MULTI-BRAND

MVS / MOVES / MAMBO MAX

Brandbook

The story

mvs

Inzicht Behoefte van de klant centraal

Durven Kansen zien en nemen

Expertise Unieke kennis en toewijding

Passie Positieve gedrevenheid

Bruisend Steeds in beweging

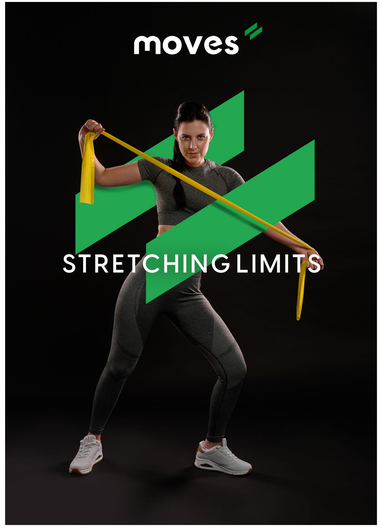
moves

Essential Focus on what matters the most.

Excel Specialized top range.

Expertise Makes a difference.

Evolution Never stand still.



De campagnebeelden van Moves zijn contrastrijk en krachtig. Ze trekken de aandacht en leggen de nadruk op de drive om te presteren. De modellen stralen ambitie en vastberadenheid uit. Ze zijn klaar om het verschil te maken.

Het merkbeeld van Moves staat centraal: zichtbaar, herkenbaar, en altijd in beweging.
Zonder Moves, geen actie.

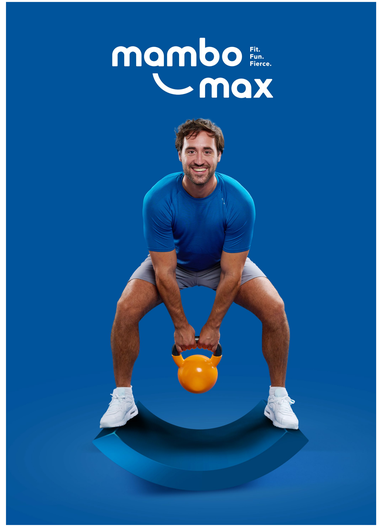
mambo max

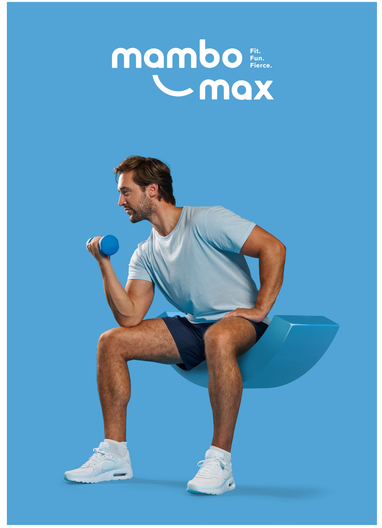
Fit Find your balance.

Fun That great feeling.

Everyone If you want results.

Fierce When health is a priority.





De kleurrijke, levendige beelden stralen plezier en energie uit. De frisse kleuren roepen een gevoel op van luchtigheid, vitaliteit en gezondheid.

De slogan "Find your balance" krijgt een letterlijke vertaling in beeld, met het merkbeeld van Mambo Max als centraal element. Balans vind je niet zonder Mambo Max.

