GYMSHARK BRAND GUIDELINES

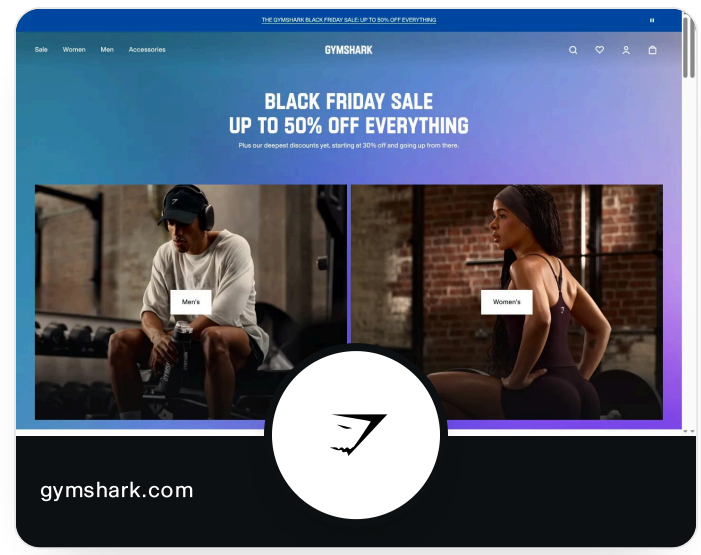
Unofficial · read from gymshark.com

Gymshark Official Store

The Gymshark Black Friday Sale is live! Get up to 50% off our gym and workout clothes. Shop activewear for the gym, running & everything in-between. Free delivery on orders over $75

What are Gymshark's brand colors and fonts?

Gymshark uses Plaak Gymshark for headings and SN Skandia for body text. Its website is built on black **#0D1012**, white **#FFFFFF** and gray **#767A7F**. No single brand color stands out on the homepage, apart from a blue **#004AA2** accent at the top of the page. Read from gymshark.com on 25 November 2026.



VISUAL IDENTITY

Brand	Gymshark
Website	gymshark.com ↗
On Gravity	Gymshark's Gravity profile →
Main color	None stands out
Palette	9 colors
Headings	PLAAK GYMSHARK
Body text	SN Skandia
Logo	AVIF · PNG · JPG
Favicon	SVG
Mode	Light
Read on	25 November 2026
Status	Unofficial

GYMSHARK LOGO: TRANSPARENT PNG AND SVG DOWNLOAD

The Gymshark logo read from gymshark.com is available here as transparent PNG and JPG. It is displayed at 100 × 18 px in the site's header, about 5.6 times wider than it is tall. The site's favicon is provided as SVG.



On white



On black



No background · dark



No background · light



Icon

"Copy" puts the logo on your clipboard: paste it into Figma (Ctrl or Cmd + V) to get an editable vector. The checkered tiles show the logo with no background. PNG files have a transparent background and measure 256 × 46 px. The single-color versions are recolors of the logo read from the site. The Gymshark name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Gymshark.

GYMSHARK BRAND COLORS: PALETTE AND HEX CODES

Gymshark's website is built on black **#0D1012**, white **#FFFFFF** and gray **#767A7F**. No single brand color stands out on the homepage, apart from a blue **#004AA2** accent at the top of the page.

HEX	Color	RGB	HSL	CMYK	Observed use
#0D1012	**Black** Ink	13, 16, 18	204°, 16%, 6%	28, 11, 0, 93	Border, button, link, text
#FFFFFF	**White** Background	255, 255, 255	0°, 0%, 100%	0, 0, 0, 0	Background, button, link, fill
#004AA2	**Blue** Accent	0, 74, 162	213°, 100%, 32%	100, 54, 0, 36	Background, fill
#767A7F	**Gray** Text	118, 122, 127	213°, 4%, 48%	7, 4, 0, 50	Link, text

#DEE0E3	**Light gray**	222, 224, 227	216°, 8%, 88%	2, 1, 0, 11	Border, button, fill
#57443E	**Brown**	87, 68, 62	14°, 17%, 29%	0, 22, 29, 66	Declared as --global-color-theme-test-soft-sculpt-1
#FF677A	**Red**	255, 103, 122	352°, 100%, 70%	0, 60, 52, 0	Declared as --global-color-theme-test-summer-1
#DC0428	**Red**	220, 4, 40	350°, 96%, 44%	0, 98, 82, 14	Text
#9FA3A8	**Gray**	159, 163, 168	213°, 5%, 64%	5, 3, 0, 34	Text

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

GYMSHARK FONTS

On its homepage, Gymshark sets its headings in Plaak Gymshark and its body text, menu and buttons in SN Skandia. Both fonts are hosted by the site itself.

