BRAND GUIDELINES

FAST TRACK

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INTRODUCTION

The Fast Track system rapidly transforms the lives and businesses of exceptionally ambitious individuals.

This deck sets out our identity, our values and our modus operandi.

OUR BRAND

OUR BUSINESS GOAL

Shake up the sluggish management consultancy and soft life coaching markets with simple, efficient and elegant tools & techniques to grow companies and people as fast as possible.

PRINCIPLES

BRUTAL HONESTY

We don’t waste time with sugar-coated truths.
We say things as they are.

PRINCIPLES

OBSESSIVE 80/20

20% of input delivers 80% of output. We've yet to find a project, business or case study where this isn't true.

PRINCIPLES

DIE EMPTY

We don’t start anything unless we’re giving it everything… and we expect the same from our clients.

OUR AUDIENCE

Determined and ambitious

Open-minded

Hardworking

Invests in people

Learner

Strives for personal growth

Value-driven

Proactive

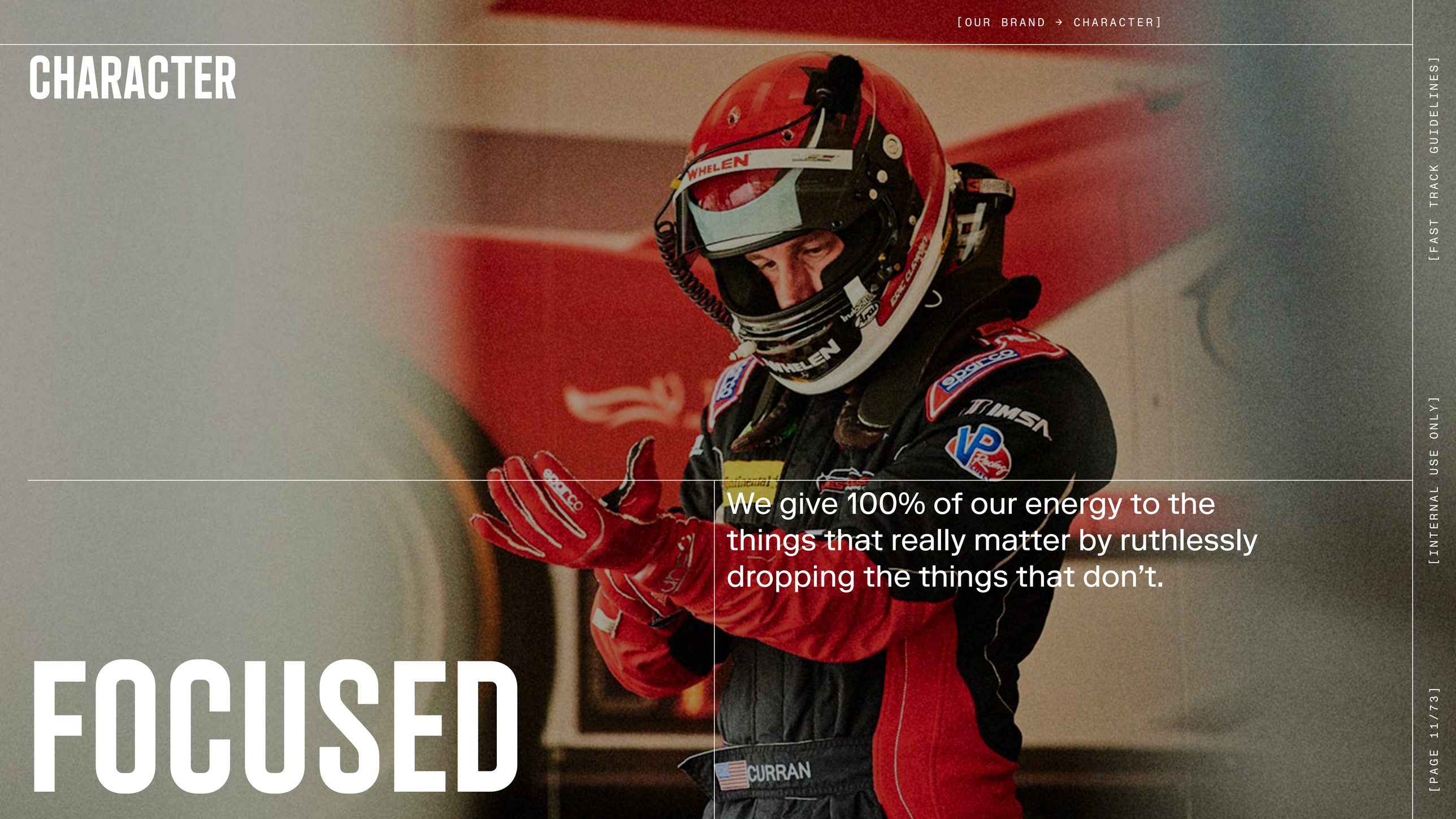
Links personal and business growth

Believes time is the ultimate asset in life

INSIGHT

Time is the most precious resource we have, but without discipline we waste it on things that don’t move the needle.

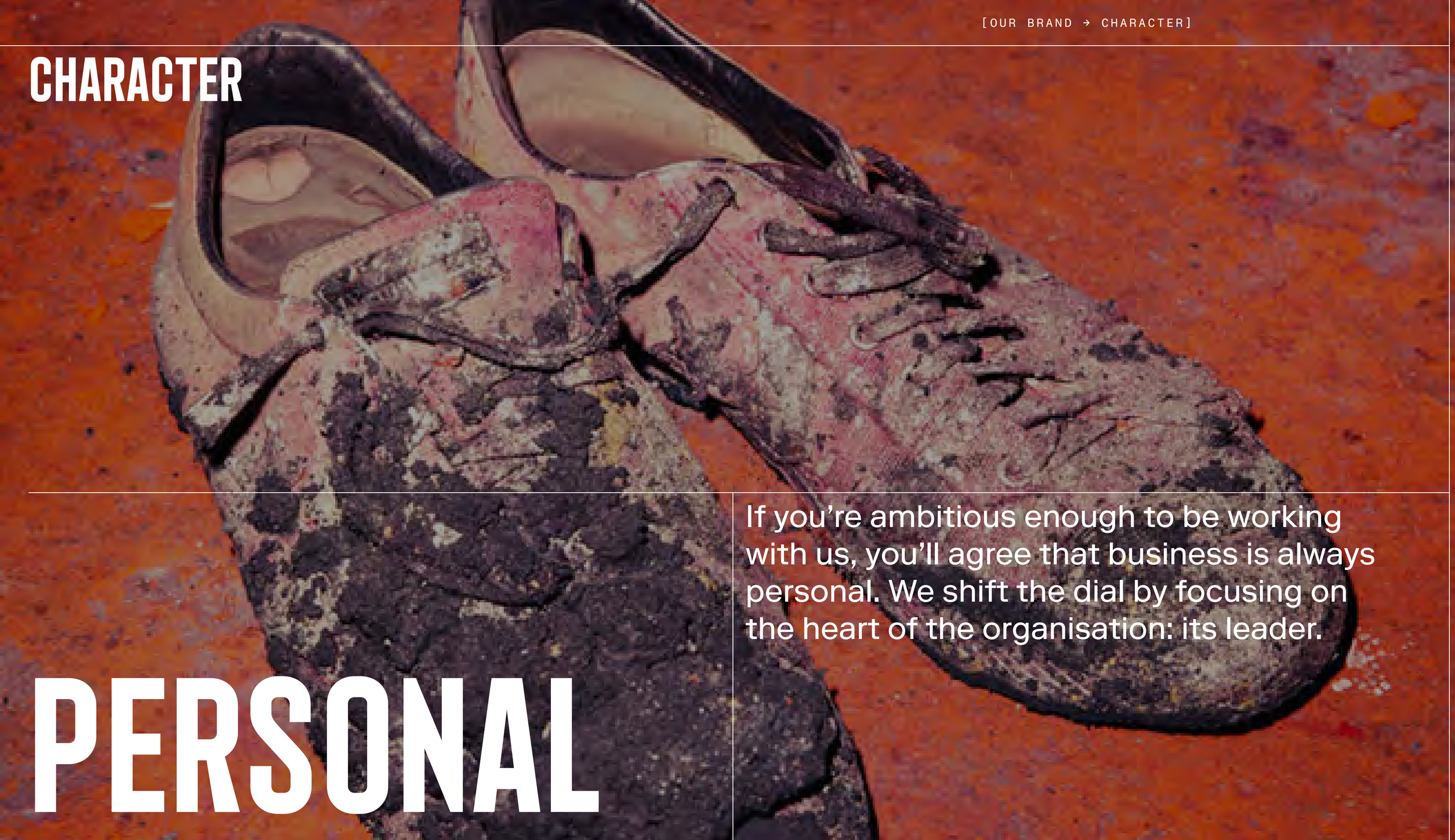
CHARACTER



We give 100% of our energy to the things that really matter by ruthlessly dropping the things that don’t.

FOCUSED

CHARACTER



If you're ambitious enough to be working with us, you'll agree that business is always personal. We shift the dial by focusing on the heart of the organisation: its leader.

PERSONAL

CHARACTER

We're not back-slappers or hand-holders. We expose what needs to change and optimise what already works. Every achievement triggers a new goal.

CHALLENGING

[INTERNAL USE ONLY]

OUR POSITIONING

THE BATTLE-HARDENED ENTREPRENEURS WHO SELECT THE MOST AMBITIOUS INDIVIDUALS AND PUSH THEM BEYOND THEIR LIMITS

OUR PURPOSE

EMPOWERING YOU TO ACHIEVE WHAT YOU THOUGHT WAS IMPOSSIBLE

BRAND HOUSE

[PURPOSE]

Empowering you to achieve
what you thought was impossible

[POSITIONING]

The battle-hardened entrepreneurs who select the most ambitious individuals and push them beyond their limits

[CHARACTERISTICS]

Challenging	Focused	Personal

[INSIGHT]

Time is the most precious resource we have, but without discipline we waste it on things that don’t move the needle

[PRINCIPLES]

Brutal Honesty	Obsessive 80/20	Die Empty

[BUSINESS GOAL]

Shake up the sluggish management consultancy and soft life coaching markets by generating the system, skills and grit needed to drive rapid breakthroughs

MANIFESTO

Limits were made to be tested.

