



BRAND GUIDELINES · 2026

The rules that define the Evolve brand and positioning.

Evolve is the intelligence ecosystem for the leisure and wellbeing economy. Our brand is considered, grounded and factual — positioned to operate at a global level. This document defines how we look, write and behave.



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SECTION 00

Brand essence

Mission, promise and personality — the spine of every page, deck and conversation.

MISSION

To bring operators, partners, platform and data together to ignite forward-thinking intelligence for the leisure and wellbeing economy.

PROMISE

Decision-ready answers delivered through our platform and consulting — so every move forward is backed by evidence, not instinct.

PERSONALITY

Pragmatic. Determined. Here to help others win.

VALUES

01

Evidence over opinion

If we can't source it, we don't say it. Every number traceable to LeisureDB or a named dataset.

02

Built to help you win

We measure ourselves on decisions our operators and partners get right.

03

Pragmatic and determined

We do the unglamorous work — cleaning data, sourcing partners, pressure-testing answers.

04

Forward-thinking together

Operators, partners, platform and data brought into one system. Ignition only happens when all four meet.

01

Proposition

Members, catchment, competition, latent demand — four streams meeting in one place.



SECTION 01

Proposition

The mark is the proposition. Operators, partners, platform and data converge — four streams meeting in one place to ignite forward-thinking intelligence.

01

EXISTING MEMBERS

Who is already inside the gate. Tenure, frequency, spend, churn risk, the geography they travel from.

11% of members account for 38% of visits.

02

CATCHMENT

The places people actually come from. Drive-time and walk-time shapes, demographics, density, growth.

47k adults inside a 12-minute drive.

03

COMPETITION

Every operator in the frame. Format, price, capacity, programming, opening and closing patterns.

Six competitors. Two new openings last quarter.

04

LATENT DEMAND

What the catchment wants but cannot get today. The gap between intent and provision, modelled to postcode.

2,400 unmet weekly visits in racquet sports.

WHERE PAIRS MEET — THE STORY EMERGES

MEMBERS × CATCHMENT

Retention risk by postcode. Who travels far and why they stop.

CATCHMENT × COMPETITION

True share of catchment, not gross market share.

COMPETITION × LATENT DEMAND

The gap nobody serves; where a new format would land.

MEMBERS × LATENT DEMAND

What current members would buy if you offered it.

02

Voice

How we sound. Senior analyst briefing a CEO. Precise, plain, confident in the data.



SECTION 02

Voice

We sound like a senior analyst briefing a CEO: precise, plain, and confident in the data. No hype. No jargon for its own sake.

A **Lead with the finding**

State the conclusion first, then the evidence. Readers should know what to do by the end of the first sentence.

B **Specific over sweeping**

A number, a place, a date. 'Membership up 11% YoY in Manchester' beats 'strong growth nationally'.

C **Plain English**

Write for a smart non-specialist. If a term needs defining, define it once and move on.

D **Confident, never cocky**

We don't oversell. The data does the talking; the prose stays out of its way.

DO

Say: 'The catchment lost 1,200 active members this year.'

Say: 'Independents now hold 38% of the recovery segment.'

DON'T

'A truly game-changing AI-powered platform.'

'Unlock unprecedented synergies in your wellness journey.'

03

Logo

Wordmark, marks, clear space and approved pairings.



SECTION 03

Logo

The Evolve wordmark is set in Space Grotesk, all lowercase, with wide tracking (0.32em). The trailing slash signals continuity — the work is ongoing.

The Evolve logo is shown on a dark charcoal background. The flower icon and the word "EVOLVE" are rendered in white. The word "EVOLVE" is in an uppercase, sans-serif font with wide letter spacing.

EVOLVE

ON INK

The Evolve logo is shown on a sage green background. The flower icon and the word "EVOLVE" are rendered in white. The word "EVOLVE" is in an uppercase, sans-serif font with wide letter spacing.

