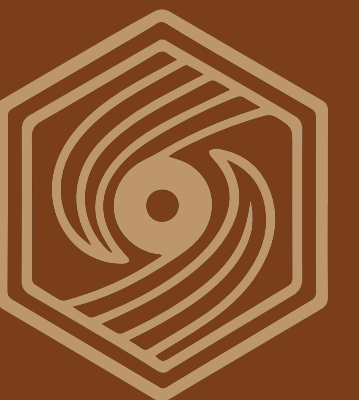


BRAND GUIDELINES

IDENTITY & STYLE GUIDE





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Brand

Meet Our Founders

Brand Positioning

Brand Roadmap

Brand Beliefs

Our Community

01





MEET OUR FOUNDERS.

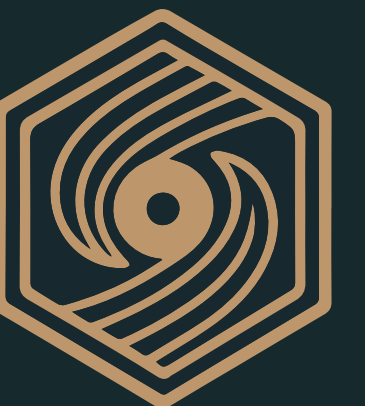
We've trained in a lot of gyms. And we've spent a lot of time getting to know Nashville's fitness community—learning what people want, where the gaps are, and how we could build something that truly supports them.

Nashville Performance Club was designed with intention from the ground up. Personalized coaching, education, and recovery are built right into the program. So is fun. We want you to hang back after class, bring the kids on the weekend. This place is meant to be less of a fitness facility, and more like a second home.

Because after years in the industry, here's what we know: the time you spend training isn't just about getting physically stronger. Performance has the potential to power your whole life.



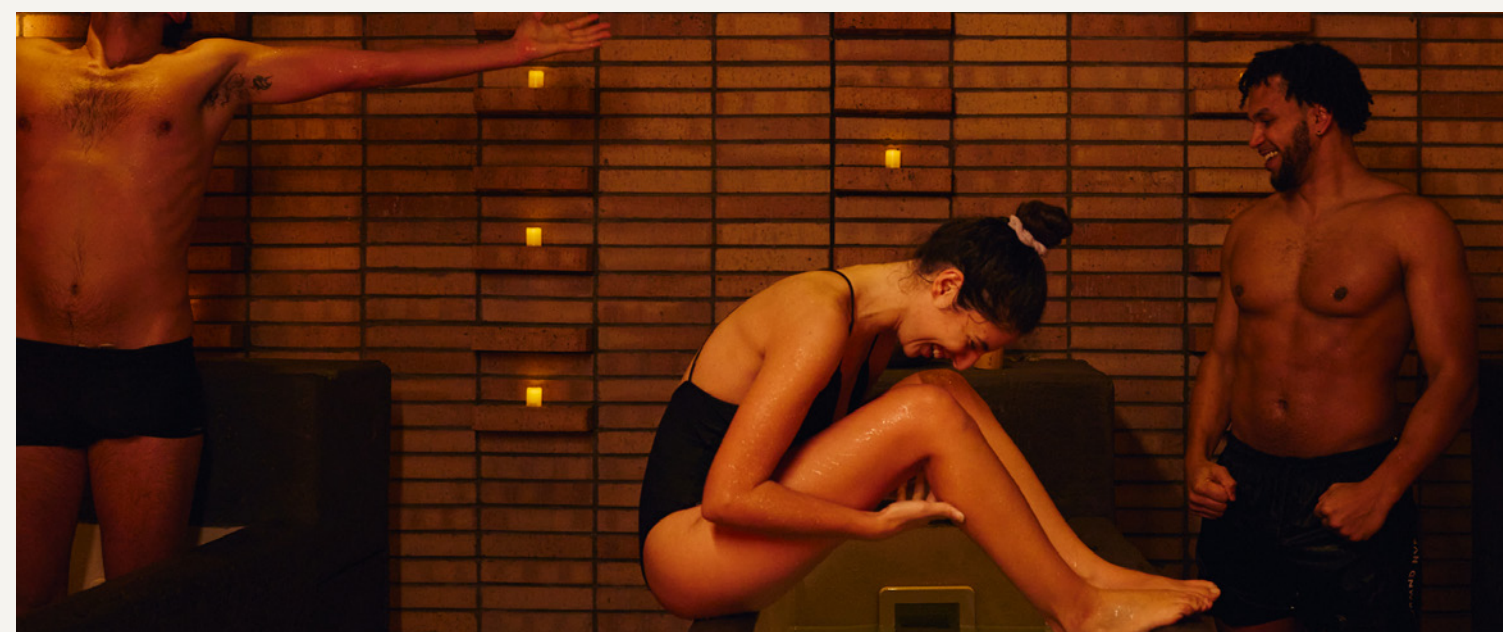
Performance
that POWERS
YOUR LIFE.





BRAND ROADMAP.

Our what, why & how



Purpose

To give people the space and tools to **feel, move, and live better.**

Vision

A new standard of care in fitness—one that supports the whole person, **not just the physical.**

Mission

We arm people with the knowledge and skills to move toward their goals. When you know what works and what's just noise, you can **focus in and drive real change.**



BRAND BELIEFS.

Our guiding principles

We believe in a higher standard of care.

We put our members first—always. If they're not progressing, we're not doing our job. That means checking in during class and after, adjusting what's needed, and giving people clear, personalized next steps. It also means holding the industry to a higher bar: less about what sells, more about what actually supports people. Performance starts with care, and we take that seriously.

We believe performance is personal.

Everyone shows up for their own reasons. That's the point. Motivators look different, goals vary, and so do experience levels. We build our training to reflect that—with multiple levels in every session and room for people to grow on their own terms. The mix is part of the magic.

We believe knowledge is power.

We don't gatekeep what works. The tools, habits, and methods we teach have changed our lives—and nothing fires us up like seeing them do the same for others. We're not here to upsell or exclude. Sharing what we know sets us apart, and we're proud to lead with it. Progress moves faster when people actually understand what they're doing and why.

We believe in the power of belonging.

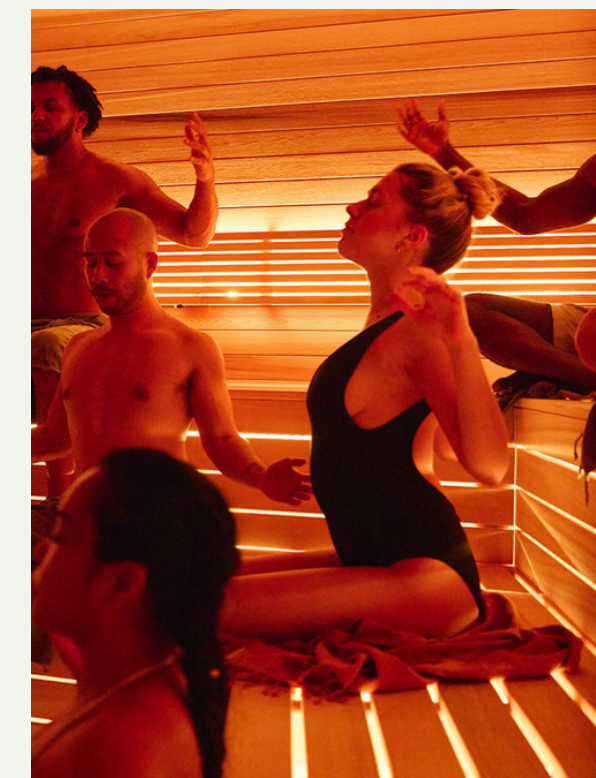
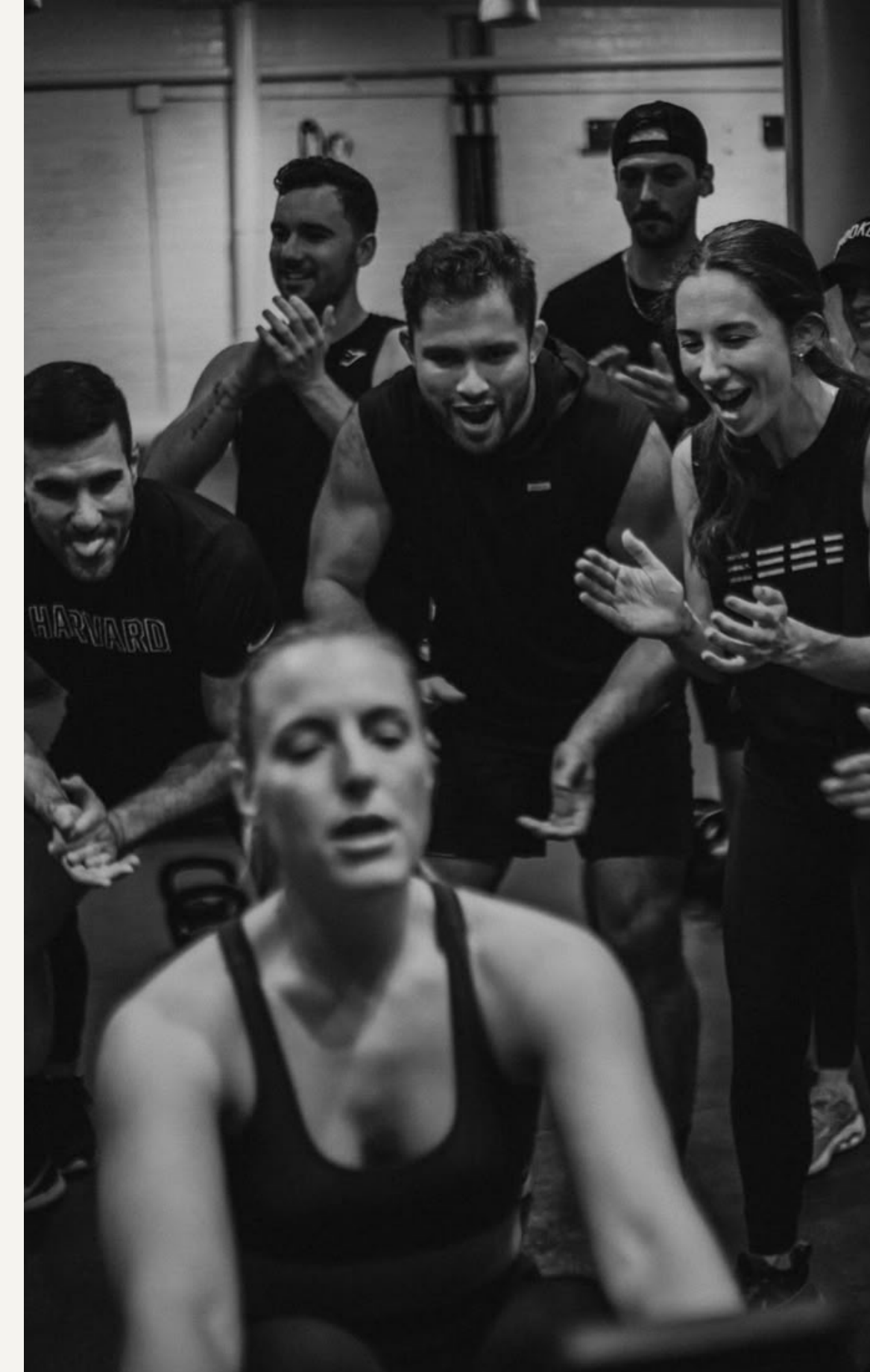
People don't stay consistent when they feel out of place. The space, the programming, and the people around you should all make you want to come back. That doesn't happen by accident—it's something we build and protect on purpose. This place works because the people in it care about each other.



OUR COMMUNITY

Identifying our people

- ... prefers data over dogma
- ... sits between mainstream and extreme
- ... is full of hobbies and ambitions
- ... is deeply motivated by productivity, but wants more balance
- ... likes things to feel and look good
- ... tries to shop small and local
- ... is career and family oriented
- ... is competitive and athletic
- ... likes how fitness makes them feel



“We push each other to get *stronger*—not just in the gym, but in how we live, lead, and *show up*.”



Voice

Brand Personality

Attributes

Expressions

Our Language

02



BRAND PERSONALITY.

How we show up



The Caregiver

The Caregiver personality is rooted in service, protection, and helping others grow. At NPC, care isn't softness—it's strength. It shows up in the structure we offer, the consistency we provide, and the support we give every member to move with confidence. Our version of care is about empowerment—equipping people with the tools, knowledge, and environment to take ownership of their growth. We don't just want people to feel looked after—we want them to feel capable, strong, and ever-evolving.

NASHVILLE

PERFORMANCE CLUB

Intentional

Focused | Thoughtful | Personal

Everything has purpose. Every word, every detail, even the way we greet you at the door—nothing is just for show. We know our members by name, we care about their stories, and we put real thought into being as supportive as we can be.

Empowering

Challenging | Encouraging | Driven

Caring doesn't mean complacency. We'll push you when you need it—and celebrate when members rise to the occasion on their own. Our ultimate goal is to empower them to take ownership of their health.

Inclusive

Familiar | Open | Inviting

Our tone reflects our culture: approachable, honest, and free of ego. We don't try to impress—we connect. Because when people feel comfortable, they're more likely to open up, connect, and grow.



EXPRESSING INTENTIONAL.

Everything has purpose. Every word, every detail, even the way we greet you at the door—nothing is just for show. We know our members by name, we care about their stories, and we put real thought into coming off as supportive as we can be.

THIS	NOT THIS
Focused	Dry
Thoughtful	Careful
Personal	Bespoke
Respectful	Preachy
Curated	Scripted

HOW TO EXECUTE	SOUNDS LIKE
<ul style="list-style-type: none">• Use first names often• Speak to the history and makers of our space• Give direction that isn't one-size-fits-all• Speak to the why behind programs and design• Be deliberate—no filler, no fluff	<p>Hey [Name], Welcome to the club. We're honored you're here.</p> <p>Let's kick things off with a quick 1:1 we'll get to know you and your goals, then walk you through how our programs work. Grab a time that works for you here.</p> <p>After that, we'll get you into your first class. Promise to take good care of ya.</p> <p>—Team NPC</p>



EXPRESSING EMPOWERING.

Caring doesn’t mean complacency. We’ll push you when you need it—and celebrate when members rise to the occasion on their own. Our ultimate goal is to empower them to take ownership of their health.

