

WHOOP – LOGOS

Using our logo

The WHOOP logo is the primary brand expression, and should be used as a visual representation of the brand's ethos. This section outlines usage of the primary wordmark and icon.

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.

WHOOP®



Min width: 100px

Min width: 30px

WHOOP Wordmark

This is the logotype, used as the primary brand mark across print and web.



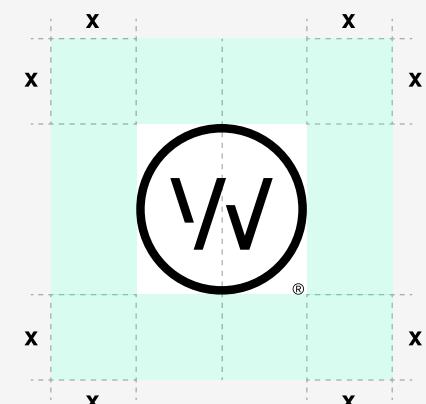
WHOOP Puck

This is the icon, used as a secondary brand mark for app icons, mobile icons, favicons, and other small scale applications.



Exclusion zone

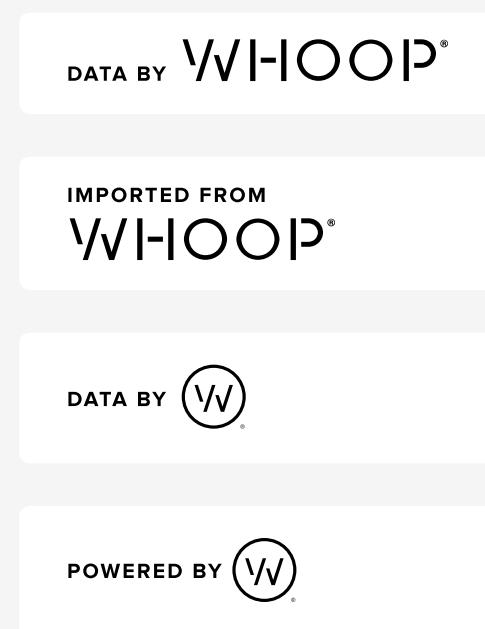
The logo should always be treated with respect, maintaining white space and distance so that it never feels crowded.



WHOOP – LOGOS

Attribution

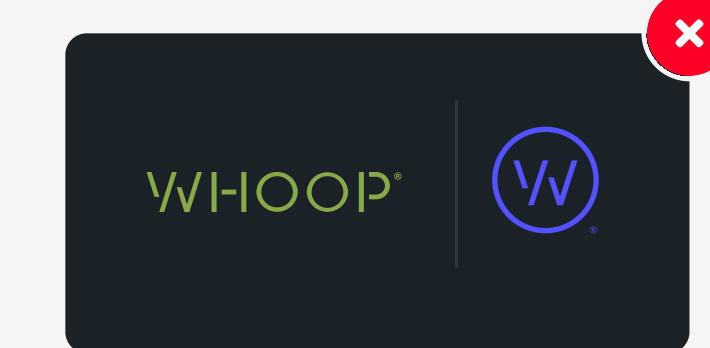
Ensure that any data from WHOOP communicates it as such. Examples include:



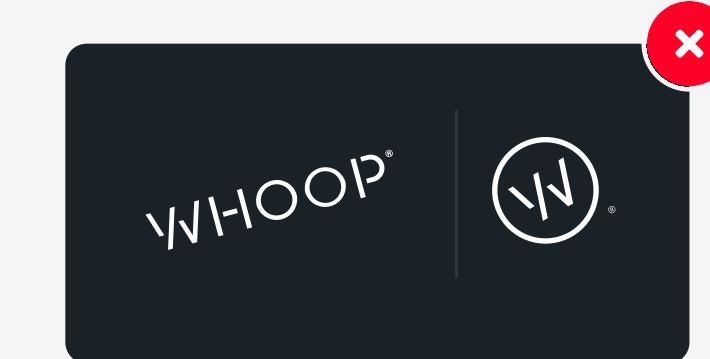
DOs



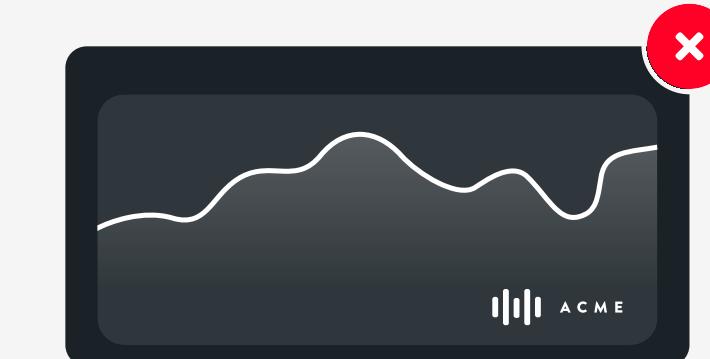
DON'Ts



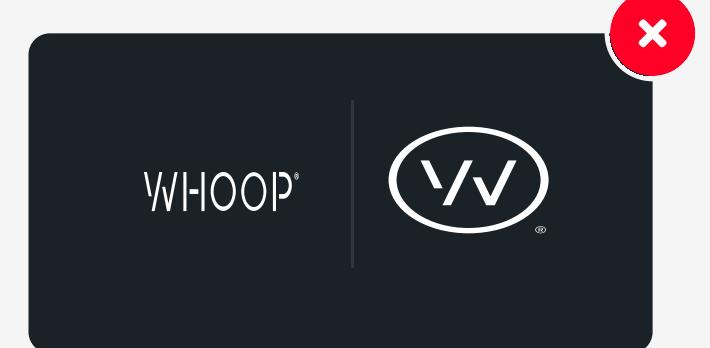
The color and tone of the logo must not be changed. Use either white or black.



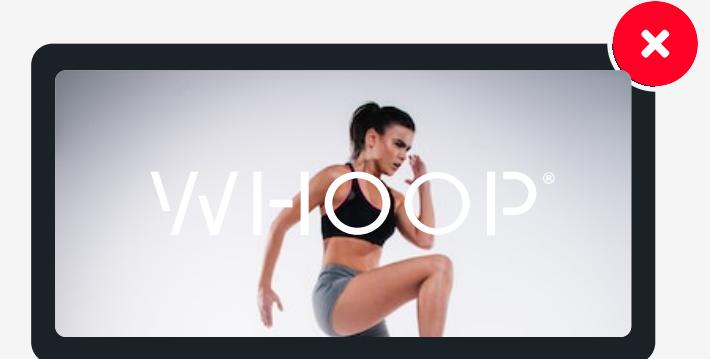
Do not rotate the logo.



Don't place your logo near or next to our visualized data.



Do not distort or warp the logo in any way.



The logo should not be overlayed on a background that makes it hard to read.

Using our typography

The typographic system for WHOOP brand communication is elevated, open, and premium to reflect the qualities of the brand it represents. The system is simple enough to maintain clarity and consistency, and sophisticated enough to represent complex sets of data.

Proxima Nova

Prefer to use Proxima Nova for words.

DINPro

Prefer to use DINPro for numbers.

Using fallback fonts

In cases when you can't use Circular (or it doesn't contain the characters needed), you have to chose one of our fallback fonts.

- Default sans-serif for the platform
- Helvetica Neue
- Helvetica
- Arial

Headlines

Headlines are recommended to be used for short, important text such as titles or key text. Headlines are typically displayed in all caps and they have a letter spacing of 10%.

font: Proxima Nova
font-weight: Bold
character: 10%
text-transform: Uppercase

Body

Body text spans from a B1 (L) to a B4 (XS) and it's typically used for long-form content.

font: Proxima Nova
font-weight: Semibold
character: auto
text-transform: None

Numbers

Numbers are used to display numerical data within the application. If a number is displayed within a block of text, the number can be styled to match the text it is contained within.

font: DINPro
font-weight: Bold
character: auto
text-transform: None

SAMPLE HEADLINE

Sample Body Text

1325

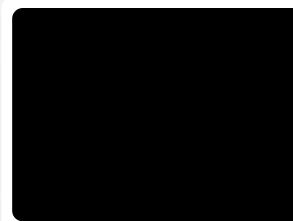
WHOOP – COLOR PALETTE

Using our colors

Strategic use of color is crucial for WHOOP. Throughout the app, colors should be used to indicate specific sets of data and performance indicators.

