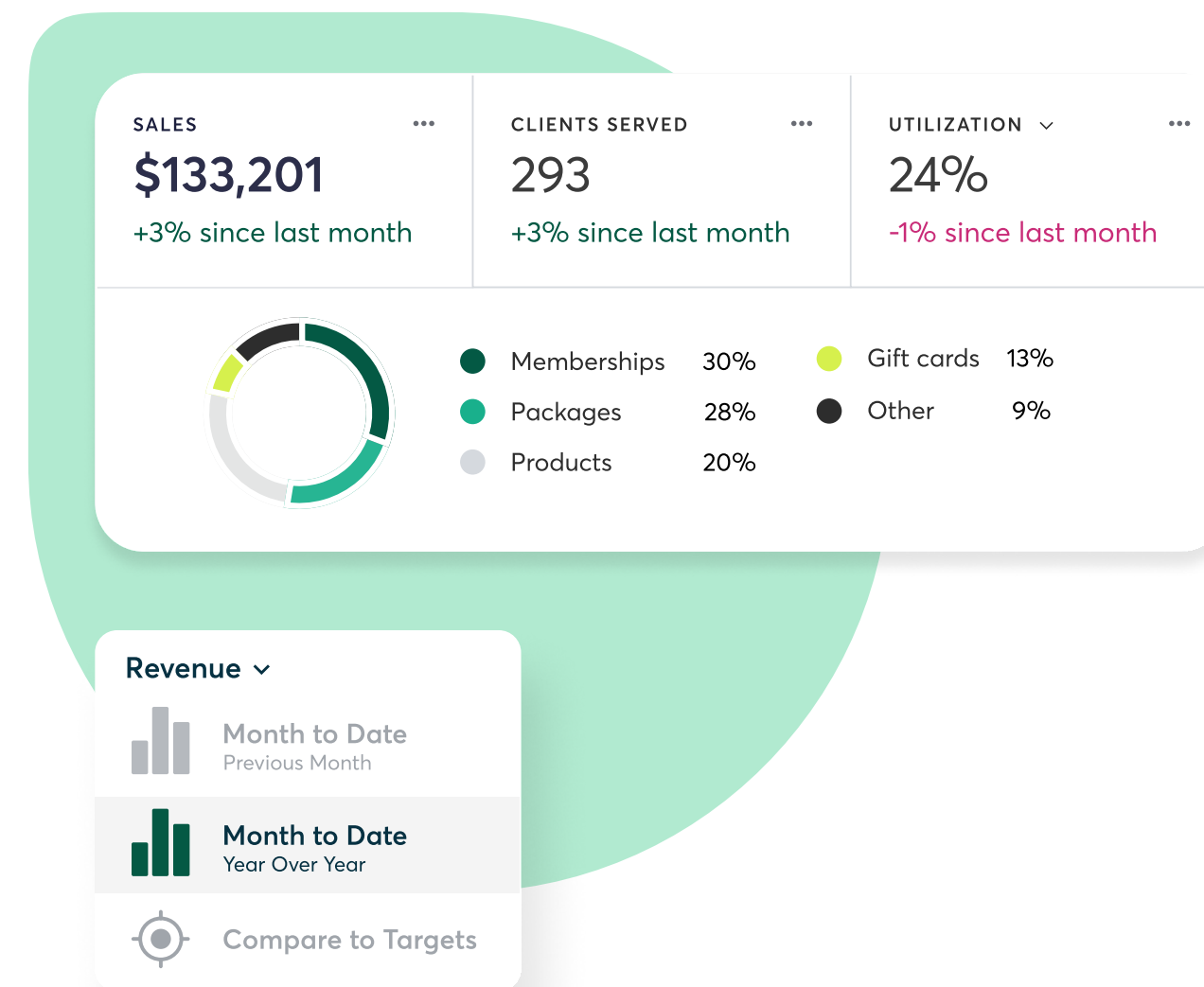
# Showing the experience

Mindbody software is powerful, with a robust interface. We take care to avoid overwhelming our audiences with too much detail about the platform, focusing instead on representing value, process, and functionality.