THIS	NOT THIS	HOW TO EXECUTE	SOUNDS LIKE
Challenging	Harsh	• Speak with belief in the reader’s ability	We Guide. You Grow.
Encouraging	Cheesy	• Assume room for improvement	We focus on foundational movement because when you’ve mastered the basics, you have the freedom to train in a way that works for you. Our workouts are designed to build lasting strength, so you can show up with confidence—in here, and out there.
Driven	Strict	• Encourage independent work	
Honest	Tough Love	• Avoid excessive hype—confidence doesn’t need bravado	
Direct	Short	• Use clear, bold language	



EXPRESSING INCLUSIVE.

Our tone reflects our culture: approachable, honest, and free of ego. We don’t try to impress—we connect. Because when people feel comfortable, they’re more likely to listen, learn, and come back.

THIS	NOT THIS
Familiar	Overbearing
Open	Universal
Inviting	Salesy
Approachable	Informal
Neighborly	Chatty

HOW TO EXECUTE	SOUNDS LIKE
<ul style="list-style-type: none">• Reinforce shared values over mass appeal• Avoid “everyone’s welcome” language— instead, reflect who it’s for• Use familiar identifiers, like folks and friends• Show warmth through respect and concern— not soft or sentimental language	<p>You Belong Here. Really.</p> <p>NPC is built for anyone who wants more from their fitness experience. Coaches invested in your growth, a space that feels like home, and a program that supports your day-to-day. Join the club. Find your people. Feel the difference.</p>



OUR LANGUAGE.

Every word matters.

THIS	NOT THIS
Coaches	Trainers
Sessions	Classes
Training	Working Out
Members	Clients
Club	Gym





OUR HEADLINES.

Messages to amplify.

Performance That Powers Your Life

Train to Live Better

Raising the Bar on Strength Training

Where Movement Fuels More

Dedicated To Your Progress

Support That Strengthens

Routine is Power

Foundations First

Built on Discipline

The Work is the Way

OUR SIGNOFF.

End on the right note.

Take good care





HOW WE SPEAK.

Us

REAL PEOPLE <> REAL PEOPLE

- Strength and recovery only work if they work together.
- We use the tools we trust—because we’ve tested everything.
- Everything you need to take good care.
- A space you’ll actually want to spend time in.
- The people around you make you better—on and off the floor.
- Designed to feel like a second home.
- We help you train for your version of peak performance.
- Built to work together.

Them

PHRASES WE AVOID

- Optimized wellness experience
- Cutting-edge or state-of-the-art equipment
- World-class amenities
- Premium or luxury experience
- Supportive community
- More than just a gym
- Unlock your full potential
- All-in-one, one-stop-shop

Program

Program Philosophy
Member Benefits

03





THE PROGRAM.



Group Fitness: *Elevated & Optimized*

Big classes can make it hard to get the attention you need. That's why every member at NPC starts with a one-on-one consultation to build a personalized training schedule that fits their experience and goals.

Our program design is what sets us apart. We focus on strength, muscle development, and conditioning—with clear structure and purpose behind every phase. Each cycle includes baseline testing and a final assessment to track your progress. We run several cycles throughout the year to keep training proactive and adaptable. After each one, we take it easy for a week—we deload and focus on recovery in our workouts, and review what's ahead. It's also a chance for members to give feedback so we can continue evolving together.

Join anytime. Whether you follow the full program or just take classes, we'll help you get more out of every session.

PROGRAM OVERVIEW | MEMBER EXPERIENCE



1:1 START

Begin with a personal consultation to discuss your goals



THREE TRAINING TIERS

Foundation, Progression and Performance



DELOAD & REFLECT

Low-intensity recovery at the end of each cycle



EDUCATION-FIRST MINDSET

Learn the **why** behind our approach



STRENGTH

Move with purpose. Build real, functional strength that shows up in and out of the gym.



RECOVERY

Cold plunge, sauna and mobility tools that are programmed in.



Logos.

Logo System

Grid

Clearance

Submark

Deconstruction

Nicknames

Colorways

3D Application

Do's & Don'ts

04



LOGOS.

Primary Logo



NASHVILLE
PERFORMANCE CLUB

Secondary Logo



NASHVILLE
PERFORMANCE CLUB

Submark





GRID.



NASHVILLE
PERFORMANCE CLUB



CLEARANCE.

To maintain visual clarity and brand integrity, always preserve adequate clear space around the logo. This space ensures the logo remains legible and impactful, free from visual clutter or interference.

No text, imagery, or graphic elements should encroach upon this area.

This rule applies across all applications—digital, print, signage, and merchandise—to ensure consistency and legibility.



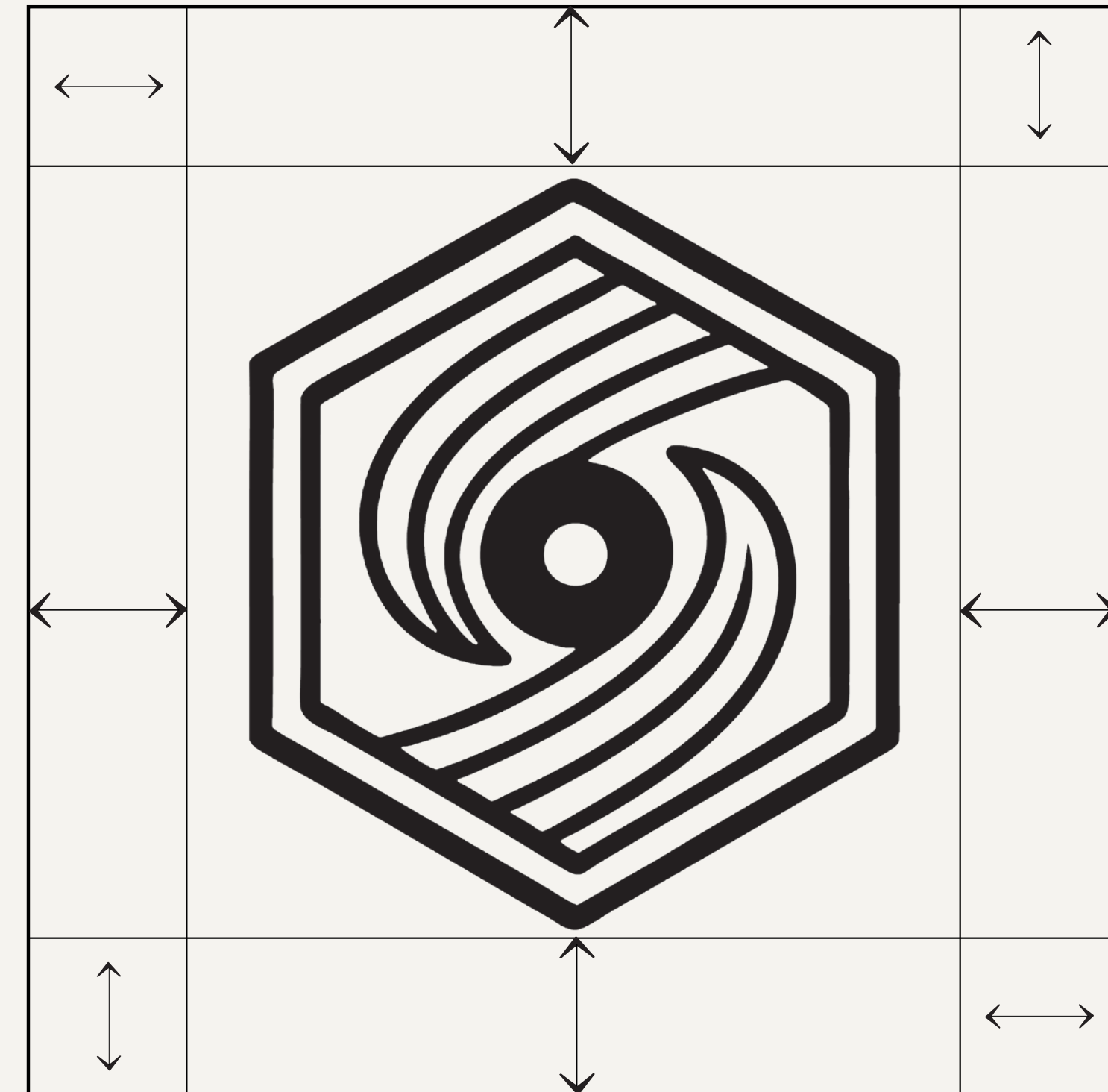


SUBMARK.

Detail

The NPC submark is a distilled symbol of our brand: simple, strong, and full of meaning. Built from layered geometry, it fuses structure and movement: the hexagon represents strength and community; the fluid lines suggest transformation and momentum; and the central circle anchors the member in presence, connection, and intention.

Versatile and iconic, the submark can be used on its own when the full logo isn't needed—ideal for apparel, merchandise, digital icons, or stamped applications. It's a bold visual shorthand for who we are and what we stand for.





HEXAGON

The hexagon forms a supportive structure: a visual metaphor for strength, safety, and community. The double hexagon expresses harmony between inner evolution and outer stability: you are held by a strong framework, yet always in motion within.



FLOW LINES

These fluid lines represent transformation in motion: active progress, momentum, and the constant rhythm of growth. Their asymmetry reflects the ongoing balance between effort and ease, recovery and performance. A nod to both inward and outward evolution.



CONNECTED CIRCLE

At the heart of it all is the member: grounded, present, and central to every transformation. The circle anchors the dynamic flow around it, symbolizing connection, intention, and the quiet power of being fully centered and connected.

THE HEX

Clean, intuitive, simple

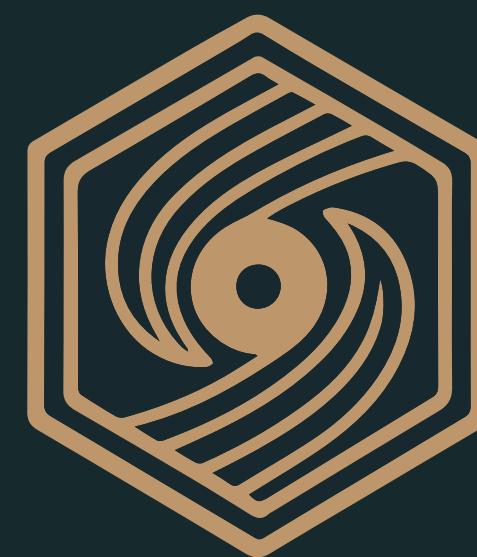
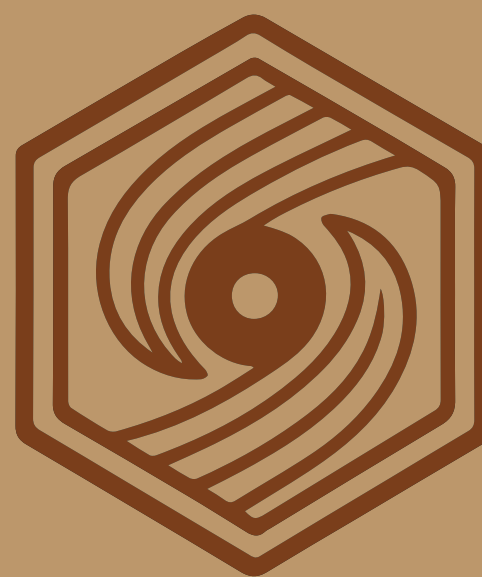
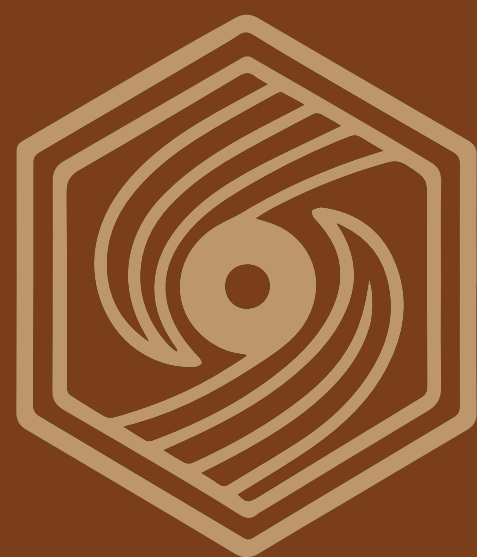
Hexa

Friendlier, more persona-oriented

The Hexline

*A nod to the shape + flow lines;
a starting/finish “line”*





3D APPLICATIONS



SIGNAGE



DOOR HANDLE

CORRECT LOGO APPLICATION

Refers to the precise and consistent application of the brand’s logo across various materials and platforms. This ensures the logo’s integrity in terms of size, placement, and colorways, reinforcing brand recognition and maintaining a polished brand image.



INCORRECT LOGO APPLICATION

Refers to situations where the brand’s logo is used improperly or inconsistently. This guideline helps avoid mistakes, ensuring the logo is always correctly sized, positioned, visble and correctly colored to maintain the brand’s identity and professionalism.





Colors

Primary Color
Brand Colors
Color System
Color Usage
Tints

05



PRIMARY COLOR.