EVOLVE

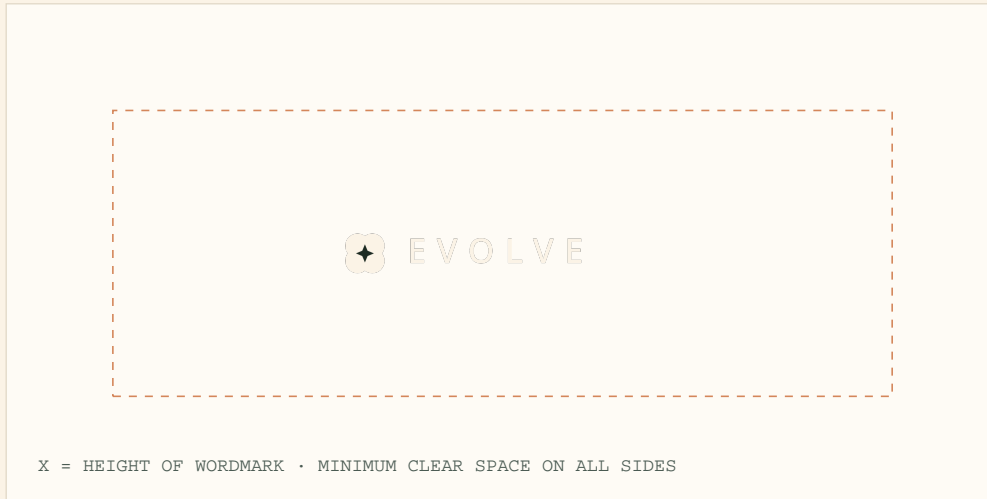
ON SAGE



MARK

03 / LOGO — CLEAR SPACE & USAGE

Clear space & rules

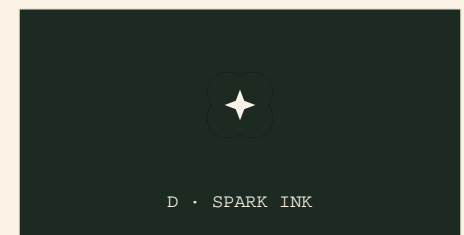
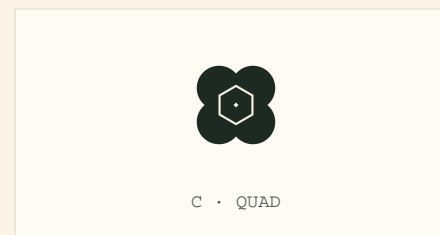
**DO**

- Keep clear space equal to the height of the wordmark on all sides.
- Use Forest Ink on cream, or cream on Forest Ink — canonical pairings.
- Scale proportionally. Minimum digital size is 80px wide.

DON'T

- Don't recolour the wordmark in unapproved tones.
- Don't condense, italicise, outline or add effects.
- Don't place over busy imagery without a scrim.

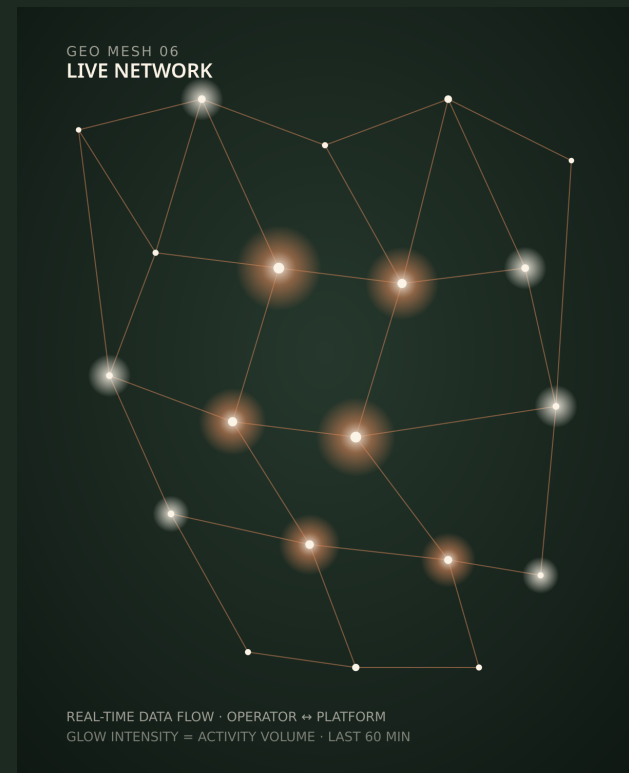
MARKS AT A GLANCE



04

Colour

Forest ink, peach cream, sage and clay — distributed 60 / 22 / 12 / 6.