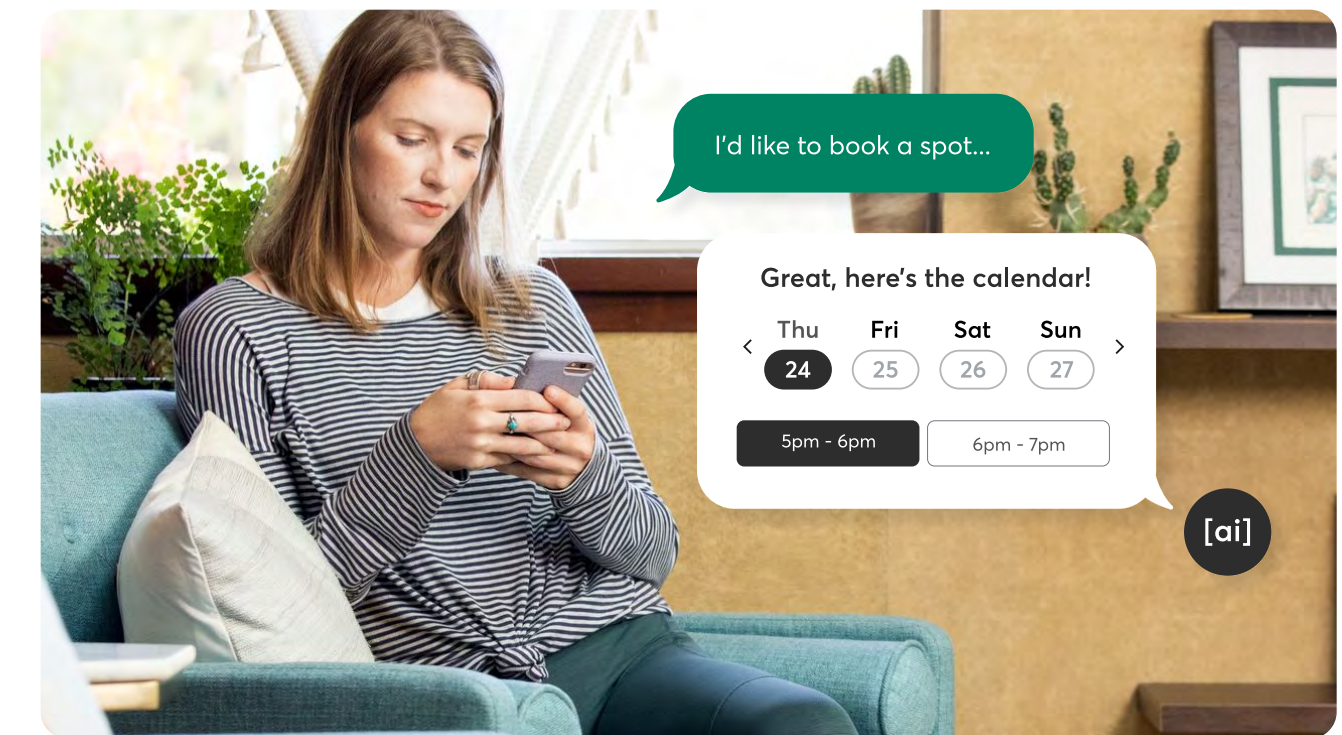
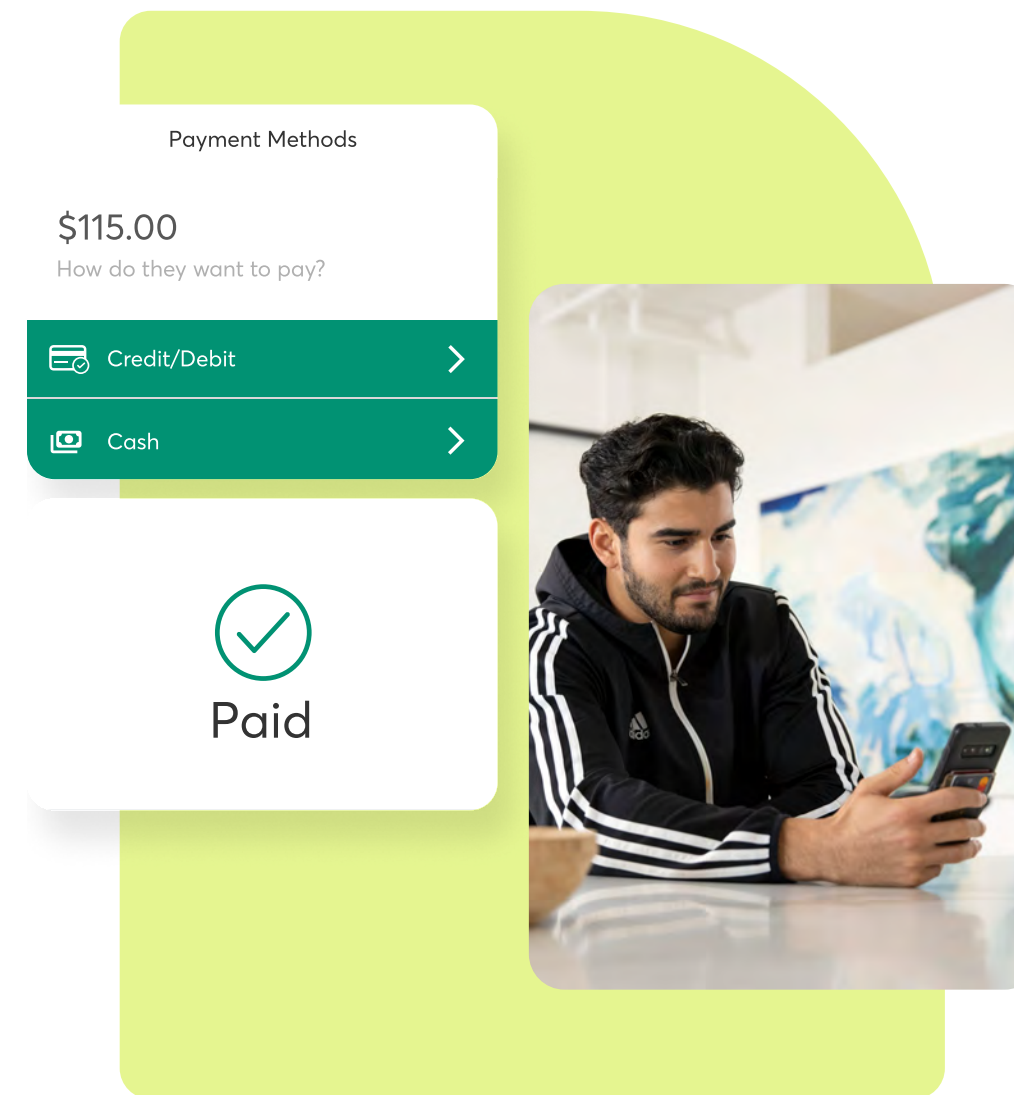
# Simplified UI

To represent key features, we collage only the essential elements of a product or interaction. These representations, simplified to emphasize their utility features, are predominantly used on web pages and in emails, organic social, and paid ads.



