

# **ROUTE 1 ATHLETIC TRAINING**

**PERSONAL & TEAM TRAINING**



**MASTER BRAND**

# **ROUTE 1 ATHLETIC TRAINING**

**NICKNAMES:**

**R1A ATHLETICS**

**R1A HOUSE**

**R1A**

**ROUTE 1 RATS**

**GYM RATS**



# SUB-BRANDS

NICKNAME: R1A ATHLETICS OR R1A

THEORY/ETHOS: **TIME** OR **T.I.M.E**

FACILITY: **THE ROUTE 1 ATHLETICS HOUSE**

NICKNAME: **R1A HOUSE, THE HOUSE**

PROGRAM: **R1A TRAINING PROGRAMS**

PROGRAM: **HANNIGAN PREP**



# **ROUTE 1 ATHLETIC TRAINING**

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## **LOGO DIRECTION/INSPIRATION**

*SOMETHING STRONG AND BOLD, WITH A GRITTY HAMMERED  
IRON/STEEL LOOK TO IT, BUT ALSO AN ALTERNATE POLISHED VERSION.  
MUCH LIKE THE R1A BRAND AND THE R1A HOUSE, THERE IS A RAW AND AUTHENTIC FEEL,  
BUT ITS PROFESSIONAL AND COORDINATED AS WELL.*

**THE NEEDS: LOGO TREATMENT AND WORD MARK. ALSO A FONT AND  
POTENTIALLY A BACKGROUND AND TEXTURE.**



# LITERAL LOGO INSPIRATION

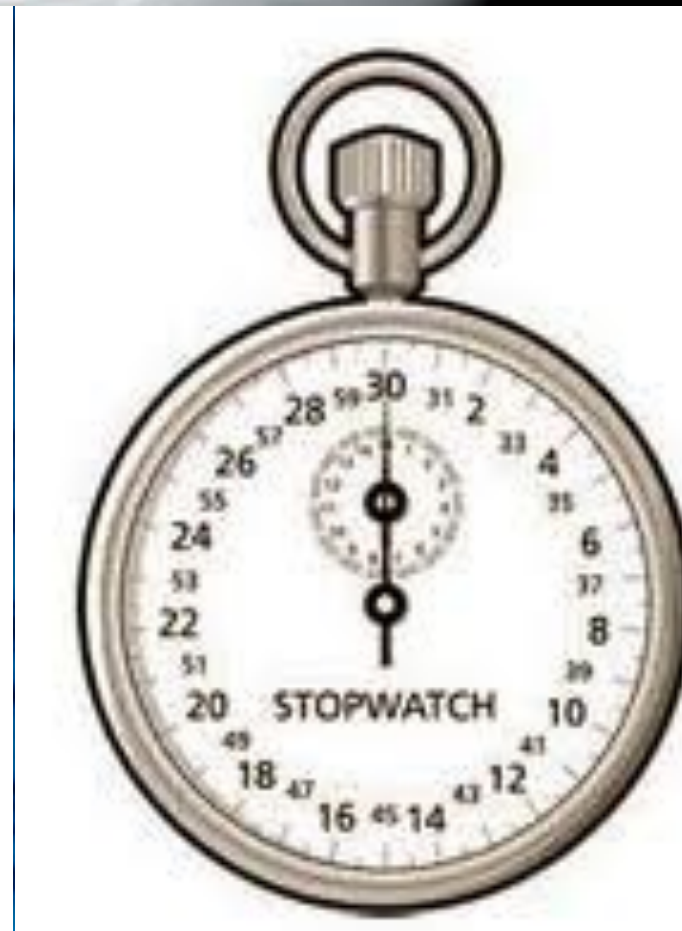
THE LOGO SHOULD HAVE A NOD TO THE INSPIRATION OF THE STREET SIGN BADGE WHERE THE BRAND NAME COMES FROM, BUT NOT AS STRAIGHT FORWARD AS THE INTERSTATE 1 SIGN.





