



BRAND BOOK

WE TARGET A KEY PROBLEM IN SOCIETY

MENTAL HEALTH ISSUES ARE EVERYWHERE

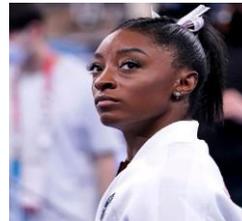
1 in 5

Americans experience a mental illness each year

\$225B

Spent a year on interventions for mental health in the US

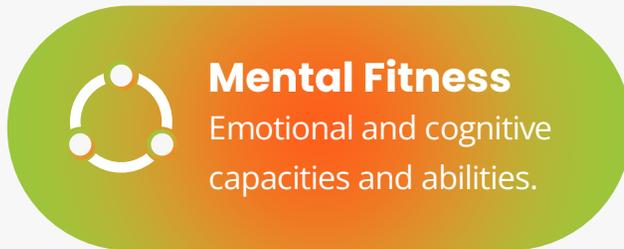
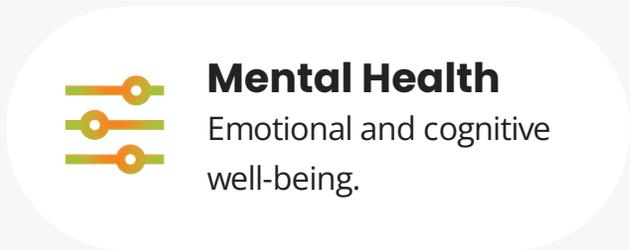
WHILE MENTAL HEALTH ISSUES ARE HIGHLIGHTED...



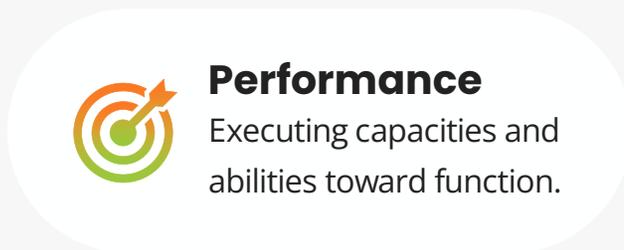
MENTAL FITNESS ISN'T PART OF THE CONVERSATION

MENTAL FITNESS FOR HEALTH & PERFORMANCE

IMPACTFUL SOLUTIONS FOR ALL PERFORMANCE COMMUNITIES

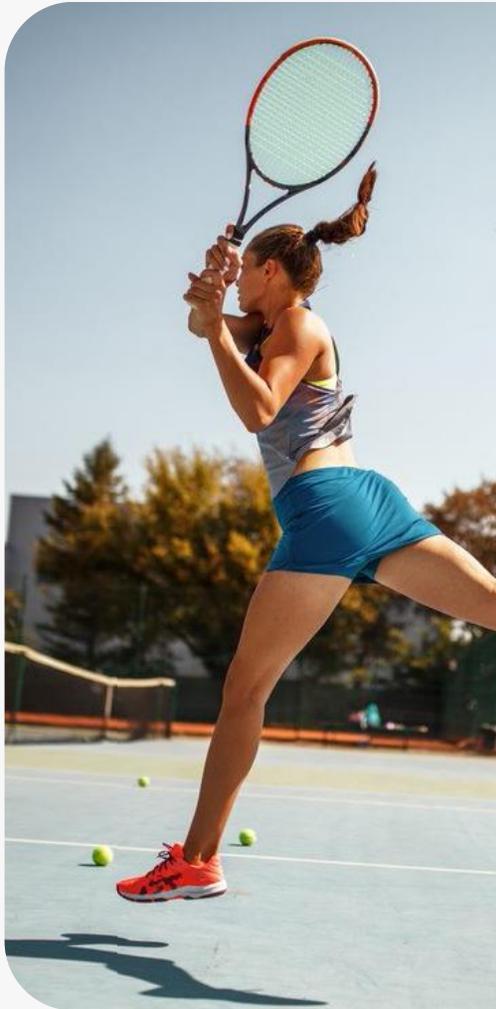


Flow 255™
Methodology & technology



HOW WE MAKE A DIFFERENCE

TRAIN YOUR MIND LIKE YOU TRAIN YOUR BODY

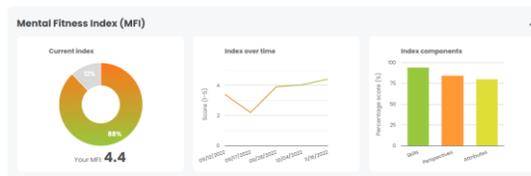


MENTAL FITNESS IS A GAME-CHANGER!

