



BRAND MANIFESTO

MOTIVATION



MOTIVATING

Positioning Statement:

EVO₂LVE is a science-based coaching center (who supports) supporting passionate athletes through a testing and data analysis process to develop a personalized plan for maximum performance. Our coaching and technology support athletes as they reach their goals, creating maximum Elite-level results.

BRAND POSITIONING



FUN

The Evolve brand and logo stands for movement, improvement and forward motion.

**Blue is air, oxygen, and limitless opportunity.
Green is growth, strength, and success.**

Together, these colors found in nature convey the innate power of our human abilities.

ICONOGRAPHY





ENERGIZED

TAGLINE/SLOGAN:

The Science of Motion | The Art of Winning

TAGLINE



FOCUSED

FUN

MOTIVATING

HIGH ENERGY

FOCUSED

COOL — “with it”

PERSONALITY



EVOLVE
3

COOL



EVOLVE

Athletic Training Centre

2

The Science of Motion | The Art of Winning



Black



Pantone Cool Gray 5C



Pantone 3115C



Pantone Cool Gray 9C



Pantone 375C

LOGO & COLOR

UMBRELLA:

M/F

College Education Plus

100K per year (Plus)

Athletic

PRIMARY: Athletic Community

SECONDARY: ... Elite Athletes

TERTIARY: Wanna Be's
(Training Bitches)

TARGET CLIENT NEED STATE:

Umbrella primary in all messaging:

EMOTIONAL:

Passion

Coaching

Cool

FUNCTIONAL:

Science

Tools

Coaching

TARGET CLIENTS

Athletic
Community:

EMOTIONAL:

Primary:
Coaching

Secondary:
Recognition/
Validation

Tertiary:
Community

FUNCTIONAL:

Primary:
Tools
(Testing and
Equipment)

Secondary:
Health benefit

Elite
Athletes:

EMOTIONAL:

Primary:
Passion

Secondary:
Coaching/
Guidance

FUNCTIONAL:

Primary:
Science—
Analyze Data

Secondary:
Tools
(Equipment
and Testing)

Tertiary:
Coaching

Wanna Be's

EMOTIONAL:

Primary:
Cool Factor

Secondary:
Motivation/
Guidance and
support

FUNCTIONAL:

Primary:
Tools
(Equipment)

NEED STATE

- Elite Performance Training Driven by Scientific Testing and Data Analysis
- Coaching with passion, energy, and true relationships
- High level technology and equipment in a professional yet comfortable environment

COMPETITIVE ADVANTAGES

GOOD WORDS

Goals
Passionate
Performance
Elite
Athletes
Create Elite
Support
Science Based
Testing
Coaching
Process
Personalized

BAD WORDS

Busy
Common
Equipment
Unique
Individuals
Clients
Take
Required
Caters
Assists
Fitness Center
Facility

GOOD & BAD WORDS

WHITE SPACE FOR LOGO



LOGO USAGE



Knockout version PSD



LOGO USAGE

Brand Manifesto by

ClearLabs.org • 727.289.7204

