



# Our Brand Story



When I was training for the Olympics, one thing I know helped me improve my performance was the treatment I got. I had access to some of the best rehabilitation facilities in the world. The role that sports science and technology played in my journey was incredible. I felt that bringing this technology to India will improve the performance level not only of our sports-persons, but that of any person. I realized that it is my duty to my country to help improve it's human performance, efficiency and fitness.

I founded AB Targeting Performance in 2016. A High Performance Training Center, equipped with revolutionary equipment and technology. Our aim is to help athletes and clients alike by providing the same advanced medical technology that enhanced my performance and bring home an Olympic Gold Medal in shooting for India. It is time that India enters a new age of fitness and human performance, and we're here to help achieve that.

# Mission

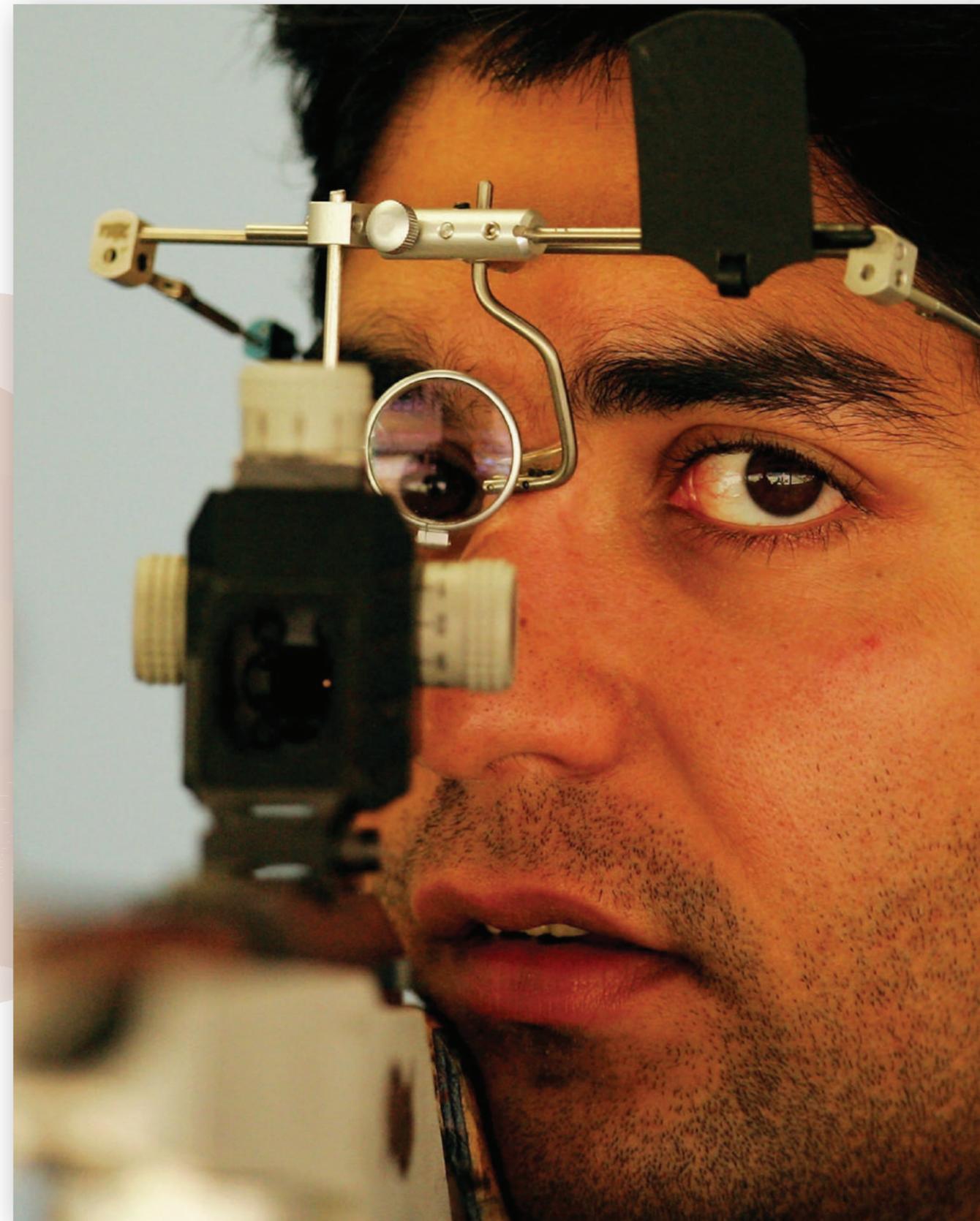
“ To provide sophisticated, personalized and dedicated assessment, treatment and services to those in need of medical help or sports rehabilitation. To improve and enhance human performance and to ensure prevention of lifestyle related issues for long-term health.

