

S U P R A  H U M A N

BRAND GUIDELINES 2026

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Welcome to our Brand Guidelines

This is your comprehensive guide to building an elite identity that commands attention and respect. Every element, from our logos to our voice, has been meticulously crafted to represent the relentless pursuit of excellence.

These guidelines set the standard for how we show up in the world, ensuring global consistency while leaving room for intelligent creativity and initiative. Our brand is the visual and verbal expression of who we are and what we stand for, and its impact depends on disciplined, considered application.

EVERYONE PLAYS A ROLE IN BRINGING IT TO LIFE,
AND THESE GUIDELINES ARE HERE TO HELP YOU.

Supra Human’s brand is designed to be alive.

Our colors, gradients, and visual assets are not static, they’re fluid and adaptable, shifting to respond to the environment, platform, and context in which they appear.

This dynamism allows the brand to maintain a strong, consistent foundation while creating energy, movement, and impact in every touchpoint. Designers can use this flexibility to interpret the brand in ways that feel fresh and responsive, without ever losing the core identity.

The goal is to give the brand a sense of:

VITALITY ⚡ EXCITEMENT ⚡ PRESENCE

OUR BRAND

This section defines the foundations of our brand. It clarifies who we are, what we stand for, and what sets us apart. From our mission and values to our audience, and tone of voice. It explains the intent behind the words we choose and the way we show up in the world. These principles guide every decision, ensuring our brand is expressed with clarity, confidence, and purpose.

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This page defines the purpose that drives everything we do. Our mission and vision articulate why Supra Human exists, the standard we operate to, and the future we are intentionally building. They anchor our decisions, shape our culture, and set the benchmark for the level of performance we expect, from ourselves and from those we serve.

MISSION	Transforming how high performers live, lead, and embody excellence.
VISION	Performance, redefined. Excellence, embodied.

Supra Human exists to eliminate the gap between professional success and physical performance. We serve high performers in business, leadership, and life who refuse to accept mediocrity.

Our mission is not short-term improvement, but long-term embodiment. Through world-class coaching, integrated optimization, data-driven precision, and culture-led experiences, we build performance that becomes repeatable so excellence is lived daily in an anchored identity, not chased seasonally.

Our vision is to define the category others attempt to imitate. Supra Human is building beyond traditional coaching to become a fully integrated performance ecosystem that sets the standard for modern, high-performing individuals.

We aim to be recognized not by scale or accessibility, but by measurable outcomes, consistency, and the caliber of our clients’ transformation. In time, Supra Human becomes the reference point for holistic performance where science, structure, identity, and standards align across physical, functional, aesthetic, and cognitive performance.

Supra Human is the performance institution for those who relentlessly pursue excellence and expect their bodies to match their ambition. We exist for those who understand credibility and authority are earned through disciplined execution and real outcomes. What sets Supra Human apart is not only what we deliver, but how our system installs performance into identity through coaching, structure, and accountability.

We do not sell fitness as a hobby. We do not sell motivation as a crutch. We do not sell aspiration without execution. We build a professional-grade standard of performance.

Supra Human engineers visible, measurable, enduring progress through a disciplined system that integrates elite coaching, optimization oversight, consolidated data, and culture into one coherent environment.

At the core of Supra Human is a simple truth: excellence must be defined, earned, and sustained. In an industry full of fragmented solutions and surface-level promises, we deliver a coordinated system built for high standards, busy lives, and real accountability.

WE PRIORITIZE TRANSFORMATION THAT LASTS—THROUGH STRUCTURED EXECUTION, TAILORED OVERSIGHT, AND RELENTLESS FOLLOW-THROUGH.

Four key attributes define our value:

- ▶ Integrated Performance Architecture.
- ▶ Identity-Led Transformation.
- ▶ Earned Status, Not Manufactured Confidence.
- ▶ Culture as a Force Multiplier.

Integrated Performance Architecture

Supra Human unifies world-class coaching, medical optimization, diagnostics, and behavioral data within a single performance environment.

Clients are not passed between disconnected providers. They are supported by a coordinated system designed to optimize physiology, aesthetics, energy, and longevity simultaneously.

This mirrors the infrastructure reserved for professional athletes, applied to high-performing adults with complex lives and exacting demands.

Identity-Led Transformation

We do not chase outcomes in isolation. We rebuild the relationship between identity and execution. Supra Human clients do not merely lose fat or gain muscle; they optimize their performance in all facets of life.

Our work resolves the dissonance between professional success and physical compromise, ensuring the body reinforces its achievements rather than undermines them.

Earned Status, Not Manufactured Confidence

Supra Human replaces performative confidence with earned conviction. Through standards, structure, and proof, we remove reliance on external validation and replace it with internal authority.

Our clients do not need to announce success, but they may choose to do so. Their posture, energy, and physical presence do it for them.

Culture as a Force Multiplier

Supra Human is not a program you consume. It’s a standard you practice. Through curated events, exceptional peer community, and shared rituals of discipline, clients experience belonging among people who take performance seriously.

Culture reinforces adherence, builds momentum, and turns progress into identity. This momentum carries our clients throughout their journey.

**EXCELLENCE
IS A DECISION.
THE DECISION
IS YOURS.**



We believe excellence is not a trait, a gift, or a consequence of circumstance. It is a choice, made repeatedly, to live by a higher standard when comfort and compromise are readily available.

Every meaningful outcome begins with a decision: to stop negotiating with mediocrity, take responsibility for one's presence, and align actions with ambition. Talent may create opportunity; consistency produces results.

Professional success can outpace physical discipline, and when it does, life is misaligned. Leadership is strengthened when performance is embodied. Excellence becomes sustainable when decisions are supported by structure, science, and accountability. That is our role: we provide the system that honors the decision.

**YOU ARE NOT DEFINED BY WHAT YOU WANT.
YOU ARE DEFINED BY WHAT YOU CHOOSE.**

Our attributes define how excellence is earned and upheld at Supra Human. They set the behavioral standard for how we think, act, and perform when no one is watching. These principles ensure performance is embodied, responsibility is absolute, and progress is driven by discipline, intelligence, and shared standards.

EARNED EXCELLENCE

Excellence is not claimed or purchased, it is earned through disciplined execution. Standards are upheld even when unseen, because integrity creates credibility, and credibility is the foundation of excellence.

RELENTLESS OWNERSHIP

Responsibility is absolute. We do not outsource blame to circumstance or accident. Progress begins the moment excuses end. Our clients, our coaches, and our leaders are expected to own their decisions, their effort, and their results.

VISIBLE AUTHORITY

Performance must be embodied. Influence, leadership, and credibility are strengthened when they are physically undeniable. We value outcomes that can be felt and measured; presence, capacity, health markers, and consistency.

COMMITMENT WITH INTELLIGENCE

Discipline without intelligence is aimless. Intelligence without discipline is ineffective. We believe actual performance is created through informed execution, precise planning, and the intelligent investment of effort. Data, experience, and structure guide our decisions, ensuring progress is deliberate, efficient, and sustainable.

BELONGING THROUGH STANDARDS

Community is not built solely through inclusion, but through shared standards. Belonging is earned by those willing to uphold the same level of commitment, effort, and integrity. This creates an environment where excellence is normalized, reinforced, and protected. It enables our clients to celebrate our successes, because there is no shame in standards.

Our values guide how we show up every day. They are non-negotiable expectations that shape decisions, behaviors, and outcomes across the entire Supra Human ecosystem. These values are not slogans, they are enforced through action, consistency, and example.

Our values define the standard we operate to. Setting clear expectations for behavior, accountability, and effort, and ensuring excellence is not optional, situational, or symbolic, but enforced through action every day.

Play To Win	Go Above And Beyond	Take Extreme Ownership	Do What It Takes
Lead By Example	Be Relentless	Show The F*ck Up	

WE DON'T DELIVER RESULTS,

WE BUILD THE STANDARDS
AND SYSTEM BEHIND THEM,
SO PERFORMANCE BECOMES
SUSTAINABLE, REPEATABLE,
AND EMBODIED.



This is the clearest articulation of who Supra Human is, who it is for, and why it exists. It distills our position in the market and the standard we stand for, ensuring our message is communicated with clarity, confidence, and consistency.

ELEVATOR PITCH

Supra Human is a performance institution built for those who refuse to let their bodies fall behind their ambition. We serve individuals who have achieved success and want that standard reflected in their energy, presence, and physical performance.

Supra Human integrates world-class coaching, optimization oversight, diagnostics, data, and culture into a single ecosystem designed to make performance sustainable, not seasonal.

In a world that favors convenience over consistency, we stand for earned excellence, enforced standards, and outcomes that speak louder than words.

BRAND STORY

Capture & Conversion



Capture & Conversion Brand Story

You’re done with half-measures. Mediocrity isn’t a badge, it’s a liability. Supra Human exists to strip away excuses, crush comfort, and force you to face the truth: your body should match the life you’ve built. We turn underwhelming into unstoppable. From now on, you don’t just win on paper—you win in the flesh. Your presence hits as hard as your performance. The million-dollar life deserves a million-dollar body.

VOICE

IDENTITY TRANSFORMATION - THE EVOLUTION

TONE: Direct, raw, ruthlessly honest, authoritative, no-nonsense.

STYLE: Short, punchy sentences that call people out and push immediate action.

EMOTIONAL QUALITY: Urgent, challenging, hits a nerve.

PERSPECTIVE: Coach and challenger, authoritative yet inspiring.

GENDER NEUTRAL: Deliberately inclusive, appealing equally to men and women without leaning too heavily into traditionally masculine or feminine language. (Note: Each gender will be addressed individually on the demand generation side.)

PURPOSE: Break through comfort-level, convert, and position Supra Human as the standard.

FROM: YOU'VE GOT THE MONEY, THE STATUS, AND THE MATERIAL POSSESSIONS. BUT YOUR BODY? IT TELLS A DIFFERENT STORY.

You look in the mirror and barely recognize the person staring back at you. You excuse it, rationalize it, and pretend it doesn’t matter. You’re running the boardroom with a soft and weak body under that expensive suit—everyone can see it. Deep down, you know: you are insecure and embarrassed by your appearance. Your body isn’t built for the influence and leadership you claim to have and it’s costing you more than you know. It’s time for a wakeup call.

TO: SOMEONE WHO DOESN'T JUST WIN ON PAPER—BUT IN THE FLESH.

You’re not here to be mediocre. You’re here to win. To get your edge back. To look like a true professional and feel completely optimized. To be desired. You want the kind of body and status that makes people stop and pay attention—before you even speak. You’ve become the person whose presence hits as hard as your performance. You’ve got the million-dollar body to match your million-dollar life.

THE CHARACTER - OUR CLIENT

THE VILLAIN - THEIR ENEMY

THE GUIDE - OUR ROLE

Our Brand

What do they want?

To feel proud, powerful, and confident in your own skin. To get your edge back—the attraction, the respect, and the presence that can’t be ignored. You want a completely optimized body with the energy, drive, and mental clarity of a championship athlete. The kind of physique that makes people stop and look twice. You want an unfair advantage over anyone who makes the mistake of competing with you.

EXTERNAL: You don’t have time to guess. You don’t have time to waste. You’re building empires, meanwhile, your body is stuck in first gear. You’re slow, you’re sluggish, and feel old. The longer you delay, the worse it gets. And you’re already behind. You’ve lost your edge, and it’s impacting you now in the boardroom and the bedroom. You’re losing power, physically, mentally, and energetically, despite having a full bank account. Nobody cares if you have money when you’re embarrassed by your body. This is only halfway winning.

INTERNAL: You feel it; shame, irritation, disgust whenever you look in the mirror, see a family photo of yourself, or when you’re trying to enjoy yourself on vacation at the pool. You’re playing small in the one area that should scream power. You hide it well. But it’s always there. This is not who you were meant to be.

PHILOSOPHICAL: You’ve lied to yourself. You built excellence elsewhere and neglected your body. That’s mediocrity.

AT SUPRA HUMAN, WE DON'T MAKE EXCUSES. WE CRUSH MEDIOCRITY. SUCCESS SHOULD TOUCH EVERY PART OF YOUR LIFE.

COMFORT: Mediocrity is everywhere, and it’s costing you more than you know. Comfort has dulled you, and it lulled you to sleep. Excellence is rare, and you know when you’re in its presence. Mediocrity is the enemy. We don’t negotiate with it. We eradicate it from your life.

EMPATHY: You’ve let this slide, and we won’t let you stay there. You deserve to feel respected. You deserve to have a significant other who desires you. You deserve to feel powerful again.

AUTHORITY: Supra Human forces the mirror in front of your face, and makes you stare until the denial breaks. This is a system built to strip away mediocrity and rebuild you from the ground up. 4,000+ high-performing members. 100+ global experts. This is not another fitness influencer lifestyle brand. This is a data-driven transformation system. Precision coaching. Real-time accountability. Everything tailored to your lifestyle, no guesswork. **Just results.**

The Plan - Our Offer

3-Step Process:

Step 1 We Expose the Truth. No guesswork; just high-level data tailored to your life, your schedule, your goals.	Step 2 We Build the Body. 100% Custom coaching. Precision nutrition. Concierge-level accountability. Designed to fit into your lifestyle and elevate it. We move fast, and so will your results.	Step 3 We Burn the Old Identity. You don't just upgrade. You become someone you've never seen. Surrounded by elite performers who win at your level; driven, dialed, and unshakably disciplined.
Direct CTA Apply now. You'll get ripped or you won't pay.	Transitional CTA Real Client Results. Watch What's Possible.	

Keep putting this off, and your body continues to hold you back. The danger of waiting one more day to make this decision? You keep losing your edge. You risk being underestimated and losing the respect you've worked your whole life to earn. That version of you in the mirror? You look like a walking hypocrite in front of your work, family, and friends. Someone they once admired is now someone whose words don't match their actions. That's not who you are. But without action, it's exactly where you'll stay.

NOW THE WORLD SEES WHAT YOU'VE ALWAYS KNOWN: YOU ARE A WALKING REPRESENTATION OF EXCELLENCE.

THAT ENDS IN SUCCESS	PHYSICAL	MENTAL & EMOTIONAL	RELATIONAL & SOCIAL	PROFESSIONAL & LIFESTYLE	SYMBOLIC/ IDENTITY-LEVEL
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Don't just feel better—feel dangerous	Sculpted, ripped physique	Unshakable confidence	Earned respect from peers and partners	Physique becomes a status symbol	No longer hiding behind success, embodying it
Sharp, focused, dialed in	Unlimited energy and stamina	Mental clarity and insatiable drive	Increased attraction and personal presence	Refined personal brand, elite inside and out	Fully integrated identity: mind, body, purpose
The kind of presence that owns the room without saying a word	Maximum performance	Identity aligned with physical excellence	Embodied leadership	Greater influence in every room	Reclaimed integrity with self
Your body backs it up. Your energy is felt	Precision nutrition	Emotional resilience under high demands	Admiration	More control over time, energy, and outcomes	A new era of self-mastery
No one questions who's in charge	A body that reflects discipline and dominance	Daily momentum rooted in routine and mastery	Strengthened connection to family and legacy	Legacy leadership, leading by example	Living proof of what's possible

BRAND STORY

Brand & Awareness



Brand & Awareness Brand Story

Supra Human exists for those who refuse to be powerful in one area of life and compromised in another. This is not about fitness. It is about alignment. When ambition outgrows the body meant to carry it, something breaks. We build the after story. The version of you whose physical presence finally matches your authority, discipline, and standards. This is transformation for high performers who are done settling, done negotiating with mediocrity, and ready to embody excellence in every room they enter.

VOICE

IDENTITY TRANSFORMATION

TONE: Direct and honest, cutting through noise.

STYLE: Aspirational and story-driven, showing transformation by contrasting the “current self” with the “future self” that the audience can become.

EMOTIONAL QUALITY: Inspirational without being overly motivational, demonstrates what’s possible.

PERSPECTIVE: A balanced blend of the conversion and customer voice.

GENDER NEUTRAL: Deliberately inclusive, appealing equally to men and women without leaning too heavily into traditionally masculine or feminine language.

PURPOSE: To spark curiosity, create brand awareness, build emotional connection, and create a vision of transformation that motivates the audience to take action.

FROM: YOU’VE DOMINATED IN BUSINESS, EARNED THE ACCOLADES, AND WORN THE SUCCESS. BUT SOMEWHERE ALONG THE WAY, YOUR BODY STOPPED KEEPING UP.

Behind the title, milestones, and outward achievements is a version of you that’s been neglected—accepted, even, as the cost of winning. You’ve chased all the status symbols society has sold you on, except the one that matters the most: your body. You tell yourself it doesn’t matter. But deep down, you feel it: disconnected and disappointed. You’ve mastered one domain while quietly settling in another. Your physical presence doesn’t match your power.

TO: AT SUPRA HUMAN, WE KNOW YOU WANT TO BE MORE THAN JUST SUCCESSFUL YOU WANT TO EMBODY SUCCESS IN EVERY ROOM YOU WALK INTO.

You’ve built the empire and legacy, and now you want the presence that reflects it. Strong, respected, and confident, you become the kind of leader who turns heads without trying. The discipline in your business now lives in your body. You don’t just influence outcomes—you influence energy. You’re no longer burnt out, feeling old or sluggish. You are winning the game of life. You are the after story.

THE CHARACTER - OUR CLIENT

THE VILLAIN - THEIR ENEMY

THE GUIDE - OUR ROLE

Our Brand

What do they want?

You want a body that hits as hard as your resume, commands respect when you walk into a room, and performs better than your bank account. You’ve mastered performance in business. Now you want your body to tell the same story: strong, attractive, and undeniable. You want to feel powerful again, and your body is the ultimate symbol of status.

You have the drive, but not the time. Your energy is drained. And every solution you’ve seen doesn’t fit your life. Your schedule owns you. Your work owns you. Your success owns you—and you’ve allowed it to happen, all at the expense of your body, the machine responsible for getting you where you are today.

INTERNAL: Deep down, it’s painful. You see it in the mirror and feel it when the clothes come off. You’re not proud of how you’re showing up physically, and it lingers. You feel helpless when it comes to your fitness, not knowing where to start or how to make it stick.

PHILOSOPHICAL: What is unjust or wrong about the fact that our customer has this problem? This taps into their sense of justice, values, or beliefs. We don’t settle for average, and neither should you. Success in one area isn’t enough and shouldn’t come at the cost of self-respect. Your body deserves the same precision as your business. Anything less is a betrayal of who you really are.

CONFORMITY: Society has normalized physical mediocrity. It rewards success in one domain while excusing neglect in another. It seduces high performers to accept less. We expose the lie and help you rise above it.

MEETS A GUIDE: This addresses any objections they might have to purchasing.

EMPATHY: We get it. You’ve poured everything into your success only to feel disgusted in your own skin. Your body deserves the same precision, focus, and attention to detail as you’ve given your career.

AUTHORITY: At Supra Human, we don’t do surface-level solutions. We’re not a fitness brand. We’re a premier transformation platform built for high performers who refuse to settle. With more than 4,000 clients worldwide and a global team of 100+, we customize an integrative program that aligns your body with your ambitions.

- ▶ Coaching. Nutrition. Strategy. Network.
- ▶ Every protocol is tailored. Every outcome is engineered. Every detail dialed to your lifestyle.
- ▶ This is a world-class elite collective that demands more from themselves in every domain.
- ▶ Supra Human. Where high performers match their body to their ambition.
- ▶ “100% guaranteed if you give 100% effort.” - A. McMahon, Supra Human Client.

The Plan - Our Offer

3-Step Process:

Step 1: Precision Onboarding

We dissect your lifestyle through labs and data through our private tech platform and 1:1 onboarding concierge. Your plan is not a guessing game or a one-size-fits-all approach. It's tailored to your unique DNA.

Direct CTA

If you're done settling and staring at a body you don't like in the mirror, APPLY NOW.

You'll get ripped or you won't pay.

Keep putting it off, and your body becomes the weak link. Stay overlooked, underestimated, and disconnected from your potential. Misaligned with the force you could be. And the mirror? It will remind you every day of the action you refuse to take.

You become undeniable. Your presence hits before you do. Not just in business, but in the boardroom, the bedroom, and beyond. Command attention, lead with certainty, and live with undeniable force. This is transformation at the highest level—earned, elevated, and designed for those who demand nothing less than excellence. You'll move through life with power, clarity, and precision. Because finally, your body matches your ambition. When you're Supra Human, everything else accelerates.

Step 2: Tailored Program & Protocol

Supra Human delivers elite coaching. Every program is custom-built and layered with tele-nutrition, real-time support, and performance-based adjustments, all designed to seamlessly integrate your high-output lifestyle.

Transitional CTA

Real Client Results. Watch What's Possible.