Many athletes know exactly what to do, but presence and **performance** still suffer under pressure. An important part of the problem is that core mental skills are rarely trained progressively under pressure. We take a different approach and train mental skills like physical skills, with **progressive workouts**.

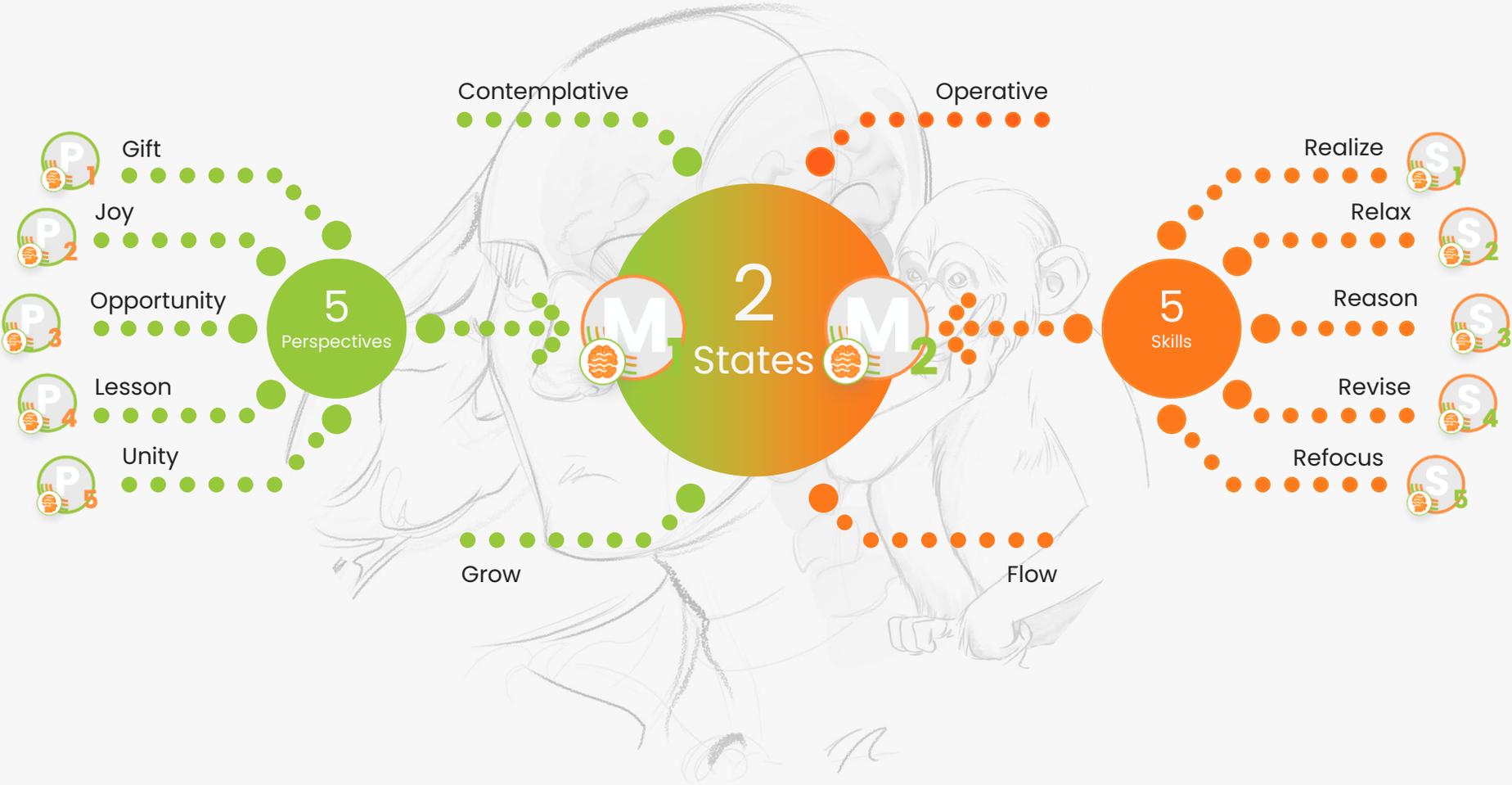


Since mental fitness is a key part of **mental health**, our approach addresses more than just performance. A core element of our Flow 255™ platform for organizations is our screening and diagnostics module. What if you could see the mental fitness and mental health of all your athletes and teams in a **single quantitative dashboard**?