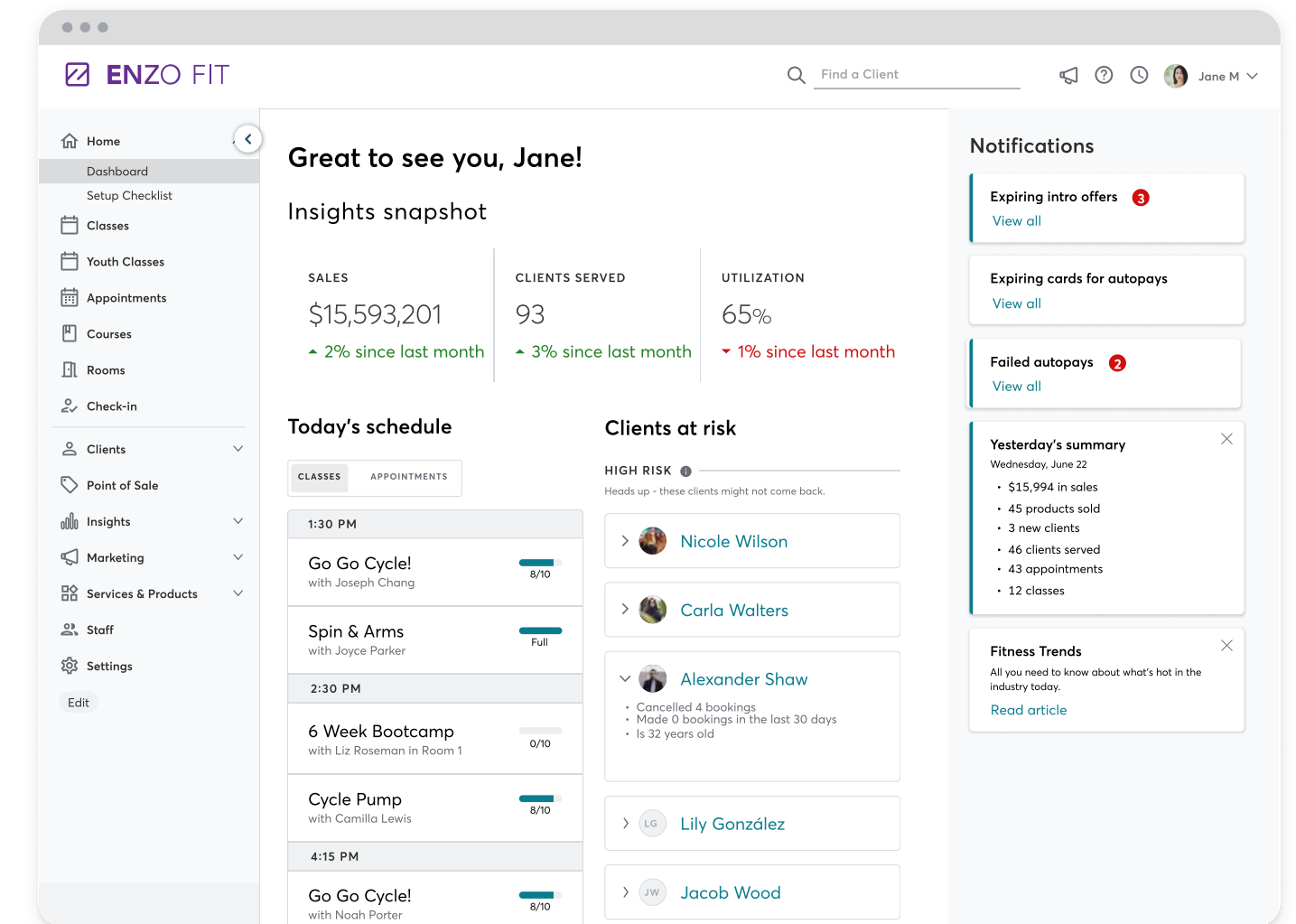
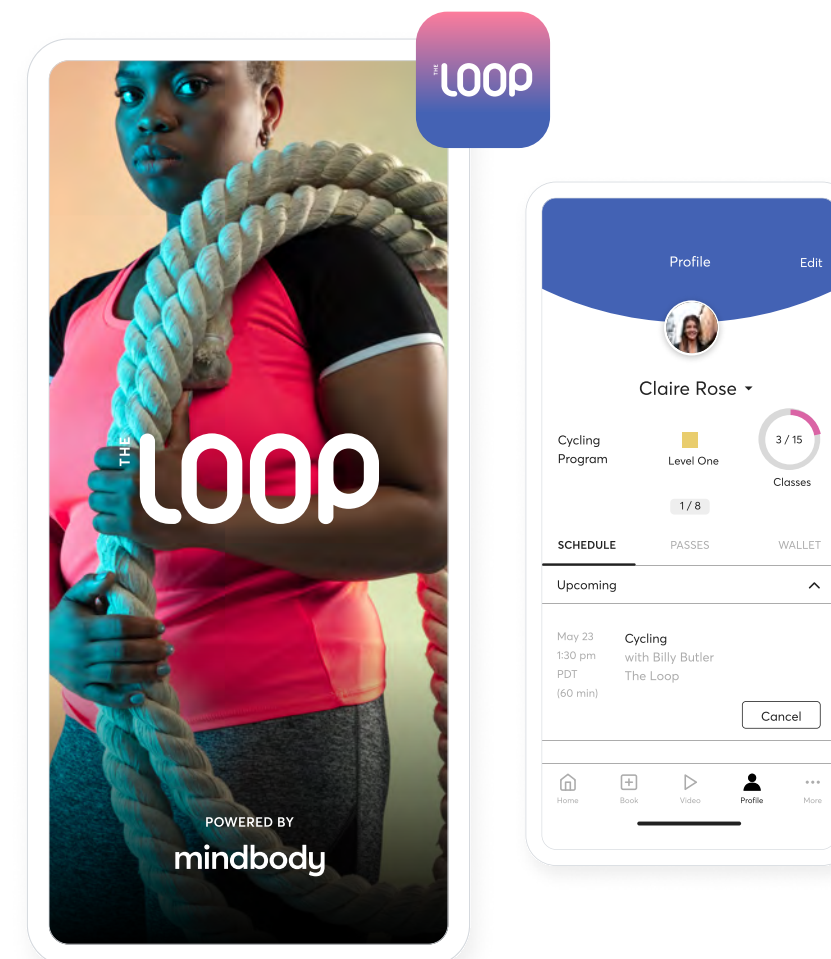
# Contextualized UI

Using UI elements together with imagery reinforces the context in which a product interaction is taking place. Layered elements can explain a process or series of steps. These elements are used across our website and in emails and ads.