Boundaries were made to be pushed.

Action is our currency,
Words are IOUs.

We won’t apologise for who we are.

Battle-scarred and fight-ready.

Our methods aren’t for everyone

Our principles are divisive.

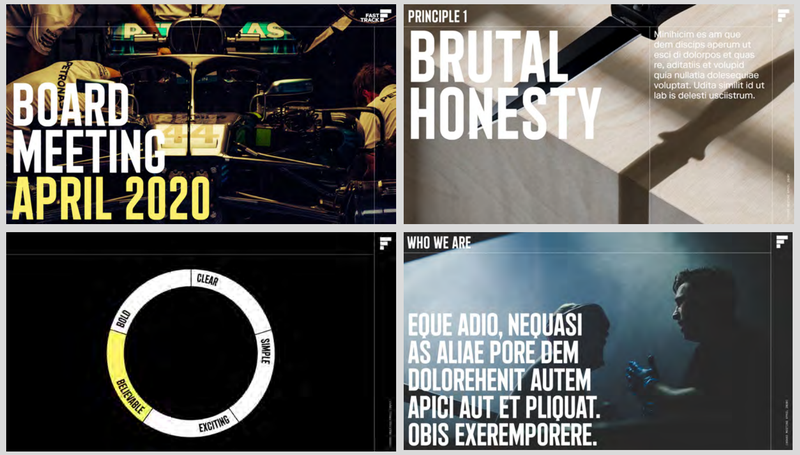
But they work - provided you’re willing to work as hard as we do.

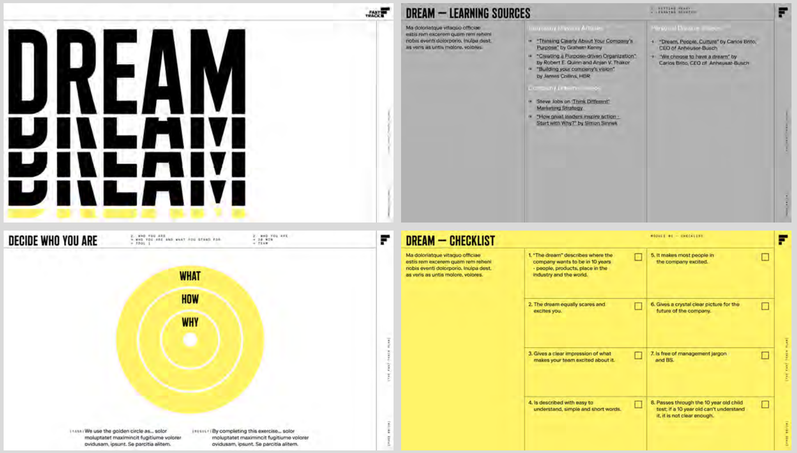
No grit, no growth.

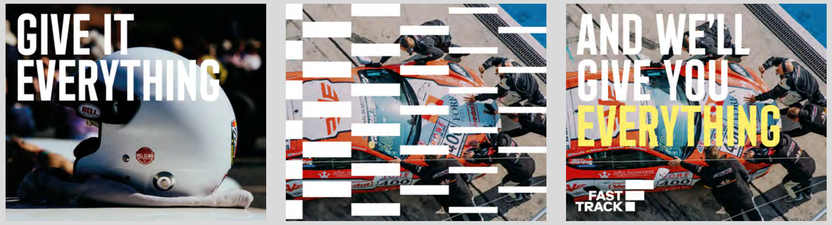
You see impossible.

We see a brief.

BRAND OVERVIEW







TONE OF VOICE

TONE OF VOICE

Like our visual identity, our tone of voice is integral to our personality.

Every word we choose conveys our values, mission and character, even if it doesn't directly state them.

One well-written sentence is better than a ton of bullshit.

OUR LANGUAGE

Keep sentences short, sharp and to-the-point.

Never ramble or repeat.

Don’t use capitalisation or exclamation marks for emphasis or to convey energy. If you feel the need to emphasize a word use a color or bold type.

Stick to a single, active tense:
“We do this” not “We will do this”

Avoid gender-based idioms
e.g. “Separate the men from the boys”

Avoid flowery metaphors, elaborate sentence structures and complicated language. Metaphors and similes should clarify and pack a punch.

WE SPEAK

As partners: honest, collaborative, equal.

Concisely and efficiently.

In a straightforward, down to earth and honest way.

With energy, passion and ambition.

Using expertise, experience and conviction.

Personally and with personality, to connect and be constructive.

So we can inspire, motivate and push you to become as obsessed with progress as we are.

WE DON'T SPEAK

As “yes people” or the opposite:

a distant third party.

In a cold, rude or patronising tone.

With over-excitement or using fluffy clichés.

Like your best friend. We tell you the truth, not just what you want to hear.

So we can bore you with bookish theory, get involved in politics, drama or one-upmanship.

For the sake of speaking. What we say matters.

DO / DON'T

DO

Speak like an equal.

Use short, concise sentences.

Write in the way you'd speak: conversationally.

Convey energy through active language, bold tone and snappy sentence structure.

Speak authoritatively.

Use inspiring and motivational phrases.

Spell Fast Track as two words.

DON'T

Be subservient to the "client", or the opposite: patronising and bullying

Use more words (or phrases) than necessary.

Use slang, colloquialisms, or be over-familiar.

Use exclamation marks or capitalised words in body copy.

Be academic or patronising.

Use fluffy or clichéd phrases.

TONAL DIAL

TRAIT	EMPHASISE	MINIMISE
Confidence	Power	Arrogance
Bluntness	Sharpness	Sexism
Metaphorical	Wit	Abstraction
Passionate	Grit	Tangents/repetition
Urgent and insistent	Charisma	Hard-sell

VOCABULARY

Pain

Fast

Gritty

Efficient

Powerful

Priority

80/20

Brutal honesty

Clarity

Cutting-edge

Entrepreneurial

Real-world experience

Core

Tried and tested

Ambition

Progress

Stamina

“Shoshin” — Beginner’s mind

Die empty

HEADLINES

Give it everything and we'll
give you everything.

80% of your business is BS.
We'll work on the 20% that isn't.

Forget life/work balance.
This is your life's work.

No pressure, no diamonds.

No grit, no growth.

You call it impossible.
We call it a brief.

[NOT CHECKED FOR EXTERNAL USE]

COPY REWRITE EXAMPLES

ORIGINAL	REWRITE
One in seven people in the world lives in India – the second biggest country on the planet. The economy of the country is still far behind China and a large part of the population live in extreme poverty. Two mind boggling facts could point to an interesting solution: 1. Indian people work on average 2300 hours per year, Germans work 1350 hours per year 2. German companies on average are 12 times more productive than Indian	Indian employees work an average of 2300 hours per year. German employees work an average of 1300. Think the Germans are lazy? Think again. German companies are 12 times more productive than their Indian counterparts.
The older generation always knows better. Or does it?	Age and experience aren't the same thing.

THE SOUNDTRACK OF FAST TRACK

MUSIC

High tempo

Energetic

Aggressive

Examples:

Black Skinhead
Kanye West

Galvanise
The Chemical Brothers

Snare Liftoff (from Whiplash)
JK Simmons

OUR IDENTITY

LOGO

FULL LOCKUP

Our logo is our most ownable and important brand asset.

It is bold and graphic, with well engineered letters and a imposing F. A balance of passion and elegance.

Our full lockup should sit proudly on all our first touch communications with new clients.

FAST
TRACK

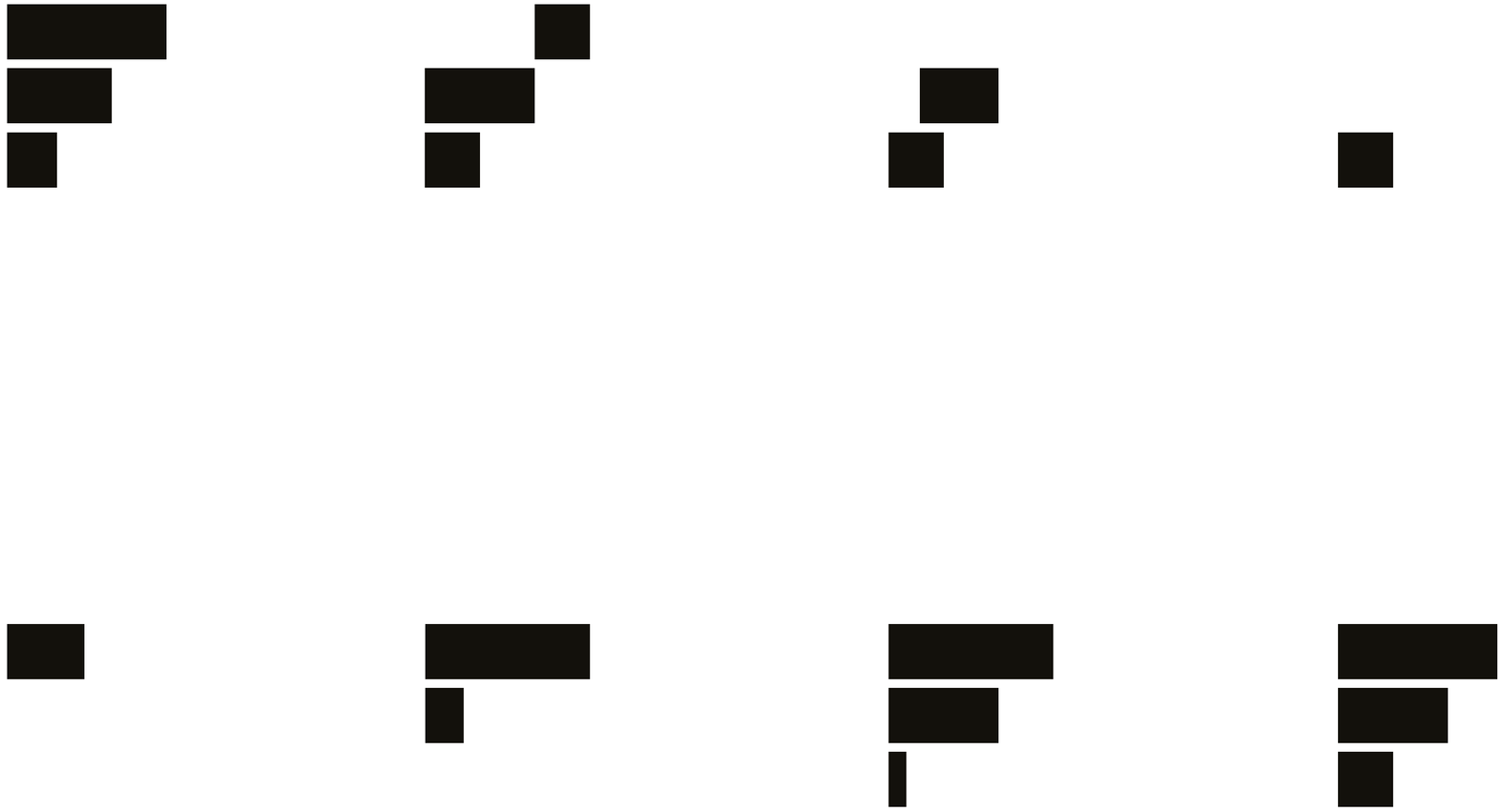
MARK

The F mark is a distilled version of our logo.
It is a dynamic mark that embodies one of our characteristics: Obsessive 80/20.

