

exos

BRAND
PLAYBOOK





For every journey, there is a hero in the making.

The potential to rise up and surpass the person you see in the mirror.

But for those that respond to the call of excellence in life, that journey is more demanding than most.

When your purpose is performance, life becomes filled with meaningful pursuits. You seek them at work, in sports, at home. Then tomorrow, repeat.

The voyage is long. The pathways, formidable. But the victories are everywhere and the fulfilment transcends every endeavor, every ache, every sacrifice.

It's your journey. But we won't let you walk it alone.

For two decades we've stood side by side with the very best, coaching individuals, teams and communities to higher levels of performance.

We've fueled their courage and super-powered their progress. We've listened and learned from them so we can rise and rise, higher together.

It's not our job. It's our purpose.

The journey is never easy. It's not meant to be. That's because heroes don't just follow their path, they chase the possibilities that lie beyond.

Exos. Find the hero in you.

WHAT WE STAND FOR

Our purpose—our role in the world.

**WE EXIST TO
IGNITE THE
HERO IN ALL
OF US.**

HOW WE GO TO MARKET

Personality

The traits that describe how Exos comes to life. These inform how we look, feel and interact with the world.

NERDY

"Sciencey" and detail-oriented, proud to share knowledge.

CHARISMATIC

Charming, energetic; inspires action.

PLAYFUL

Relatable, fun, down to earth.

CARING

Supportive and challenging.

02

BRAND VOICE

How Exos comes to life in a voice—it includes a persona and voice principles.

PERSONA

Our persona is the embodiment of the Exos voice. To deliver a consistent persona through writing we need to strike the right balance for each of our personality traits.



THE COACH

The Coach is

The Coach is not

NERDY

~~Esoteric~~

CHARISMATIC

~~Arrogant~~

PLAYFUL

~~Disrespectful~~

CARING

~~Sappy~~

VOICE PRINCIPLES

Our voice principles define the way we write and speak as The Coach. We use all four in combination to give our voice depth and dimension.

To be heard, we always want to adapt our voice to the moment. Consider factors such as the subject matter, the audience and the platform to dial up and down our voice appropriately through our set of principles.

NERD TALK

Geek out—let your inner nerd shine.

COLORFUL

Have fun—never be bland or boring.

BIG- HEARTED

Lift others—show them they belong here.

RAW AND REAL

Keep it real—embrace rough edges.

PRINCIPLE 1: NERD TALK

Geek out—let your inner nerd shine.

Do

Don't

Connect the dots from science to performance.

Example

Explosive movements in quick bursts. It's called plyometrics and it conditions your muscles to deliver turbo-charged speed.

Gloss over important explanations, expecting your audience to be nerdy too.

Go overboard with obscure scientific terminology.

Highlight surprising details.

Example

The human body has five million sweat glands. Question is, how many are you using today?

Rely on exclamation points to show excitement!!!

Get excited and share your enthusiasm for a topic.

Example

The only thing better for gut health than probiotics is probiotics plus omega-3s. Put another one in the win column for avocados.

PRINCIPLE 2: COLORFUL

Have fun—never be bland or boring.

Do

Don't

Use fresh language and unexpected turns of phrase.

Example

Follow the 80/20 diet rule. 80% balanced. 20% whatever you damn well feel like.

Go for big laughs or silly puns. (Keep it wry.)

Mock convention for the sake of stirring controversy.

Challenge conventional wisdom and easy answers.

Example

There's no such thing as a stress-free life. You can let it crush you or let it fuel you.

Try too hard. If it feels forced, it probably is.

Bend grammar rules to write like you speak.

Example

In through your nose. Now hold... and out through your mouth—s l o w l y. Ahh yes, feeling better already.

PRINCIPLE 3: BIG-HEARTED

Lift others—show them they belong here.

Do

Don't

Inject optimism to champion people and push limits.

Example
This journey has to be conquered by somebody.
And today that person is you.

Fall back on trite motivational poster language.

Get overly-familiar. We're their coach, not their best friend.

Get sappy. It's not a love letter.

Show people they're part of the team by using "we" and "us."

Example
Let's stretch out before we get after it.

Encourage people on their journey with compassionate language.

Example
We know what's within you.

PRINCIPLE 4: RAW AND REAL

Keep it real—embrace rough edges.

Do

Don't

Give hard truths.

Example
Potential is cheap. Excellence is a grind.

Slip into profanity in the name of keeping it real.

Echo worn cliches or tired slogans.

Channel the vernacular of high performers.

Example
If it doesn't break you, it won't make you.

End on a negative.

Break the fourth wall to acknowledge shared challenges and establish common ground.

Example
6am workouts are tough. We get it. But you're gonna feel like a hero by 8.

03

VISUAL IDENTITY

The core design elements that make up our visual identity.

LOGO

Our logo is made up of more than four letters. It encapsulates the core essence of our brand and has been designed to make an indelible mark on the world.

It should therefore never be modified. Only protected.

Color

The default appearance is in Exos Blue. Secondary and tertiary colors can be used in collateral for expressiveness and vibrance, and White or Black in instances that require high contrast or have monochrome constraints. Possible combinations and accessibility rules are outlined on page 38.

When considering how the logo might live in physical environments, start with materials (ex. metal) instead of applying color.

Clear space

It's always legible and has enough clearance from headlines, text and visuals. The clear space is defined by using the height of the 'x' character from our logo.

Minimum size

Size minimums have been defined based on the legibility of the wordmark, in its entirety.

All logo files can be downloaded [here](#).

"Exos"

When written in plain text, "Exos" should always appear in title case, not all caps or lowercase.

All logo files can be downloaded [here](#).



Clearspace



Minimum size:
Print

exos

0.75in

Minimum size:
Digital

exos

65px

Example color usage



COLOR



COLOR PALETTE

Vibrant. Fresh. Powerful; our color palette embodies the dynamic spirit and energy of the Exos brand.

Our foundational palette of Exos Blue, Aquamarine and Bright Blue, alongside our Neutrals, gives us the basis to make a bold impression across all applications and environments.

In the future, the use of materials for print and physical spaces will be explored further. Textures, surfaces and unique materials should all be considered in allowing us to best reflect the essence of the brand.

The color palette can be downloaded [here](#).



Primary

Secondary

Aquamarine

00DBA8
0, 219, 168
65, 0, 49, 0
2239 C

Bright
Blue

Tertiary

02E6ED
2, 230, 237
58, 0, 15, 0
311 C

Neutral

Black

000000
0, 0, 0
0, 0, 0, 100
BLACK 6 C

Neutral

White

FFFFFF
255, 255, 255
0, 0, 0, 0

Neutral

Steel

201C21
32, 28, 33
73, 70, 61, 74
419 C

Neutral

Gray

F2F2F2
242, 242, 242
0, 0, 0, 5
BLACK 6 C TINT 5%

Exos
Blue

201C52
32, 28, 82
100, 100, 36, 33
274 C

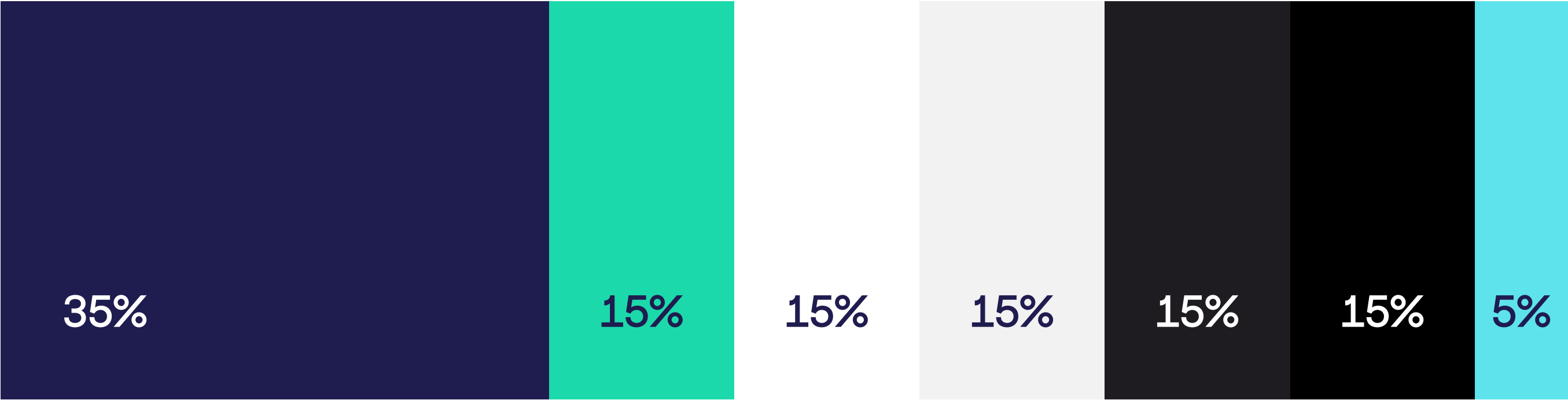
COLOR RULES

As with everything, it's a balance. And we must be considered in the way we use our color palette.

We have created a color hierarchy and ratio system that ensures our palette works together in harmony. Collateral that reflects this balance delivers a unified look and feel plus demonstrates our distinctive approach to color.

When we move into more non-traditional media and touch points, such as swag and physical environments, those canvases give us license to be even more expressive with our palette.

