

A man with a beard and curly hair is shown in profile, working out on a cable machine in a gym. The image has a warm, orange-toned overlay. In the background, other gym equipment and a person are visible but blurred. The text 'COACH ATALLAH' is prominently displayed in the center, with '★ HERE'S TO YOUR HEALTH ★' below it.

COACH ATALLAH

★ HERE'S TO YOUR HEALTH ★

BRAND GUIDE

1. MESSAGING

2. LOGO

3. COLOR

4. TYPOGRAPHY

5. PHOTOGRAPHY

6. APPLICATION & EXAMPLES

A person is seen from behind, lifting a heavy barbell with large weights. The scene is set in a gym with a tiled floor and other gym equipment visible in the background. The lighting is warm and focused on the person lifting the barbell.

MESSAGING

NARRATIVE • BRAND VALUES • KEY PHRASES • ELEVATOR PITCH • TAGLINE



NARRATIVE

What's a short-lived title run compared to a dynasty? Atallah is here to help champions run further and fight harder than ever before.

We're bringing back training the way it was always meant to be by giving high performers the space, training, and confidence to hit peak production in every aspect of their lives.

We don't expect it to be easy, hell, we don't want it to be easy – cause no bell worth ringing ever is. Greatness ain't given, let's take it.



BRAND VALUES

INTENSE

We bring big energy to all that we do. You will never see any half-assing from us. If we're in it, we're in it 100%. We bring big energy to all that we do. You will never see any half-assing from us. If we're in it, we're in it 100%.

DISCIPLINED

We wake up early and get things done. That takes a high level of commitment to healthy habits and consistent routines.

EXCEPTIONAL

Our God-given talents have made this group remarkable. You will receive the best care possible as a member of Team Atallah.

SPIRITED

We are constantly moving forward, and we certainly aren't going to wait around for things to sort themselves out. We take an engaged disposition to all that we do.

INCLUSIVE

The workout gatekeepers have no place in our tribe. If you have the will to keep showing up, you have a place on Team Atallah.

DYNAMIC

If we are nothing more than your workout spot, we've failed you. This community is built to be a baseline of holistic care for your physical, mental, and spiritual life.

SINCERE

Authenticity is the cornerstone of this entire operation. That means a willingness to have the hard conversations in the name of providing the best care possible.

DRIVEN

To be in our tribe, you have to want it. We are highly motivated to be our best selves in every aspect of our lives. It's a commitment we make daily.



KEY PHRASES

- Build The Dynasty.
- Aim small, miss small.
- Win the moment.
- Here's to your health.
- Stop working out. Start training.
- The easy things are no longer hard.
- Own Your S***
- Ring the damn bell.
- Don't Count 'Till It Costs.
- Fight Right
- Gotta earn it.



ELEVATOR PITCH

Atallah equips high performing men to dig deeper on their fitness journey by giving them the space, training, and confidence to grow sustainably in every aspect of their lives.



GREATNESS AIN'T GIVEN.

TAGLINE



LOGO

LOGO
ATALLAH + C.A. BELL



ATALLAH

RING THE BELL



LOGO
COACH A + HTYH

COACH
ATALLAH
★ HERE'S TO YOUR HEALTH ★

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COACH
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ICON



