

2024

Branding Guidelines



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00

**What is
TrueCoach?**





OH, DO TELL.

When communicating about TrueCoach, consistent messaging is key. The tone might be slightly different when speaking from the point of view of coach versus a larger organization, but essentially the structure of the messaging is the same. Below are examples of how a personal trainer and/or a business can approach clients about

INDIVIDUAL COACH

“I use TrueCoach to deliver workouts and communicate with my clients. The app is trusted by over 20,000+ personal trainers, coaches, and gym owners worldwide!

You can quickly log your workouts, view demonstrations videos, upload video results, post comments, and direct message me right from TrueCoach. All of the information you need about your training plan is in the app so we can focus on crushing your goals.”

ORGANIZATION

“We use TrueCoach to deliver workouts and communicate with clients. The app is trusted by over 15,000+ personal trainers, coaches, and gym owners worldwide!

You can quickly log your workouts, view demonstrations videos, upload video results, post comments, and direct message me right from TrueCoach. All of the information you need about your training plan is in the app so we can focus on crushing your goals.”



01

Mission and Values





OUR NEW MISSION AND VALUES

TrueCoach is built for the future of fitness to manage every aspect of your training business all in one platform. We believe in freeing up valuable time for coaches, allowing them to focus on what they do best - training - while minimizing their time spent on management and admin.





02

Logo





KEEP IT SIMPLE.

Despite the different variants of the TrueCoach logo, the main goal when working with the logo is to keep it simple.

Never modify the logo in any way, such as changing the proportions, letter-spacing, or colors.

The logo should be clear and legible wherever it is placed, with no overlapping elements on top or low contrast between the logo and the background.

When in doubt for which to use, the primary option should be the master logo in full color on clean, light backgrounds. If the background is too dark, the black or white versions of the logo can be used instead.