The feeling

mvs IN MOTION

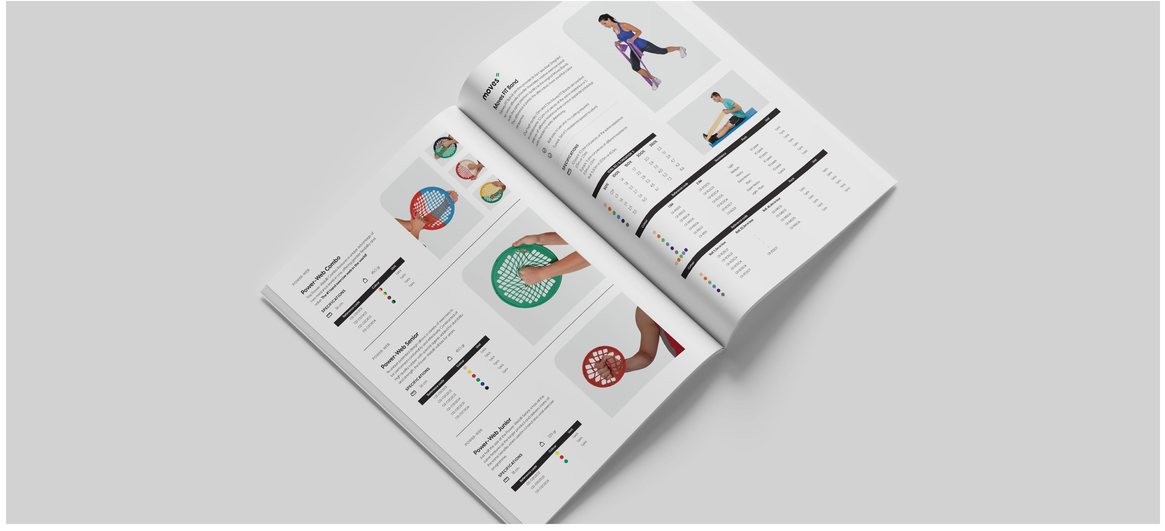
moves STRETCHING LIMITS

mambo max Fit. Fun. Fierce.

Visitekaartje

Gadget

Vlaggen



Brochure

Brochure

moves STRETCHING LIMITS

Logo

Campagnebeeld

Kledij

Stretching

KLEUR: ZWART
FONT: VISBY LIGHT

Moving

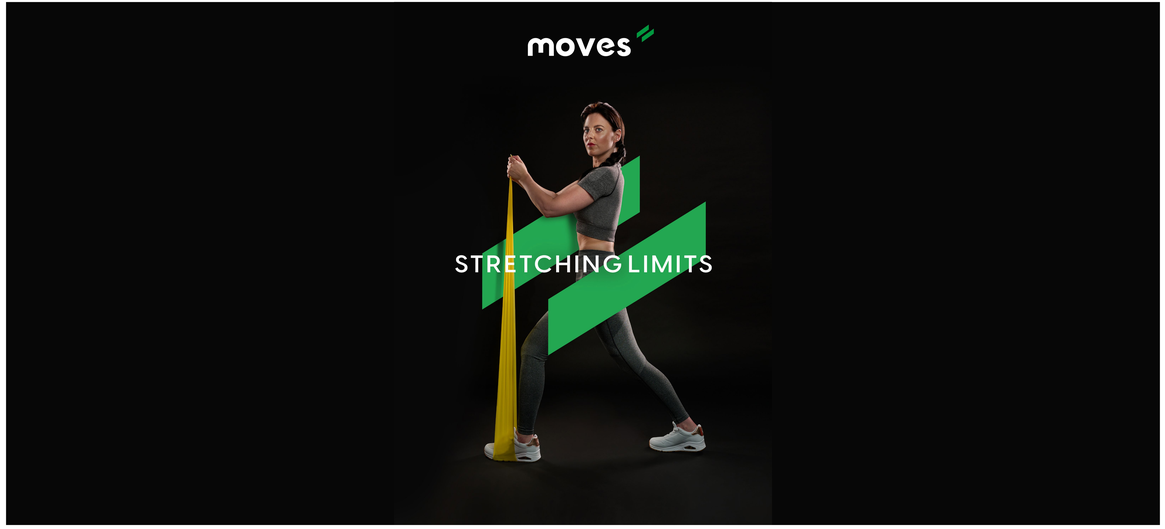
KLEUR: BLAUW
FONT: VISBY BOLD

Weerstands-banden

KLEUR: GEEL
FONT: VISBY BOLD

Limits

KLEUR: GROEN
FONT: VISBY MEDIUM



Verpakking

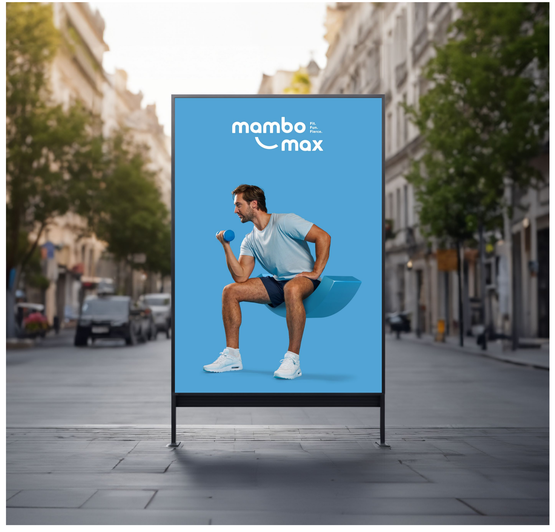
Drinkfles

De weg naar
gezondheid
en frisheid.

mambo max
Fit.
Fun.
Fierce.