Step 3: Become Supra Human

Your body won't just impress; it will set you apart from the rest. Get results that place you in the top 1% physically and mentally. This is a four-year ascent, because real mastery isn't rushed. At Supra Human, we only build the kind of body that lasts, and we only work with people willing to go ALL IN.

PHYSICAL	MENTAL & EMOTIONAL	RELATIONAL & SOCIAL	PROFESSIONAL & LIFESTYLE	SYMBOLIC/ IDENTITY-LEVEL
Sculpted, ripped physique	Unshakable confidence	Earned respect from peers and partners	Physique becomes a status symbol	No longer hiding behind success, embodying it
High energy and stamina	Mental clarity and insatiable drive	Increased attraction and personal presence	Refined personal brand, elite inside and out	Fully integrated identity: mind, body, purpose
Maximum performance	Identity aligned with physical excellence	Embodied leadership	Greater influence in every room	Reclaimed integrity with self
Precision nutrition	Emotional resilience under high demands	Admiration	More control over time, energy, and outcomes	A new era of self-mastery
A body that reflects discipline and dominance	Daily momentum rooted in routine and mastery	Strengthened connection to family and legacy	Legacy leadership, leading by example	Living proof of what's possible



BRAND STORY

Customer & Ascension

Customer & Ascension Brand Story

This chapter is for those who have already done the work and chosen more. You raised your standards, stepped into discipline, and committed to becoming someone who lives with intention. Supra Human is where that decision deepens. Here, growth is supported, excellence is celebrated, and momentum is protected. This is not about chasing validation or starting over. It is about refinement, mastery, and belonging among people who operate at your level. You are no longer becoming. You are embodying.

VOICE

IDENTITY TRANSFORMATION

TONE: Confident, warm, and affirming—recognizes what’s been earned and celebrates growth.

STYLE: Elevated with language that uplifts and inspires belonging without being overly dramatic.

EMOTIONAL QUALITY: Empowering and nurturing—instills pride, inclusion, and continued motivation toward excellence.

GENDER NEUTRAL: Deliberately inclusive, appealing equally to men and women without leaning too heavily into traditionally masculine or feminine language.

PERSPECTIVE: Supportive guide and trusted partner.

FROM: YOU SPENT YEARS PUTTING EVERYTHING ELSE FIRST—THE DEALS, THE DEADLINES, THE REPUTATION, THE RELATIONSHIPS. YOU TOLD YOURSELF IT WAS FINE, THAT SUCCESS MADE UP FOR THE FATIGUE AND THE EXTRA WEIGHT.

But deep down, you knew your physical standard didn’t reflect who you truly are. Now you’re aware, committed, and ready to invest in yourself heavily—your health, your energy, and your longevity. You’re stepping onto the cutting edge of total human optimization.

TO: AT SUPRA HUMAN, WE KNOW YOU WANT TO BE SOMEONE WHO IS SUPRA HUMAN.

You’ve elevated your standards of living—and your body reflects it. You play the body game with the same level of tenacity as your business game. You show up like you have metrics to reach and KPIs to achieve. You’re no longer trying to prove anything. You lead by presence.

You’ve joined the ranks of those who operate with excellence at every level—mentally, physically, and emotionally. You’re surrounded by people who reflect your drive, your values, your evolution. This is the embodiment and belonging. This is who you are now—and there’s no going back. You’re focused on more, on going the distance past good enough to where only a few ever go.

Becoming Supra Human isn’t something you can buy your way into; it’s something you’ve earned, and your results are celebrated.

THE CHARACTER - OUR CLIENT

THE VILLAIN - THEIR ENEMY

THE GUIDE - OUR ROLE

Our Brand

What do they want?

To be elite. To keep rising—with clarity, consistency, and power. You want a body and a health strategy as intentional as your business plan—so you can keep breaking records, stay younger longer, and actually enjoy the wealth and freedom you’ve built. You want to move through the world as the new standard with unshakable belief in yourself. Because for you, average is failure—the top 1% isn’t just the goal, it’s the standard.

EXTERNAL: The problem is you’ve outgrown one-size-fits-all and need complete optimization. Your time is high-value—and your health strategy should match it with more energy and more drive.

INTERNAL: Anxious to be the best they can be and achieve more. They wonder if they can be one of the members who reach the Supra Human Hall of Fame and be elite.

PHILOSOPHICAL: The unjust or wrong about the fact that our customer has this problem? This taps into their sense of justice, values, or beliefs.

At Supra Human, we don’t settle for average. We believe success in one area should never come at the expense of another. You’ve built success in your career, and your body and energy deserve the same level of precision, accountability, and personalization. It’s wrong to build a life you might not be fully around to enjoy or set an example you wouldn’t want others to follow.

Excellence should touch every part of your life. Physical alignment isn’t optional—it’s integrity. Your body, energy, and presence deserve the same personalization and precision as your business. It’s not just about how you live—it’s about the legacy you leave.

WE HELP THEM CONQUER THEIR VILLAIN.

COMPLACENCY: The comfort of “good enough” is a seductive trap. But Supra Human exists to keep your standard high and your old self behind you. Stopping is always easier than pushing for more—but you didn’t come this far to coast. You’ve invested too much to quit before the breakthrough and magic happen. Excellence is the goal—and you don’t forget it.

MEETS A GUIDE: Addresses any objections they might have to purchasing.

EMPATHY: You’ve raised the bar, and we know what it takes to keep it there. The pressure. The pace. The constant recalibration. We’re not just here to coach you. We’re here to walk with you at your level. Very few ever experience what it’s like to be ELITE. We’re in this together. This is a game that never ends, and you need a network willing to push you to become more than you’ve ever imagined.

AUTHORITY: With thousands of high performers transformed, a 100+ person global team behind you, and a world-class network at your side, the Elite experience is built for your next level. You get precision diagnostics, advanced protocols, and access to immersive, exclusive events designed to spark breakthroughs—not just maintain progress. This isn’t maintenance—it’s mastery. And it’s what you’ve earned.

The Plan - Our Offer

3-Step Process:

Step 1: Advanced Diagnostics

Elite-level transformation begins with precision. We go deeper with labs, biomarkers, and behavioral insights to refine your next evolution.

Direct CTA

Your Next Level Awaits. Optimize your body like a professional athlete and join a network of the highest performers on the planet.

Step 2: Precision Execution

Your life moves fast—so does your program. Every detail is tailored to match your output and ambition. You’re not handed a plan; you’re backed by an elite team operating as your personal performance command center, to exceed every target without slowing your life down.

Transitional CTA

Real Client Results. Watch What’s Possible.

Step 3: Elite Integration

This isn’t just about sustaining results, it’s about expanding your edge. Exclusive access, immersive events, and a global network that sharpens your identity and accelerates your growth.

Without an elevated protocol and network where optimal performance is the standard, you stop pushing the envelope because you’re ahead of most. The Elite program exists to take you higher than you’ve even considered. Don’t get stuck in maintenance when momentum is what you’ve earned.

Step fully into mastery. Your identity, performance, and body move in sync—with clarity, consistency, and command. You’ve become the standard others chase, backed by an elite network that fuels your momentum and keeps you evolving. You don’t just maintain success—you amplify it, surrounded by people who match your discipline and vision. Your energy, presence, and influence extend beyond today, shaping a legacy that lasts. And you’re only getting started.

PHYSICAL	MENTAL & EMOTIONAL	RELATIONAL & SOCIAL	PROFESSIONAL & LIFESTYLE	SYMBOLIC/ IDENTITY-LEVEL
Sculpted, ripped physique	Unshakable confidence	Earned respect from peers and partners	Physique becomes a status symbol	No longer hiding behind success, embodying it
High energy and stamina	Mental clarity and insatiable drive	Increased attraction and personal presence	Refined personal brand, elite inside and out	Fully integrated identity: mind, body, purpose
Maximum performance	Identity aligned with physical excellence	Embodied leadership	Greater influence in every room	Reclaimed integrity with self
Precision nutrition	Emotional resilience under high demands	Admiration	More control over time, energy, and outcomes	A new era of self-mastery
A body that reflects discipline and dominance	Daily momentum rooted in routine and mastery	Strengthened connection to family and legacy	Legacy leadership, leading by example	Living proof of what's possible

Our clients are not beginners. They are builders, leaders, and operators who have already proven themselves in life and work. What connects them is not age, gender, or background, but a refusal to accept physical decline, plateaus, or compromise as the price of success. Each arrives at Supra Human from a different place, but all share the same standard. Their body must reflect their intelligence, discipline, and authority. These personas represent the individuals who demand refinement, precision, and longevity, and who understand that excellence is not something you age out of. It is something you maintain.

THE REFINER	Profile
	Tension
	Desire
	Why

High-performing male, typically 38–50. Founder, senior executive, partner, or business owner. Financially secure, time-poor, and disciplined by necessity rather than choice. Already trains, already invests in health, but has plateaued or burnt out from a lack of sustainable results.

He works at a high level, yet his body no longer reflects his effort or status. Marginal gains feel frustratingly out of reach. He knows more than most, yet sees men with less responsibility looking sharper, leaner, more commanding. The mirror agitates him.

Not motivation, but refinement. Precision. An edge. He wants his physique to look as defined as his ambition, and as sharp as his mind.

Supra Human respects his intelligence and ambition. We do not sell basics. We provide structure, oversight, and execution that removes guesswork and pays attention to the details. This is optimization for those already operating at the top.

THE DISCONNECTED	Profile	Male or female, typically 45–60. Investor, traditional business owner, senior partner, or professional. High net worth. Delegates or outsources almost everything seen as non-productive. Has not prioritized physical standards for years.	THE ONCE WAS	Profile	Male, 35–55. Former high school, collegiate, or professional athlete. Now an entrepreneur, executive, or professional. Competitive by nature. Nostalgic for his peak.
	Tension	They have built wealth and influence, yet feel physically diminished. Their energy is inconsistent, and their body no longer commands the respect their position conveys. They avoid mirrors and rationalize the decline as age or workload.		Tension	He remembers exactly what it felt like to be dominant. His body today does not match that memory. Worse, his children see him as a tired professional, not an athlete.
	Desire	To feel powerful again without having to learn the mechanics. They want discretion, competence, and results delivered without chaos or humiliation.		Desire	To reconnect with his edge. To feel capable, fast, and dangerous again. Not to relive youth, but to reclaim pride.
	Why	Supra Human provides professional-grade infrastructure, not gym culture. We remove friction, restore confidence, and deliver transformation through systems built with credibility and expertise. This is the antidote to being successful everywhere except in their own body.		Why	Supra Human respects his history without indulging it. We translate competitive instinct into performance, restoring strength, confidence, and visible capability in a way that fits his current life.

THE STANDARD BEARER	Profile	Female, 30–55. Founder, executive, senior operator, or ambitious mother. Intelligent, capable, and self-directed. Often outwardly successful yet inwardly dissatisfied with her physical standard.	THE LONGEVITY AUTHORITY	Profile	Male or female, typically 50+. Senior leader, founder, or respected professional. Still ambitious, still relevant, unwilling to decline quietly.
	Tension	She has built a life of responsibility and competence, she works tirelessly to project elegance to the world, yet her body feels like the one area she has compromised. She rejects superficial “female empowerment” messaging and resents being spoken down to. She knows she is capable of excellence, but doesn’t know how to start.		Tension	They do not fear aging, they fear irrelevance. They want strength, vitality, and sharpness to endure, not just comfort. They are accustomed to getting things done, and getting what they want. Aging does not comply with this.
	Desire	Visible mastery without apology. A body that reflects her standards, not her exhaustion. Structure that respects the complexity of her life.		Desire	Longevity as status. Performance span, not lifespan. To remain physically capable and mentally sharp well beyond peers.
	Why	Supra Human treats discipline as feminine, ambition as elegant, and excellence as earned. We provide clarity, precision, and standards without indulgence, allowing her to align identity, performance, and presence.		Why	Supra Human reframes longevity as leadership. Through intelligent discipline, medical integration, and visible standards, we help clients age with authority rather than retreat.

ASSERTIVE, NOT AGGRESSIVE

Supra Human is firm, exacting, and unwilling to dilute standards. We confront truth directly, but without theatrics or excess. There is no shouting, no hype, and no artificial urgency. We speak as those who know the cost of excellence and are comfortable enforcing it. The tone is steady, assured, and resolute. Pressure is applied through clarity, not volume.

EARNED AUTHORITY

Our voice assumes competence in the audience and reflects competence in ourselves. We interpret, we frame, and we decide. We do not over-explain, plead, or educate unnecessarily. Authority comes from:

- ▶ Lived experience
- ▶ Proven outcomes
- ▶ Committed thinking

We state what is true and allow it to land. If a message feels as though it is trying to convince, it is off-brand.

SOPHISTICATED DIRECTNESS

Supra Human communicates plainly, but never crudely. Sentences are clean, intentional, and economical. Language is sharp, not ornamental. We avoid:

- ▶ Slang
- ▶ Internet clichés
- ▶ Cheap provocation
- ▶ Over-familiarity

We favor language that feels composed, deliberate, and intelligent, the way a respected operator speaks behind closed doors.

CHALLENGER, NOT CHEERLEADER

We do not encourage. We do not praise prematurely. We do not comfort people into inaction. Supra Human challenges through reality:

- ▶ What you have built versus what you tolerate.
- ▶ Who you are versus how you show up.
- ▶ Standards spoken versus standards embodied.
- ▶ The voice holds up a mirror, not a megaphone.

DISCIPLINED, NOT DOGMATIC

We are firm, but never rigid for the sake of ideology. Intelligent discipline sits at the heart of how we speak.

- ▶ We acknowledge complexity without softening standards.
- ▶ We respect nuance without excusing compromise.
- ▶ We reject both chaos and militant rigidity.

ASPIRATION THROUGH ACTUALIZATION

Supra Human does not sell dreams. We sell inevitability. Aspiration is expressed through:

- ▶ Results
- ▶ Behavior
- ▶ Structure
- ▶ Environment

Supra Human is built on standards, not slogans. We speak to people who are capable of hearing the truth and acting on it. This is a brand for those who observe their own life with clarity, take responsibility for outcomes, and commit to mastery over time. We are calm, deliberate, and exact because real transformation requires precision, not noise. Every word, system, and expectation exists to elevate identity, reinforce ownership, and align performance with the long game.

Application

Sentence Structure

- ▶ Declarative
- ▶ Controlled
- ▶ Often short, but never abrupt
- ▶ Silence is allowed through white space

Emotional Register

- ▶ Calm confidence
- ▶ Controlled intensity
- ▶ No emotional volatility
- ▶ No false warmth

Perspective

- ▶ Observant
- ▶ Decisive
- ▶ Grounded in reality
- ▶ Oriented toward long-term mastery

Context Specific Tone

Awareness and Capture

- ▶ Clear-eyed
- ▶ Confrontational with purpose
- ▶ Identity-led
- ▶ Focused on standards and truth
- ▶ Catalyst for introspection

Consideration

- ▶ Composed
- ▶ Authoritative
- ▶ Evidence-driven
- ▶ System-led

Client and Community

- ▶ Affirming, but exact
- ▶ Reinforces belonging through standards
- ▶ Celebrates progress without lowering the bar
- ▶ Drives ownership of outcomes

Supra Human content exists to set standards, not chase attention. Every pillar reinforces the same truth: excellence is earned, embodied, engineered, and upheld through community. We do not create content to motivate the uncommitted or entertain the undecided.

We speak to high performers who value clarity, discipline, and long-term mastery. Each pillar serves a distinct role, but together they form a coherent system that defends our culture, proves our method, establishes trust, and reinforces belonging through shared standards.

Earned Excellence

THE CULTURAL PILLAR

Purpose: To define and defend what excellence means in a world that has diluted it.

What We Express:

- ▶ Discipline over convenience
- ▶ Effort over entitlement
- ▶ Mastery over hacks
- ▶ Long-term standards over short-term outcomes

This pillar positions Supra Human as a cultural authority, not merely a service provider. It is where we articulate our philosophy, confront modern mediocrity, and establish the ideological high ground.

Typical Content Forms:

- ▶ POV essays and short-form statements
- ▶ Cultural analysis of fitness, wellness, and modern performance
- ▶ Campaign-led narratives tied to Earned Excellence

Embodied Authority

THE IDENTITY PILLAR

Purpose: To reinforce the belief that leadership, credibility, and confidence must be physically embodied.

What We Express:

- ▶ The body as proof of standards.
- ▶ Physical presence as non-verbal authority.
- ▶ Alignment between ambition and appearance.

This pillar resolves identity dissonance and makes the invisible visible. It connects performance outcomes to status, leadership, and self-respect without apology.

Typical Content Forms:

- ▶ Transformation narratives and case studies.
- ▶ Before-and-after framed as identity shifts.
- ▶ Commentary on presence, posture, and authority.

Intelligent Discipline

THE METHOD PILLAR

Purpose: To demonstrate that Supra Human’s results are engineered, not accidental.

What We Express:

- ▶ Systems over motivation.
- ▶ Precision over chaos.
- ▶ Science applied with restraint.

This pillar builds trust by showing that discipline is guided by intelligence. It reassures high performers that they are entering a system worthy of their standards and time.

Typical Content Forms:

- ▶ Frameworks and models.
- ▶ Simplified explanations of complex concepts.
- ▶ Behind-the-scenes views of how performance is engineered.

Institutional Authority

THE TRUST PILLAR

Purpose: To elevate Supra Human from a personality-led brand into a category-defining company.

What We Express:

- ▶ Scale, infrastructure, and professionalism.
- ▶ Category leading systems and oversight.
- ▶ Long-term vision beyond individual transformations.

This pillar signals permanence, credibility, and leadership. It reassures clients, partners, and talent that Supra Human is built to endure.

Typical Content Forms:

- ▶ Milestones and company evolution.
- ▶ Platform, medical, and ecosystem development.
- ▶ Thought leadership on the future of human performance.

Culture, Community, and Belonging

THE REINFORCEMENT PILLAR

Purpose: To show that Supra Human is not a program you consume, but a standard you commit to.

What We Express:

- ▶ Belonging through shared standards.
- ▶ Achievement without apology.
- ▶ Community as a performance multiplier.

This pillar transforms clients into advocates and reinforces retention by showing that excellence is normalized within the Supra Human environment.

Typical Content Forms:

- ▶ Event narratives and fly-in moments.
- ▶ Client spotlights and earned recognition.
- ▶ Behind-the-scenes community culture.

***GO GET
WHAT'S YOURS***



This line is a call to ownership. It assumes entitlement through effort, not entitlement through default. The phrase speaks to individuals who already know they have compromised, delayed, or tolerated less than they are capable of, challenging them to earn what was always attainable through discipline. “Yours” is intentionally undefined. It allows the individual to project their own ambition onto the message, authority, confidence, physical mastery, respect, presence. The power of the line lies in its restraint, and refusal to explain itself.

**GO GET
WHAT'S YOURS**

APPLICATION

Capture and conversion messaging	Short-form content and social CTAs	Paid media, headlines, and hooks	John Madsen–led challenger content
----------------------------------	------------------------------------	----------------------------------	------------------------------------

***THE PURSUIT
NEVER STOPS***

This line reframes excellence as a way of living, rather than a destination. It reinforces the belief that performance is not something you achieve, but something you sustain. It is subtly aspirational and identity-driven. There is no urgency, no aggression, and no promise of arrival. Instead, it normalizes continuous discipline and consistency. This tagline strengthens retention and belonging by affirming that commitment to standards is permanent, and that this permanence is a mark of seriousness, not obsession.

***THE PURSUIT
NEVER STOPS***

APPLICATION

Client and community communications	Events, fly-ins, and experiential branding	Apparel, merchandise, and environment design	Retention and ascension messaging	Nineveh Madsen–led aspirational content
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Earn your
excellence



This is the philosophical backbone of the brand. It directly challenges the modern belief that excellence can be purchased, outsourced, or shortcut. The word “earn” is non-negotiable. It signals effort, discipline, and investment. “Your” makes excellence personal and accountable. No two people earn it the same way, yet there is a shared understanding within the Supra Human community of what excellence looks, sounds, and acts like. This tagline positions Supra Human as the system through which excellence is made legitimate, visible, and deserved.

Earn your excellence

APPLICATION

Brand-level messaging and campaigns	Website, brand films, and foundational copy	Thought leadership and manifesto-style content	Nineveh Madsen–led institutional narratives
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Human Performance Optimization

The most literal of the four taglines. It defines what Supra Human does, not what it believes. The phrasing is deliberate. “Human performance” positions the brand beyond fitness and wellness. “Optimization” signals precision, systems, and intelligent discipline, without exaggeration or hype. This line communicates credibility, professionalism, and seriousness to skeptical, high-performing audiences who value competence over inspiration.

