



# 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.

### TRADEMARK

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 registered trademarks that are 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.

- Names:
  - Peak Pilates®
  - Afina™
- Approved Taglines:
  - Benefit Beautifully™
  - Classical Refined™ [Afina™ tagline]

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

- **Peak Pilates® is a registered trademark used under exclusive license 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

## COLOR

To maintain a strong identity, it is necessary to use a consistent color palette.



**PMS 2995**  
C84 M0 Y0 K0  
R0 G183 B241  
#00B7F1



**PMS 2935**  
C92 M59 Y2 K0  
R0 G105 B176  
#0069B0



**PMS 7545**  
C58 M32 Y18 K54  
R61 G85 B103  
#3D55671



**PMS 7543**  
C43 M28 Y26 K0  
R151 G166 B174  
#97A6AE

## 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

wordmark: ● PMS 7543

### LOCATION DESCRIPTOR:



### LOGO VARIATIONS:



### PEAK SYMBOL:

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



### FONTS:

Typography is an important component of our brand identity system.

Manifold CF is the primary font to be used for all external marketing and promotional materials. Manifold CF is recommended whenever possible for digital or desktop applications / programs.

When producing web sites or digital applications or using Microsoft Office Suite, Arial is the default typeface. This font is readily available on both PC and Mac.

## PRODUCTS:

---

Equipment– <http://peakpilates.com/en/equipment>

Shop– <http://peakpilates.com/en/webshop/main>

## EDUCATION

---

### WHAT MAKES IT 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.

- <http://peakpilates.com/en/education>

## 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:

---

- Press – [http://www.peakpilates.com/en/press\\_releases](http://www.peakpilates.com/en/press_releases)
- Community – <http://peakpilates.com/en/community>
- eBroucher – <http://www.peakpilates.com/brochure>
- Box site – <http://marketing.maddogg.com>
- Website – [www.peakpilates.com](http://www.peakpilates.com)
- Facebook – <https://www.facebook.com/peakpilates>
- YouTube – <https://www.youtube.com/user/PeakPilatesHQ>
- Newsletter  
– To sign up: [http://peakpilates.com/en/newsletter/sign\\_up](http://peakpilates.com/en/newsletter/sign_up)
- Twitter – [www.twitter.com/peakpilates](http://www.twitter.com/peakpilates)
- Instagram – <https://www.instagram.com/peakpilates>
- Pinterest – <https://www.pinterest.com/peakpilates/>

## CONTACT:

---

### UNITED STATES:

- **Sales:** Candice Smith, 1.800.847.7746, [csmith@maddogg.com](mailto:csmith@maddogg.com)
- **Education/Programming:** Carlene Meyer-Yousuf, 1.310.740.8833, [cyousof@maddogg.com](mailto:cyousof@maddogg.com)

### INTERNATIONAL:

- **Sales:** Remko Linskens, +31.(0).10.590.4508, [rlinskens@maddogg.com](mailto:rlinskens@maddogg.com)
- **Education/Programming:** Carlene Meyer-Yousuf, 1.310.740.8833, [cyousof@maddogg.com](mailto:cyousof@maddogg.com)

### CONTACT:

For additional assets and collateral please visit [marketing.maddogg.com](http://marketing.maddogg.com) or contact brand manager Marissa Lindstrom, 1.310.740.8848, [mlindstrom@maddogg.com](mailto:mlindstrom@maddogg.com)