

**Christian Formicola Fit Coach - BRANDING**

**LOGOTIPO**







# **COLOR PALETTE**

**Fluorescent Blue**  
#0DFOFF

**Russian Violet**  
#390040

**Total black**  
#390040

**Dark liver**  
#515151

**Optic white**  
#FFFFFFF

**Safety yellow**  
#FFE239

**LOGO**  
utilizzi





**CHRISTIAN FORMICOLA**

FIT COACH



**CHRISTIAN FORMICOLA**

FIT COACH



**CHRISTIAN FORMICOLA**  
FIT COACH



**CHRISTIAN FORMICOLA**  
FIT COACH



**CHRISTIAN FORMICOLA**  
FIT COACH



**CHRISTIAN FORMICOLA**  
FIT COACH



**CHRISTIAN FORMICOLA**  
FIT COACH



**CHRISTIAN FORMICOLA**  
FIT COACH

 **CHRISTIAN FORMICOLA**  
FIT COACH

 **CHRISTIAN FORMICOLA**  
FIT COACH



 **CHRISTIAN FORMICOLA**  
FIT COACH

 **CHRISTIAN FORMICOLA**  
FIT COACH



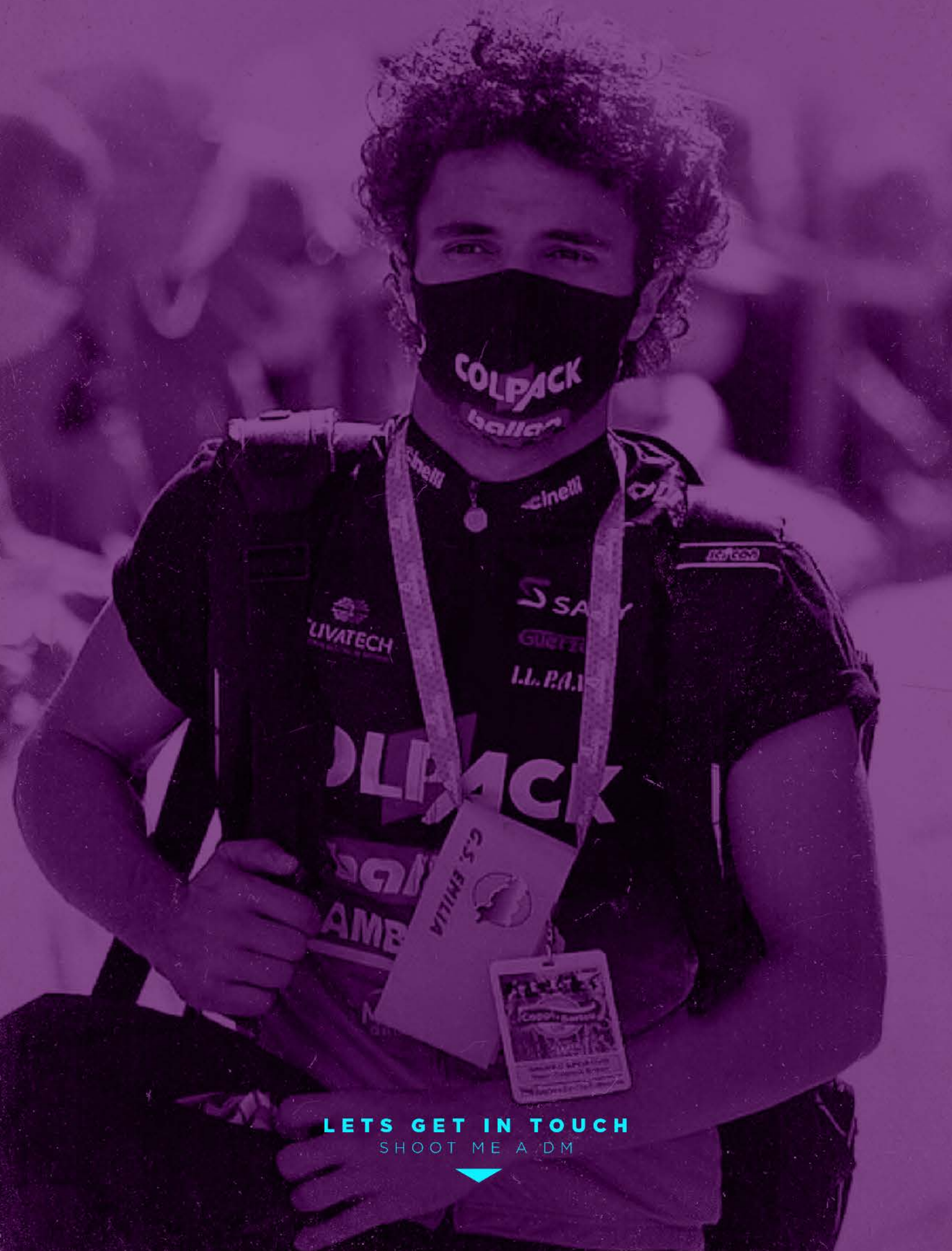
**INSTAGRAM**

**STORIES**





CHRISTIAN FORMICOLA  
FIT COACH



LETS GET IN TOUCH  
SHOOT ME A DM



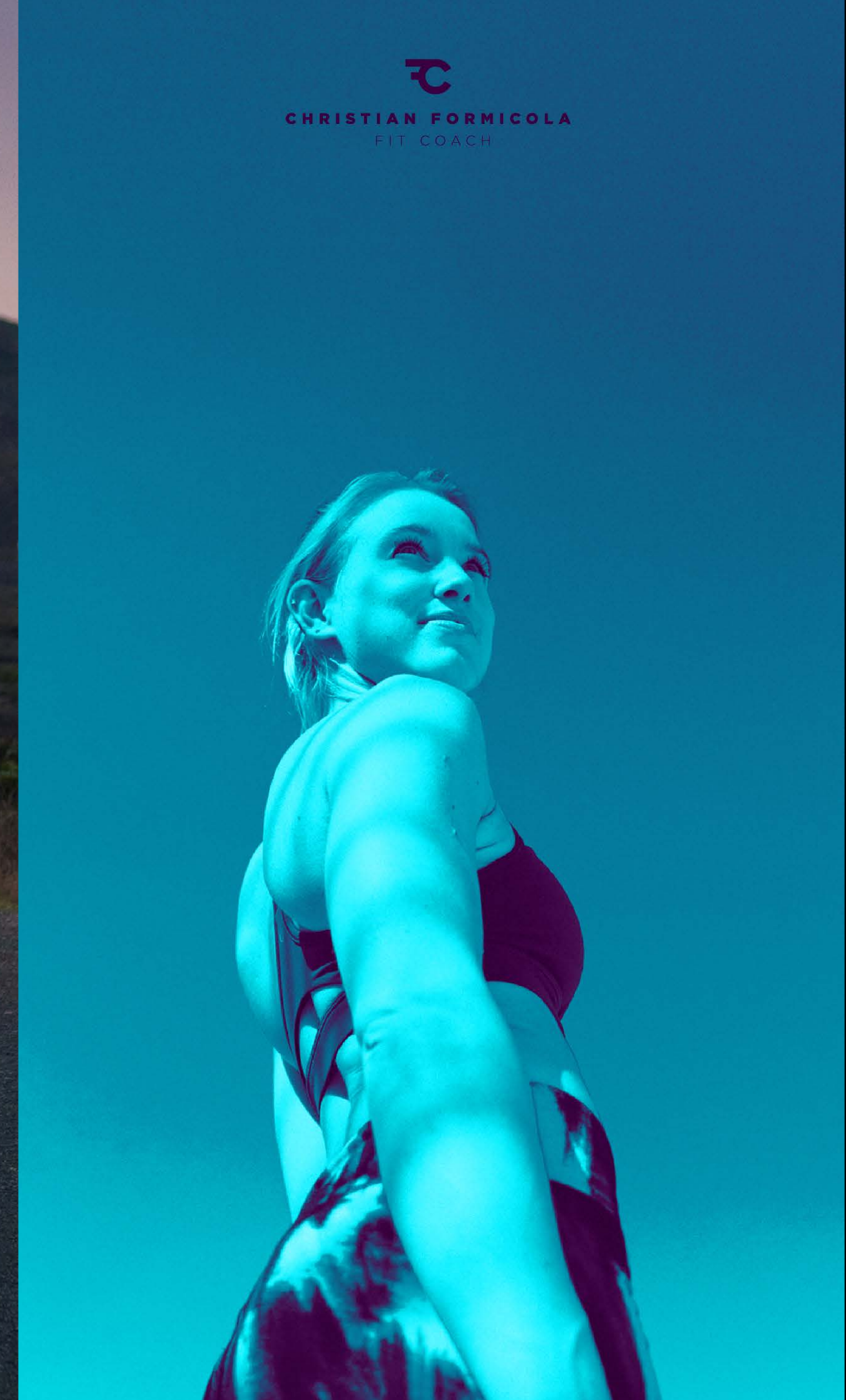
CHRISTIAN FORMICOLA  
FIT COACH



LETS GET IN TOUCH  
SHOOT ME A DM



CHRISTIAN FORMICOLA  
FIT COACH



LETS GET IN TOUCH  
SHOOT ME A DM



**POST**

FORMAT - "ICONS"