Human Performance Optimization

APPLICATION

Corporate communications and PR	Website headers and product descriptors	Partner, media, and investor-facing materials	Technical, medical, and platform-related content
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Why Supra Human

Supra Human is an online human performance company helping individuals achieve peak physical and mental performance through elite coaching, personalized fitness, nutrition, and proprietary optimization protocols. Its platform delivers high-touch, customized experiences at scale.

The company is co-owned by: *John Madsen + Nuneveh Madsen*
a power duo with deep expertise in athletic performance, media, and technology. They lead one of the fastest-growing performance ecosystems.

With a global client base and a results-driven approach, Supra Human is setting a new standard in elite:

COACHING • TRANSFORMATION • PERFORMANCE

273

Ranked No. 273 on the 2025 Inc. 5000 list of the fastest-growing private companies in America.

27

Ranked No. 27 in Healthcare & Medical nationwide by Inc.

7

Ranked No. 7 in Arizona across all industries by Inc.

\$50M

Crossed \$50M 2025 revenue, up from \$25M+ in 2024.

120+

120+ person international team across revenue, product, coaching, content, client success, and operations in the United States, Europe, Australia, and the Middle East.

10,000+

Industry-best client retention and transformation outcomes with 4,000 active clients and 10,000+ total client transformations.

NFL

Partnership with NFL legend Terrell Owens was highlighted publicly, including Times Square visibility.

SHX

Launch of SHX: Supra Human Xperience, a flagship summit for elite performers (October 9–10 2025, Nashville, TN).

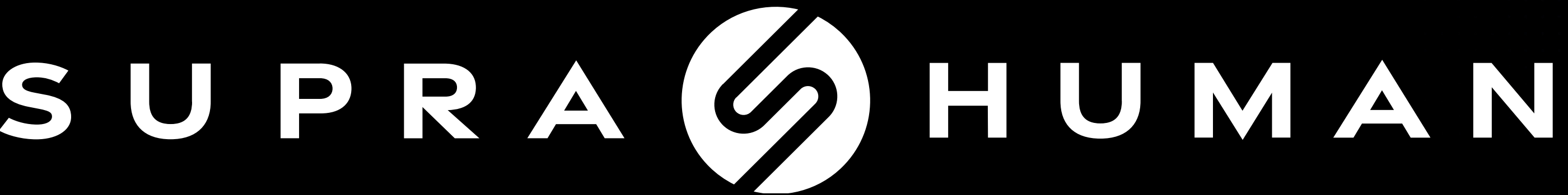


OUR LOGO

The Supra Human logo is the most recognizable expression of the brand. It represents discipline through structure, confidence through restraint, and authority through consistency. This section outlines how the logo system functions, not as decoration, but as a precise tool for recognition, credibility, and trust across every environment.

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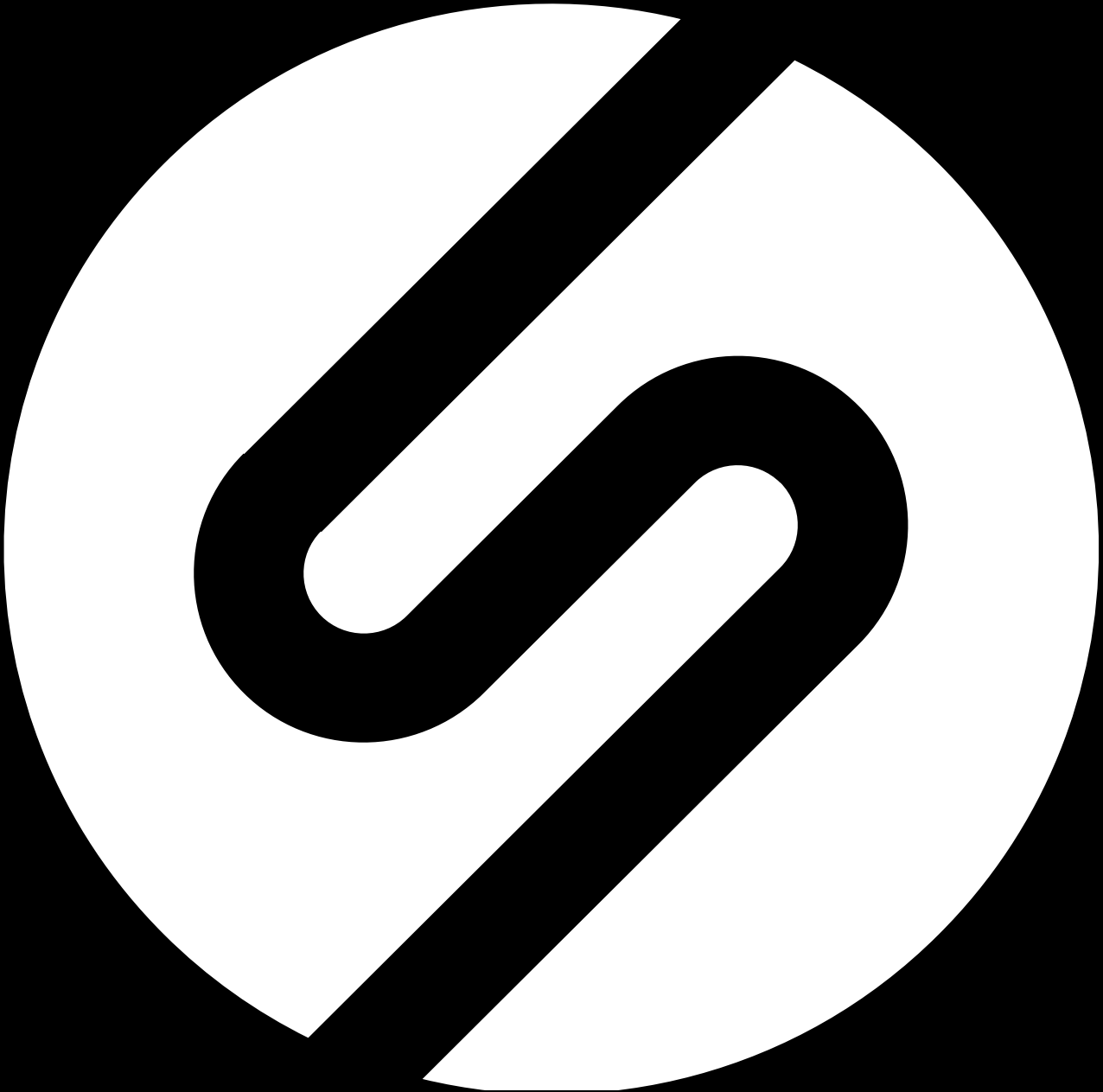




Our logo consists of a wordmark and logomark. These elements can be used independently or locked together, allowing flexibility without compromising recognition,

however the full logo is the primary logo. Through consistent use, the logo becomes visual shorthand for Supra Human, symbolizing our values, standards, and

commitment to earned excellence. It is a core brand asset and must always be applied using approved files and formats.



The logomark is the symbolic core of the Supra Human identity. It represents discipline, structure, and earned authority in its most distilled form.

Designed to function independently, the logomark is used where recognition is established or space is limited. Its simplicity and balance ensure it remains confident, legible,

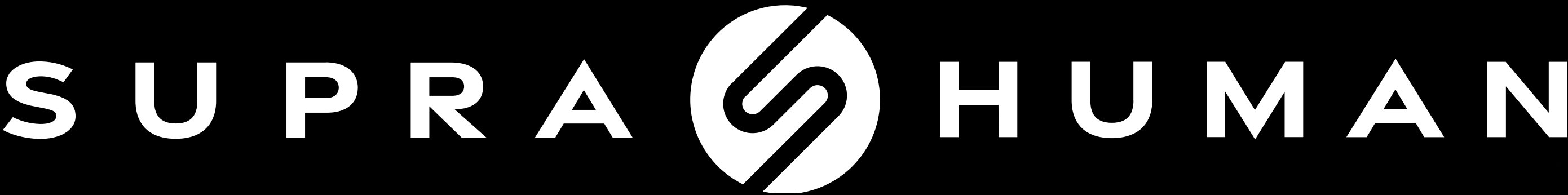
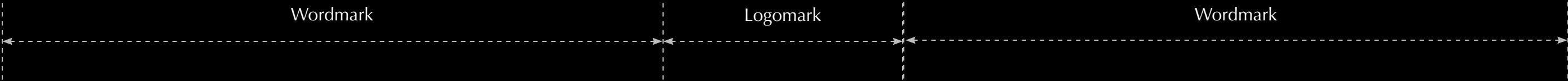
and unmistakably Supra Human across digital, physical, and product applications.

S U P R A H U M A N

The wordmark is the typographic expression of Supra Human, reserved for the most premium touchpoints. Its design is minimal, grid-driven, and precise, delivering clarity, credibility, and restraint through proportion and structure. The wordmark is most often left-justified, reinforcing order, discipline, and intentional hierarchy.

The wordmark is a secondary element within the Supra Human logo system and is not intended to function as the primary brand identifier. Wherever possible, the full logo or logomark should take precedence. The wordmark exists to support specific use cases where space, context, or hierarchy demands a refined typographic expression of the

name. When used, the wordmark must appear confident, balanced, and deliberate. It should never act as a replacement for the full logo without clear, justified intent.



Logo — Primary Mark

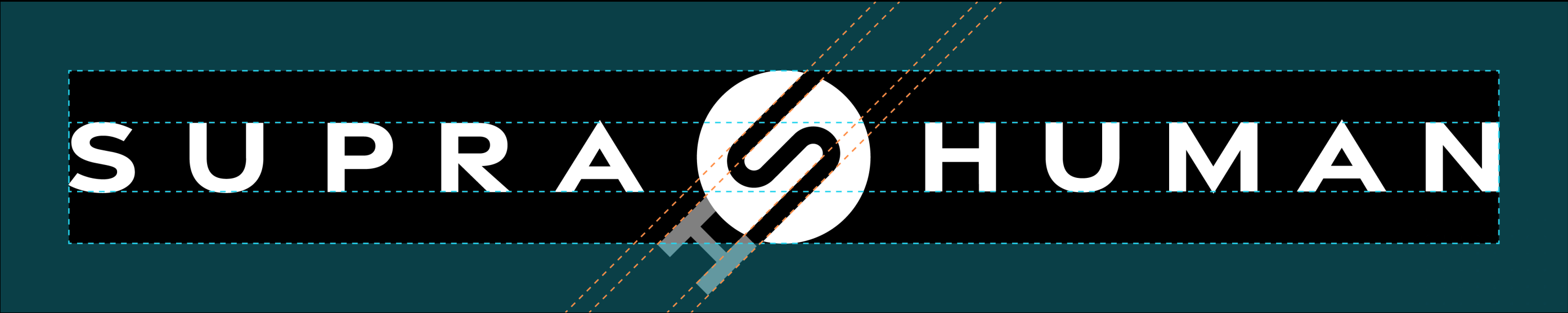
The full logo is the default expression and should be used in most external-facing communications.

Logomark — Secondary Mark

Used where brand recognition is already established, such as products or digital interfaces.

Wordmark — Tertiary Mark

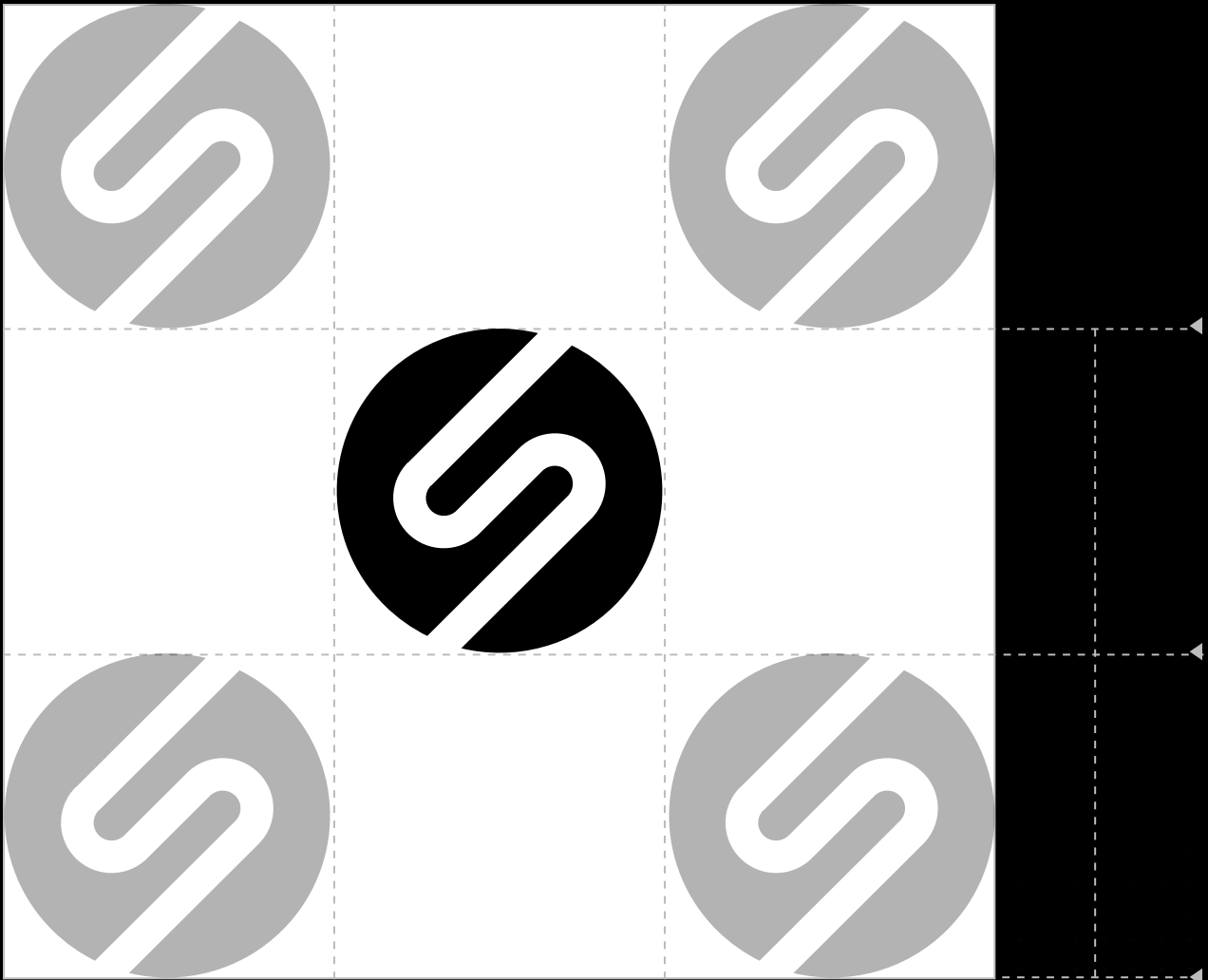
A supporting typographic device, used sparingly.



The Supra Human wordmark is a masterwork of intentional design, meticulously crafted by Raja Sandhu according to his personal design theory and exacting standards. Drawing inspiration from the golden ratio and Fibonacci sequence, every curve, every angle, every proportion

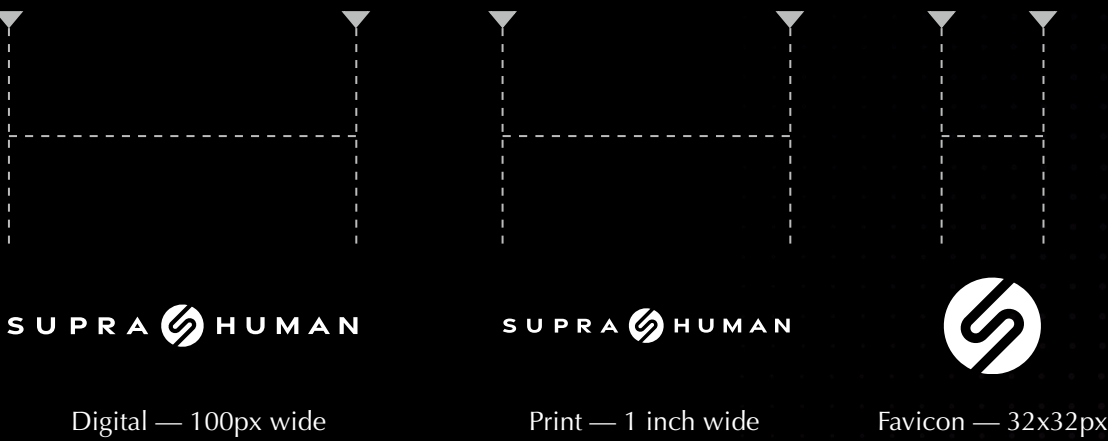
reflects his unique vision of visual excellence. Built upon an intricate grid system rooted in Sandhu’s design philosophy, the logo embodies refined geometry where spatial relationships are carefully orchestrated.

The circular symbol achieves perfect symmetry through deliberate construction, creating visual harmony that resonates at a subconscious level. This is not design by chance; this is design by conviction.



Logomark Height

Clearspace
100% of logomark height



The clearspace ensures legibility and impact of the logo by isolating it from competing visual elements, such as text and supporting graphics. This space should be considered the absolute minimum safe distance, ensuring the logo has

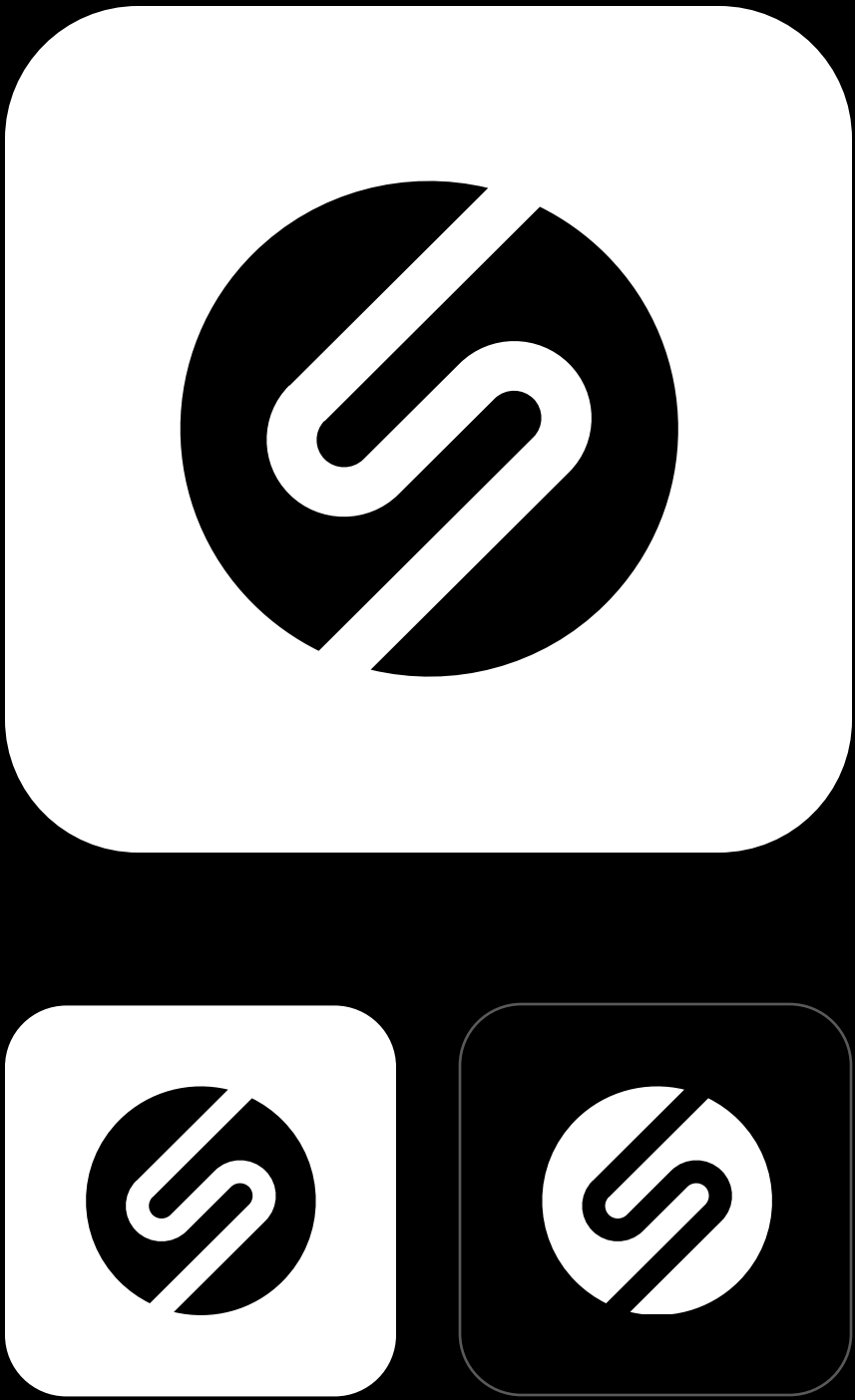
plenty of room to breathe. As a rule, the minimum clearspace around the logo is equal to the height of the logomark. If using the logomark or wordmark instead of the logo, the same rules apply. When scaling the logo,

minimum size must be adhered to so legibility is retained. When printed, the logo must be at least 1 inch wide. When displayed digitally, it must be at least 100px wide.

