

TRAINERROAD

BRAND GUIDELINES

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01.

BRAND

The TrainerRoad brand is comprised of many elements — it's what we choose to say and how we say it, it's in our colors and photography, and it's the interactions we have with our athletes.

We make a promise to those athletes:

- *They will get faster*
- *We care about the details, and we'll handle them*
- *We strive to improve, just like they do*

WE EXIST TO

**MAKE
CYCLISTS
FASTER**

BRAND
TRAINING

Everything we do for our product and athletes improves their fitness and makes them faster on the bike. Effective training is our number one focus.

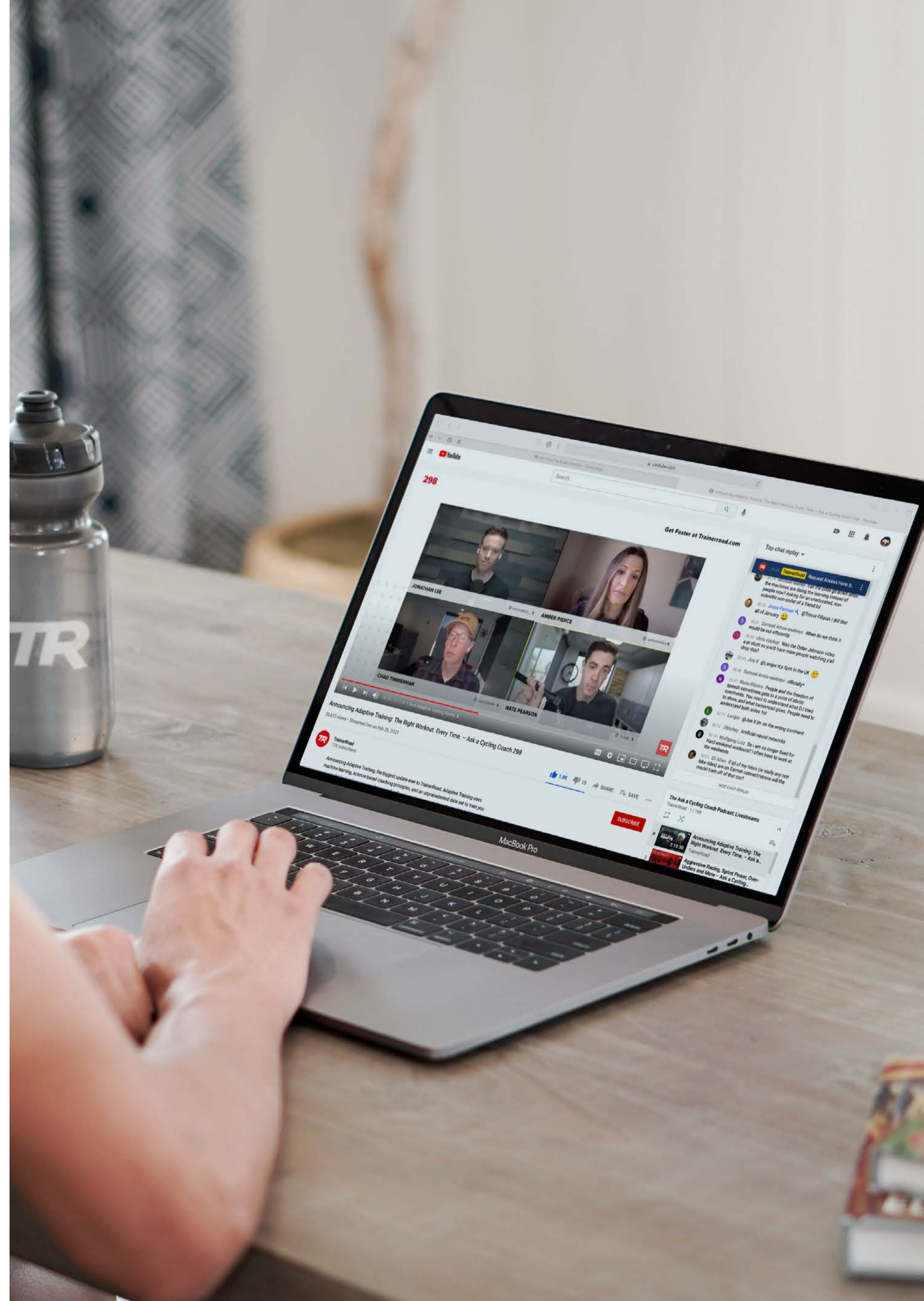
- *Training Plans*
- *Structured Workouts*
- *Cycling Analytics*



BRAND
EDUCATION

We want our athletes to be knowledgeable about the training process to maximize their hard work and perform at the highest level.