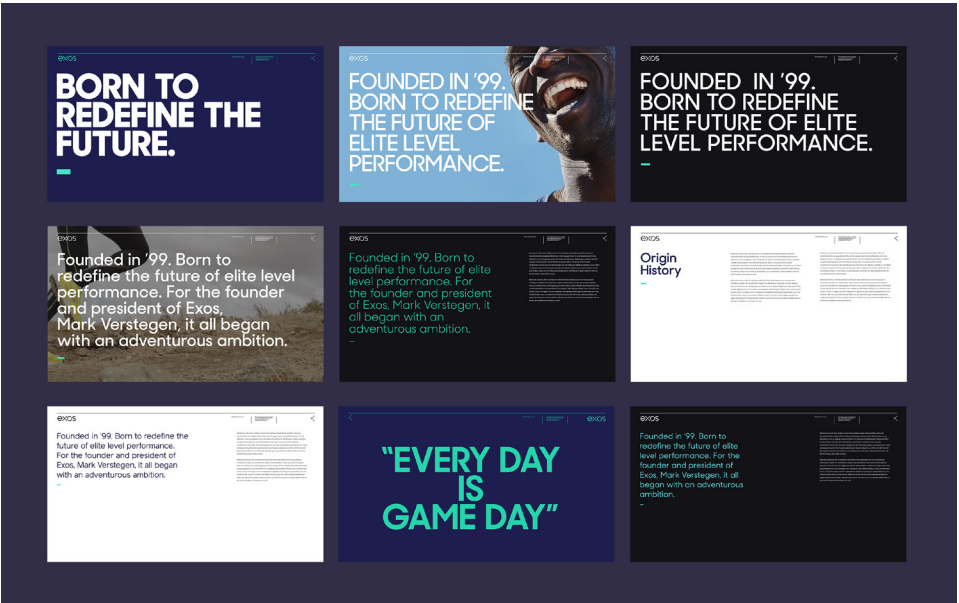
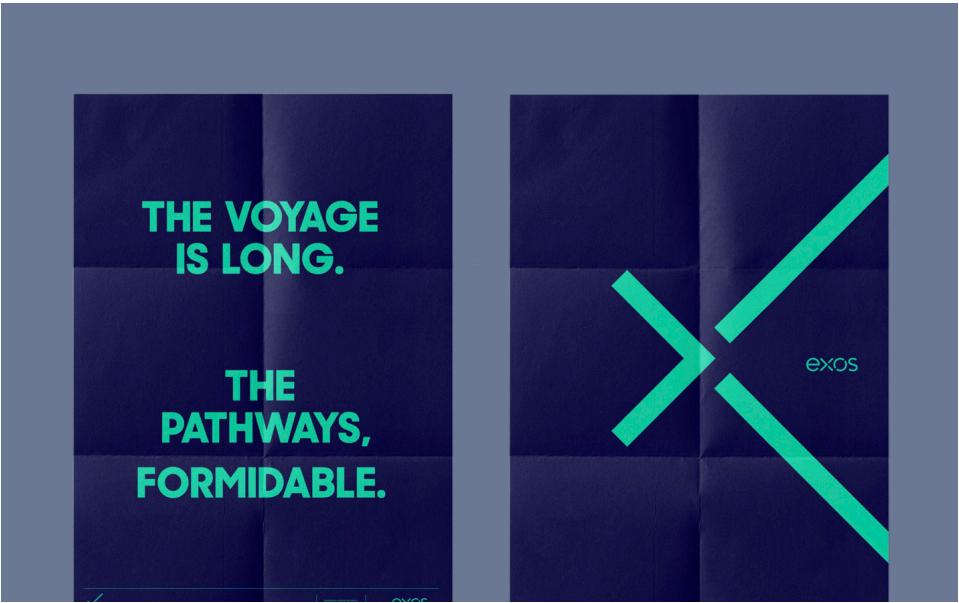
Color use ratios



DO
utilize a balance of the palette that reflects the brand's color ratios and hierarchy

DO
play with combining the primary color with secondary and tertiary colors in a way that feels premium

DO NOT
use color combinations that are not ADA compliant, especially on digital applications



COLOR ACCESSIBILITY

Our choice of color combinations for digital and print will play a critical role for accessibility. These examples call-out the combinations that provide the highest contrast and should be used whenever possible.

As a guide, adopt combinations that pass at least AA, and ideally both AAA and AA.

<div><div></div><div>Brand Playbook</div><div>Version 2</div></div>				2021	
AAA Normal text Large text		AAA Normal text Large text	AAA Normal text Large text	AAA Normal text Large text	AAA Normal text Large text
11.29		13.70		15.63	21.00
AAA Normal text Large text		AAA Normal text Large text	AAA Normal text Large text		AAA Normal text Large text
11.29		8.40	13.70	10.19	15.63
AAA Normal text Large text				AAA Normal text Large text	AAA Normal text Large text
21.00		11.29	11.29	16.85	9.06
					10.99

TYPOGRAPHY





exos

Find the hero in you

THE HERO IN YOU
IS THE HERO IN US
WE'VE GOT YOU
WE'VE GOT US

✕

BORN TO REDEFINE THE FUTURE.

exos

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FOUNDED IN '99. BORN TO REDEFINE THE FUTURE OF ELITE LEVEL PERFORMANCE.

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Exemplum naturae laus. Natus ut enim et du tempus laus. Donec portitor, metus ut
venenatis blandi, ex ligula exsistent hinc, et molis augue mauris id nulla. Maecenas enim eros,
liberatum in ante id agestas viverra est. Donec et nulla mauris. Pellentesque interdum portitor
venenatis. Donec posuere, sem et fermentum auctor. Eros, eros augue hinc, ut amet
condimentum mauris sem sed nulla. Quisque nec est vitae quam dapibus vulputate a eros. Etiam
consequat, neque et amet suscipit gravida, ipsum ligula venenatis eu, ac ultrices nec felis vel velit.
Duis tempus neque id nunc tristique, et venenatis purus condimentum. Mauris exsistent idem nunc,
blandi tristique sedis mattis et amet.

Maecenas maximus nunc id vestibulum volutatum. Sed scelerisque du non risa posuere
consequat. Conditur ac condimentum magna. Donec venenatis, ligula quis tristique dapibus,
laus et venenatis nunc, sed tristique purus hinc et laus. Donec, mollis accumsan laus. Nulla
suspendisse aliquet eros, non venenatis nunc volutatum. Sed tristique tristique eros, a tristique eros
varia in. Duis et magna, viverra in imperdiet vel agestas et amet ligula. Suspendisse nunc nunc,
tristique etiam curus ut, viverra et nunc. Morbi non purus et. Orci varius natoque penatibus et
magna etiam portitor mollis, nascetur ridiculus mus. Ut moris risa ut blandi sedibus. Nam et
vel nec leo vestibulum accumsan ut ut nunc.

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Origin History

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condimentum mauris sem sed nulla. Quisque nec est vitae quam dapibus vulputate a eros. Etiam
consequat, neque et amet suscipit gravida, ipsum ligula venenatis eu, ac ultrices nec felis vel velit.
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✕

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exos

"EVERY DAY IS GAME DAY"

exos

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vel nec leo vestibulum accumsan ut ut nunc.

BRAND TYPEFACES

Sharp Sans No. 2 and Reader are our typographic foundation and bring expression to every conversation we have with our audiences.

Headline

Sharp Sans No. 2 is our headline typeface, taking center stage for visual communications. Its geometric construction and subtle idiosyncrasies complement the roundness of our logo and speak to our brand values.

For headlines and brand moments, Sharp Sans No. 2 appears in all caps. When headlines run beyond three lines, use sentence case.

Body copy

Reader, our body copy typeface, is a modern sans serif designed for legibility. Use Reader for text heavy applications such as paragraphs and fine print.

Headline

SHARP
SANS NO. 2

Character set

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
!@#\$%^&*.,'"/

Body copy

Reader

Regular
Medium
Bold

Character set

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
!@#\$%^&*.,'"/

FALLBACK TYPEFACES

On rare occasions where our headline and secondary typefaces are not supported, Poppins and Inter become our fallback options.

They can be downloaded at fonts.google.com.

Headline

POPPINS

Character set

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
!@#\$%^&*.,'"/

Body copy

Inter

Regular
Medium
Semibold
Bold
ExtraBold
Black

Character set

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
!@#\$%^&*.,'"/

TYPOGRAPHY USAGE

Consistent type treatment throughout collateral gives all communications a unified visual rhythm. Use this section for guidance on hierarchy and type formatting.

Case

Headlines appear in all caps and don't exceed three lines. Large text that exceeds three lines is set in sentence case.

Leading

Leading for body copy should be **at least** 8 pts more than the type size, ex. for 12 pt type, set leading to at least 20 pt. Large text leading should be at least 10 pts more than the type size, ex. 20/30. For headlines, leading can be the same as the type size, ex. 75/75.

Tighter leading should be avoided and is only permitted when there are unavoidable space constraints.

Weight

Both Sharp Sans No. 2 and Reader have a family of weights. Try to use bolder weights to create visual hierarchy and differentiation of content before turning to color.

Underscore

Add an underscore beneath headlines to add visual flair. Use the same weight of type that is being used for the headline and make sure color combinations are ADA compliant.

	Brand Playbook	Version 2	2021
Example hierarchy			
SS No. 2 Bold All Caps 50/50	<h1>HEADER 1 LOREM IPSUM</h1>		
SS No. 2 Semibold Sentence case 16/22	<p>Example sub-header. Nem aut ipid ut quiscidi quisinotem qui beatentio. Sumquatur, optatqui dolore corio expelec totatum fuga. Itaque quae commo.</p>		
Reader Regular Sentence Case 16/26	<p>Example body copy. Bitem aceaqui nonsequide rem. Ulpariorest oditae cum et aces eatem harci at harcillant autemporem eos volupta quibus, natiaes esci atur, sitis eictoriam, erionsequi consequossum alignatem sunt ius, etur aspid maiorib usandun tibust liatis ent voluptatio maxim aut doloratiae nullabo rehenia nonem in nonem.</p>		
SS No. 2 Bold Sentence Case 24/34	<h2>Header 2: Odi doloribus idi re voluptat ute volut es quiatis a de voloresequia evel militatum rae eaquis aut officta</h2>		
Reader Regular Sentence Case 16/26	<p>Example body copy. Nimagnihit volorectur a nienecesti omnimus ventiorerum quibus, con core nis cor aceseque eaque earit fugiate sum vitatum quid et et ute rent.</p>		



Example hierarchy

BORN TO REDEFINE.

Determined

Coverpage
ExtraBold

BORN TO REDEFINE.

Direct

Statement page
SemiBold

Founded in '99.

Playful

Statement page
Headers
SemiBold

Founded in '99.

Caring

Large Paragraph
Subheaders
Book

“EVERY DAY IS GAME DAY”

Coach

Quotes
Bold

EXOS FIT —

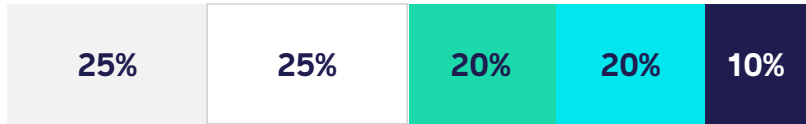
EXOS FIT

Exos Fit targets Rising Performers seeking balanced health and wellness in a supportive environment. They are not as deeply committed to the performance lifestyle as High Performers, but they work to maintain a balanced fitness program with the help of coaches and a community.

The design system for Exos Fit puts a stronger emphasis on brighter colors against White and Gray along with brightly lit photography to provide a more accessible experience for a more casual audience. This approach carries over to typography, where we use the lighter weights of Sharp Sans No. 2 (Bold, Medium) for headlines rather than Extrabold.

Fit also features a key layout with shifted use of graphic elements (see example at right). While the angles are usually placed on top of one another, here they are cropped horizontally on the grid at their meeting point to create moments of negative space. Place the Burst in the rightmost angle to reinforce the parent brand.

Color ratios



Graphic elements



Headlines

SHARP SANS NO. 2
BOLD / MEDIUM

Photography



Photography should feel brightly lit and warm. Whenever possible use imagery that feels inspiring and has a sense of community whether a shot contains one person or several.