Main Logo



Main logo in black with a light color background



Main logo in white with a dark color background



Main logo in white with a background photograph



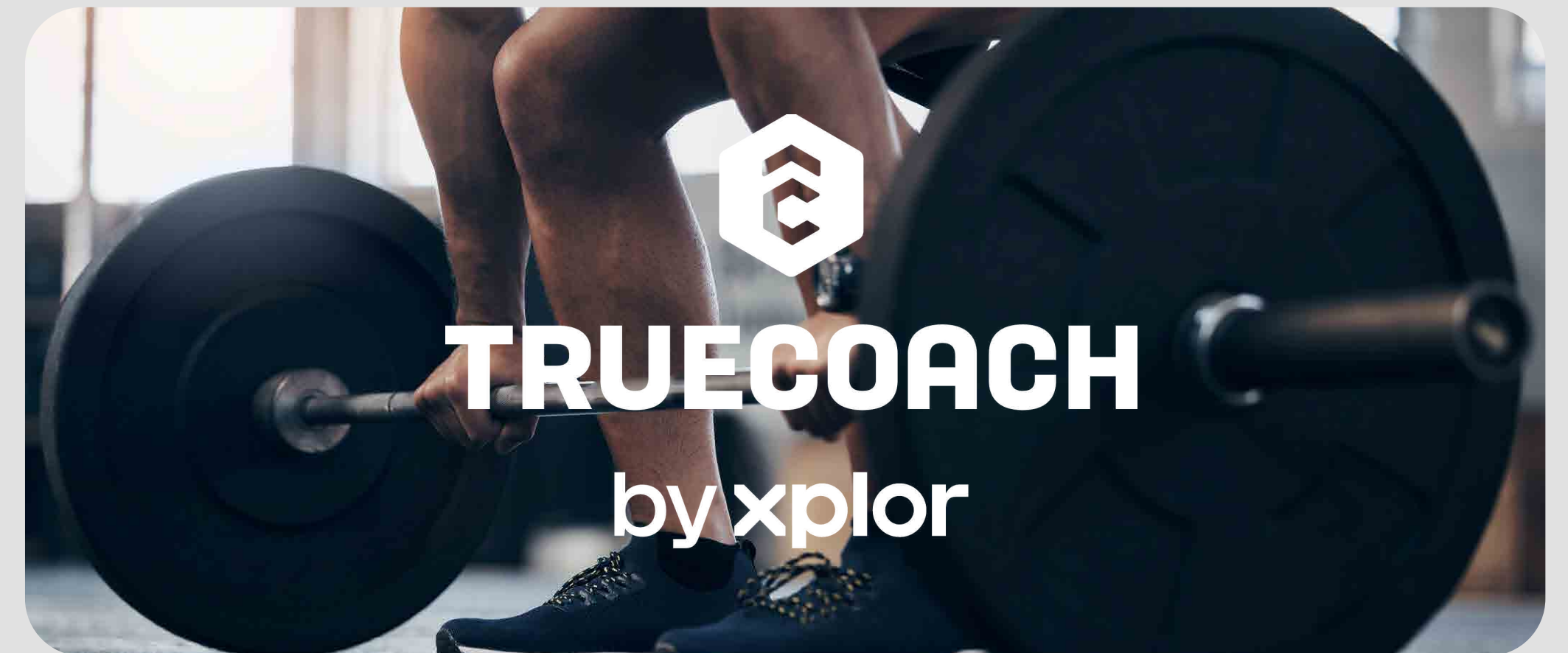
Main Logo



Main logo in black with a light color background



Main logo in white with a dark color background



Main logo in white with a background photograph



Icons



Product Icon

Use case

- Associated with the main TrueCoach branding
- Product logo for our flagship products



