



Brand guide

Updated 3/28/18

Table of contents

Introduction

Our mission

Principles

Logo usage

Icon usage

Colors

Typography

Iconography

Tone & messaging

Design elements

Introduction

CoachNow is a comprehensive coaching and communications platform for enterprises, coaches, athletes, and fans that enables the most efficient and effective coaching possible.

Our design and marketing teams constantly strive to provide engaging and intuitive brand experiences for all our users that is consistent, understandable, and non-intrusive.

The goal of this guide is to lay the foundation of the CoachNow branding system that makes it seamless to integrate with parties of all types.

Whether you're a coach, academy, athlete, or participant, we want CoachNow to immediately stand out for you as an industry leader in coaching, learning, and training.

Our mission

Save coaches time

by consolidating all communications into one place.

Engage athletes

after practice is over, leading to better retention rates and faster improvement.

Strengthen Relationships

between coaches and athletes.

Provide reliable tools

that are intuitive and complement a coach's routine.

Be integral

for personal trainers and one on one coaches to engage their clients and grow their business.

Principles

Simplicity and familiar: Interactions, tasking, and processes should feel familiar, relevant, and intuitive. Goal completion should be as seamless and obvious as possible.

Comprehensive and thorough: All tools should be housed within the same system, from desktop to mobile. Additional features will allow the app to grow and be more all-encompassing.

Responsive and instantaneous: Communications, notifications, and other forms of feedback should be timely and trackable.

Facilitating and enabling: Reduce confusion and pain points that compliment a coaches routine and planning style.

Trustful and reliable: Remove hiccups, obstruction and interruption from the coaching process, allowing for a higher account of stability.

Fulfilling and effective: Empowering the coach to be as sufficient and resonating as possible. Seeing the outcome of athlete improvement is a key goal for coaches.

Clean and unambiguous: Content and visuals shouldn't be distracting or warrant confusion. Be clear, to-the-point, and subtle.

Metaphorical: Everything should have a meaning behind it. Don't let design elements or content become arbitrary or empty.

Consistent: In order to unify a brand family, use a set system of elements and guides to bring a consistent and fluid experience across all platforms.

Logo usage

The CoachNow logo is the centerpiece of the brand and our most valuable asset. We stress proper usage.

1a-b. The preferred method of using the CoachNow logo is against a white or lighter background.

2. If a darker background is required or lighter color options are limited, please use the white logo.

3. Our white logo can also be placed against an image, but must have a 50% transparent drop shadow with a tight offset and slight blur.

4. Make sure the logo has ample spacing around each side to preserve visual effectiveness. Preferred spacing is at least half the size of the logo.