The ultimate goal is that this mark is used and recognized as our primary logo once people are familiar with our brand.

MARK ANIMATION

When the F mark is animated the black bars draw swiftly from left to right in succession. They pause and then quickly continue right to disappear and create a loop.



[INTERNAL USE ONLY]

FULL LOCKUP ANIMATION

When the logo is animated, the black bars sweep quickly from the left to right to reveal the logo.

COLOR

PRIMARY PALETTE

In keeping with our personality, Fast Track is predominantly a black and white brand. Classic and bold, we use a simple palette, letting the photography we use add colour where desired.

White
RGB → [255, 255, 255]
CMYK → [000, 000, 000, 000]
HEX → [FFFFFF]

Black
RGB → [000, 000, 000]
CMYK → [030, 030, 030, 100]
HEX → [000000]

SECONDARY PALETTE

Use these colors to highlight, differentiate and add variety. Always in conjunction with the primary palette.

Grey
RGB → [178, 178, 178]
CMYK → [033, 025, 026, 003]
HEX → [B2B2B2]

Yellow
RGB → [255, 244, 105]
CMYK → [005, 000, 067, 000]
HEX → [fff469]

TYPOGRAPHY

TYPOGRAPHY

Headline:
Plaak Ex Condensed 43 Bold
Always used in upper-case.
Only used on short sentences.

NO PRESSURE, NO DIAMONDS

Body Copy:
Riforma LL regular
Sentence case.

The line between ordinary and exceptional isn't easy to cross. But the only thing stopping you is your mind. That's where we come in. We are fearless, obsessive, and unapologetic.

Annotations and labels:
Monument Grotesk Mono
Uppercase
Only used for short labels and in brackets.

[20.16.01]
[PAGE 01]
0123456789£$%

TYPOGRAPHY EXAMPLE 1

Use Monument Grotesk Mono 13pt for annotation name of document title on right.

Use Plaak Ex Condensed 43 Bold 85pt as page titles.

Use Plaak Ex Condensed 43 Bold 360pt, leading 280pt as headlines. Keep them short and range left.

Body copy is in Riforma Regular 45pt, 50pt leading. Keep copy range left.

Keep font sizes as consistent as possible across a presentation. i.e. keep all headlines the same size.

TYPOGRAPHY EXAMPLE 2

Use Plaak Ex Condensed 43 Bold 85pt as titles.

Use Plaak Ex Condensed 43 Bold 85pt, leading 73pt as headlines. Keep them short and range left.

Body copy and questions are in Riforma Regular 25pt, leading 32pt. Keep copy range left.

Use Monument Grotesk Mono 15pt, leading 18pt, for annotations such as question numbers, in [ ], and use → to denote where to fill answers in. Keep all of these font the same size.

DEFINE YOUR DREAM

2. WHO YOU ARE
→ DREAM
→ TOOL 1

2. WHO YOU ARE
→ 40 MIN
→ TEAM

IT IS 2025...

Ma doloriatque vitaquo officiae estis rem excerem quam rem reheni nobis eventi dolorporio. Inulpa dest, as veris as untis molore, volorest late veliquia cuptas eium serro ipid quias dolore volorep tatium dipsant apitem ium exeruptur aut facerorro blandi corem. Ut am qui quibus au.

[01] What do your employees say?

→

[02] What is your market position?

→

[03] How do your offices look?

→

[04] What does the achievement of this dream give to you personally?

→

[05] How does it make you feel?

→

[06] How does the team feel?

→

[07] What is your personal biggest achievement of this new world?

→

[08] Who is the person you have become as a result of achieving this dream?

→

[THE FAST TRACK PLAN]

[PAGE 05/20]

DYNAMIC TYPOGRAPHY

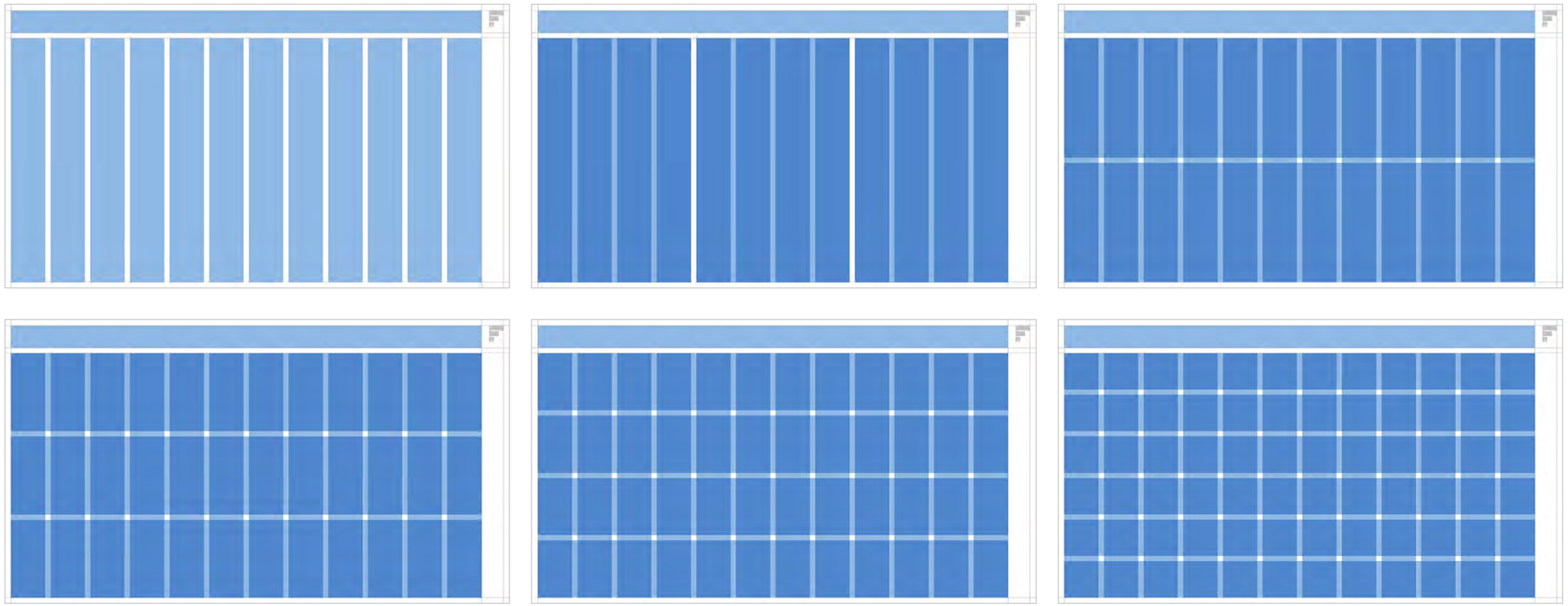
Headlines and titles can be set in a repeated pattern to add movement and energy to the brand. This is ideal for covers or invites where attention is needed. Use only on a few words, to add emphasis and creative impact.

GRIDS

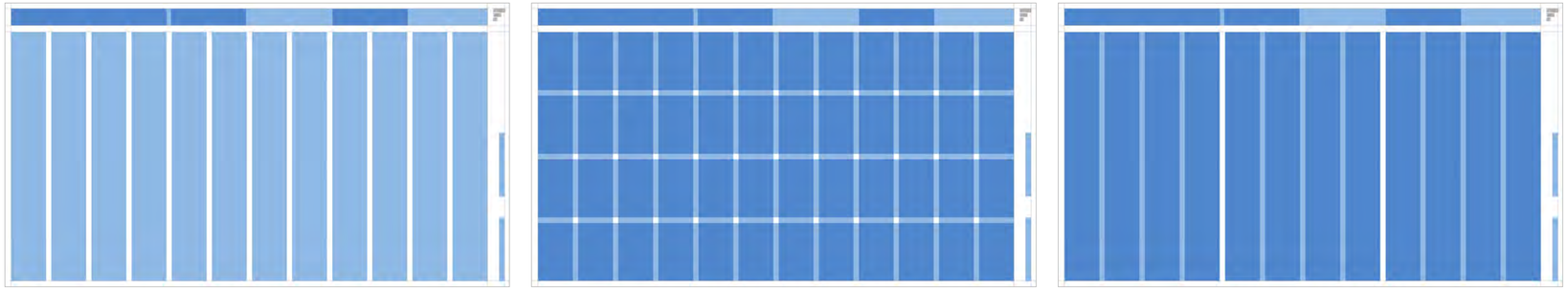
For landscape layouts use a simple 12 column grid. This allows flexibility for varying amounts of content.

Remember, our presentations will be viewed from large screens where the audience is relatively far away, so small details (like page numbers) can be removed.

[PRESENTATION GRID]



[IMPLEMENTATION TOOL GRID]



ART DIRECTION

ART DIRECTION

This is where the Fast Track expression of passion, energy and hard work comes through.