# Full representations

Sometimes we need to show a literal representation of a product. When we do, our preference is to portray the subtle presence of a device, but we try to remain device-agnostic whenever possible. Our product UI changes rapidly, so full representations aren't ideal for evergreen content.

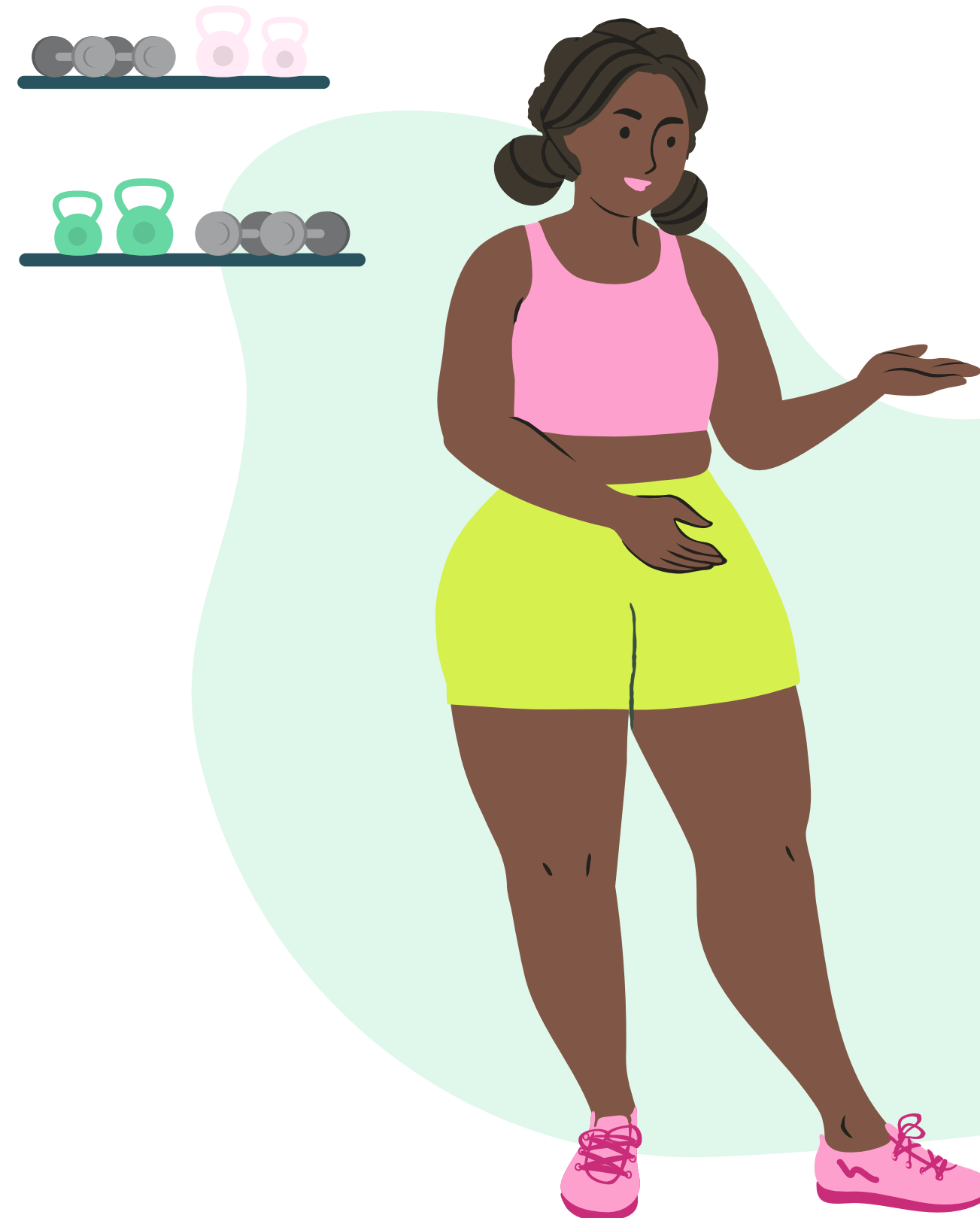


Illustrations &  
Icons

08

# When do we use illustration?

Product & photography will remain at the heart of how we tell our brand story. But photos can't always convey complex ideas or show layered processes and systems. That's where we rely on the power of illustration.



