
BRAND & VISUAL IDENTITY

GYMRISE

The visual operating system behind the system. Logo, color, type — and the rules that keep every page, every email, every post on brand.

THE MARK.

A circular G fused with an upward arrow. It speaks to forward motion, momentum, and the climb — the work that moves a fitness business from where it is to where it's going. One mark. One direction. Up.

LOGO VARIATIONS



LOGO CLEAR SPACE

ALWAYS MAINTAIN A LOGO-SIZED MARGIN

GYMRISE

LOGO USAGE

NEVER

Distort or restyle

Don't stretch, skew, rotate, recolor, add shadows, gradients, or outlines. The logo as designed is the logo.

NEVER

Place on busy backgrounds

The mark loses its impact on photos, gradients, or competing colors. Lock it to Eclipse, Ice, or Signature Blue.

IT'S NOT THE LOGO. IT'S THE SYSTEM.

A logo doesn't build a brand. Showing up the same way — on every page, every ad, every email, every Instagram post — does. Consistency is what makes one touchpoint feel like a system.

“


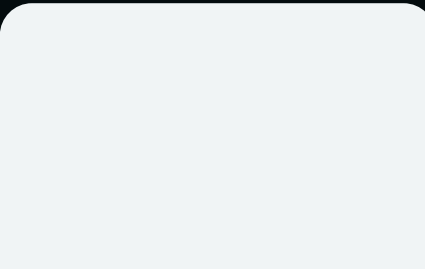
Seven pillars. One **operating system. The brand works the same way — built once, used everywhere, executed the same on every surface.**

THE GYMRISE METHOD

A FOCUSED PALETTE.

One signature accent does the heavy lifting. Eclipse holds structure. Signature Blue creates focus, action, and identity. No secondary accent — that's the rule. Restraint is what makes the brand feel premium.

BRAND COLORS

<p>PRIMARY</p> <p>Eclipse</p> <p>Foundational. Backgrounds, surfaces, structural elements.</p> <p>HEX #040C0E RGB 4, 12, 14 CMYK 71, 14, 0, 95</p>	 <p>BRAND</p> <p>Signature Blue</p> <p>Action. Focus. CTAs, links, brand accents.</p> <p>HEX #00CDFD RGB 0, 205, 253 CMYK 100, 19, 0, 1</p>	 <p>LIGHT</p> <p>Ice</p> <p>Body text on dark. Light surfaces, breathing room.</p> <p>HEX #F0F4F5 RGB 240, 244, 245 CMYK 2, 0, 0, 4</p>
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SUPPORTING NEUTRALS

<p>White</p> <p>#FFFFFF</p>	<p>Ice</p> <p>#F0F4F5</p>	<p>Steel</p> <p>#8EADB5</p>	<p>Slate</p> <p>#4A6570</p>	<p>Carbon</p> <p>#0D1B20</p>	<p>Eclipse</p> <p>#040C0E</p>
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HOW TO USE COLOR

The 70 / 25 / 5 Rule

Eclipse and Ice carry roughly 70% of any surface. Steel and Carbon support at ~25%. **Signature Blue** is the signal — about 5% — used to direct the eye. Over-used, it stops feeling like an accent.

Blue is the signal, not the surface

Signature Blue belongs to CTAs, links, the trailing word of headlines, key stat highlights, and the mark. **Never use it as body text or a large background fill.**

TWO TYPEFACES. ONE VOICE.

Geist does the heavy lifting — web, decks, email, print. Roboto carries body copy in social media designs where Geist can't render. Two faces, but the system reads as one: clean, geometric, athletic.

PRIMARY TYPEFACE · WEB, PRINT, EMAIL

Geist Sans — headlines, sub-heads, body, UI, labels. Modern, geometric, technically precise. The default for every digital and print surface.

Aa Bb Cc 1 2 3

Light
300

Regular
400

Medium
500

**Semibold
600**

**Bold
700**

**Extrabold
800**

**Black
900**

SECONDARY TYPEFACE · SOCIAL MEDIA BODY COPY

Roboto — used inside social media designs (Instagram, Facebook, ad creative) for body copy, captions, and supporting text. Reads cleanly at small sizes and across mobile feeds where Geist can't always be embedded.

Aa Bb Cc 1 2 3

Light
300

Regular
400

Medium
500

**Bold
700**

**Black
900**

THE TYPE SCALE.

DISPLAY

Geist Black
72px / 1.02
-0.035em tracking
Weight 900 / Uppercase

\$225M+ IN CLIENT
PT SALES

H1 — PAGE HERO

Geist Black
48px / 1.05
-0.03em tracking
Weight 900

Built for every role in the
gym.

H2 — SECTION HEAD

Geist Extrabold
32px / 1.1
-0.02em tracking
Weight 800

Seven pillars. One operating system.

H3 — SUB-HEAD

Geist Bold
22px / 1.2
Weight 700

The proof is on the wall.

BODY — LARGE

Geist Light
18px / 1.6
Weight 300

Real gym owners. Real trainers. Real transformations — in revenue, confidence, and consistency.

BODY — DEFAULT

Geist Regular
15px / 1.6
Weight 400

Stop winging it and start executing a repeatable system that drives consistent quota achievement.

EYEBROW / LABEL

Geist Bold
12px / 0.22em tracking
Weight 700 / Uppercase

THE GYMRISE METHOD

THE BUILDING BLOCKS.

Spacing, radius, glow, and motion choices that make every GYMRISE surface feel like the same brand — whether it's the website, an email, a deck, or an Instagram post.