- *Cycling-Related Podcasts*
- *Educational Articles*
- *Video Content*



BRAND
GUIDANCE

We guide our athletes to understand their training journey better, make the right decisions, and help them get back on track when they falter.

- Adaptive Training
- Plan Builder
- World-Class Support



02.

IDENTITY

The TrainerRoad brand mark is rendered in two forms.

— *Wordmark*

— *Logo*

Both brand marks have been designed to convey strength and forward motion. The line thickness and letterforms were chosen with great care.

While both brand marks include the **TR** lockup, they are not the same letterforms. The wordmark should never be changed or trimmed to show only the first two letters.

TRAINERROAD

TR

IDENTITY

WORDMARK

The wordmark is the preferred brand mark in most situations. The background will change depending on the setting, but only the black and white versions of the mark should be used.

Occasionally, the wordmark may be used in our brand red or a grey tone, but that should be avoided when possible.

TRAINERROAD

TRAINERROAD

IDENTITY
LOGO

The logo is used in settings where the horizontal format of the wordmark is not well suited. The background will change depending on the usage, but only the black, white, and red versions of the mark should be used.

There are alternate, self-contained versions of the logo that should be used for square and circle formats.

Occasionally, the logo may be used in a grey tone, but that should be avoided when possible.



IDENTITY

LOGO BADGE

The badge version of the logo should be used for social avatars and application badges. The badge logo should only be shown in our brand red color.

The square and circle badges have a different scale for the **TR** lockup and should be used for those specific needs.



IDENTITY

CLEAR SPACE

TrainerRoad's brand marks must stand out wherever they appear. One way to ensure this is by maintaining clear space around the entire mark.