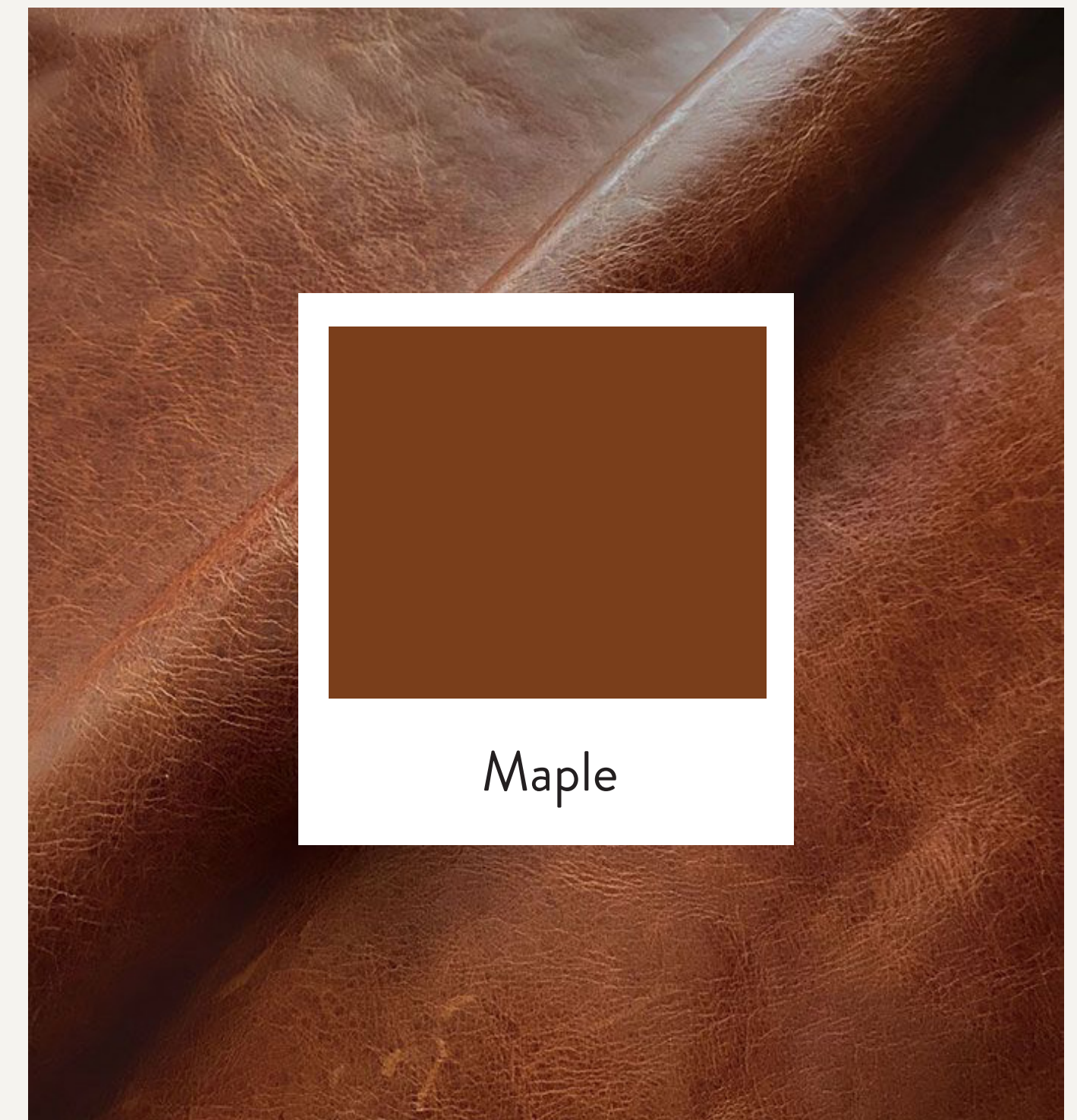
Maple is a rich, grounded brown inspired by natural wood and leather textures, offering warmth, character, and a sense of physicality that anchors the brand. It evokes the feeling of a lived-in, thoughtfully designed space—welcoming but never sterile.

This color is at the heart of our visual world. It mirrors the interiors and vision we’re building and creates a sensory-rich experience across all brand touchpoints—from the digital to the physical.

Maple brings warmth and grounding, while supporting the duality at the core of NPC: performance and recovery. It feels premium without being flashy, cozy without being soft.

Our color system—Maple, Tan, Sage, Moss, and Denim—was designed with intention. Together, these tones reflect the lived experience of the brand. They show up in textiles, lighting and allow photography, merch, and environments to feel deeply human, consistent, and elevated.

Grounding · Warmth · Depth · Restoration · Strength





BRAND COLORS.



Maple

Pantone
7586 C

CMYK
0, 49, 76, 52

RGB
122, 62, 27

HEX
#7a3e1b



Tan

Pantone
4655 C

CMYK
0, 19, 44, 26

RGB
188, 151, 107

HEX
#bc976b



Creme

Pantone
7527 C

CMYK
0, 6, 14, 19

RGB
207, 196, 178

HEX
#cfc4b2



Moss

Pantone
5743 C

CMYK
10, 0, 25, 74

RGB
61, 67, 50

HEX
#3d4332



Sage

Pantone
417 C

CMYK
4, 0, 18, 55

RGB
112, 115, 94

HEX
#70735e



Denim

Pantone
5467 C

CMYK
45, 5, 0, 82

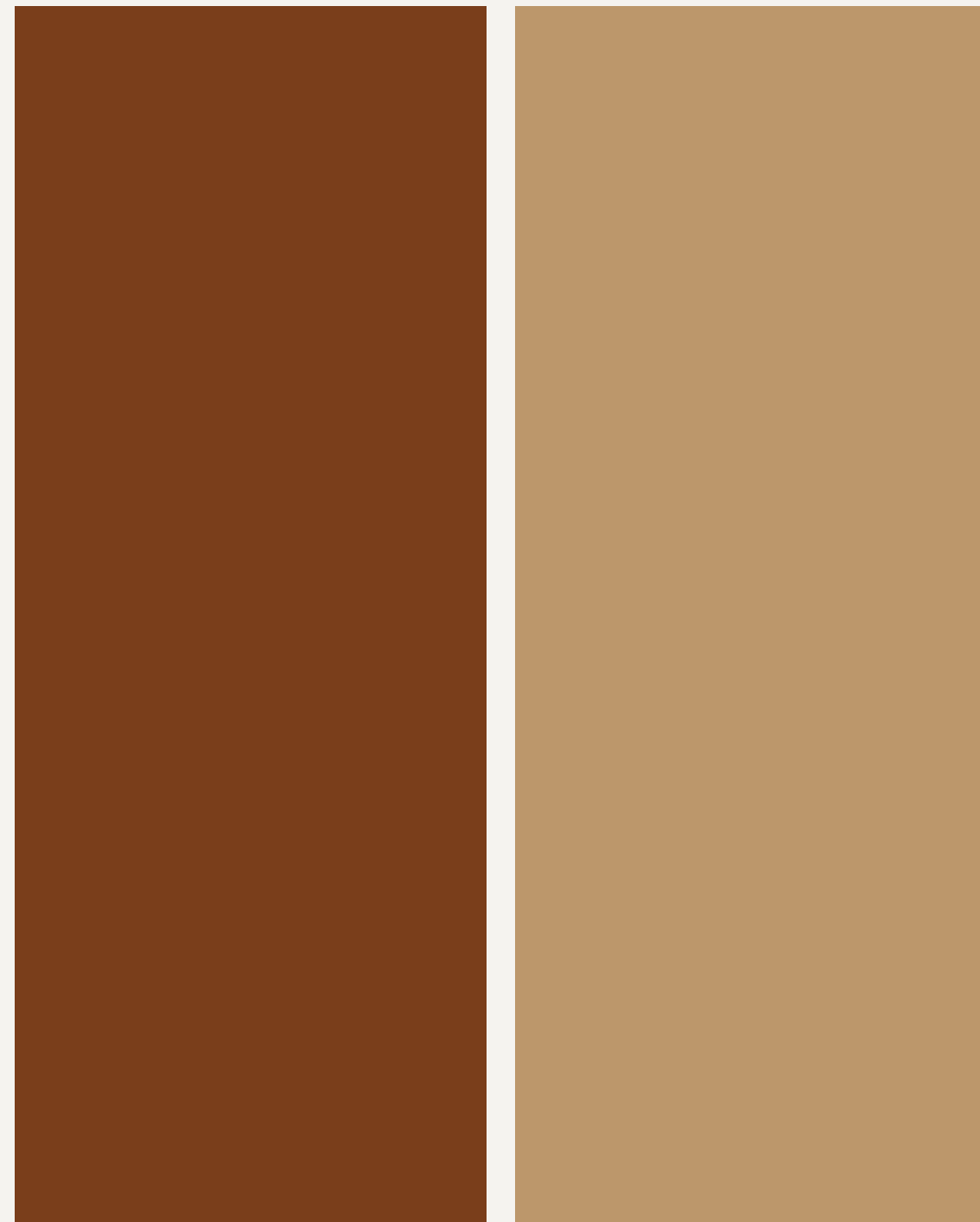
RGB
22, 42, 45

HEX
#162a2d

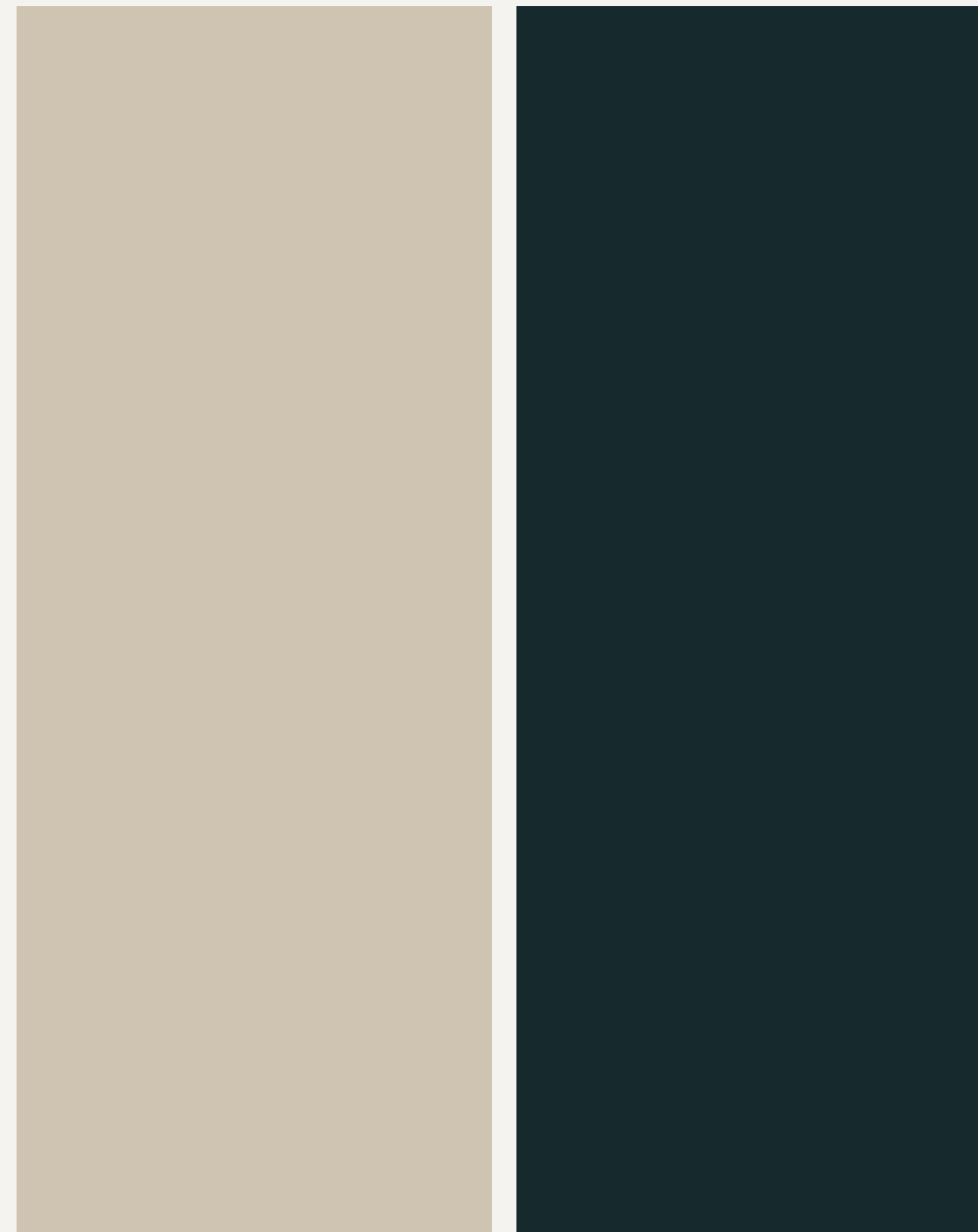


COLOR SYSTEM.

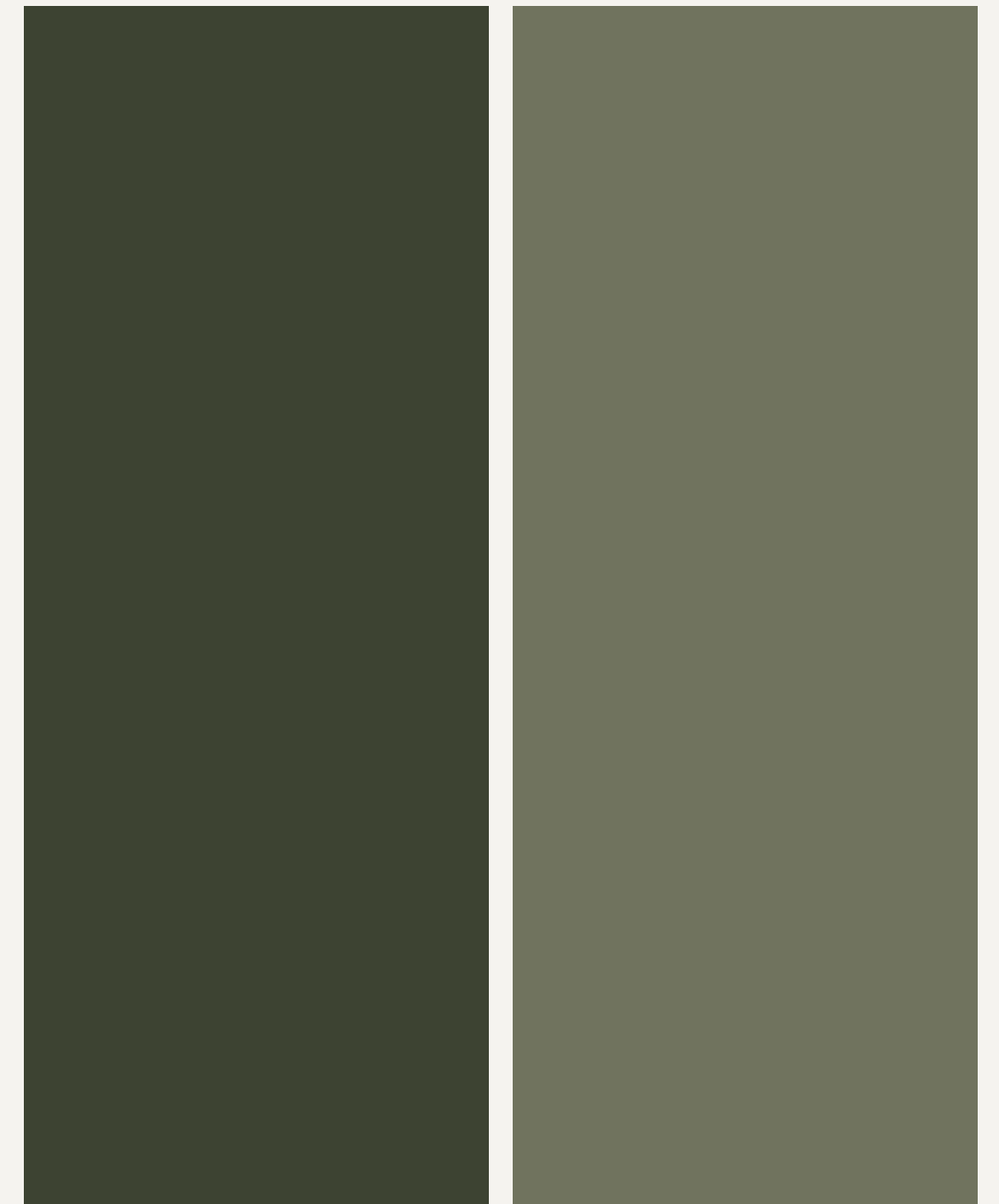
PRIMARY



SECONDARY



ACCENT





COLOR USAGE.