We don’t live in a cold, digital world where emotions hide behind a shiny screen.

We’re risk-takers with gall and grit, which is illustrated through saturated, gritty and evocative images.

Recommended royalty free images resources:
www.unsplash.com
www.pexels.com

Please note these images are free to use but artists must be credited.

KEY BRAND IMAGES
WHAT WE DO

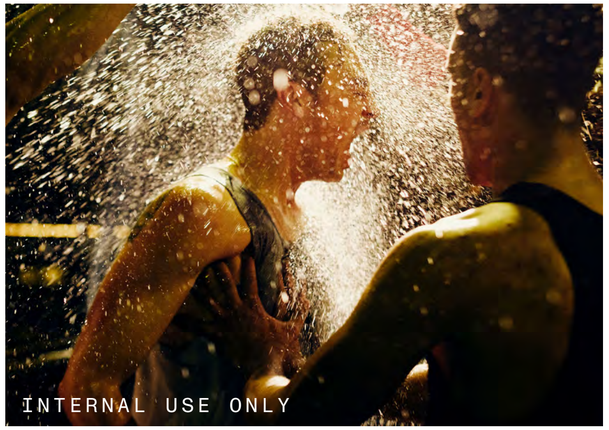
Use these images when first introducing Fast Track, for example on brochure covers. They are dynamic, and express transformation. Emotive with a sense of motion even when showing a quieter moment. They are colorful and saturated, gritty and always based in reality.

INTERNAL USE ONLY

INTERNAL USE ONLY

INTERNAL USE ONLY

CREDIT:PATRICK FORE


INTERNAL USE ONLY

CREDIT:SPACEX

CREDIT:CRISSY OCALLAGHAN

INTERNAL USE ONLY

SUPPORTING IMAGES HOW WE DO

Use these supporting images when delving deeper into the Fast Track offering, for example within a brochure. They show moments of process or preparation for the task ahead. They have revealing, close up angles, so viewers feel like they're being let into the process.

CREDIT:DAN BURTON

INTERNAL USE ONLY

INTERNET USE ONLY

INTERNAL USE ONLY

CREDIT:ZANE LEE

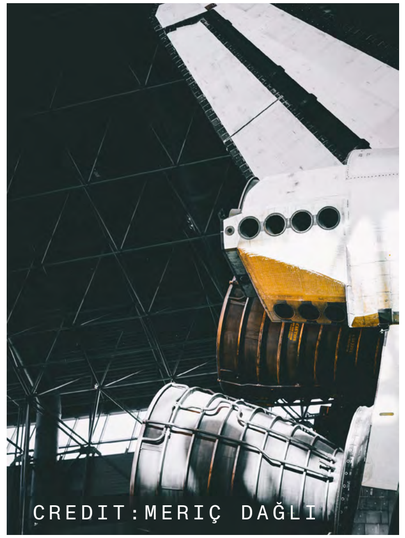
INTERNAL USE ONLY

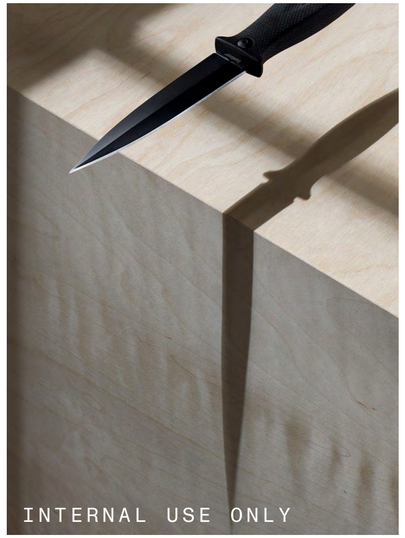
CREDIT:MALTE WINGEN

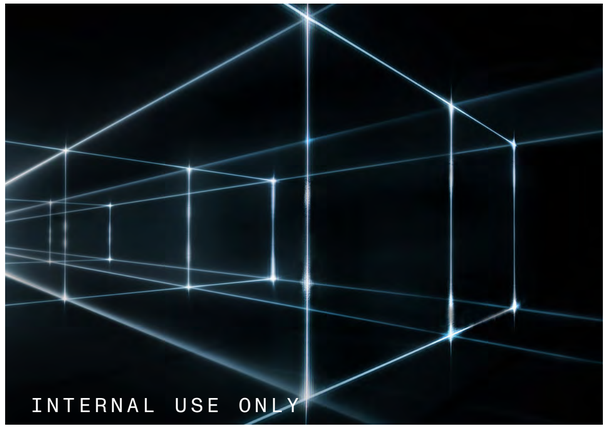
INTERNAL USE ONLY

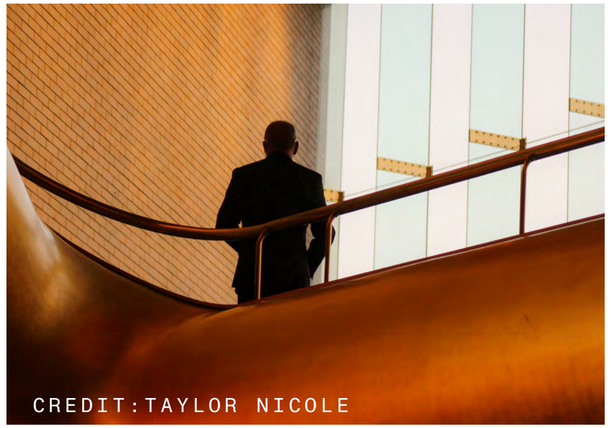
SPECIALITY IMAGES WHY WE DO

Use these images to make a direct point, for example in a blog post or within a presentation. These are narrative lead and should make you think for a moment, through striking angles, careful composition or surprising subject matter.



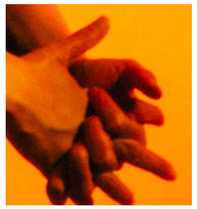




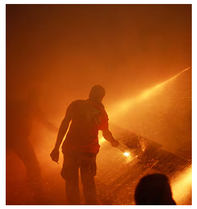


ART DIRECTION

DO



Bold



Evocative

Provocative

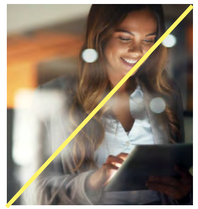
Grittily real

Narrative-led

Use material qualities to express an idea e.g. fire for passion

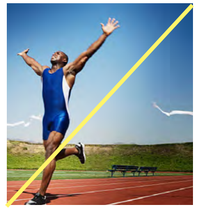
DON'T

Slick, sleek or polished



Generic or predictable

Heavily CGI



Too reliant on sports for visual metaphor

Too busy and cluttered, so text becomes illegible

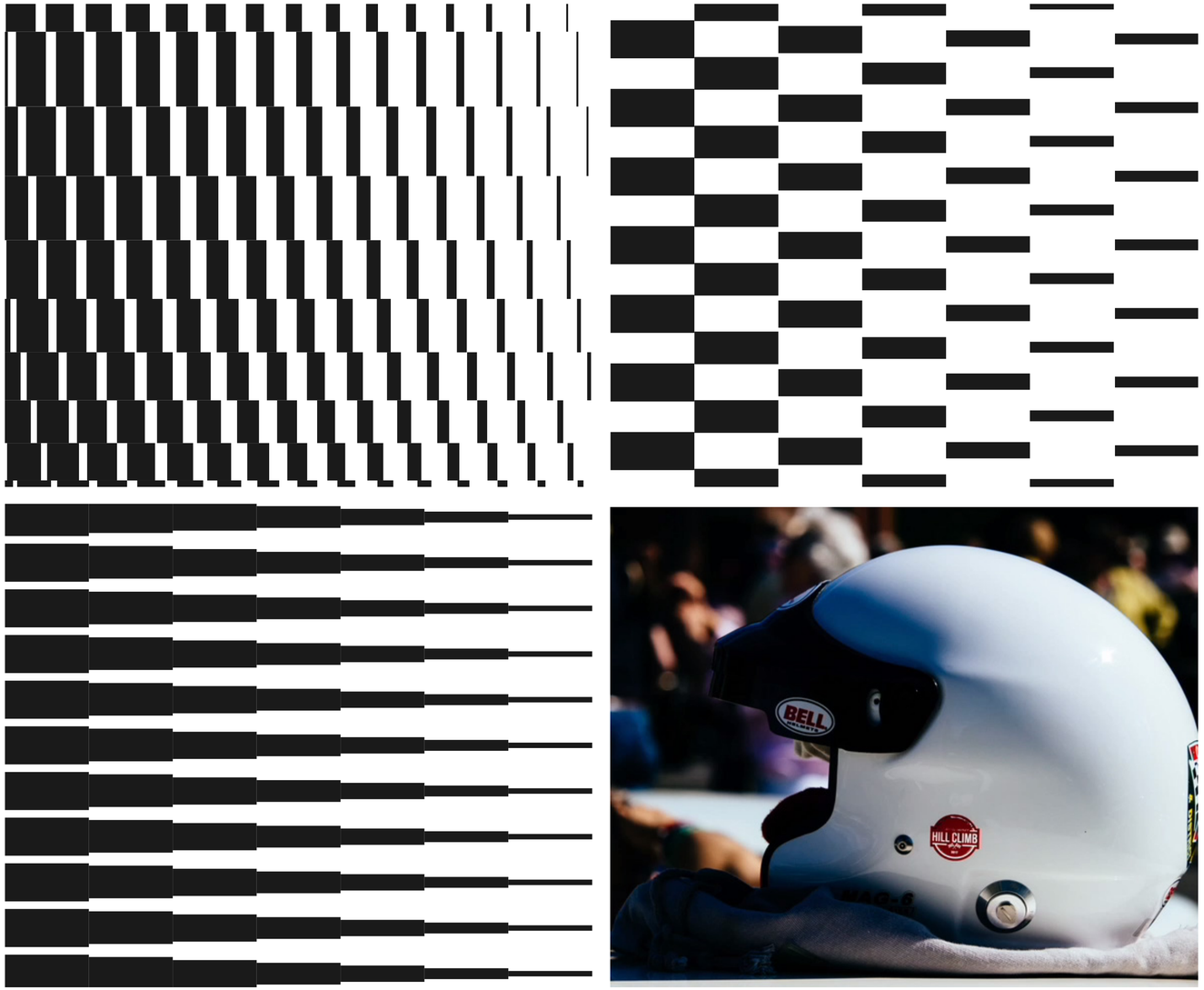
Use illustration, as this hasn't been defined yet

PATTERNS

PATTERNS

To add dynamism to the identity, these patterns, developed from the F mark, can be used on any moving elements of the brand as a transition.