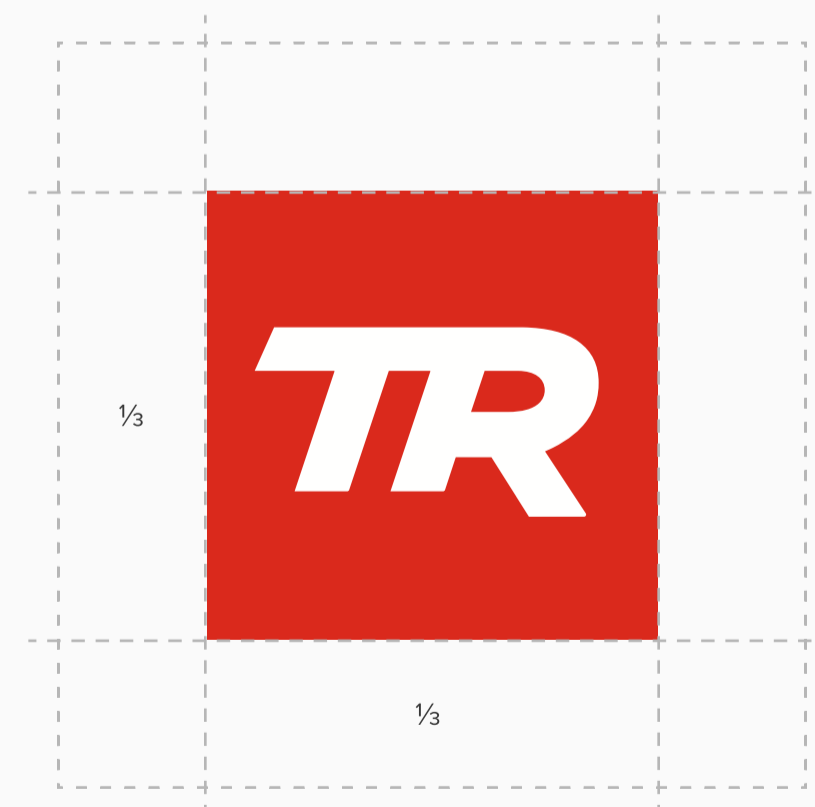
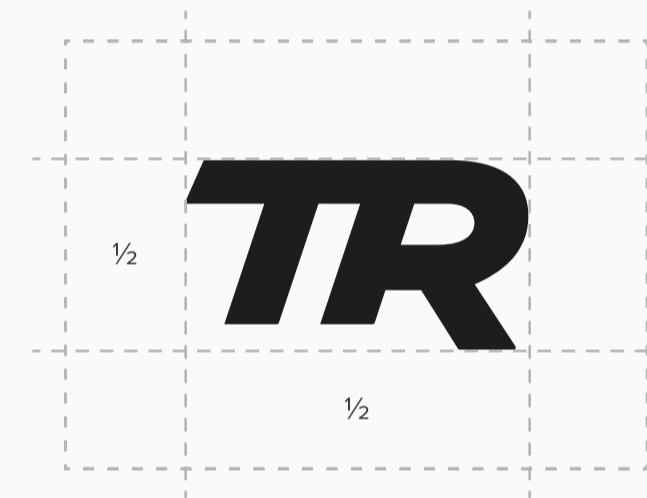
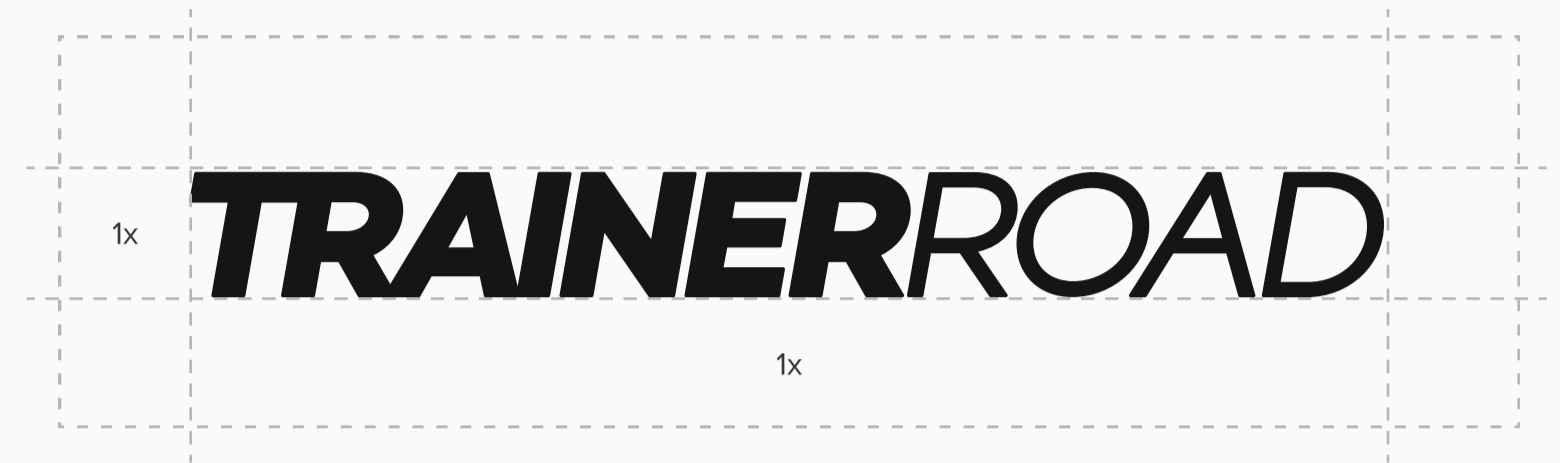
The clear space area is defined by measuring a factor of the height of each mark.

— *Wordmark – 1x height*

— *Logo – ½ height*

— *Badge – ⅓ height*

The TrainerRoad brand marks have been designed to reproduce at a minimum height of ¼". There is no maximum reproduction size.



03.

COLORS

Color plays a critical role in any brand. TrainerRoad's brand is bold, strong, and focused. Our primary color palette reflects this.

