

CORE PALETTE

- Chalk Line**
#F9F7EF ~60%
- Summer Tape**
#FDDB30 ~10%
- Pitch**
#111111 ~25%

SECONDARY

- Court Clay**
#D98F3D
- Track Blue**
#516B8B
- Steel Breath**
#717271

COLOUR RULES

Summer Tape: max 15% of any composition
 Never use Tape as a background fill
 Court Clay + Summer Tape: never pair
 Steel Breath: never use for CTAs

LOGO

Wordmark + monogram in Pitch or Chalk only
 Clear space: height of "P" on all sides
 Min size: wordmark 120px / monogram 32px
 Never distort, rotate, or embellish
 Never on busy/photo backgrounds

TYPOGRAPHY

Primary	Plus Jakarta Sans
Display	Syne (sparingly)
Hero / campaign	Syne 700-800
Section headings	Jakarta 700
Subheadings	Jakarta 600
Body	Jakarta 400, 15-16px, 1.7-1.8 lh
UI / captions	Jakarta 500, smaller

TOPE OF VOICE

Measured, editorial, anti-cliche
 Confident without bombast
 Human without sentimentality
 Clear, precise, structurally sound

TOPE MATRIX



LANGUAGE WE AVOID

"shred", "beast mode", "girl boss", "no pain no gain".
 Never glamorise burnout or body insecurity.

IMAGERY

- B&W Performance**
Close crops, high contrast, grain, real movement. Natural/single-source light.
- Monocle Lifestyle**
Editorial, calm. Objects + environments. Soft light, warm neutrals, quiet routines.
- Colour Editorial**
Golden hour, outdoor, real people. Warmth, movement, memory.

NEVER USE

- Neon HIIT studio aesthetics
- Influencer-style posing
- Loud type on photos
- Motivational cliches on images
- Sexualised or exploitative imagery
- Generic stock fitness photography

MANTRAS

Care is strength.
 Capacity is performance.
 Resilience isn't luck — it's built.
 You don't find balance. You train for it.

CAMPAIGN VOICE

Train for life, not the mirror.
 Sweat with intent.
 Power is curated.
 Strong is something you make.

SPACING

Base unit: 8px. All spacing in multiples of 8. Common values: 8, 16, 24, 32, 48, 64, 80, 120.