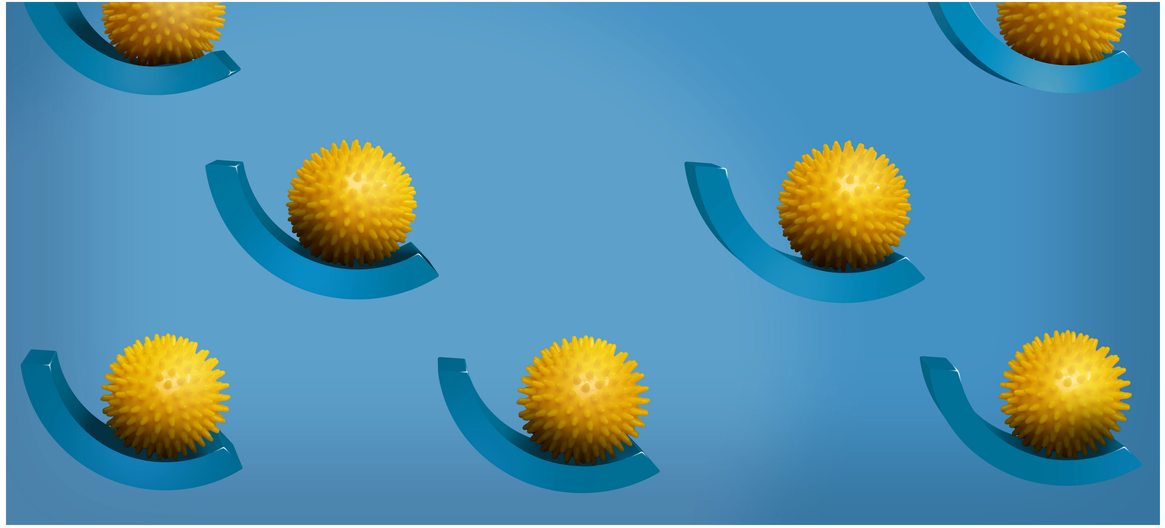
Posters

Verpakking



Poster en typografie

Drinkfles en gewichtje



Campagnebeeld product

Optimaal

KLEUR: ROOD
FONT: VISBY LIGHT

thuis

KLEUR: ZWART
FONT: VISBY BOLD

Work-out

KLEUR: LICHTBLAUW
FONT: VISBY BOLD

Sterker

KLEUR: DONKERBLAUW
FONT: VISBY MEDIUM

Kleuren en lettertypes

mvs IN MOTION

The guidelines

mvs IN MOTION

Origineel logo

mvs IN MOTION

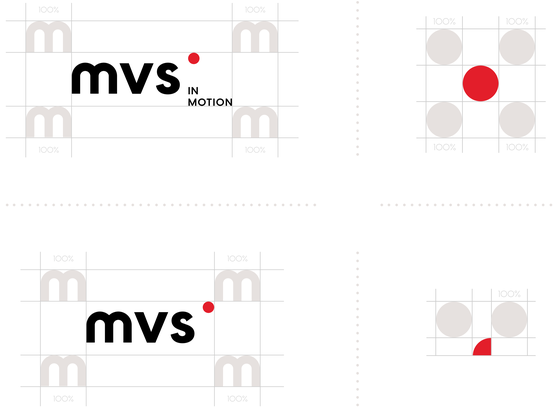
LOGO MET BASELINE

mvs

WOORDMERK

BEELDMERK

Logo varianten



Witruimtes

Minimuumgrootte

Logo kleurgebruik

Hoofdkleur

WIT

HEX	#ffffff
RGB	255 255 255
CMYK	0 0 0 0

Hoofdkleur

ZWART

HEX	#000000
RGB	0 0 0
CMYK	0 0 0 100
PANTONE	Black

Hoofdkleur

ROOD

HEX	#e41528
RGB	238 36 53
CMYK	0 98 85 0
PANTONE	186

Steunkleur

LICHTBLAUW

HEX	#81cbeb
RGB	130 204 235
CMYK	42 0 0 5
PANTONE	292

Steunkleur

DONKERBLAUW

HEX	#003973
RGB	0 57 115
CMYK	100 68 0 39
PANTONE	2767C OF 288 U

Kleuren

Visby CF

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Your B2B partner for physical therapy, rehab, sports and fitness products

Segoe UI

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

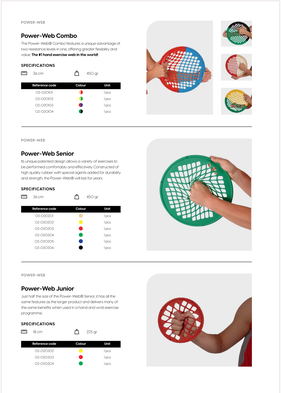
Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Your B2B partner for physical therapy, rehab, sports and fitness products

Visitekaartje

Brief- en vervolgpapier



POWER-WEB

Power-Web Combo

The Power-Web® Combo features a unique advantage of two resistance levels in one, offering greater flexibility and value. **The #1 hand exercise web in the world!**

SPECIFICATIONS

Size: 9cm | Weight: 450 gr

Reference code	Colour	Unit
03-000101	Yellow	1pcs
03-000103	Red	1pcs
03-000103	Green	1pcs
