



# 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

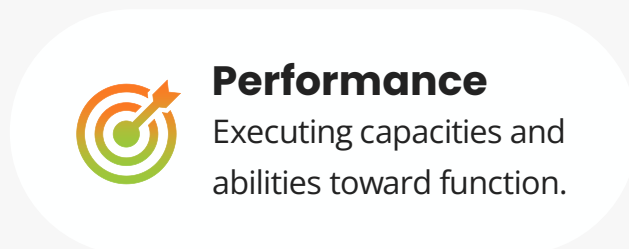
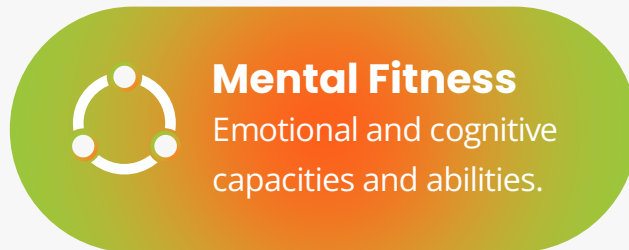
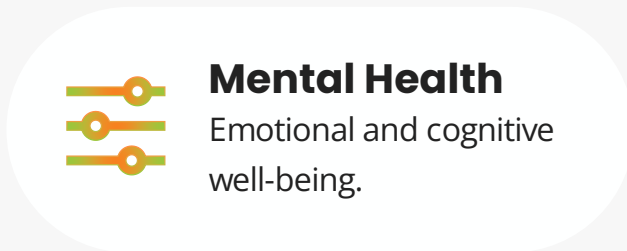
**WHILE MENTAL HEALTH ISSUES ARE HIGHLIGHTED...**



**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

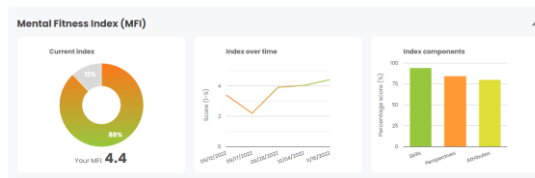


## MENTAL FITNESS IS A GAME-CHANGER!

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**.

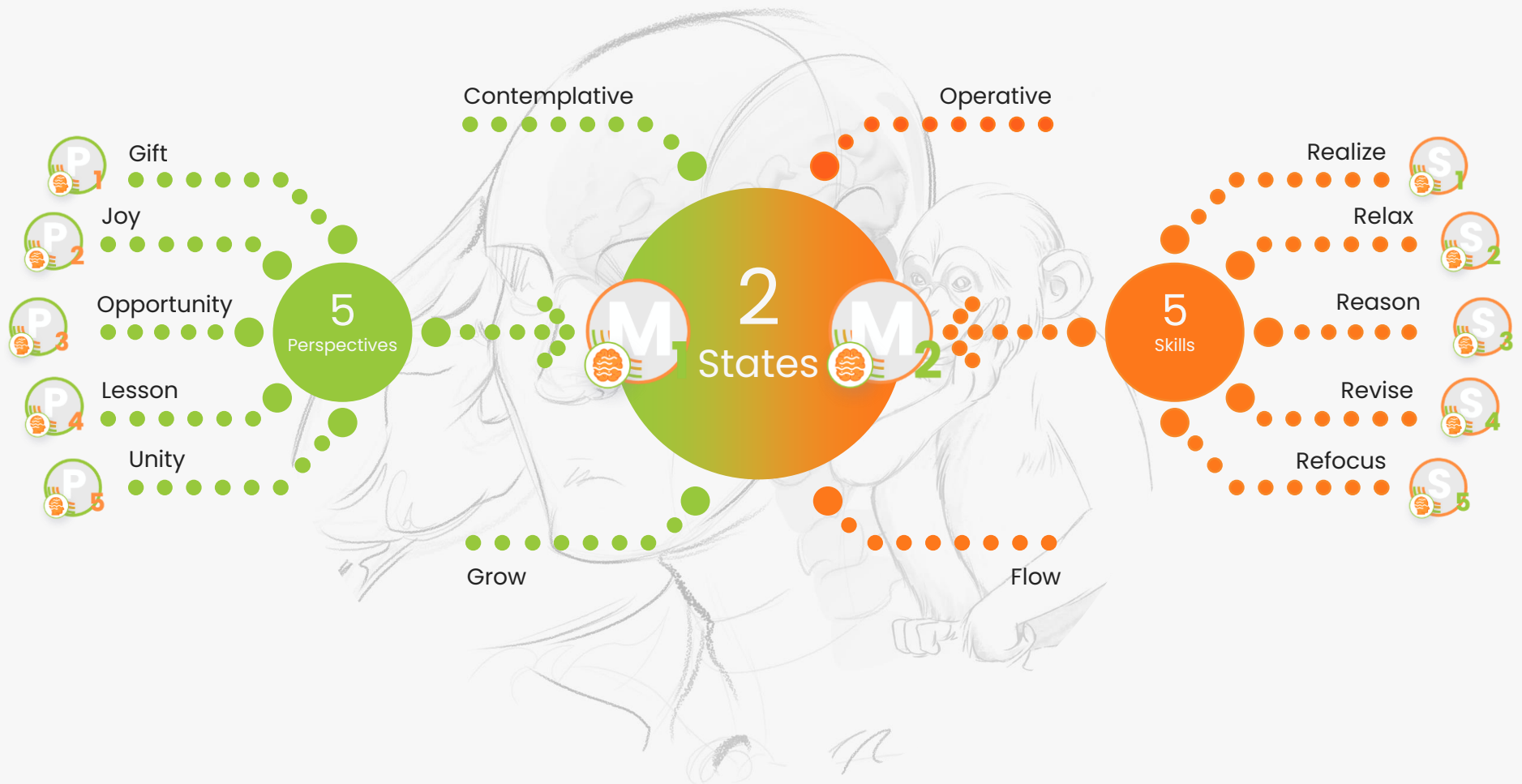


Since mental fitness is a key part of **mental health**, our approach addresses more than just performance. A core element of our Flow 255™ platform for organizations is our screening and diagnostics module. What if you could see the mental fitness and mental health of all your athletes and teams in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



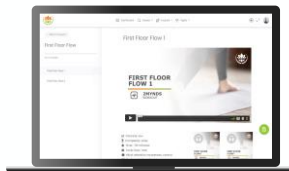
See how mental fitness develops over time in multiple domains with tests and analytics.

## ACQUIRE

LEARN



TRAIN



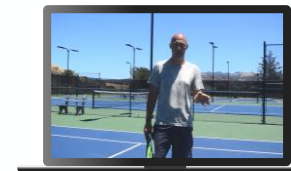
Innovative learning combined with guided (video and audio) mind-body flow workouts.

## APPLY

TRANSFER



INTEGRATE



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

Teams

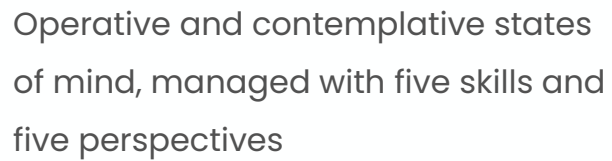
Join groups with social features and leaderboard

Meets

Monthly blackbelt webinars for mental fitness

# GUIDELINES

TWO STATES OF MIND, FIVE SKILLS, FIVE PERSPECTIVES



# 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

## PRIMARY

Main

#97C83C

LOCK IN YOUR DISCOUNT

Hover

#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