MAPLE

Our primary brand color. Maple is used to anchor the identity, it brings warmth, confidence, and a sense of grounded strength. It appears in our logo, key touchpoints, and as an accent across brand communications. In the physical space, it shows up in wood finishes, merchandise detailing, and hardware.

Usage: Logo, calls-to-action, merch graphics, signage accents, wooden surfaces

TAN

Tan adds sun-washed softness and warmth. It complements Maple and evokes natural textures found in textiles and upholstery. It's used in subtle UI treatments, packaging details, and soft goods throughout the club.

Usage: Background shapes, hover states, packaging accents, lounge furniture, throw pillows

DENIM

Denim is our cool, confident neutral. It adds depth and contrast without overpowering. Digitally, it's used for text, dividers, and accents. In the physical space, it appears in apparel, signage, and branded accessories. It can often be used in place of black.

Usage: Typography, buttons, signage, uniforms, branded gear

CREME

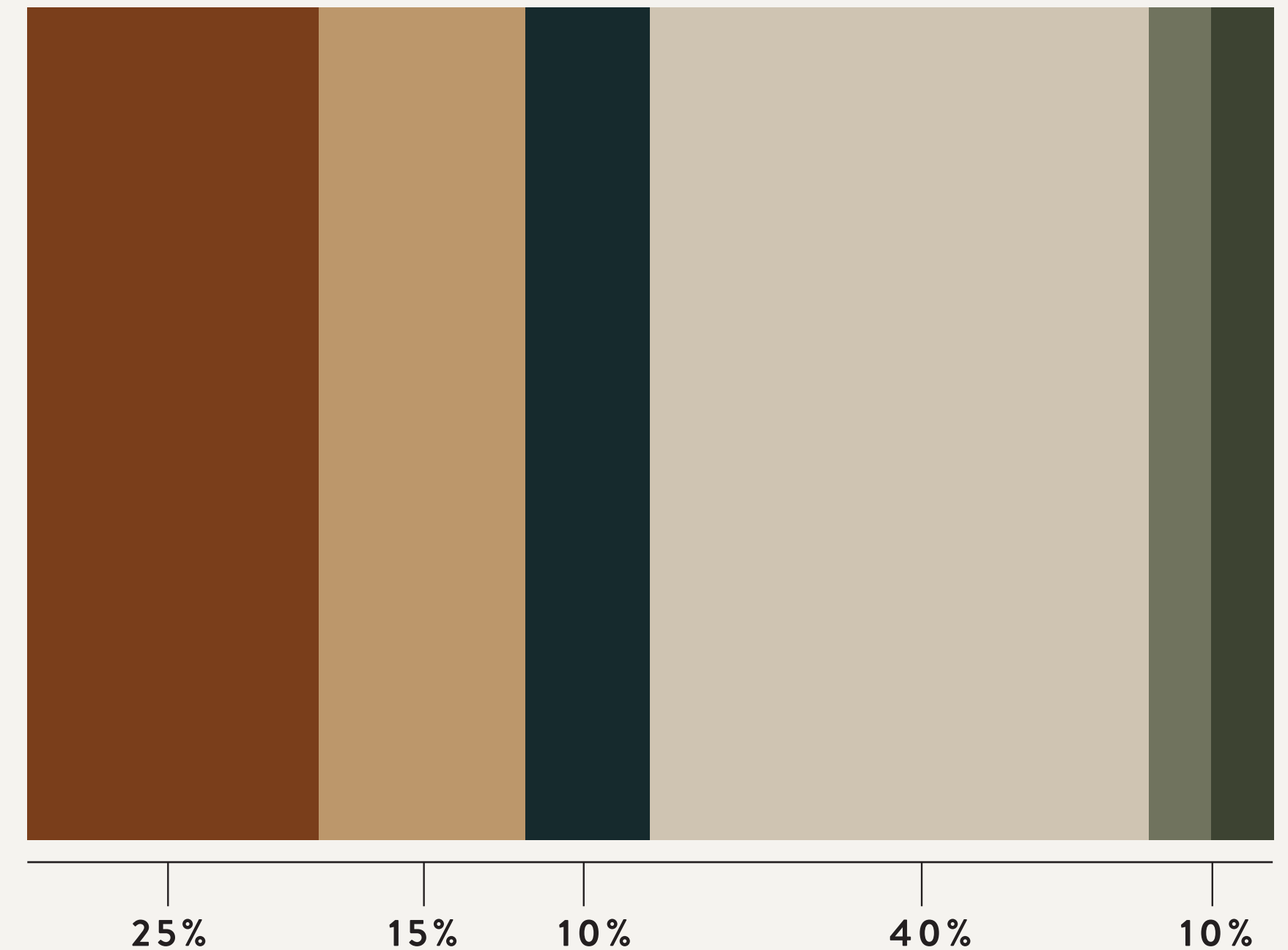
Creme is our dominant neutral. It provides light, space, and cohesion across all brand moments. It's used as the primary background in digital and print layouts, and forms the foundation of the interior color palette seen on walls, large upholstery pieces, and flooring.

Usage: Backgrounds, website containers, painted walls, large furniture, rugs

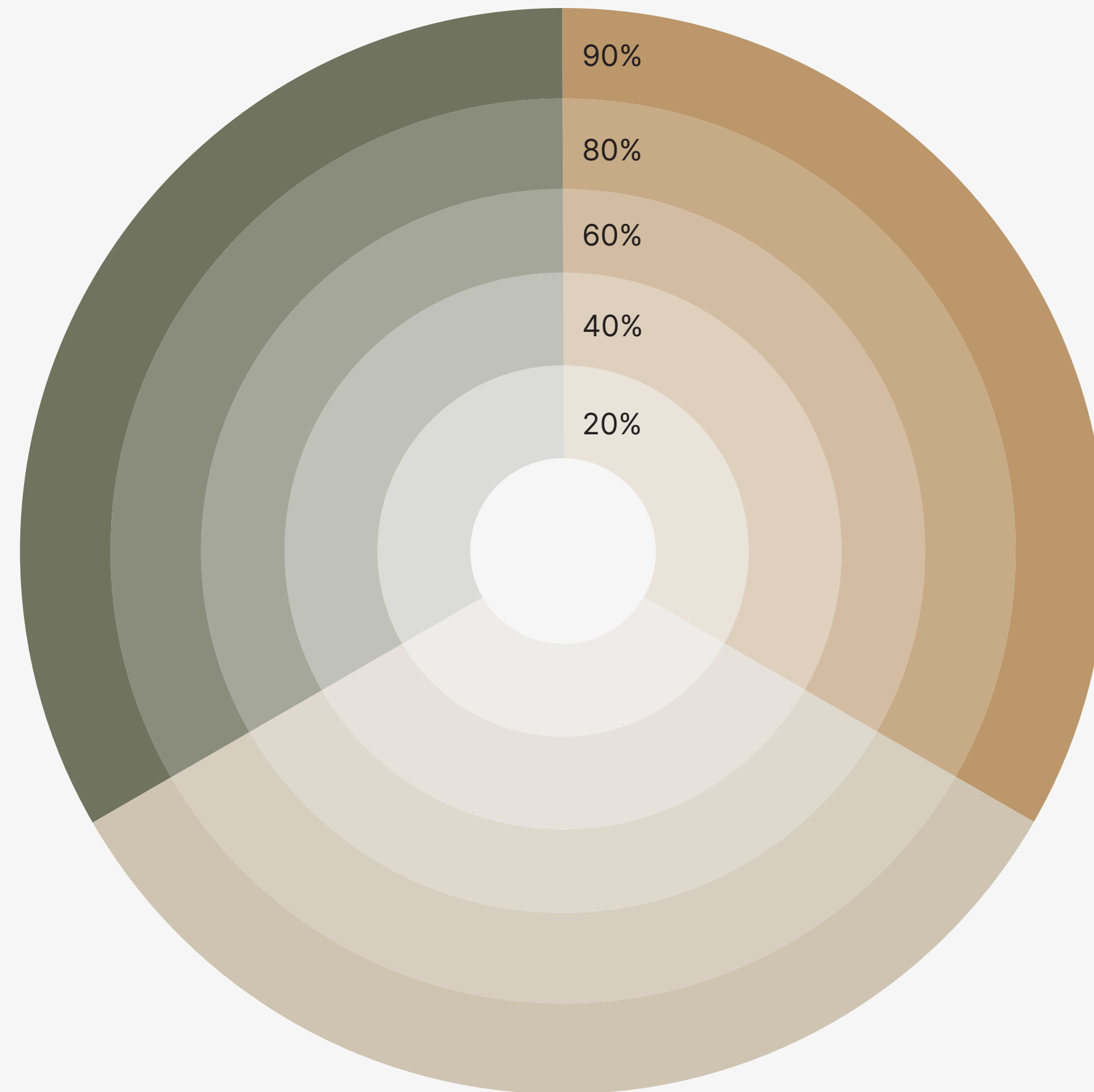
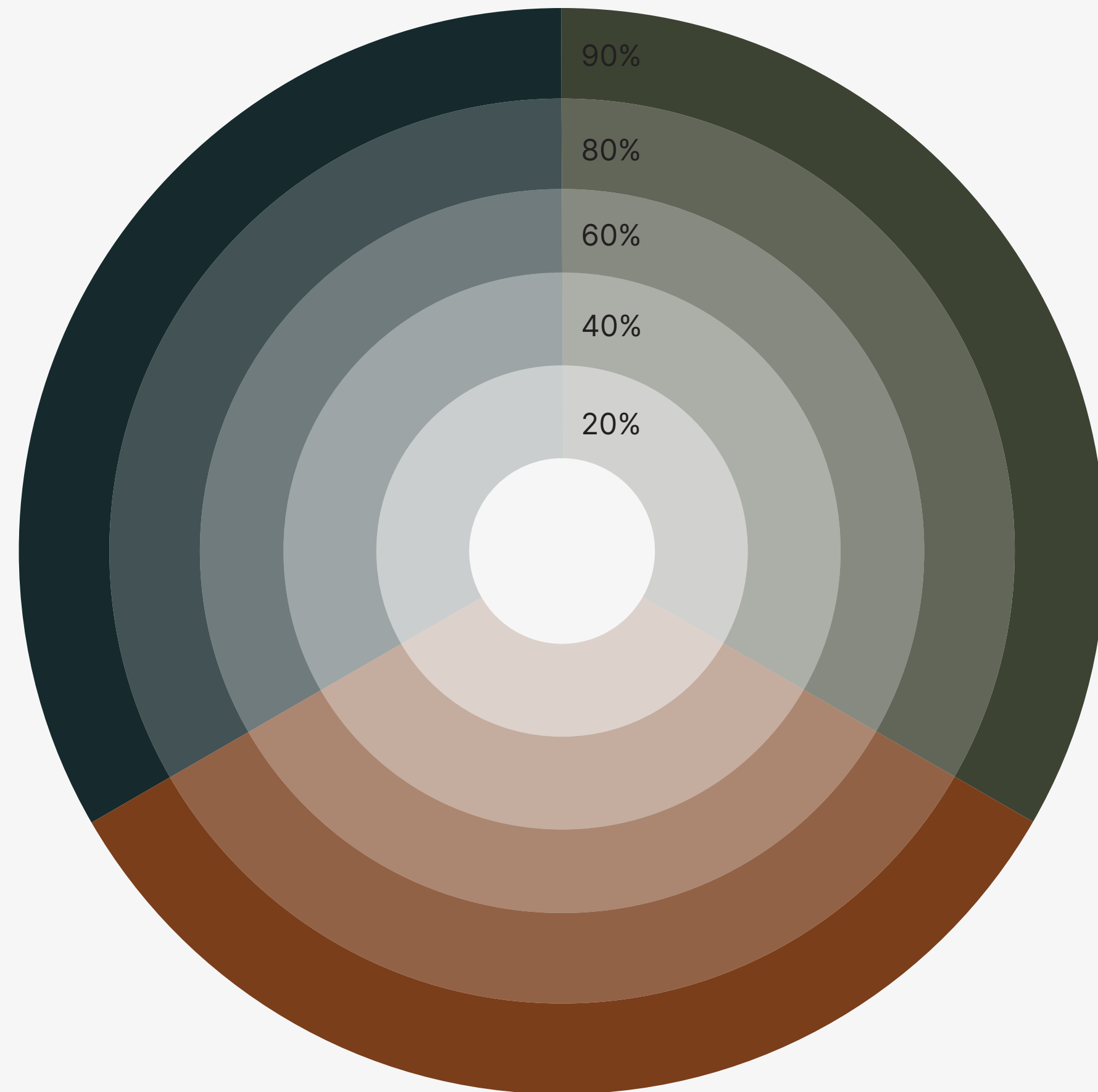
SAGE + MOSS

Sage and Moss are used sparingly to add a layer of natural calm and vitality. These tones appear in brand moments that call for softness or restoration, through greenery, recovery spaces, towels, and occasional graphic accents.

Usage: Accent paint, greenery, towels, recovery textiles, border highlights



COLOR TINTS.