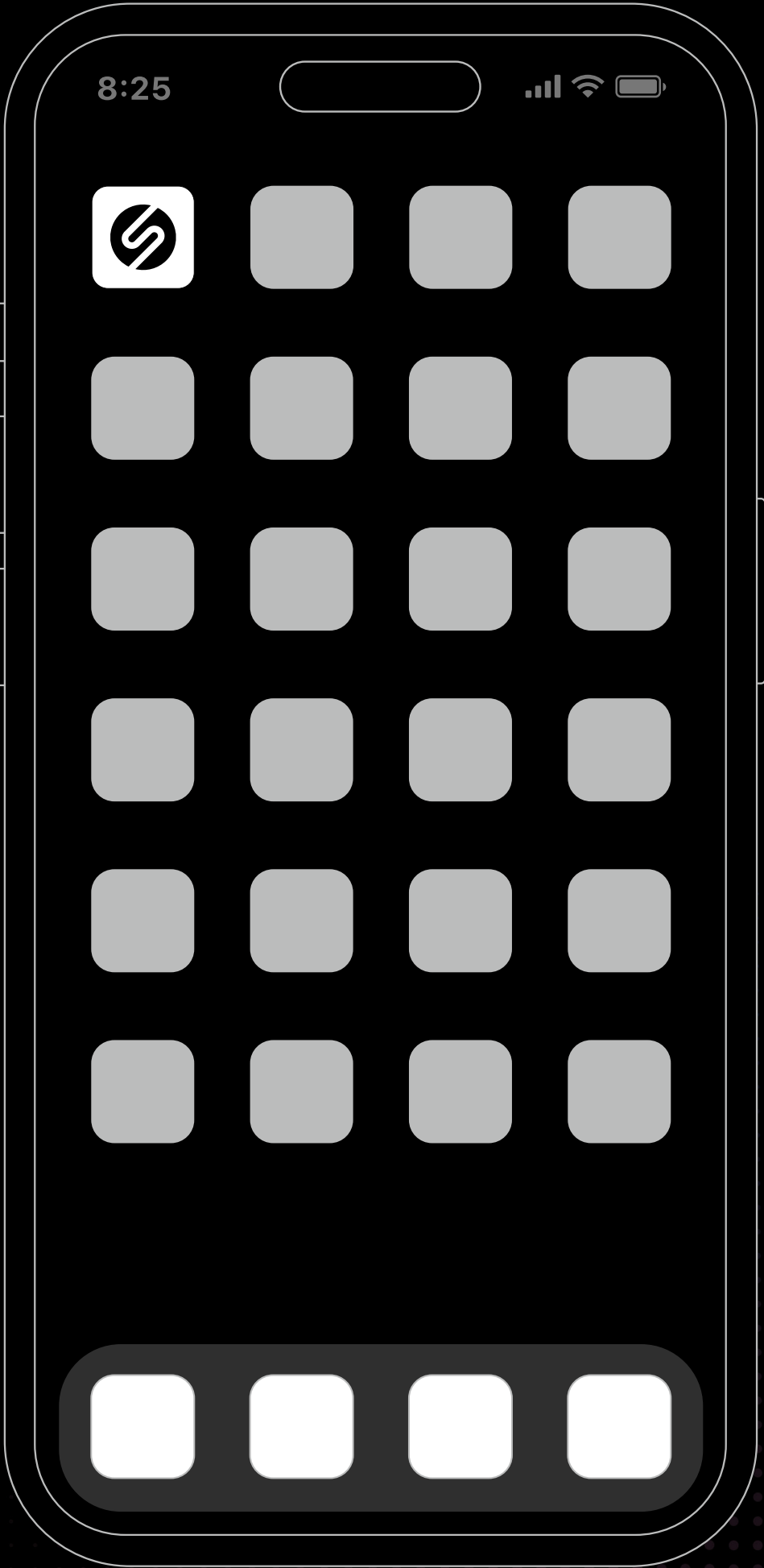
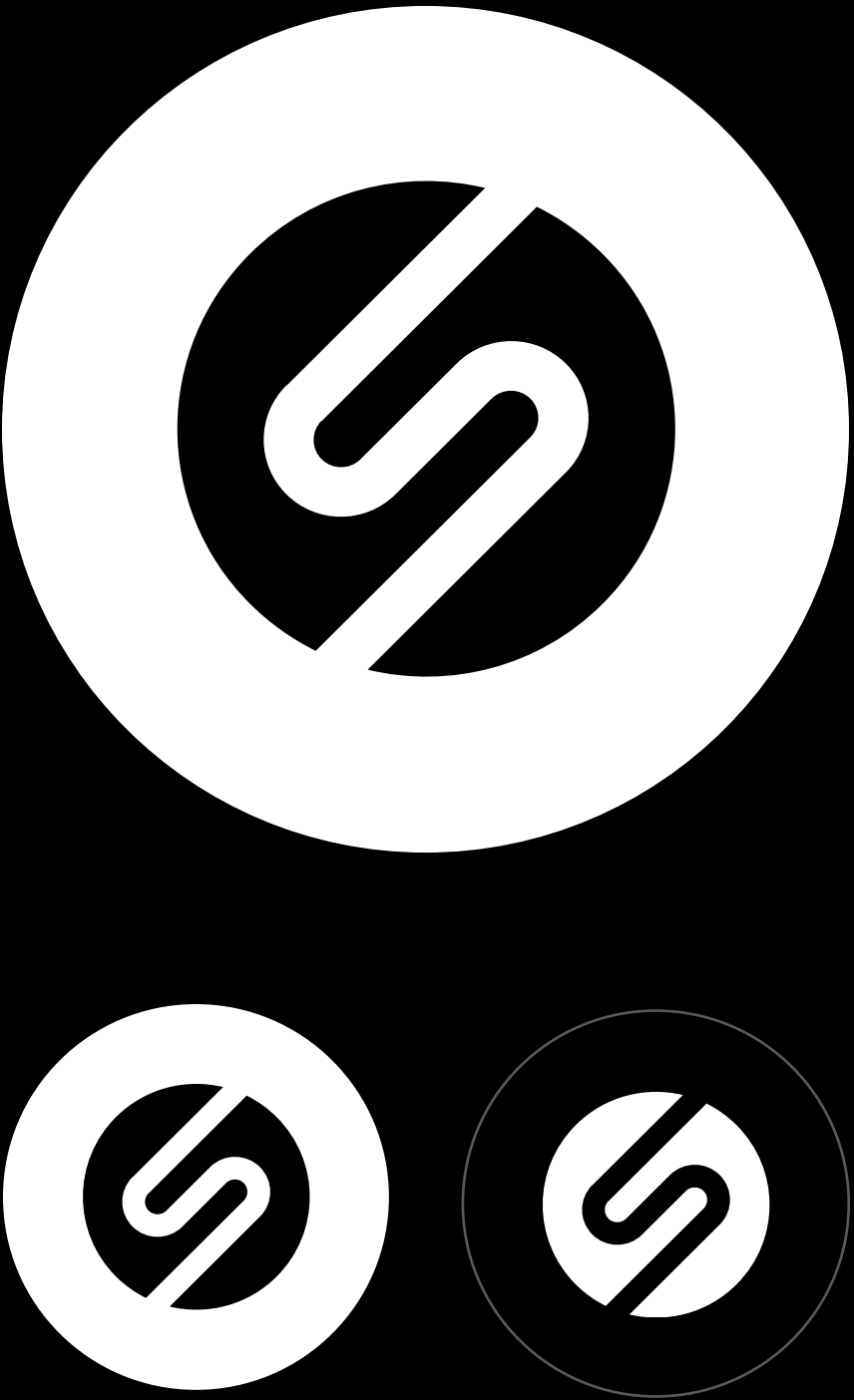
We use the logomark for our favicon, social avatars, and app tile. This design has the unique ability to be legible at small sizes.

The margin size is equal to one third of the size of the icon, ensuring enough room to breathe.

Favicon



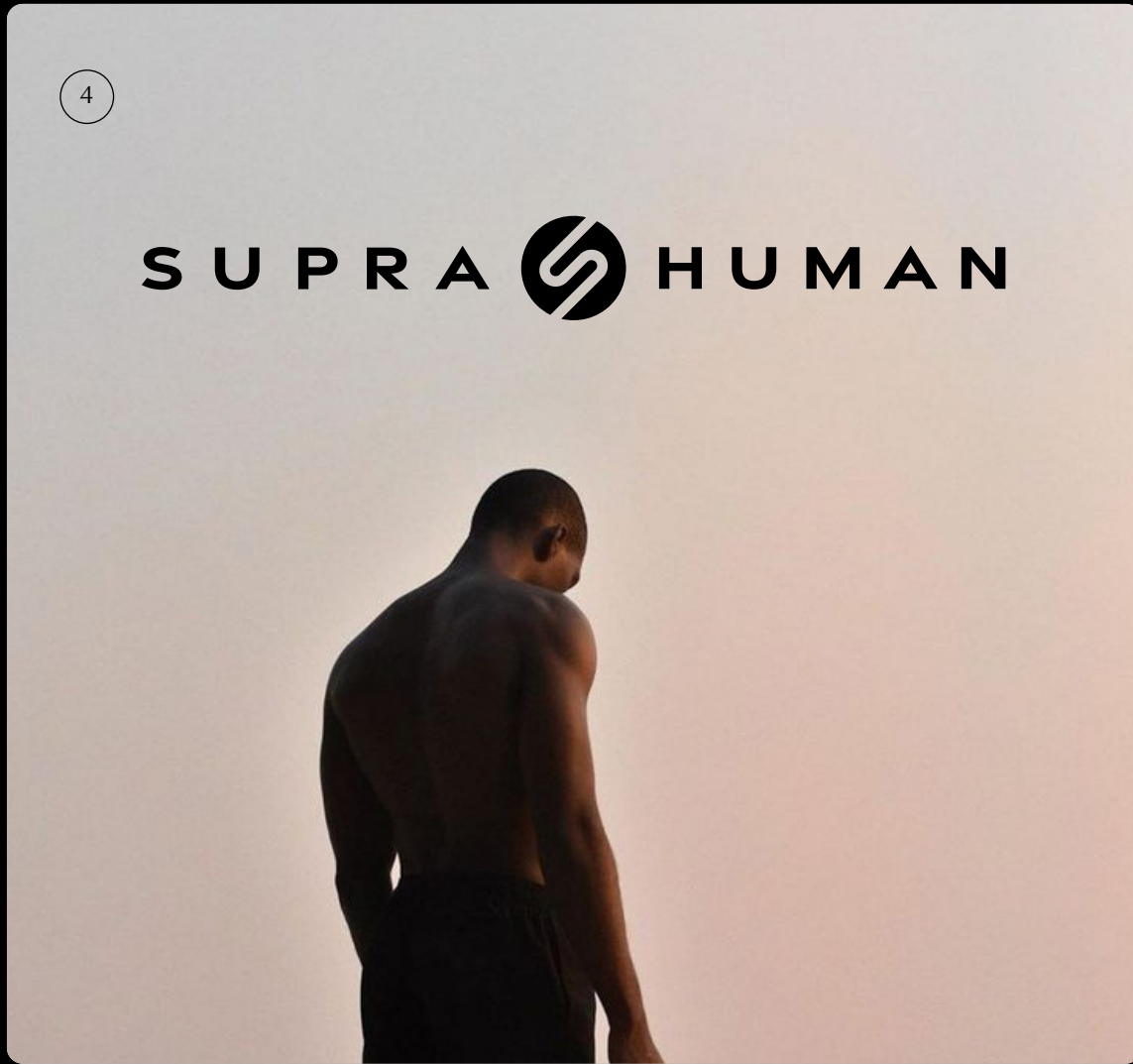
Social Avatar



The Supra Human logo is intentionally limited to black and white. This restriction ensures clarity, consistency, and authority across all applications. By removing color from the logo itself, we protect recognition and prevent visual dilution. Color is applied around the logo, never to it. This allows the identity to remain disciplined and unmistakable in every environment.

Color selection should always be driven by contrast and legibility. If the logo competes with surrounding elements or lacks sufficient contrast, the alternative monochrome version must be used.

When placing the logo over photography, ensure it remains clear and legible at all times. Avoid busy or high-contrast areas of imagery and prioritize simplicity.

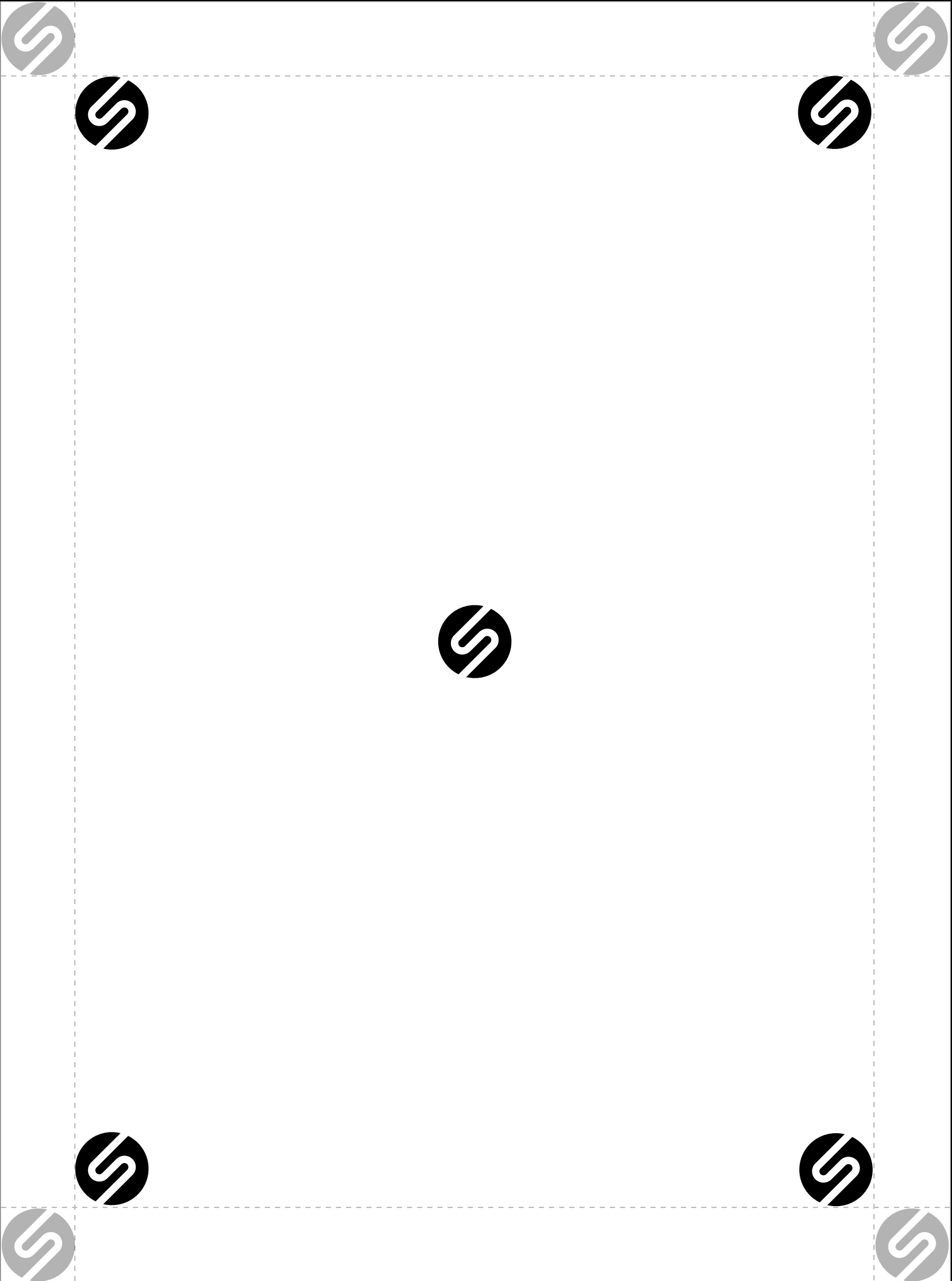
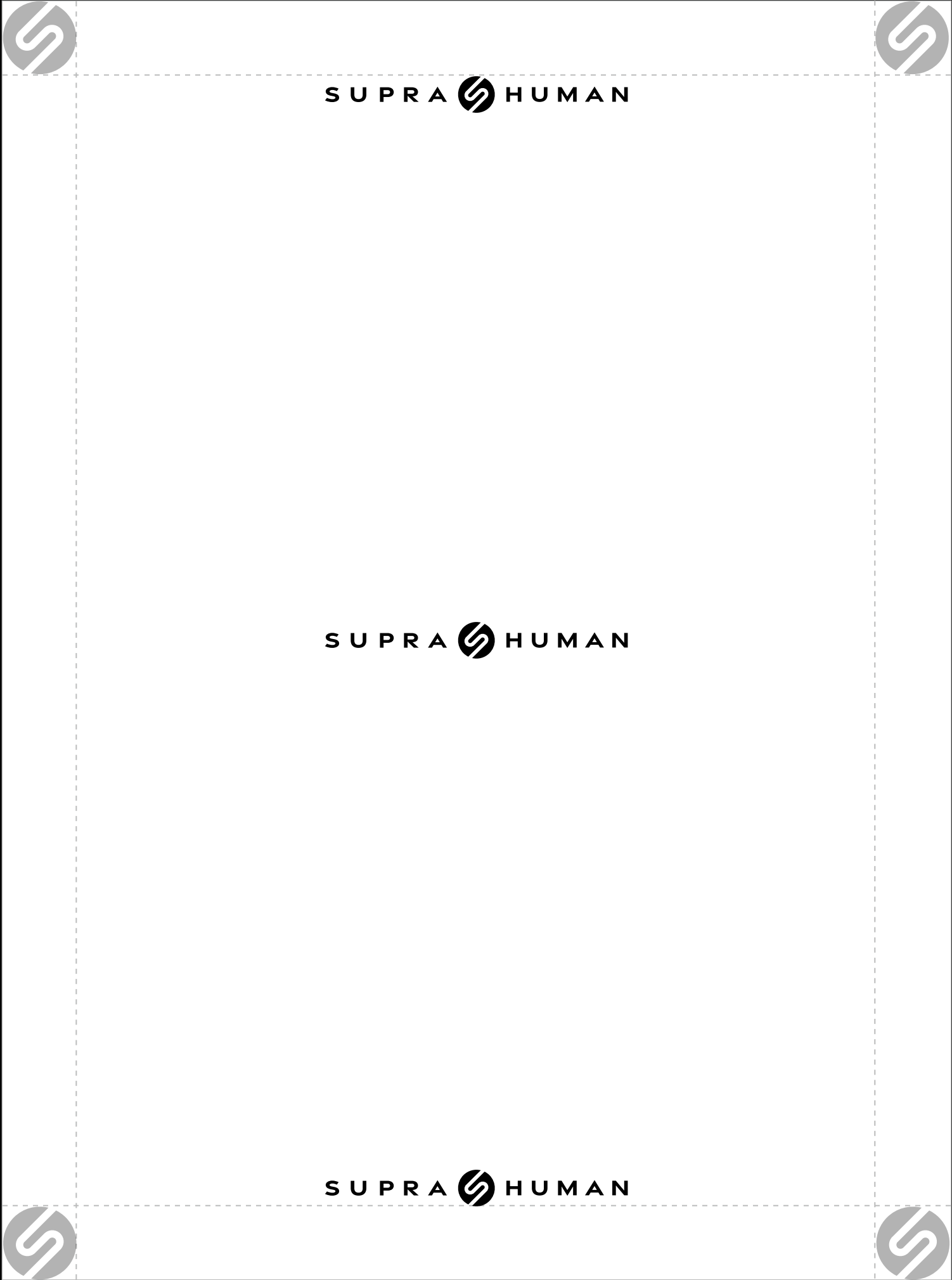


1. Black logo on light backgrounds
2. White logo on dark backgrounds
3. White logo on gradient background.
4. Black logo on photography (with sufficient contrast)
5. White logo on photography (with sufficient contrast)

The full Supra Human logo should only be centered horizontally on the page. Approved placements are top center, center, or bottom center. This reinforces balance, authority, and visual discipline.

The logomark may be used more flexibly. It can be placed in corners or positioned with generous negative space where brand recognition is already established. Regardless of placement, the mark must always feel intentional, calm, and uncompromised by surrounding elements.

Logo placement should never feel crowded or reactive. Space is an active component of the identity and must be respected.



It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to.

No attempt should be made to alter the logo in any way. Its orientation and composition should remain as indicated in this document.