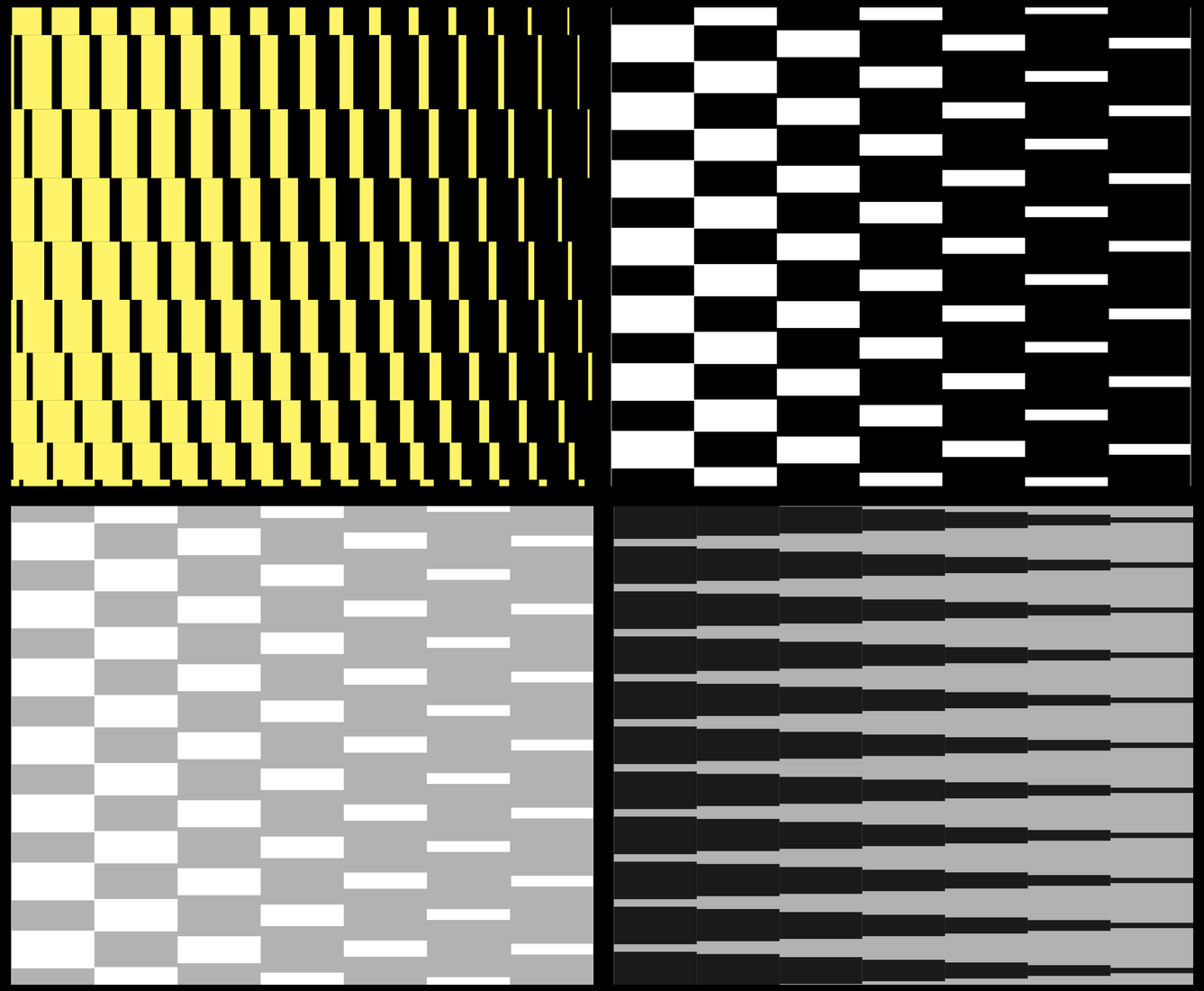
[ONLY TO BE USED IN MOTION]



PATTERNS

The patterns can be used in a mix of the primary or the secondary palette

[ONLY TO BE USED IN MOTION]

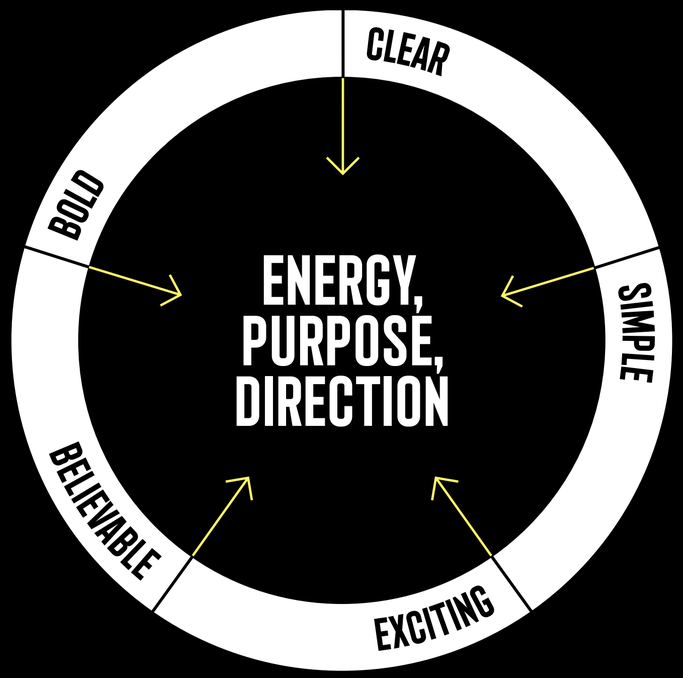


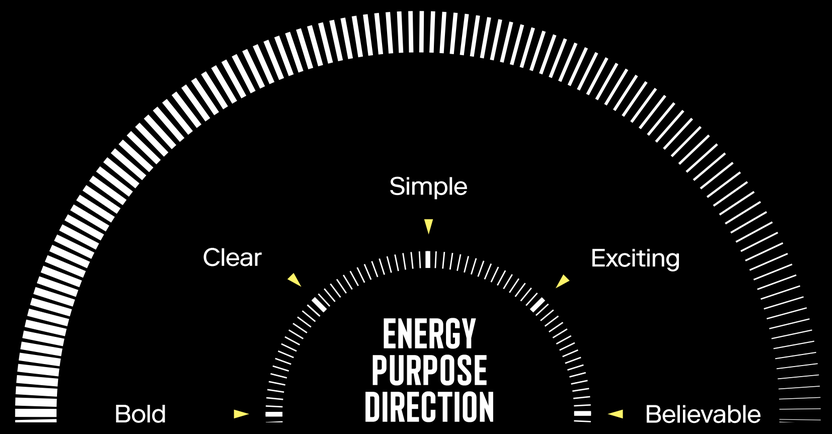
DIAGRAMS

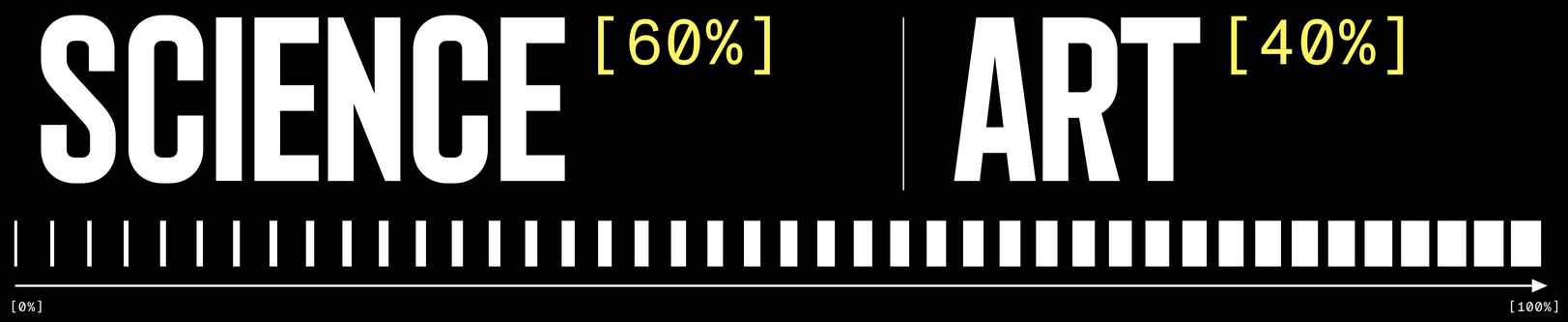
DIAGRAMS

Inspired by technical graphs, diagrams should have the elegance of technical precision.

Use yellow in details where needed for an extra highlight. Keep to a flat style using graphic shapes. Diagrams should feel well crafted and composed. Use blended lines to create movement.







APPLICATIONS

APPLICATIONS

What follows are some examples of how our brand flexes across various touchpoints.