03-000104	Blue	1pcs

POWER-WEB

Power-Web Senior

Its unique patented design allows a variety of exercises to be performed comfortably and effortlessly. Comes in a set of high quality rubber with special agents added for durability and strength, the Power-Web® will last for years.

SPECIFICATIONS

Size: 9cm | Weight: 450 gr

Reference code	Colour	Unit
03-000201	Yellow	1pcs
03-000202	Red	1pcs
03-000203	Green	1pcs
03-000204	Blue	1pcs
03-000205	Black	1pcs
03-000206	Black	1pcs

POWER-WEB

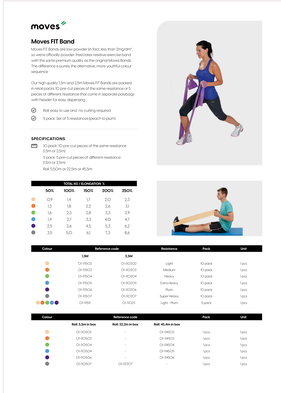
Power-Web Junior

Just half the size of the Power-Web® Senior, it has all the same features as the larger product and delivers many of the same benefits when used in a hand and wrist exercise programme.

SPECIFICATIONS

Size: 8cm | Weight: 225 gr

Reference code	Colour	Unit
03-000301	Yellow	1pcs
03-000303	Red	1pcs
03-000304	Green	1pcs



moves

Moves FIT Band

Moves FIT Bands are latex powder (in fact, less than 2mg/dm²) so were officially powder free!latex resistive exercise band with the same premium quality as the original Moves Bands. Performance is purely the alternative, more youthful colour! Simplified!

Our high quality 15m and 15m Moves FIT Bands are packed in retail packs. 10 pre-cut pieces of the same resistance or 3 pieces of different resistance. Come in separate packbags with header for easy dispensing.

- Roll easy to use and including required
- 5 pack: Set of 5 resistances (each to pium)

SPECIFICATIONS

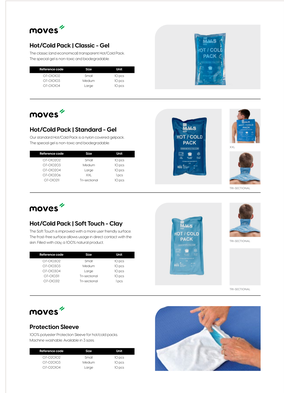
Size: 10 packs: 10 pre-cut pieces of the same resistance 0.6m or 2.5m; 3 pack: 3 pre-cut pieces of different resistance 0.6m and 2.5m; Roll: 5.25m or 22.5m or 45.0m