Typography

Headers

Logo & Body

Direction

Use Cases

06

HEADERS.

Aa

Awesome Serif

AaBbCcDdEeFf

1234567890

@#\$\$%&*?

Purpose

Awesome Serif is our display typeface, chosen for its bold personality and refined elegance. It balances heritage and modernity, giving headlines a sense of weight, craft, and editorial flair. Best used for titles, callouts, and messaging where voice and presence are essential, it brings warmth and confidence to the brand.



HEADERS.

Use Case

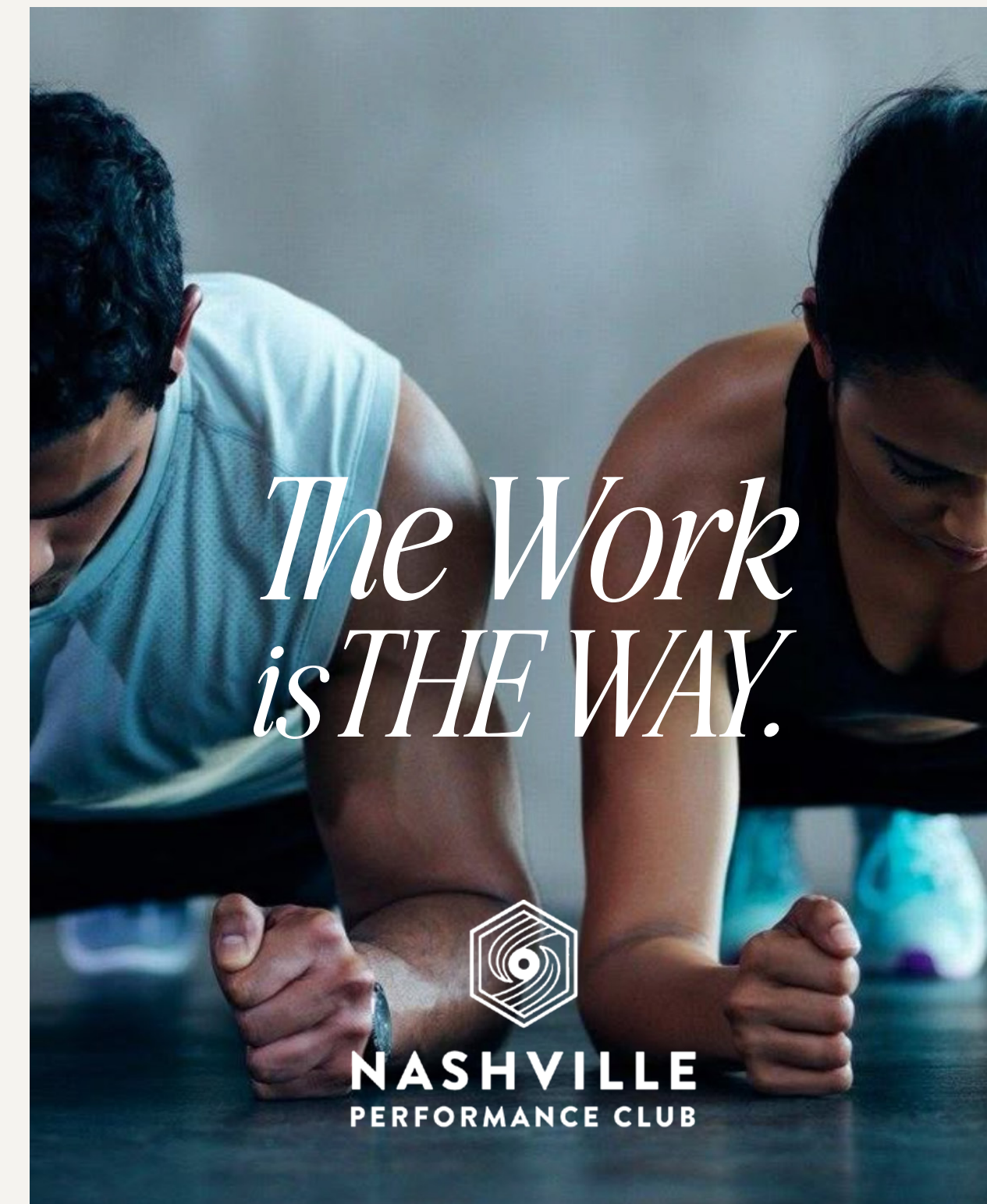
Awesome Serif is used exclusively for headers, callouts, and moments that require elevated typographic presence. To maintain consistency and visual clarity, only the following styles are approved for use: **Light**, **Regular**, and **Bold**, along with their italic counterparts. Avoid using any additional weights or styles outside of this core set.

Light Regular
Regular
Bold

Light Regular Italic
Regular Italic
Bold Italic



EXAMPLES.



LOGO TYPEFACE.

NASHVILLE
PERFORMANCE CLUB

Brandon Grotesque Black

AaBbCcDdEeFf
1234567890
@#\$%&*?

Purpose

Brandon Grotesque Black is used exclusively in our logo to communicate strength, clarity, and modernity. The word “Nashville” features custom kerning, while “Performance Club” is set at 150 tracking. This lockup must never be altered, re-kerned, or adjusted in any way. Always use the official EPS file, which includes the type converted to outlines to ensure consistency and accuracy across all applications.



BODY TYPEFACE.

Use Case

All body copy should be set in Brandon Grotesque using the **Light, Regular, or Bold** weights. Regular should be used most frequently across brand applications for optimal legibility and tone.

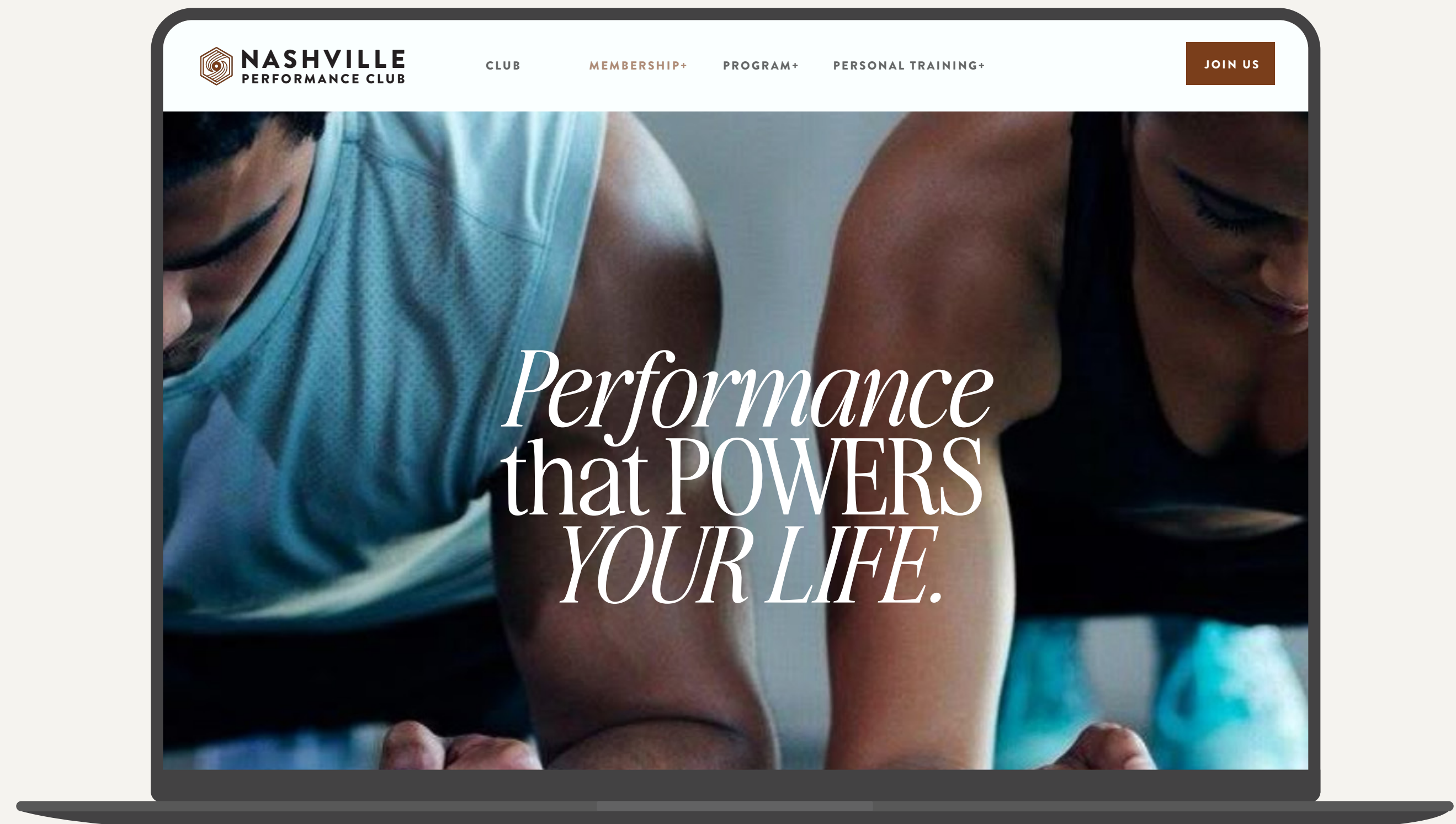
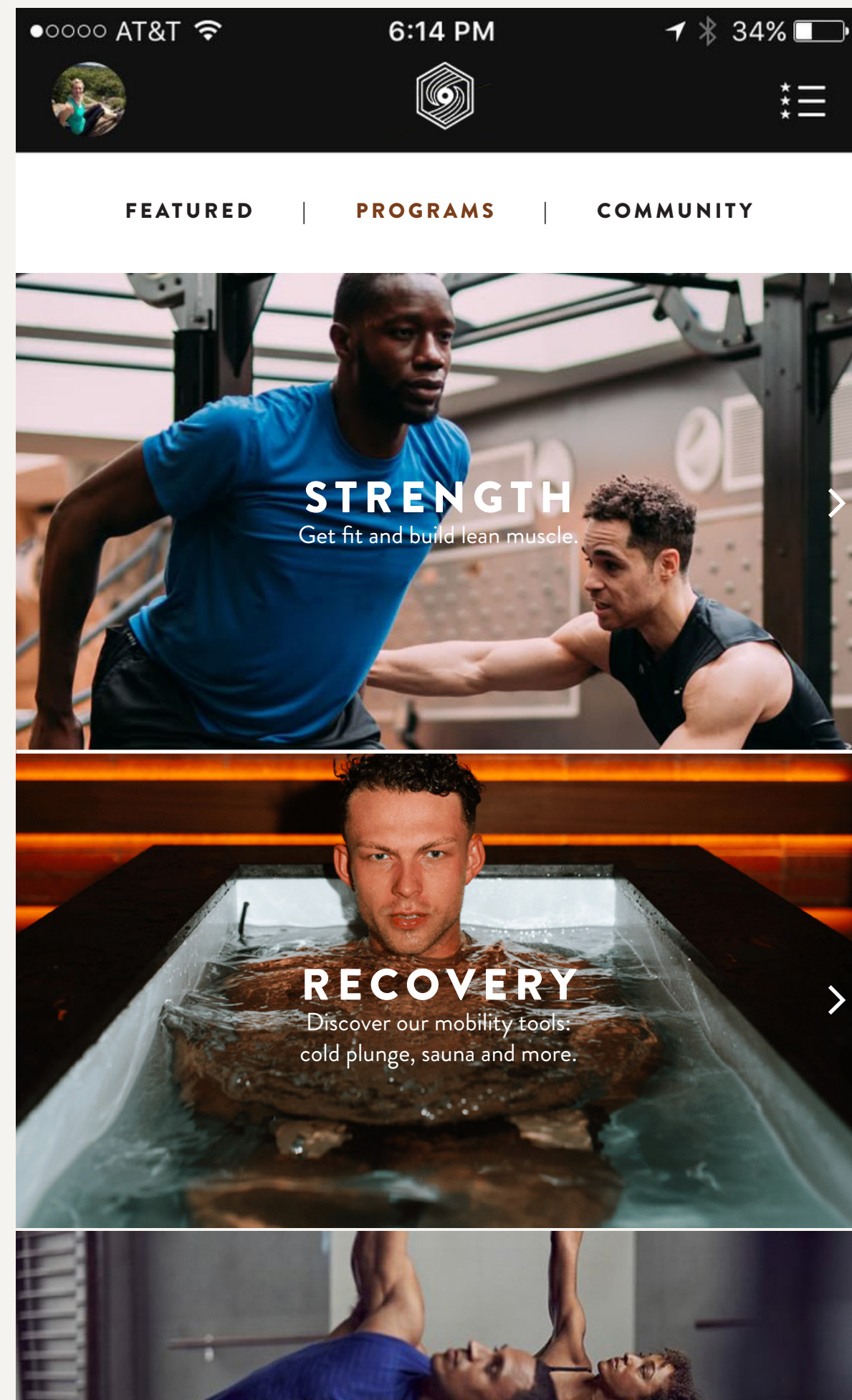
Bold may be used for emphasis or small headers. When used in all caps, headers can appear in either Bold or Black, with kerning set to 150—mirroring the logo lockup. All-caps headers should be used sparingly and kept to smaller sizes to preserve visual hierarchy.

Examples appear on the following page.

Light Regular
Regular
BOLD
BLACK



EXAMPLES.



Imagery

Brand Image & Mood

Strength

Recovery

Stock Imagery

07



BRAND IMAGE & MOOD.

Our imagery is raw, real, and emotionally resonant. It doesn't sell perfection—it reflects commitment, care, and connection.

We capture the full spectrum of performance—from the sweat and grit to the laughter and release. These images are about how it feels to be part of NPC.

There's power in the contrast: movement and stillness. Recovery rituals like the sauna or cold plunge are as central as training itself.