SECTION 04

Colour

An Andela-inspired palette: deep mature green grounds the brand, peach cream warms it, and a clay accent gives signal. All values are defined as oklch tokens.

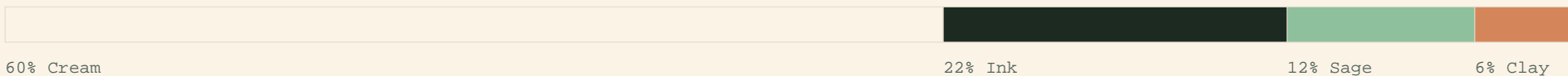
CORE

<p>Forest Ink</p> <p><code>--ink</code></p> <p>Primary text, logo, headlines</p>	<p>Peach Cream</p> <p><code>--background</code></p> <p>Default surface / page background</p>	<p>Sage Primary</p> <p><code>--primary</code></p> <p>Brand accent, buttons, key UI</p>	<p>Clay Accent</p> <p><code>--accent</code></p> <p>Emphasis, signal, highlights</p>
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SUPPORT

<p>Primary Soft</p> <p><code>--primary-soft</code></p>	<p>Card</p> <p><code>--card</code></p>	<p>Muted</p> <p><code>--muted</code></p>	<p>Border</p> <p><code>--border</code></p>	<p>Ink Soft</p> <p><code>--ink-soft</code></p>
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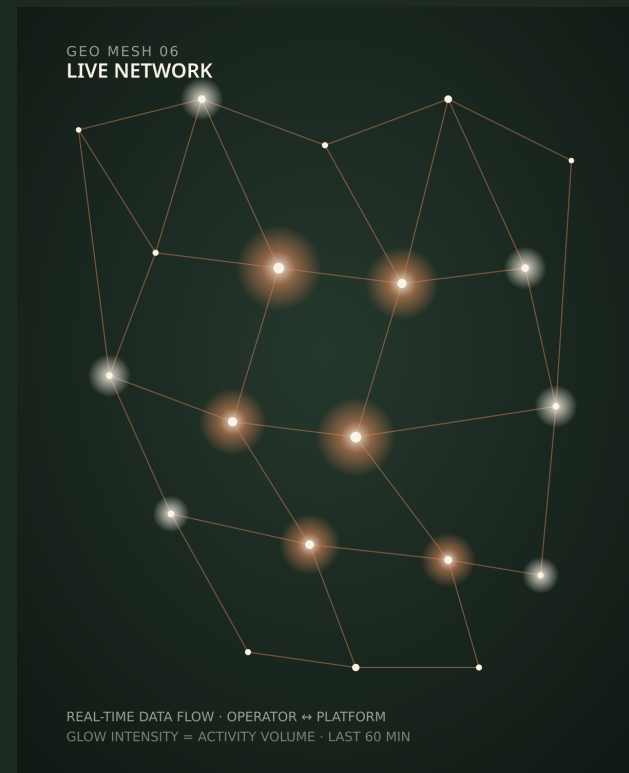
DISTRIBUTION · 60 / 22 / 12 / 6



05

Typography

Space Grotesk for display. Inter for body. A calm, readable rhythm.



SECTION 05

Typography

Space Grotesk for display and headings, with tight letter spacing (-0.035em). Inter for body, captions and UI.

HERO / SPACE GROTESK 700

Where demand meets plac

DISPLAY / SPACE GROTESK

Intelligence, made legible

EYEBROW / INTER UPPER 0.2em

BRAND GUIDELINES

Body / Inter 16/24 — Evolve turns raw signal into a decision you can defend.

SCALE

Hero (homepage)	text-7x1 · bold	88 / 90
Display XL	text-6x1	60 / 60
Display L	text-5x1	48 / 50
H2	text-3x1	30 / 36
H3	text-x1	20 / 28
Body	text-base	16 / 24
Caption	text-xs	12 / 16

06

Imagery

Photography, vector, geo mesh, audio and film — one editorial language.



SECTION 06

06.a Photographic library

Editorial-documentary: real spaces, real people, natural light. Gyms, racquet sports, studios, pools and the digital tools around them.