TOTAL 100 % TORQUEPOWER %

	50%	100%	150%	200%	250%
Light	0.9	1.4	1.1	2.0	2.2
Medium	1.4	2.1	2.2	2.7	3.1
Heavy	1.6	2.3	2.8	3.3	3.9
Extra Heavy	1.9	2.7	3.3	4.0	4.7
Super Heavy	2.3	3.6	4.5	5.3	6.2
Light - Plum	3.5	5.0	6.1	7.3	8.6

Colour	Reference code	Resistance	Pack	Unit
1.5m				
Yellow	01-R1001	Light	10 pack	1pcs
Red	01-R1003	Medium	10 pack	1pcs
Green	01-R1004	Heavy	10 pack	1pcs
Blue	01-R1005	Extra Heavy	10 pack	1pcs
Black	01-R1006	Super Heavy	10 pack	1pcs
Black	01-R1007	Super Heavy	10 pack	1pcs
Purple	01-R1011	Light - Plum	5 pack	1pcs
2.5m				
Yellow	01-R2001	Light	10 pack	1pcs
Red	01-R2003	Medium	10 pack	1pcs
Green	01-R2004	Heavy	10 pack	1pcs
Blue	01-R2005	Extra Heavy	10 pack	1pcs
Black	01-R2006	Super Heavy	10 pack	1pcs
Black	01-R2007	Super Heavy	10 pack	1pcs
Purple	01-R2011	Light - Plum	5 pack	1pcs

Colour	Reference code	Roll: 5.25m in box	Roll: 22.5m in box	Roll: 45.0m in box	Pack	Unit
Yellow	01-R2001	-	-	01-R4001	1pcs	1pcs
Red	01-R2003	-	-	01-R4003	1pcs	1pcs
Green	01-R2004	-	-	01-R4004	1pcs	1pcs
Blue	01-R2005	-	-	01-R4005	1pcs	1pcs
Black	01-R2006	-	-	01-R4006	1pcs	1pcs
Black	01-R2007	01-R2007	-	-	1pcs	1pcs



moves

Hot/Cold Pack | Classic - Gel

The classic Gel Hot/Cold Pack is a multi-purpose Hot/Cold Pack. The special gel is latex free, and biodegradable.

Reference code	Size	Unit
01-G0002	Small	10 pcs
01-G0003	Medium	10 pcs
01-G0004	Large	10 pcs

moves

Hot/Cold Pack | Standard - Gel

The standard Gel Hot/Cold Pack is a multi-purpose Hot/Cold Pack. The special gel is latex free, and biodegradable.

Reference code	Size	Unit
01-G0102	Small	10 pcs
01-G0103	Medium	10 pcs
01-G0104	Large	10 pcs
01-G0106	XXL	1pcs
01-G0201	To wholesal	10 pcs

moves

Hot/Cold Pack | Soft Touch - Clay

The Soft Touch is improved with a more user friendly surface. The frost-free surface allows usage in direct contact with the skin. Filled with clay, a 100% natural product.

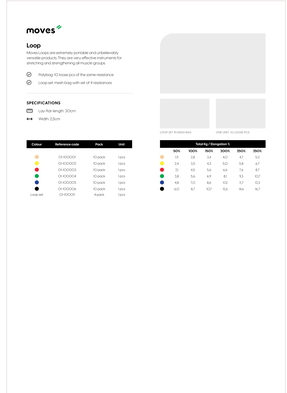
Reference code	Size	Unit
01-G0301	Small	10 pcs
01-G0302	Medium	10 pcs
01-G0304	Large	10 pcs
01-G0306	XXL Special	1pcs
01-G0202	To wholesal	1pcs

moves

Protection Sleeve

100% polyester thermal-fleece for hot/cold packs. Machine washable. Available in 3 sizes.

Reference code	Size	Unit
01-G0502	Small	10 pcs
01-G0503	Medium	10 pcs
01-G0504	Large	10 pcs



moves

Loop

The Loop straps are extremely portable and unbelievably versatile products. They are very effective instruments for stretching and strengthening all muscle groups.