FLOW 255™ – OUR METHODOLOGY

TWO MIND STATES, CONTROLLED BY FIVE SKILLS AND FIVE PERSPECTIVES



FLOW 255™ – OUR TECHNOLOGY

A SELF-GUIDED MENTAL FITNESS TOOLBOX FOR EVERYONE

ASSESS

TEST



TRACK



See how mental fitness develops over time in multiple domains with tests and analytics.

ACQUIRE

LEARN



TRAIN



Innovative learning combined with guided (video and audio) mind-body flow workouts.

APPLY

TRANSFER



INTEGRATE



Podcast and sports channels to help you build routines that translate to performance.

Teams

Join groups with social features and leaderboard

Meets

Monthly blackbelt webinars for mental fitness

GUIDELINES

THE NAME AND LOGO

TWO STATES OF MIND, FIVE SKILLS, FIVE PERSPECTIVES



Operative and contemplative states of mind, managed with five skills and five perspectives



#FD781B



#97C83C



THE LOGO VARIATIONS

TEXT, BACKGROUNDS, OVERLAYS, TRANSPARENCIES



THE COLORS

ENERGETIC AND FLUID

PRIMARY



#FD781B



#F18B2D



#FF9933



#B0C53B



#97C83C



#FFFFFF

GREYSCALE



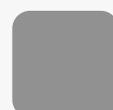
#414141



#515151



#717171 (text)



#919191



#A9A9A9



#FAFBFD

THE FONTS

STRONG BUT LIGHT

#414141

POPPINS UPPER CASE BOLD FOR LOGO & ARTWORK

POPPINS UPPER CASE BOLD FOR TITLES AND BUTTONS

OPEN SANS LIGHT UPPER CASE WIDE FOR SUBTITLES IN TEXTS

POPPINS UPPER CASE BOLD LEVEL 1 HEADINGS

Poppins sentence case bold for medium headings

Poppins and Open Sans Light sentence case for paragraph content

THE BUTTONS

FULLY ROUNDED CORNERS WITH UPPER CASE BOLD FONT

	Main	Hover
PRIMARY	#97C83C LOCK IN YOUR DISCOUNT	#919191 LOCK IN YOUR DISCOUNT
SECONDARY	#F18B2D LOCK IN YOUR DISCOUNT	LOCK IN YOUR DISCOUNT
TERTIARY	#FD5F1B #97C83C LOCK IN YOUR DISCOUNT	#919191 #A9A9A9 LOCK IN YOUR DISCOUNT
DISABLED	#FFFFFF LOCK IN YOUR DISCOUNT	#919191 LOCK IN YOUR DISCOUNT

THE TAG LINES

SIMPLE, ENGAGING, AND ILLUSTRATIVE

MENTAL HEALTH THROUGH MENTAL FITNESS

UNLEASH YOUR MIND

FLOW 255™

FIND YOUR FLOW

MIND MANAGEMENT

COMPETE TO PEAK

GIVE YOUR MIND A WORKOUT

PROGRESS TO STRESS

BORN TO FLOW

MIND OVER MUSCLE

PERFORMANCE FLOW TRAINING

FUN.DA.MENTAL

THE DIFFERENTIATORS

HOW WE ARE DIFFERENT

BASED ON A THOROUGH METHODOLOGY FOR FUNCTIONAL MENTAL FITNESS

PROGRESSIVE TRAINING, COMBINING MENTAL AND PHYSICAL EXERCISE FLOWS

INTEGRATING EXERCISE PHYSIOLOGY INTO BEHAVIORAL PSYCHOLOGY

SCREENING AND DIAGNOSTICS TO TRACK INDIVIDUALS AND TEAMS

SIMPLICITY WITH FIVE SKILLS AND PERSPECTIVES

GAMIFIED AND SOCIAL LEARNING

PROGRESS TO STRESS TO MAKE YOUR MENTAL SKILLS WORK WHEN IT COUNTS

PERFORMANCE FLOW TRAINING THAT IS FUN AND FUNCTIONAL

EASILY INTEGRATED BY COACHES, TRAINERS, AND PSYCHOLOGISTS