— *White*

— *Grey*

— *Black*

— *Red*

White
#FFFFFF

Black
#151515

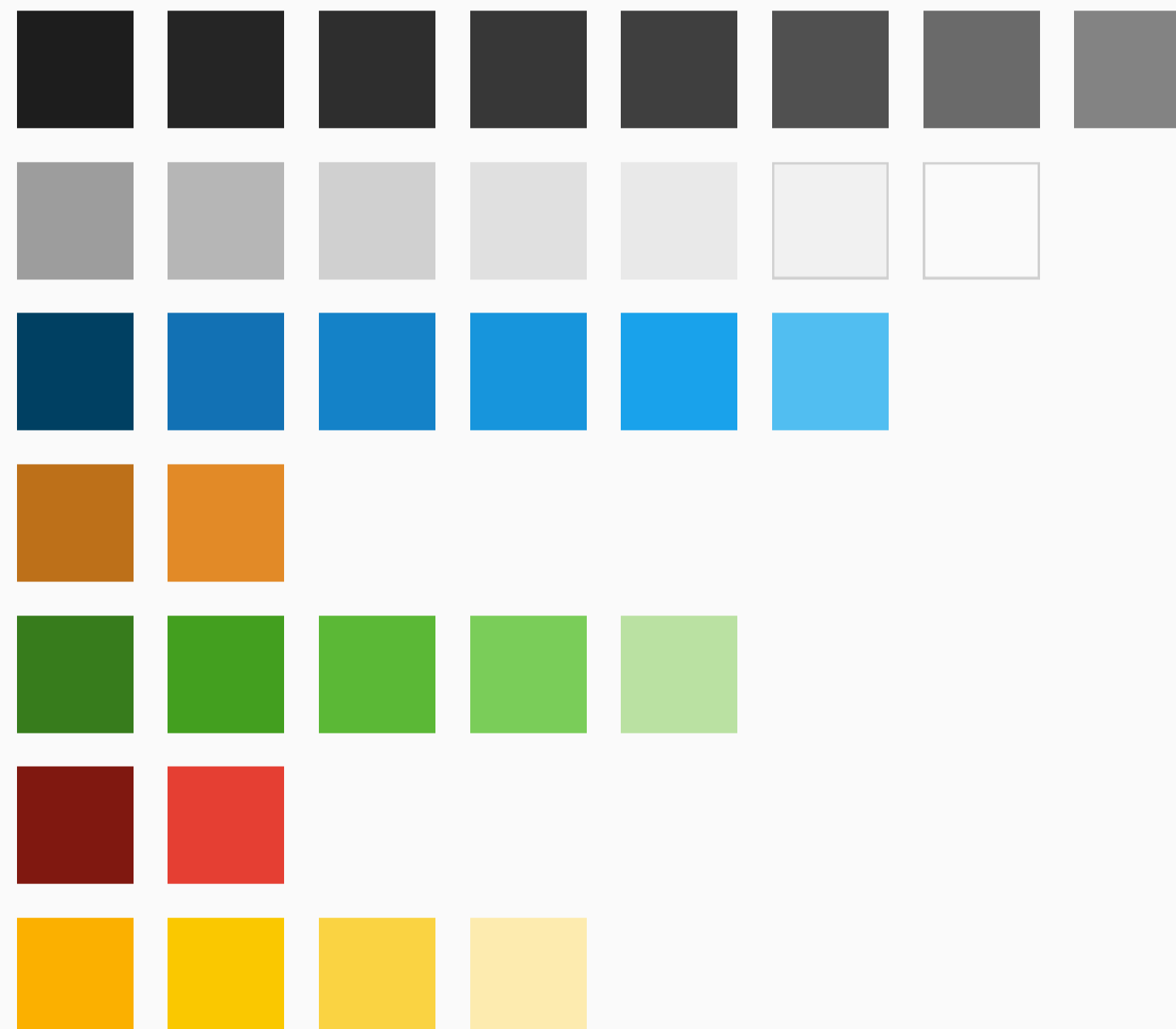
Red
#DA291C
PMS 485C

COLORS

SECONDARY

The full TrainerRoad color palette expands much further into the color spectrum, but these additional colors are reserved for the application and product experience.

These colors should be used sparingly within any brand or marketing project.



04.

TYPOGRAPHY

The typography used within the TrainerRoad brand was chosen for its clean, legible character forms and its flexibility with multiple font weights.

The two primary typefaces are:

— *Proxima Nova*

— *Bebas Neue*



TYPOGRAPHY

PROXIMA NOVA

Proxima Nova is the primary font for all aspects of TrainerRoad. It's used within headlines, body copy, and application interfaces.

Weights

Extra Bold

Bold

Semibold

Medium

Regular

Light

Example Usage

PLANNING

Plan Your Season

Planning a season of training around your specific goals and lifestyle is the most effective way to reach peak fitness. Train for road, triathlon, and off-road events, or create your own custom training plan.

TYPOGRAPHY

BEBAS NEUE

Bebas Neue has been used within the TrainerRoad brand for years, but its usage has subsided with the addition of Proxima Nova.

Bebas Neue should only be used for headlines and labels as the typeface is uppercase characters.

While there are more font weights available, we only use **Bold** and **Book**.

Weights

BOLD

~~REGULAR~~

BOOK

~~LIGHT~~

~~THIN~~

05.