Outline Icon

Use case

- A stylized variation
- Used for attractive and loud marketing purposes



Expressive Icon

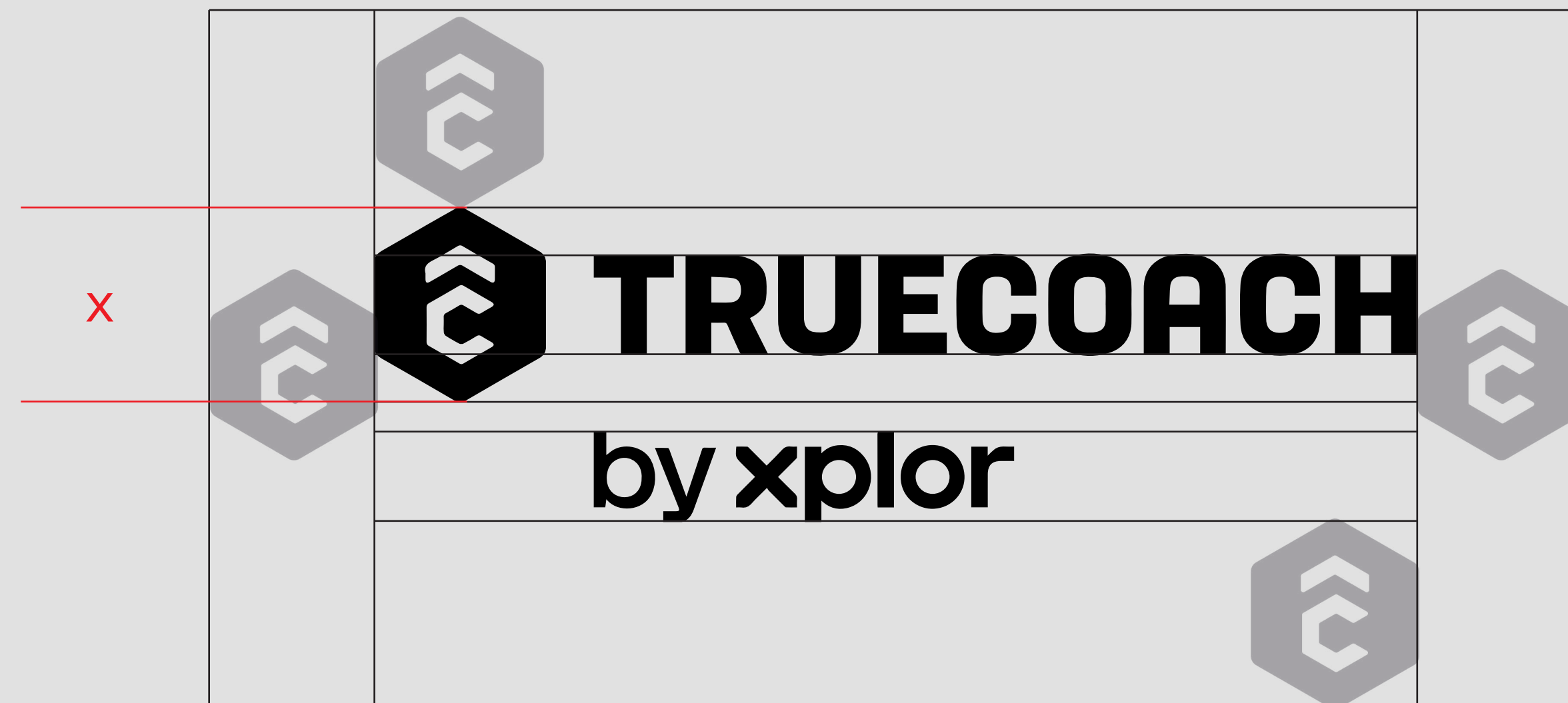
Use case

- A stylized variation
- Used for attractive and loud marketing purposes



CLEAR SPACE

The clear space around the logo must be measured by the size of "x," which is equal to the dimensions of the icon logo.





