

## What's Changed for 2014?

The brand signature has been altered slightly allowing it to better reflect our values and personality traits moving forward.

The logo features the word "TRAINING" in a dark blue, bold, italicized sans-serif font, followed by "PEAKS" in a lighter blue, bold, italicized sans-serif font. The letters are thick and have a slightly irregular, hand-drawn feel. A small "TM" trademark symbol is at the end.

### Pre 2014

The original logo utilizes two different shades of blue, initial caps and a thicker letterform.

The logo features the word "TRAINING" in black, bold, italicized sans-serif font, followed by "PEAKS" in blue (PMS 647), bold, italicized sans-serif font. The letters are thinner and more uniform in weight than the pre-2014 version. A small "TM" trademark symbol is at the end. Annotations include a bracket above "TRAINING" labeled "Black", a bracket above "PEAKS" labeled "Thinner letterform", and a bracket to the right of the entire word labeled "Same height".

### 2014

The revised logo utilizes black and blue (PMS 647), no initial caps and a thinner, "sleek" letterform.

# The TrainingPeaks Signature

The brand signature should only be used when talking about TrainingPeaks as an overall brand, partnership or movement. Care should be taken to ensure the TrainingPeaks signature does not compete with other elements allowing the integrity of the brand to stay intact.



**Clear space**

Maintain a minimum clear space on all sides of the signature equal to the measurement of “x” where “x” is equal to the height of the TrainingPeaks logo. No other elements such as type, graphics or the edge of the page should encroach into this clear space.



**Preferred signature**

The horizontal arrangement is the preferred version and should be looked at as the first option when selecting a logo treatment.



**Alternate signature**

The stacked arrangement of the signature should only be used where there is limited room or the preferred signature doesn't work within the layout.



**Tagline**

The “Results Start Here” tagline is used to reinforce the brand identity in select applications where a short description is needed to explain the purpose and mission of TrainingPeaks.

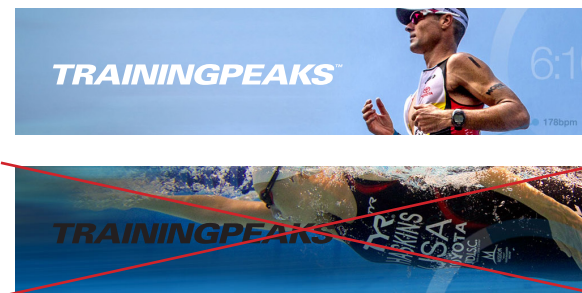


**Minimum size**

To ensure our signature is always legibly reproduced, it should never be used less than .125” tall measured by the height of the logo.

# Application

The 2-color version of the logo is the preferred logo for usage. In cases where a 1-color logo or a reversed out logo are necessary, care should be taken to ensure the TrainingPeaks signature does not compete with other elements allowing the integrity of the brand to stay intact.



## Background

**Do** use the correct logo format to ensure the TrainingPeaks brand is clearly communicated in all applications.

**Don't** use a logo format that compromises the TrainingPeaks brand rendering it hard to read based on the background.

**TRAININGPEAKS™**



### Horizontal format

1 color and reversed out examples.

**TRAINING  
PEAKS™**



### Vertical format

1 color and reversed out examples.

**TRAININGPEAKS™**  
RESULTS START HERE



### Tagline

1 color and reversed out examples.

**TRAININGPEAKS™** .125"



### Minimum size

1 color and reversed out examples.