# LOGO INSPIRATION

**THERE'S ALSO THE NOD TO TIME. A KEY ELEMENT TO THE TRAINING SYSTEM AND CULTURE OF R1A IS THE NOTION OF MAKING THE MOST OF TIME.**



TIME:FRAME

ON:TI:ME



# LOGO INSPIRATION

SHOULD BE DIMENSIONAL WITH GREAT ANGLES AND DEPTH. THE SILVER FINISH AND POP COLOR WORK GREAT ON THE SAMPLES BELOW. AND GREAT USE OF THE TEXTURE BOTH ON THE LOGO AND BEHIND IT. PLUS, I LIKE THE FUN HAD WITH THE ORIGINAL DESIGN TO CREATE ALTERNATE VERSIONS AND LOOKS TO THE MASER BRAND.





# **ROUTE 1 ATHLETIC TRAINING**

**LOGO FINISHES AND COLORS**



# FINISH

THE FINISH CAN BE GRITTY OR SLICK SILVER POLISH AND BLACK SO WE HAVE A MORE FEMININE OPTION.



GRITTY



TEXTURE



SLICK SILVER



# POP BLUE

WITH THE SILVER AND BLACK, AND WHITE, THE POP COLOR SHOULD BE THIS ELECTRIC BLUE.



**coldgear®**





# **ROUTE 1 ATHLETIC TRAINING**

## **FOUNDING ETHOS**



# **R1A - UNIQUE PROPOSITION**

***WHAT IS IT THAT MAKES US  
DIFFERENT?***

***EVERY ONE IN R1A HAS A  
PROGRAM BASED ON  
PERSONAL GOALS IN A  
GIVEN TIME. WHETHER IT'S  
MAKING VARSITY, TO  
THROWING HARDER, TO  
LOSING WEIGHT BEFORE A  
WEDDING.***





# **R1A - UNIQUE PROPOSITION**

***BUT IT GOES BEYOND THAT, TO  
PERSONALIZED,  
FOLLOW-UPS & MENTORING  
VIA TEXTS/EMAILS,  
COMPETITION VIA SOCIAL  
MEDIA/UA RECORD. AND  
PERSONAL MANTRA BANDS  
FOR EVERYONE. (eg: UNLEASH  
THE BEAST, DEADLY FROM  
BOTH SIDES OF THE PLATE.)***