- Rotating: 10 loop pcs of the same resistance
- Loop set: mesh bag with set of 5 resistances

SPECIFICATIONS

Loop: Max length: 20cm; Width: 2.5cm

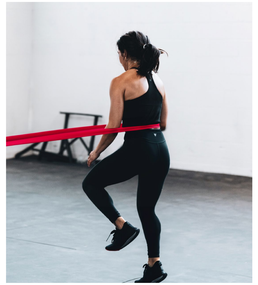
LOOP SET IN MESH BAG

LOOP SET IN LOOPER BAG

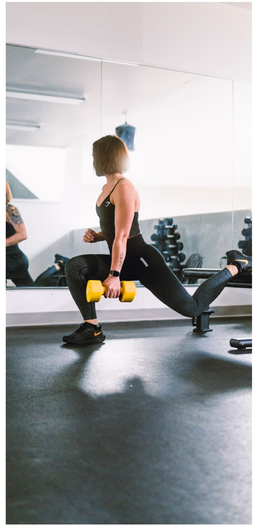
Colour	Reference code	Pack	Unit
Yellow	01-L0001	10 pcs/pack	1pcs
Red	01-L0002	10 pcs/pack	1pcs
Green	01-L0003	10 pcs/pack	1pcs
Blue	01-L0004	10 pcs/pack	1pcs
Black	01-L0005	10 pcs/pack	1pcs
Black	01-L0006	10 pcs/pack	1pcs
Purple	01-L0007	5 pcs/pack	1pcs

Colour	Tension kg / Torque in N					
	50%	100%	150%	200%	250%	300%
Yellow	1.4	2.0	2.4	3.0	3.4	3.7
Red	1.9	3.8	4.8	5.7	5.8	6.7
Green	3.1	4.5	5.4	6.5	7.4	8.7
Blue	3.8	5.4	6.9	8.1	9.3	10.7
Black	4.8	7.2	8.4	9.2	11.1	12.3
Black	6.0	8.7	10.7	12.4	14.0	16.7

Yellow: 1.4 | Red: 1.9 | Green: 3.1 | Blue: 3.8 | Black: 4.8 | Black: 6.0



Kledij
Zwarte top (lange top, geen crop top), zwarte aansluitende legging (lang) en zwarte sportschoenen. Door gebruik van zwarte kledij wordt de focus meer op het product gelegd.



Productfotografie
Cleane lichtgrijze achtergrond
Gebruik van schaduw bij product
Enkel en in sets

