



BRAND GUIDELINES 2021



HULAFIT BRAND GUIDELINES

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WHAT IS HULAFIT?

Get ready to bring your core to the floor for a seriously good fun fitness class!

HulaFit® combines tried and tested fitness techniques with hip shakin' Hula for a great full body cardio workout. This is a class for the total beginner as well as the fitness fanatic.

Hulafit® is a revolutionary fitness programme.

Hulafit® says that exercise doesn't have to be boring to get results and will have the world hooping its way into a new fitness frontier, increasing strength, tone, balance, coordination and burning serious calories.

The aim of the HulaFit® class is to create an environment that is as focused on the 'Fit' as it is on the 'Fun' - leaving you smiling as much as you're sweating.

We aim to fill that void for those looking to maintain a healthy lifestyle but who are intimidated or uninspired by going to the gym. We set our classes to popular, uplifting music from the 60's, 70's, 80's, 90's, 00's up to now; songs that make people sing, dance and smile.



VALUES

FUN

We are all about finding the fun in fitness and bringing an element of play into a workout, because who says fitness has to be boring? Our classes are designed to help your mind focus on the fun while we help your body focus on the fit. Our goal is sweaty, smiley faces at the end of a session, not numbers on a scale, so you leave feeling positive, happy and like you had a great time on top of a great workout.

FRIENDLY

We create a safe space so you can feel free to let go, shake that booty and get toned while surrounded by a bunch of friendly, like-minded people. Our classes are a great way to find fab new pals and be part of a fun loving community.

INCLUSIVE

Our classes are for everyone! It doesn't matter what shape, size or gender you are, what your fitness level is or how uncoordinated you are – if you can shake your hips, you can Hula Hoop and we want to share the hoopy love with anyone who is willing to have a go. We want to empower as many people as possible to enjoy moving their bodies.

VISION

Fun feel good fitness for all



MISSION

To deliver fun, friendly, feel good fitness classes that are accessible to all.

Empowering people to enjoy moving their body for health and fitness.



WHAT WE OFFER

Hulafit is a Hula Hoop exercise programme designed for all bodies. With local classes run by licensed local instructors.



MAIN LOGO

PINK:

C 7 M 93 Y 1 K 0
R 224 G 34 B 123
HEX #E0227B

BLUE:

C 72 M 2 Y 29 K 0
R 31 G 179 B 189
HEX #1FB3BD

OUR LOGO

Font : Univers Condensed / Glypha



WHITE PNG



BLACK PNG

HOW TO GET IN TOUCH

Phone Number	07983 336873
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Email Address	hulafituk@gmail.com
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Website	www.hulafit.com
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