




SPINNING® TRADEMARK USAGE

The Spin®, Spinner®, Spinning®, Spin Fitness®, SPINPower® and the Spinning logo  trademarks are important business assets to Mad Dogg Athletics, Inc. and should be treated with the care and respect. We rely on our trademarks to identify our products, services, activities and programs to distinguish them from those of our competitors. As the creator and worldwide leader in indoor cycling classes, equipment, clothing and accessories, we take tremendous pride in our products and programs.

If a company's trademark becomes generic, anyone can use it without fear of a claim of trademark infringement from the trademark owner. Loss of a trademark not only denies consumers the opportunity to identify an original, quality product developed with years of experience for repeat satisfactory purchases, it also destroys the owner's investment in a valuable asset.

We respectfully ask you to support our efforts to enforce the Spin®, Spinner®, Spinning®, Spin Fitness®, SPINPower® and the Spinning logo  trademarks (collectively referred to as the "SPIN® Family of Marks") and take the steps necessary to use them properly. If you have any questions concerning the proper use of the Spin®, Spinner®, Spinning®, Spin Fitness® and the Spinning logo  trademarks, please contact us at info@spinning.com for North America, South America and Asia Pacific, and at infoeurope@spinning.com for Europe, the Middle East and Africa.

THE SPIN® FAMILY OF MARKS

Spin®, Spinner®, Spinning®, Spin Fitness®, SPINPower® and the Spinning logo  are registered trademarks that are owned by Mad Dogg Athletics, Inc., a California corporation.

WHAT IS SPINNING® AND WHAT IS A SPINNER®?

The words Spinning® and Spinner® are terms that were originally coined by the founders of Mad Dogg Athletics to identify our particular brand of indoor cycling instruction and patented model of stationary exercise bikes.

The Spinning® program is a comprehensive indoor cycling program that includes features that take advantage of the patented Spinner® stationary bike, heart rate training, motivational materials and exercise sets directed at various fitness goals. Most importantly, Spinning® is the brand name of our particular indoor cycling program and should not be used to refer to any stationary exercise bicycle activity or program other than Mad Dogg Athletics' program or bicycle.

THE SPIN® FAMILY OF MARKS ARE REGISTERED FOR THE FOLLOWING USES:

In addition to our indoor cycling program and indoor cycling bike, we also use and own trademark rights in the trademark Spinning® for sports instruction, health education, rental of health equipment, nutritional supplements, pre-recorded audio and video materials, digital applications, clothing, exercise equipment and fitness facilities. Additionally, we own the trademarks Spin® and Spin Fitness® for exercise equipment and other indoor cycling products and accessories.

WHAT IS THE PURPOSE OF THE SPIN® FAMILY OF MARKS?

Trademark offices around the world provide our company with additional legal means for protecting consumers, licensees, distributors and our company from imitation or counterfeit products and programs. These rights include the exclusive right to use our trademarks in the countries they are registered as the primary method to identify our goods, services and programs.

Proper use of the trademarks serves to distinguish Spinning® products and services from the products and services of other companies and helps prevent damage to our trademarks. To help prevent the misuse of our trademarks, Mad Dogg Athletics sets forth various guidelines to assist you in the proper use of the SPIN® Family of Marks.

Proper trademark use identifies a particular brand of a product or service and is not the name or description of a general good, product, service or activity. Accordingly, it is important to use the trademarks together with the common name or description of the product or service.

For example, it would be proper to say or use "the Spinning® indoor cycling program" and "the Spinner® indoor cycling bike". Using the trademarks properly clearly informs the public that they are purchasing the authentic goods or services of the Spinning® brand, and not from any other person or business.

WHO MAY USE THE SPIN® FAMILY OF MARKS?

Authorized dealers, Official Spinning® Facilities and any company or person licensed by Mad Dogg Athletics, Inc. have the right to promote and use the SPIN® Family of Marks so long as such activity, program or advertising follows the method of use outlined in this guide.

We ask that our dealers or licensees contact us immediately if they become aware of any unauthorized or improper use of the SPIN® Family of Marks.

THE SPIN® FAMILY OF MARKS SHOULD BE USED IN THE FOLLOWING WAYS:

- » "Spinning" refers to the program, classes, instructors and products.
- » "Spinner" refers to the specific model of Mad Dogg Athletics' indoor bikes.
- » "Spin" refers to Mad Dogg Athletics' indoor bikes, classes, instruction, and membership program.
- » The letter "S" for each mark in the SPIN® Family of Marks is always capitalized (e.g., "Spin", "Spinner" and "Spinning").
- » All of Mad Dogg Athletics' trademarks should be accompanied by a registered trademark symbol "®" in all headers, footers, logos and in the first appearance in the body of text on every new page.