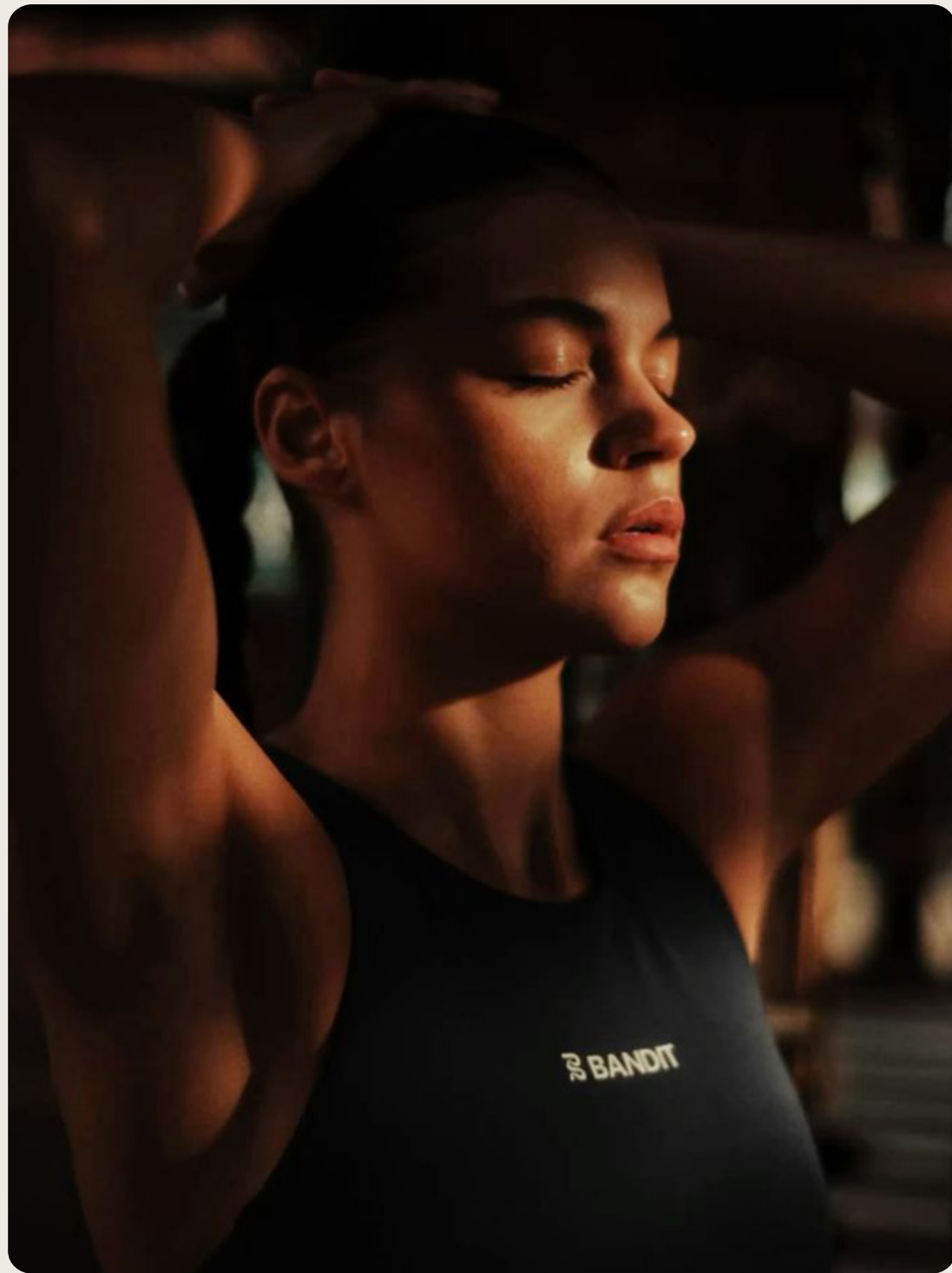
You won't find glamorized fitness heroes here. Coaches are present, but not spotlighted—it's about the community, the guidance, the care.

The tone is warm, intimate, and editorial. Black and white candid imagery, warm natural light, rich textures, imperfect moments. Nothing staged. Just real humans, doing the work.

Note: These images are not owned by NPC—they're intended solely as directional mood references for future brand photography.



STRENGTH | Gritty · Empowered · Supportive · Warm · Collective

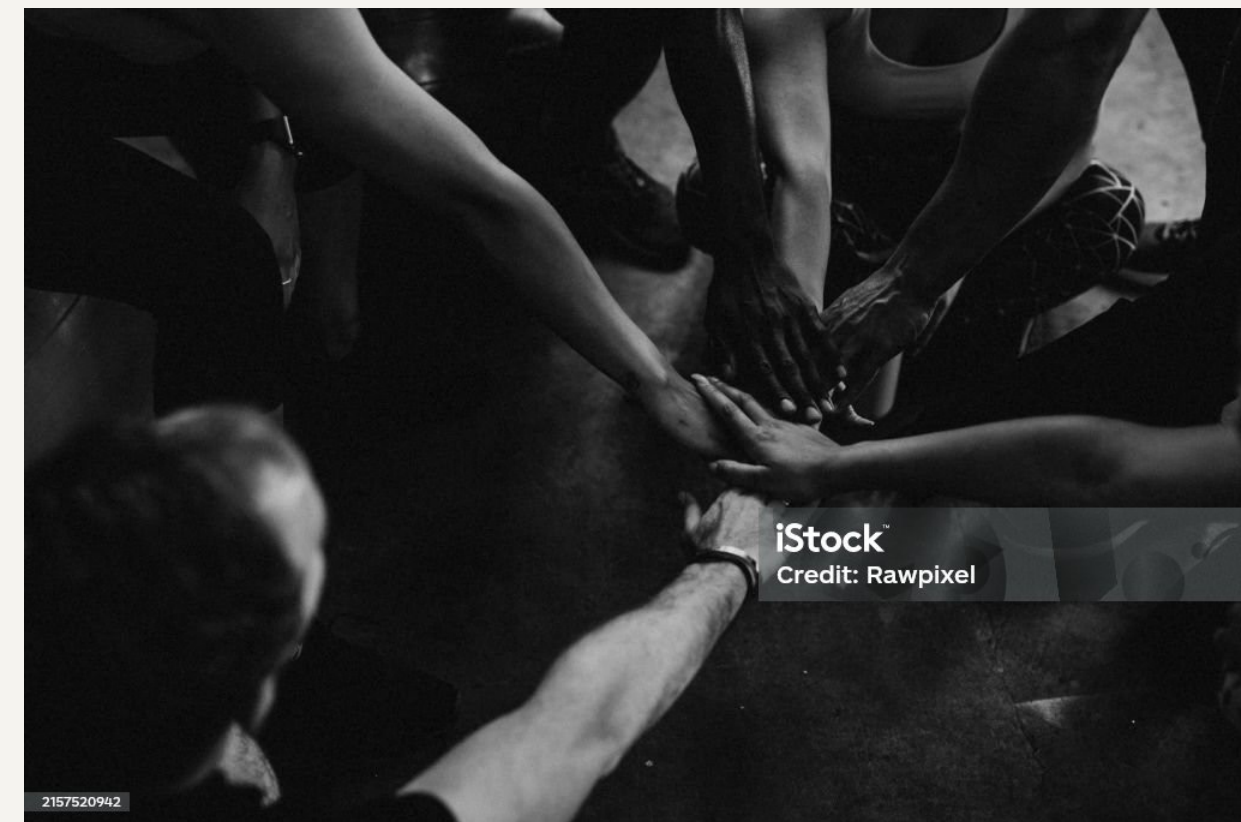


Note: These images are not owned by NPC—they're intended solely as directional mood references for future brand photography.



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PURCHASABLE STOCK.



Note: These images reflect the visual direction of the brand. All images shown here are purchasable stock assets from iStock.com

PURCHASABLE STOCK.



Note: These images reflect the visual direction of the brand. All images shown here are purchasable stock assets from iStock.com

PURCHASABLE STOCK.