SPACING SCALE

Tight	4px / 8px
Compact	12px / 16px
Default	24px / 32px
Roomy	48px / 64px
Spacious	96px / 120px

BORDER RADIUS

Subtle	6px
Standard	12px
Soft	18px
Card	20– 24px
Pill (buttons)	9999px

Hierarchy Principle

Generous breathing room. Bold contrast between display and body. Signature Blue is reserved for the moment that has to pop — never default fills. Cards use subtle borders and ambient glows, **never heavy drop-shadows**. The brand looks expensive because it isn't trying.

Motion Principle

Restrained. Purposeful. 200ms ease for hovers, 400–700ms cubic-bezier(0.22, 1, 0.36, 1) for entrances. Avoid bouncy, springy, playful curves. **GYMRISE moves like it lifts** — smooth, controlled, confident.

SIGNATURE SURFACE EFFECTS

Text Glow	0 0 24px / 70px · alpha 0.30 / 0.10
Gradient Border	linear 135° · alpha 0.45 → 0.03 → 0.22
Card Hover Lift	translateY(-6px) · 50px shadow at alpha 0.09

SHARP. THIN. INTENTIONAL.

Every icon in the system is drawn the same way — thin 1.5px stroke, rounded caps, Signature Blue or Ice. They behave like type: clean, geometric, and quiet. Nothing decorative.

ICON SPECIFICATIONS

Stroke Width	1.5px	Container	1:1 square, padded
Caps & Joins	Rounded	Background	Transparent / 0.08 alpha
Stroke Color	#00CDFD or #F0F4F5	Border Radius	10–12px on chips
Fill	None (outline only)	Use For	UI · feature lists · stat cards
Sizing Grid	16, 20, 24, 32, 48px	Never	Decorate, fill, or shift color

STYLE REFERENCE



LIGHT THROUGH THE DARK.

Three sanctioned gradients carry energy across the brand — never as flat fills, always as atmosphere. They glow at section edges, behind headlines, and over imagery. Always Signature Blue. Never combined with a second color.



Signature Blue Energy

Hero overlays, CTAs, accent strokes. Use for high-impact moments — the headline word, the primary button glow.

```
linear-gradient(118deg, #00CDFD 0%, #6DDDFD 55%, #B8EEFF 100%)
```

Deep Fade

Section backgrounds and atmospheric edges. Adds depth without competing with content.

```
radial-gradient(ellipse 90% 55% at 50% -5%, rgba(0,205,253,0.09), transparent 65%)
```

GYMRISE

Signature Blue Glow Overlay

Text on photography, hero text-shadows, scanline sweeps. Soft, diffused, never neon.

```
text-shadow: 0 0 24px rgba(0,205,253,0.30), 0 0 70px rgba(0,205,253,0.10)
```

BUTTONS, PILLS, AND THE SMALL STUFF.

Recurring pieces that show up everywhere — built once, used everywhere. Pill buttons. Pill chips with a pulsing Signature Blue dot. High contrast. Generous padding. Quiet by default, loud only when it counts.

BUTTONS · PRIMARY SYSTEM

BOOK A CALL →

VIEW CLIENT RESULTS

START YOUR TRAINING →

Primary solid Signature Blue, dark text, uppercase wide tracking, soft glow. **Outline** 1px Signature Blue border at 32% alpha for secondary actions.

PILLS · TRUST & STATUS

● **Trusted by 1,000+ Fitness Businesses**

● **Join 1,000+ Gyms Using GYMRISE**

\$1M+ Earner

Hall of Fame

Top Performer

Rule of thumb: Signature Blue is reserved for the highest-attention element in any view. If three things are Signature Blue, none of them are.

STAT CARDS · HERO PATTERN

\$225M+

CLIENT PT SALES

1,000+

GYMS ENROLLED

40+

\$1M+ CLUB MEMBERS

THE BRAND IN THE WILD.

Reference layouts showing how color, type, and components work together in real applications. Use these as starting points for the website, social posts, and decks.

EXAMPLE · WEBSITE HERO

GYMRISE

Home Testimonials Hall of Fame FAQ

TRUSTED BY 1,000+ FITNESS BUSINESSES

OVER \$225M IN CLIENT PT SALES.

Elite Business Coaching geared toward increasing gym revenue through weekly sales training.

[BOOK A CALL →](#) [VIEW CLIENT RESULTS](#)

EXAMPLE · SOCIAL POST TEMPLATES

@GYMRISE

You can't out-train a broken **sales system.**

THE GYMRISE METHOD

Seven pillars. One operating system.

@GYMRISE

The proof is on the wall.
\$225M+.

THE CHEAT SHEET.

Everything that matters in one screen. Save it, print it, and share it with anyone touching the brand.

COLORS

Eclipse	#040C0E
Signature Blue	#00CDFD
Ice	#F0F4F5
Steel	#8EADB5
Slate	#4A6570
Carbon	#0D1B20

STYLE PRINCIPLES

- Generous whitespace
- Bold contrast — Signature Blue on dark, dark on light
- Pill-shaped buttons & chips
- **One accent only — Signature Blue**
- Last word of every H2 in Signature Blue
- Restrained, purposeful motion

TYPOGRAPHY

Headlines	Geist Black (900)
Body — Web	Geist Light / Regular
Body — Social	Roboto Regular / Medium
UI / Labels	Geist Bold (700)
Eyebrow	12px / 0.22em tracking

NEVER

- Distort, rotate, or recolor the logo
- Use Signature Blue as body text or fills
- Add drop shadows or gradients to type
- Use italics or any third typeface
- Crowd or compete with the mark

GYMRISE

REAL COACHING · REAL TRAINING · REAL RESULTS

GYMRISE · BRAND GUIDELINES · 2026