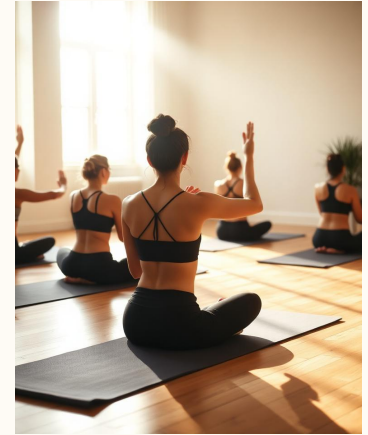
GYM



CROSSFIT



PADEL



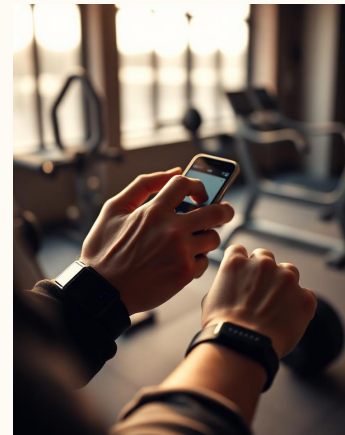
YOGA



SPIN



SWIM



DIGITAL

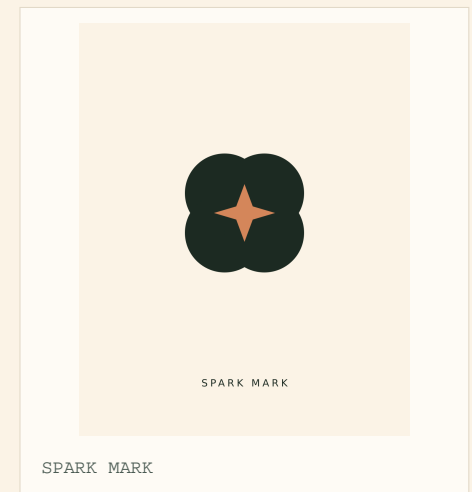
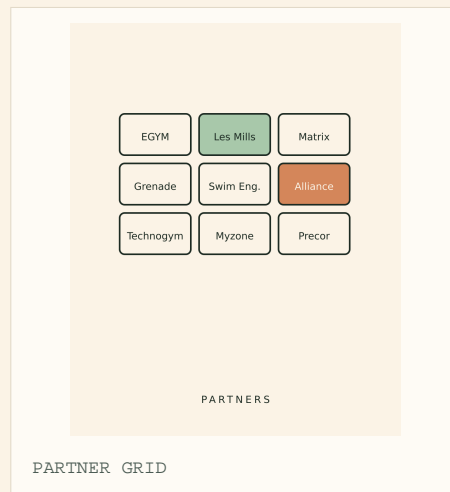
