
BA ENDURANCE

Brand Guidelines



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BA ENDURANCE'S MOTTO

“

Elevate your strength,
transform your body, and
conquer your fitness journey.

”

— Bryce Fluker, Founder

BRIEF OVERVIEW

BA Endurance is an online coaching and strength training business geared towards maximizing your potential.

We have a passion for helping athletes succeed in achieving their goals from completing a first 5K, being a more competitive cross-country runner, finishing an Ironman triathlon, pursuing a government agency job, qualifying for Special Operations, conquering the ski slopes this winter, and much more!

ABOUT BA ENDURANCE

Bryce has been an athlete all his life. In high school, he participated in basketball, power-lifting, track, soccer, and football in Marshall, Texas.

He acquired his degree in Exercise and Sports Sciences from Texas Tech. Getting bit by the triathlon bug, he raced the Collegiate National Championship in '09, the Half-Ironman Worlds in '11, and Bahrain Half-Ironman in '15.

After that, he began his career in personal training a large hospital-based gym in East Texas in 2009.

In 2014, he joined the Navy with a SEAL/Special Operations contract, becoming a Command Fitness Leader and 1st Class Swimmer.

Post-military, he married his passion for racing and coaching by getting USA Triathlon Coach Certification and building BA Endurance to help athletes achieve their fitness goals.

VALUE PROPOSITION

BA Endurance helps athletes elevate their fitness journey and maximize competitive potential with online coaching and training.

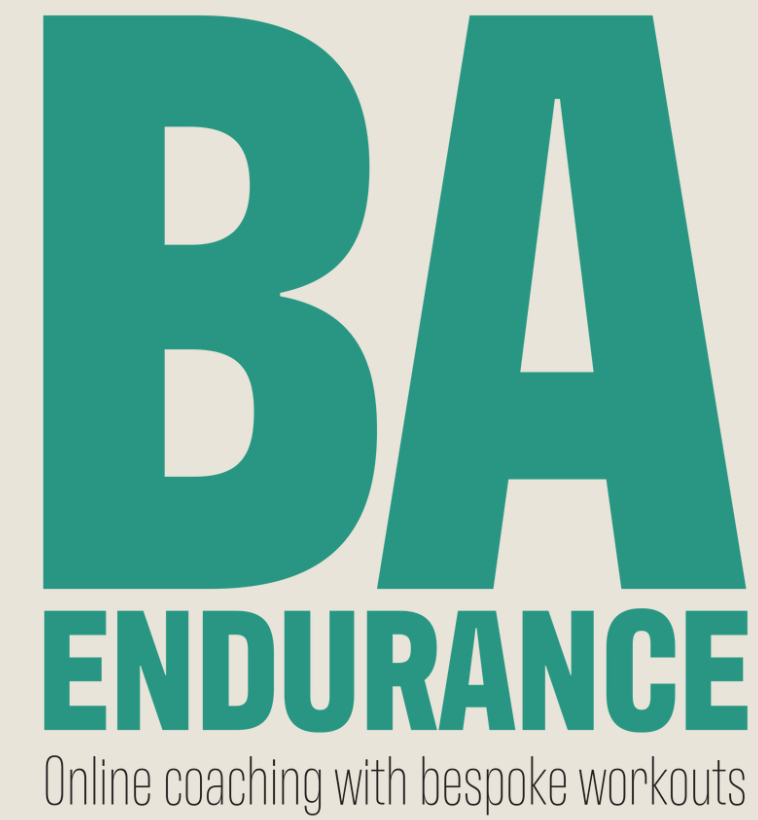
SERVICE PACKAGES	TIERED SERVICES	CUSTOMIZED TRAINING
<div><div>Package Name</div><div>Brief Description</div></div>	Work on your service packages first, then add additional services in increasing tiers here.	Don't see exactly what you're looking for? Talk to Bryce about bespoke training packages tailored to your goals and schedule.
<div><div>Package Name</div><div>Brief Description</div></div>		
<div><div>Package Name</div><div>Brief Description</div></div>		
<div><div>Package Name</div><div>Brief Description</div></div>	<div>Page context: The client requested that he have a source of truth from which he could pull packages and service listings from in the future</div>	
<div><div>Package Name</div><div>Brief Description</div></div>		

LOGO AND ICONS

Primary logo text: Antarctic
Headline Bold

Tagline text: Antarctic Headline
Extralight

PRIMARY LOGO (WITH TAGLINE)



The primary logo should be used when the brand may be unknown, such as the website home page and any added landing pages, and any sponsorship or promotional materials.