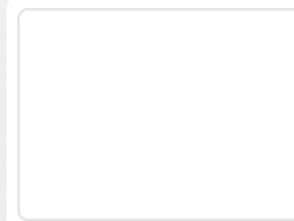
This section outlines a full color palette that can be used for the app, a more refined palette for web, and a minimal palette used for pure brand communication.

Brand Colors



BLACK

hex: #000000



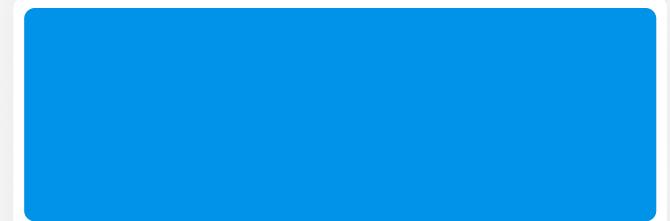
WHITE

hex: #FFFFFF



TEAL

hex: #00F19F



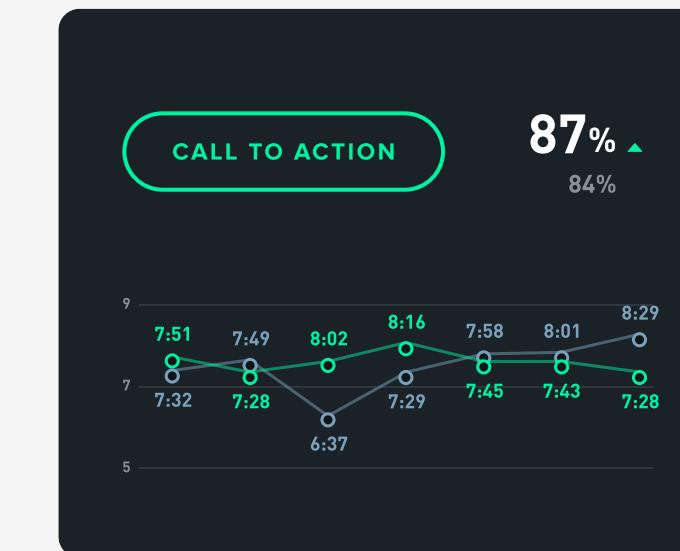
STRAIN

hex: #0093E7

Use Black and White for Branding Elements.

The teal color is used for call to actions, highlights, positive evaluations, and Sleep Need.

Use the Strain color for Activities and other Strain related topics.