PRESENTATION

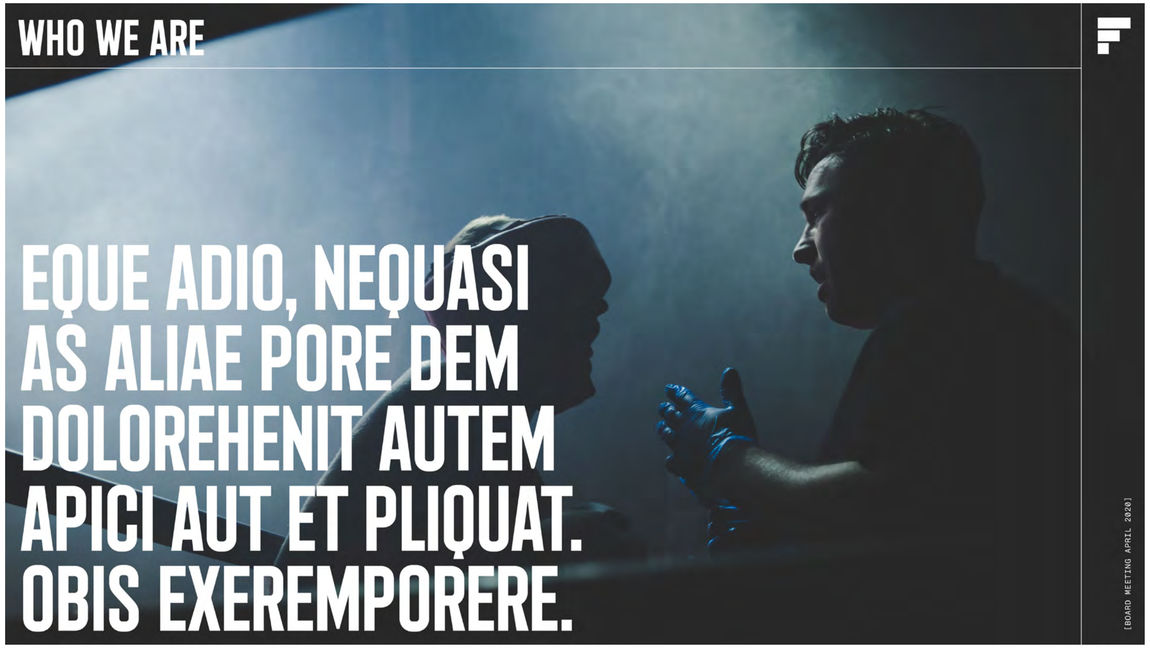
[COVER]

Exclusively on black background or photography, following the art direction brief.

PRESENTATION

[HEADLINE AND IMAGE]

Use headline font on short lines. Use vertical bars to break up the page and create hierarchy between the headline and body copy.



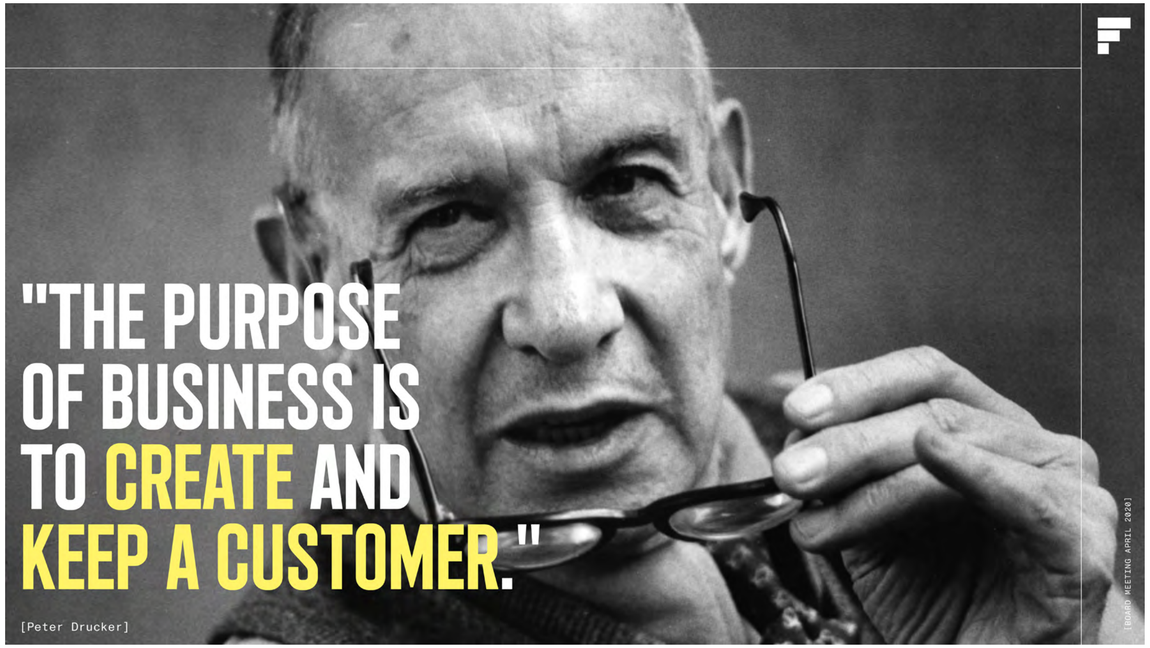
PRESENTATION

[TEXT ONLY]

[USE BUILDS TO CREATE MOVEMENT]

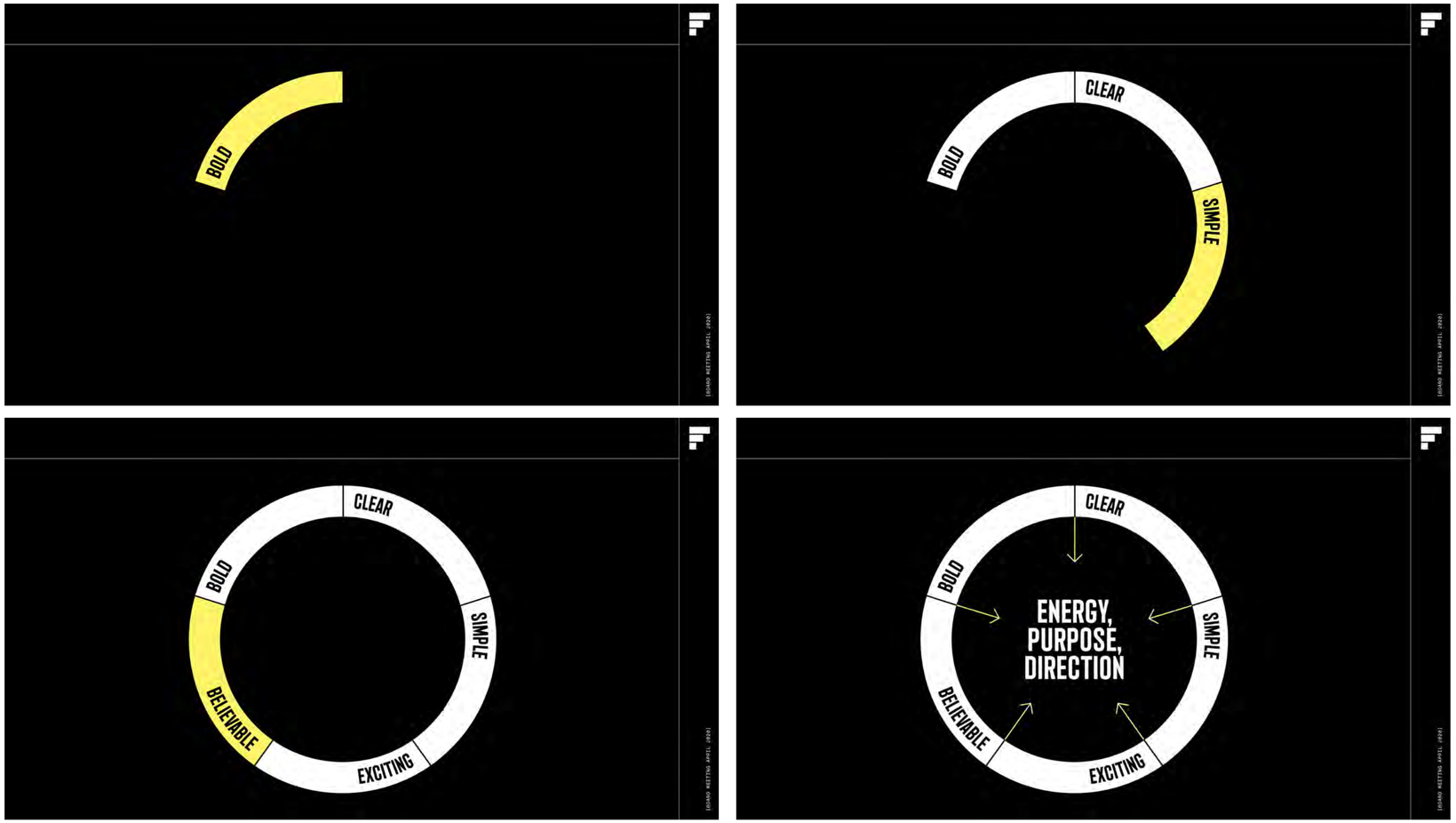
PRESENTATION

[TEXT OR QUOTE AND IMAGE]



PRESENTATION

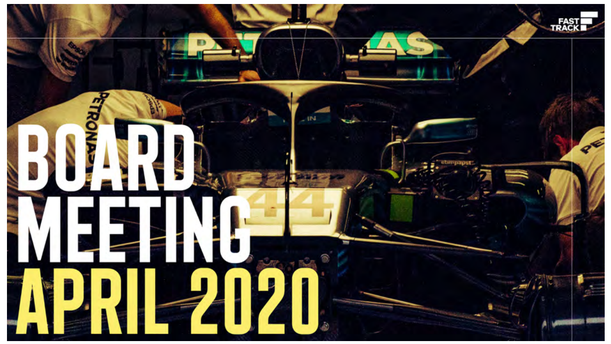
[DIAGRAM]

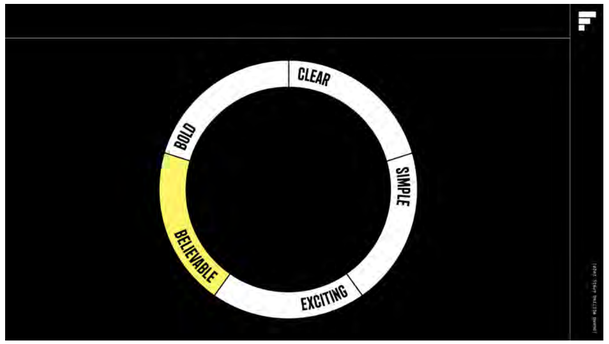


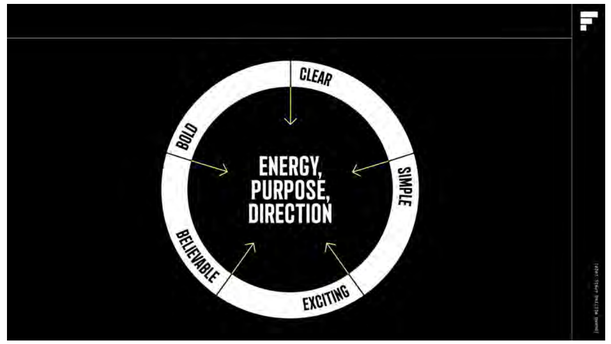
[USE BUILDS TO CREATE MOVEMENT]