SECONDARY LOGO (NO TAGLINE)



The logo without tagline should be used as a secondary logo when the descriptor is not needed; such as on social media or additional website pages, uniforms, and signage.

ALTERNATE LOGOS



Alternate logos are for use on items with different color variations. For example, the orange logo could be used on a navy or darker uniform shirt where the teal would not be seen.

PROPER LOGO USE

Primary logo font: Antarctic
Headline Bold

Tagline text Antarctic
Headline Extralight

Maintain a square space on edges
of the logo in square displays.
Utilize this for circular displays, as
well.

For landscape displays, center the
logo as best as possible.

PROPER PLACEMENT

VARIATIONS



BA ENDURANCE COLOR PALETTE

The chosen color palette features a natural blend of blue-green, navy, and a contrasting fiery orange.

Blue-green is the primary color, with navy secondary. Fiery orange complements each with a contrasting, attention-getting pop.

The selected colors are reflected in the colors of the Colorado landscape and the sea, from Bryce’s Navy experience.

Emotional associations of green for nature and harmony, blue for trust, and orange for energy and enthusiasm harness the target client profile.

LIST OF APPROVED COLORS

FOR DIGITAL, PRINT, AND WEB

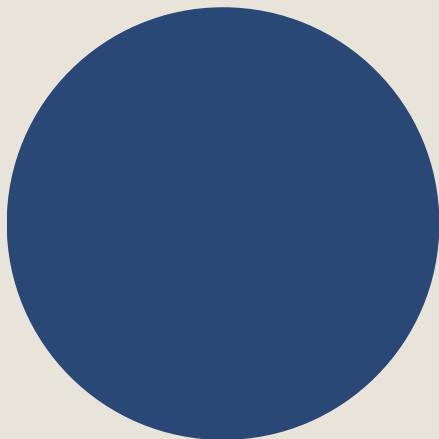


HEX CODE
#269784

CMYK:
75 00 13 41

RGB:
38, 151, 132

WEB SAFE:
#339999



HEX CODE
#2a4876

CMYK:
864 39 00 54

RGB:
42, 72, 118

WEB SAFE:
#333366



HEX CODE
#ee8422

CMYK:
00 45 86 07

RGB:
238, 132, 34

WEB SAFE:
#ff9933



HEX CODE
#787878

CMYK:
00 00 00 53

RGB:
120, 120, 120

WEB SAFE:
#666666

FONT GUIDE

Fonts are the backbone of a brand, as they act as a visual presentation of the personality and brand identity.

Whenever possible, logo fonts should be consistent across marketing documents, websites, and signage.

LOGO FONT

Logos, headlines, and CTAs

Antarctic Headline Bold

Aa

Antarctic Headline Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Antarctic Headline Extralight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONT

Paragraphs and small material

TT Commons Pro

Aa

TT Commons Pro Regular Weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT Commons Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