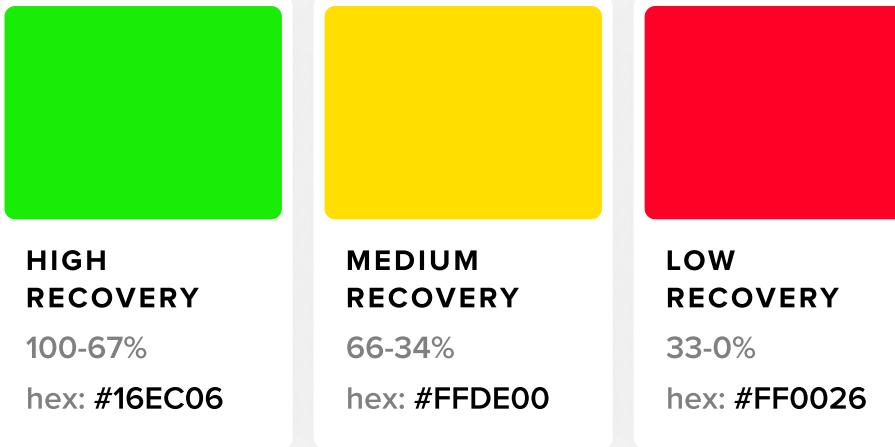


WHOOP – COLOR PALETTE



RECOVERY BLUE

hex: #67AEE6



HIGH RECOVERY

100-67%

hex: #16EC06

MEDIUM RECOVERY

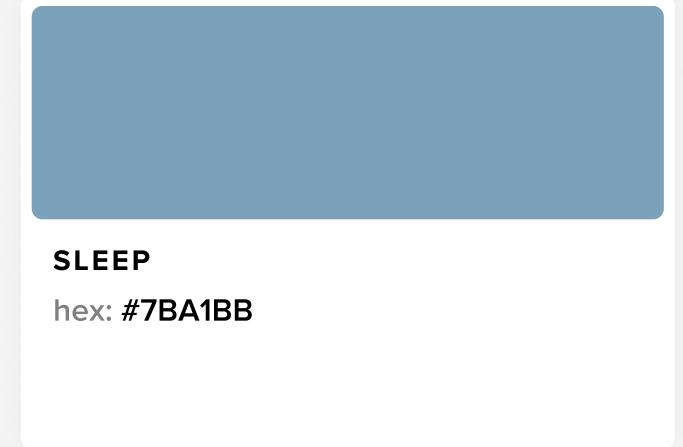
66-34%

hex: #FFDE00

LOW RECOVERY

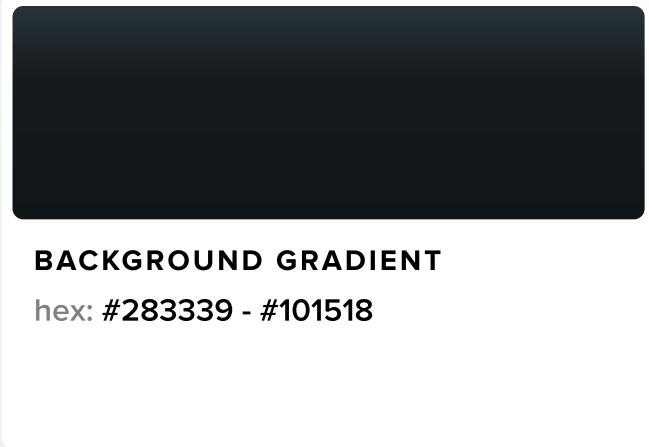
33-0%

hex: #FF0026



SLEEP

