

X3 Momentum Pro - Brand Bible v1.0

Version: 1.0
Date: July 5, 2025
Status: Active Development

Brand Identity

Mission Statement

Eliminate the 85% motivation drop-off rate among X3 users through AI-powered coaching, structured tracking, and X3-specific optimization.

Brand Personality

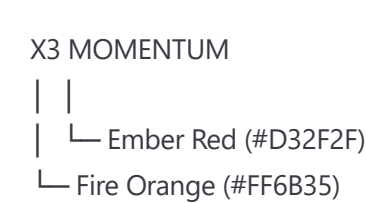
- **Energetic:** Combats the "grind" factor with motivational design
- **Premium:** Reflects the \$500+ investment X3 users have already made
- **Results-focused:** Data-driven progress tracking and analytics
- **Supportive:** Understanding coach who pushes you forward

Brand Voice

- **Tone:** Supportive coach who understands the mental challenge of "train to failure"
 - **Language:** Direct, motivational, celebrates effort over just results
 - **Messaging:** "Train to failure, not to a number" (core philosophy)
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Visual Identity

Wordmark



Typography: Gotham Bold (fallback: Montserrat ExtraBold, Inter Black) **Usage:** Primary brand identifier across all touchpoints

Color System

Primary Fire Palette

CSS

Fire **Orange**: #FF6B35

- Primary CTAs, progress indicators, X3 branding

- RGB: 255, 107, 53

- Usage: Buttons, links, progress bars

Ember **Red**: #D32F2F

- Urgent actions, "failure training" elements, MOMENTUM branding

- RGB: 211, 47, 47

- Usage: Critical alerts, intensity indicators

Golden **Flame**: #FFC107

- Achievements, streaks, celebrations

- RGB: 255, 193, 7

- Usage: Success states, badges, rewards

Supporting Colors

CSS

Charcoal: #212121

- Primary dark backgrounds, text

- RGB: 33, 33, 33

Dark **Gray**: #303030

- Secondary surfaces, navigation

- RGB: 48, 48, 48

Pure **White**: #FFFFFF

- Content backgrounds, contrast text

- RGB: 255, 255, 255

Success **Green**: #4CAF50

- Saved states, completed actions

- RGB: 76, 175, 80

Warning **Amber**: #FF9800

- Caution states, progression alerts

- RGB: 255, 152, 0

Typography System

Font Hierarchy

CSS

Primary: 'Gotham', 'Montserrat', 'Inter', sans-serif

Fallback: -apple-system, BlinkMacSystemFont, 'Segoe UI', sans-serif

Headlines (H1): Bold, 32px, -0.02em tracking

Subheads (H2): Semi-bold, 24px, -0.01em tracking

Body **Large:** Regular, 18px, normal tracking

Body (H3): Regular, 16px, normal tracking

Body **Small:** Regular, 14px, normal tracking

Labels: Medium, 12px, 0.01em tracking

Captions: Regular, 10px, 0.02em tracking

Usage Guidelines

- **Headlines:** Page titles, workout types
 - **Subheads:** Section headers, exercise names
 - **Body:** Content text, descriptions
 - **Labels:** Form fields, UI elements
 - **Captions:** Helper text, metadata
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Layout & Design System

Background Structure

Page Layout:

- └─ Navigation Sidebar (Fire gradient background)
- └─ Main Content Area (Solid white background)
 - └─ Header (Solid white)
 - └─ Content Cards (Solid white with borders)
 - └─ Exercise Grid (White cards with fire accents)
- └─ NO transparency effects on content areas

Spacing System

CSS

Base unit: 8px

Micro: 4px (tight spacing)

Small: 8px (standard spacing)

Medium: 16px (section spacing)

Large: 24px (component spacing)

XL: 32px (page section spacing)

XXL: 48px (major section breaks)

Border Radius Standards

CSS

Tight: 4px (small elements)

Standard: 8px (inputs, small buttons)

Medium: 12px (buttons, cards)

Large: 16px (major cards)

XL: 20px (modal containers)

Component Library

Navigation

- **Sidebar:** 80px wide, fire gradient background
- **Icons:** 24px, white on gradient
- **Active state:** Higher opacity white background
- **Hover:** 30% white overlay

Buttons

CSS

Primary: Fire gradient background, white text, 12px radius

Secondary: White background, fire border, fire text

Success: Green background, white text

Danger: Ember red background, white text

Ghost: Transparent, fire text, fire border on hover

States:

- **Hover:** 105% scale transform

- **Active:** 95% scale transform

- **Disabled:** 50% opacity, no interaction

Cards

CSS

Background: Solid white

Border: 1px solid #E5E5E5

Radius: 16px

Shadow: 0 2px 8px rgba(0,0,0,0.1)

Hover: Subtle fire border, slight elevation

Padding: 24px standard, 16px compact

Form Elements

CSS

Inputs: 8px radius, gray border, fire focus state

Selects: Matching input style

Labels: 12px, medium weight, gray-700

Helper **text:** 10px, gray-500

Error **states:** Ember red border and text

Progress Indicators

CSS

Progress **bars:** Fire gradient fill

Badges: Golden flame background

Streaks: Fire orange with flame emoji

Milestones: Gradient border effects

Layout Principles

Grid System

- **Desktop:** 12-column grid, 24px gutters
- **Mobile:** 4-column grid, 16px gutters
- **Container:** Max 1200px width, centered

Page Structure

1. **Header:** 80px height, white background, subtle shadow
2. **Sidebar:** Fixed 80px width, full height
3. **Content:** Remaining space, white background
4. **Footer:** Minimal, same styling as header

Card Layouts







- **Exercise cards:** 4-column grid on desktop, 1-column mobile
 - **Stats cards:** Horizontal layout, equal width
 - **Info cards:** Full-width with consistent padding
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Iconography

Icon Style

- **Style:** Outline icons (Lucide React library)
- **Weight:** 2px stroke
- **Size:** 16px, 20px, 24px standard sizes
- **Color:** Inherits from parent or theme colors

Key Icons

-  Fire: Streaks, motivation, energy
 -  Muscle: Strength, progress, workouts
 -  Chart: Analytics, progress tracking
 -  Lightning: Power, intensity, PRs
 -  Target: Goals, precision, focus
 -  Trophy: Achievements, milestones
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Voice & Messaging

Core Messages

- "Train to failure, not to a number"
- "Every rep brings you closer to your limit"
- "Your only competition is yesterday's you"
- "Find your edge, then push past it"

UI Copy Guidelines

- **Buttons:** Active voice ("Save Exercise", "Start Workout")
- **Labels:** Clear, descriptive ("Full Reps", "Band Color")
- **Errors:** Helpful, solution-oriented
- **Success:** Celebratory but not overwhelming

Motivational Tone

- Acknowledge the difficulty of X3 training
 - Celebrate consistency over perfection
 - Focus on progressive overload concepts
 - Use intensity-focused language appropriately
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Implementation Guidelines

Development Handoff

- All colors defined as CSS custom properties
- Typography scale implemented in design system
- Component library matches exactly to designs
- Responsive breakpoints clearly defined

Accessibility Requirements

- Color contrast ratios meet WCAG AA standards
- Focus states visible and consistent
- Typography scale readable at all sizes
- Interactive elements minimum 44px touch targets

Quality Assurance

- Fire theme consistency across all pages
 - No transparency on main content areas
 - Proper spacing rhythm maintained
 - Component reuse over custom solutions
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Next Review: July 12, 2025

Document Owner: Brand Design Team

Last Updated: July 5, 2025