VOICE AND TONE

TrainerRoad's voice and tone are influenced by our belief that the athlete is the hero of the story. It is their hard work within our system that results in improvement.

- *We are personal*
- *We simplify the complex*
- *We are hopeful and confident*

What's the best way to combine strength training and cycling on the same day?

The stress and fatigue incurred in the first workout will reduce the quality of your second. We recommend prioritizing your cycling training first. Then, with as much time in between as possible, completing your strength training.

Will this help with increasing my peak power?

You bet! Your peak power is a mixture of fitness, biomechanics, and technique. Strength training, combined with cycling workouts, will help increase your neuromuscular efficiency and recruit more muscle fibers. Simply put, the combination increases power production.

Perfect! Thanks for the info!

VOICE AND TONE

WRITING STYLE

Authentic and Friendly

Craft each message so that there is a real-world connection between the product and the content. Try to answer, “Why does this matter?”

Do:

- Use *you/your* – It’s not about *us/we*
- Offer support and understanding
- Be empathetic to the reader

Don’t

- Over rely on generalizations
- Focus solely on one athlete persona

Empower the Athlete

Simplify the complexities of planning, training, and analytics while keeping them guided and personalized. Be educational, not instructional.

Do:

- Explain and define specific terms
- Use precise and cycling-specific language
- Avoid acronyms when possible

Don’t

- Patronize the reader
- Be too casual or wordy

Confident and Motivational

Everyone will improve in both process and results using a science-based approach. Confidence in our delivery and product is vital.

Do:

- Specifically state the end goal/outcome
- Use strong verbs
- Own mistakes and foster trust by using data

Don’t

- Use passive voice or lukewarm language
- Make unsubstantiated claims

06.

PHOTOGRAPHY

Photography assets are divided into three distinct categories, each with its own focus and goals. Together, they unite the visual language and create a consistent and focused brand experience.

— *Lifestyle*

— *Product*

— *Support*



PHOTOGRAPHY

LIFESTYLE

At the core, lifestyle photos show athletes in their most natural settings – training and competing. These photos are genuine, emotional, and honest, ranging from personal moments to action shots.

Training: Effort, intensity, sweating, grimace, satisfaction, smirking, energy, fulfillment, accomplishment

Pre- and Post-Training: Honest, candid, focused on the athlete action or scenario vs. a moment of effort

Emotional Content

Lifestyle photos should depict commitment and determination. Hard work and satisfaction are key themes in lifestyle photography.

Angled Lines

Movement is key to bringing excitement and energy to photos. The athlete, horizon lines, or interior walls should be angled to emphasize movement and speed.

Proper Form

Proper riding form should always be shown instead of staged, unnatural riding positions.

Aspiration

Use models with a certain level of fitness that TrainerRoad athletes would strive to attain.

PHOTOGRAPHY
LIFESTYLE



The athlete has a proper, active body position, a focused facial expression, and the angled walls add visual interest.