To illustrate this point, here are some mistakes to avoid.



❌ Don't outline the logo



❌ Don't distort the logo



❌ Don't place the logo on an angle



❌ Don't add shadows or effects to the logo



❌ Don't use unapproved colors



❌ Don't place on busy backgrounds

COLOR

Our color system is built to balance discipline with energy. It is intentionally minimal at its core, allowing the brand to remain refined, recognizable, and timeless, while giving us the flexibility to adapt dynamically across environments such as web, app, social, and campaign executions.

Color within Supra Human is not decorative. It is functional, intentional, and performance driven. Every application should reinforce clarity, hierarchy, and momentum.

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03

Black and white are the only constant colors within the Supra Human brand system. They form the foundation of every layout, interface, and communication.

This restraint keeps the brand consistent, sharp, and controlled regardless of platform or context. By anchoring everything in black and white, we ensure continuity while allowing other elements to evolve without fragmenting the identity.

Black and white should dominate all compositions. They establish structure, create contrast, and give the brand its unmistakable authority and clarity.

The absence of permanent brand colors is intentional. It allows Supra Human to remain adaptable and relevant while maintaining a disciplined visual standard.

DEEP BLACK

Primary text, backgrounds, bold statements

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: #000000

PURE WHITE

Light backgrounds, contrast, clean space

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff

Accent colors are used sparingly and with precision. They exist to guide attention, reinforce interaction, and create moments of emphasis.

These colors are intentionally flexible and context driven. They adapt to the environment they live in. These colors are primarily applied within web and app interfaces, including buttons, highlights, indicators, and key UI moments. They are never used for full backgrounds, large shapes, gradients, or dominant brand elements.

Overuse of accent colors weakens impact and erodes hierarchy. When everything is emphasized, nothing is.

To the right are some examples of current accent colors, again these are not set brand colors, but context drive, dynamic expressions of the brand.

ELECTRIC VIOLET

Primary accent, premium highlights

RGB: 139, 92, 246
CMYK: 44, 63, 0, 4
HEX: #8B5CF6

VIVID PINK

Energy, passion, attention-grabbing elements

RGB: 2236, 72, 153
CMYK: 0, 69, 35, 7
HEX: #EC4899

COSMIC BLUE

Trust, depth, sophistication

RGB: 65, 105, 225
CMYK: 71, 53, 0, 12
HEX: #4169E1

SUNSET ORANGE

Warmth, motivation, calls-to-action

RGB: 255, 140, 66
CMYK: 10, 45, 74, 0
HEX: #FF8C42

Seasonal colors introduce controlled variation into the system. They are time bound, intentional, and limited in scope.

Seasonal colors may appear within subtle gradients and controlled moments across digital environments. Their usage is always secondary to black and white and must never overwhelm the composition.

Seasonal colors evolve over time. This progression reinforces momentum without compromising recognition.

Examples of seasonal color usage can be seen throughout this document within approved gradient applications.

IGNITION RED

Drive, intensity, forward motion

RGB: 196, 49, 45
CMYK: 0, 75, 77, 23
HEX: #C4312D

APEX BLUE

Focus, control, mental clarity

RGB: 294, 181, 204
CMYK: 54, 11, 0, 20
HEX: #5EB5CC

Color hierarchy defines how color leads, supports, and accents content.

Black and white always lead. They create stability, clarity, and structure.

Accent and seasonal colors support. They are reserved for emphasis, interaction, and calls to action.

Hierarchy ensures that color reinforces meaning rather than distracting from it. Every color decision should feel deliberate, controlled, and earned.

01

02

02

03

04

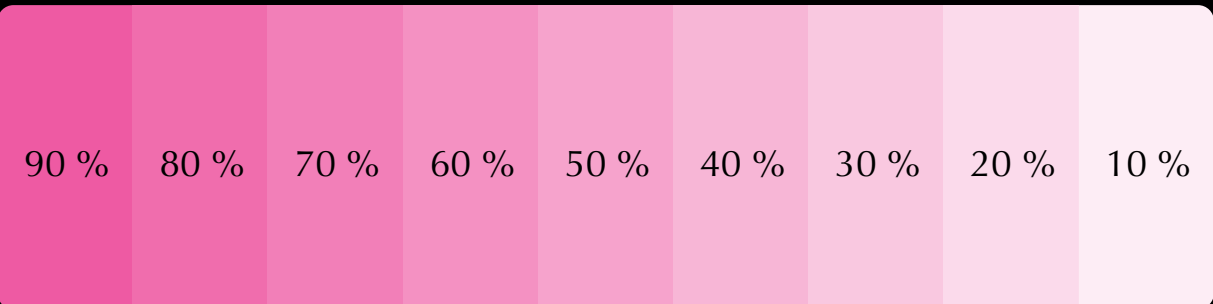
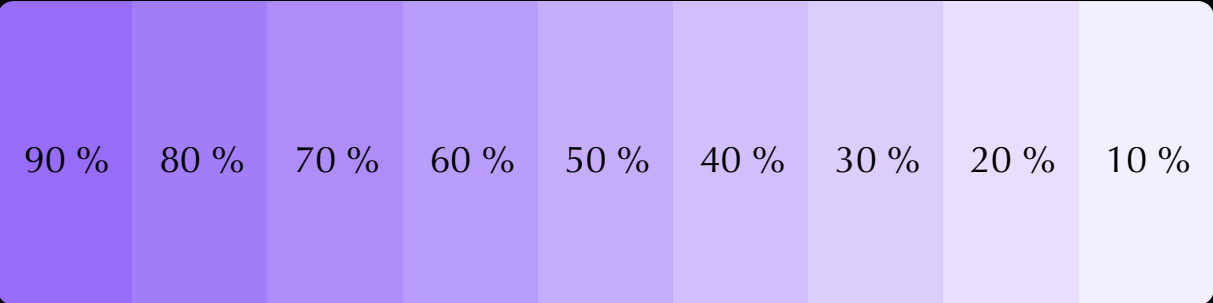
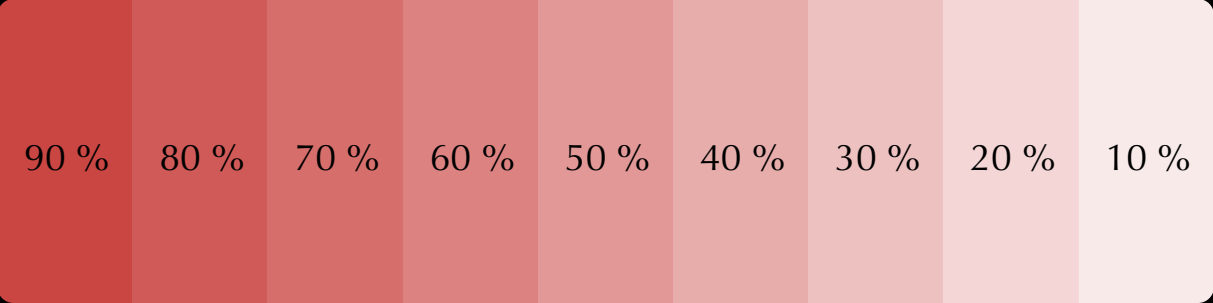
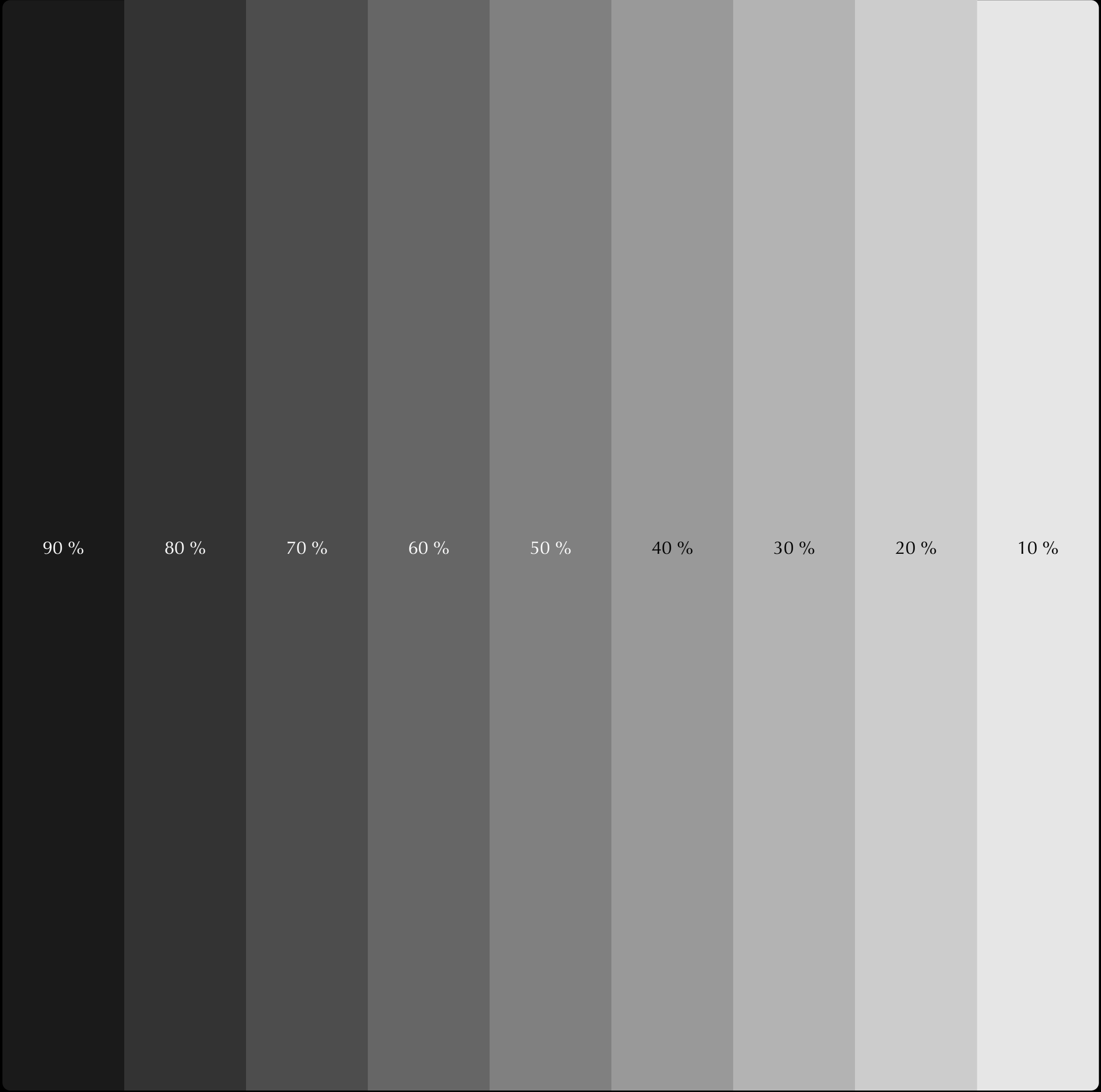
05

06

07

Color tints allow for softer expression while preserving brand recognition. Each primary and secondary color may be reduced in opacity using approved increments to create subtle backgrounds, layered compositions, and supporting elements.

Tints should be used with restraint and consistency. Avoid custom or unapproved opacity values to ensure the palette remains cohesive across applications.



Gradients introduce energy, momentum, and atmosphere into the color system. They are intentionally loose in definition and are not fixed in color, shape, or composition.

The examples provided are reference points, not templates. They exist to guide interpretation and energy, giving designers a starting framework rather than a prescribed solution.

Gradients should feel high energy but controlled. They are most effective when used as overlays or atmospheric layers rather than full graphic features. They should never compete with typography, layout, or content.

VIOLET HAZE LINEAR

Calm, professional backgrounds

VIOLET HAZE FREEFORM

Calm, professional backgrounds

PEACH DREAM LINEAR

Soft warmth, elegant highlights

PEACH DREAM FREEFORM

Soft warmth, elegant highlights

AURORA FLOW

Hero section, premium features

ETHEREAL MESH LINEAR

Premium overlays, soft backgrounds

ETHEREAL MESH FREEFORM

Premium overlays, soft backgrounds

OCEAN DEPTH

Trust elements, backgrounds

CANDY RUSH LINEAR

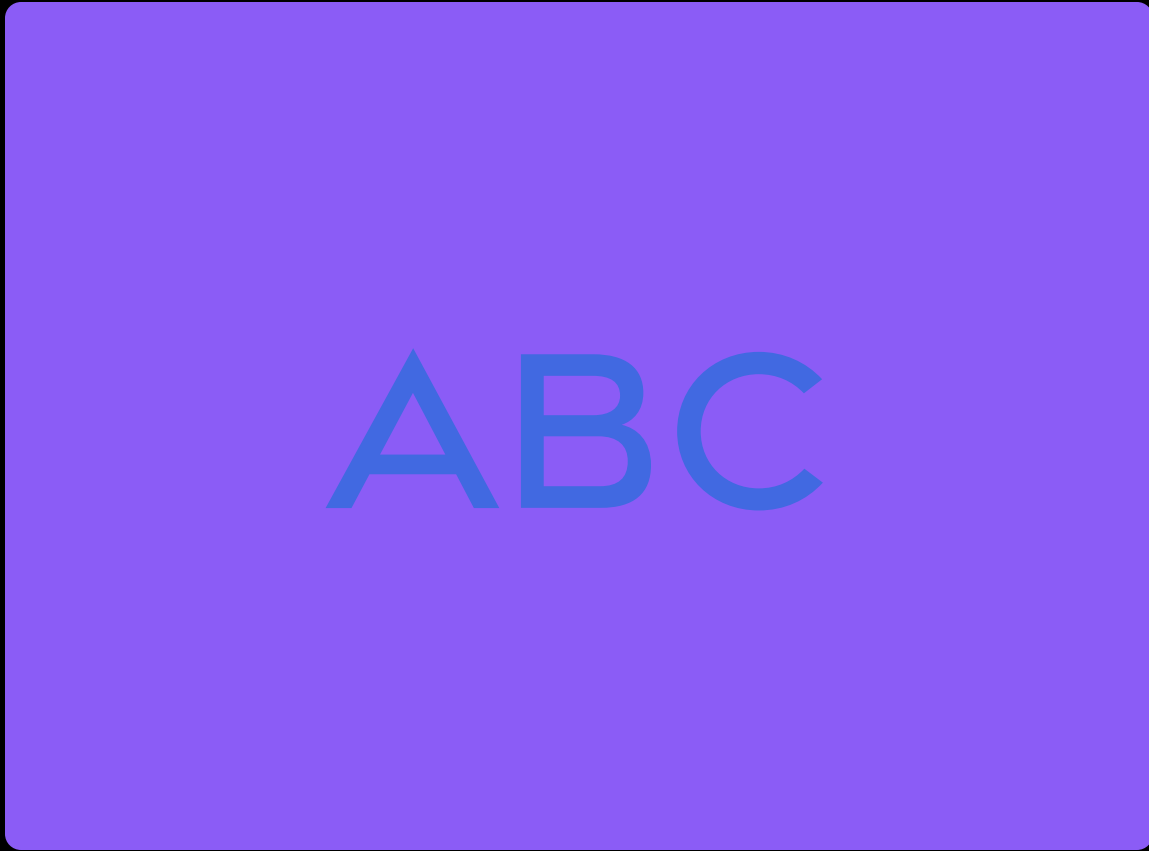
Hero section, premium backgrounds

ELECTRIC DREAMS

Premium branding, headers

Improper color usage weakens the brand. Avoid illegible combinations, low contrast text, unapproved gradients, and colors outside the defined palette.

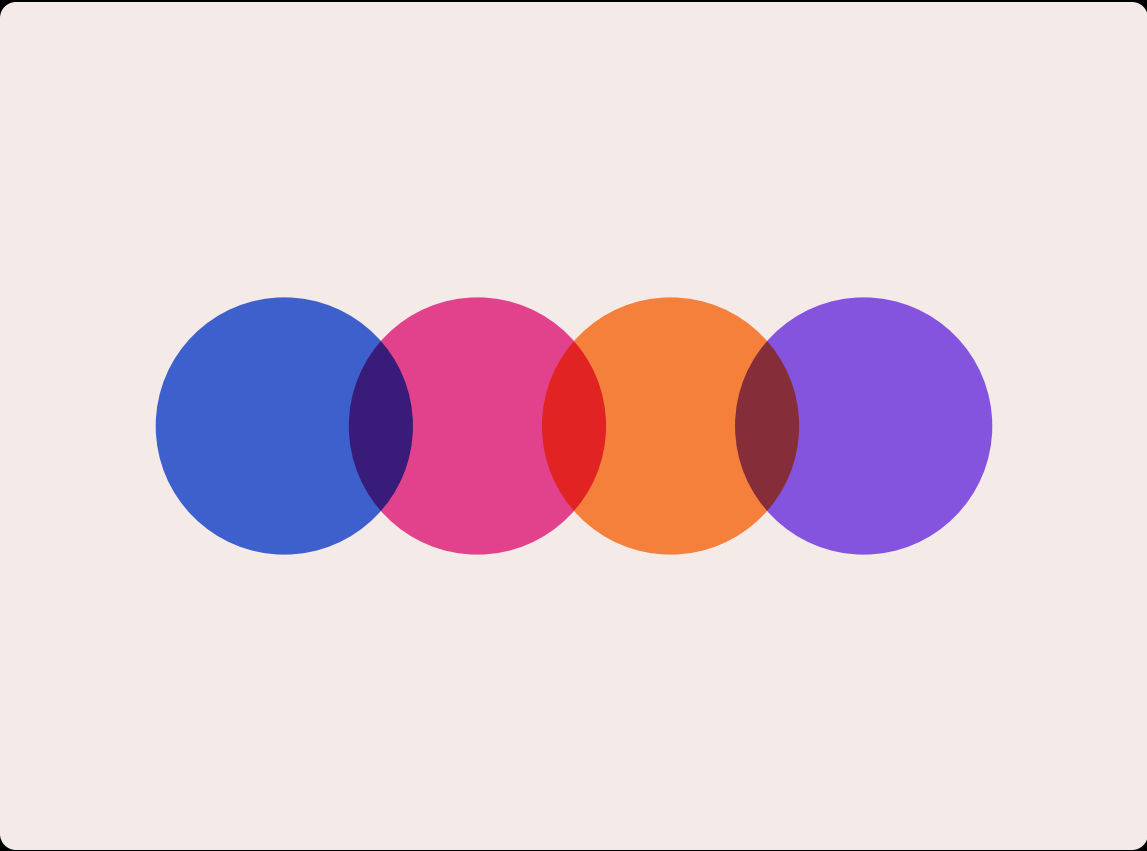
All color usage must meet accessibility standards and perform consistently across devices, environments, and lighting conditions.