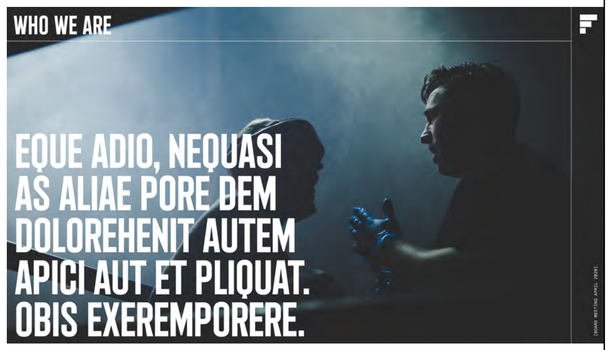
PRESENTATION

[OVERVIEW]









IMPLEMENTATION TOOLS

[COVER]

These workbooks are made to be filled out by clients, therefore they are predominately white. Use our dynamic typography on the cover to create interest.

IMPLEMENTATION TOOLS

[LEARN SECTION]

Passive learning sections are placed on grey pages to differentiate them from the rest of the document.

[DO SECTION]

Active exercise sections are placed on white pages to fill out. Allow plenty of space for people to input their answers.

DREAM — LEARNING SOURCES

1. GETTING READY
→ LEARNING SOURCES

Ma doloriatque vitaquo officiae estis rem excerem quam rem reheni nobis eventi dolorporio. Inulpa dest, as veris as untis molore, volores.

Company Dreams Articles

- → "Thinking Clearly About Your Company's Purpose" by Graham Kenny
- → "Creating a Purpose-driven Organization" by Robert E. Quinn and Anjan V. Thakor
- → "Building your company's vision" by James Collins, HBR

Company Dreams Videos

- → Steve Jobs on 'Think Different' Marketing Strategy
- → "How great leaders inspire action - Start with Why?" by Simon Sinnek

Personal Dreams Videos

- → "Dream, People, Culture" by Carlos Brito, CEO of Anheuser-Busch
- → "We choose to have a dream" by Carlos Brito, CEO of Anheuser-Busch

[THE FAST TRACK PLAN]

[PAGE 04/20]

WHAT IS STRATEGY?

1. GETTING READY
→ STRATEGY
→ TOOL 1

1. GETTING READY
→ 40 MIN
→ TEAM

STEP 1

WHAT? Start by assessing your current understanding of strategy and your readiness to take it further.

WHY? A critical milestone for us to assess where you're at now and you capability to take on the strategy module.

HOW? Answer the questions on the right hand side.

[01] Strategy awareness
→

[02] What is strategy?
→

[03] What is good and what is bad strategy?
→

[04] What are the challenges of strategy?
→

[05] What is the process?
→

[06] Who is responsible?
→

[07] How often do you change?
→

[08] How do you know if it works?
→

[THE FAST TRACK PLAN]

[PAGE 05/20]

IMPLEMENTATION TOOLS

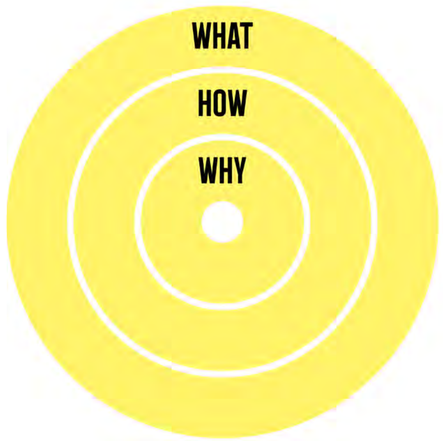
[DIAGRAMS]

Use yellow to highlight important areas or to create bold graphic diagrams.

DECIDE WHO YOU ARE

2. WHO YOU ARE
→ WHO YOU ARE AND WHAT YOU STAND FOR
→ TOOL 1

2. WHO YOU ARE
→ 30 MIN
→ TEAM



[TASK] We use the golden circle as... solor moluptatet maximincit fugitiume volorer ovidusam, ipsunt. Se parcitia alitem.

[RESULT] By completing this exercise... solor moluptatet maximincit fugitiume volorer ovidusam, ipsunt. Se parcitia alitem.

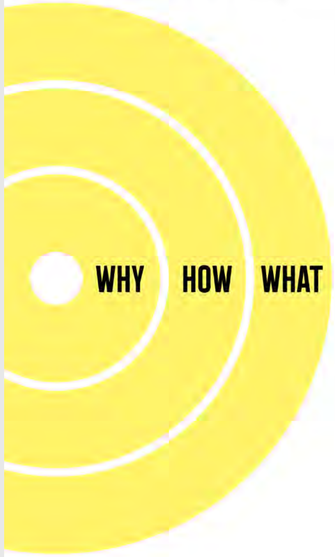
[THE FAST TRACK PLAN]

[PAGE 09/20]

DECIDE WHO YOU ARE

2. WHO YOU ARE
→ WHO YOU ARE AND WHAT YOU STAND FOR
→ TOOL 1

2. WHO YOU ARE
→ 30 MIN
→ TEAM



[WHAT] What does your company do?
What are the products you sell?
What are the services you offer?

→

[HOW] What are the specific steps you take to deliver your products and/or services?
What is it that makes your products or services different?

→

[WHY] Why do you do what you do?
What is in for you?
What is the reason beyond money for what you do as a person, as a team and as a company?
If money were irrelevant, why would you still do what you do?

→

[THE FAST TRACK PLAN]

[PAGE 010/20]

IMPLEMENTATION TOOLS

[CHECKLIST]

Place the checklists on yellow to differentiate them from the rest of the document.

DREAM — CHECKLIST

MODULE 01 - CHECKLIST

Ma doloriatque vitaquo officiae estis rem excerem quam rem reheni nobis eventi dolorporio. Inulpa dest, as veris as untis molore, volores.

1. “The dream” describes where the company wants to be in 10 years - people, products, place in the industry and the world. ☐
2. The dream equally scares and excites you. ☐
3. Gives a clear impression of what makes your team excited about it. ☐
4. Is described with easy to understand, simple and short words. ☐
5. It makes most people in the company excited. ☐
6. Gives a crystal clear picture for the future of the company. ☐
7. Is free of management jargon and BS. ☐
8. Passes through the 10 year old child test; if a 10 year old can't understand it, it is not clear enough. ☐

[THE FAST TRACK PLAN]

[PAGE 08/20]

IMPLEMENTATION TOOLS

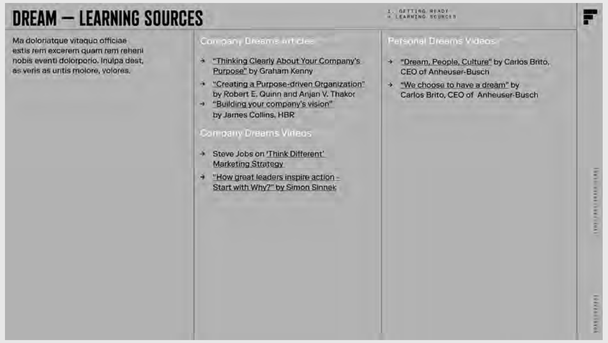
[OVERVIEW]

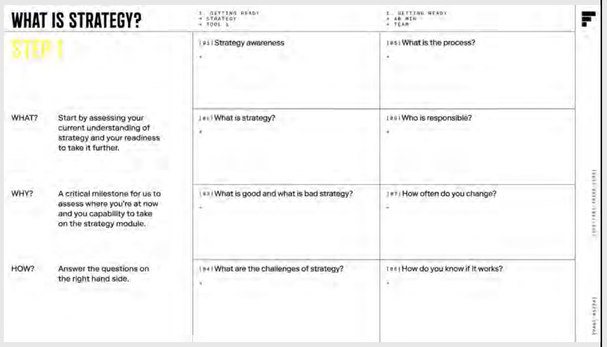
When printing locally use colored stock i.e. grey and yellow to avoid white print margins and using excess ink.