# Vision

“ To become synonymous with "advanced rehabilitation" in India available to sports persons and the layman. To provide world-class assessment, training, prevention and rehabilitation services and facilities to those in need of sports and medical help. To redefine health and fitness in India with principles of rediscovering, rejuvenating and recovering.

# Core Values

“ Compassion, motivation, positivism, inspiration, education and fitness. To provide excellent quality healthcare solutions for heightened performance and well being. ABTP commits to helping its customers recover through ethical practices and superior innovation. It emphasizes on educating its customers about their health and well being.



# Logo



Primary Logo



Secondary Logo

**ABHINAV BINDRA**  

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**TARGETING PERFORMANCE**



Primary Logo



Secondary Logo

**ABHINAV BINDRA**  

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**TARGETING PERFORMANCE**



Primary Logo



Secondary Logo

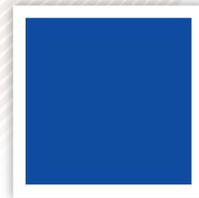
**ABHINAV BINDRA**  

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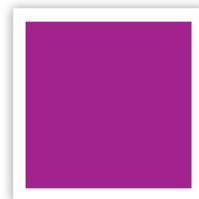
**TARGETING PERFORMANCE**

# Logo Usage

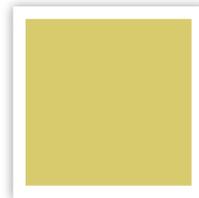
## Color Palette



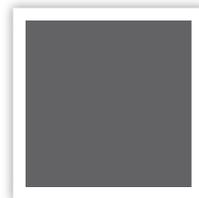
CMYK: 95 53 0 37  
RGB: 8 76 16  
HEX: #084CA1



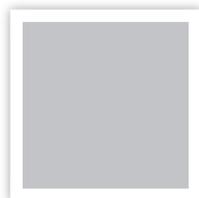
CMYK: 40 100 0 0  
RGB: 163 35 142  
HEX: #A3238E



CMYK: 0 0 60 20  
RGB: 214 204 112  
HEX: #D6CC70



CMYK: 68 61 60 47  
RGB: 64 64 64  
HEX: #404040



CMYK: 0 0 0 27  
RGB: 187 187 187  
HEX: #BBBBBB

## Minimum Size



**ABHINAV BINDRA**  
TARGETING PERFORMANCE

Minimum height of 30 pixels

## Spacing



Minimum padding around the logo

# Logo Don'ts



Do not change the proportion of the logo



Do not change the color of the logo



Do not change the shades of the grayscale



Do not break up the sections of the logo

# Typography

To represent the brand through typography, we have selected two typefaces.

## Rubik

Rubik is a squarish, blocky font with rounded corners. It has a grounded industrial feel to it which nods to the technology that ABTP brings to the table. The rounded edges of the font gives it a friendly feel.

|                    |                                  |
|--------------------|----------------------------------|
| Rubik light        | <i>Rubik light italic</i>        |
| Rubik regular      | <i>Rubik italic</i>              |
| Rubik medium       | <i>Rubik medium italic</i>       |
| <b>Rubik bold</b>  | <b><i>Rubik bold italic</i></b>  |
| <b>Rubik black</b> | <b><i>Rubik black italic</i></b> |