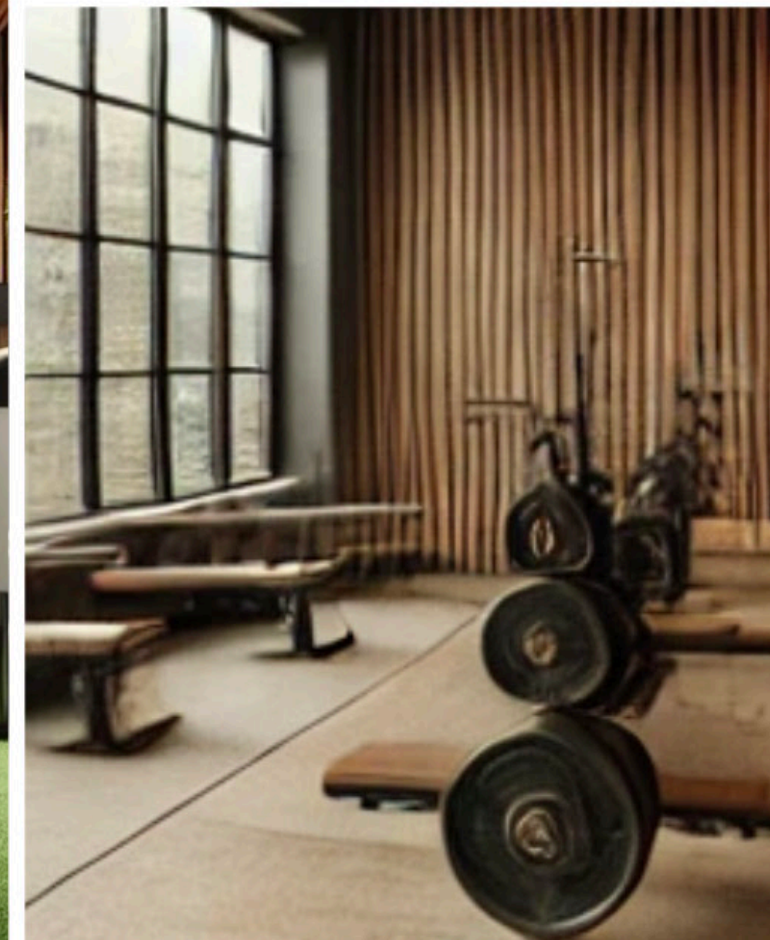
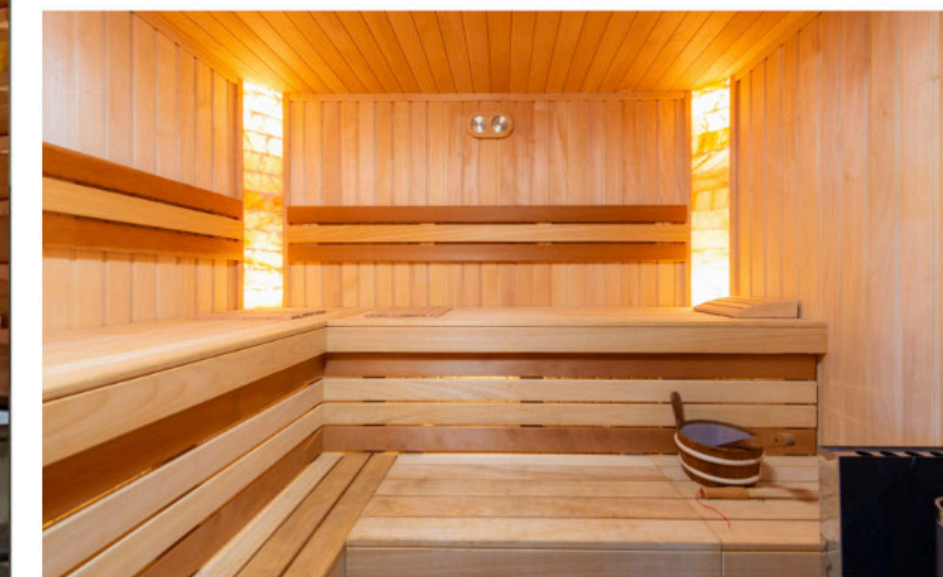
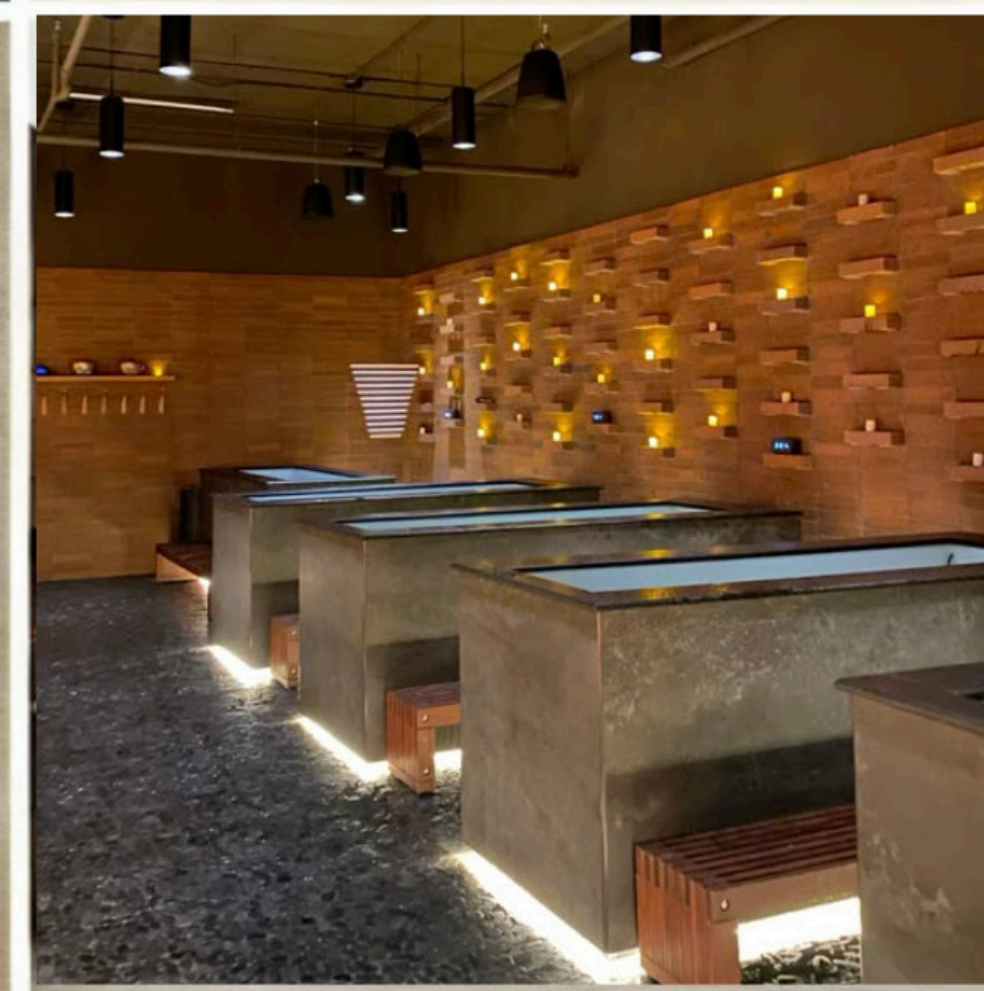
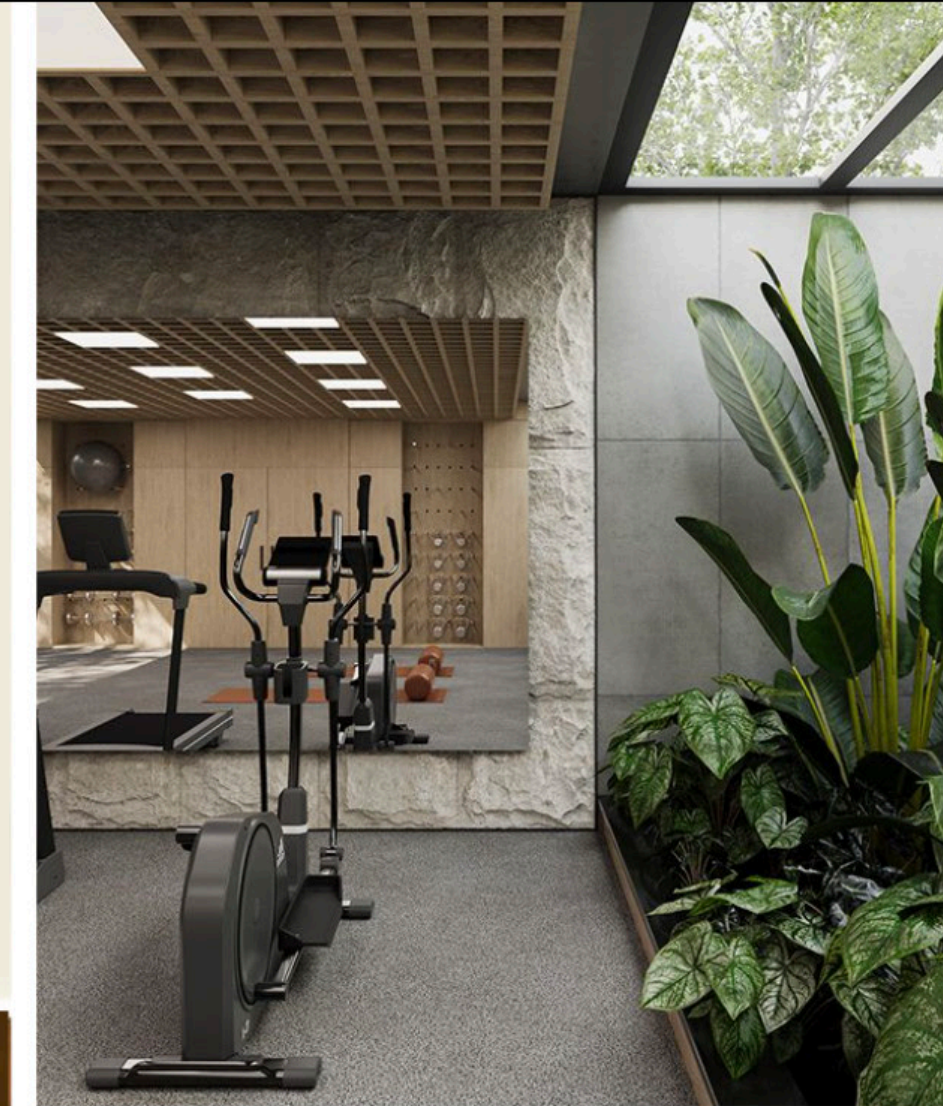
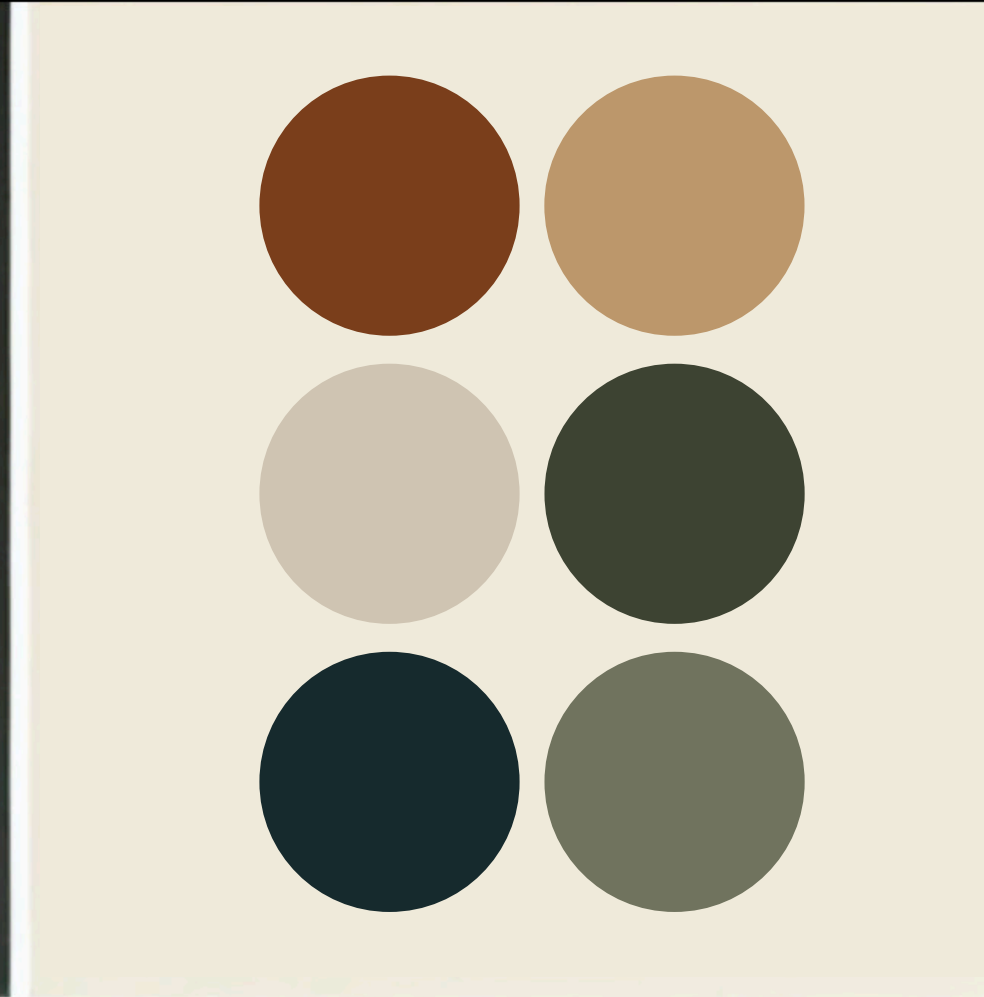
Note: These images reflect the visual direction of the brand. All images shown here are purchasable stock assets from iStock.com

Interior

Mood Board
Materials

08





DESIGN ETHOS.

The space comes alive through material contrast and layered warmth.

Concrete meets oak, leather meets linen, steel meets terracotta each pairing balances strength and softness.

The palette is grounded and human-first.

Earthy tones: taupes, greens, terracottas—anchor the space in calm, natural warmth.

Texture and tone do the talking.

Layered, tactile finishes and warm, low lighting create an elevated but inviting atmosphere where performance and recovery can coexist.

Design draws from unexpected inspiration.

- Reclaimed wood & vintage sports posters add nostalgic depth
- Track-and-field markings inform subtle wayfinding cues.
- Chalkboard notes and handwritten signage reflect thoughtful detail.

Cultural cues are woven in with restraint.

Music-inspired elements like speaker mesh, aged metals, and soft leather nod to Nashville—without clichés.

Every detail, from folded towels to perfectly timed music, is intentional.

The space is designed to feel good and do good.



Stationery

Business Card

Letterhead

Envelope

Shopping Bag & Tag

Stationery

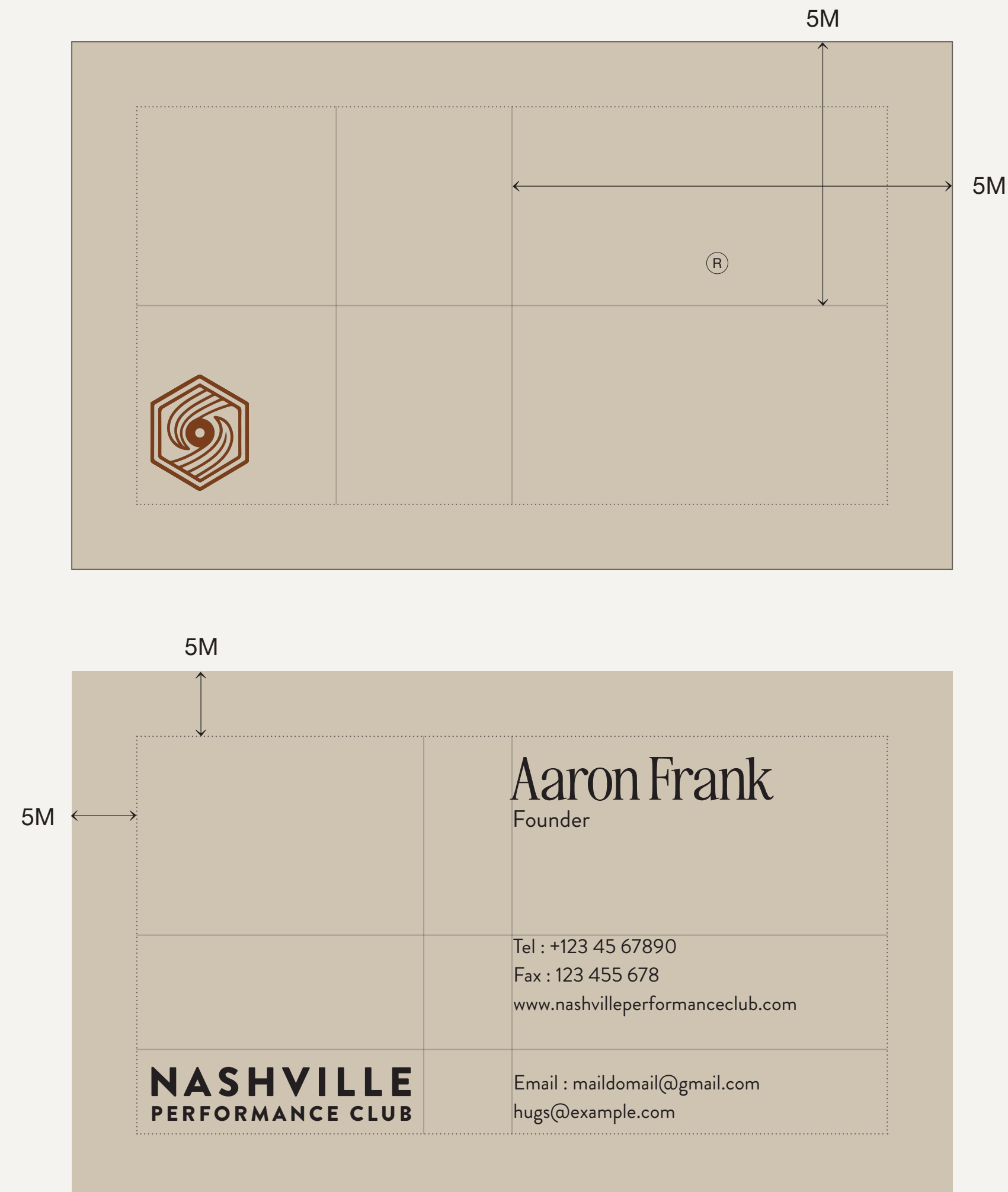
09



CARD

Business Card

The NPC business card reflects our commitment to excellence and professionalism. Designed with a minimal yet impactful layout, it allows for clear communication of contact details while showcasing our brand mark.



LETTERHEAD

Letterhead

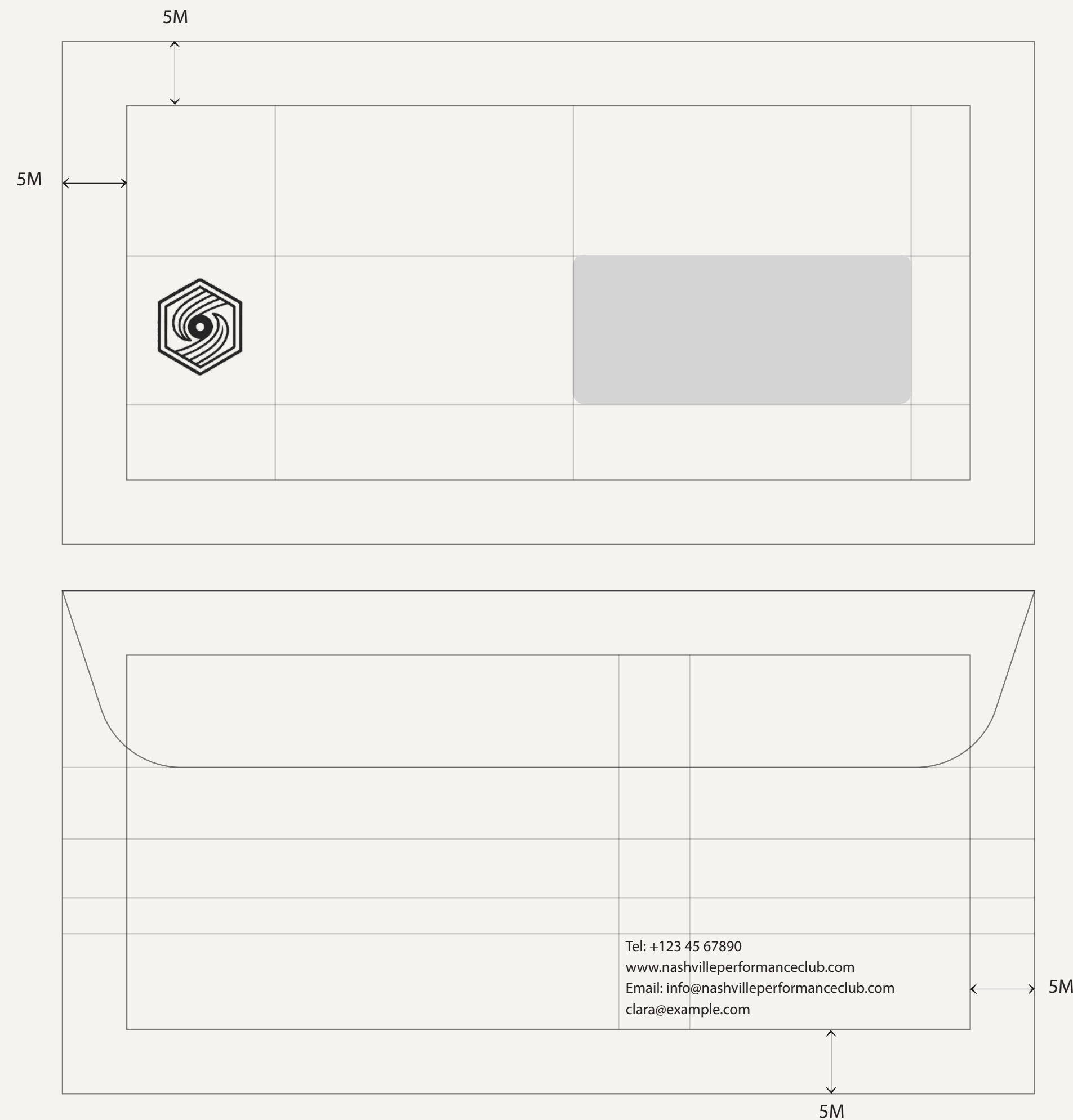
Our letterhead is crafted to inspire confidence and credibility. The design seamlessly integrates our brand identity with clear hierarchy for information, creating a polished and professional presentation for any correspondence. It reinforces NPC’s role as a leader in performance-driven wellness.