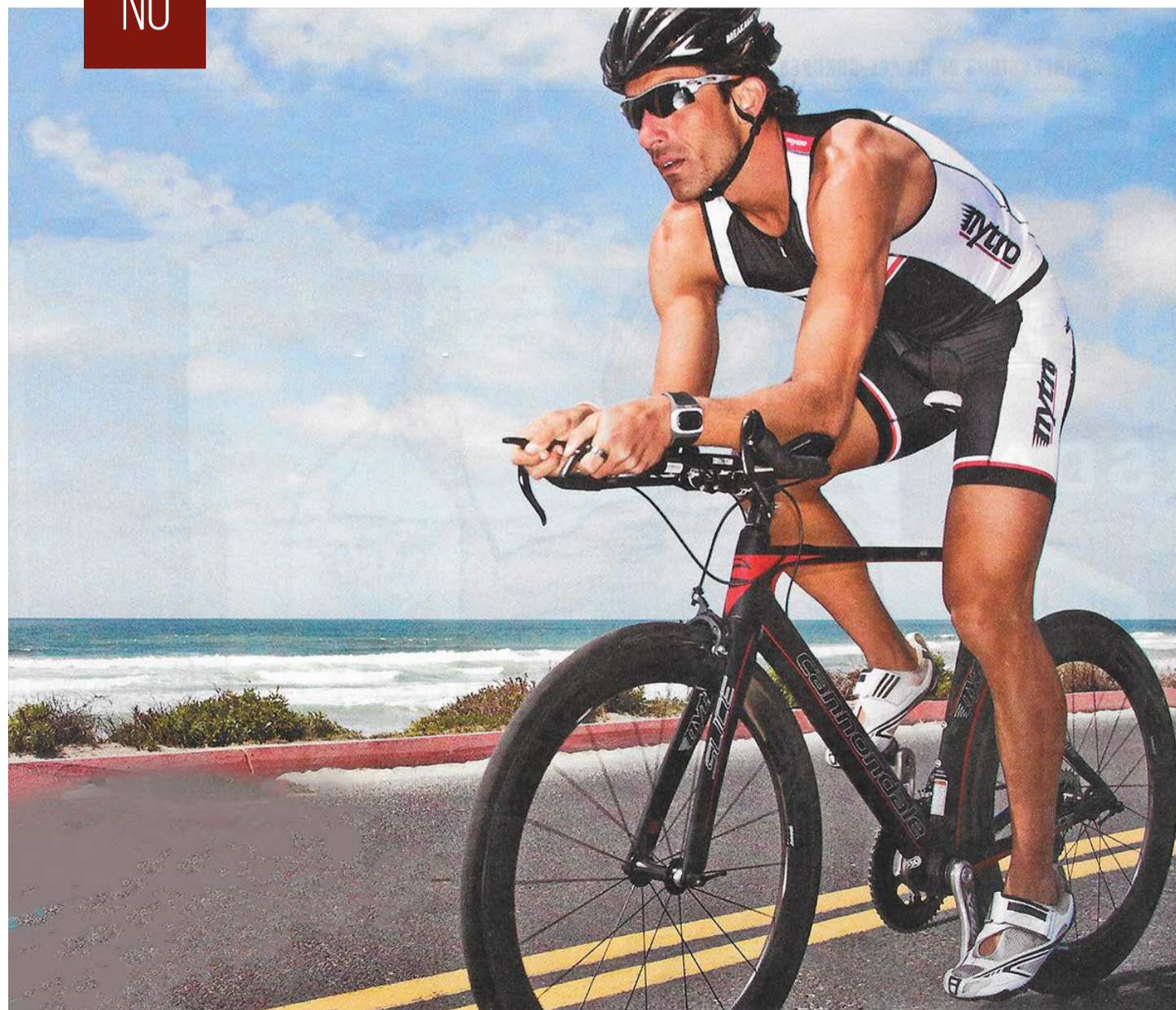
The athlete is in an active position. The motion blur and camera angle create motion.



Happiness is related to accomplishment vs. a moment in training.