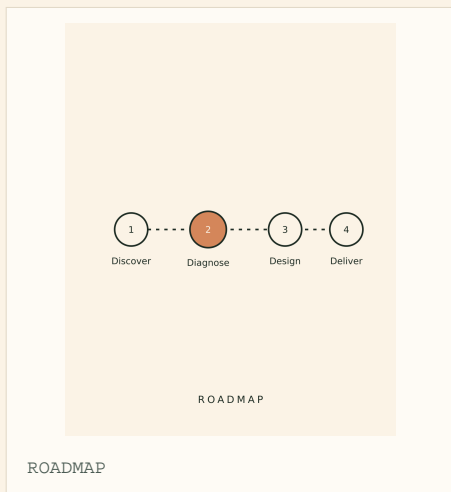
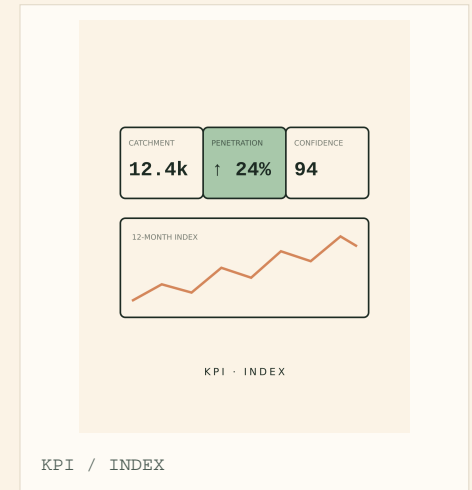
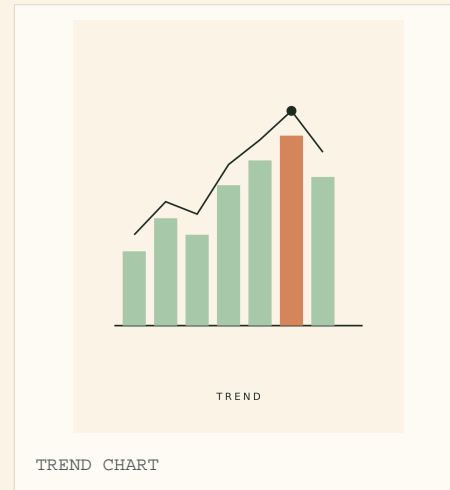
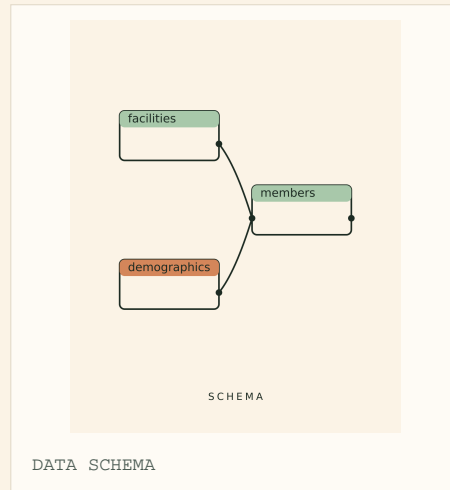
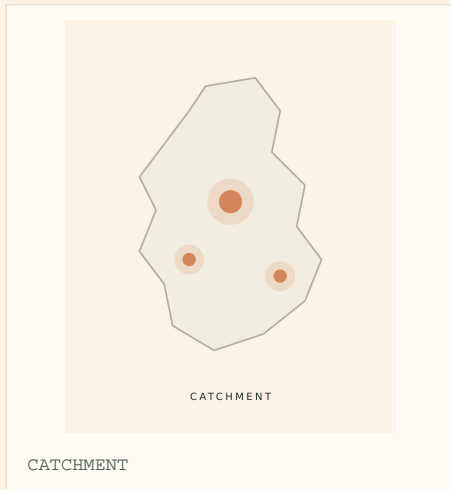