TYPE LOCKUP
COACH A + GAG + GEI

★ ★ COACH ★ ★
ATALLAH
GREATNESS AIN'T GIVEN
GOTTA EARN IT

★ ★ COACH ★ ★
ATALLAH
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ATALLAH
GREATNESS AIN'T GIVEN
GOTTA EARN IT

TYPE LOCKUP
COACH A + GAG + GEI

DON'T
COUNT

CA

TILL IT
COSTS

ATALLAH

GREATNESS AIN'T GIVEN

DON'T
COUNT

CA

TILL IT
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ATALLAH

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GREATNESS AIN'T GIVEN

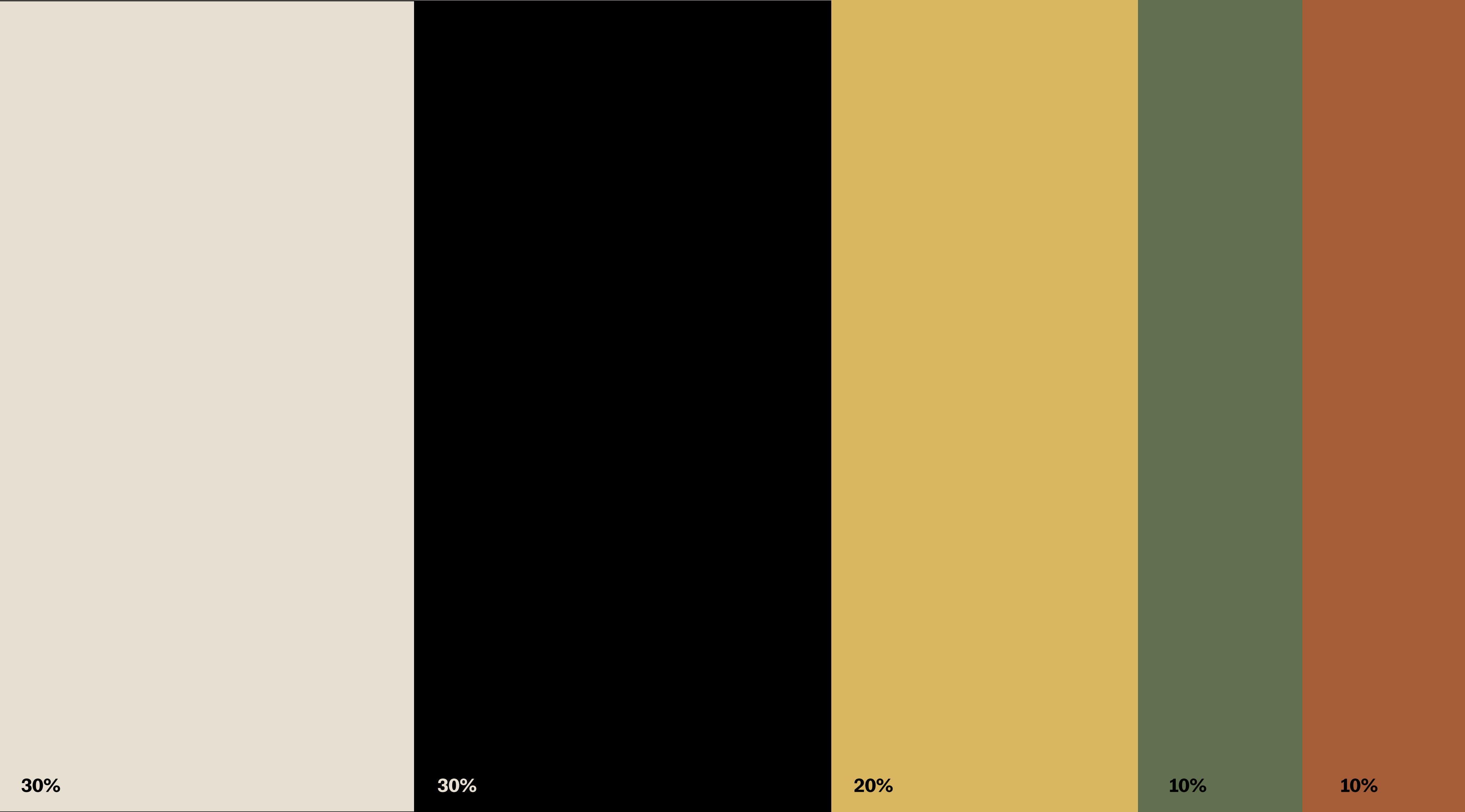
A person is shown from behind, performing a deadlift in a gym. They are holding a barbell with weights, and their arms are extended upwards. The gym floor is made of large, light-colored tiles. In the background, another person is visible, also working out. The word "COLOR" is overlaid in the center of the image.