hex: #7BA1BB



BACKGROUND GRADIENT

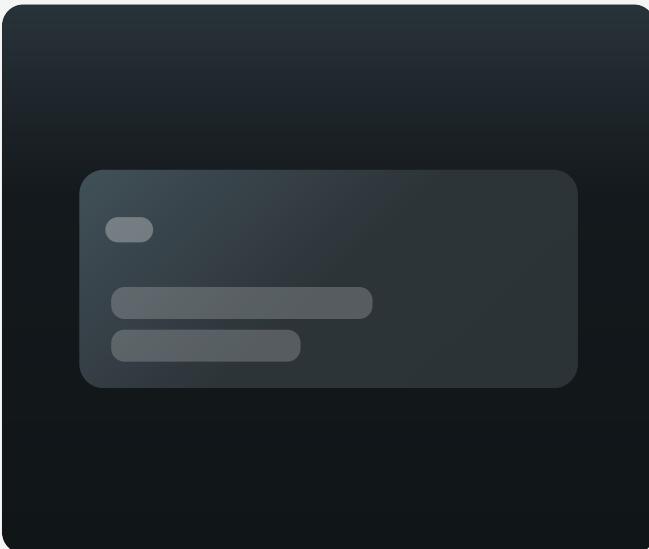
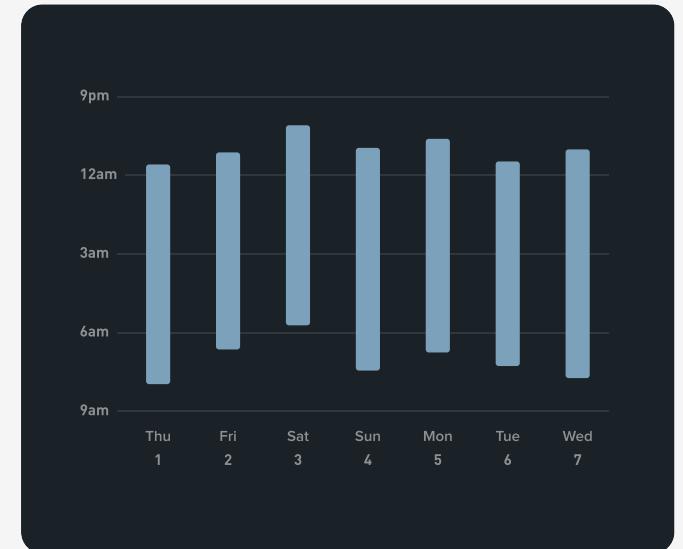
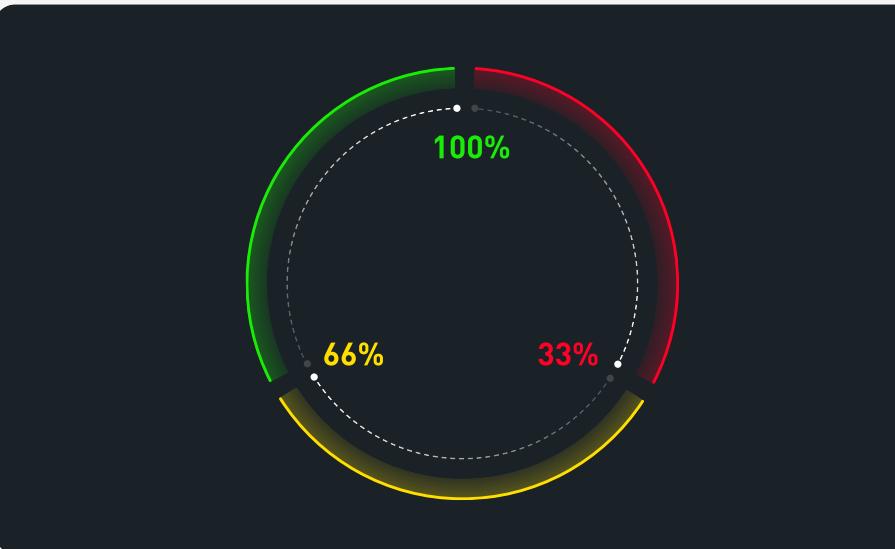
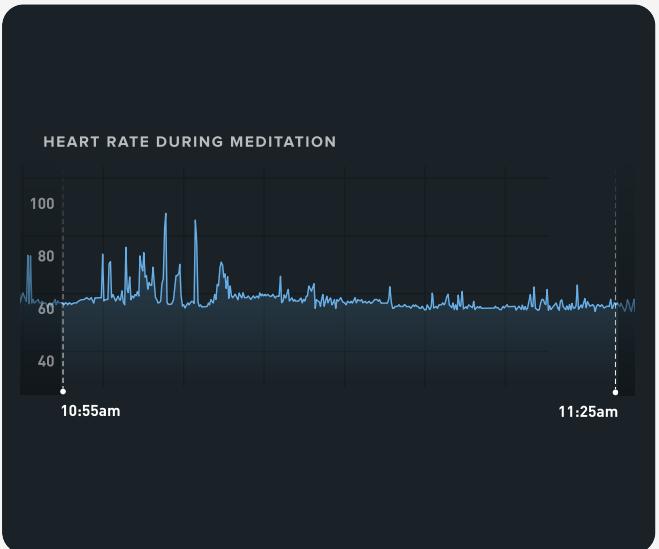
hex: #283339 - #101518

Recovery Blue is used for recovery related data, without a valuation.