THE SPIN® FAMILY OF MARKS SHOULD NOT BE USED IN ANY OF THE FOLLOWING WAYS:

- » With the letter "S" not capitalized (e.g., "spin", "spinner" or "spinning").
- » Misspelled (e.g., "spyn" or "spinnerz").
- » As a verb or improper noun (e.g., "Come spin with us" or "Get spinning").
- » As part of a trade name (e.g., "The New York Spinning Center").
- » As a generic term (e.g., as a name for an indoor cycling program, bike, activity or other products).
- » To advertise bikes, programs or products that are not affiliated with Mad Dogg Athletics, Inc.

SPINNING® TRADEMARK USAGE

USE OF THE SPINNING LOGO 𐄂®

The Spinning logo 𐄂® and wordmark were designed to designate products and services developed by Mad Dogg Athletics, Inc. and may be used by licensees in its exact form to advertise and promote Mad Dogg Athletics' indoor cycling products and services. Under no circumstances may the Spinning logo 𐄂® be used without Mad Dogg Athletics' express written consent to manufacture and sell products such as exercise equipment, fitness education, clothing, accessories or any other merchandise.

The correct format of the Spinning logo 𐄂® and wordmark is indicated in the area below. The logo and wordmark are not to be used in any form that varies from the samples below and must not be used in combination with any other trade name or logo.

PRIMARY LOGO



Spinning® Logo

Spinning® Wordmark

Spinning® Logo with Wordmark

SECONDARY LOGOS



Stacked



Spinning® Wordmark



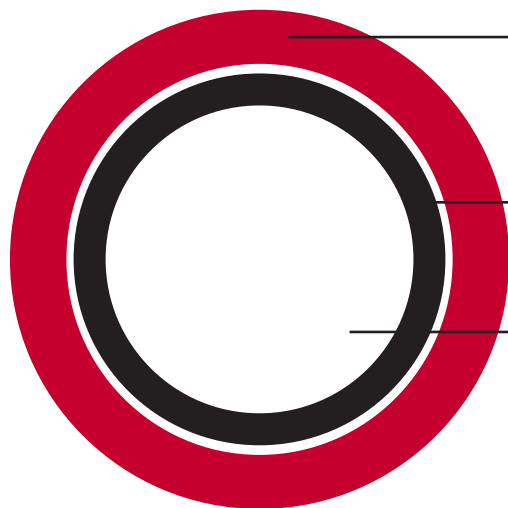
Spinning® Logo



Badge

COLORS

To maintain a strong identity for the Spinning® program, it is necessary to employ a consistent color palette. Use these primary and secondary colors in all materials.



Spinning® Red
PMS 187 C
C0 M100 Y80 K20
R196 G18 B47
HEX #C4 122#

Black
C0 M0 Y0 K100
R0 G0 B0
HEX #000000

White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

FONTS

- » For body text, the font family Proxima Nova should always be used. As a general guideline, body text should be Proxima Nova Light and headings should be **Proxima Nova Semibold**.
- » The Spinning® wordmark is font **RBN93.1**.
- » For the web, please use **Arial** for all body text and **Arial Bold** for titles.

SIZE

- » For print, the logo must be at least 0.75 in (1.91 cm) wide. The wordmark should be never be below 1.25 in (3.175 cm) in width.
- » For the web, the logo must be at least 60 pixels across, and the wordmark must be at least 80 pixels across.
- » The logo must not be crowded. A clear space must surround the logo and watermark on all four sides.
- » Maintain the proportions and positioning of the Spinning logo 𐄂® and watermark according to the example above.

If you have any questions regarding the use of the Spinning logo 𐄂®, please contact us at info@spinning.com for North America, South America and Asia Pacific, and at infoeurope@spinning.com for Europe, the Middle East and Africa.

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

PEAK PILATES®

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.**

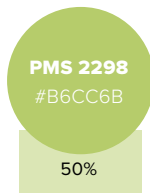
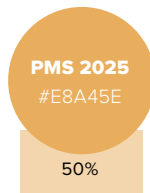
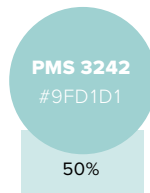
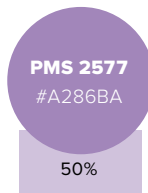
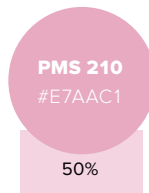
PRIMARY COLORS



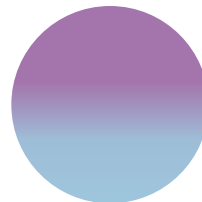
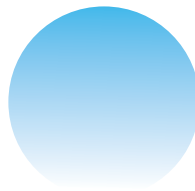
HEADLINE COLOR



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>

CONTACT:

United States

North America, Latin America, Asia Pacific

education@peakpilates.com

sales@peakpilates.com

Toll Free: 1.800.847.7746

Dialing outside the US: 1.310.823.7008

Europe, Middle East, Africa

education@peakpilates.eu

sales@peakpilates.eu

Phone: +31 (0) 10.590.4508

For additional assets or collateral, please email info@peakpilates.com