ICONS

**“FUORI DAL RING  
TUTTO È COSÌ  
NOIOSO.”**

**Mike Tyson**



ICONS

**“ASSICURATI DI  
ESSERE CORAGGIOSA,  
SII FORTE, SII GENTILE  
E SOPRATTUTTO  
SII UMILE”**

**Serena Williams**

**POST**

FORMAT - "EXERCISE"



# BURPEES



# PULLDOWN

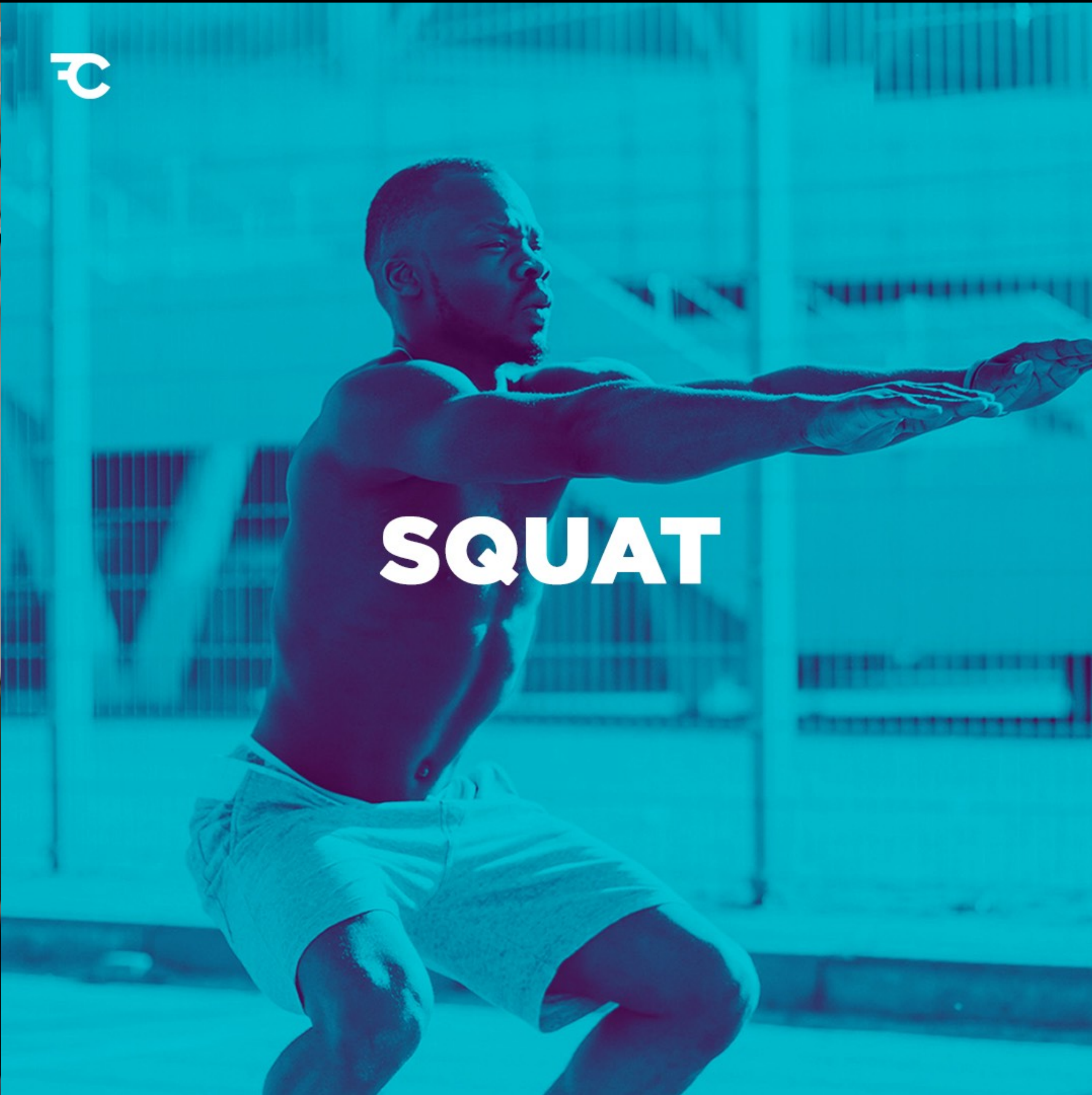




# LEG PRESS



# SQUAT



Thank you