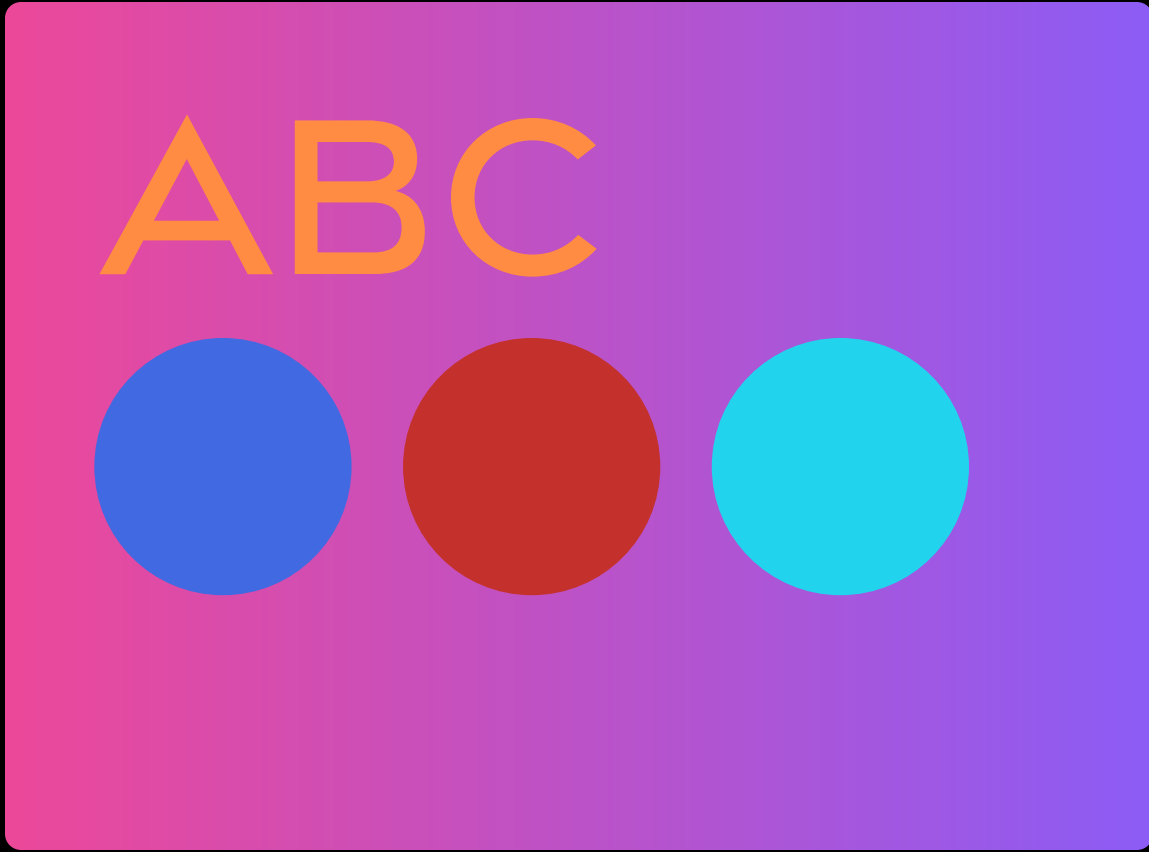
✗ Don't use illegible color combinations



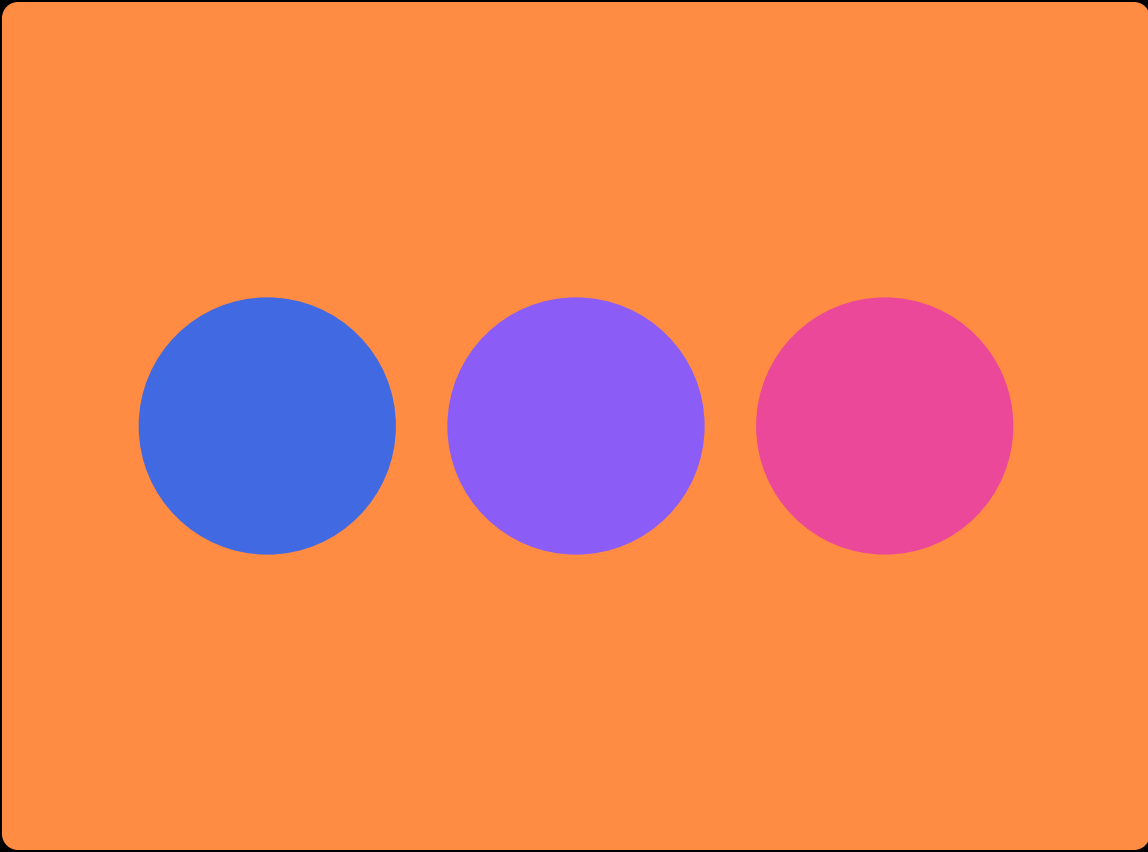
✗ Don't use illegible colors over photography



✗ Don't stack accent colors



✗ Don't let color lead the layout



✗ Don't allow accent colors to dominate



✗ Don't modify logo color

TYPOGRAPHY

Typography expresses the Supra Human voice as clearly as any message or image. It is deliberate, confident, and disciplined, reinforcing structure and hierarchy across every touchpoint. Through consistent application, typography becomes a tool for authority, clarity, and recognition rather than decoration.

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04

Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency and recognition.

Gravesend Sans is used for headlines and structural elements. Its strength and clarity make it ideal for commanding attention at larger sizes. Optima is used for body copy and supporting text, chosen for its legibility and refined tone.

Together, these typefaces balance impact with readability across print and digital applications.

Headlines & Subheads	GRAVESEND SANS – MEDIUM
Body Text	Optima — Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()[]+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]+

Gravesend Sans Medium is the primary heading typeface for Supra Human. It is used to establish authority, structure, and immediate clarity across all communications.

It commands attention for headlines with its bold, geometric precision and unmistakable presence. Designed to cut through the noise, this typeface brings confidence and authority to every word. Chosen for its performance at scale, Gravesend Sans Medium allows headlines to lead decisively while reinforcing the brand’s disciplined, uncompromising tone.

Available on [Adobe Fonts](#).

GRAVESEND SANS

GRAVESEND SANS FINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#%&+

GRAVESEND SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#%&+

GRAVESEND SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#%&+

GRAVESEND SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#%&+

Optima medium, our elegant body font, balances sophistication with readability. Its graceful proportions and classical Roman influence create a refined reading experience that feels both timeless and modern. Optima’s humanist structure ensures clarity while maintaining the premium aesthetic that defines our brand.

Body copy exists to support the message, not compete with it. Optima Medium enables longer-form content to feel calm, considered, and precise, reinforcing credibility and understanding without drawing attention away from primary brand statements.

Available on [MyFonts](#).

Optima

Optima Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#\$\$%&+

Optima Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#\$\$%&+*

Optima Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#\$\$%&+

Optima Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#\$\$%&+**

Optima Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 — !?@#\$\$%&+***

While Optima and Gravesend are our primary typefaces, there is room to experiment and bring energy to certain applications. Some platforms or tools may not support these fonts, so when that happens, it’s important to choose typefaces that capture the spirit and character of our primary fonts.

Dynamic fonts are most commonly applied in headlines, campaign materials, or marketing assets where we want to create visual impact and flexibility. They allow for creative expression without compromising the integrity of the brand. These fonts are reserved for special occasions and are used at the discretion of the designer. They provide a layer of creative freedom while maintaining a clear connection to the core brand.

Trending Font #1	Playfair Display
Trending Font #2	Cormorant Garamond
Trending Font #3	The Seasons

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]+

Ascender

An ascender is an upward part of a letterform (often a vertical stroke) that extends above the x-height and usually above the cap height, such as the stem of a lowercase b or d.

Cap Height

Cap height is the height of a typeface’s uppercase letters, measured from the baseline to the top of flat-topped glyphs. This is usually slightly lower than the ascender height, and cap height can vary between typefaces.

X-Height

Although it’s based upon the height of the lowercase “x” glyph in a typeface, x-height also considers the height of the lowercase characters that have no ascenders nor descenders; this indicates how tall or short the type appears in typical lowercase or mixed-case settings.

When creating layouts using all typefaces, clear hierarchy can be established by making sure subheadlines are no larger than 50% of the ascender height of the headline and body copy is no larger than 50% of the cap height of subheadlines.

HEADLINE

Gravesend Sans Medium

Subhead

Optima Medium

Body Copy

Optima Medium

Our messaging should be visually consistent and type should perform well across communications of varied sizes. The following pages detail settings and general rules recommended for kerning, tracking, word spacing and leading to ensure that type remains consistent, accessible and legible.

Word Spacing

Use default word spacing for most applications. Word spacing should generally be left alone unless manually adjusted along with kerning.

Kerning

Kerning must always be set to “Metrics” by default. Manual kerning will typically not be needed but extra attention should be paid to medium-to-large headline and display text to ensure it is optically balanced.

Tracking and Leading

Both tracking and leading depend on use case and type size. As a general rule, the larger the type, the tighter the tracking and leading. Leading is tighter with headlines and subheadings to avoid unsightly gaps and create a unified appearance.



Kerning

Horizontal spacing between specific pairs of adjacent characters.

Tracking/Letter Spacing

Horizontal spacing between a range of characters that affects overall density of a word or block of text.

Word Spacing

Horizontal spacing between words.

Leading/Line Spacing

Vertical spacing between lines of contiguous text. Defined by the distance from baseline to baseline.

Gravesend Sans is an all caps font. This choice reinforces consistency, authority, and a strong sense of standard across every application.

The all-caps system removes softness and ambiguity, creating a disciplined visual rhythm that reflects the brand's philosophy of structure over excess. When applied consistently, it strengthens recognition and ensures every headline feels deliberate, composed, and unmistakably Supra Human.

ALL CAPS HEADLINE

Attention should be given to the written copy. Ensuring legibility as well as visual attraction. To create a clear hierarchy it is important that we ensure size differences between different kinds of information. Using less sizes creates a more distinct impression. It is important to adhere to the leading (line height), tracking and text arrangement specified in this document to achieve brand consistency throughout.

Typography

Display Headline

Gravesend Sans Medium (ALL CAPS)

Line height 1.1

Standard Tracking

Headlines

Gravesend Sans Medium (ALL CAPS)

Line height 1.1

Standard Tracking

Subheadings

Optima Medium

Line height 1.7

Standard tracking

Label

Gravesend Sans Medium (ALL CAPS)

Line height 1.1

Standard Tracking

Body Text

Optima Medium

Line height 1.7

Standard tracking

Captions

Optima Medium

Line height 1.7

Standard tracking

DISPLAY HEADLINES

HEADLINES

Subheadings and Introductory Paragraphs

TITLE SUBSECTIONS IN SEMIBOLD & ALL CAPS

At Supra Human, we serve individuals who understand that credibility and authority must be embodied, not just stated. Your physical presence is not separate from your professional identity, it reinforces it or undermines it. There is no middle ground.

The transformation we engineer is not cosmetic. It is structural. We rebuild the relationship between ambition and physique, ensuring your body becomes proof of the standards you claim to live by.

There should always be a clear hierarchy of type. This establishes the relationship between different types of information and their relative importance.

Utilizing a variety of type sizes and weights allows for extensive flexibility. But this must be done carefully and with a sense of purpose. Too much and the design starts to feel messy and unconsidered. As much as possible, keep variations to a minimum.

Also, the differences between the type variations must be clearly recognisable. Contrast is crucial to create effective, strong and consistent pieces of communication.

Subheading
Gravesend Sans
Weight: Medium
Font size: 14pt (All Caps)
Leading: 15.4pt (1.1)

Intro Paragraph
Gravesend Sans
Weight: Medium
Font size: 24pt (All Caps)
Leading: 26.4pt (1.1)

Body Text
Optima
Weight: Regular
Font size: 12pt
Leading: 20.4pt (1.7)

JANUARY 23, 2026

EARNED
EXCELLENCE

THE DISCIPLINE BEHIND TRANSFORMATION. HOW
HIGH PERFORMERS MAKE EXCELLENCE REPEATABLE

Excellence is not claimed—it’s earned. For those who have built success in business, the question is no longer whether you can achieve, but whether your body reflects the same standard you uphold elsewhere.

THE STANDARD

At Supra Human, we serve individuals who understand that credibility and authority must be embodied, not just stated. Your physical presence is not separate from your professional identity—it reinforces it or undermines it. There is no middle ground. The transformation we engineer is not cosmetic. It is structural. We rebuild the relationship between ambition and physique, ensuring your body becomes proof of the standards you claim to live by.

THE SYSTEM

Transformation at this level requires precision. Not motivation. Not inspiration. Not temporary surges of effort. It requires intelligent discipline applied consistently.

Our system integrates world-class coaching, medical optimization, diagnostics, and behavioral data into one

coordinated environment. You are not handed a generic plan. You are supported by infrastructure designed to eliminate guesswork and deliver measurable progress.

THE COMMITMENT

This is not for everyone. It is for those who refuse to tolerate the dissonance between what they have built and how they show up. It is for individuals who understand that excellence in one domain means nothing if neglect exists in another. If you have spent years building credibility, influence, and success, but compromised your physical standard in the process, this is where that ends.

Most will read this and do nothing. They will return to the same compromises, the same excuses, the same dissonance between who they claim to be and how they actually show up. But if you are still reading, you already know something has to change. This is where performance becomes identity.

Heading
Gravesend Sans
Weight: Medium
Font size: 80pt (All Caps)
Leading: 88pt (1.1)

Small Title
Gravesend Sans
Weight: Medium
Font size: 14pt
Leading: 15.4pt (1.1)

Supra Human Brand Identity Guidelines 77

Good typography is extremely important in both internal and external communications. It adds clarity to messaging and instills confidence in audiences. Outlined are some common practices that weaken the powerful effects of typography.

Lorem ipsum dolor sit amet, consectetur elit. Fusce nulla leo, luctus a neque at, ultrices elementum ligula. Nullam cursus ut mi et cursus. Nulla eu libero quis leo congue cursus. Sed vitae ipsum lobortis, interdum risus et, laoreet elit.

✗ Don't stretch or distort type

Lorem ipsum dolor sit amet, consectetur elit. Fusce nulla leo, luctus a neque at, ultrices elementum ligula. Nullam cursus ut mi et cursus. Nulla eu libero quis leo congue cursus. Sed vitae ipsum lobortis, interdum risus et, laoreet elit.

✗ Don't outline text

Lorem ipsum dolor sit amet, consectetur elit. Fusce nulla leo, luctus a neque at, ultrices elementum ligula. Nullam cursus ut mi et cursus. Nulla eu libero quis leo congue cursus. Sed vitae ipsum lobortis, interdum risus et, laoreet elit.

✗ Don't use tracking that is too tight

Lorem ipsum dolor sit amet, consectetur elit. Fusce nulla leo, luctus a neque at, ultrices elementum ligula. Nullam cursus ut mi et cursus. Nulla eu libero quis leo congue cursus. Sed vitae ipsum lobortis, interdum risus et, laoreet elit.

✗ Don't use leading that is too tight

Lorem ipsum dolor sit amet, consectetur elit. Fusce nulla leo, luctus a neque at, ultrices elementum ligula. Nullam cursus ut mi et cursus. Nulla eu libero quis leo congue cursus. Sed vitae ipsum lobortis, interdum risus et, laoreet elit.

✗ Don't justify paragraphs

Lorem ipsum dolor sit amet, consectetur elit. Fusce nulla leo, luctus a neque at, ultrices elementum ligula. Nullam cursus ut mi et cursus. Nulla eu libero quis leo congue cursus.

✗ Don't use unapproved fonts

GRID SYSTEM & LAYOUTS

These pages will take you through a step-by-step construction of our grid and some primary layouts used in our visual system.

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5.7	Full-Frame Logo Photography	87

05

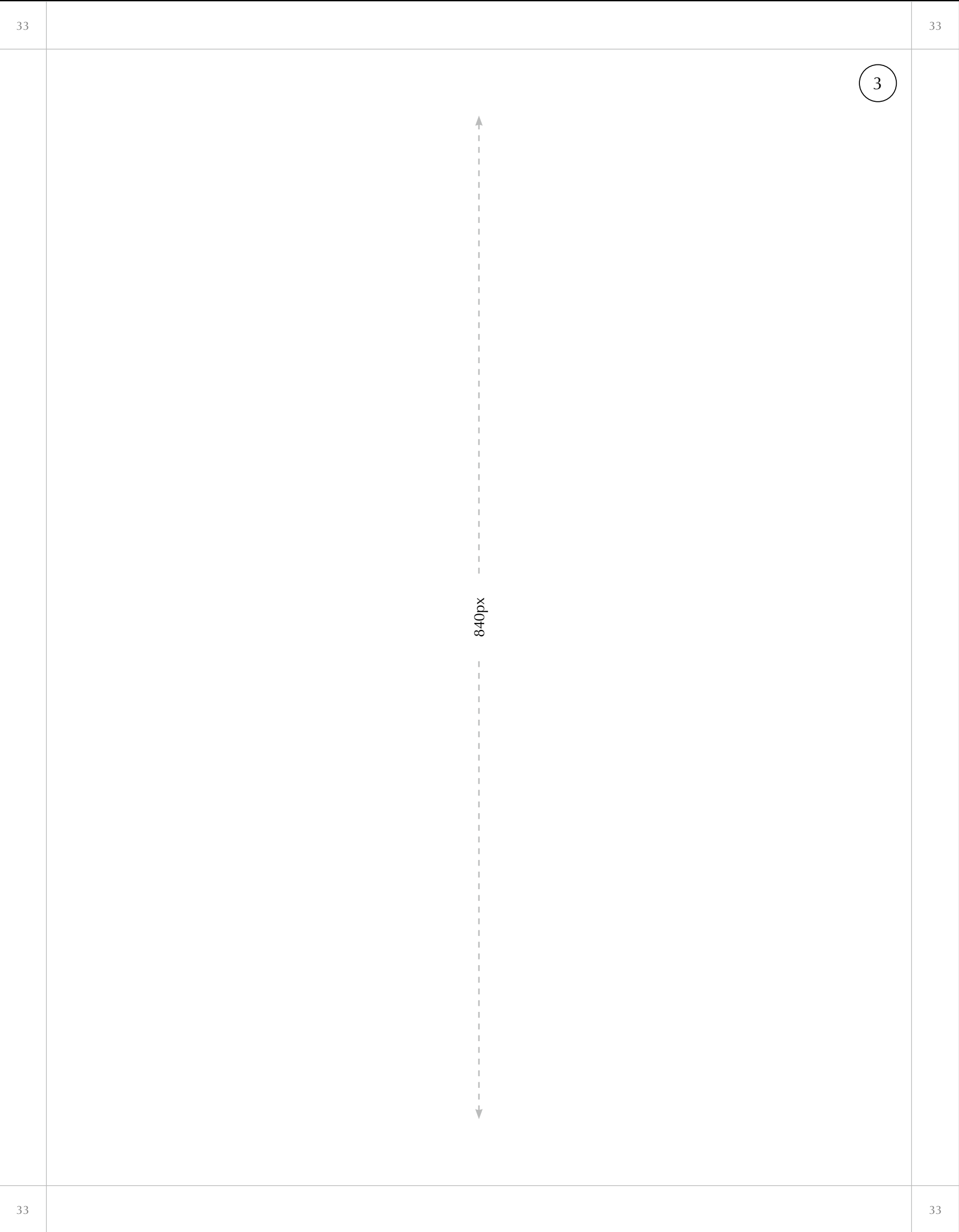
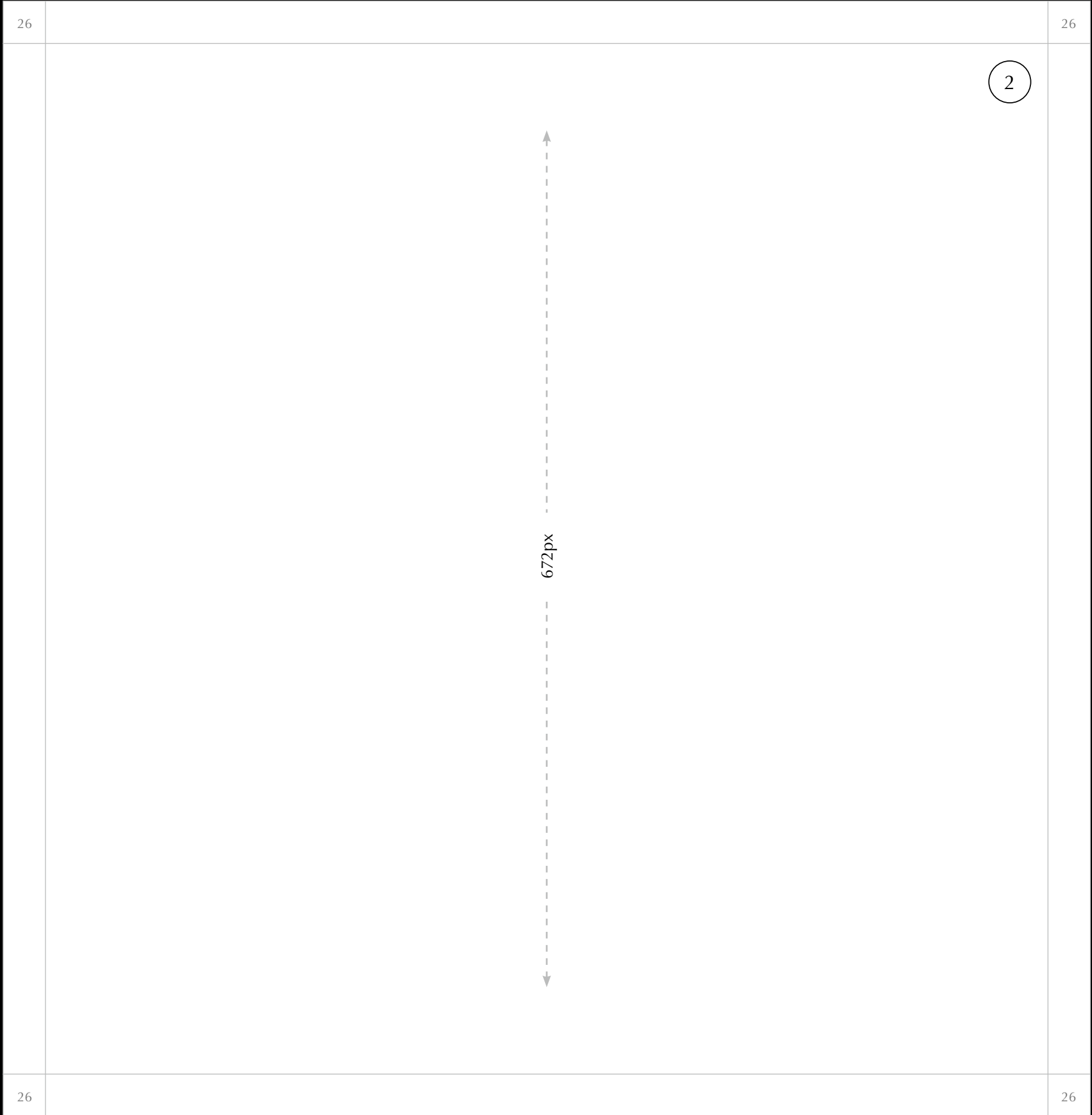
To create our margins, we take the longest side of the application and divide by 25. This gives us a modular margin that scales proportionately across all application formats and sizes.

