



Momentum is a choice.

A decisive performance identity for movement, discipline and progress.

THE FORWARD CUT

A single forward blade and decisive notch create the unmistakable PULSE direction. The simple silhouette works without gradients, outlines or shadows.

02 / STRATEGY

An idea with a clear role.

Performance for the everyday athlete, made clear and achievable.

AUDIENCE

Everyday athletes who choose consistent progress over hype.

PROMISE

Performance for the everyday athlete, made clear and achievable.

PERSONALITY

Direct, Energetic, Precise

VOICE PRINCIPLES

01 Active, never aggressive

02 Confident, never boastful

03 Specific, never abstract

03 / IDENTITY

A consistent signature.

Use the primary lockup whenever space allows; use the symbol only in compact contexts.



PRODUCTION RULES

01

Keep the approved proportions

02

Leave 1x clear space

03

Respect the minimum sizes

04

Use primary, white or black only

04 / DESIGN TOKENS

Color and type.

Restrained choices make each brand recognizable across touchpoints.



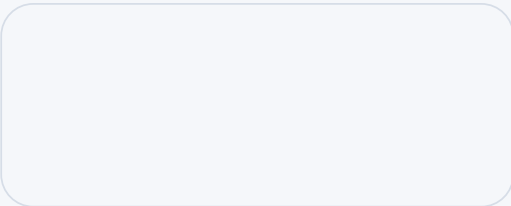
Ink
#121B32



Secondary
#B8FA11



Accent
#3261EE



Canvas
#F5F7FA

TYPE HIERARCHY

Aa

Display / 40–48 pt

Body / Lato Regular 12–16 pt

Metadata / Lato Bold 10–11 pt

05 / VISUAL LANGUAGE

A grammar, not a decoration.

PULSE photography captures real motion with generous negative space for copy. Avoid fake speed effects, extreme filters and busy overlays.



MASTER SYMBOL

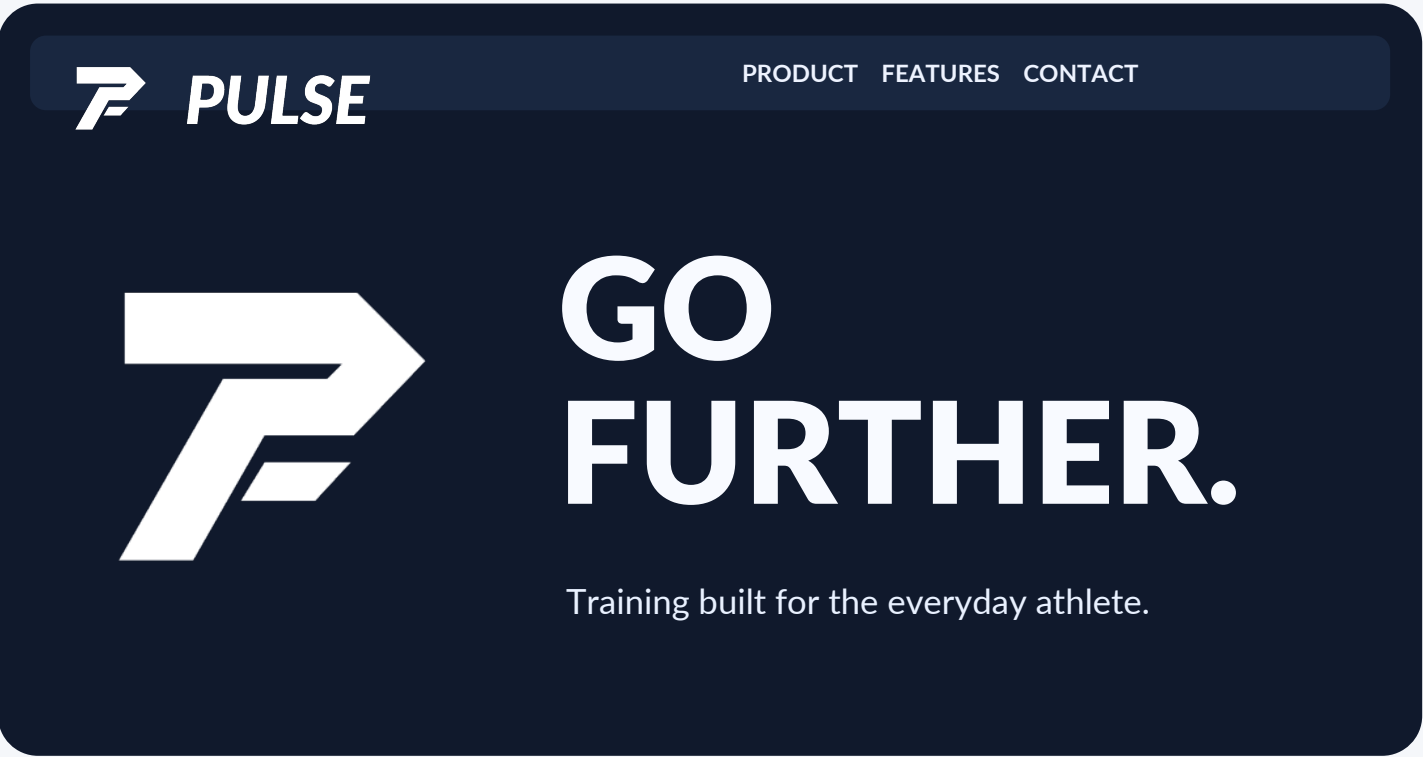


GRAPHIC RHYTHM / SYSTEM MOTIF

Use the mark as a structural cue, not wallpaper. Limit frequency, preserve negative space and always prioritize readable copy.

Proof in the details.

The same mark, palette and hierarchy across digital and print.



DIGITAL TOUCHPOINT / CONCEPT



DOCUMENT TOUCHPOINT / CONCEPT

- ✗ No arbitrary logo variants
- ✗ No low-contrast small text
- ✗ No unsupported claims or fake client cases