SUPPLEMENTS

SECTION 06

06.b Vector library

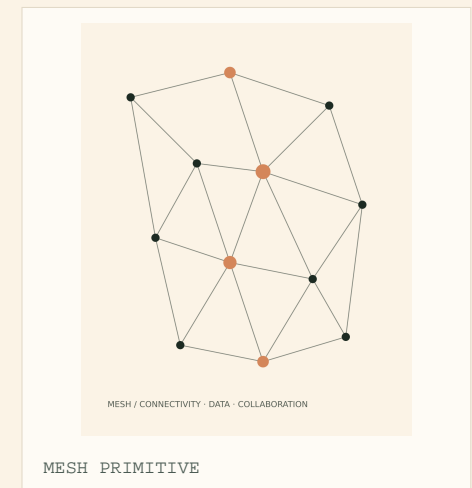
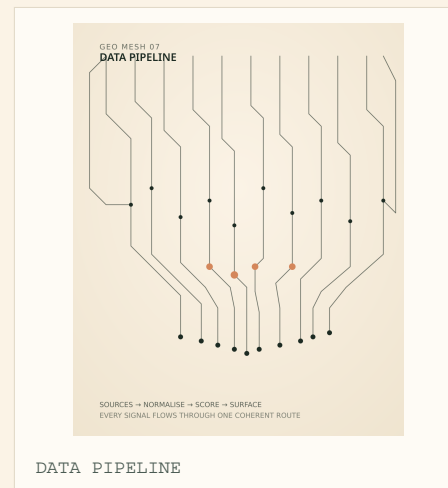
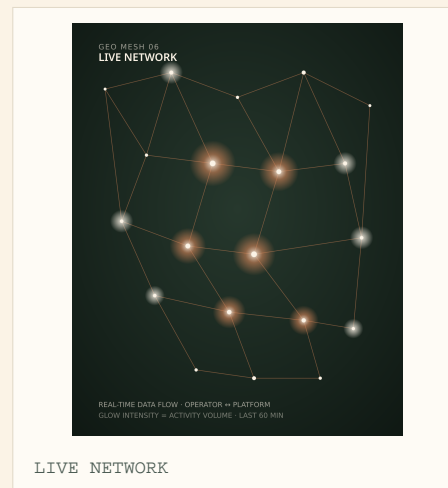
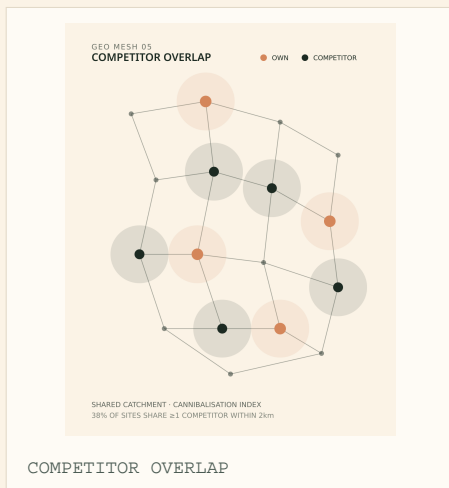
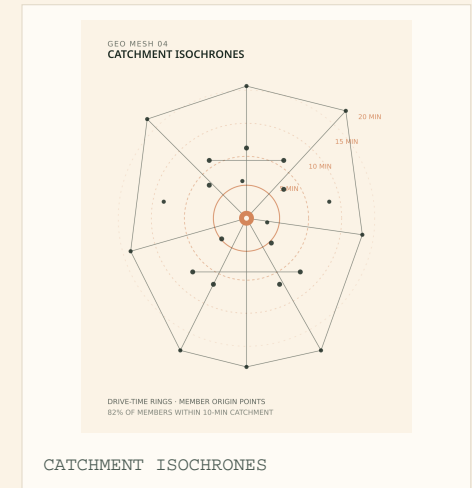
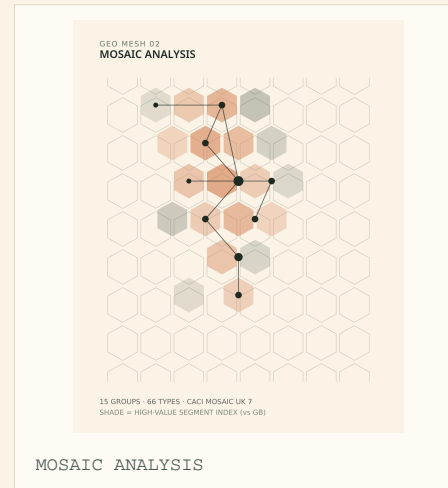
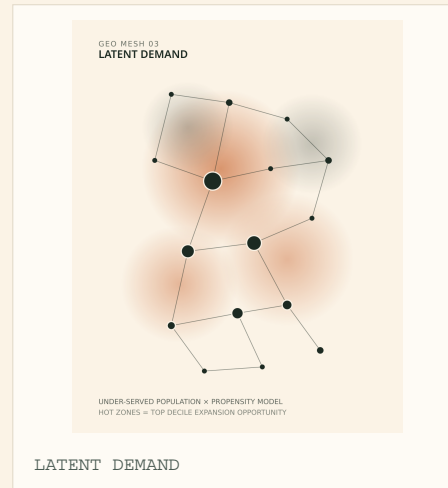
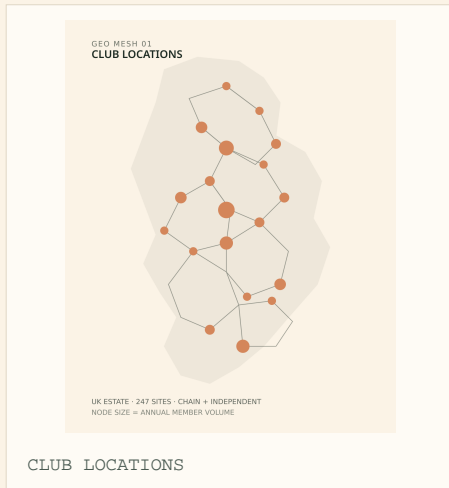
Platform and product motifs — catchment maps, schemas, charts, KPIs, partner grids and the agent-insight motifs we use across product and decks.