Example compositions



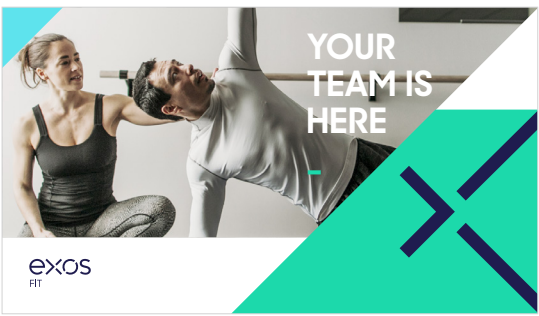
Burst in action



Angle in action

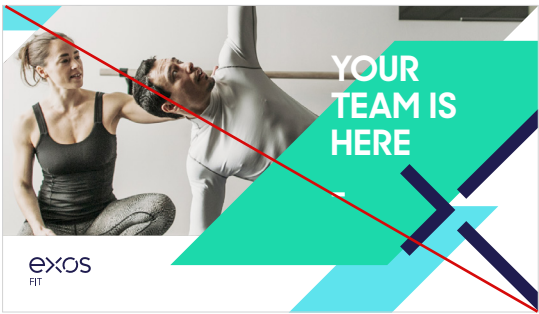


Burst and Angle in action

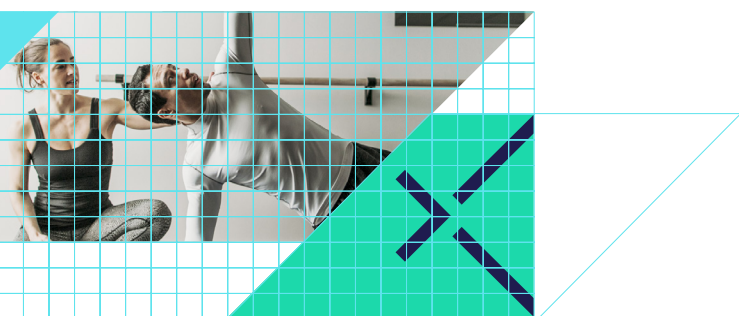


DO
use the Burst and Angle in this specific composition approach for this vertical

DO NOT
overuse the amount of angles or display them in random positions

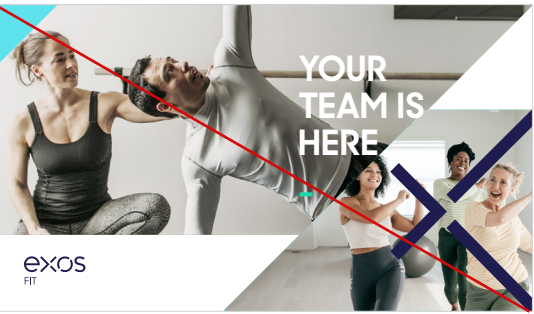


Construction



DO
utilize a grid when creating compositions

DO NOT
overload a composition with imagery or place more than one hero image

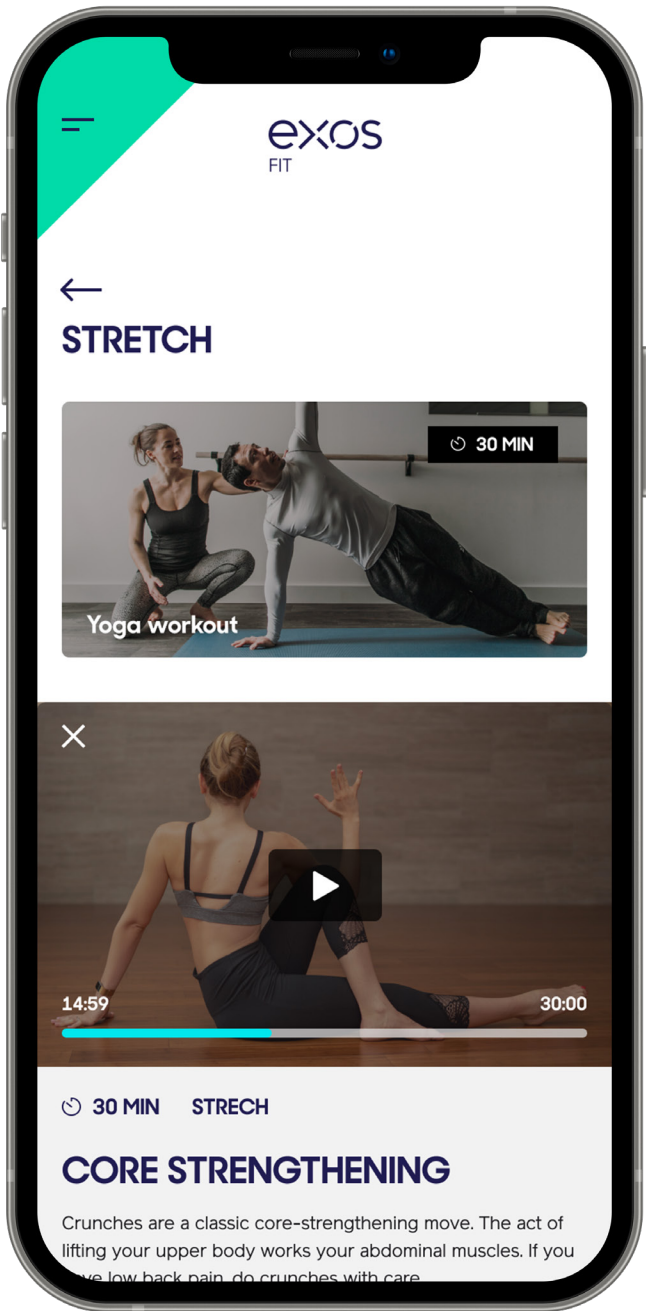
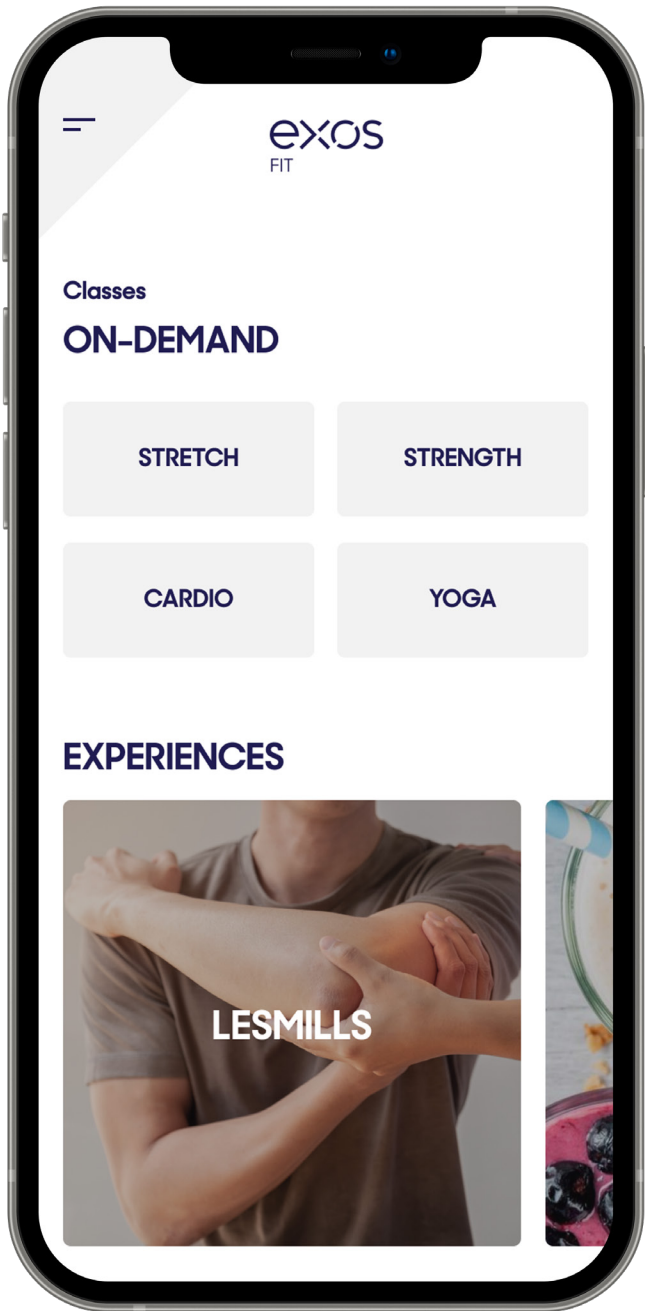
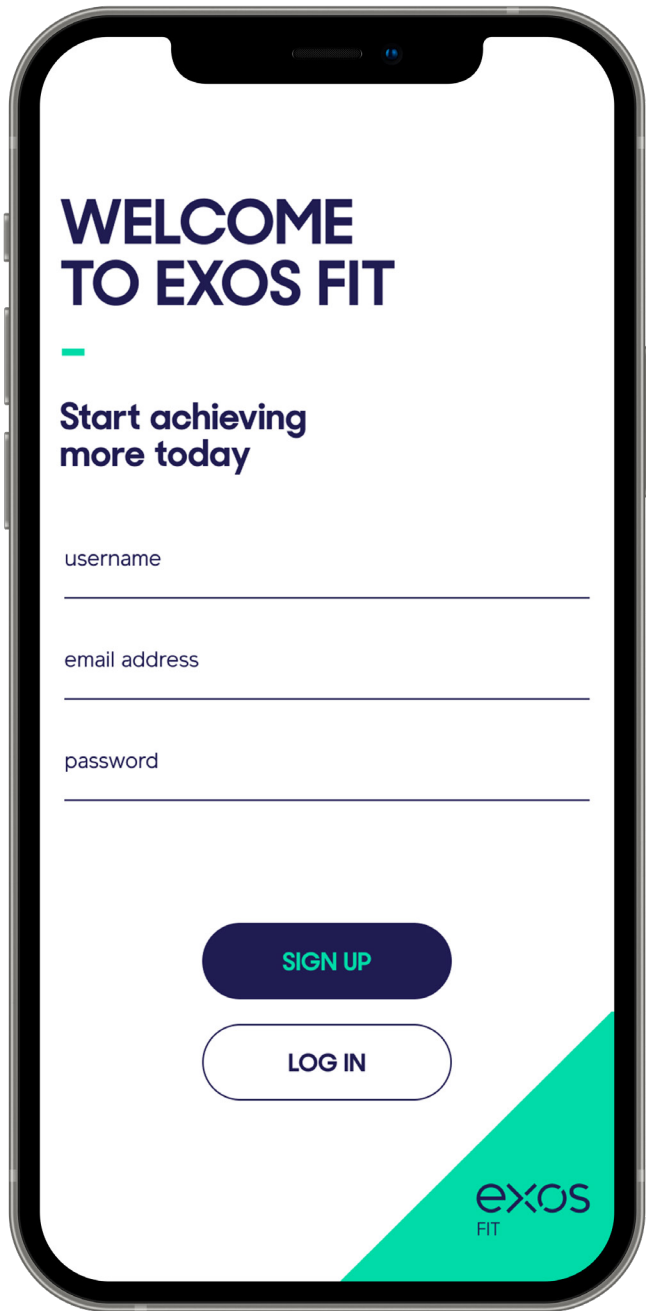


FIT APP SCREENS

Design principles and color ratios for Fit should also be applied to product.