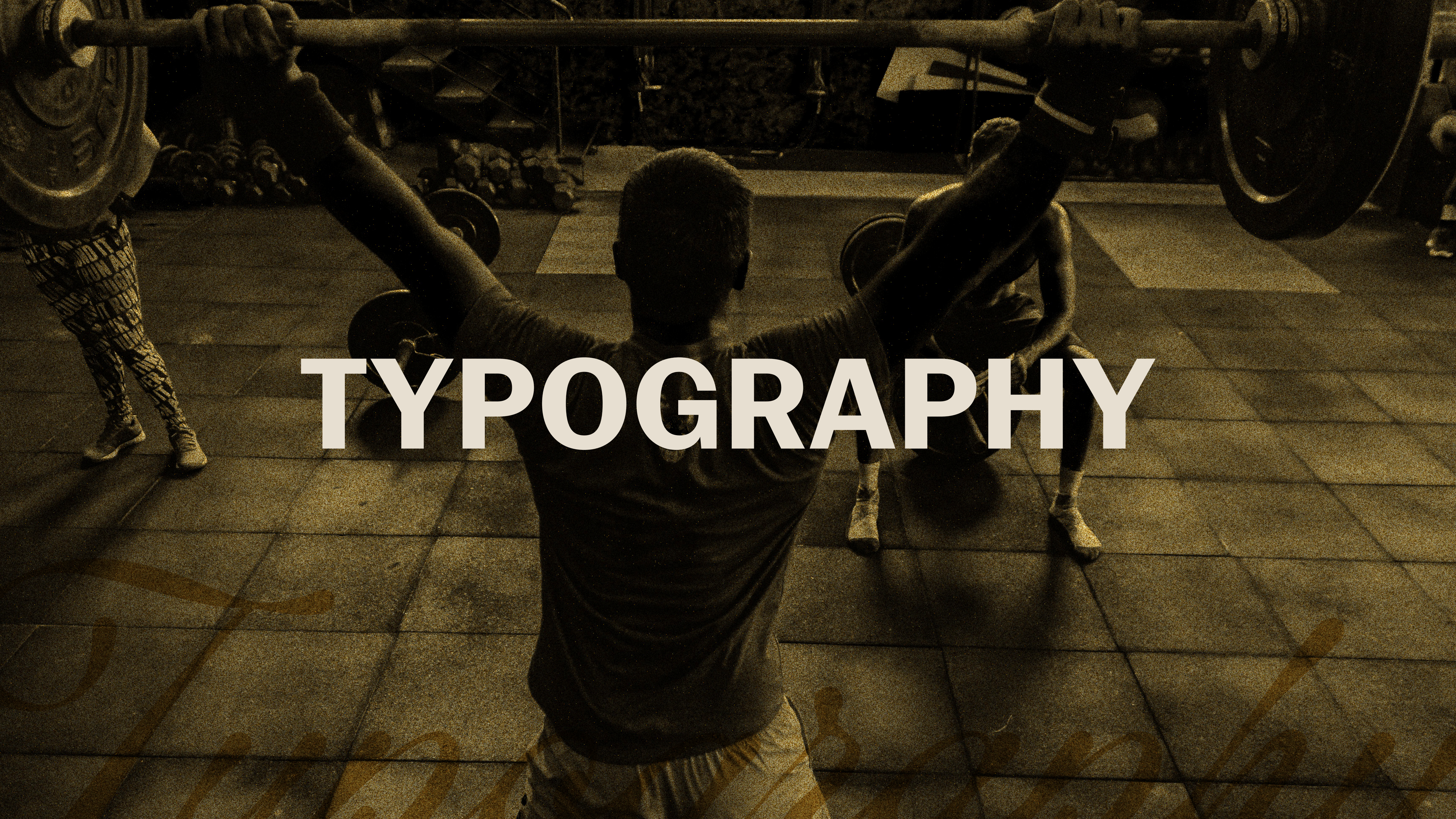
COLOR

COLOR PALETTE

CREAM HEX: #E6E0D2 CMYK: 9, 9, 16, 0	BLACK HEX: #000000 CMYK: 100, 100, 100, 100	GOLD HEX: #D4B86E CMYK: 16, 26, 74, 0	GREEN HEX: #657153 CMYK: 61, 39, 74, 21	ORANGE HEX: #9C6240 CMYK: 27, 67, 86, 15
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COLOR USAGE



A person is shown from behind, performing a deadlift in a gym. They are holding a barbell with weights, and their arms are extended upwards. The gym floor is made of large, light-colored tiles. In the background, another person is visible, also working out. The overall lighting is warm and slightly dim, creating a focused atmosphere.

TYPOGRAPHY

HEADLINES

GAL GOTHIC BOLD

HEADLINES SHOULD BE IN ALL CAPS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ



BODY

GAL GOTHIC REGULAR

BODY COPY SHOULD BE IN SENTENCE CASE

AaBbCcDdEeFfGgHhIiJjKlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz



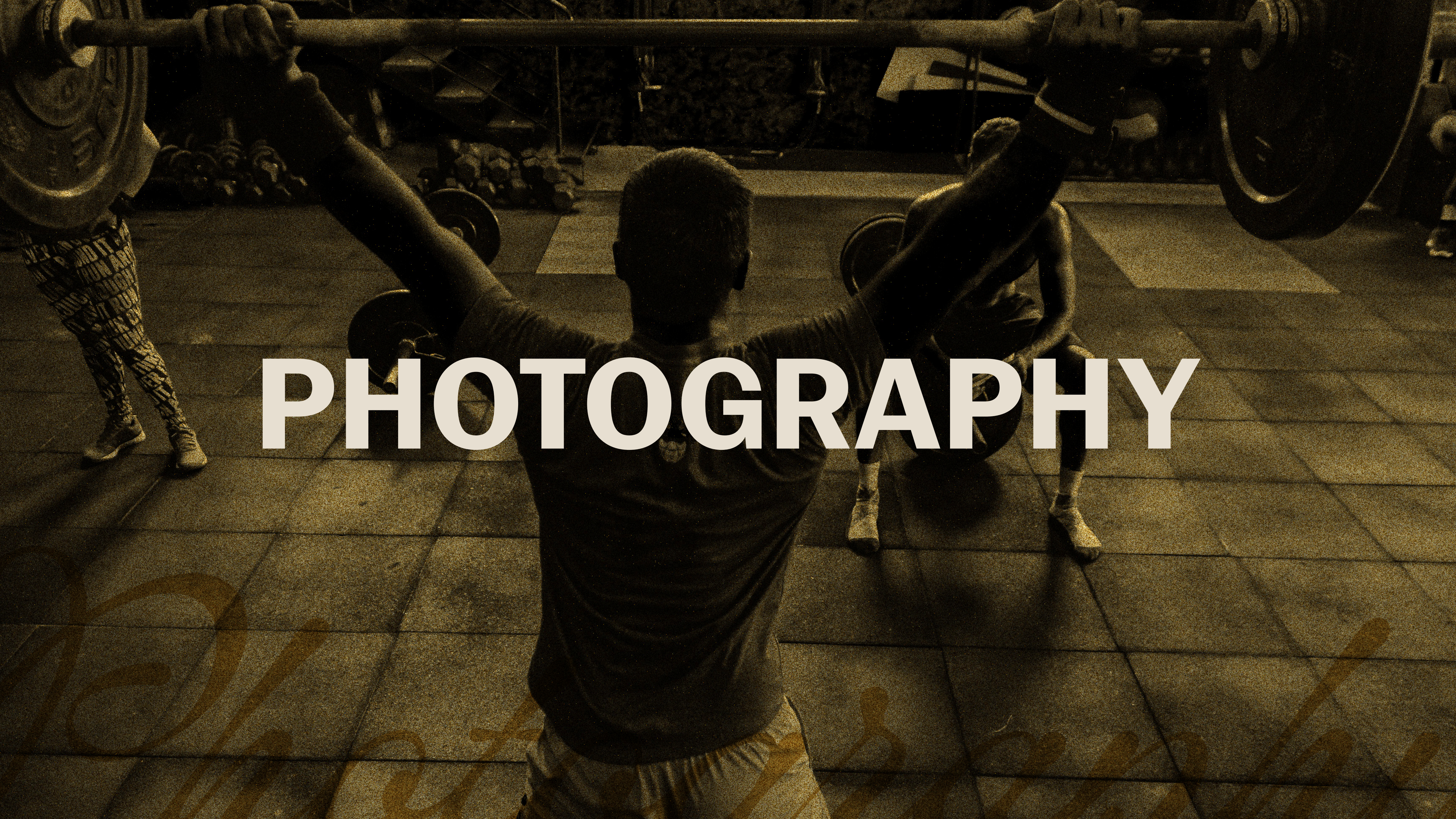
ACCENT

ED LAVONIA REGULAR

ACCENT COPY SHOULD BE IN SENTENCE CASE

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj K Lk Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