SECTION 06

06.c Geo mesh

A single geographic mesh language — nodes, edges and overlays — applied across catchment, demand, competitor and live-network analysis.



07

Motion

Restrained and editorial — fades and rises, 200 to 400ms, ease-out.



SECTION 07

Motion

Motion is restrained and editorial. Fades and gentle rises between 200ms and 400ms with an ease-out curve. Avoid bounce, elastic and spring effects.

Fade

opacity 0 1

240ms ease-out

Rise

translateY 8px 0

320ms ease-out

Reveal

clip-path / mask

400ms ease-out

08

Examples

The brand in the wild — across every surface we ship.



SECTION 08

Examples in the wild

The brand system applied across formats — website, presentation, video, event stand, email, report, webinar. One voice, many surfaces.

01 WEBSITE

Editorial homepage and product pages — hero video, mesh in the negative space, sharp data callouts.

MESH · INK · SAGE · CLAY

02 PRESENTATION

Keynote decks for partners and operators — dark cover, ink sections, sage accents on data slides.

MESH · INK · SAGE · CLAY

03 VIDEO

30s explainers per audience — Playfair display type, JetBrains Mono labels, accent colour by audience.

MESH · INK · SAGE · CLAY

04 EVENT STAND

Modular pop-up panels — large wordmark, single proof point, mesh wallpaper, clay CTA.

MESH · INK · SAGE · CLAY

05 EMAIL

Newsletters and partner campaigns — cream ground, ink headline, one chart, one ask.

MESH · INK · SAGE · CLAY

06 REPORT

Quarterly intelligence reports — cover frame in ink, sectioned dividers, chart system in sage with one clay highlight.

MESH · INK · SAGE · CLAY

07 WEBINAR

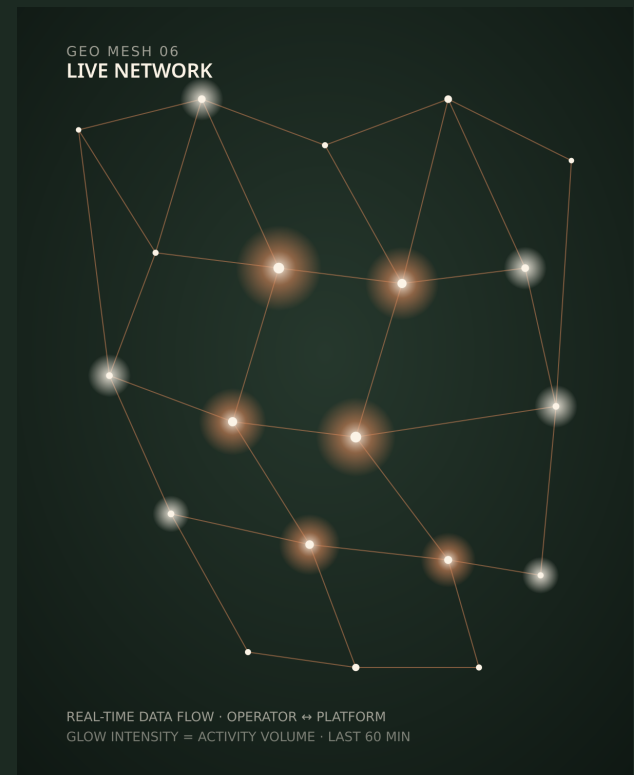
On-platform sessions — branded title cards, speaker plates, lower-thirds on dark.

MESH · INK · SAGE · CLAY

09

Usage

Permissions, downloads and where to ask.



SECTION 09

Usage & permissions

The Evolve marks, palette and typography are property of Addleisure Limited. Partners and press may use the assets below for editorial coverage and joint communications.

Logo pack

SVG + PNG, light and dark variants

</brand/evolve-logo-pack.zip>

Brand deck (PDF)

Full guidelines for agencies and partners

</brand/evolve-brand-deck.pdf>

Press & partnerships

Talk to our communications team

weareevolve.io/contact

One brand. One signal.

EVOLVE · BRAND GUIDELINES · 2026