PHOTOGRAPHY
LIFESTYLE

NO



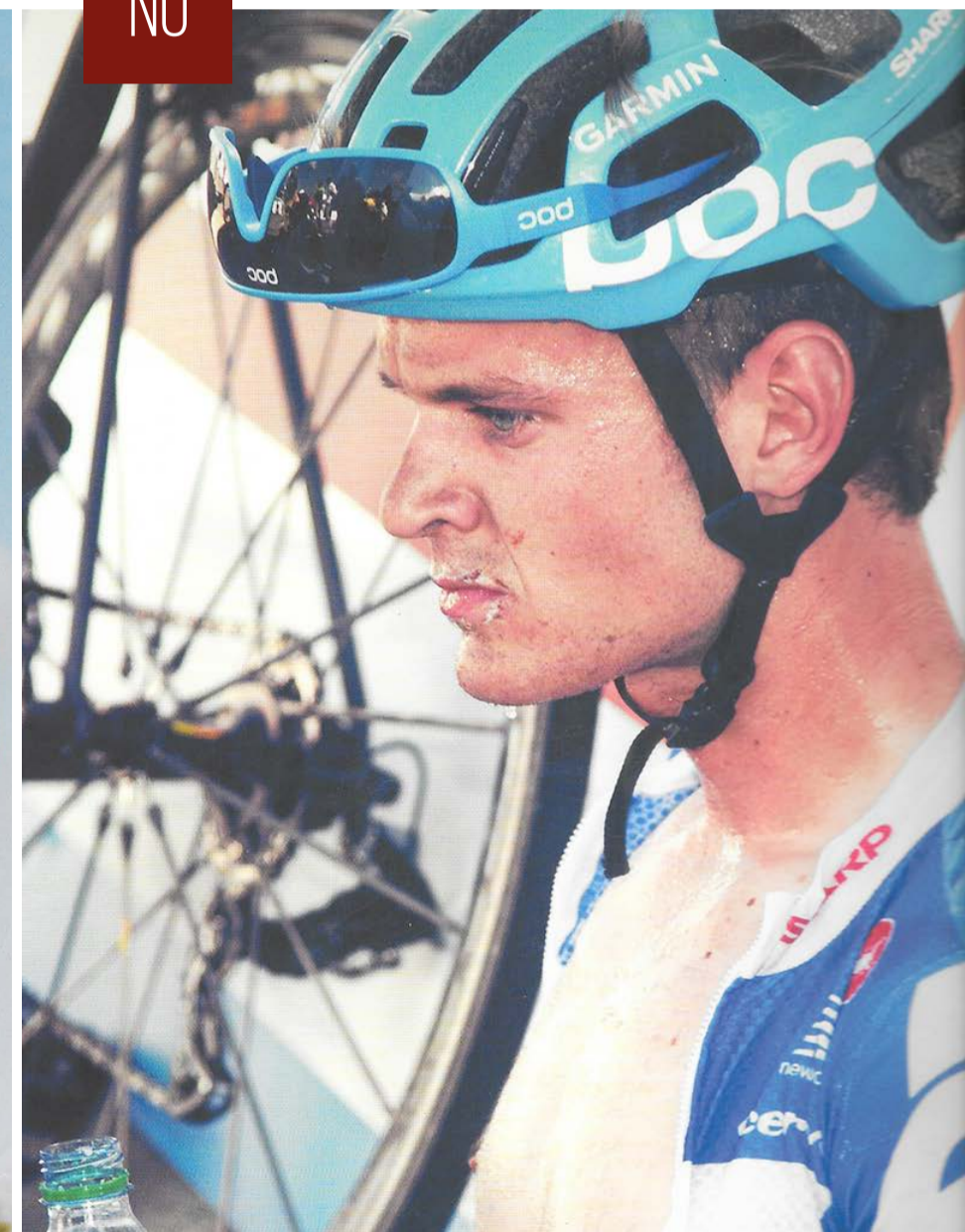
The sky is too dominant, and color has no focus. The flat horizon line is stagnant, making the rider look motionless.

NO



The athlete has an upright riding position and is smiling.

NO



The contrast and black colors are muted. The athlete's expression is negative.

PHOTOGRAPHY

PRODUCT

Product photography serves two purposes: to show a direct interaction between TrainerRoad and the athlete and to function as high-quality assets that highlight our platform in its numerous forms.

Usage: Interactive, satisfaction, fulfillment, clarity

App Focus

Product photos should emphasize application interaction with the athlete over a moment in training effort. Soft-focus on surrounding elements while highlighting TrainerRoad's functionality or features.

Interaction

Product photos should show the athlete touching the screen or device to further connect the viewer with the use of the application.

Natural Settings

Photoshoots in natural settings help connect TrainerRoad to the athlete's setup and training environments.

Professional Equipment

As a professional-level training tool, the equipment shown should support the same level of product: Current, clean, beautiful, and well-maintained devices and bikes.

PHOTOGRAPHY
PRODUCT



Make TrainerRoad the focal point of the photo while still building context with the surrounding elements.



Interaction between the athlete and the device further connects the viewer to the software.



The depth of field establishes the context, but the focal point is the device.

PHOTOGRAPHY

SUPPORT

Support photography's singular goal is clarity for the viewer, with photos focused on the product, question, or solution. They are less about the emotional aspect of training and should always help the viewer better understand the supporting information.

Usage: Clarity, simplicity, focused, supportive

Clarity Focused

Support photos should focus on clarity over emotion — reduced drama with uniform lighting, consistent environment, and simplified angles.

Supporting Role

Support photos will help the viewer retain the supporting information. They work to drive a point home rather than stand on their own.

Consistency

Consistency should be used for each type of shot. This gives the user a simplified understanding across all support topics.