PHOTOGRAPHY

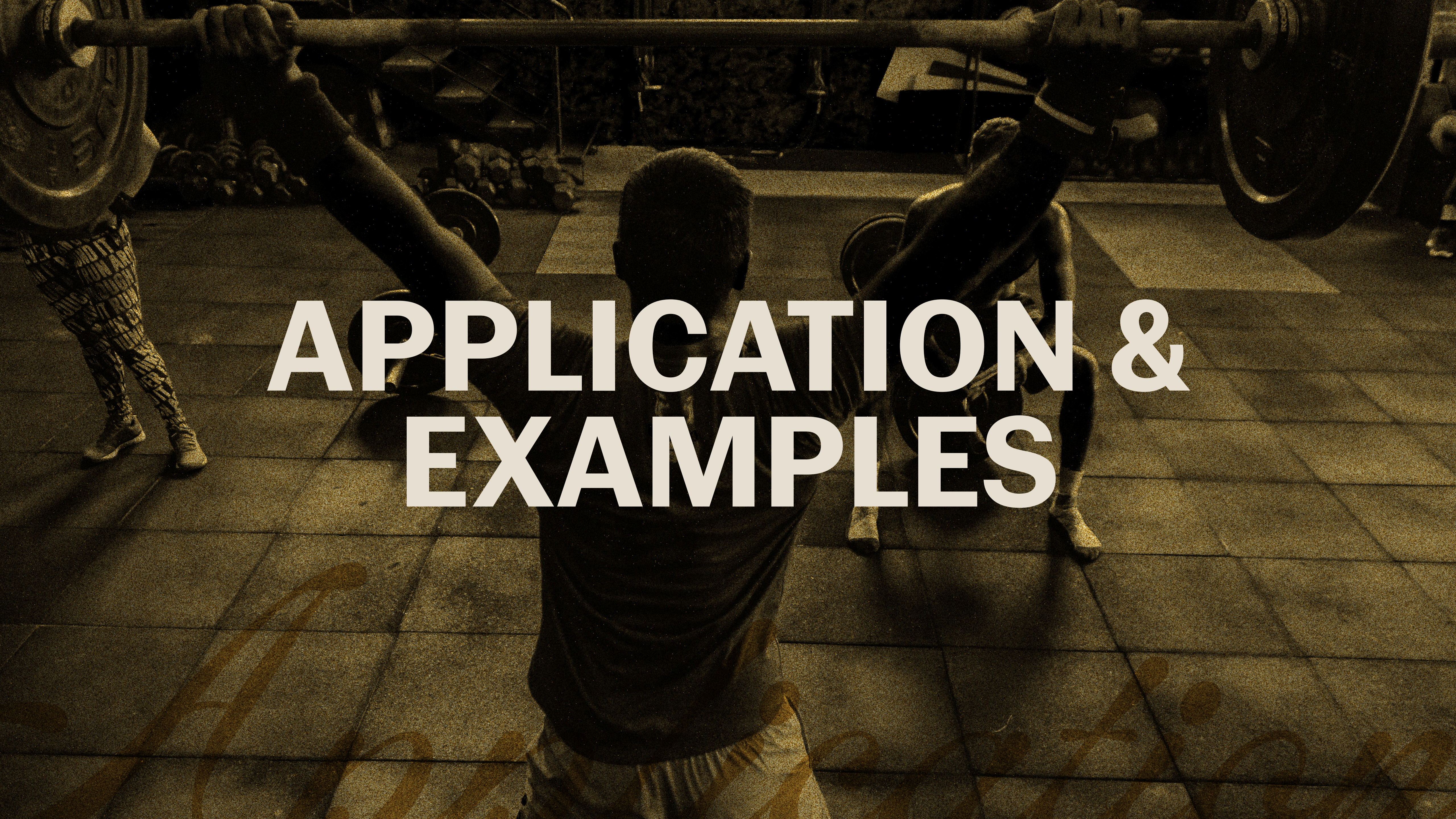
A photograph of a person in a gym, seen from behind, performing a deadlift. The person is wearing a dark t-shirt and light-colored shorts, lifting a barbell with large weights. The gym floor is made of grey tiles with yellow markings. In the background, another person is visible, and there are various gym equipment and weights scattered around. The lighting is warm and slightly dim, creating a focused atmosphere.



- **INCLUSIVE**
- **RAW**
- **AUTHENTIC**

Atallah photography should be inclusive, raw, and authentic. Showing people training and working together. There should be a gritty nature, whether that is content or the design application. There can be overlays given to the photography to be used as background.



A person is shown from behind, performing a deadlift in a gym. They are lifting a barbell with weights. The gym floor is made of large tiles, and there are yellow markings on it. In the background, other gym equipment and a person are visible.

APPLICATION & EXAMPLES

WHAT'S A SHORT-LIVED TITLE RUN COMPARED TO A DYNASTY? ATALLAH IS HERE TO HELP CHAMPIONS
RUN FURTHER AND FIGHT HARDER THAN EVER BEFORE. WE GIVE HIGH PERFORMERS THE SPACE,
TRAINING, AND CONFIDENCE TO HIT PEAK PRODUCTION IN EVERY ASPECT OF THEIR LIVES. GREATNESS
AIN'T GIVEN, SO LET'S TAKE IT.

COACH
ATALLAH

WIN THE MOMENT

Watch Out, Bitch

GREATNESS AIN'T GIVEN

What's a short-lived title run compared to a dynasty? Atallah is here to help champions run further and fight harder than ever before.

CONTACT







WIDE BACK BOYS

- A. Decline push up - - - - - 3x4
- A. SkiErg - - - - - 3x5cals
- B. DB pull over - - - - - 5x5
- SS. DB bent over laterals - - - - - 3x5
- C. Barbell Bench - - - - - 6x4
- C. DB SA row - - - - - 5x8/ea
- D. Atlas stones - - - - - 1x30 sec/ea



ATALLAH

RING THE BELL