



 **Project  
Branding**

**Brand Identity**  
Outperform

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# ***Beyond Peak Performance***





Introduction

## Rationale

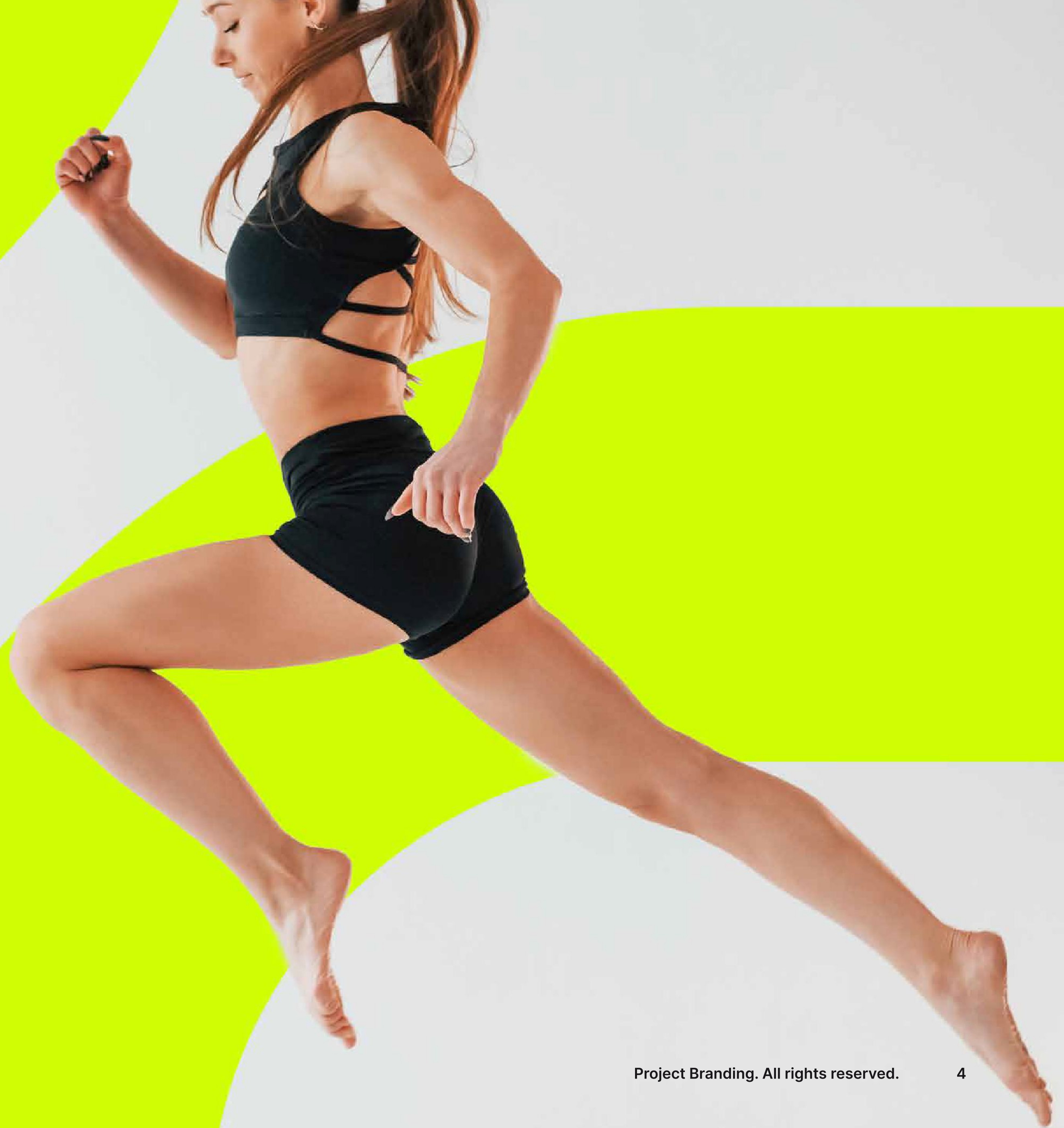
The visual identity is built upon sports performance. The idea of taking your health to the next level is the central theme of our approach to the logo. An O in forward motion visually illustrates the stepping up to that next level and beyond. The effect also resembles a flag which represents achievement. Traditionally planted at the top of mountains as a symbol of achieving a coveted goal. The angle of distortion is echoed in the angle of the customised typography, creating a fluid and dynamic visual identity. The icon can be used as a bold graphic device throughout all marketing and promotional materials