1a



1b



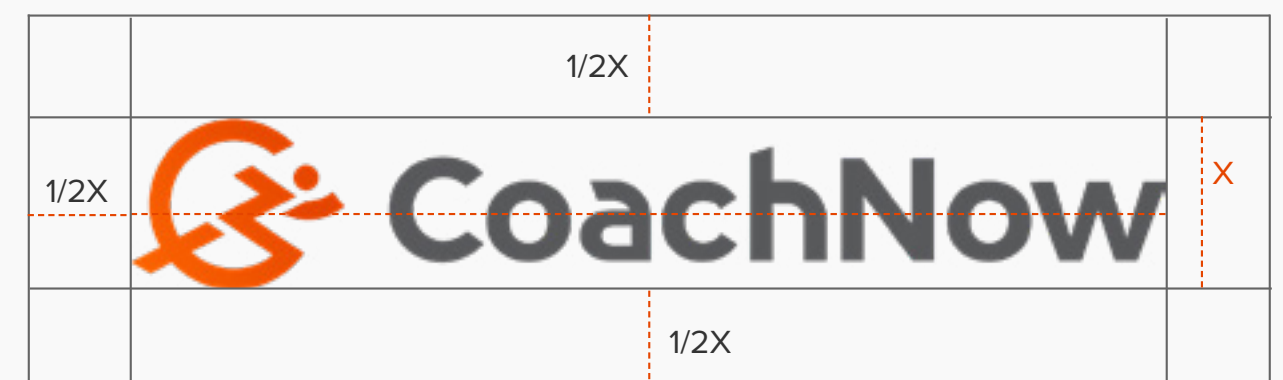
2



3



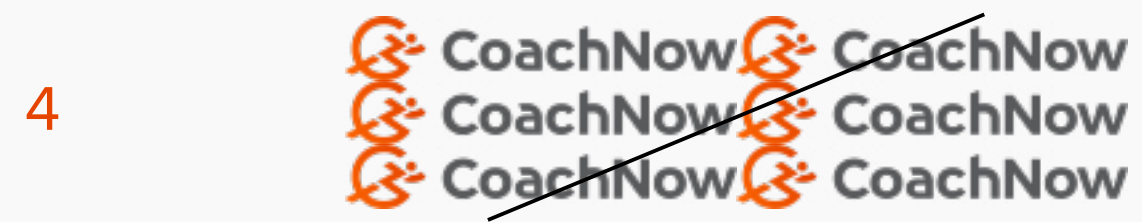
4



Incorrect logo usage

Please do not:

1. Rotate or change the orientation of the logo.
2. Alter the colors of the logo.
3. Scale the logo unproportionately.
4. Repeat the logo for a “wallpaper” like affect or decoration.
5. Alter or adjust the elements of the logo in any way.
6. Add any extra effects with the exclusion of the dropshadow mentioned on page 6.



Icon usage

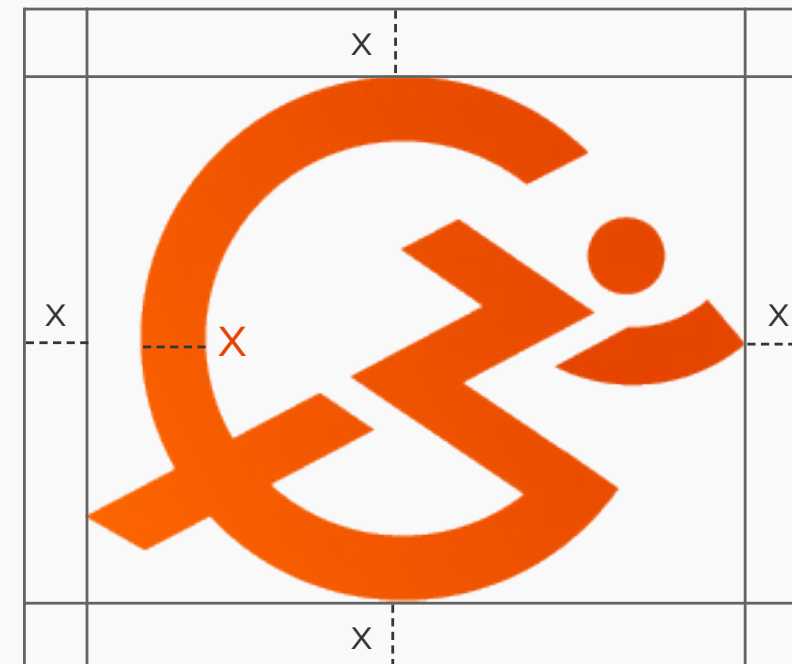
The CoachNow icon is used primarily for our mobile apps and general marketing collateral and is more versatile than the logo.

1. It can be used as a perfect square or with rounded corners and be placed against most backgrounds.
2. When placed inside a square maintain a border as shown here.

1



2



Incorrect icon usage

Please do not:

1. Rotate or change the orientation of the icon.
2. Alter the colors of the icon.
3. Scale the icon unproportionately.
4. Apply a shape mask against the icon.
5. Alter or adjust the elements of the icon in any way.
6. Add any extra effects to the icon.