ERROR STATES, EMPTY STATES, 404

SUCCESS STATES

PAGE LOAD

EDUCATION

VERTICAL SELECTORS

PRODUCT FUNCTIONALITY

DEIB

ONBOARDING

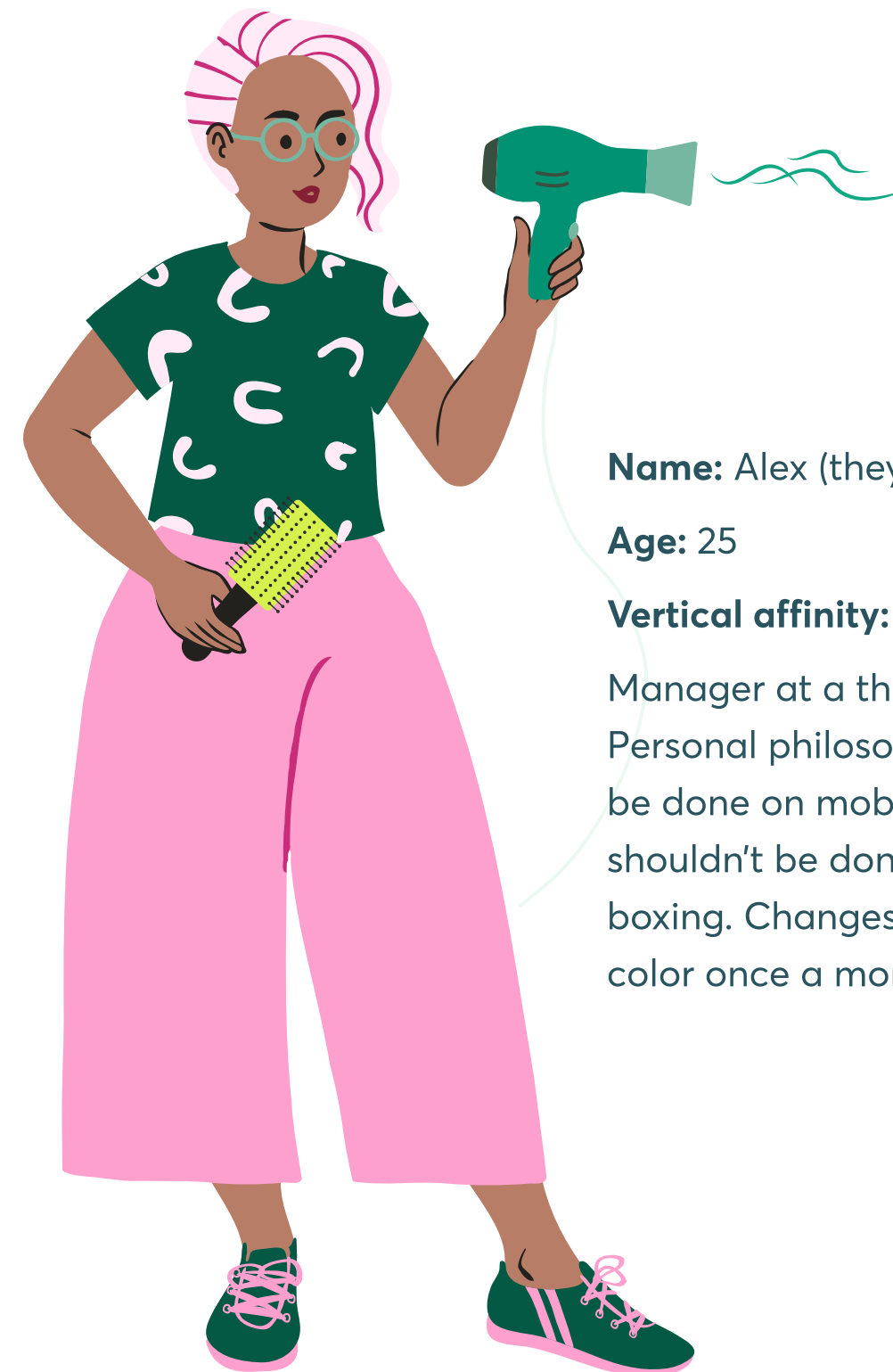
FORMS

BUSINESS CONCEPTS

# Our approach

Each of our characters have personas that represent our customer base, with a range of personalities. They have representational skin tones and hair.