Do not Rotate



Do not Distort



Do not Outline



Do not add any gradients



Do not add any visual effects



Do not color other than directed



Do not crop



Do not recompose



03

Color





PRIMARY COLOR PALLETTE

PLATINIUM
#E1E1E1

RUSSIAN VIOLET
#280137

LAVENDER (FLORAL)
#B386E7



SECONDARY COLOR PALLETTE

MIDNIGHT GREEN
#034748

BITTERSWEET
#F97068



04

Fonts





MAIN FONT
Hong Kong

By Indian Type Foundry

Light
Regular
Medium
Bold
Black

Use mostly for headers



MAIN FONT

Gotham

By Jonathan Hoefler and Tobias Frere-Jones

Use mostly for sub headers and paragraphs

Light
Book
Medium
Bold
Ultra



MAIN FONT

Proxima Nova

By Mark Simonson

Light
Regular
Medium
Bold
Black

Use mostly for paragraphs and highlights



HUBSPOT FONT

Arial

By Monotype

Italic
Regular
Bold
Black

Use mostly for Headers



HUBSPOT FONT

Tahoma

By Matthew Carter

Regular
Bold

Use mostly for text



PRESENTATION FONT

Bahnschrift

By Aaron Bell

Light
Regular
SemiBold
Bold
Condensed

Use mostly for headers



PRESENTATION FONT

Arial Nova

By Monotype

Use mostly for text

Light
Regular
Italic
Bold
Condensed



FONT COLORS

HEADLINE

Sub

Large Text
Large Text

Body Copy

Highlights

HEADLINE

Sub

Large Text
Large Text

Body Copy

Highlights

HEADLINE

Sub

Large Text
Large Text

Body Copy

Highlights



05

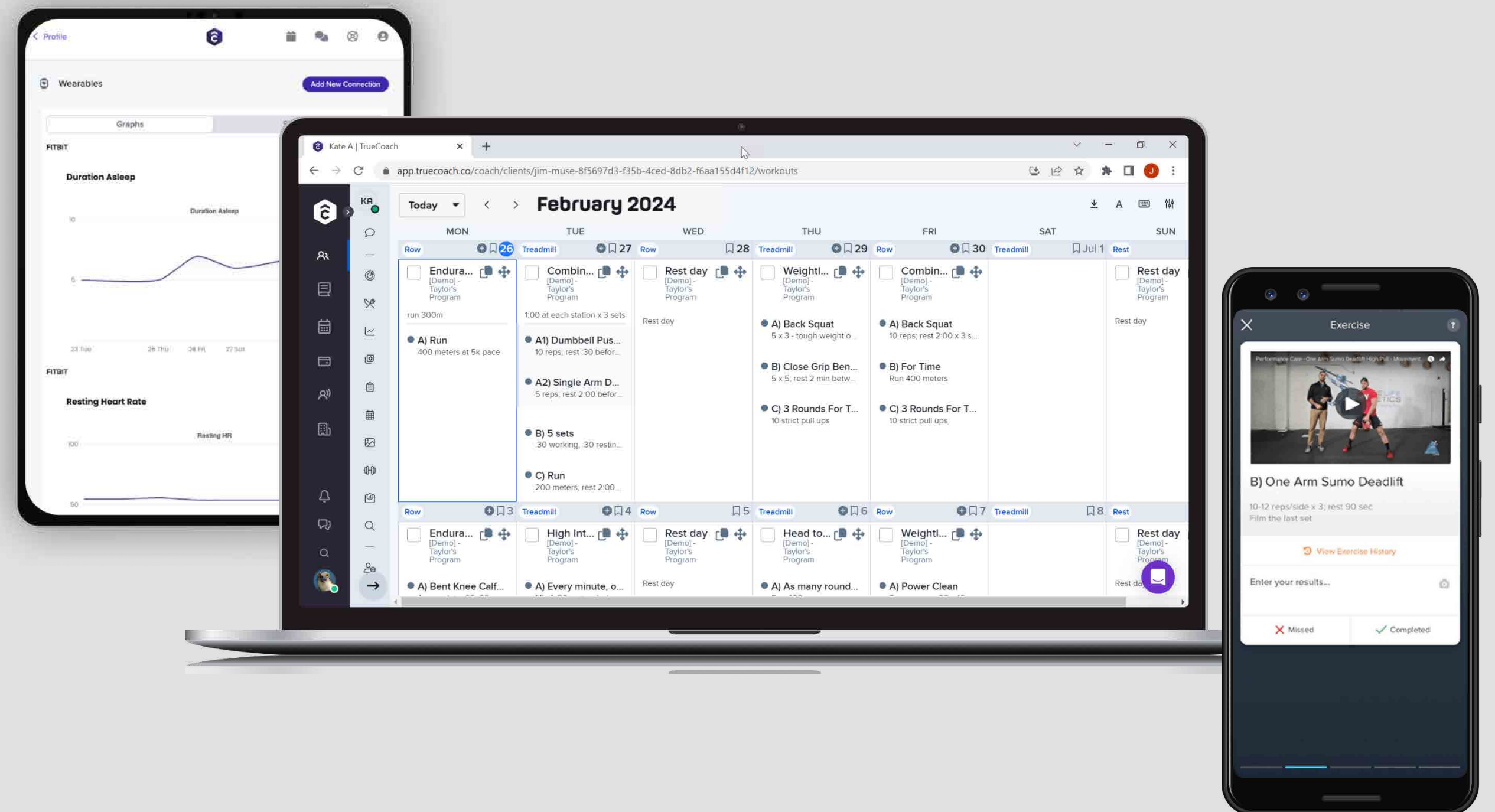
Imagery





PRODUCT IMAGERY

TrueCoach's prioritizes product imagery, predominantly employing mockups to showcase their platform. These meticulously crafted visuals, spanning mobile and desktop interfaces, reflect TrueCoach's commitment to accessibility and user-centric design. By ensuring consistency and quality, these images effectively communicate the functionality and seamless integration of their fitness coaching platform, fostering trust and enthusiasm among users.





STORYTELLING IMAGERY

For TrueCoach's lifestyle imagery, the focus is on vibrant depictions of sports, fitness, health, and therapy-related activities. These images are characterized by dynamic movement and striking contrast, capturing the energy and vitality of an active lifestyle. Whether it's athletes in action, individuals engaged in fitness routines, or scenes of therapeutic activities, the imagery conveys a sense of vitality and well-being. Each photograph or illustration is carefully curated to inspire and motivate users, emphasizing the benefits of physical activity and healthy living. Through these dynamic visuals, TrueCoach reinforces its commitment to promoting a balanced and active lifestyle for its users.