Exos Blue should not be used as a background within the product itself, instead appearing as a brand accent in UI/UX (ex. menu) or hyperfunctional instances (body copy, data visualization). For high impact moments like a splash screen, take care to use a balance of White, Gray, Aquamarine, and Bright Blue.

Images at right are for illustrative purposes only.



Use photography of Rising Performers rather than High Performers.

Use white backgrounds rather than gray to keep brightness and approachability.

Use color combinations that are ADA compliant.

Use our defined photography style for all content. For more photography guidance, follow the rules outlined on Page X.



BREATHE IN.
BREATHE OUT.
REPEAT.

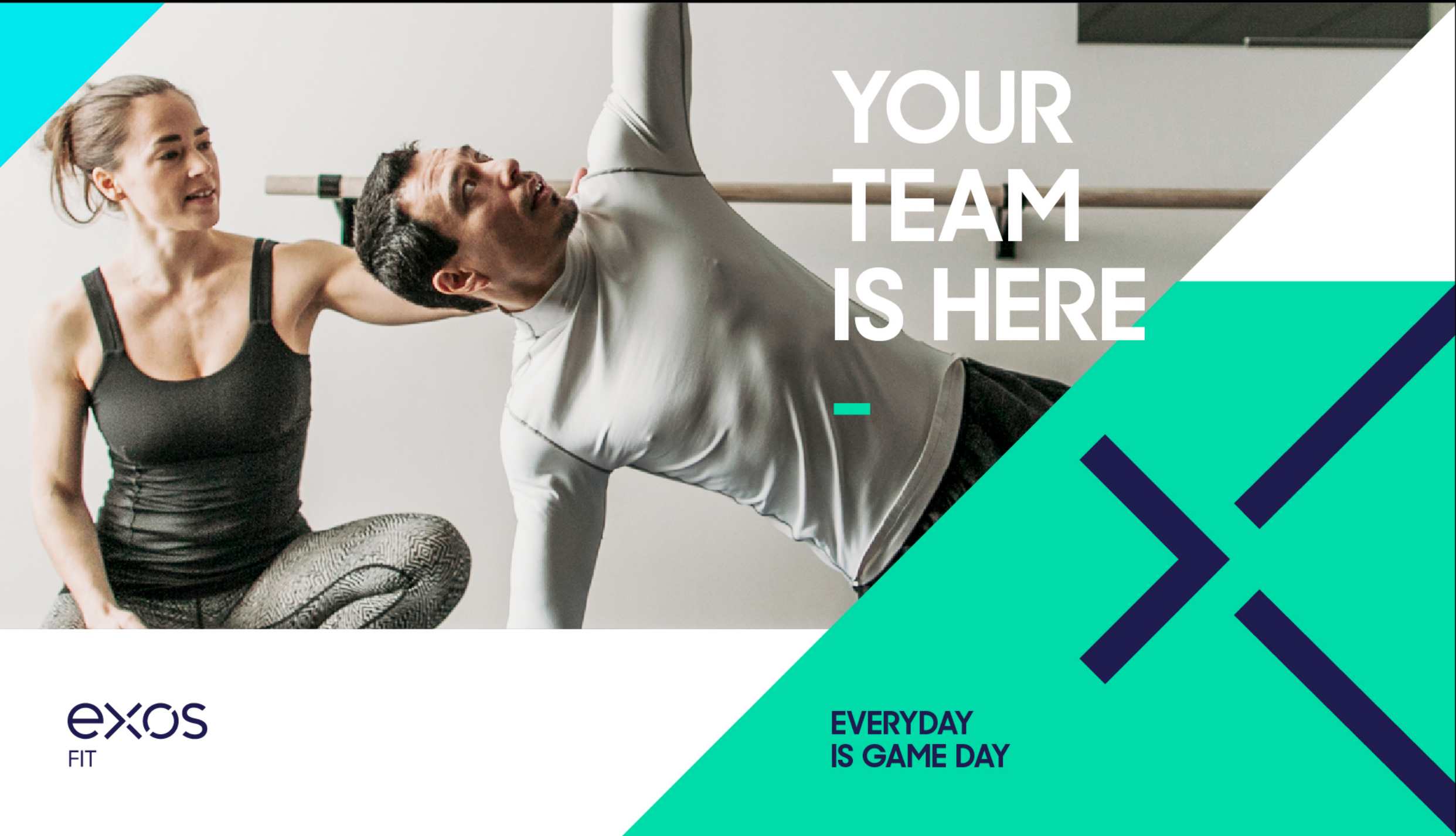
exos
FIT



exos
FIT

exos
FIT

ENERGY
ON FULL

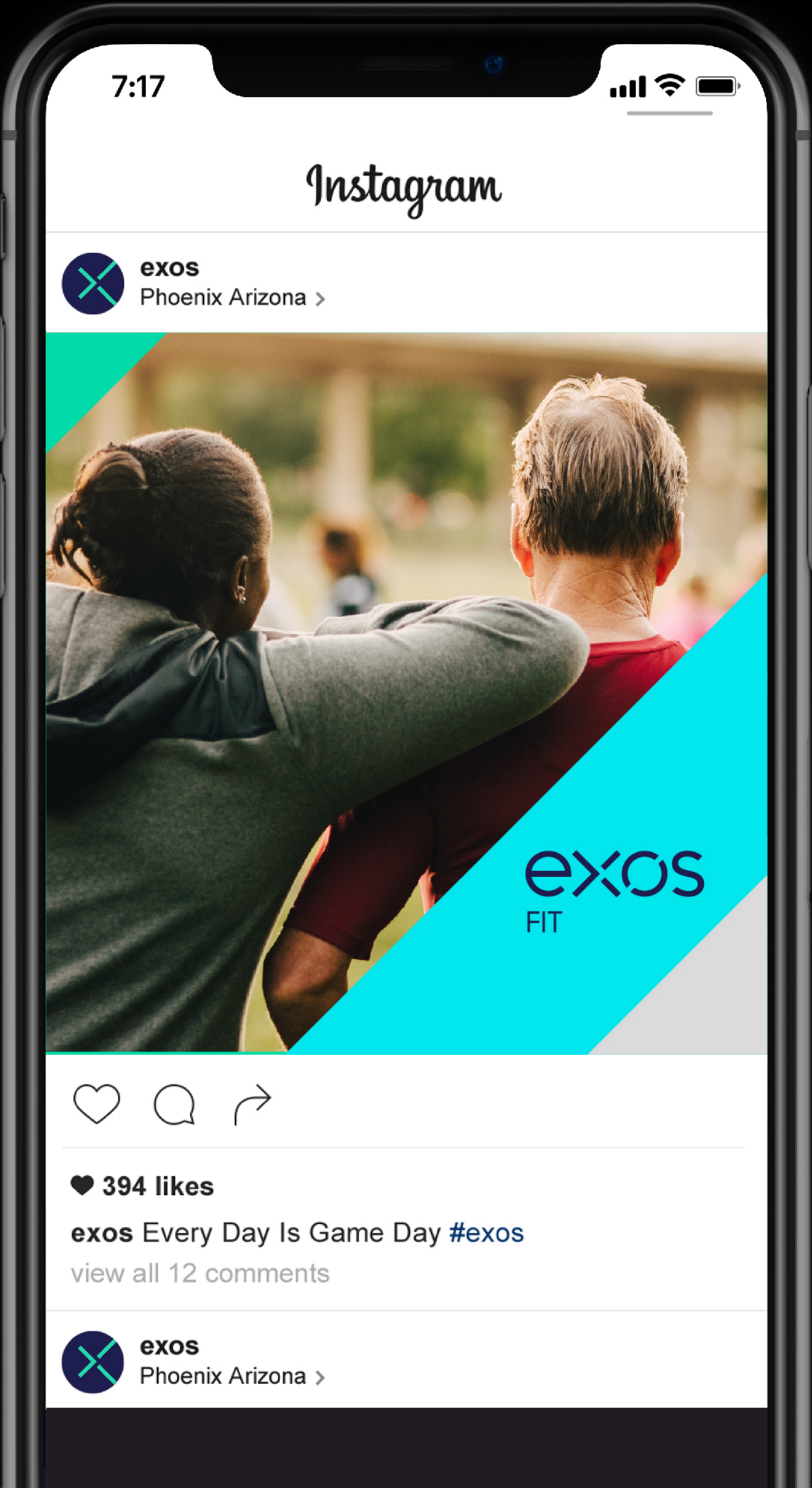


YOUR
TEAM
IS HERE




exos
FIT

EVERYDAY
IS GAME DAY







exos
FIT

EXOS
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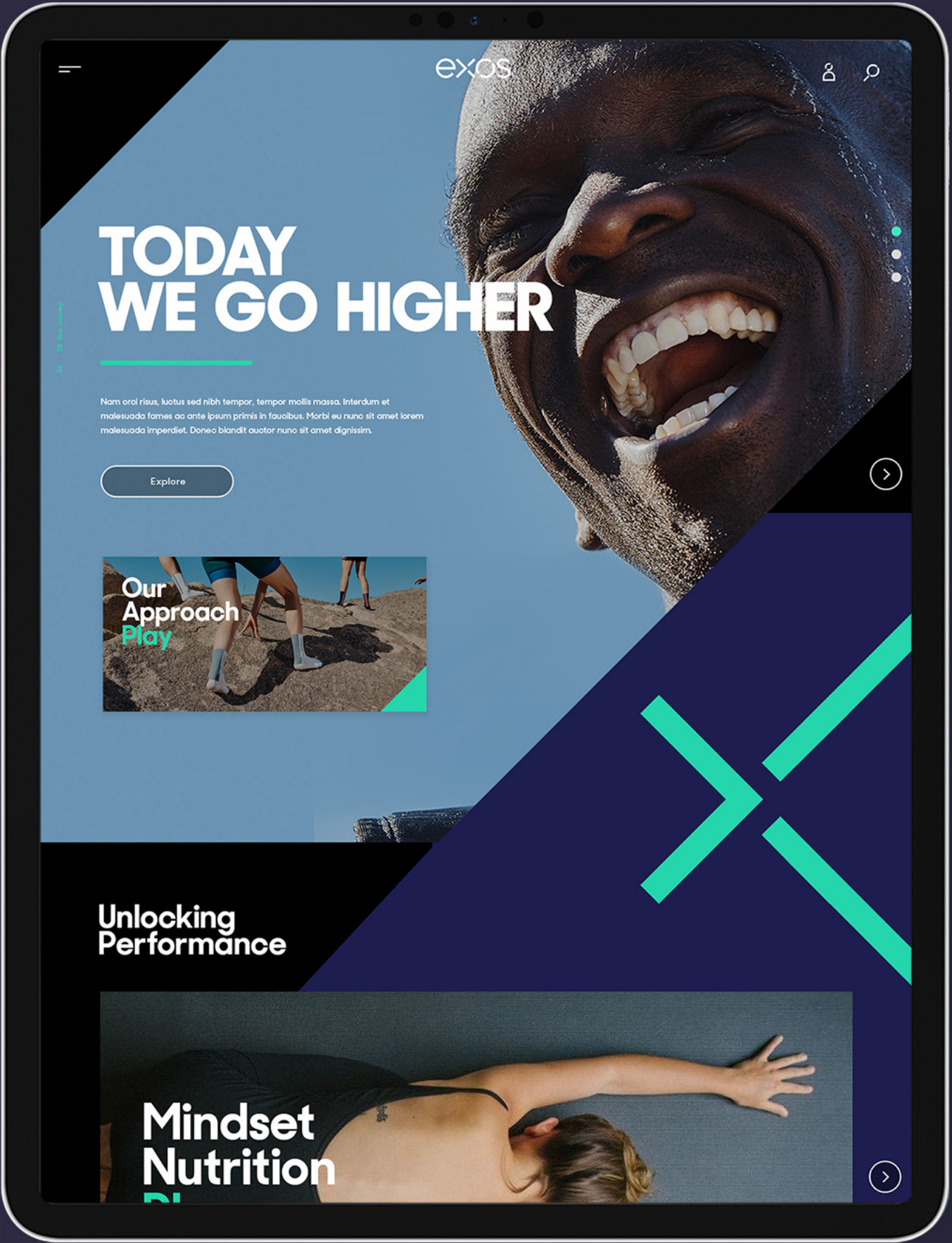


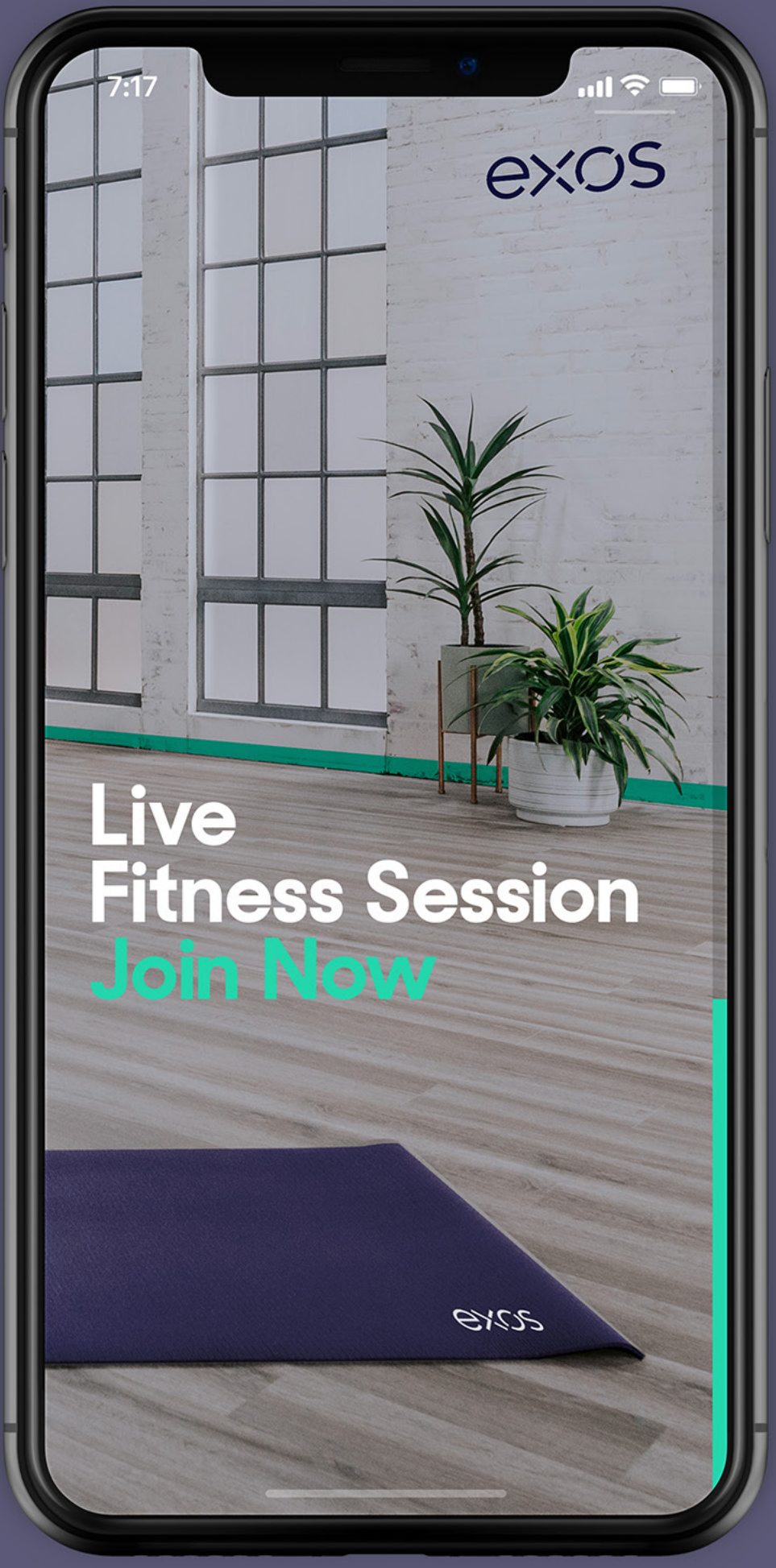
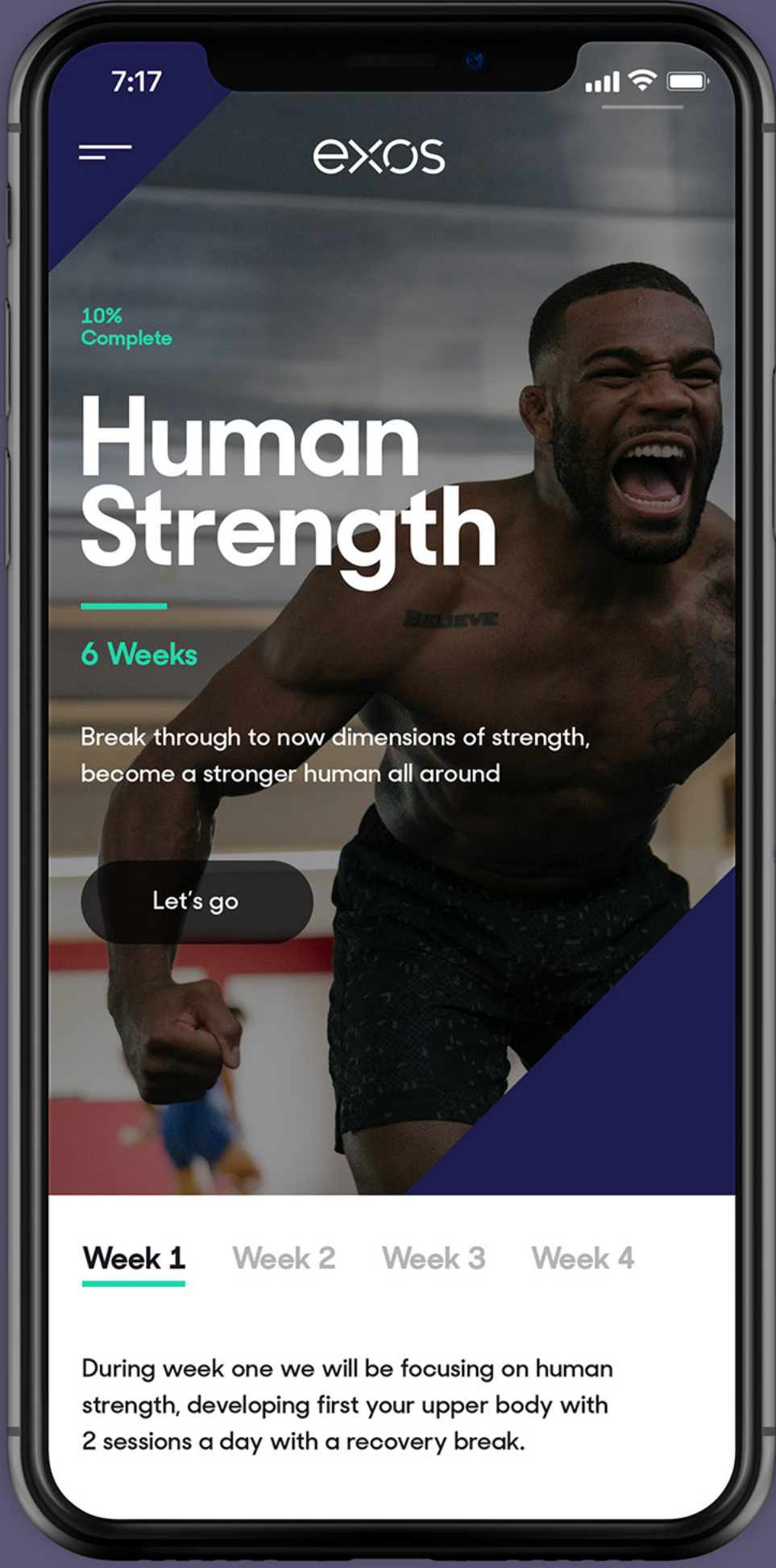
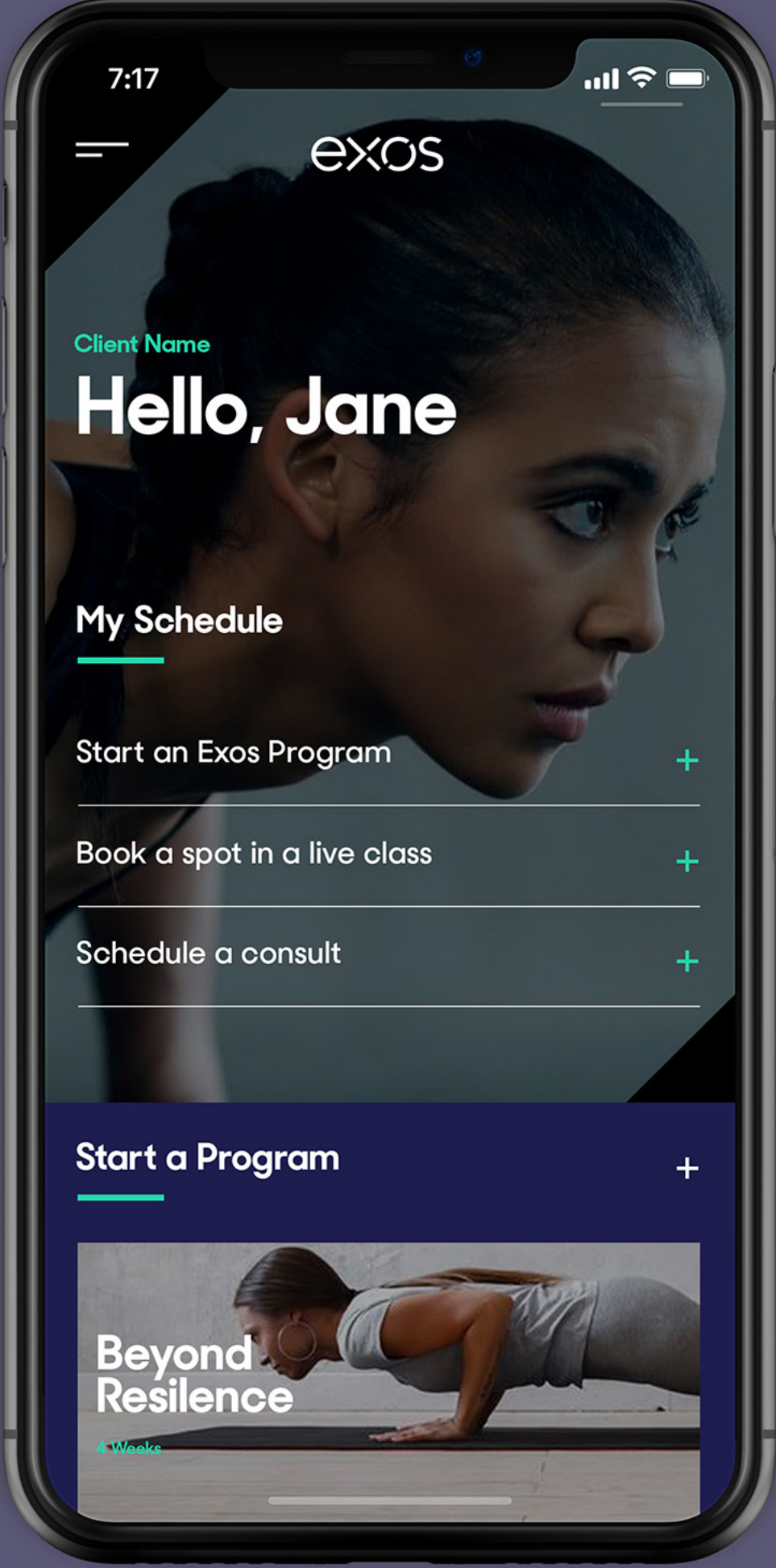
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ON FULL**