Note: In some extreme cases (very wide or very tall) applications, your margins may need to be adjusted manually for optical correctness.

Margin Formula

$\text{Longest side} / 25 = \text{Margin}$

- 1 655px horizontal / 25 = 26px margin
- 2 672px horizontal / 25 = 26px margin
- 3 840px horizontal / 25 = 33px margin



Headlines are applied to documents relative to the margins, format size, and line length. Use these examples as a reference for setting headlines across various application formats.

Note: The cap-height of headlines touches the top margin. The ascenders are allowed to protrude above it.



- 1 For wide banners, headlines should be scaled to fit the vertical height of the banner.
- 2 For formats where the headline would take up too much vertical real-estate were it to span the entire format, the page can be divided into proportional columns for the headline to size to.
- 3 For vertical formats, the longest line of the headline should span margin to margin.

Subheadlines are applied relative to the headline. As stated on page 72, subheadlines should be at maximum 50% of the type size of the headline to ensure proper hierarchy.

THIS IS A HEADLINE		1
This is a subhead, next to the headline.	This is body copy, potentially used to provide more information into the offer being illustrated.	

THIS IS		2
x	A HEADLINE	x
x		x

THIS IS A SUBHEAD, SAME WIDTH OF THE HEADLINE.		
This is body copy, potentially used to provide more information into the offer being illustrated.		

THIS IS A		3
x	HEADLINE	x
x		x

This is a subhead, smaller than the headline.		
This is body copy, potentially used to provide more information into the offer being illustrated.		

- 1 This subhead is set to take up the vertical space of the headline’s second line.
- 2 This subhead is set to occupy the same column width as the headline.
- 3 This subhead spans the first two columns of this page, if it were divided into 3 even columns.

Our logo is generally applied in the bottom right corner. The width of the logo should be 2x the margin size. This ensures our logo scales proportionally with each application. For billboard use, the logo size can be increased for visibility at the discretion of the designer, using this page as an optical reference.

- 1

26px margin x 2 = 52px
- 2

26px margin x 2 = 52px
- 3

33px margin x 2 = 66px

26

THIS IS A HEADLINE

1

26

26

This is a subhead,
next to the headline.

This is body copy, potentially used to provide
more information into the offer being illustrated.

52

26

26

THIS IS

2

26

x

A HEADLINE

x

x

THIS IS A SUBHEAD, SAME
WIDTH OF THE HEADLINE.

x

26

This is body copy, potentially used to provide
more information into the offer being illustrated.

52

26

26

33

THIS IS A

3

33

x

HEADLINE

x

x

This is a subhead,
smaller than the headline.

x

33

This is body copy, potentially used to provide
more information into the offer being illustrated.

66

33

33

When the dimensions of the application permits, edge to edge photography can be added. Ensure that the proper margin is still left between the text frame and the photo.



THIS IS A HEADLINE

This is a subhead,
smaller than the headline.

This is body copy, potentially used to provide
more information into the offer being illustrated.



Full-frame photography can be applied above the typography, using the same rules established on the previous page.



THIS IS A HEADLINE

This is a subhead,
smaller than the headline.



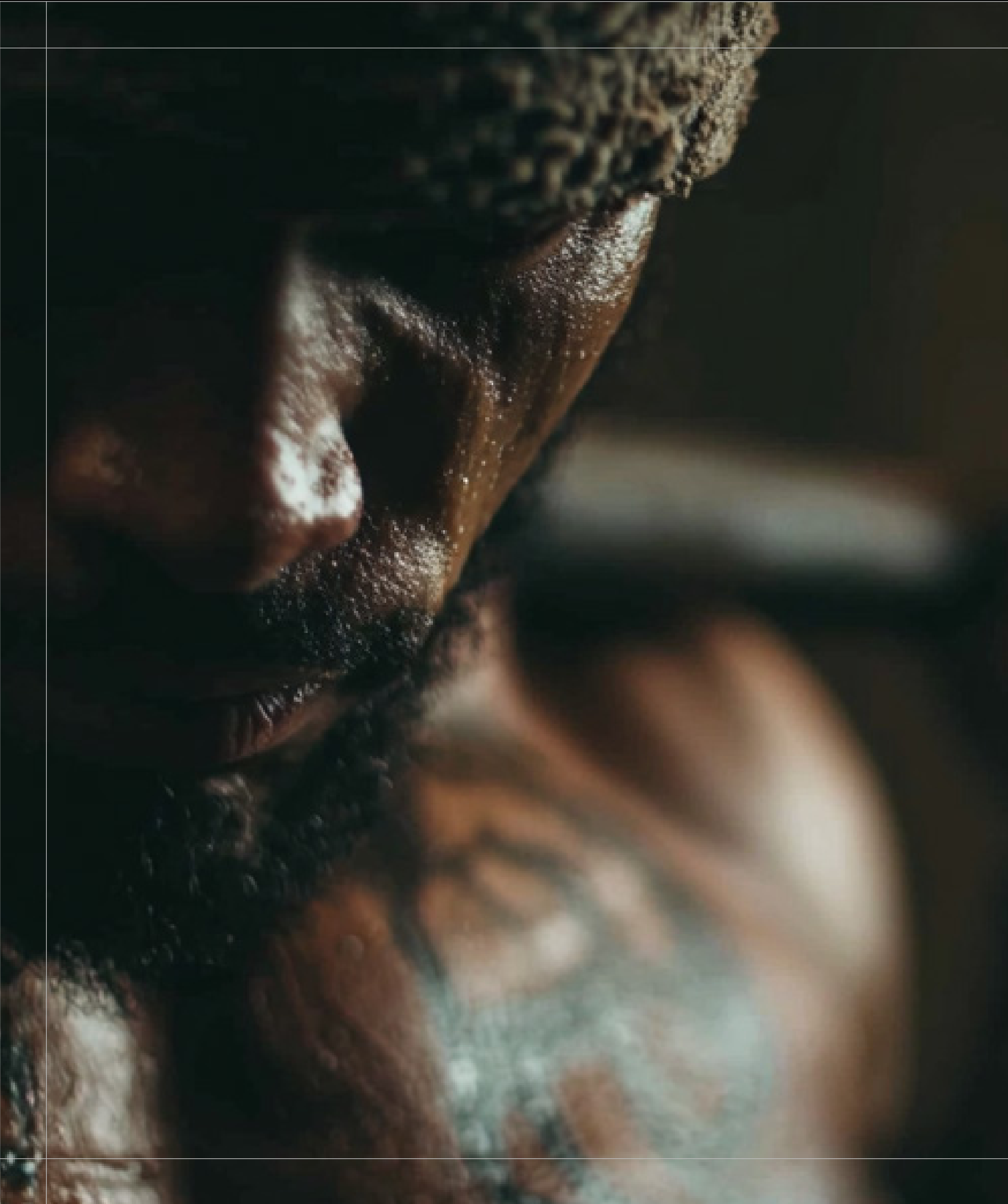
THIS IS A HEADLINE

This is a subhead,
smaller than the headline.

This is body copy, potentially used to provide more
information into the offer being illustrated.



Full-frame photography can be used to span all four corners of the application, as long as the type-system is maintained and there is sufficient enough contrast.



THIS IS A HEADLINE

This is a subhead, smaller than the headline.

This is body copy, potentially used to provide more information into the offer being illustrated.



Layouts using only our logo on top of photography can be used as long as sufficient clearspace is applied and there is enough contrast between the logo and photo.



GRAPHICAL ASSETS

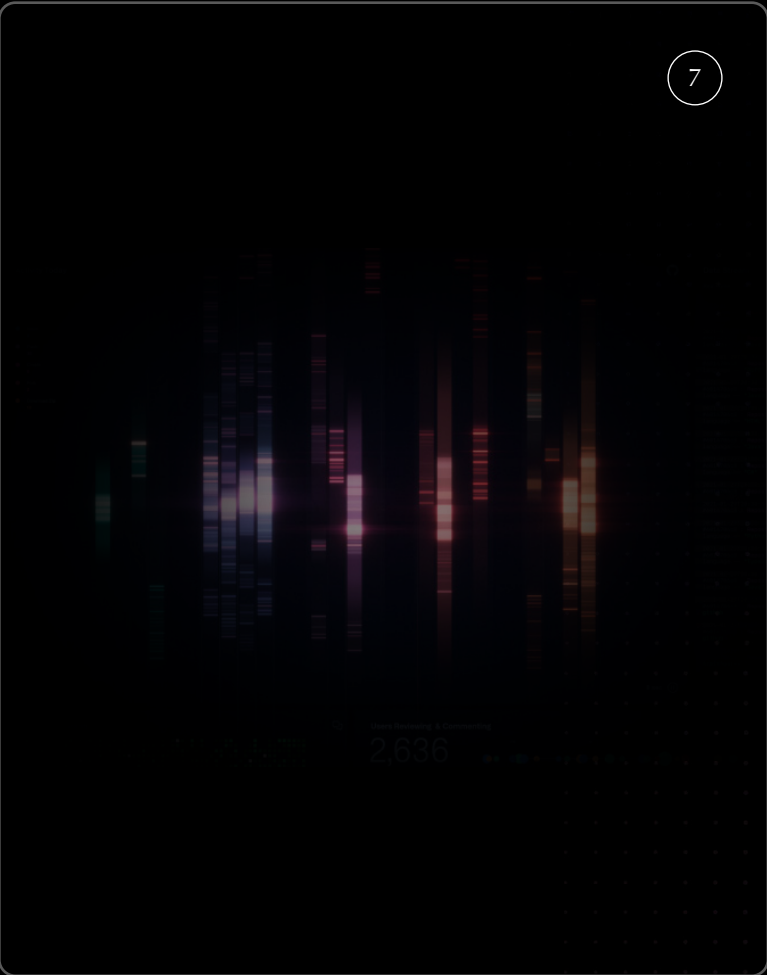
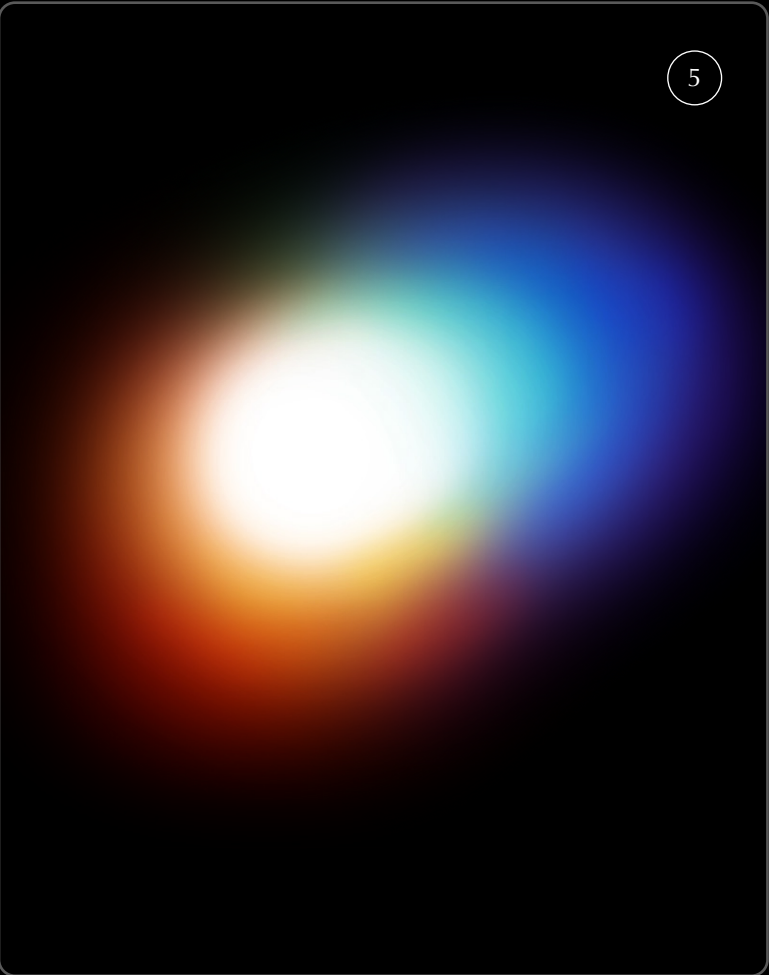
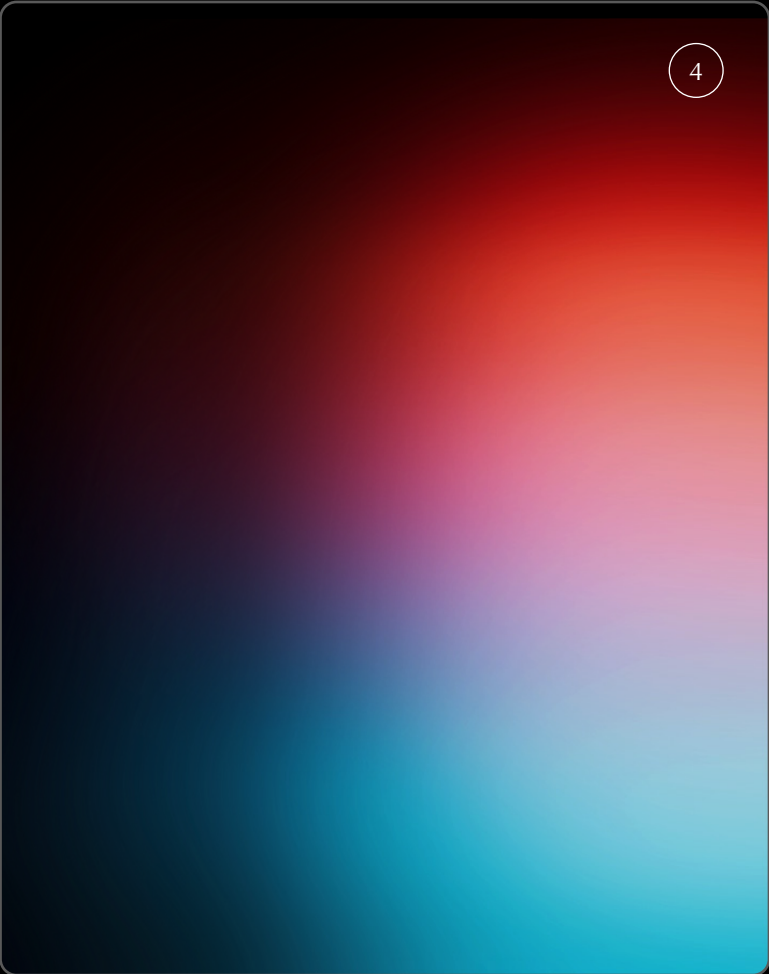
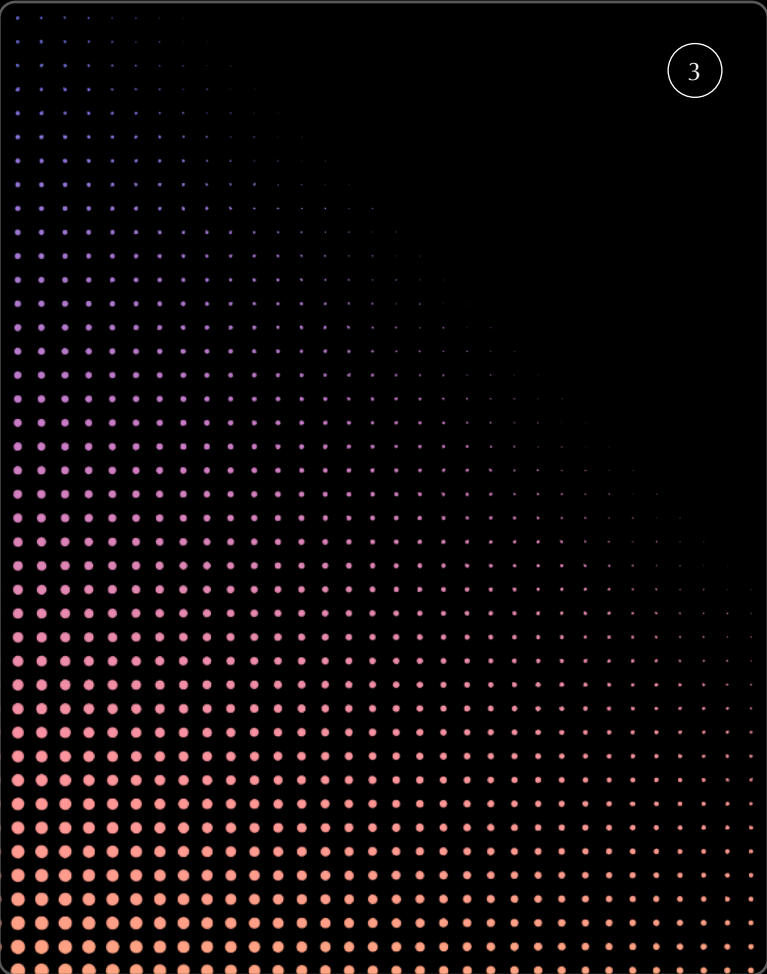
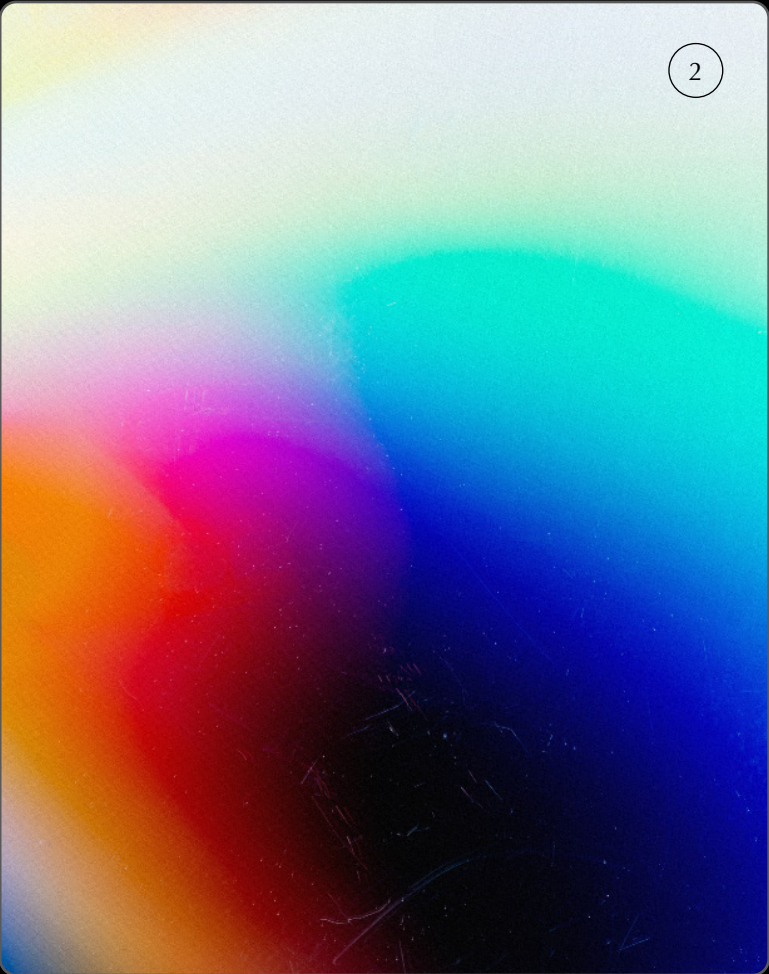
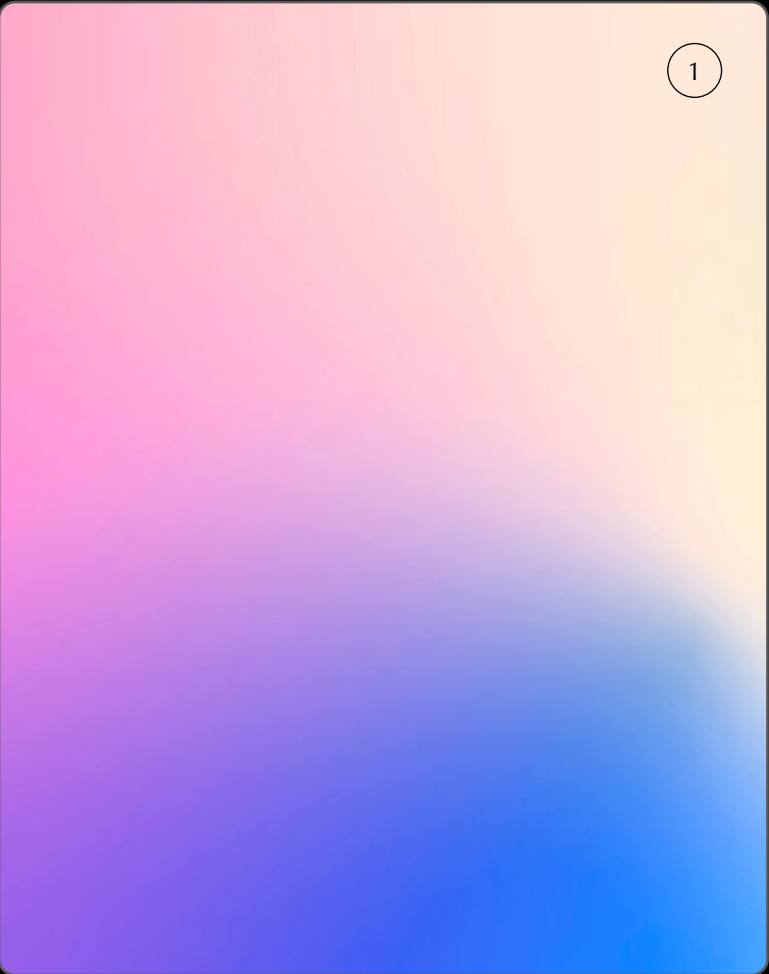
Graphic assets are a core extension of the Supra Human identity. They are bold, modular, and intentional, designed to create rhythm, emphasis, and visual impact without introducing noise. Inspired by the structured graphic elements seen throughout the Supra Human website, these assets rely on repetition, scale, and alignment.