1



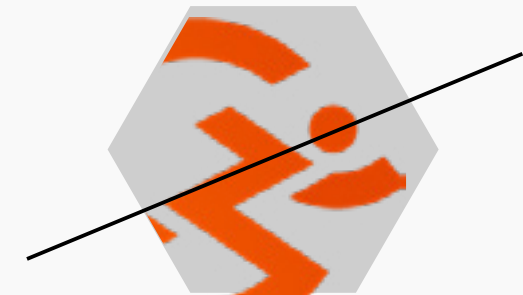
2



3



4



5



6

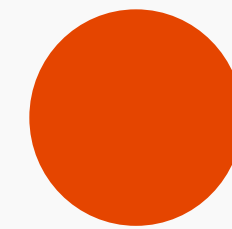


Colors

Our colors express the personality of CoachNow: vivid, purposeful, and bright.

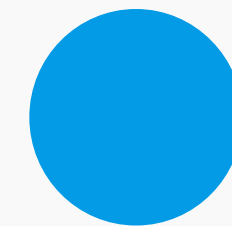
Orange and blue are our primary complimentary colors. Green, purple, and gold are secondary and can be used to diversify branding elements.

Our grey palette is used for base typography and interface backgrounds.



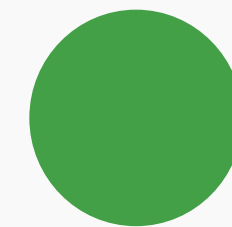
Orange

HEX# e54500
RGB 229,69,0



Blue

HEX# 039be5
RGB 3,155,229



Green

HEX# 43a047
RGB 67,160,71



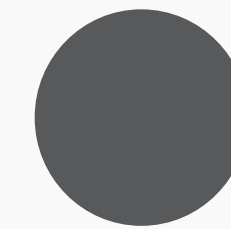
Gold

HEX# ffa000
RGB 255,160,0



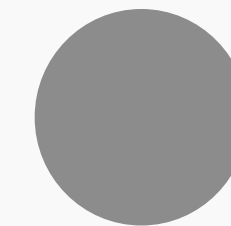
Purple

HEX# 5e35b1
RGB 94,53,177



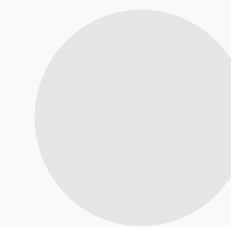
Dark grey

HEX# 58595b
RGB 54,54,54



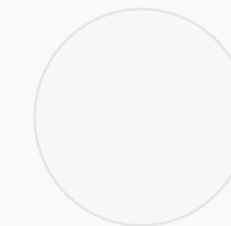
Slate grey

HEX# 8c8c8c
RGB 140,140,140



Grey

HEX# e6e6e6
RGB 213,213,213



Light grey

HEX# f7f7f7
RGB 247,247,247

Typography

Our typeface is key to maintaining a unified look for CoachNow.

Proxima Nova is a modern, legible typeface that is supported across all platforms.

Leading/line spacing should be roughly 25% larger than the font size used.

There should be no kerning.

Use metric, not optical spacing.