moves STRETCHING LIMITS

The guidelines

moves STRETCHING LIMITS

moves STRETCHING LIMITS

LOGO MET BASELINE

moves

WOORDMERK

BEELDMERK

MOVES FIT MET BASELINE

MOVES FIT WOORDMERK

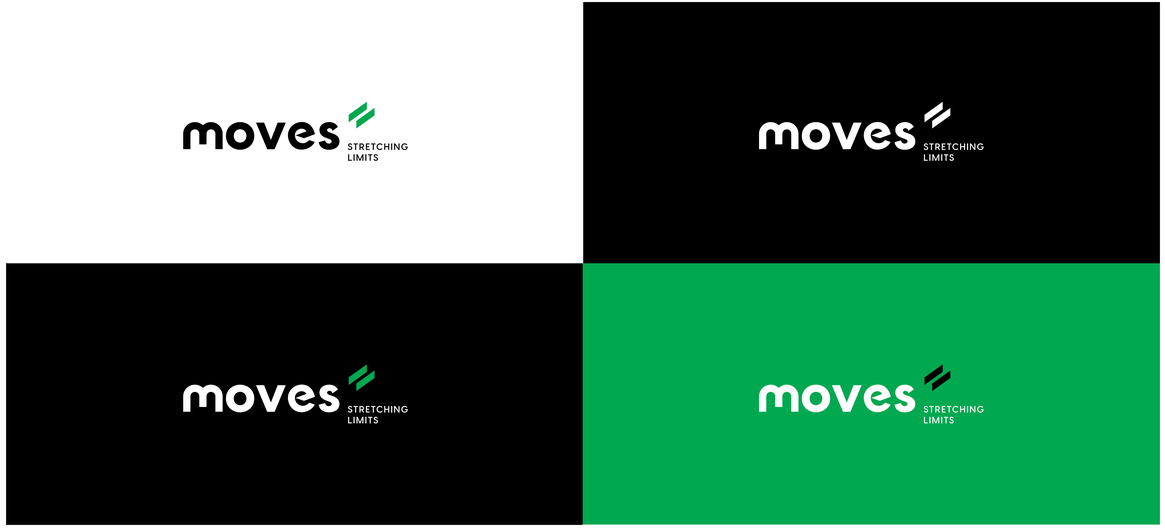
40 MM BREED

18 MM BREED

11 MM BREED

Minimuumgrootte

Beeldmerk gebruik



Logo kleurgebruik

Hoofdkleur

WIT

HEX	#ffffff
RGB	255 255 255
CMYK	0 0 0 0

Hoofdkleur

ZWART

HEX	#000000
RGB	0 0 0
CMYK	0 0 0 100
PANTONE	Black

Hoofdkleur

GROEN

HEX	#00A850
RGB	0 168 80
CMYK	96 0 100 0
PANTONE	347 C OF 354 U

Steunkleur

BLAUW

HEX	#0052a1
RGB	0 82 161
CMYK	100 68 0 0
PANTONE	7686 C OF 293 U

Steunkleur

GEEL

HEX	#fcbf00
RGB	252 191 0
CMYK	0 27 100 0
PANTONE	143 C OF 122 U

Kleuren

CORPORATE

WEBSITE

Verhouding kleuren

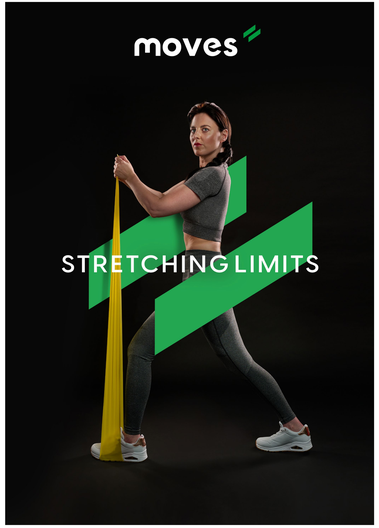
PRODUCTNAAM

GRAFISCH ELEMENT

WEBSITE VERMELDING

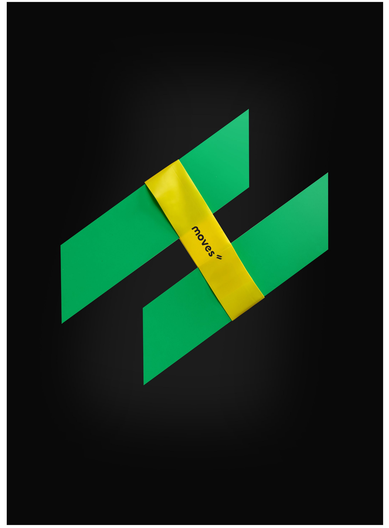
Design elementen

moves
STRETCHING LIMITS


moves
STRETCHING LIMITS

moves
STRETCHING LIMITS

moves


moves

mambo max
Fit.
Fun.
Fierce.

The guidelines

mambo max
Fit.
Fun.
Fierce.

Origineel logo

mambo max
Fit.
Fun.
Fierce.