AA — **PLAAK GYMSHARK**
Used for: headings, subheadings
Medium 500 · ExtraBold 800
Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Aa — **SN Skandia**
Used for: body text, buttons, menu
Medium 500 · Bold 700
Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Aa — **Montserrat**
Loaded by the site, with no identified use on the homepage
Regular 400 · Bold 700
Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Aa — **Roboto**
Loaded by the site, with no identified use on the homepage
Regular 400 · Bold 700
Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

EXPORT THE GYMSHARK BRAND KIT

Gymshark's colors and fonts read from gymshark.com are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.



Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-ink: #0D1012;         /* black */
  --color-background: #FFFFFF;  /* white */
  --color-accent: #004AA2;      /* blue */
  --color-text: #767A7F;        /* gray */
  --color-light-gray: #DEE0E3;  /* light gray */
  --color-brown: #57443E;       /* brown */
  --color-red: #FF677A;         /* red */
  --color-red-2: #DC0428;       /* red */
  --color-gray: #9FA3A8;        /* gray */
  --font-heading: "Plaak Gymshark";
  --font-body: "SN Skandia";
}
```

Design tokens (JSON)

```
{
  "color": {
    "ink": {
      "$value": "#0D1012",
      "$type": "color"
    },
    "background": {
      "$value": "#FFFFFF",
      "$type": "color"
    },
    "accent": {
      "$value": "#004AA2",
      "$type": "color"
```

Tailwind CSS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        gymshark: {
          ink: '#0D1012',
          background: '#FFFFFF',
          accent: '#004AA2',
          text: '#767A7F',
          'light-gray': '#DEE0E3',
          brown: '#57443E',
          red: '#FF677A',
```

GYMSHARK COMPETITORS AND SIMILAR BRANDS

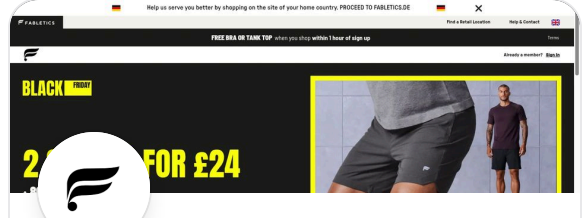
The brands closest to Gymshark are Pursue Fitness, fabletics.co.uk and Gym Glamour, according to Gravity's similarity score.



Pursue Fitness

Activewear · GB

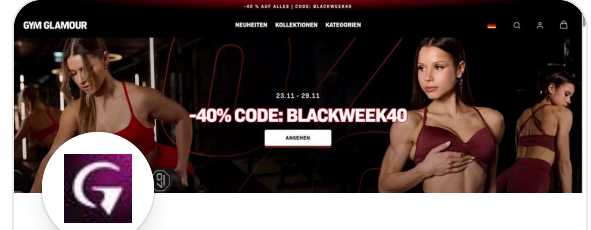
112.5k visits / month · similarity 86



fabletics.co.uk

Fashion & apparel

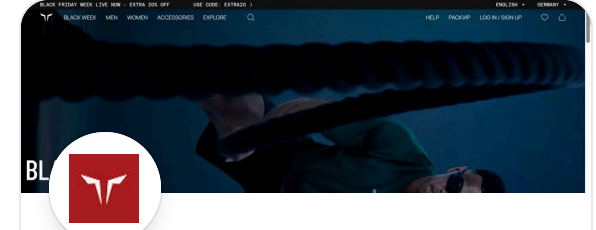
719.7k visits / month · similarity 81



Gym Glamour

Clothing

202.5k visits / month · similarity 81



SQUATWOLF

Apparel & Accessories

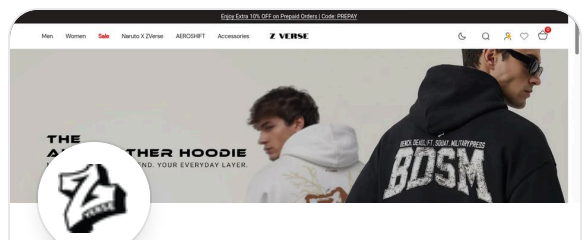
455.2k visits / month · similarity 81



Echt

Activewear · AU

353.5k visits / month · similarity 80



Muscleblaze Z Verse

Clothing Tops · IN

201.2k visits / month · similarity 80

Similarity is precomputed by Gravity from catalogues, prices, estimated traffic, markets and site types on 30 October 2026; visits are estimated.