This system is is meant to communicate, not just decorate. People are in motion, in action, and interacting with their world in realistic ways.



**Name:** Alex (they/them)

**Age:** 25

**Vertical affinity:** Salon

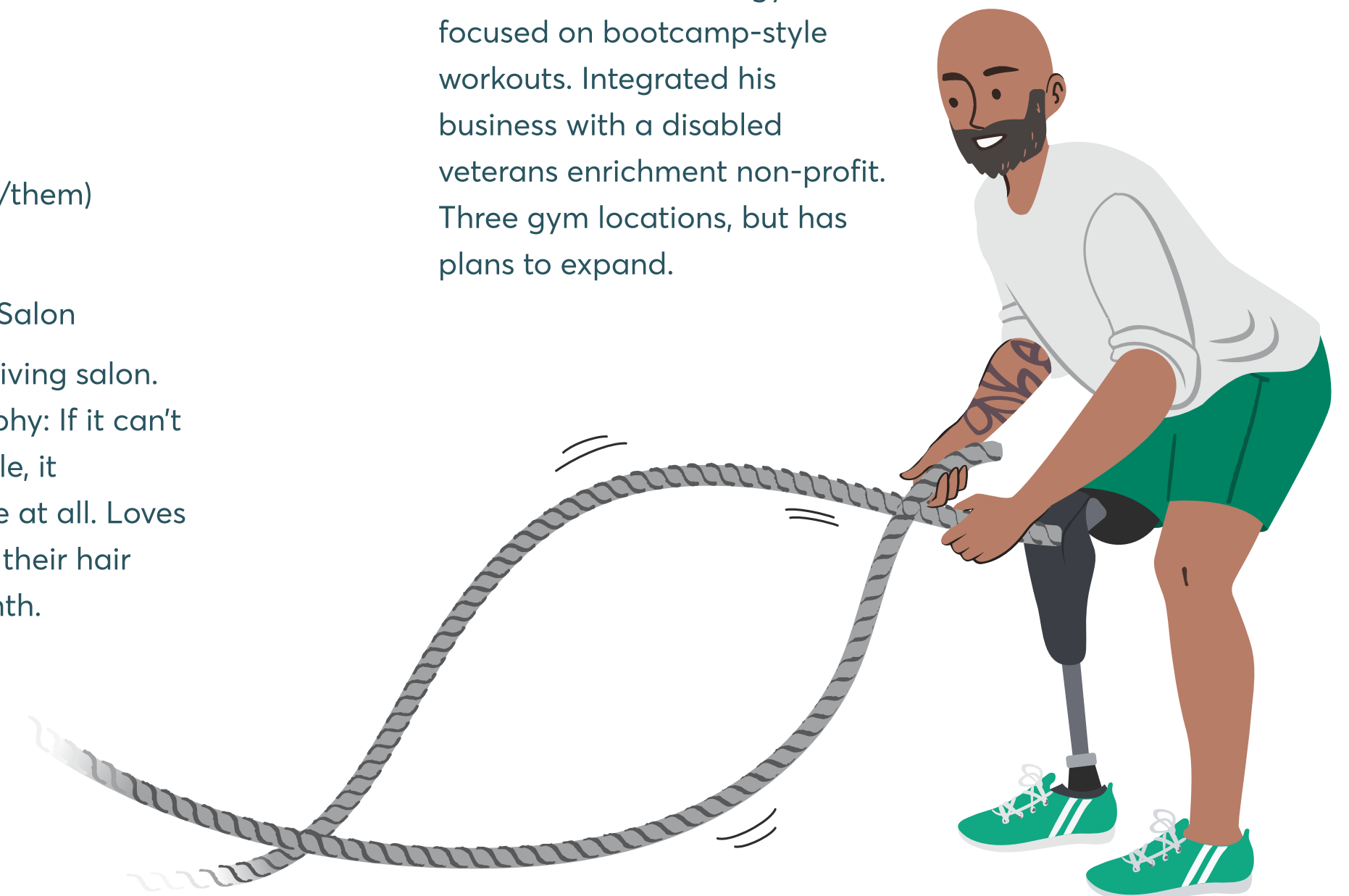
Manager at a thriving salon. Personal philosophy: If it can't be done on mobile, it shouldn't be done at all. Loves boxing. Changes their hair color once a month.