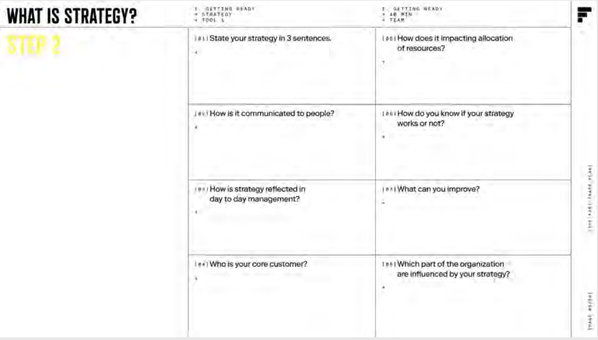
White 100gsm coated

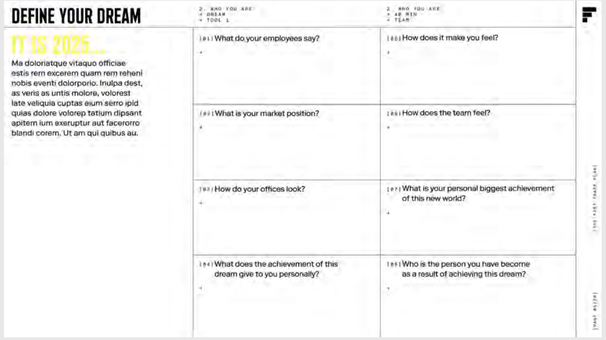
Grey 100gsm uncoated

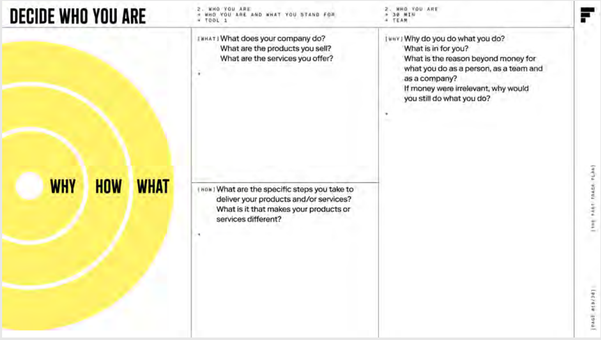
Yellow 100gsm uncoated

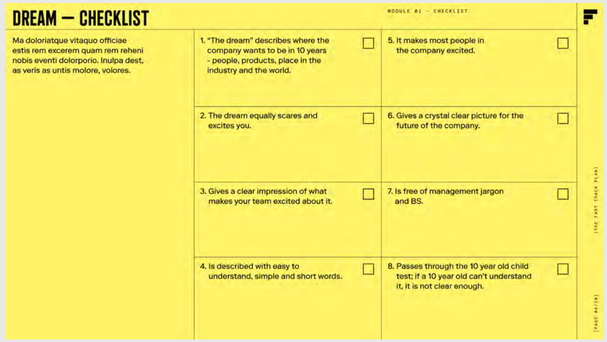






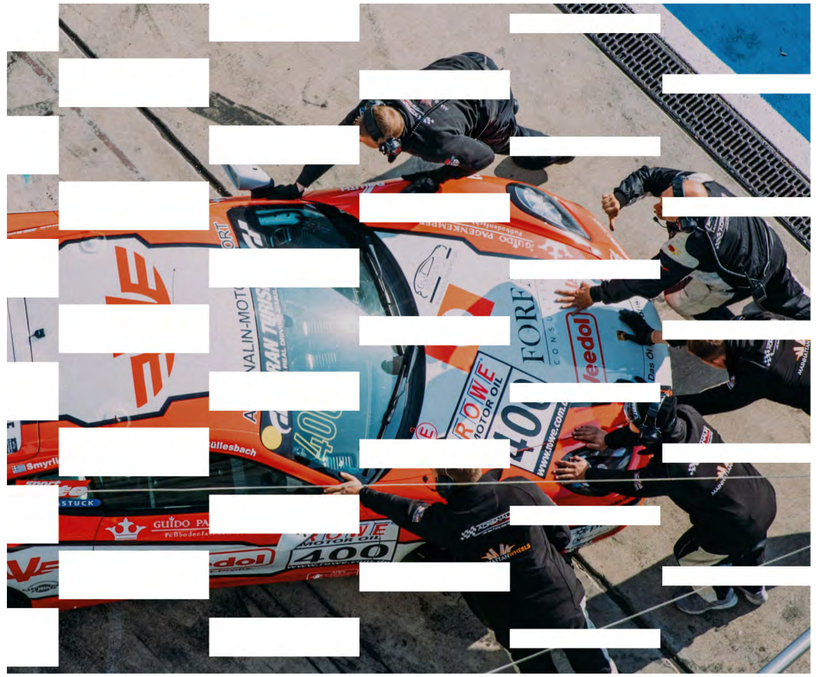


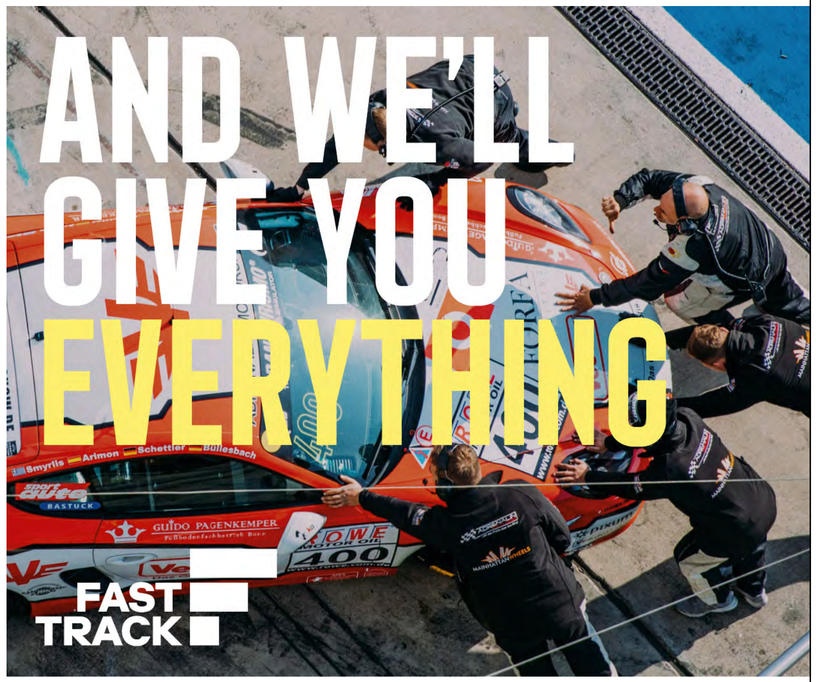




LINKEDIN

Combine a punchy headline with a striking image. Use the pattern transitions to move between two image states. This expresses motion and transformation.



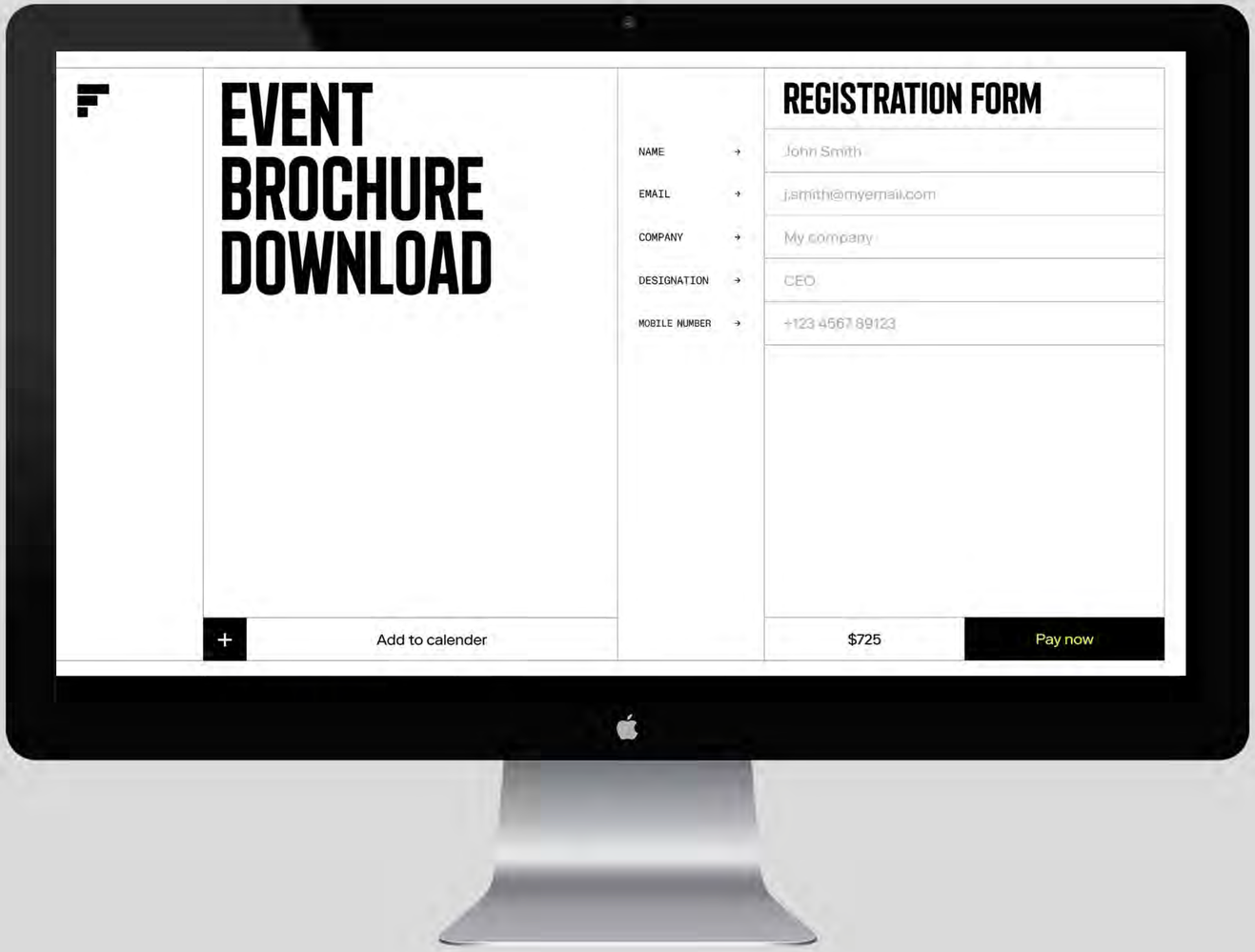


WEBSITE

Keep the landing page bold and simple. Use typography to make a statement.

WEBSITE

Use the patterns to transition to the download page to add dynamism.



[ANIMATED TRANSITION]

BUSINESS CARD

For physical print use interesting, textured materials which give a balance of grit and elegance.

[EXAMPLE PRINT SPEC.]

Paper stock:

GF Smith Nomad Grey Smooth 365gsm

Print:

Front and back black Foilco pigment foil 1000

On reverse white Foilco pigment foil 2000 for text

LETTERHEAD

[EXAMPLE PRINT SPEC]

Paper stock:

Grey: Eco Grey 100gsm

White: GF Smith Munken Design Lynx
Rough Natural White 100gsm

Yellow Complimentary slip:
GF Smith Colorplan
Factory Yellow 135gsm

Print

Yellow Silkscreen on grey paper

Black litho on white and yellow

PRINTED INVITES

[EXAMPLE PRINT SPEC]

Paper stock:

Board Grey 1000mic

Print

Front and back

Black Foilco pigment foil 1000

White Foilco pigment foil 2000

Yellow Foilco pigment foil 4200

FAST
TRACK