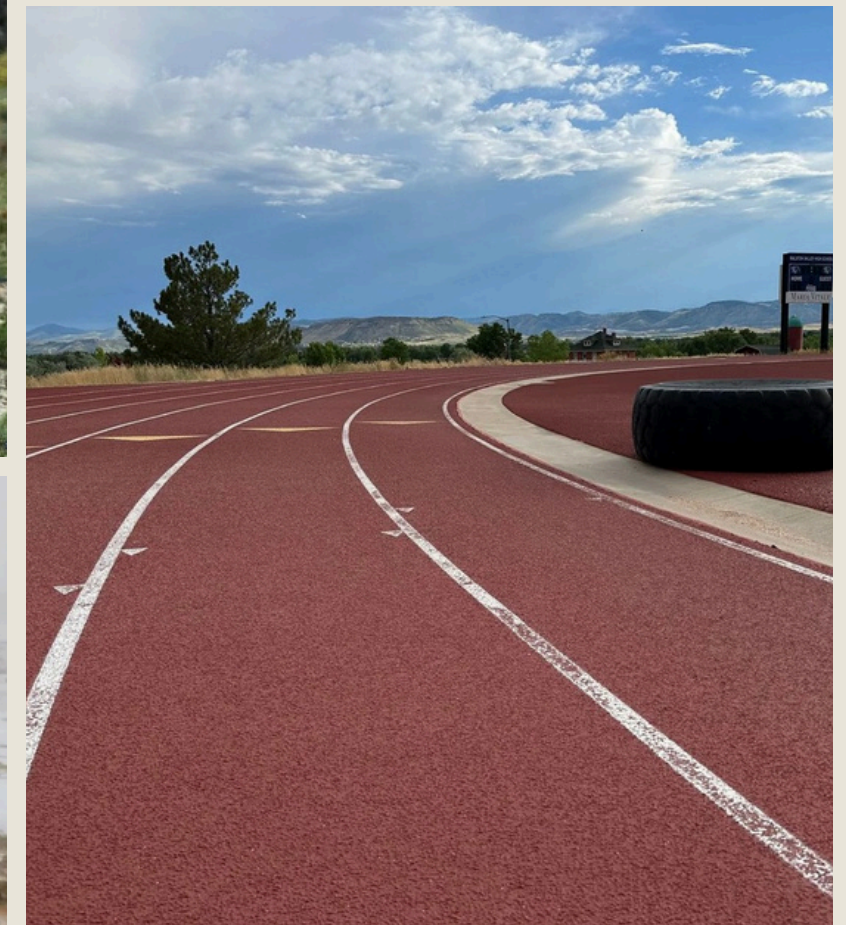
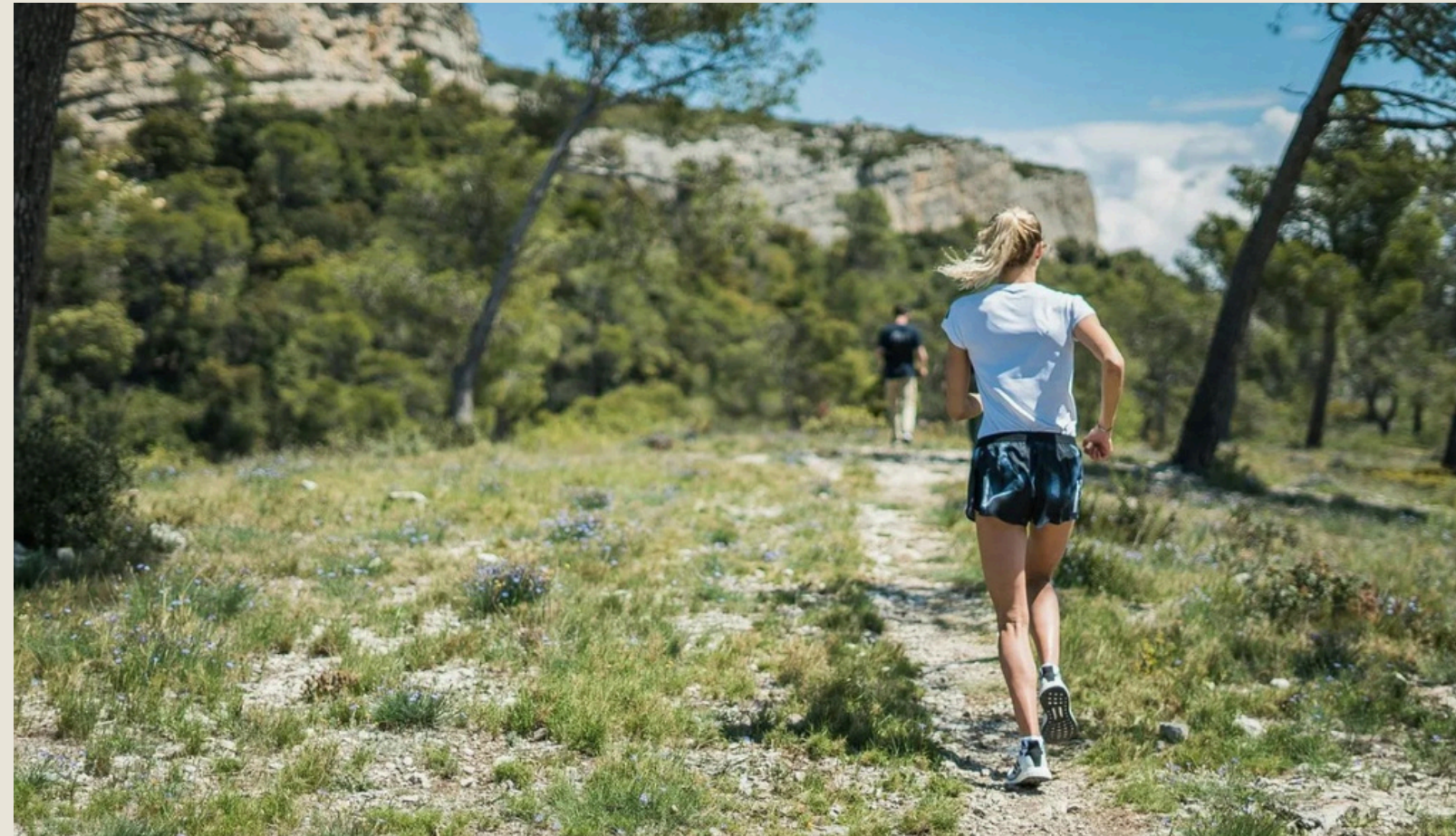
IMAGE GUIDELINES

