



Brand Style Guide

LOGO

When using the mark, there should be no clutter around it. It does not blend into type or into a composition. It remains distinct with obvious placement.



When using white mark, use the transparent version to blend into background colors and photos.



On the web, keep the mark white or black. On marketing materials, if the white or black mark fails to stand out or to work cohesively with the composition, choose colors that maintain 3-D effect.

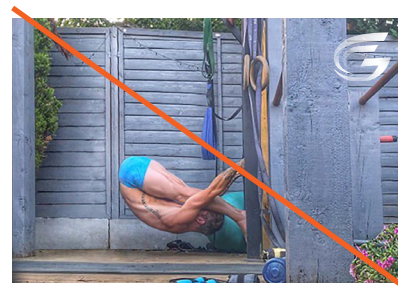
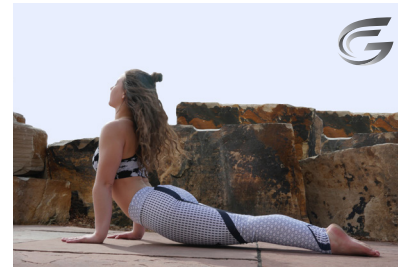


COLOR

Photography should comprise the color layout of marketing materials and the website as much as possible.



The mark should not be heavily obstructed by elements in a photograph. It needs to stand out. White on dark backgrounds, black on light backgrounds, or additional color if the composition demands it.



Accent color on the web and on layouts is orange. Use it when the design calls for the accent color to add a cohesive feel to our product. Use the gradient when possible while gradients are trendy.



C-0; M-77; Y-98; K-0



0,30,75,0 to 0,77,98,0 at 60°
#FCB14E to #F05621
18° in CSS

FONTS

DISPLAY FONT -- Oswald

Oswald - Extra Light
Oswald - Regular
Oswald - Regular
Oswald - Medium
Oswald - SemiBold
Oswald - Bold

Accent Font -- Turbinado

Turbinado Light Pro
Turbinado Light Dry Pro
Turbinado Pro
Turbinado Dry Pro
Turbinado Bold Pro
Turbinado Bold Dry Pro

BODY FONT -- Helvetica Neue

Ultra Light: Lorem ipsum dolor sit amet, soleat senerit adversarium te usu, ex vis ridens suscipit, nec populo incorrupte consequuntur cu. Sed an novum nusquam, per laoreet nonumes hendrerit ut. Ornatus consequat te sit, purto perfecto no pri.

Thin: Lorem ipsum dolor sit amet, soleat senerit adversarium te usu, ex vis ridens suscipit, nec populo incorrupte consequuntur cu. Sed an novum nusquam, per laoreet nonumes hendrerit ut. Ornatus consequat te sit, purto perfecto no pri.

Light: Lorem ipsum dolor sit amet, soleat senerit adversarium te usu, ex vis ridens suscipit, nec populo incorrupte consequuntur cu. Sed an novum nusquam, per laoreet nonumes hendrerit ut. Ornatus consequat te sit, purto perfecto no pri.

Regular: Lorem ipsum dolor sit amet, soleat senerit adversarium te usu, ex vis ridens suscipit, nec populo incorrupte consequuntur cu. Sed an novum nusquam, per laoreet nonumes hendrerit ut. Ornatus consequat te sit.

Medium: Lorem ipsum dolor sit amet, soleat senerit adversarium te usu, ex vis ridens suscipit, nec populo incorrupte consequuntur cu. Sed an novum nusquam, per laoreet nonumes hendrerit ut. Ornatus consequat te sit, purto perfecto no pri.

Bold: Lorem ipsum dolor sit amet, soleat senerit adversarium te usu, ex vis ridens suscipit, nec populo incorrupte consequuntur cu. Sed an novum nusquam, per laoreet nonumes hendrerit ut. Ornatus consequat te sit, purto perfecto no pri.



DEVELOP PIKE AND BRIDGE

While the splits are an iconic gymnastic position, it is in fact the pike and bridge that reflect both your athletic ability and the overall health of your body. Failure to develop these invariably leads to zombie-like posture.

Why? Quite simply, the bridge opens and stretches the entire front line of your body and the pike opens and stretches the back line. When you possess this flexibility you are in balance and far less prone to injury. Further, if you hope to go far in Gymnastic Strength Training®, it is simply impossible to achieve higher level skills without these.

THORACIC BRIDGE



An ideal bridge involves more than just the lower back. In fact, it is a costly mistake to emphasize this above all other cues as repeatedly stressing the lower back instead of asking it to bend will turn an otherwise excellent position into a harmful one.

To properly perform a bridge, you will open your abs, chest and shoulders while simultaneously beginning to straighten your legs. This will more fully stretch your entire front line while being safe for your back.

IMAGES

Images do not necessarily need to be shot in house. If, however, we “grab” imagery from social media platforms for our marketing materials, it must be approved by the originator, and we should acquire from the originator the highest resolution available.

Instagram and Facebook photos are suboptimal for use in marketing products, as they are extremely compressed—unless used for another small, online purpose. Sometimes the designer can edit a photo to be appropriately sized while removing digital feedback. This should not be assumed, as few photos can be salvaged once compressed.

When representing an exercise, we want to have a non-distracting background and appropriately framed subject. Avoid cutting off hands, feet, heads, etc. Appropriate attire is relative, but should allow a clear, instructional understanding of what the body is doing.

We will lean toward compelling colors, rather than black and white footage. Our brand has been designed to utilize colors from the photography and video, and this should be considered in the creative process.

Like all “rules” in advertising, we remain open to possible exceptions.



VOICE AND TONE

INTELLIGENT

Our product is unique and has been created through years of tested insight. We believe it is the best bodyweight, calisthenic, gymnastic strength training program on the market, and we can prove it through our language. Writers should study even minute concepts relating to the human body in order to best communicate our efficacy to both fitness professionals and newbies. Our tone should not be smug. Instead, our language should engender trust that we know what we're doing.

ENCOURAGING

Students who are not athletes, who have never been in shape before, should feel welcome. This is not just for advanced athletes. It's for anyone who wants to feel good again. We also believe the newest newbie can advance to our highest levels, given the right conditions.

INSPIRING

Our product does unimaginable things for athletes who stick to it. All we have to do is show the results. When an athlete is able to give us a great testimonial we follow up with them. Photos demonstrating physique and athletic ability are desirable. Before and after shots even more so.

DIVERSE

We appeal to beginners, seasoned athletes and everyone in-between. Therefore we attempt to be inclusive in our marketing materials to every type of athlete.

Our customers are also world-wide. While many countries look to the US for fitness trends, we are inclusive of athletes around the globe. We try to be mindful of a wider ethnic pool for our models, when it's possible.

BAD-ASS

While we want to appeal to beginners, we also appeal to seasoned athletes. When it comes to strength training, gymnasts are among the strongest, most mobile athletes out there. And we offer this strength and mobility to professionals who are looking for that edge to dominate their field of competition.