DIGITAL ENVIRONMENTS









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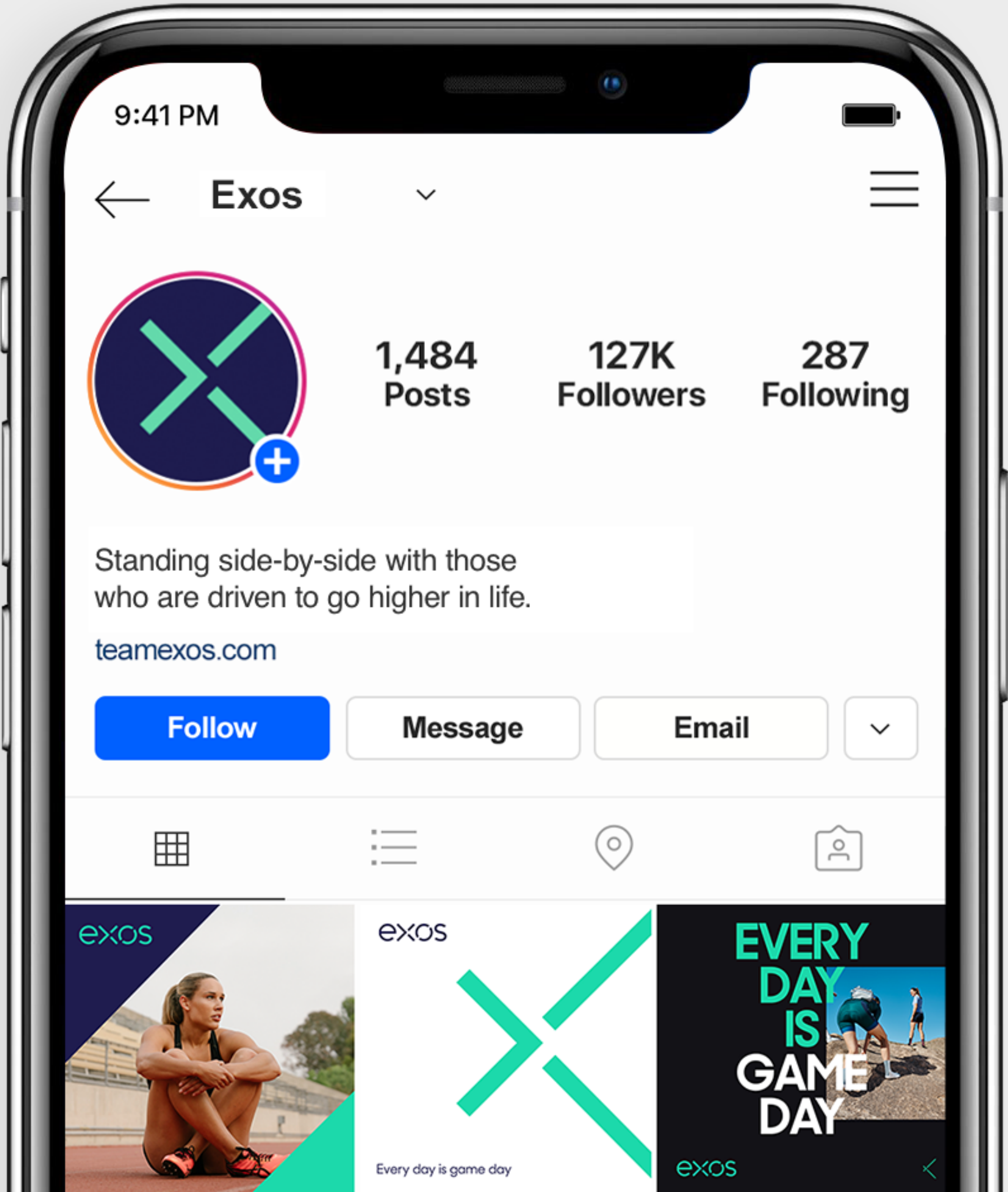


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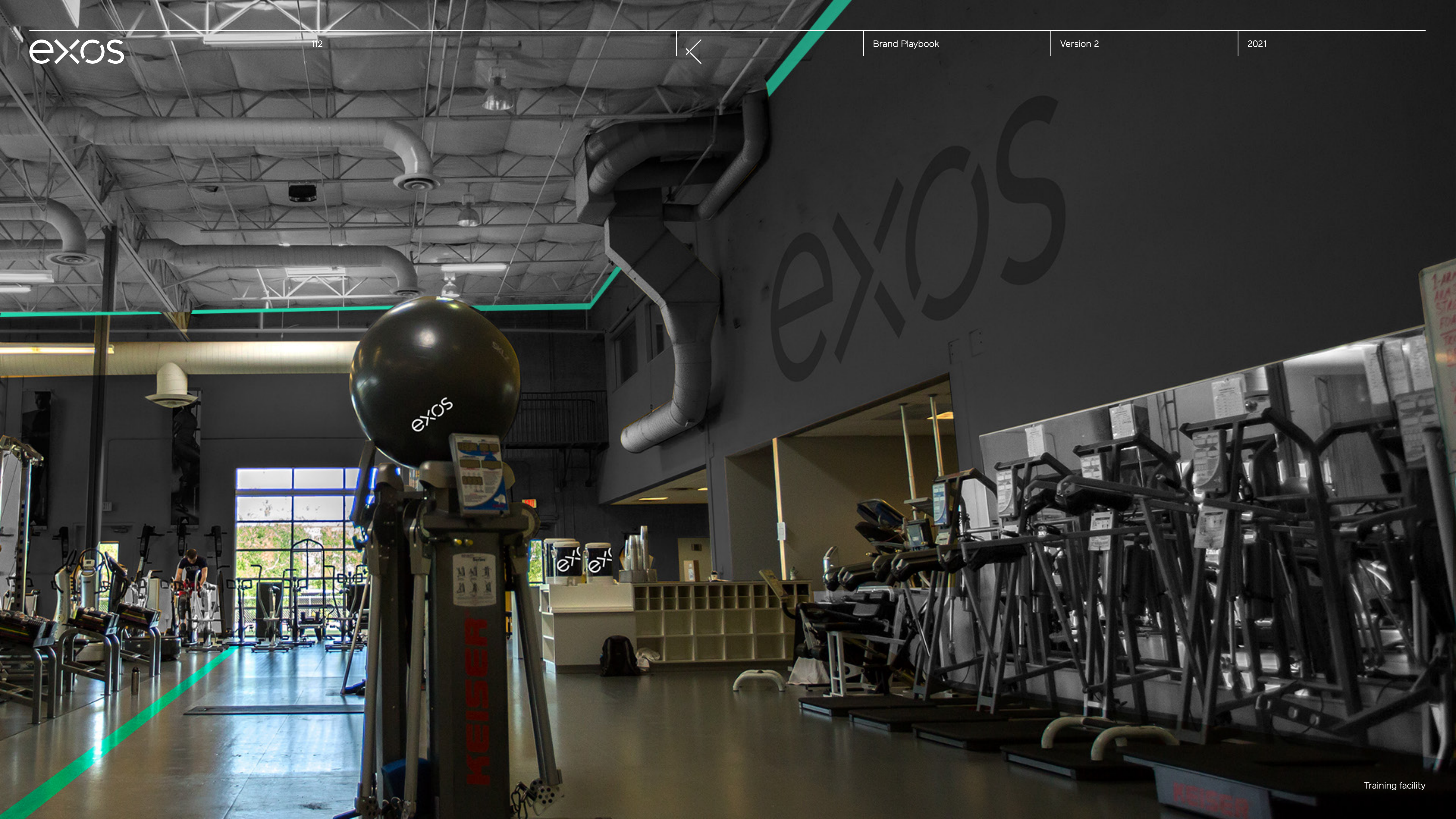