REMEMBER: INTENSITY,
DEDICATION, AND FOCUS

Images should conjure passion for the outdoors, dedication to fitness and exercise, and even the willingness to suffer to achieve.

Subjects should be active. If no subject is in the photo, the image should be inspirational.

MARKETING MATERIALS



CUSTOMER PERSONA

The Committed Challenger

- Jordan Matthews, age 34
- Occupation: Mid Manager in Tech
- Location: Austin, Texas

Demographics

- Gender: Male
- Education: BS in Business Administration
- Income: \$120,000/year
- Family Status: Married, no kids

History

- Competed in marathons and a Half Ironman; looking to elevate his performance
- Admires elite performers and military veterans for discipline, resilience, and mental toughness
- Struggles to balance training with long hours and demanding career. Committed to self-improvement.

THE COMMITTED CHALLENGER

Personality

- Driven: Thrives on achieving measurable goals
- Resilient: Motivated by tough challenges and pushing limits
- Loyal: Prefers to follow someone he respects and trusts

Goals

- Complete a full Ironman in under 12 hours
- Develop a stronger mindset to push through challenges
- Learn training techniques rooted in discipline and strategy from someone who embodies those values

Challenges

- Lack of time due to long work hours
- Struggles with self-doubt when training gets tough
- Feels stuck using generic training plans that lack personalized feedback
- Overwhelmed by the sheer volume of online training information and needs expert guidance

Behavior

- Content Consumption: Watches YouTube videos about endurance training and listens to podcasts about mindset and peak performance
- Social Media: Active on Strava and Instagram, following fitness influencers and coaches
- Purchasing Habits: Values high-quality services and products that align with his goals (e.g., training apps, premium gear)
- Training Habits: Runs 3-4 times a week and cycles on weekends, but struggles with consistency due to work

Preferred Communication Channels

- Email: For detailed information about services and training plans
- Social Media: Instagram for motivational content and direct communication
- Text for quick check-ins and updates

Motivations

- Drawn to a structured, no-nonsense approach to training that incorporates mental toughness
- Wants to feel part of an exclusive community led by someone with proven elite-level success



CUSTOMER PERSONA

The Aspiring Athlete

- Rachel Carter, age 26
- Occupation: Marketing Specialist
- Location: Denver, Colorado

Demographics

- Gender: Female
- Education: BA in Communications
- Income: \$85,000/year
- Family Status: Single, lives with a dog

History

- Discovered running five years ago and has completed several half-marathons and one full marathon
- Added gravel riding 2 years ago and has participated in a couple of Gran Fondos
- Balances training with her career managing campaigns for a fitness apparel brand
- Feels she’s plateaued in both running and cycling performance

THE ASPIRING ATHLETE

Personality

- Determined: Committed to achieving goals once they are set
- Curious: Actively seeks advice, training tips, and inspiration from experts
- Relatable: Enjoys connecting with others in the endurance community for mutual support

Goals

- Train for her first triathlon, starting with an Olympic distance
- Improve her running pace and cycling power to achieve personal records
- Develop better consistency and discipline in training
- Gain confidence in open-water swimming (her weakest discipline)

Challenges

- Overwhelmed by balancing work and training schedules
- Lacks confidence in her ability to transition into multisport events
- Feels unsure about how to optimize nutrition and recovery for endurance sports

