New York Pilates™

BRAND & EDITORIAL GUIDE

Movement. Culture.
A New York Point of View.



A REFERENCE FOR EDITORS, PARTNERS & CREATIVE TEAMS

newyorkpilates.com | press@newyorkpilates.com

01 / BRAND OVERVIEW

An Independent Point of View.

Founded in 2013 by Heather Andersen and Brion Isaacs, New York Pilates is an independently owned reformer Pilates brand with studios across New York City and the Hamptons. Its approach brings together movement education, studio design, music, and a distinct New York point of view.

FOUNDED	2013
FOUNDERS	Heather Andersen & Brion Isaacs
PRACTICE	Group reformer Pilates
REGIONS	New York City & the Hamptons
CLASS FORMATS	Abs Arms Ass / Classical Flow

For Current Studio Locations & Class Availability

Use the live location directory and class schedule. Studio availability and programming can change.

newyorkpilates.com/pilates-near-me/

02 / THE FOUNDERS

The People Behind the Practice.



HEATHER ANDERSEN

Cofounder

The founder story introduces Heather's perspective on movement, teaching, and the creative vision behind New York Pilates.

BRION ISAACS

Cofounder

New York Pilates was founded by Heather Andersen and Brion Isaacs in 2013.

Founder Interviews & Editorial Requests

For interviews, quotes, current biographies, or additional founder imagery, contact press@newyorkpilates.com.

Read the founder story at newyorkpilates.com

03 / VISUAL IDENTITY

Let the Wordmark Lead.

New York Pilates™

PRIMARY WORDMARK



SECONDARY LOGO

Use the Supplied Artwork

Place the original logo files at their natural proportions. Keep generous clear space and strong contrast. Avoid redrawing, stretching, adding effects, or placing the logo over busy photography.

Included Files

logos/new-york-pilates-wordmark-purple.png
logos/new-york-pilates-secondary-logo-purple.png

04 / COLOR & TYPOGRAPHY

A Quiet Frame.
A Distinctive Voice.

NYP Purple

#262262

White

#FFFFFF

Soft Lavender

#F3F0F7

Color Reference

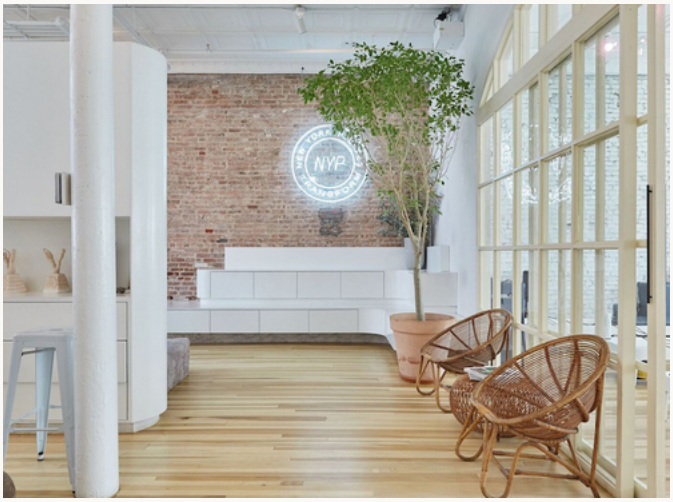
Purple and white anchor the press-room presentation; pale lavender provides a soft supporting field. These values reflect the current editorial layout. Request production color specifications for print or product applications.

Typography

The website pairs expressive serif headlines with clear sans-serif body copy. Preserve that contrast: confident headlines, readable supporting text, and space around every element. The wordmark is artwork and should never be recreated by typing the brand name.

05 / PHOTOGRAPHY

The Studio.
The Movement. The People.



STUDIO / BOWERY



TEACHING / SOHO

Image Direction

Prioritize real studio spaces, visible movement, and the relationship between instructor and student. Choose natural skin tones and balanced color. Use strong pink lighting selectively, with quieter images providing balance.

Editorial Handling

Keep meaningful movement and faces in the crop. Use accurate captions and descriptive alt text. Preserve embedded metadata and any supplied photographer credit. Credit: Courtesy of New York Pilates, plus photographer credit where provided.

06 / EDITORIAL TOOLKIT

Write It Clearly. Keep It NYP.

APPROVED BRAND DESCRIPTION

New York Pilates is an independently owned reformer Pilates brand founded in 2013 by Heather Andersen and Brion Isaacs, with studios across New York City and the Hamptons.

NAMING

Use New York Pilates on first mention and NYP thereafter. Spell Heather Andersen with an “e.” Use Classical Flow and Abs Arms Ass for the class-format names.

CLASSICAL FLOW

The latest release and source article explain Classical Flow within NYP's reformer Pilates offering. For questions about readiness for this more advanced class, direct readers to the NYP team.

VOICE

Direct, assured, and grounded in the practice. Use specific language about teaching, movement, studios, and the student experience. Confirm all quotes and timely claims before publication.

07 / PRESS RESOURCES

Everything in Its Place.

01 / LOGOS

Primary wordmark and secondary logo in PNG format.

02 / PHOTOGRAPHY

Founder portraits, studio interiors, and group reformer practice.

03 / DOCUMENTS

This guide, concise brand facts, and the Classical Flow press release.

04 / CREDITS & SOURCES

Asset credits and a source manifest accompany the files.

MEDIA INQUIRIES

press@newyorkpilates.com

Interviews, additional photography & studio information

Press room: newyorkpilates.com/press/

08 / REFERENCE & USAGE

A Reliable Editorial Reference.

Sources

Founder Story

https://www.newyorkpilates.com/new-york-pilates-founder-story/

Classical Flow & Contemporary Pilates

https://www.newyorkpilates.com/blog/classical-vs-contemporary-pilates-whats-the-difference/

Studio Directory

https://www.newyorkpilates.com/pilates-near-me/

Press Room

https://www.newyorkpilates.com/press/

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Prepared October 15, 2026. Refer to the live website for current schedules, studio availability, and programming. This guide provides editorial reference; it is not a complete production identity standards manual.