006

Graphic Style &

Graphic Elements





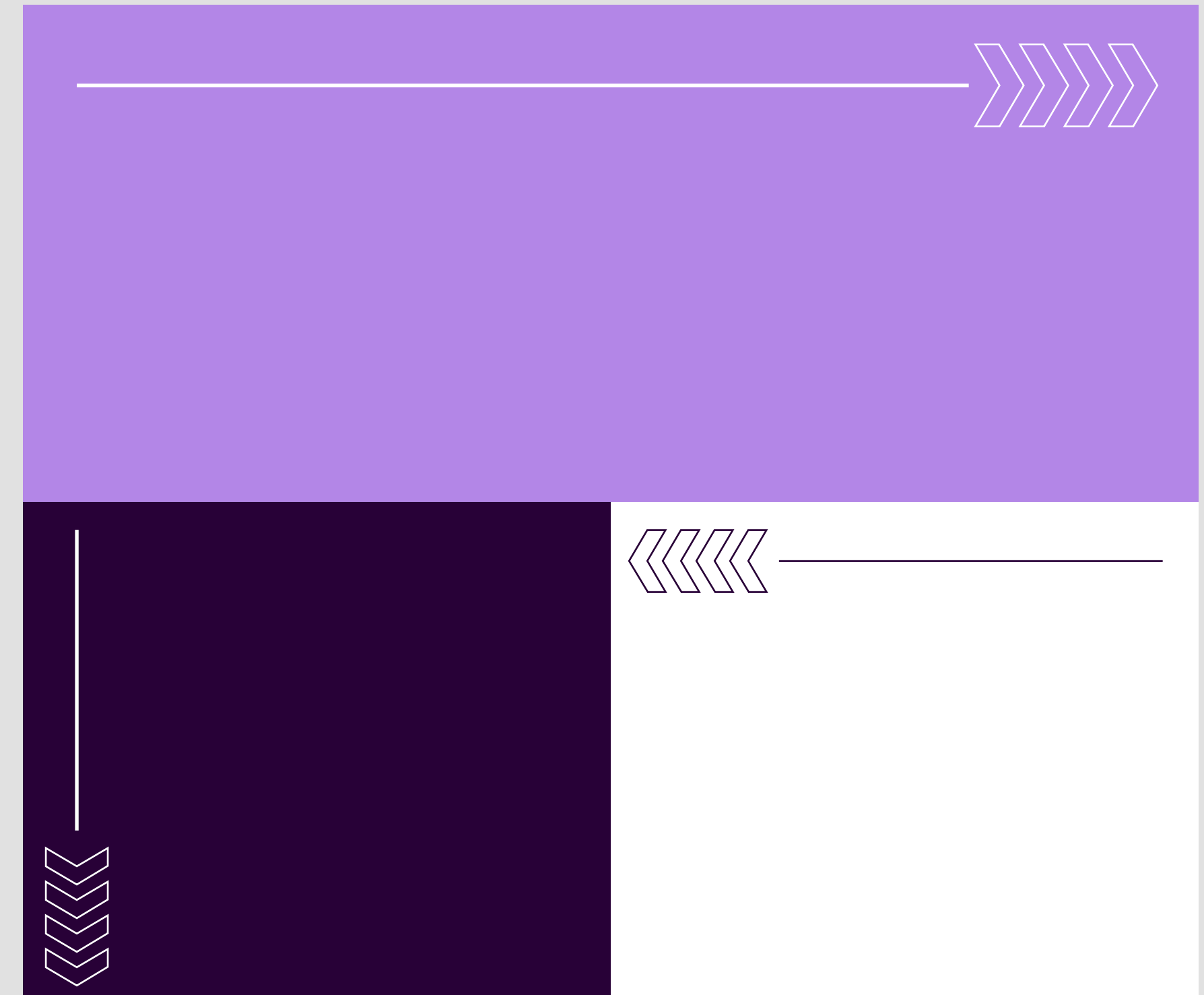
SIMPLE IS BEST

TrueCoach's graphic style is defined by its minimalist approach, characterized by plain or gradient color backgrounds that serve as a subtle backdrop to the focal points: fonts and images. Embracing simplicity, the design ethos prioritizes clean lines and uncluttered compositions, allowing the content to shine. Fonts are carefully selected to convey clarity and professionalism, while images are thoughtfully integrated to enhance visual appeal and convey key messages. This minimalist aesthetic not only ensures a cohesive and modern look but also enhances readability and user engagement, aligning seamlessly with TrueCoach's commitment to simplicity and effectiveness in communication.



THE ELEMENTS

In TrueCoach's graphic elements, simplicity reigns supreme, with lines and arrows serving as the primary means to convey movement and direction. Embracing a minimalist approach, these elements are utilized strategically to guide the viewer's eye and highlight key information. Whether it's illustrating exercise routines, demonstrating workflow processes, or indicating progress paths, lines and arrows are employed with precision and clarity. By eschewing unnecessary embellishments and focusing solely on these dynamic graphic elements, TrueCoach ensures that its visual language remains clear, intuitive, and impactful, facilitating seamless navigation and comprehension for users.