Behavior

- Content Consumption: Follows fitness blogs, TikTok channels on triathlon training, and listens to mindset-focused podcasts
- Social Media: Active on Instagram and Training Peaks, engaging with running and cycling communities and following female endurance athletes
- Purchasing Habits: Willing to invest in premium coaching, gear, and training programs if they deliver results and align with her goals
- Training Habits: Trains 5-6 days a week, alternating between running and cycling, with occasional yoga or strength training

Preferred Communication Channels

- Email: For receiving detailed training plans and progress updates
- Social Media: TikTok, Instagram for inspiration, tips, and motivational check-ins

Motivations

- Inspired by stories of overcoming adversity, particularly from women in endurance sports
- Wants a coach who understands the mental and physical challenges of being an intermediate athlete
- Values accountability, structure, and encouragement from a trusted mentor



CUSTOMER PERSONA

The Committed Challenger

- Bob Huang, age 60
- Occupation: Retired CEO
- Location: Danbury, CT

Demographics

- Gender: Male
- Education: MBA
- Income: \$360,000/year
- Family Status: Married, three adult children

History

- Cardiac stenting in 2016 gave him a new lease on life
- Routinely rides 100 miles per week, looking to up competition cycling
- Retired Marine who prefers strict schedules and consistency to maintain goals
- Wants to compete in a Triathlon and needs assistance with competitive running and increasing speed

THE SENIOR CYCLIST

Personality

- Consistent: Motivated by set schedules for training
- Gruff but fair: Tough exterior, yet treats everyone as an equal
- Solitary: Prefers to train alone or one on one

Goals

- Increase cycling speed to be more competitive
- Learn tactics of long-distance running
- Be pushed to increase speed goals but not consistently overdo training

Challenges

- Tends to push his body to extremes and needs to be reigned in a bit
- Newer to running; hasn't done much since his military days
- Requires personal feedback and a stopping point to ensure cardiac health

Behavior

- Content Consumption: Listens to podcasts and audiobooks while cycling
- Social Media: Follows some running platforms on Facebook and LinkedIn
- Purchasing Habits: Values premium gear and destination vacations where he can cycle
- Training Habits: Rides 100 miles per week, started running three months ago

Preferred Communication Channels

- In person: Detailed information about services and training plans
- Text for quick check-ins and updates

Motivations

- Needs a structured, yet custom approach to cycling and running to integrate the two
- Enjoys the communication style of private sessions with a trainer



FITNESS QUALIFICATIONS AND CERTIFICATIONS

Red Cross Lifeguard Certification 2002–2022
Red Cross Water Safety Instructor Certification–2006
Red Cross Lifeguard Instructor Certification–2007
Red Cross Business Administration CPR/AED/First Aid Instructor Certification–2007
Taught Stroke Mechanics swim stroke courses
Consulted on the design of the \$8.4M Texas Tech Leisure Pool addition–2008–2009
Bachelors’ Degree in Exercise and Sports Sciences with a focus on Health and Exercise
Promotion – Texas Tech University, 2009
Personal Trainer 2009–Present
Worked with four wheelchair-bound individuals
Cooper Institute Indoor Spin Instructor Certification–2009
Attended the DallasMania Fitness Convention–2011
Co-created a USATriathlon-sanctioned sprint triathlon–April 2013:

- 150+ competitors competed in a 200-meter pool swim, 13-mile bike leg, and 5k run
- First triathlon held in Longview, TX

US Navy SEAL candidate
US Navy First-Class Swimmer and Command Swim Qualification Instructor,
Assistant Command Fitness Leader (3+ years)
Oversaw the qualification of over 80 Sailors for their Second-Class Swimmer
designation
SOLO Wilderness First Responder and First Aid Certification–2019
Worked as a Physical Therapy Technician for half a year–2022
EGym Level 2 ECoach Certification–2023
USA Triathlon Level 1 Coach Certification–2023

Racing Experience since 2008:

65 Run Races (PRs – 16:35 5K, 35:33 10K, 54:20 15K, 1:21:10 Half Marathon;
recent 18:11 5K and 38:36 10K at 39 years old)
35 Triathlons (one off-road Xterra triathlon) (PR – Half Ironman 4:59)
2009 Collegiate National Championship competitor, 2010 USAT ‘Top
Gun,’ 2011 Half-Ironman World Championship competitor, 2015
Half-Ironman Middle East
Championship competitor (Bahrain)
12 Duathlons
13 Mountain Bike Races
1 Gravel Bike Race



CONTACT INFORMATION

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