

PEAK PILATES®

TRADEMARKS AND GUIDELINES USAGE



Created nearly 20 years ago in Boulder, Colorado, Peak Pilates® continues to set the standard for craftsmanship, innovation and functionality. We find our inspiration in the timeless beauty of the Colorado Rockies, as well as in the designs, principles and movement founded by Joseph Pilates. We bring those inspirations together in our designs, offering the world's most beautiful and functional Pilates equipment—equipment that really makes a difference in people's practices. As Pilates instructors ourselves, we know first hand that the quality, character and movement of the equipment critically shapes the Pilates experience for both instructor and student. Using only the finest materials, including traditional wood, sustainable bamboo and modern metals, we honor Joseph Pilates' original designs by thoughtfully adding or shaping only those components and options that we believe will preserve and improve the full integrity of all of the authentic Pilates exercises.

We've also created the very best Pilates instructor education system in the world. Rooted in classical Pilates, the Peak Pilates Comprehensive Certification covers the full breadth of traditional Pilates, while also leaving room for more advanced exercises, repertoires and teaching styles. We take the time to show instructor candidates not just WHAT to teach, but HOW to teach, focusing time and attention on each individual instructor's journey and style.

We lead and support the Pilates community, offering the full range of equipment, education, space assessments, high quality programming, marketing support and customer service to individual teachers, facilities and participants around the world.

Our purpose is to bring the beauty and benefits of Pilates to the modern world and in doing so, bring people a new level of health and vitality that continues to inspire us.



TRADEMARKS

The Peak Pilates® trademark is an important business asset to Mad Dogg Athletics, Inc., and it should be treated with the care due to something so valuable. We rely on our trademarks to identify our products and services and to distinguish them from those of our competitors. We take tremendous pride in our products and programs and work tirelessly to improve our performance. We believe that our passion for perfection is unrivaled in the industry. We respectfully ask you to support our efforts to enforce the Peak Pilates® trademark and take the steps necessary to use it properly. If you have any questions concerning the proper use of the Peak Pilates® trademark, please feel free to contact us.

PLEASE OBSERVE THE FOLLOWING RULES:

- Use special typography: the Peak Pilates® trademark should be with initial capitalized letters.
- Peak Pilates® requires the use of the ® trademark symbol one or more times in all printed materials and advertising.
- Use the following trademark notice: Peak Pilates® is a registered trademark of Mad Dogg Athletics, Inc.
- Avoid variations: Do not change the spelling, insert hyphens or combine into one words.

TRADEMARKS:

The foregoing are trademarks that are owned or used under exclusive license by Mad Dogg Athletics, Inc. These marks are brand names that serve to identify the unique fitness products and programs offered by Mad Dogg Athletics, Inc. These brand names should not be used to refer to any goods or services other than those owned and offered by Mad Dogg Athletics, Inc.

Peak Pilates®
PilatesSystem® Deluxe
MVe® - MVe® Reformer,
MVe® Tower, MVe® Fitness Chair, etc
Artistry® (Artistry® Reformer, Artistry® FWS,
Artistry® TWS, Artistry® Convertible)
Pilatesstick®
The Power Circle® III
Flexcushion®
Ugi® - Ugi® Ball, Ugi® Fitness at Home Kit
Total Workout System®

FitCore™
fit™ Reformer
casa™ Reformer
Instep Barrel System™

The ® and ™ symbols always go after the name of the product, not the last word of the product.
Ex: MVe® Reformer, not MVe Reformer®

The following brand-specific trademark notice shall be included on all Advertising and Promotional Material advertising, marketing or promoting the Goods and Services:

Peak Pilates® is a registered trademark owned by Mad Dogg Athletics, Inc.

COMMON GRAMMAR ERRORS

- Peak Pilates® is two words, first letter of each word capitalized
- Never use Peak alone; it is always used “Peak Pilates”
- “Peak” is not all caps
- The general use of the word “Pilates” is always first letter capitalized



LOGO

Precise and consistent presentation of our corporate identity is a very important component of brand management. The Peak Pilates® logo is the heart of our visual identity. It ties all of our communication pieces together. To ensure its visual impact has a maximum effect, the logo must be used in a coordinated and consistent manner. This section is designed to define and clarify its usage.

LOGO AND USAGE

The logo has been provided in a variety of file formats to cover all marketing and reproduction needs. Never alter the spacing, relative size or orientation of the logo. Only use approved electronic artwork and do not redraw the logo.

LOGO COLORS:

“Peak” Symbol: PMS 2995 / #00B7F1

Wordmark: PMS 7546 / #494E5A



LOGO VARIATIONS:



PEAK SYMBOL:

The Peak symbol may be used as a graphic device to further enhance the recognition of the brand.