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh

Proxima Italic

Aa Bb Cc Dd Ee Ff Gg Hh

Proxima Bold

Aa Bb Cc Dd Ee Ff Gg

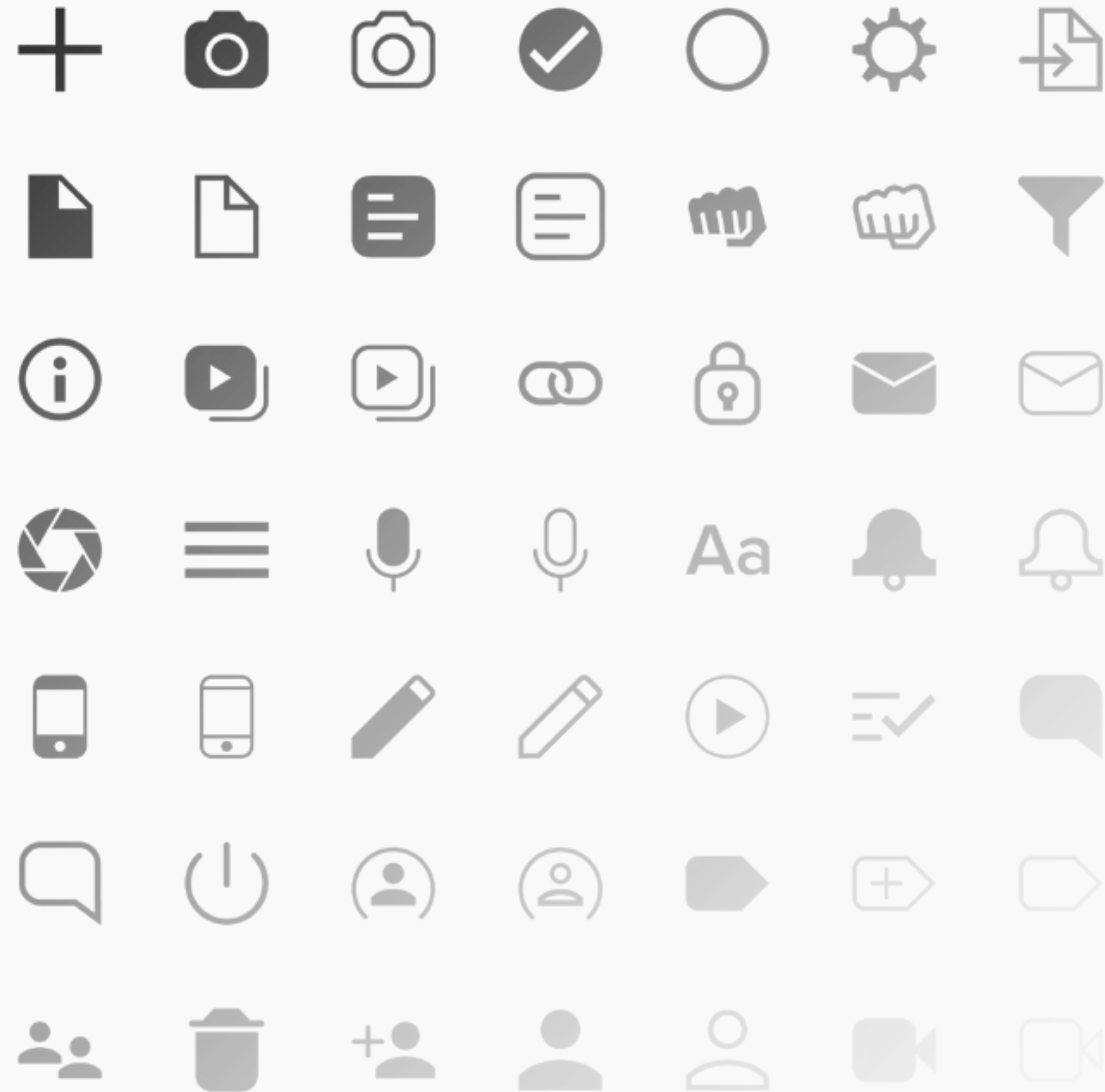
Proxima Bold Italic

Aa Bb Cc Dd Ee Ff Gg

Iconography

Our icon family is meaningful, cohesive, and above all, inferable.

The CoachNow icon set is built to capture the essence of coaching and be clear on intent. All icons are scalable vector format to maintain readability at all sizes.



Tone & messaging

CoachNow was made by coaches for coaches, so our tone is friendly and encouraging, yet direct and precise.

Personality: Friendly, Encouraging, Helpful

Language: Informative, Motivational, Clear

Tone: Educational, Engaging, Genuine

Purpose: To transform the way coaches coach and empower them to save time and coach smarter/better/more.

Design elements

Our design and graphics have a purpose, they convey metaphors about communication, empowerment, movement, and progress.

Candid photography, nothing “stock photo”-like.

Close ups and cropping to create drama and interest.

Circles for emphasis and highlighting.

Slashes to portray movement, direction, and change.

Use of multiply color effects.

Light stroking and feather gradients.