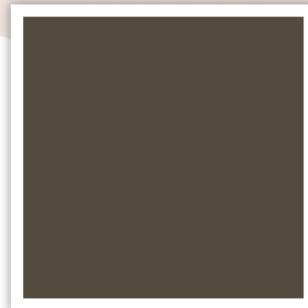
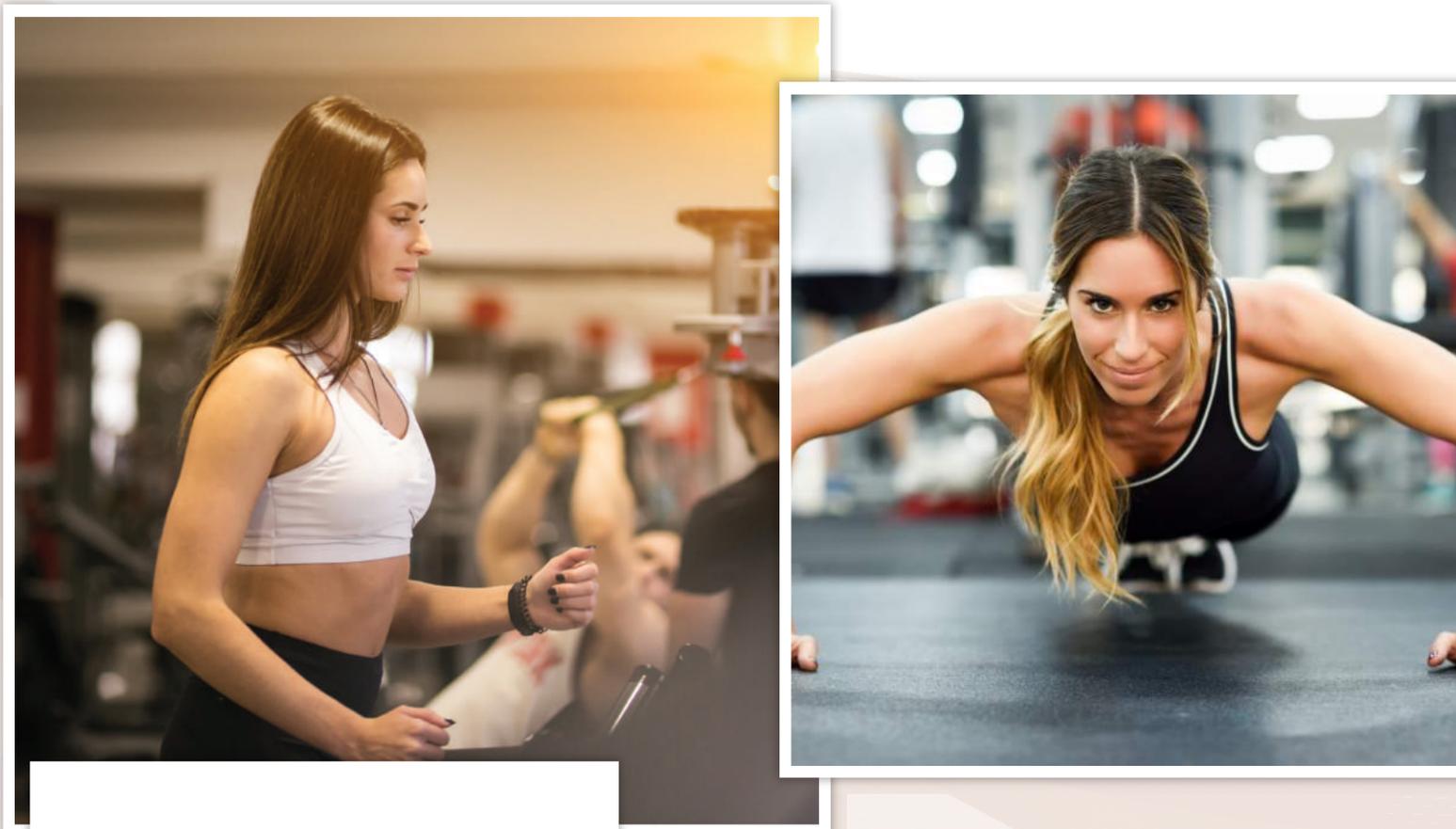
## Roboto

Roboto is the king of web-fonts and was designed specifically for easy reading of web content. It is friendly, familiar and makes you feel like you are meeting an old friend. It is similar to what we'd like our clients to feel like when they interact with ABTP and it's trainers.

|                     |                                   |
|---------------------|-----------------------------------|
| Roboto light        | <i>Roboto light italic</i>        |
| Roboto regular      | <i>Roboto italic</i>              |
| Roboto medium       | <i>Roboto medium italic</i>       |
| <b>Roboto bold</b>  | <b><i>Roboto bold italic</i></b>  |
| <b>Roboto black</b> | <b><i>Roboto black italic</i></b> |

# Imagery, Colors and Textures

ABTP's imagery should convey quality and a sense of advanced technology. The images must be high quality and warm, with clear subjects that are friendly and effective. Images should be pleasing to the eye and should have a friendly feel to it. Flares and compositions following the rule of thirds are welcome in the imagery. Textures used for the brand are flowing waves that show technology and movement. The curves of the waves should break the perfect alignment such that it adds contrast and a sense of fluidity.