GYMSHARK'S VISUAL IDENTITY IN USE

GYMSHARK

Home Products About Contact

GYMSHARK OFFICIAL STORE

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Discover Learn more Contact us A link to a page

ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	**Plaak Gymshark**	ExtraBold 800	48 px	#ffffff	letter-spacing -0.01px · line-height 43.2px
Subheadings	**Plaak Gymshark**	Medium 500	20 px	#0d1012	line-height 18.8px
Body text	**SN Skandia**	Regular 400	14 px	#767a7f	line-height 19.6px
Buttons	**SN Skandia**	Regular 400	14 px	#0d1012	line-height 19.6px
Menu	**SN Skandia**	Regular 400	14 px	#ffffff	line-height 19.6px
Button 1	background **transparent**		text #0d1012		radius 0px · border #0d1012
Button 2	background **#ffffff**		text #0d1012		radius 0px
Button 3	background **transparent**		text #9fa3a8		radius 0px · border #dee0e3

GYMSHARK BRAND GUIDELINES FAQ

What are Gymshark's brand colors and fonts?

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What does the Gymshark logo look like?

The Gymshark logo read from gymshark.com is available here as transparent PNG and JPG. It is displayed at 100 × 18 px in the site's header, about 5.6 times wider than it is tall. The site's favicon is provided as SVG.

How do I download the Gymshark logo?

The Gymshark logo can be downloaded on this page as transparent PNG and JPG, in a dark and a light version. The “Download all” button bundles every file into one.

Can I use the Gymshark logo?

The Gymshark name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check Gymshark's own brand guidelines or ask the company before any commercial use.

What are Gymshark's brand colors?

Gymshark's website is built on black **#0D1012**, white **#FFFFFF** and gray **#767A7F**. No single brand color stands out on the homepage, apart from a blue **#004AA2** accent at the top of the page.

What is Gymshark's main color HEX code?

No single brand color stands out on Gymshark's homepage. Its main text color is black **#0D1012** and its background is white **#FFFFFF**.

What font does Gymshark use?

On its homepage, Gymshark sets its headings in Plaak Gymshark and its body text, menu and buttons in SN Skandia. Both fonts are hosted by the site itself.

Is Gymshark's font free to use?

Plaak Gymshark is hosted by Gymshark's own website and its license is not known: check with the type foundry before using it. SN Skandia is hosted by Gymshark's own website and its license is not known: check with the type foundry before using it.

Who are Gymshark's competitors?

The brands closest to Gymshark are Pursue Fitness, fabletics.co.uk and Gym Glamour, according to Gravity's similarity score.

How do I use Gymshark's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the gymshark.com homepage on 25 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from Gymshark's internal brand book.

WHO ARE THE GYMSHARK BRAND GUIDELINES FOR?

This page brings together Gymshark's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The Gymshark team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for Gymshark without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for Gymshark that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about Gymshark with the logo and colors used on its website.

Retailers and marketplaces: present Gymshark's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how Gymshark builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires Gymshark's permission: see the notice at the bottom of this page.

Gymshark (gymshark.com) presents itself as: “The Gymshark Black Friday Sale is live! Get up to 50% off our gym and workout clothes. Shop activewear for the gym, running & everything in-between. Free delivery on orders over $75” This page gathers its visual identity as it appears on the site: 9 colors with their codes, 4 fonts and their uses, and the logo ready to download.

Unofficial brand guidelines, read automatically from the gymshark.com homepage.

Brand guidelines read automatically from **gymshark.com** on 25 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary...) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The Gymshark name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Gymshark.

About this brand reference

This page presents design elements — colors, typography, logo and related assets — identified automatically from Gymshark's publicly accessible website, for identification and reference purposes only. Color values and font names are factual information. Logos, word marks, icons, images and other brand elements remain the exclusive property of their respective owners and are displayed here solely to identify and reference the brand.

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