**Name:** Luis (he/him)

**Age:** 37

**Vertical affinity:** Bootcamp

Started an accessible gym focused on bootcamp-style workouts. Integrated his business with a disabled veterans enrichment non-profit. Three gym locations, but has plans to expand.



REALISTIC

BESPOKE

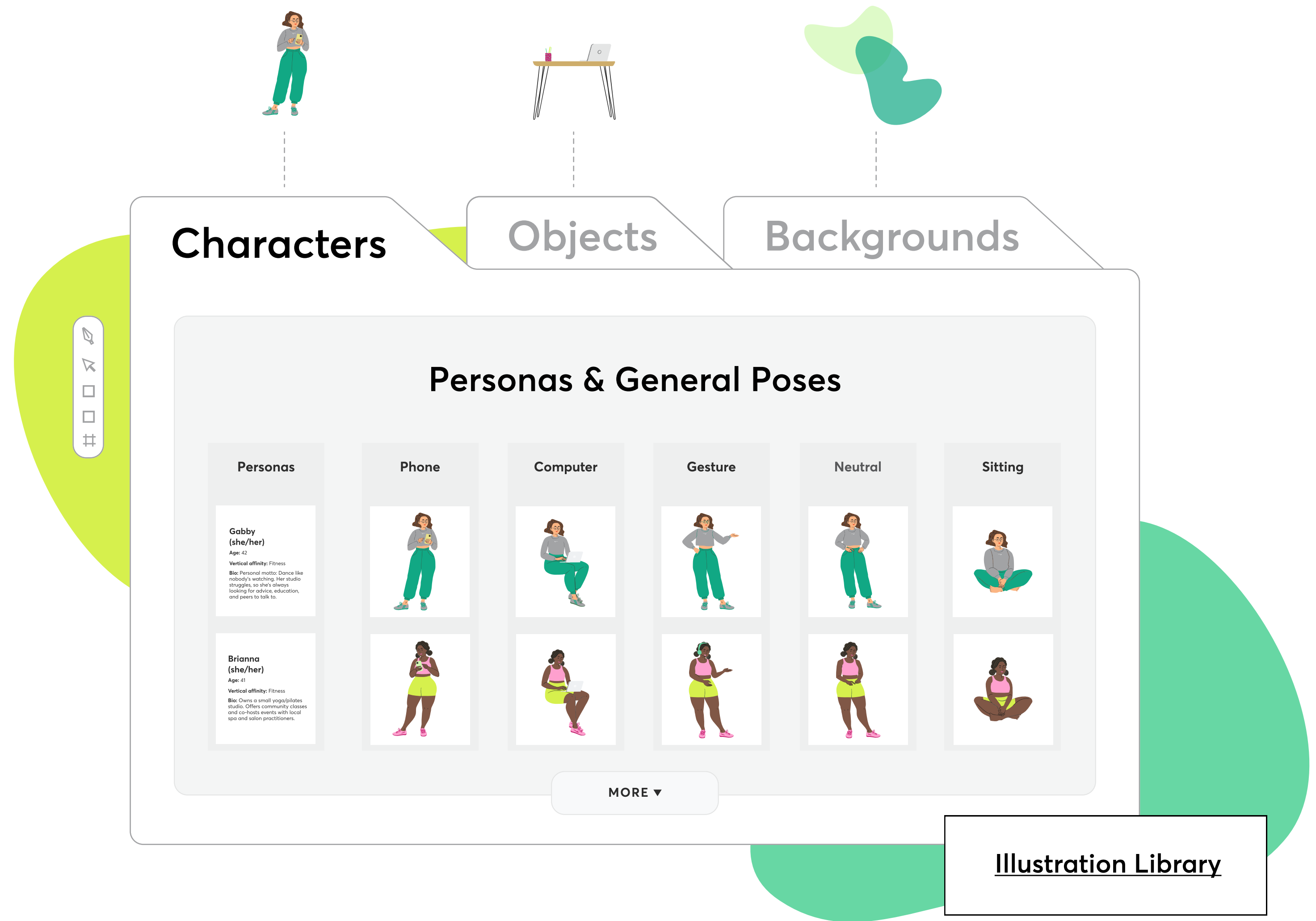
HUMAN-CENTERED

PURPOSEFUL

EXPRESSIVE

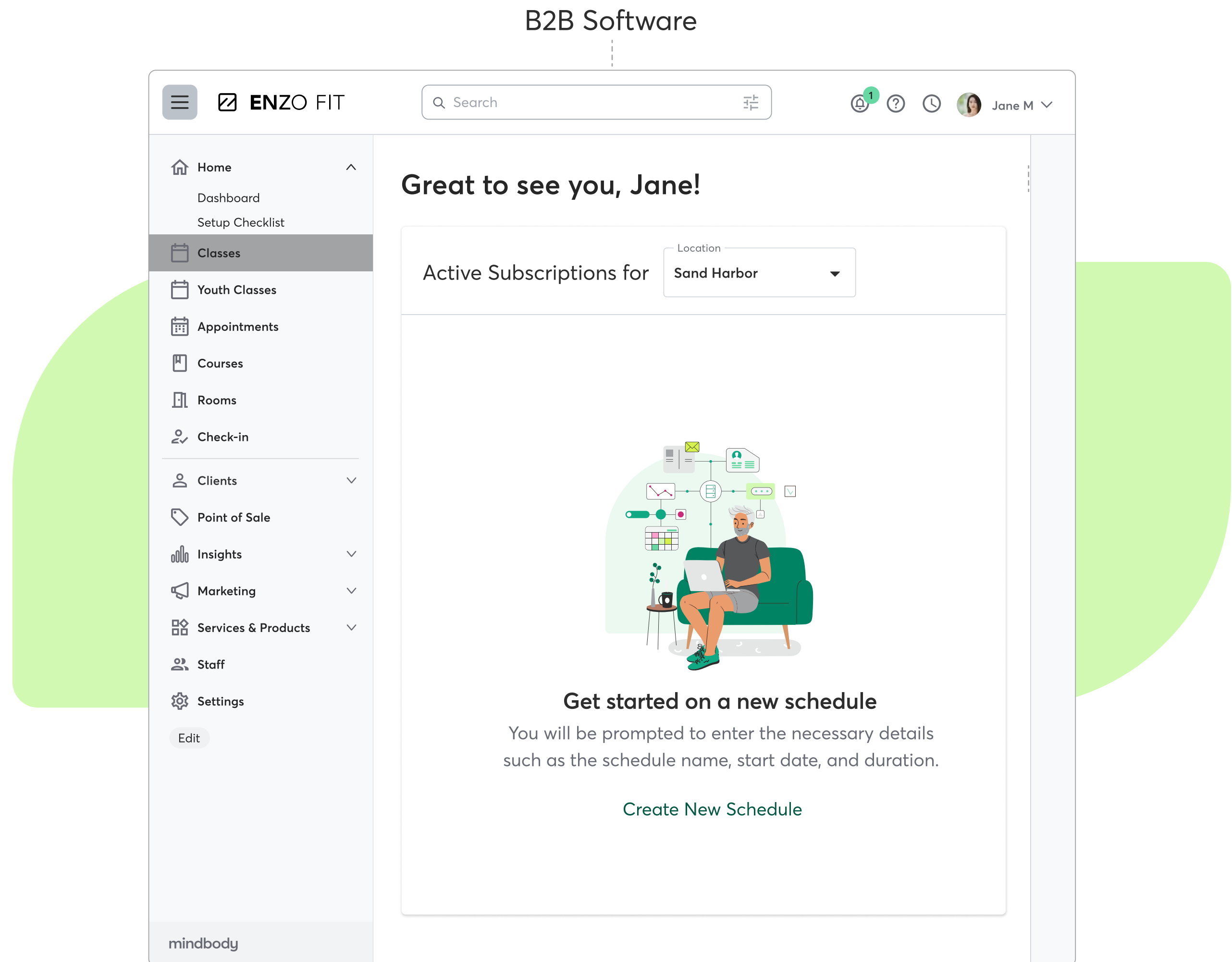
# Illustration library

To streamline the process for all designers, and to ensure consistency, we've created a component-based illustration library. The file includes instructions, get-to-know-yous about the personas, and a deep dive into assets ranging from completed characters and individual character components to objects, backgrounds, and entire prefabricated scenes.