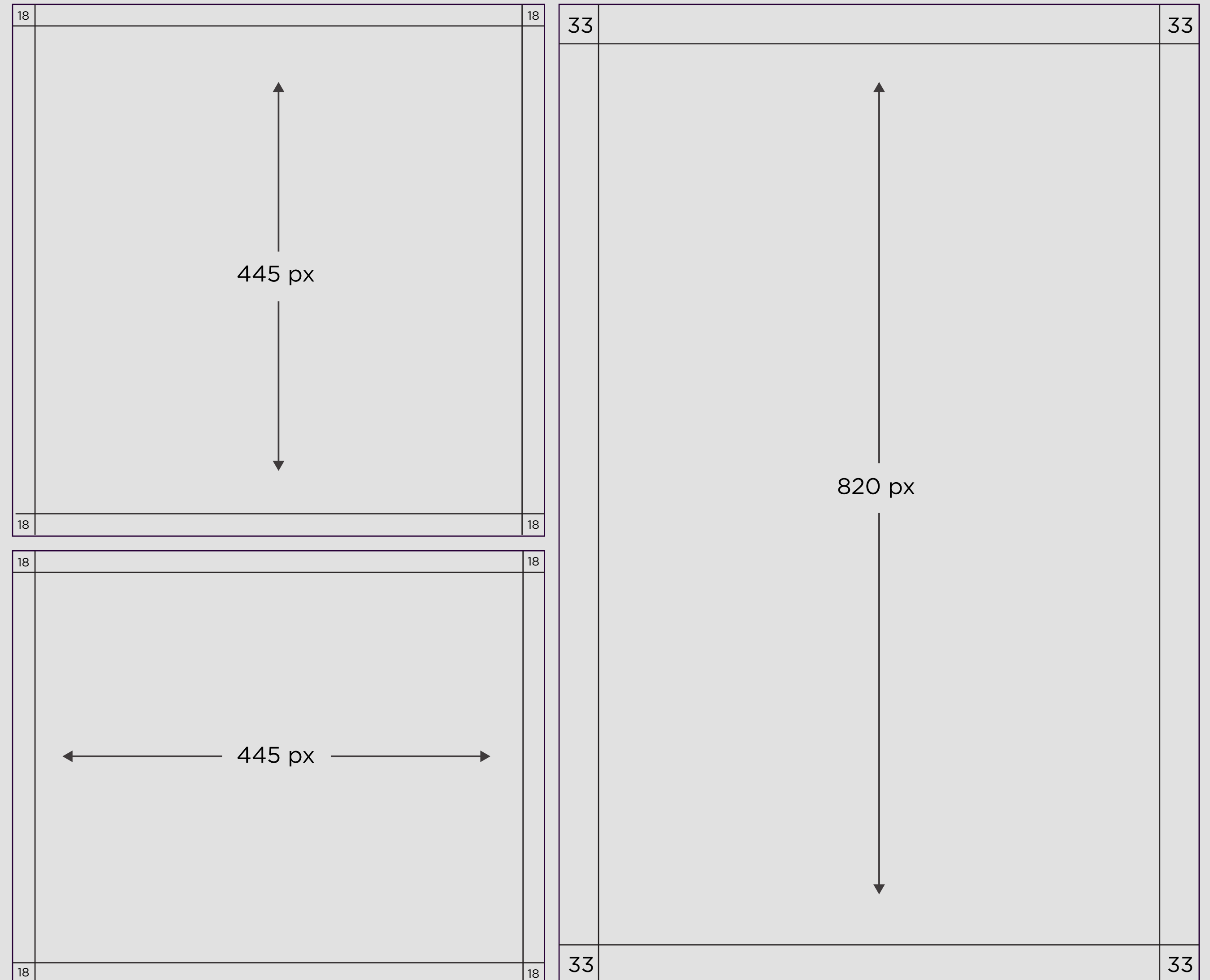
07 Layout





MARGIN CONSTRUCTION

To establish our margins, we calculate the longest side of the application and divide it by 25. This method ensures a modular margin that scales uniformly across all application formats and sizes. However, in exceptional cases, such as extremely wide or tall applications, manual adjustments may be necessary to ensure visual harmony and correctness.





