
ELEVATE THE STANDARD

BRANDING GUIDELINES

IHT FACTOR

BRAND FOUNDATION & STRATEGY

MISSION & VISION:

- **Mission Statement:** To elevate human potential by delivering a discipline-led, science-backed lifestyle reprogrammed through Intermittent Hypoxic Training (IHT), enabling our clients to achieve mastery over their performance, identity, and biology.
- **Vision Statement:** To be recognized as the definitive, unrivaled global leader in human performance enhancement and physiological optimization, defining the new standard for elite well-being.

CORE VALUES:

- **Discipline:** We prioritize intentional effort and sustained commitment over comfort, understanding that transformation requires consistent, focused action.
- **Excellence (Science-Backed):** Every offering is grounded in rigorous scientific evidence and delivered with a relentless pursuit of the highest standards in training and client care.
- **Transformation:** We measure success not just by physical metrics, but by the fundamental shift in identity, mindset, and the elevated version of the self the client becomes.

TARGET AUDIENCE & PERSONA:

- **Primary Audience:** High-achieving individuals (professionals, athletes, entrepreneurs) who are driven, performance-focused, and actively seek cutting-edge methods to gain a competitive edge and optimize their well-being.
- **Key Insight/Need:** They require a proven, efficient, and exclusive system that cuts through noise and guarantees a measurable elevation in both physical and mental performance.
- **Brand Promise:** We promise Elevated Identity and Unrivaled Performance achieved through a disciplined, science-backed approach to physiological mastery.

BRAND PERSONALITY & ARCHETYPE:

- Discipline-led, Community-Oriented, Science-backed, Elite

VERBAL IDENTITY [TONE OF VOICE & MESSAGING]

tone of voice:

- **Primary Tone:** Confident, Aspirational, Expert (Reflecting our elite status and scientific foundation.)
- **Secondary Tones:** Empowerment (Giving the client agency: "Command," "Own"), Evocative (Sensory language: "Breathe Deep," "Feel the Altitude").
- **DO use:** Language that evokes personal growth, elevated status, and mastery (e.g., Elevate, Unlock, Master, Sculpt, Unleash, Command). Use terms conveying premium quality (e.g., Elite, Premier, Unrivaled).

core messaging pillars:

Pillar 1 (The Identity): Elevated Identity & Aspirational Transformation.

- **Headline:** Elevate the Standard + The Version of You Who Keeps Every Promise to Yourself.
- **Supporting Statement:** This is a lifestyle brand for the modern professional. We empower you to unlock your peak potential, using our cutting-edge approach to offer maximum results in minimal time. The benefits of IHT extend far beyond the gym floor, conditioning your body and mind to thrive in all aspects of your busy, professional life.

Pillar 2 (The Foundation): Science-Backed Protocols.

- **Headline:** Train smarter. Adapt faster.
- **Supporting Statement:** Our foundation is rooted in the proven science of intermittent hypoxic training. We demystify the science, providing transparent, results-driven metrics and expert guidance. This ensures you get results you can feel and see, with guaranteed tangible improvements within the first 21 days. We explain how IHT affects your body at a cellular level, enhancing fat oxidation, boosting VO2 max, and regulating stress response.

Pillar 3 (The Culture): Community & Elite Access.

- **Headline:** The Air is Different Here.
- **Supporting Statement:** We are a sanctuary for high-achievers. Our culture is one of mutual support and celebrating collective wins, proving that it's not just a workout, it's a connection—a shared journey where the challenge of IHT forges unbreakable bonds.

CORE SLOGAN / MANTRA :

ELEVATE THE STANDARD.

TAGLINE :

The version of you who keeps every promise. (Focus on Identity/Mindset)

Where discipline becomes identity. (Focus on Transformation)

Train smarter. Adapt faster. (Focus on Science/Efficiency)

The air is different here. (Focus on Culture/Environment)

Discipline over comfort. (Focus on Core Value/Motivation)

IDEAS :

Mirror Decal: Discipline over comfort. Don't just train #TRAINIHT

Towel Embroidery: Train smarter. Adapt faster.

Gym Wall: The air is different here. There's a higher version of you waiting.

Email Subject Line: The version of you who keeps every promise.

Inside Short/Clothing seams: Discipline over comfort. Limitless



VISUAL IDENTITY [LOGO & TYPOGRAPHY]

TYPOGRAPHY

- **Primary Font:** New Science Bold
 - Headlines, CTA overlays, hero slides
- **Body Copy / Captions:** New Science Regular
 - Paragraph copy, IG captions, carousel text, video subtitles
- **IG Stories Only:** Script or Typewriter
 - Used for in-the-moment visual text, overlays, and punchy callouts (never grid content)

COLOR PALETTE

- **Primary Color:** #ffffff (White)
- Use only for: text overlays, caption text, and logo treatments on dark backgrounds.
- **Accent Color:** #09fcd2 (Teal)
- Teal is not decorative—it's an activator.

LOGO

IHT FACTOR



Before publishing, ask:

- Does this look clean, intentional, and elevated?
- Does it sound direct, empowering, and data-driven?
- Does it make someone say: “I want to live like that,” not just “I want to work out”?

CONTENT STRATEGY/FUNNEL :