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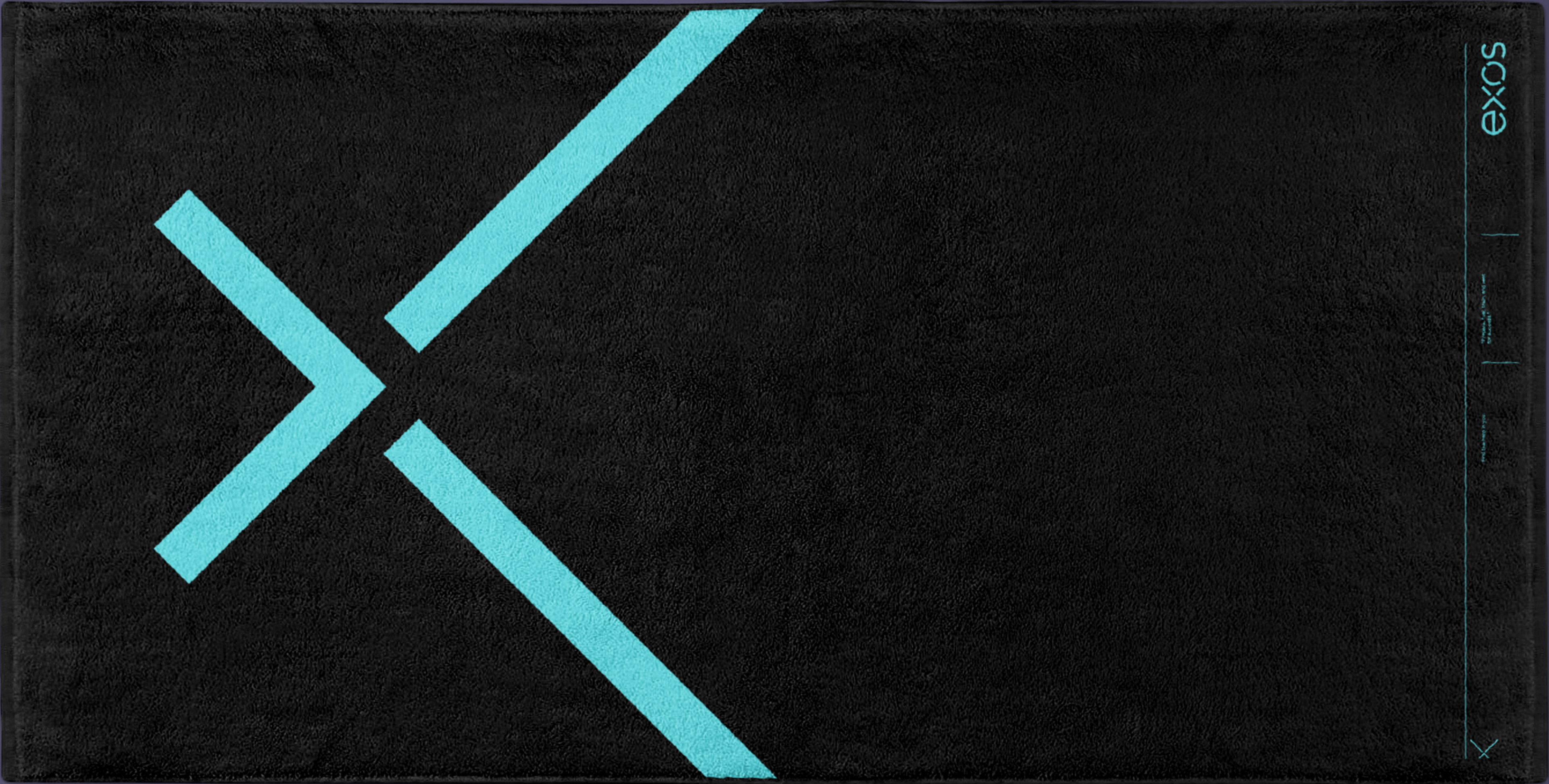
BRAND COLLATERAL