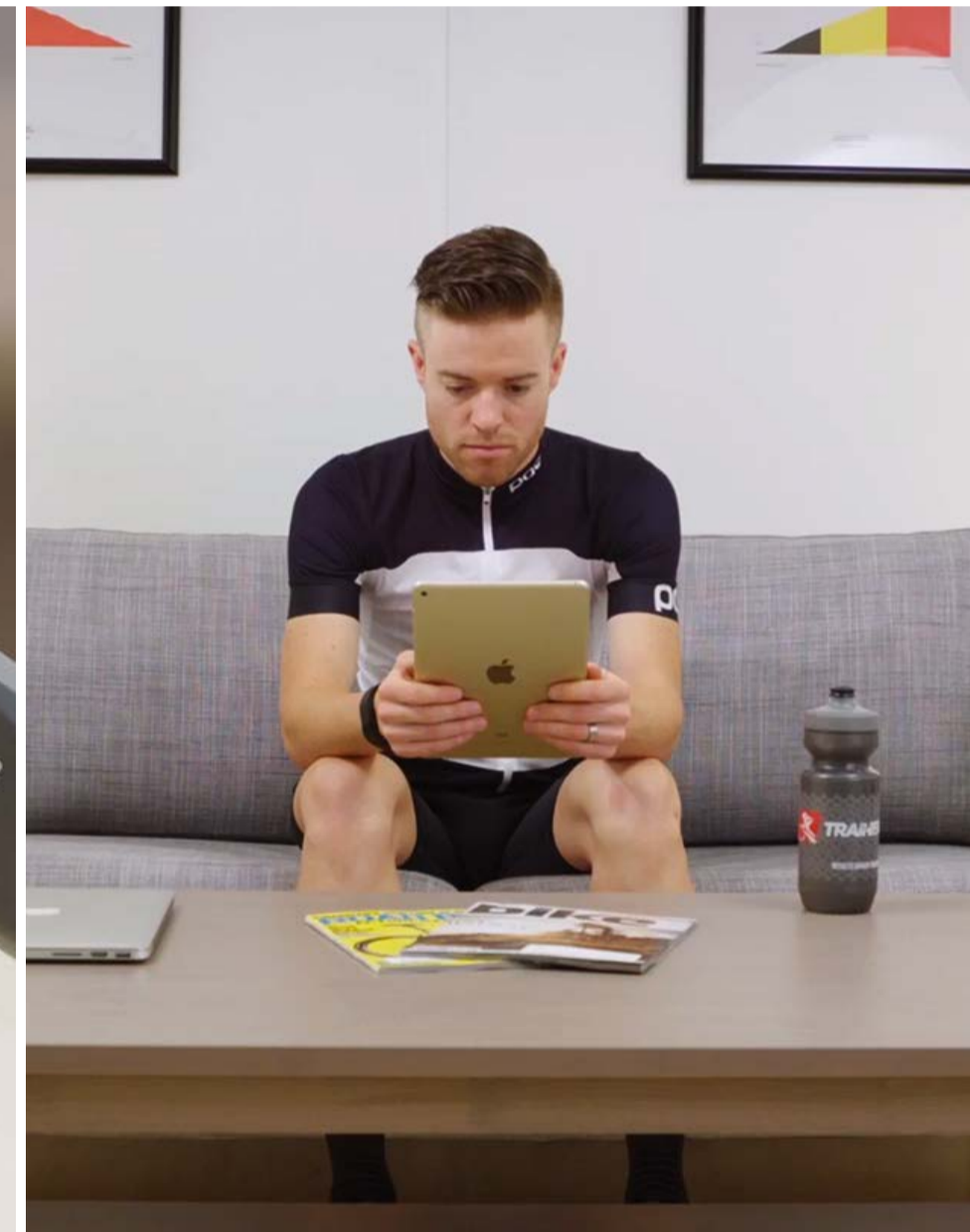
PHOTOGRAPHY
SUPPORT



The focal point isn't exaggerated on one element of the photo but connects the scene together.



Highlight devices in simple ways without extreme camera angles or effects.



Simple framing and lack of angles help clarify concepts within the photo.

PHOTOGRAPHY

PHOTO TREATMENTS

When working with photography, we also need to consider the primary palette. While specific assets can focus on one technique, as a whole, the brand should use this ratio:

- 70% - Full Color
- 20% - Black and White
- 10% - Red Overlay

Black Overlay: When displaying text or graphics above a photograph, use a 70% black overlay above Full Color and Black and White photos.



PHOTOGRAPHY

COLOR CORRECTION

Proper color correction is key to establishing the correct emotion for the viewer and a consistent brand image. Athletes use TrainerRoad for serious training, and our photos should echo this emotion.

Reduced Saturation: By reducing the saturation of the photo, we bring a serious emotion to the content.

Strong Contrast: Black should not be washed out. This combats the “old-time” feeling and the Instagram-filter look.

Color Consistency: The color tone of each environment will vary, but all photos should be consistent in treatment.



TR