LOGO MET BASELINE

mambo max

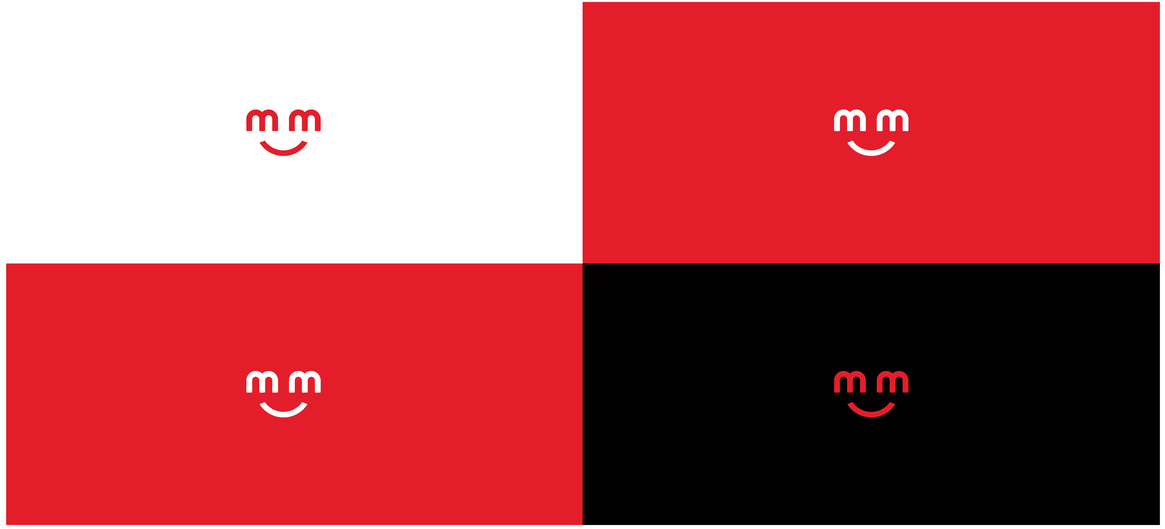
WOORDMERK

BEELDMERK

Witruimtes

Minimuumgrootte

Kleurgebruik logo



Kleurgebruik beeldmerk

Hoofdkleur

WIT

HEX	#ffffff
RGB	255 255 255
CMYK	0 0 0 0

Hoofdkleur

ZWART

HEX	#000000
RGB	0 0 0
CMYK	0 0 0 100
PANTONE	Black

Hoofdkleur

ROOD

HEX	#e41528
RGB	238 36 53
CMYK	0 98 85 0
PANTONE	186

Steunkleur

DONKERBLAUW

HEX	#003f6e
RGB	0 63 110
CMYK	100 52 0 50
PANTONE	7694 C OF 288 U

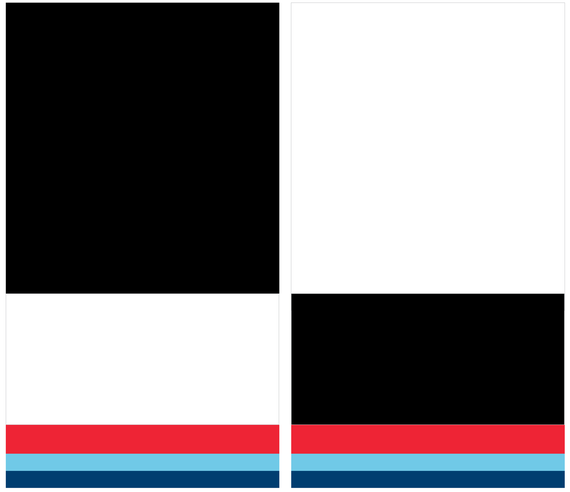
Steunkleur

GEEL

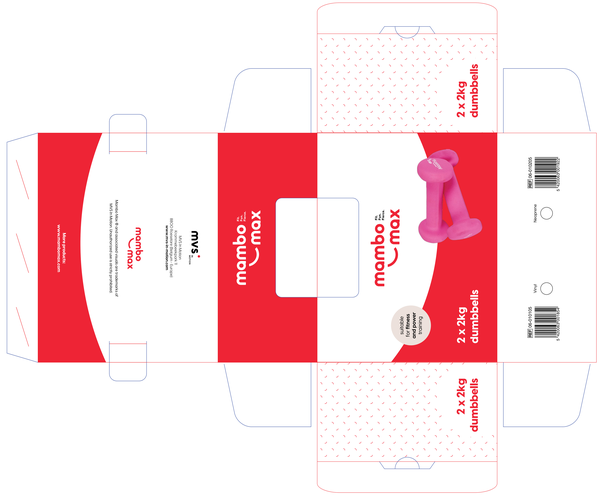
HEX	#fcbf00
RGB	252 191 0
CMYK	0 27 100 0
PANTONE	143 C OF 122 U

CORPORATE

WEBSITE



AFGERONDE FIGUUR
CIRKEL
PATROON
BEELDMERK
GRAFISCH ELEMENT


2 x 2kg dumbbells
mambo max
mvs
2 x 2kg dumbbells
mambo max
2 x 2kg dumbbells
mambo max

mambo max
Fit.
Fun.
Fierce.

mambo max
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