# R1A - UNIQUE PROPOSITION

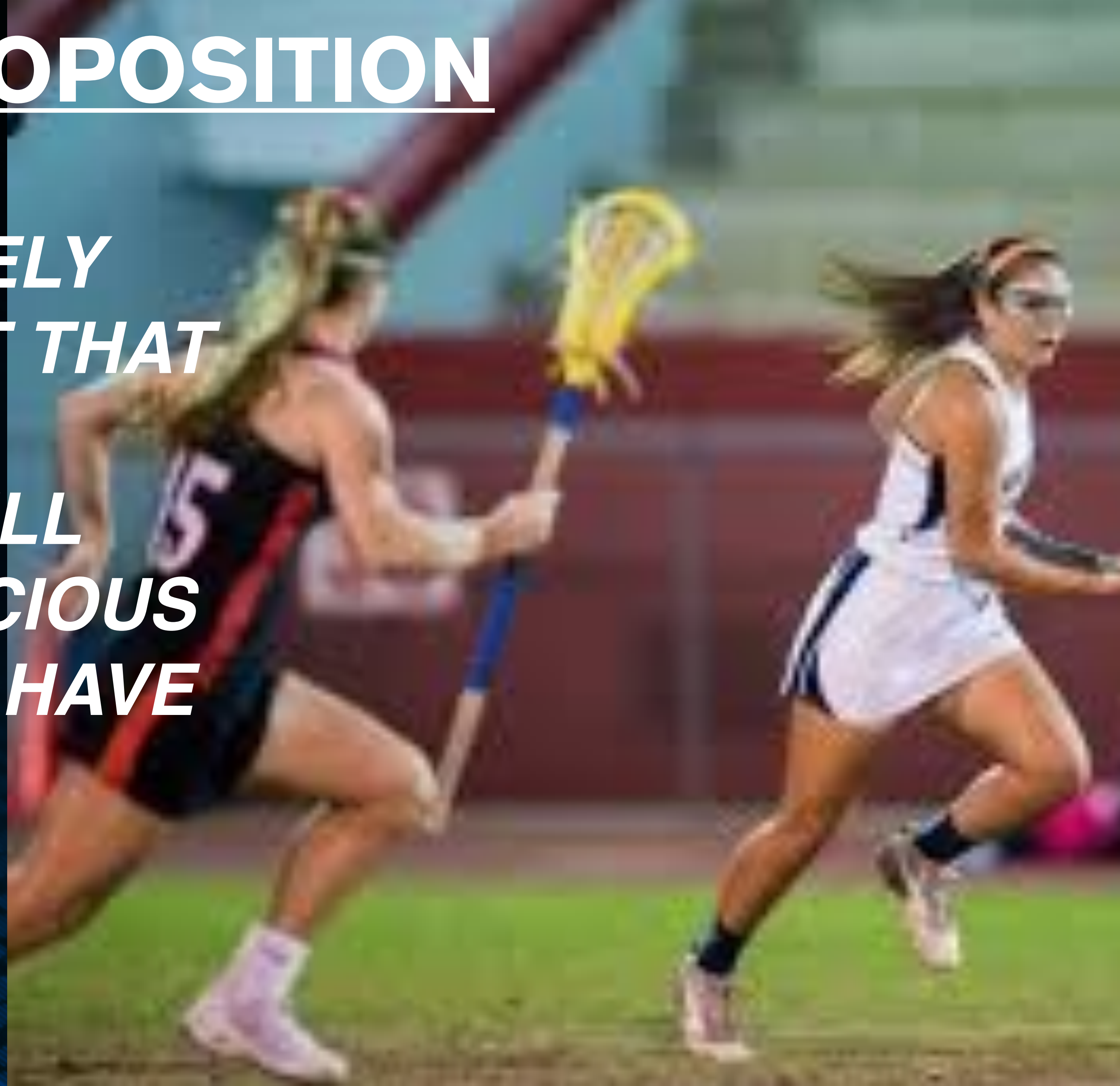
*IT's THE ATHLETIC  
MINDSET TAKEN TO  
PERSONAL  
FITNESS FOR  
THOSE WHO NO  
LONGER PLAY  
SPORTS ON TEAMS.*





# R1A - UNIQUE PROPOSITION

*THIS NOT ENTIRELY  
UNIQUE, EXCEPT THAT  
WE WILL LIVE IT  
BECAUSE WE WILL  
VALUE THE PRECIOUS  
COMMODITY WE HAVE  
THIS EARTH:*





**TIME**



# **R1A BRAND MISSION**

***TO TRAIN,  
INSTRUCT  
MOTIVATE &  
EMPOWER  
THE ATHLETE INSIDE YOU.***



# **BRAND PROMISE**

***TOGETHER, WE WILL CREATE A  
PLAN THAT BEST UTILIZES  
YOUR TIME IN THE HOUSE IN  
ORDER TO CREATE YOUR BEST  
TIME WHEN IT COUNTS.***



# TIME

*TIME IN THE R1A HOUSE,  
TIME SCHEDULE FOR YOUR GOAL,  
TIME PER WEEK,  
TIME WHEN YOU'RE NOT IN THE HOUSE,  
TIME DURING THE SEASON, OR  
TIME AFTER OUR GOAL IS REACHED.*



# TIME

***TIME IS THE MOST PRECIOUS RESOURCE IN OUR LIFE, BUT WE CANNOT MEASURE IT IN QUANTITY. AT R1A, WE MEASURE TIME IN QUALITY, MEANING THE MOMENTS SPENT FOCUSED ON YOUR PLAN AND ATTACKED WITH MAXIMUM EFFORT.***



THE GREAT JOHN WOODEN SAID IT BEST:

*“Don’t mistake  
activity for  
achievement.”*



# R1A TIME IS SPENT IN 1 OF THE 4 QUADRANTS:

TRAIN,  
INSTRUCT,  
MENTOR &  
EMPOWER.



# WE WILL ...

*TRAIN you to achieve the goals we lay out in your game plan, and  
INSTRUCT you on how to stay on the path there,  
because we know there will be times when we must  
MOTIVATE you to maintain the focus and intensity,  
and from those breakthrough moments, we can ultimately  
EMPOWER you to do it on your own.*



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