These three colors should be used for Recovery. Use High Recovery for a Recovery between 100-67%, Medium Recovery for a Recovery between 66-34% and Low Recovery for a Recovery between 33-0%.

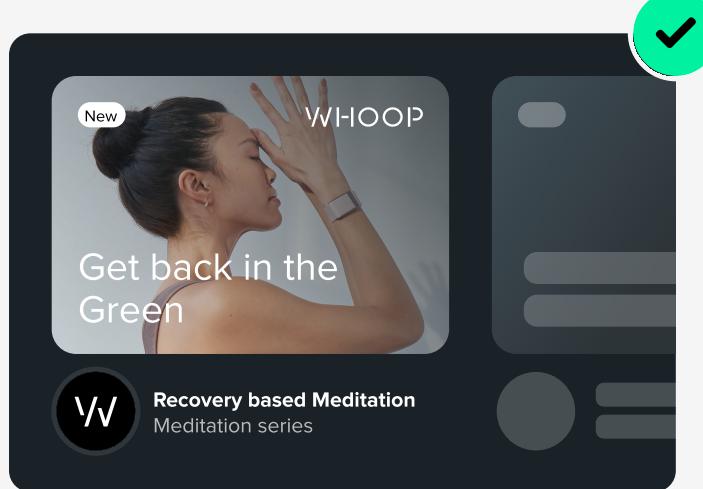
Use the Sleep color for Sleep related data for example Hours of Sleep,

Use the background gradients for backgrounds.