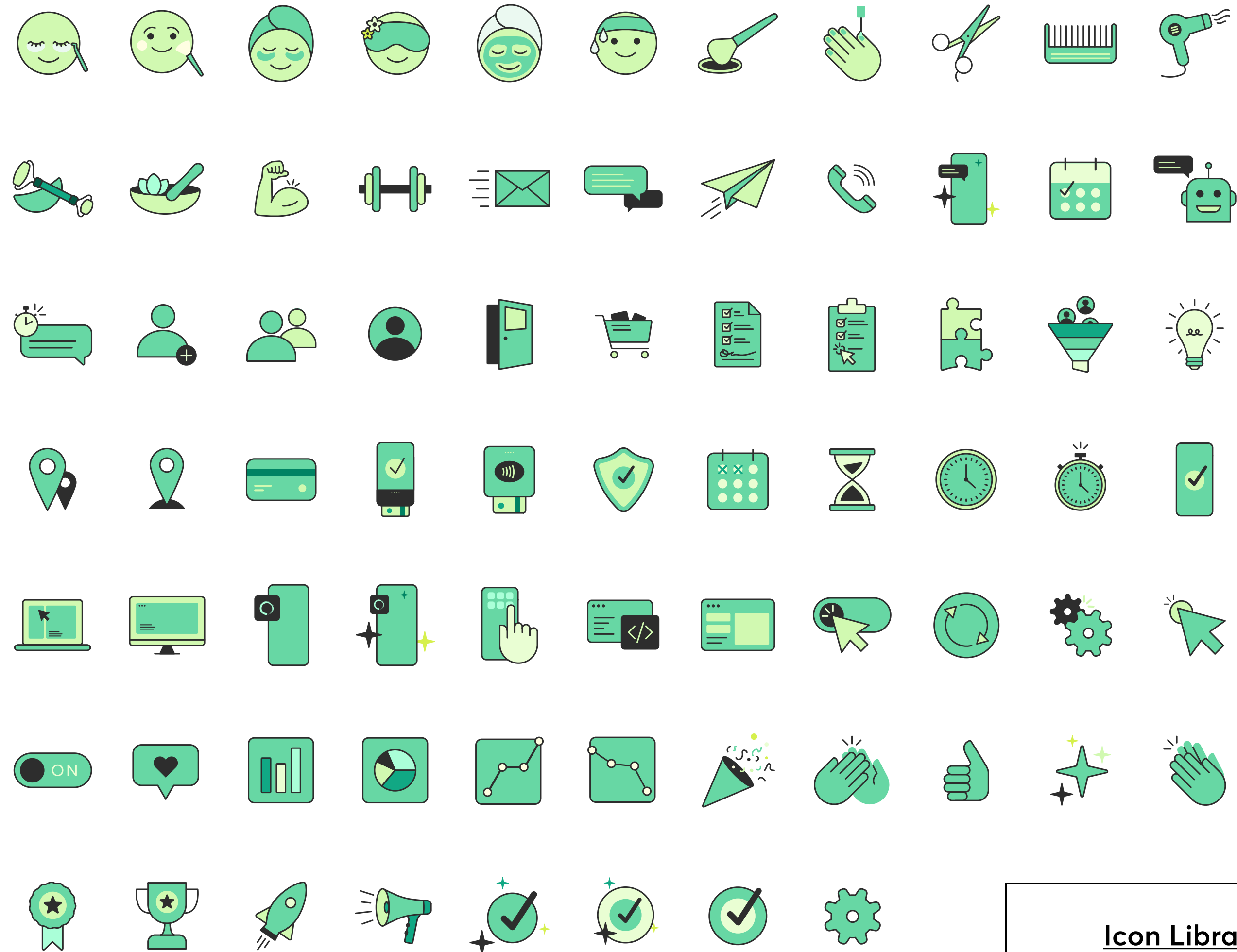
As seen in  
the wild



# Icon library

We've established a branded icon style and library that can be used across a wide array of Mindbody marketing materials and for added character on the web. The icons are distinct from materials icons, in that they are not built at a strict 24x24 & 48x48 scale, and maintain details and character that would be too complex for UI and small actions.

We've captured core concepts and customer verticals, and will be expanding as the needs of the business expand.




**Icon Library**

As seen in  
the wild

SMB Sales Deck


Lead Management

## Convert first-timers into loyal clients




**Never miss a new lead**

See your entire sales funnel at a glance. Automatically pull in new client profiles and tagged leads.




**Power your performance with analytics**

Gather valuable insights into your sales funnel to optimize your team's performance and convert more leads.




**Celebrate your wins**

Watch your business grow as leads that meet your conversion criteria automatically move into your Won column.




**Make your pipeline personal**

See all lead touchpoints in a single timeline with easy access to detailed account information and contact logs.



**Empower staff to reach out at the right time**

Give your team the tools they need to effectively engage and follow up with leads at every stage of the client journey.



Proprietary and Confidential

27

Swag

09

# Swag guidelines

Swag should be fun. Fun to wear, use, and share. It's a simple way to foster an authentic connection with the Mindbody brand.

It's also a reflection of the core values of a company. Everything should be as high-quality as possible and produced responsibly from sustainable materials.

## **Would you want it?**

The first guideline is to really understand whether or not it's a desirable product. Is it going to be well-used? Or end up in the Goodwill pile?

## **No one needs another cheap water bottle**

We also consider the popularity and ubiquity of an item. If it's something everyone already has, we should be offering the best-in-class option, or none at all. Plastic, cheap, throw-away items reflect poorly on our brand.

## **Simplify**

A whole bag of swag items might seem impressive, but if it all ends up in the trash, it hasn't done its job. A single, coveted item is better than a pile of trinkets.

## **Sustainability**

Fully sustainable materials are often outside of the available budget. But we can make a small difference by choosing glass or metal over plastic, 50% organic cotton clothing, or working with transparent brands such as Cotopaxi.

# Apparel

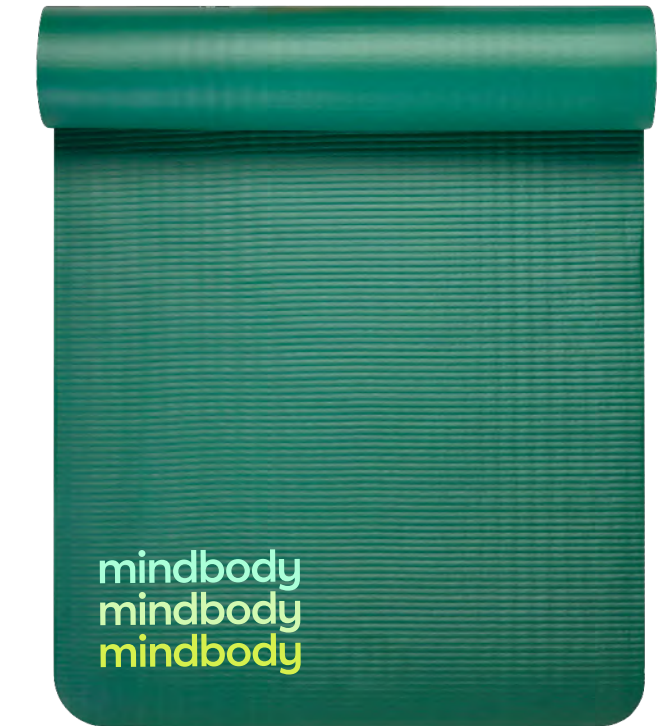
Swag is one of the few placements where a colored logo is appropriate. Our palette has a range of greens, so it's possible to find stylish options beyond the tee.



for concept only

# Gifts and accessories

One-size-fits-all items are easier to manage and distribute than apparel, so they are our number one choice for events and giveaways.



for concept only

mindbody

**Thank You**