TRUECOACH
by xplor

BRAND
GUIDELINES

VERSION 4.0 / OCTOBER 2022

CORE MISSION

To democratize fitness while helping trainers grow their businesses.

Fitness coaching should not be limited to the wealthy few that can afford the guidance needed, and personalized fitness training should not be constrained by the limitations of time and location.

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 a 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 TrueCoach.

INDIVIDUAL COACH

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

You can quickly log your workouts, view demonstration 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 demonstration videos, upload video results, post comments, and direct message your coach 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."

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.

Master Logo

Secondary Logo
(Stacked)

Mark

For use in single-color applications on light background

For use on dark/multicolor backgrounds

Need access to our logos? You can find them **here**.

PRIMARY

Dark Purple
#251C4D

Medium Purple
#4B3793

SECONDARY

Dark Teal
#086F6B

Medium Teal
**#03B8B1**

Text Grey
#2E3746

FONT YEAH.

Much like our brand logos, the important guide around brand fonts are centered around legibility.

HongKong, being a very unique and distinct font should be used as a display font with few words.
If used in a long sentence, clarity decreases — so it's best used as an accent or to make a bold statement.

Gotham is a very versatile font which can be used as a bold accent in Medium form or can be used for long paragraphs in Book weight.

When these fonts are unavailable, Proxima Nova can be used as a alternate.

HEADER

SUBHEADER

PARAGRAPH

ALTERNATE
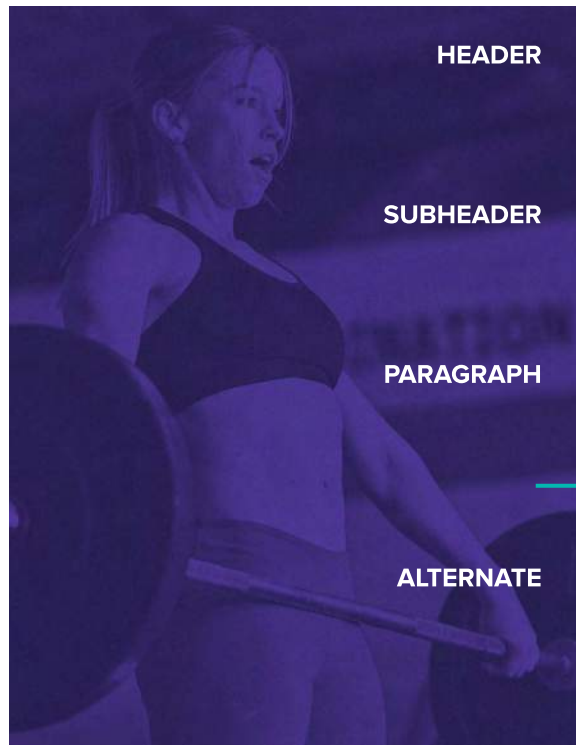
HongKong Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Proxima Nova Bold (Header)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Proxima Nova Normal (Paragraph)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

QUESTIONS?

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LET'S KEEP IN TOUCH