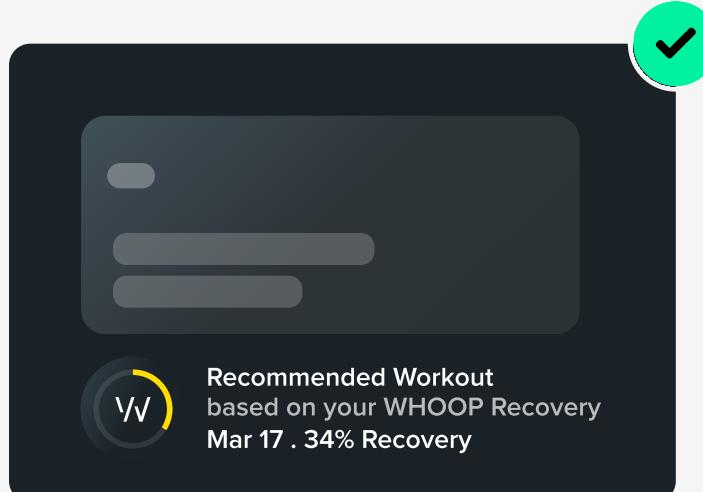


WHOOP – UTILIZING DATA

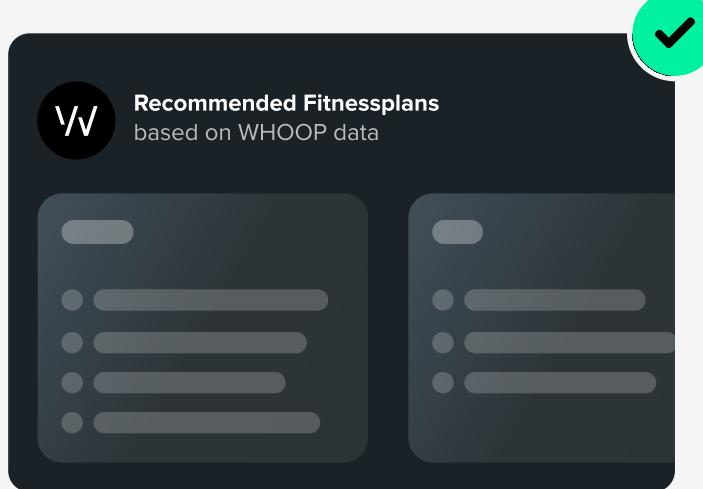
DOs



Leverage data in a unique and contextual value-added way relative to WHOOP



Augment your experience with WHOOP data

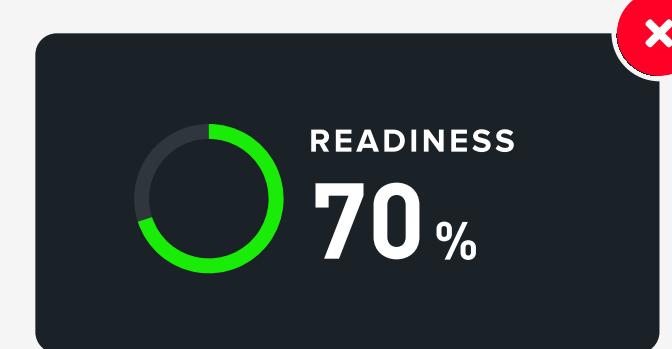


Leverage data in a unique and contextual value-added way relative to WHOOP

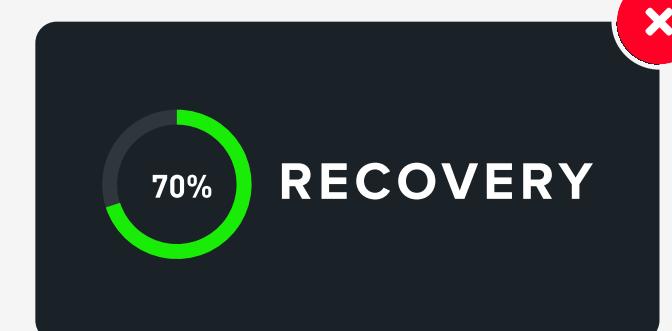


Leverage data in a unique and contextual value-added way relative to WHOOP

DON'TS



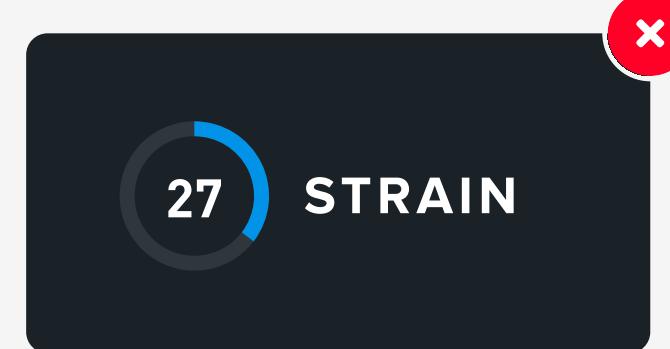
Rebrand or rename WHOOP proprietary metrics



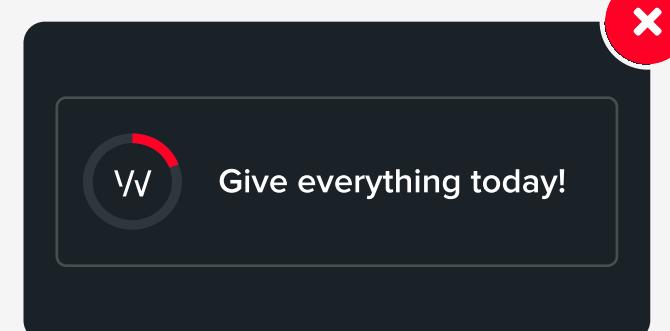
Switch focus from score to title



Use different colors for our main scores



Use other metrics for our scores



Have recommendations that contradict WHOOP coaching

WHOOP – USABLE DATA

Usable WHOOP Data

The following are a subset of the data types available via the WHOOP API.



Workouts

- Activity Strain
- Activity Type
- Average Heart Rate
- Max Heart Rate
- Heart Rate Zone duration



Sleep

- Sleep Performance %
- Sleep Consistency
- Sleep Efficiency
- Respiratory Rate
- Sleep stages (eg REM, deep) duration



Recovery

- Recovery Score
- Resting Heart Rate
- Heart Rate Variability
- Skin Temperature
- Blood Oxygen



Physiological Cycle

- Day Strain
- Energy Burned



Profile

- Name
- Email
- Body Measurements (Max HR, Height, Weight)