



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 / BRAND PLATFORM

The thinking behind the form.

Performance for the everyday athlete, made clear and achievable.

WHO WE SERVE

Everyday athletes who choose consistent progress over hype.

WHY WE EXIST

Performance for the everyday athlete, made clear and achievable.

WHAT WE BELIEVE

DIRECT / ENERGETIC /
PRECISE

Momentum is a choice.

What the brand stands for.

A simple narrative that guides future design and content decisions.

OUR PRINCIPLE

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

THREE NON-NEGOTIABLE VALUES

- 01 DIRECT
- 02 ENERGETIC
- 03 PRECISE

An unmistakable atmosphere.

The mark, palette and visual rhythm must reinforce the same idea.



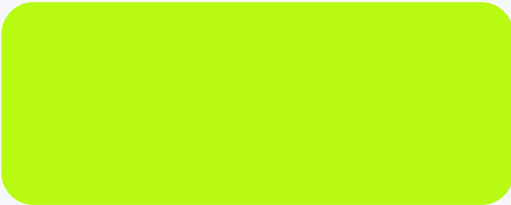
MASTER ICON



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



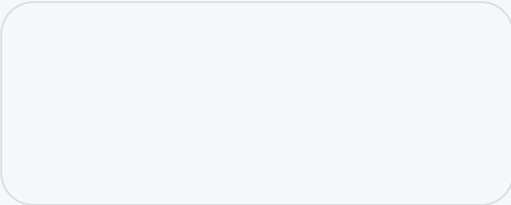
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Secondary
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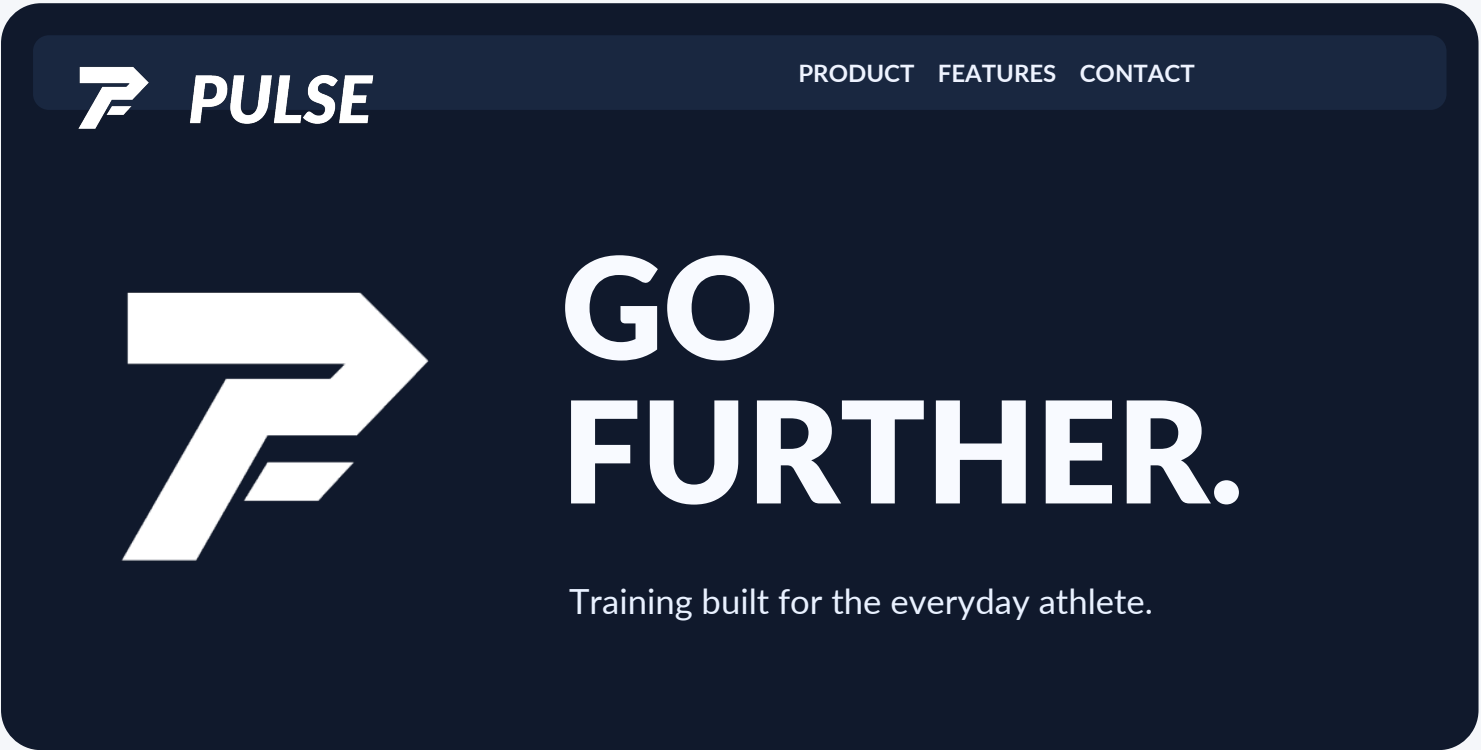
Accent
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Canvas
#F5F7FA

The brand in the world.

A consistent voice, disciplined applications and a recognizable signature.



BRAND VOICE

- 01 Active, never aggressive
- 02 Confident, never boastful
- 03 Specific, never abstract

APPLICATION / CONCEPT

Everything shown is a self-initiated identity concept. No real client engagement, commercial outcomes or third-party endorsement are claimed.