LOGO SPACING:



- Always use at least the width of the letter “P” on all sides of the logo for “breathing room” or spacing. There should be sufficient clear space around the logo to let it “breathe” and prevent its clarity and visual impact from being obstructed.
- When writing about Peak Pilates® in text, it is always followed by the registered trademark symbol ® or (R).
- **When using another logo with the Peak Pilates® logo, it should never be larger than the final size of the Peak Pilates® logo. It can be smaller or the same size.** Please make sure it has a transparent background (.png file) over anything other than white.
- The logo should be legible at any size. Minimum size of the logo is 125px.
- Do not use our full logo unless there is ample space to allow for legibility.
- Do not stretch or distort the logo.
- Never alter the color, spacing, relative size or orientation of the logo.
- Only use approved electronic artwork and do not redraw the logo.

PEAK PILATES®

BRAND VOICE

BRAND VOICE

- Approachable
- Mindful
- Beautiful
- Committed
- Energized
- Dedicated
- Inviting

TONE

At Peak Pilates®, we're dedicated to uplifting and preserving the tradition of Joseph Pilates work. We want to be a part of the Pilates community that is committed to his original work while also being inclusive and inviting people who are new to Pilates and curious. We're expanding our community more and more every day, and you're a vital part of that process. We couldn't be more honored to have you represent and expand the reach of Peak Pilates® Education and Equipment.

PEAK PILATES® IMAGERY

The images you choose to post with the Peak Pilates® logo should align with the overall brand aesthetic. Choose light, clean images that are high resolution and incorporate colors or hues that are the brand colors, or complement the brand colors.

TYPOGRAPHY AND FONTS

Proxima Nova is the approved font used for Peak Pilates® typography. It uses the dark grey hex color #494E5A. No colored type. Please install it on your computer.

HEADLINES

H1 24px; Proxima Nova Medium

H2 18px; Proxima Nova Regular

H3 16px; Proxima Nova Semi-Bold

H4 14px, Proxima Nova Semi-Bold

BODY COPY

This is regular text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis malesuada vitae est nec accumsan. Quisque nec velit magna. Sed et viverra sem, vitae condimentum turpis. Pellentesque quis auctor enim.

font-family: "Proxima Nova", Arial, sans-serif;
color: #333333;
font-size: 14px;
font-weight: normal;
line-height: 1.5;

LINKS

This is a **link**. (**bold**, no underline)
color: #00B7F1;
text-decoration: none;

COLORS

These are the **only** approved colors for use on Peak Pilates® postings and promotional materials. **Do not add to or alter this palette.**

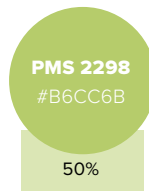
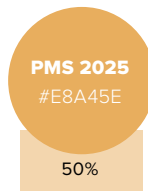
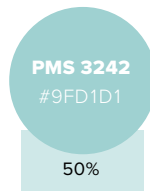
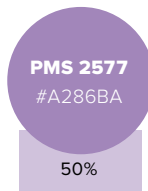
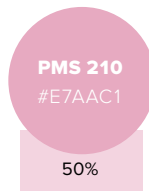
PRIMARY COLORS



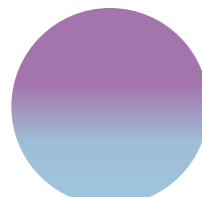
HEADLINE COLOR



SECONDARY COLORS



GRADIENTS



GRADIENT 1

GRADIENT 2

GRADIENT 3

GRADIENT 4



PRODUCTS:

Equipment — <https://peakpilates.com/pilates-equipment>
Certifications — <https://peakpilates.com/education/certifications>

EDUCATION – What Makes Peak Pilates® Unique?

We take the time to show instructor candidates not just what to teach, but how to teach, focusing time and attention on each individual instructor's journey and style.

Testimonials

“Thank you to all for making our Pilates training such a great experience. Reflecting back on all that we accomplished, it becomes clear there was never anything to lose in taking this course. Our cohesive group dynamic is not always an easy thing to find and what a pleasure it has been to come to know all of you.” —Lisa Miller, PPS-II Certified Instructor, Colorado Springs, Colorado

“We had the great pleasure of visiting your facility, meeting the people and seeing the pride each person takes in their job. The fine craftsmanship shows the talent, commitment to quality and heart that goes into every piece of equipment made. Our clients love your equipment as much as we do.” —Terri and Michael Crayne, Pilates Zone, Mansfield, Texas

RESOURCES:

- Find a Training — <https://peakpilates.com/education/find-a-training>
- Community — <https://peakpilates.com/education/community>
- Catalog — <https://peakpilates.com/peak-pilates-catalog>
- Website — www.peakpilates.com
- Facebook — <https://www.facebook.com/peakpilates>
- YouTube — <https://www.youtube.com/user/PeakPilatesHQ>
- Newsletter — To sign up: <https://peakpilates.com/newsletter>
- Instagram — <https://www.instagram.com/peakpilates>
- Pinterest — <https://www.pinterest.com/peakpilates>

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