# ***LIVE HEALTHIER LONGER***

**Outperform**  
Brand Identity

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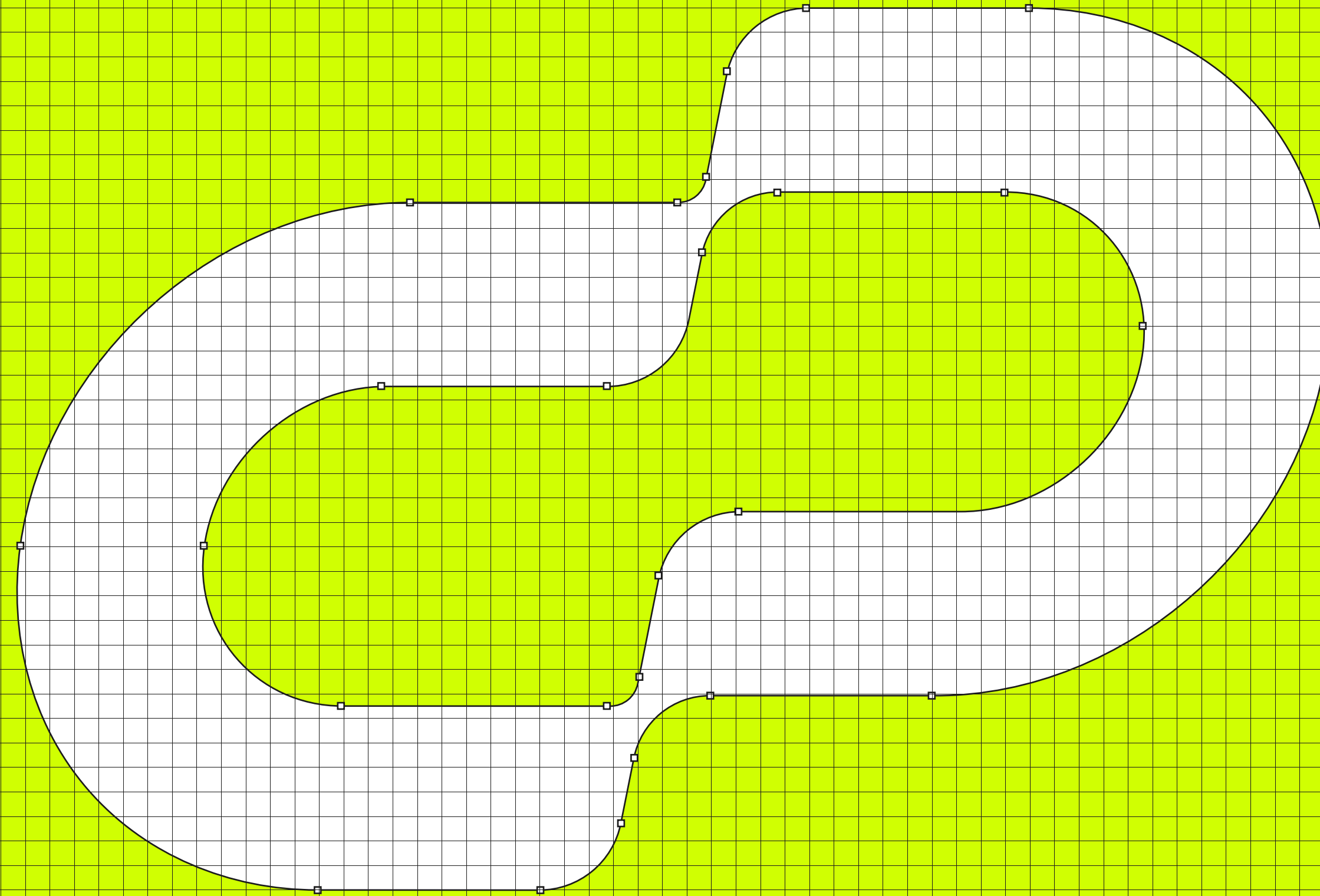