ENVELOPE

Envelope

The NPC envelope design encapsulates our brand's dedication to premium experiences. Clean lines, precise logo placement, and consistent spacing create a visual identity that is both elegant and functional.



BAG & TAG

Bag & Tag

Our packaging reflects the core values of NPC—strength, sophistication, and simplicity. The custom-designed bags and tags elevate the unboxing experience, reinforcing our commitment to quality and attention to detail. Whether for retail or gifting, these elements leave a lasting impression of care and thoughtfulness.



STATIONERY.

Use Cases

Business Card
Letterhead
Envelope

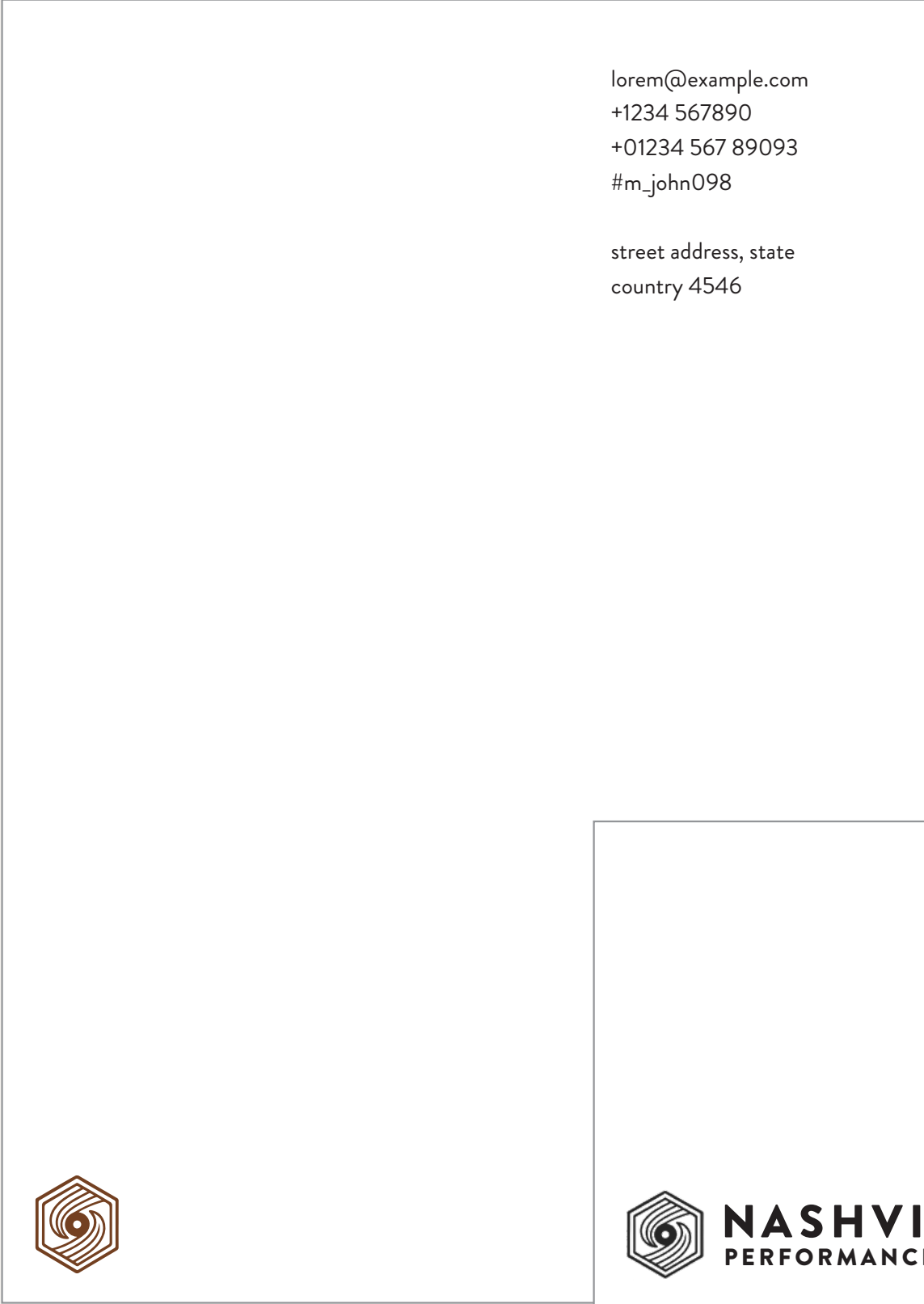
CARDSTOCK / EMBOSSING



BUSINESS CARD



LETTERHEAD



LOGO ENVELOPE



MERCH EXAMPLES



WATER BOTTLES



HATS

MERCH EXAMPLES

TANKS



HOODIES AND T-SHIRTS



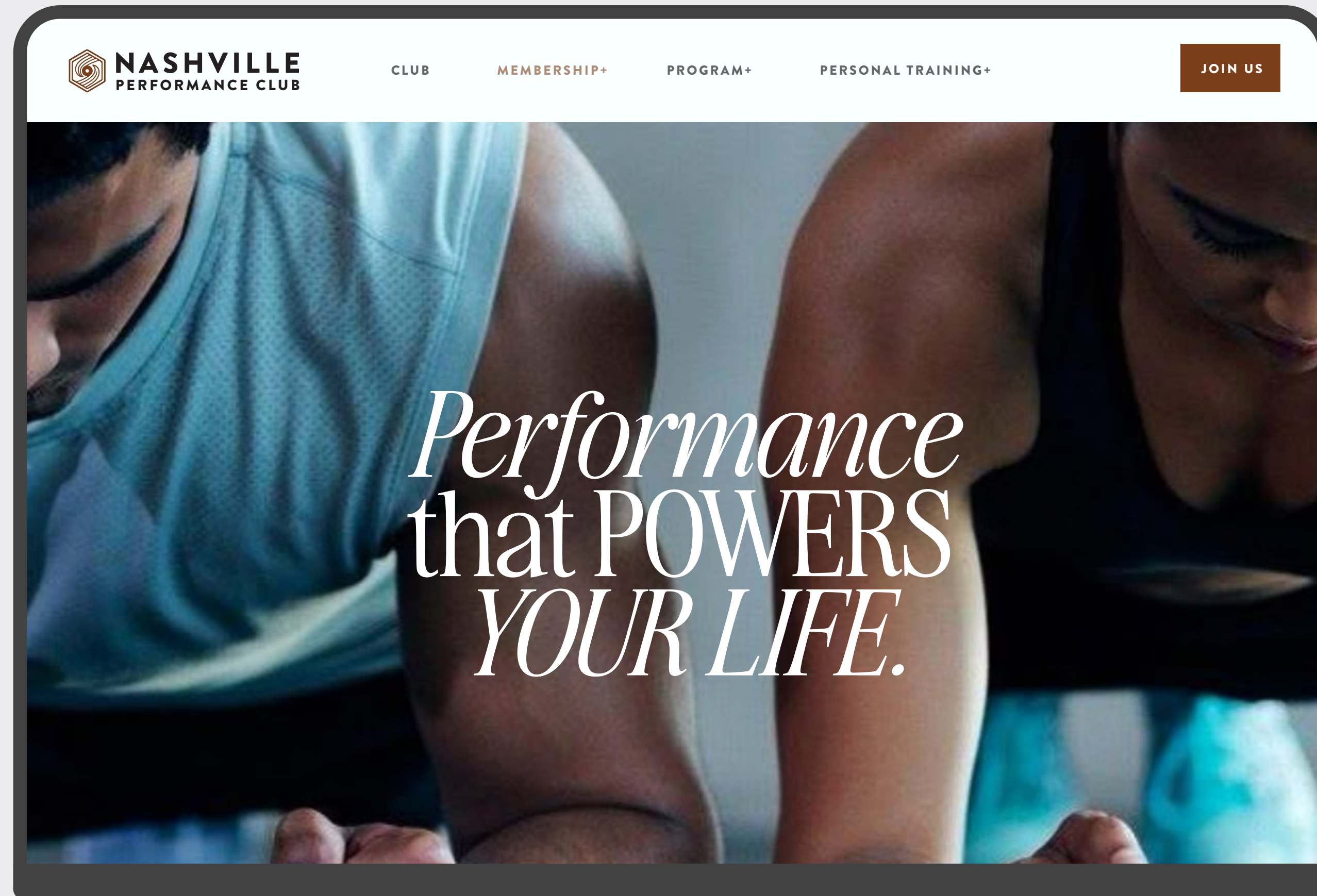
Digital

Website
Social

10

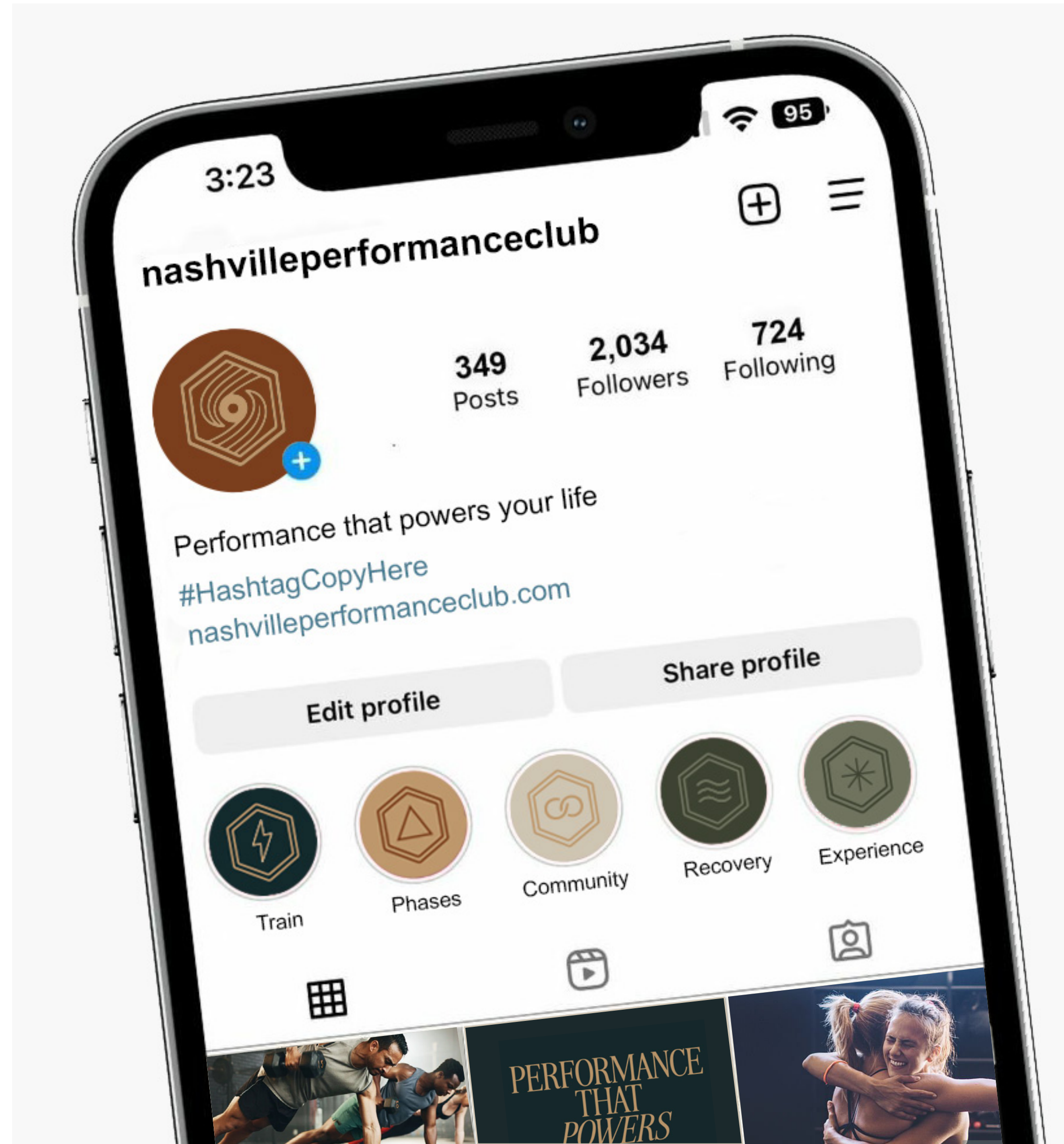


WEBSITE.



SOCIAL.

Highlight Iconography



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