COLUMNS

To maintain uniformity and coherence across all formats, TrueCoach adheres to a structured approach by utilizing a six-column layout system. This framework serves as a foundation for organizing content and design elements, allowing for a seamless and consistent user experience across various platforms and devices. By implementing a standardized column structure, TrueCoach ensures clarity in layout and facilitates efficient navigation, ultimately enhancing user engagement and usability.





APPLYING HEADLINES

Headlines in TrueCoach documents are positioned relative to the margins, format size, and line length for consistency and optimal readability. In setting headlines across various application formats, we ensure that the cap-height touches the top margin while allowing ascenders to extend slightly above it. This approach guarantees a visually pleasing and harmonious layout, enhancing the overall aesthetic appeal and legibility of our content.

THIS IS A HEADLINE

THIS IS A HEADLINE

THIS IS A HEADLINE



APPLYING SUBHEADLINES


Subheadlines in TrueCoach adhere to a clear hierarchy, with their size being a maximum of 50% of the typesize of the headline. Additionally, to maintain proper spacing between headlines and subheadlines, the distance is set to half the height of the font's baseline. This meticulous attention to detail ensures a visually balanced and structured layout, enhancing readability and user experience across all formats.


<p>THIS IS A HEADLINE</p> <p>This is subheadline</p> <p>This is body copy, potentially used to provide more information into the offer being illustrated.</p>	<p>THIS IS A HEADLINE</p> <p>This is subheadline</p> <p>This is body copy, potentially used to provide more information into the offer being illustrated.</p>
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APPLYING OUR LOGO

The logo for TrueCoach is a pivotal element in our branding strategy, typically positioned in the corner of our formats to maintain brand presence and recognition. However, the size and positioning of the logo are subject to careful consideration, ensuring it strikes the right balance between visibility and space utilization. Depending on which version of the logo is being used, adjustments are made to ensure it neither dominates the space nor becomes too small to be noticed. This flexibility allows for adaptability across various formats, ensuring that our logo remains prominent and effectively communicates our brand identity while harmonizing with the overall design context.

18	 THIS IS A HEADLINE This is subheadline This is body copy, potentially used to provide more information into the offer being illustrated.	18
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18	 TRUECOACH by xplor THIS IS A HEADLINE This is subheadline This is body copy, potentially used to provide more information into the offer being illustrated.	18
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33	 THIS IS A HEADLINE This is subheadline This is body copy, potentially used to provide more information into the offer being illustrated.	33
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08

Voice and Tone





VOICE

TrueCoach's tone of voice is characterized by a unique blend of organization, approachability, and professionalism. We aim to communicate with clarity and coherence in every interaction, ensuring that our messages are both informative and engaging. While we maintain a friendly demeanor, there is a distinct level of professionalism that underscores our commitment to delivering excellence in everything we do. Our tone conveys authenticity and determination, encouraging our users to pursue their fitness goals with confidence and enthusiasm.



TONE

At TrueCoach, our tone is centered around creating friendly and helpful content tailored specifically for coaches. We strive to foster a welcoming environment where coaches feel supported and empowered in their profession. Through our content, we aim to provide valuable tips, insights, and ideas that coaches can implement to enhance their coaching practices and grow their businesses. Whether it's sharing best practices, offering innovative strategies, or providing practical advice, our goal is to be a trusted resource for coaches at every stage of their journey. With a focus on friendliness and practicality, we aim to build a community where coaches feel inspired and motivated to excel in their profession.

ACTIONABLE WAYS TO SET (AND ACHIEVE) YOUR COACHING BUSINESS AND CLIENT GOALS

THE PERSONAL TRAINER'S MASTERCLASS TO SOCIAL MEDIA
30 MADE-FOR-YOU SOCIAL POSTS + MORE

MIND BODY AND FOCUS

Revolutionize Your Patient Care:
HEPs Made Effortless

GROWING YOUR PERSONAL TRAINING BUSINESS

HOW TO FIND YOUR NICHE
AND IMPROVE YOUR MARKETING AS A PERSONAL TRAINER

7 WORKOUT IDEAS TO KEEP YOUR CLIENTS INTERESTED.

YOUR EXCLUSIVE ONBOARDING SERVICE



Questions?

Contact our Marketing Manager

Bobby Hoock

bobby.hoock@xplortechnologies.com