CMYK: 57 57 67 41  
RGB: 85 75 64  
HEX: #554B40



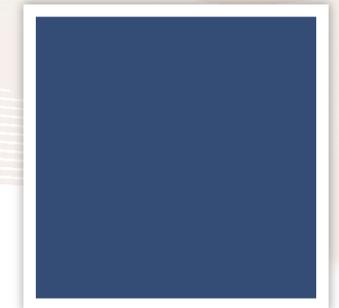
CMYK: 45 45 52 10  
RGB: 140 126 114  
HEX: #8C7E72



CMYK: 18 13 16 0  
RGB: 209 210 205  
HEX: #D1D2CD



CMYK: 0 0 0 27  
RGB: 187 187 187  
HEX: #BBBBBB



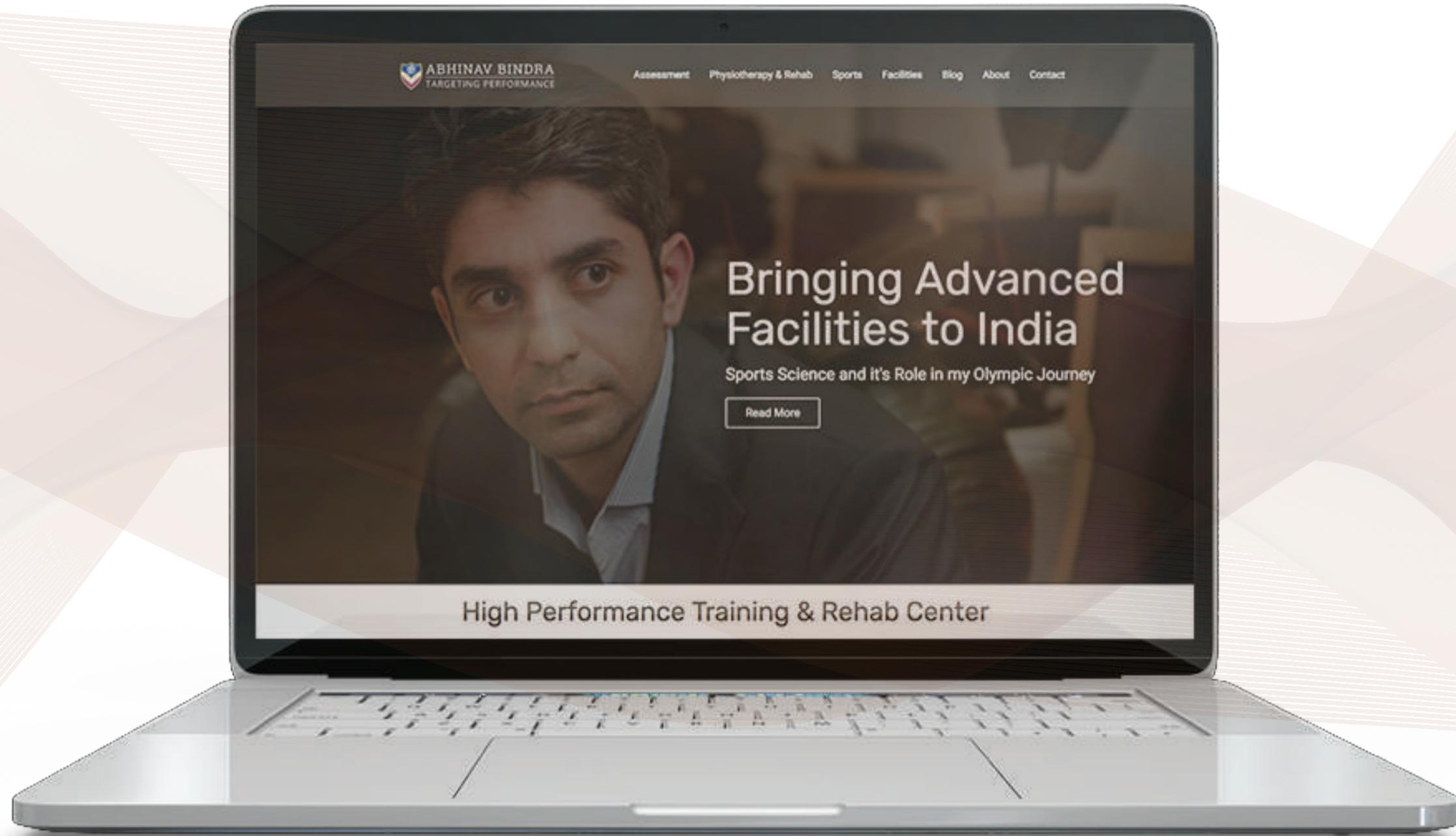
CMYK: 88 73 30 14  
RGB: 53 77 119  
HEX: #354D77

# Voice



The tone of voice our brand follows is authoritative, trustful and professional. We understand the intricacies of good health and fitness. Still, we make sure to convey details in a manner easy to understand. We are compassionate about our customers and their health. We encourage them to push themselves but at the same time we're empathetic about the discomfort or pain they may feel. We aim to inspire and motivate. We make our customers believe they can achieve their goals and we never discourage our customers.

# Website



<http://www.abtp.redalkemi.com/>



Created by

**RedAlkemi**