



Law Enforcement Preparation and Fitness Training

The Business

S2 Performance Training is a police academy preparation program owned by two former Long Beach Police Officers. They employ an additional 4 current and former Officers and specialize in both physical and mental preparedness for prospective police academy students.

The Request

S2 Performance Training, formerly S&S Fitness, contacted me with a request to help them with a build a web site. They were ready to take the next step with their business, but weren't sure what it would take. They knew they wanted to launch a web site explaining their services, but didn't know what it would take. When they approached me and explained the situation I quickly figured out that they were in need of a new image, and some branding.

After a few discussions and brain storming sessions we decided that creating a new image along with a new name and a branding campaign to support it would be the best answer. The following is process to get them to where they are today.

The Naming Process

We started with figuring out their new name. Much of this process was shared responsibility, and combined effort. But with the owners names being Stan and Steve, which is where the old S&S Fitness name came from, we decided to stay close to home for them and decided on S2 Performance Training in order to describe their services a bit more accurately.

S & S Training	Off The Front Training (OTF Training)
S & S Alliance	On The Rivet Training (OTR Training)
S & S Training Alliance	Paravit Training Group
S & S Training Group	Developmental Group
S & S Law Enforcement Training Alliance	S Works Training
S & S Law Enforcement Career Readiness	
Threshold Training Group	

The Logo Process - Original Logo



The Logo Process - Development



The Logo Process - Development



The Logo - Final



Print Materials - Business Cards



Print Materials - Banners

The logo consists of a shield-shaped frame with a blue border and a white interior. Inside, the letters 'S2' are prominently displayed in a large, bold, black font. Below them, the words 'PERFORMANCE TRAINING' are written in a smaller, white, sans-serif font.

You may be qualified,
but are you **PREPARED?**
Law Enforcement Preparation
and Fitness Training

S2PerformanceTraining.com

Print Materials - Banners



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Print Materials - Banners



Apparel Design - T-Shirts / Polos



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Apparel Design - T-Shirts / Polos



Tyler Sarjeant - 2014

The Web Solution

The need for a web site for S2 Performance Training was apparent. However finding the best possible solution for the owners of the company was imperative. They wanted a quick and cheap solution to provide their existing and prospective new clientele with important information regarding their services. They also wanted to be able to update course information, rates and images semi-frequently. However they did not want to be forced to contact a moderator for content updates. We discussed the options, and the level of investment both in time and financially for each.

Ultimately it was a mutual decision to go with a Squarespace solution. They would have me design it and build it out for them and to train them on how to make various updates to the site once it was complete.

You can visit the site here:

S2PerformanceTraining.com

Thank You!

See more of my work:

tylersarjeant.com