Brand

## Logo



Brand  
**Construction**



Brand  
**Formats**

Horizontal



Compact



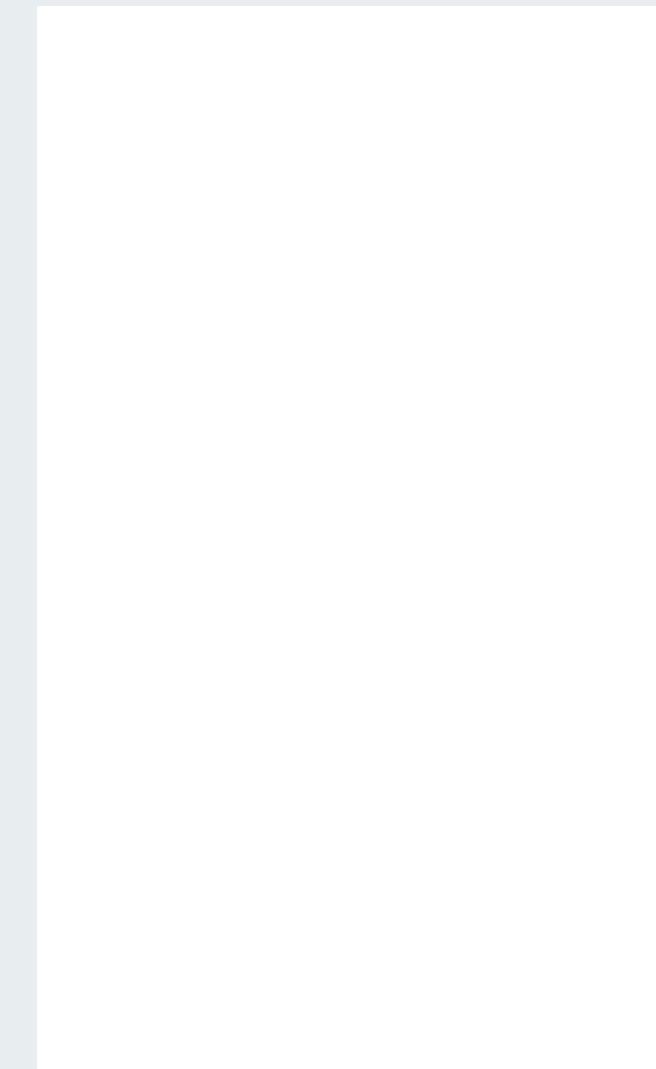
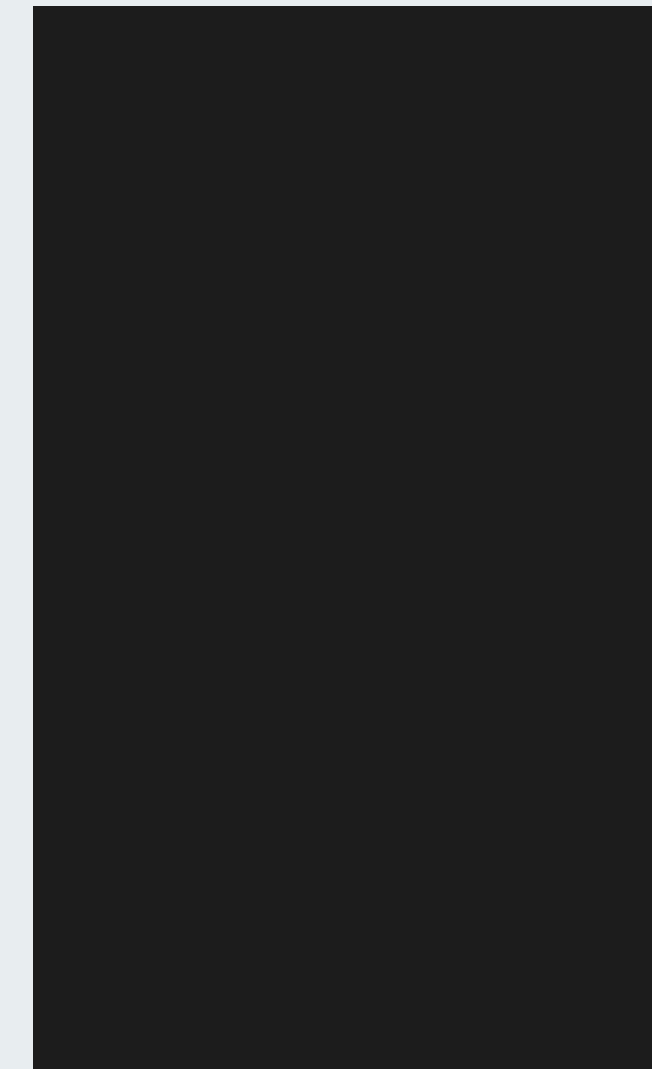
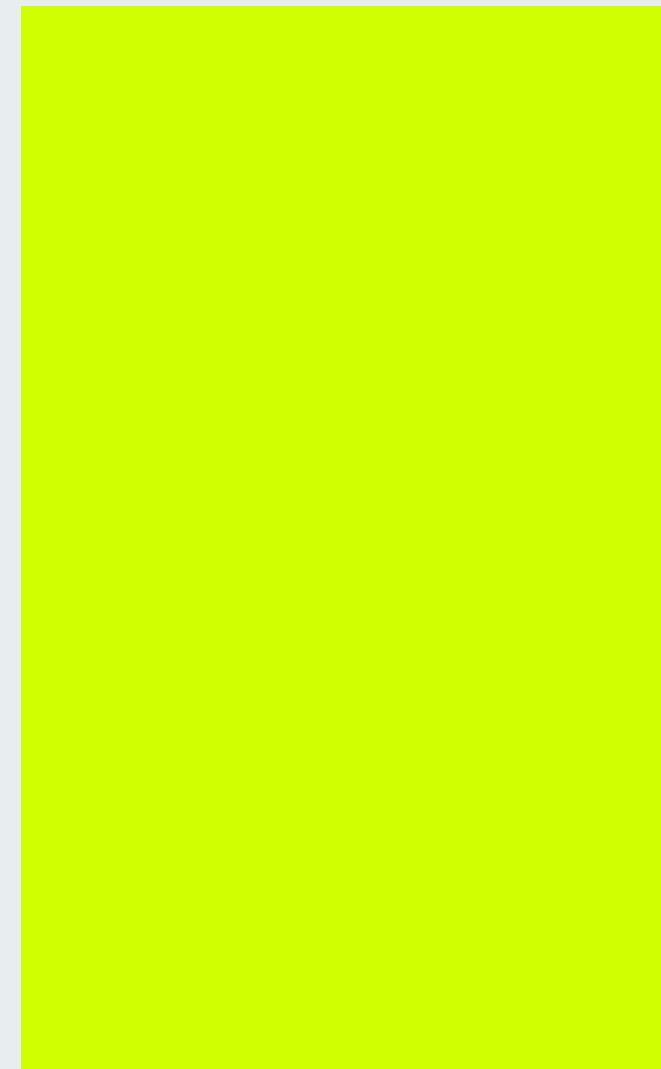
**Outperform**  
Brand Identity

Icon



## Colour Theory

These are the primary colours selected for use in all marketing and promotional applications. These colours should be used by all contractors and suppliers when working with the brand.



### Electric Lime

Hex	#D0FF02
RGB	208, 255, 2
CMYK	18, 0, 99, 0
PANTONE	-

### Black

Hex	#1C1C1C
RGB	28, 28, 28
CMYK	0, 0, 0, 89
PANTONE	-

### White

Hex	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PANTONE	-



Application  
**Bottles**









Application

## Feather Banners





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***Beyond  
Peak  
Performance***





Application  
**Clothing**





Application  
**Clothing**







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