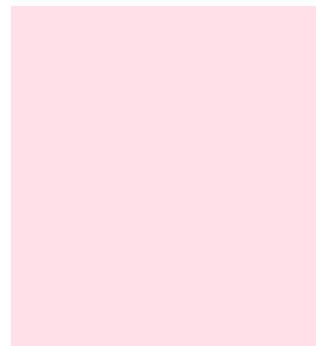


NGFit Brand Guide

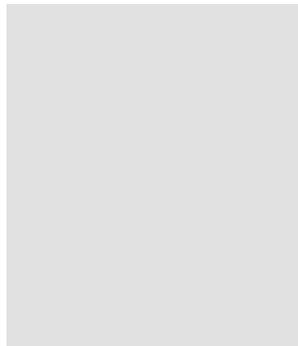




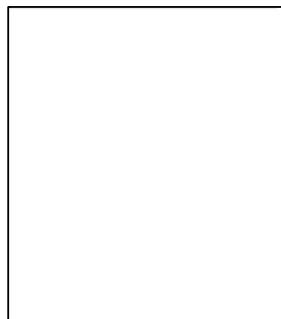
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Mission Statement

Our mission is to empower women to achieve their personal health and fitness goals through sustainable lifestyle changes- NOT restrictive diets. We provide customized nutrition guidance and flexible, accessible fitness programs tailored to each woman's unique needs, helping them fuel their bodies, restore balance, and build lasting confidence in their own skin!

Brand Voice

NGFit speaks from experience, empathy, and understanding- we've been in our clients' shoes and we get it, so we meet them where they're at. We are inclusive and welcoming to all women, regardless of background, ability, or story. We create a space where women feel safe to be vulnerable, offering a listening ear and genuine support.

We are upbeat, encouraging, and motivating, always empowering women to take steps toward their goals while having fun along the way. On social media, our voice is relatable, approachable, and playful, blending expertise with personality so women feel connected, inspired, and understood.

Tone Keywords: Empathetic | Inclusive | Supportive | Motivating | Empowering | Relatable | Fun | Approachable

Target Demographics:

The Diet-Burnouts

- Age: 25–45
- Location: Suburban & urban
- Income: \$50k–\$100k
- Lifestyle: Have tried diets and quick fixes before but are frustrated by yo-yo results.
- Motivation: Want a sustainable, balanced lifestyle change that still lets them enjoy life.

The Structured Movers

- Age: 22–38
- Location: Urban & suburban (often travel or work long hours)
- Income: \$35k–\$80k
- Lifestyle: Busy professionals who want clear structure, workout plans, and form help.
- Motivation: Want efficient, personalized workouts that remove guesswork.

Target Demographics cont.

The Accountability Seekers

- Age: 28–50
- Location: Suburban & rural
- Income: \$45k–\$100k
- Lifestyle: Family-oriented or career-driven, often put themselves last.
- Motivation: Thrive with encouragement, coaching, and a support system to stay consistent.

The Hesitant Beginners

- Age: 18–30
- Location: Anywhere (digital-first audience)
- Income: \$25k–\$55k
- Lifestyle: Intimidated by fitness, unsure where to start, but eager for approachable guidance.
- Motivation: Want to feel welcomed into fitness with simple, beginner-friendly steps.

Target Demographics cont.

The Postpartum Glow-Getters ✨

- Age: 25–40
- Location: Suburban & urban
- Income: \$40k–\$90k
- Lifestyle: New moms balancing recovery and family life.
- Motivation: Want to feel strong, confident, and like themselves again—“getting their sparkle back.”