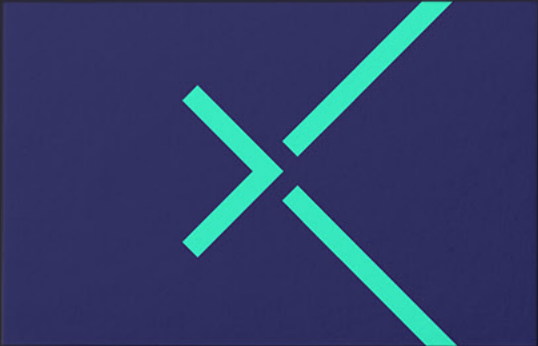




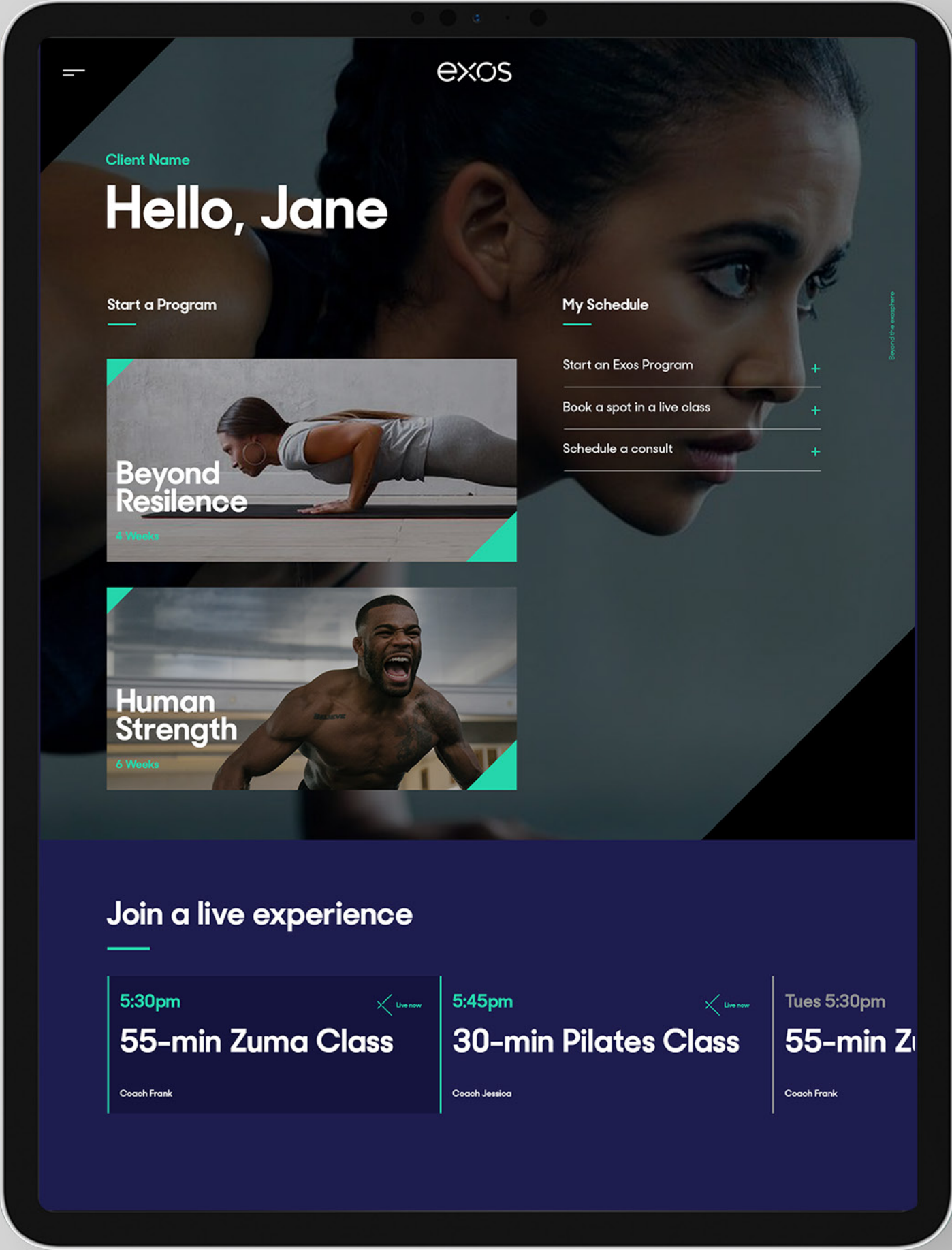


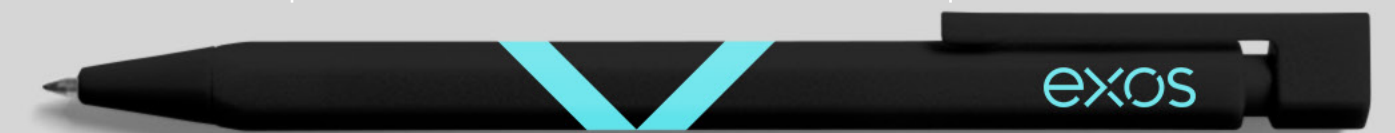








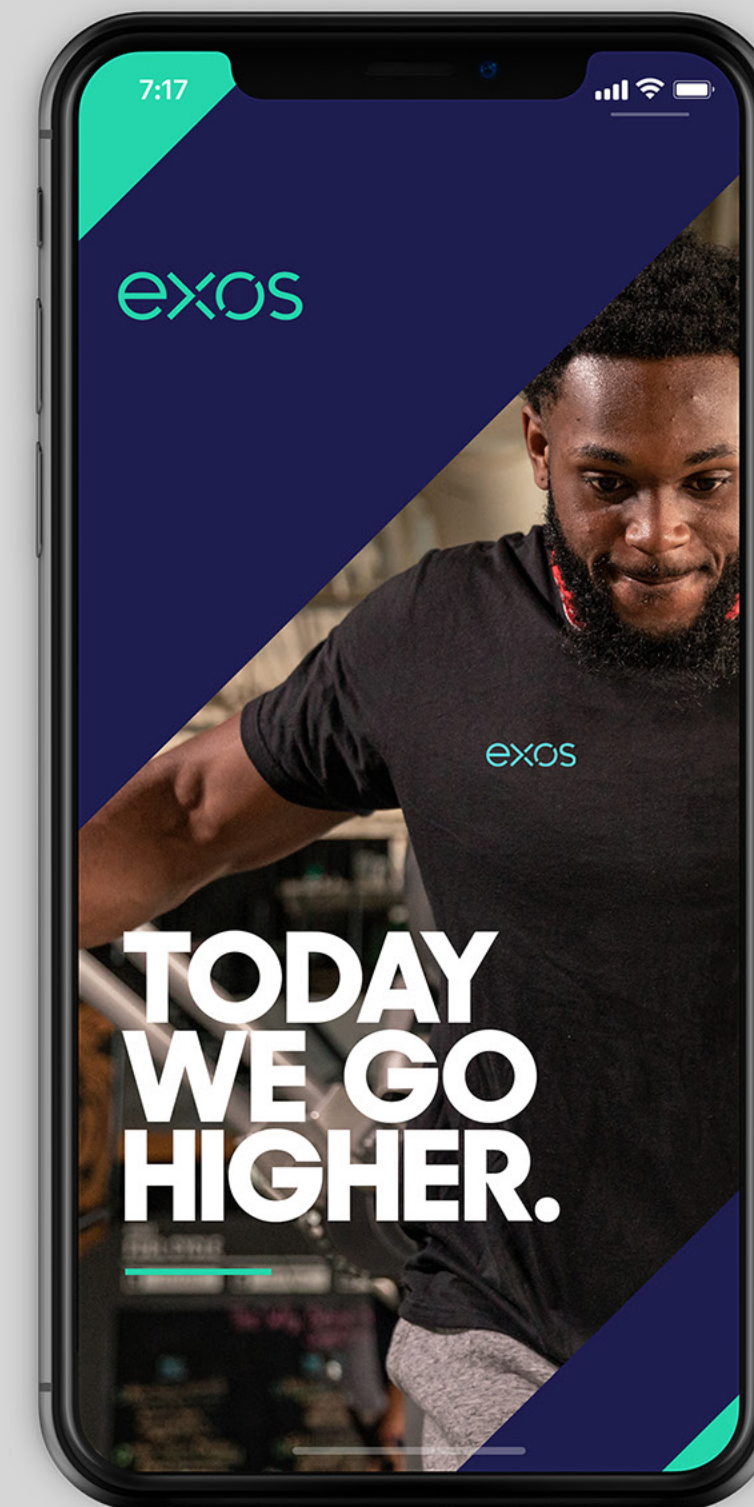


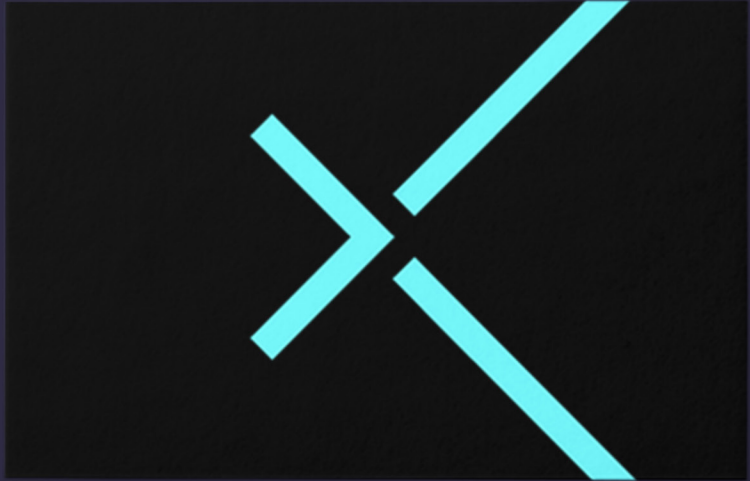


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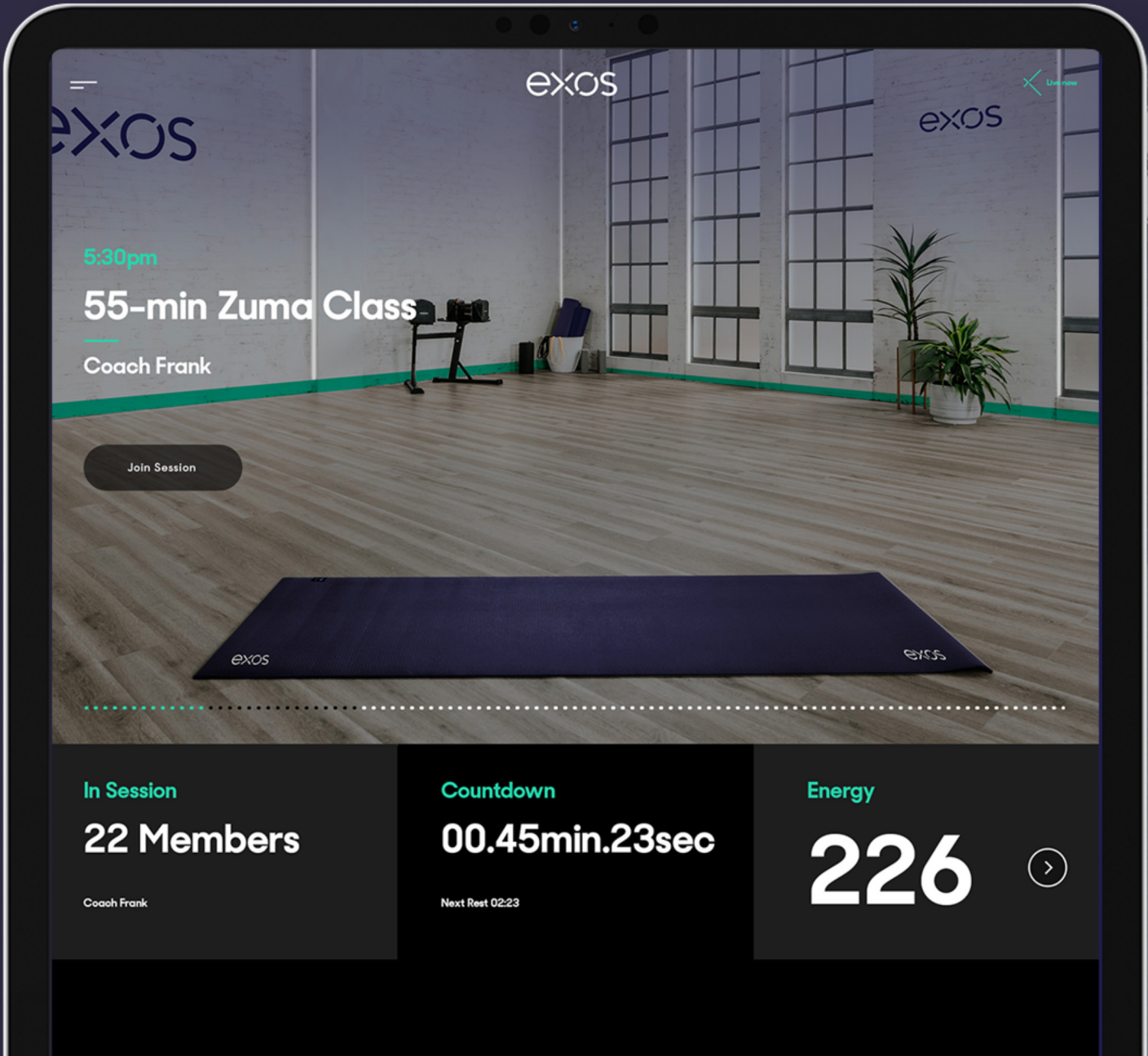
EVERY
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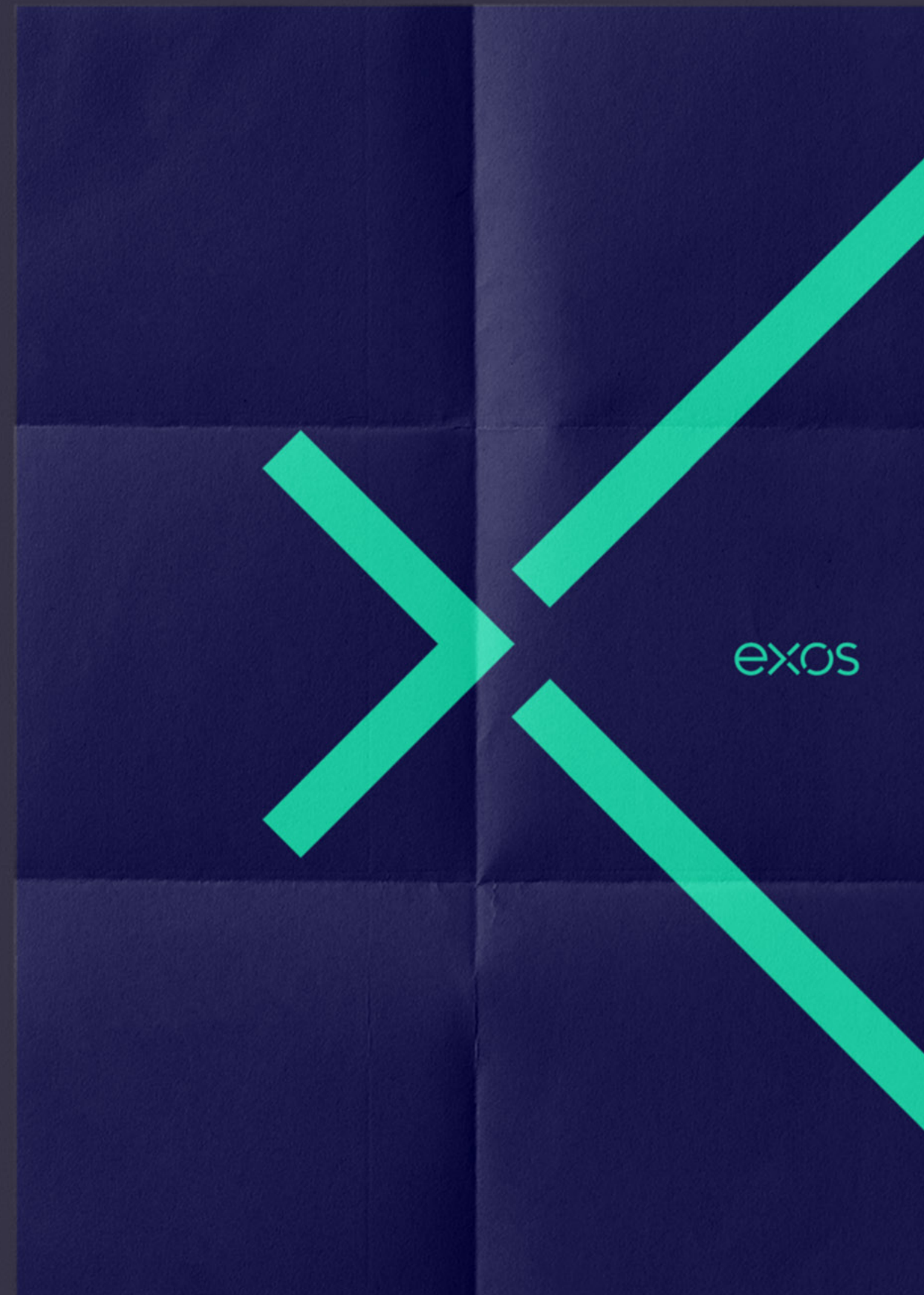
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TEAMEXOS.COM







Founded in '99. Born to
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and president of Exos, Mark
Verstegen, it all began with an
adventurous ambition.

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Brand Playbook

Version 2

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