When used consistently, our graphical assets energize layouts while preserving clarity, control, and hierarchy within the system. These assets are not fixed elements, but dynamic expressions of the brand. The examples shown represent a snapshot in time rather than a closed set.

Designers are encouraged to interpret, adapt, and evolve these assets to suit context, medium, and message, while maintaining the underlying principles of balance, restraint, and intent. There are eight example assets available as reference points, not rules.

- 1. Pearlessence
- 2. Watercolor
- 3. Dot Matrix
- 4. Thermal Blur
- 5. Galactic Smear
- 6. Slipstream
- 7. Data Fade
- 8. Radiant S



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ICONOGRAPHY

Icons within the Supra Human system are designed as functional tools rather than illustrations. They prioritize clarity, consistency, and immediate recognition, supporting navigation and interaction without drawing unnecessary attention.

07

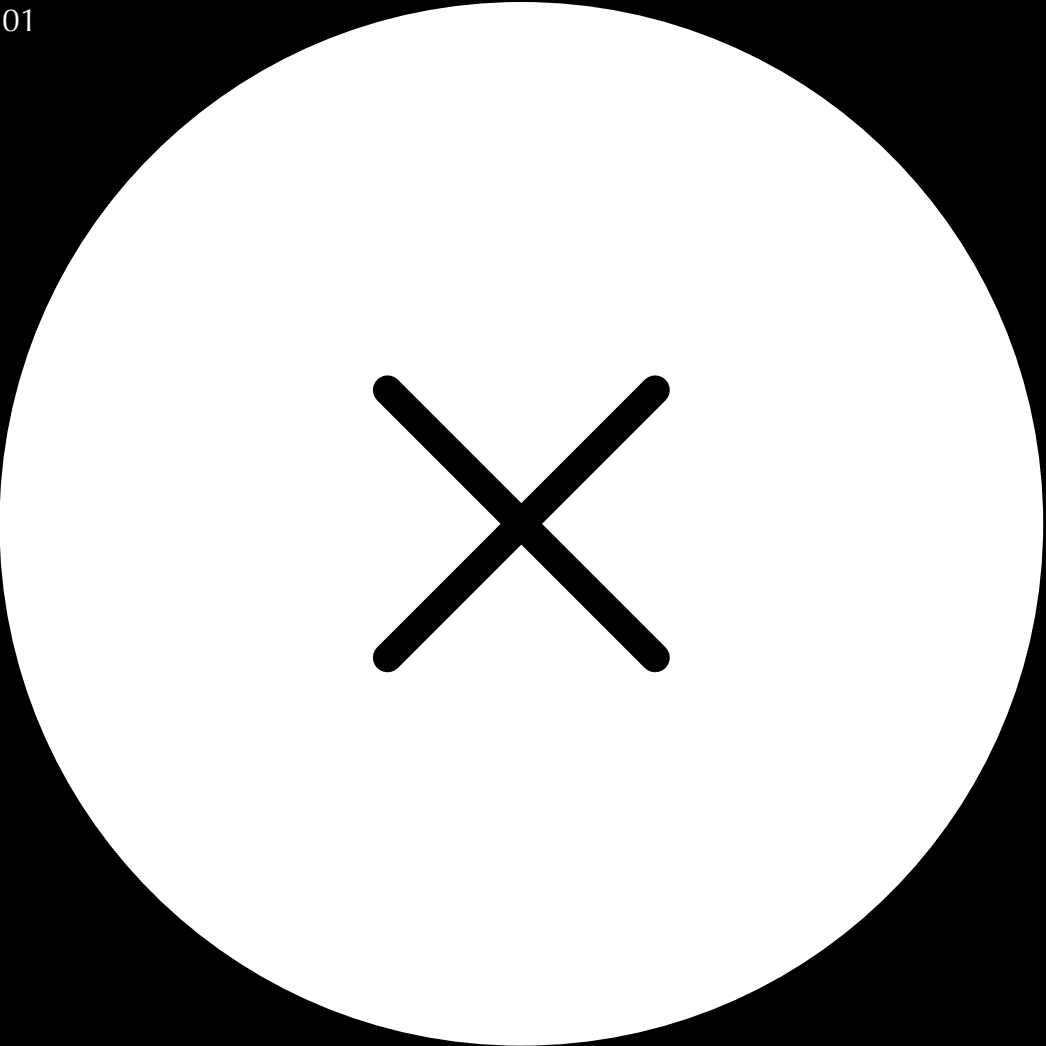
Supra Human icons are primarily black or white, with occasional use of gray created through black tints where additional hierarchy is required. Color is applied with restraint to maintain clarity and consistency.

Icons are straightforward, accessible, and intentional. Any supporting text within buttons or icon containers uses Gravesend Sans Medium to maintain typographic alignment.

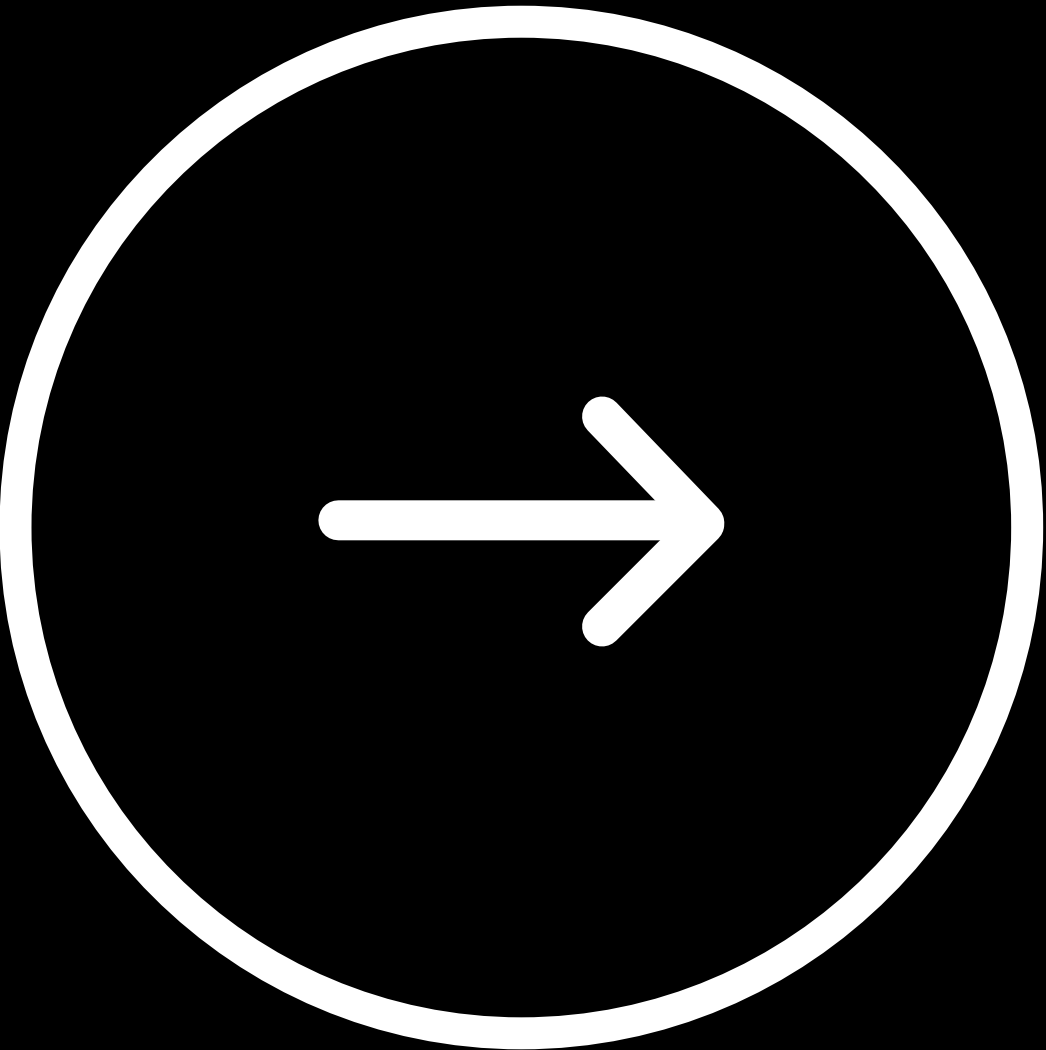
Line-based icons such as arrows or close icons always use rounded line caps, creating a refined and consistent finish across digital interfaces. Icons typically sit on neutral backgrounds. Circles are reserved for user profiles, points of interest, and key interactions, while pill shapes call attention to key moments that filter, refine, or guide content.

- 1. Close
- 2. Arrow
- 3. Number
- 4. Button + Arrow
- 5. Buttons

01



02



03



04



05



Primary icons represent the core functional symbols of the Supra Human system. They are provided in black and white only, available in both stroke and filled versions as defined in the brand guidelines.

All primary icons are built on consistent proportions and stroke logic. Icons should never be redrawn, altered, or stylized. Always use approved assets to maintain clarity, cohesion, and brand integrity.

Iconography

Numbers

Gravesend Sans Medium



Arrows

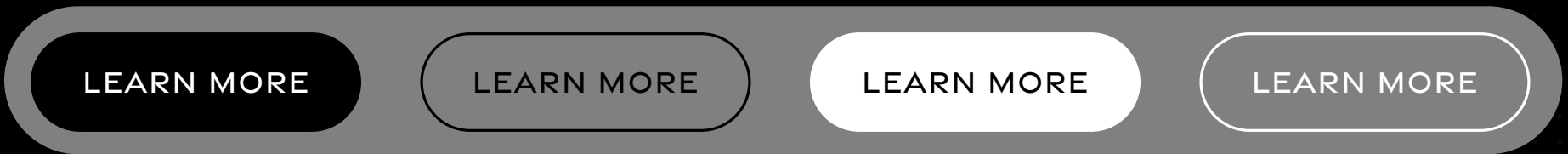


Close



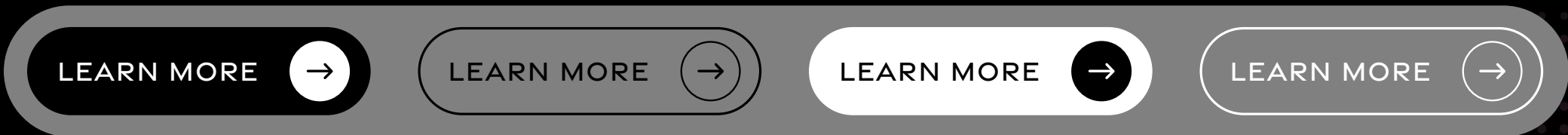
Buttons + Arrow

Gravesend Sans Medium



Buttons + Arrow

Gravesend Sans Medium



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PHOTOGRAPHY

Photography is one of Supra Human’s most essential tools. Across both still imagery and video, the immediacy of photography allows the brand to connect on a level that is visceral, emotional, and deeply human.

A distinctive natural photographic style has been developed to reflect Supra Human’s vision and values. Every image should feel intentional, composed, and restrained, reinforcing a sense of quiet authority and earned confidence. Photography is not decoration. It is evidence.



Supra Human photography is defined by clarity, restraint, and mood. The overall aesthetic is premium and understated, favoring depth and tone over brightness or excess. Color palettes lean toward muted, natural hues with controlled contrast, allowing subjects to feel grounded and real rather than stylized or artificial.

Lighting is deliberate and directional, often soft or moody, used to sculpt form and create presence. Highlights are controlled, shadows are embraced, and nothing feels overlit. This approach reinforces texture, strength, and physical detail without sensationalism.

People are captured with intention and composure. Posture, stillness, and eye line matter. Expressions are calm, focused, and self-possessed, reflecting individuals who are in control rather than performing for attention. Environments are selected to feel credible and elevated, supporting the subject without distraction.



Lifestyle photography should feel aspirational to the Supra Human audience while remaining grounded in reality. The tone is quiet luxury, never flashy or overtly performative. Images should evoke refinement, control, and standards that feel earned rather than advertised.

Scenes often capture moments of preparation, focus, or composure rather than peak exertion. Movement is purposeful, not chaotic. Styling is minimal and intentional, allowing the individual to remain the focal point.

This approach reflects the inner world of the Supra Human audience: high performers who value precision, discretion, and results. The imagery should resonate with those who recognize excellence without needing it explained, reinforcing a sense of belonging to a private, disciplined standard.



Casting is critical to the credibility of the brand. The individuals featured in Supra Human imagery should feel authentic, capable, and aligned with the standards we represent. Fitness is essential, but it is not the only qualifier. Presence, confidence, and self-possession matter equally.

Supra Human represents a global community. As such, a realistic and thoughtful mix of age, gender, and ethnicity is important. Diversity should feel natural and reflective of real-world excellence, not performative or tokenistic. The priority is always selecting the strongest talent for the role.

Subjects should feel accomplished and assured, whether they are seasoned professionals, leaders, or individuals with lived experience. Every person in frame should look like they belong there, carrying themselves with credibility and quiet authority.



When people are not present, photography should focus on product, equipment, and environment to create atmosphere and mood. Lighting is darker and more controlled, emphasizing material quality, texture, and form.

High-quality equipment, refined details, and considered locations are essential. Surfaces, finishes, and spatial composition should communicate precision and investment. Nothing should feel generic or improvised.

These images exist to reinforce the world of Supra Human. They should feel immersive, premium, and intentional, supporting the narrative of discipline, structure, and excellence without relying on human subjects to carry the message.



APPLICATION

Supra Human exists within one unified visual language across every touchpoint, from Instagram and web to internal documents and campaign assets.

A minimal, sleek, monochrome foundation anchors the system, creating instant recognition while allowing photography and motion to carry energy within a controlled framework.

9.1	Company Letterhead	99
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The A4-sized Letterhead is the paper size recommended for use in most countries.

It is recommended that Letterhead be printed on premium uncoated paper stock, with a minimum weight of 100gsm.

Specifications

A4: 210mm x 297mm

Stock: Uncoated 100gsm, White

Color: Black (mono)

When Gravesend Sans & Optima are unavailable use the Google Fonts, Montserrat and Tenor Sans respectively.

Wordmark

Contact Details

SUPRAHUMAN

[Choose Date]

[Name]
[Address line 1]
[Address line 2]

Dear [Name]

[Body of Letter]

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Regards

[Name]

GO GET WHAT'S YOURS

20551 N PIMA RD, STE 140
SCOTTSDALE, AZ 85255

SUPRAHUMAN.COM
+1 (480) 624-2599



Date, Name, Address

Optima Regular

Font size: 9 pt

Body Copy

Optima Regular

Font size: 11pt

The Supra Human internal memo is designed for A4 format and is used for internal communications only. It is not intended for external distribution and therefore does not include contact details or formal company information.

Specifications

Size: A4, 210mm x 297mm

Stock: Uncoated, minimum 100gsm, White

When Gravesend Sans & Optima are unavailable use the Google Fonts, Montserrat and Tenor Sans respectively.

Logo

Headline

Gravesend Sans Medium

Font size: 15 pt

Tagline

SUPRA HUMAN

LOREM IPSUM DOLOR SIT AMET

Proin a velit et mauris rhoncus dignissim.

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THE PURSUIT NEVER STOPS

Subheading

Optima Regular

Font size: 13pt

Body Copy

Optima Regular

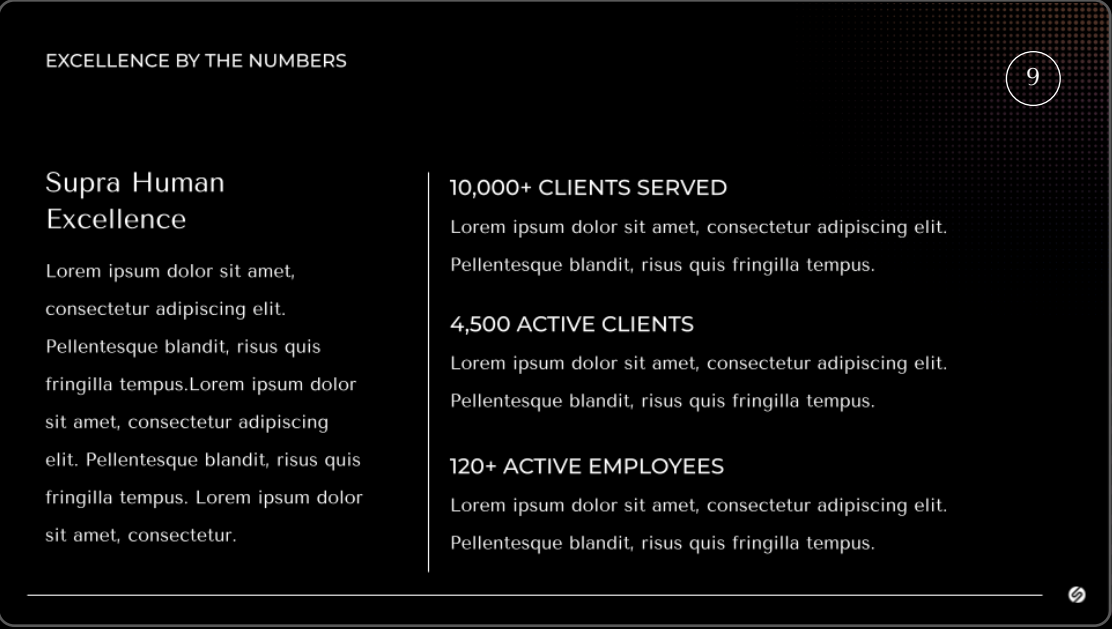
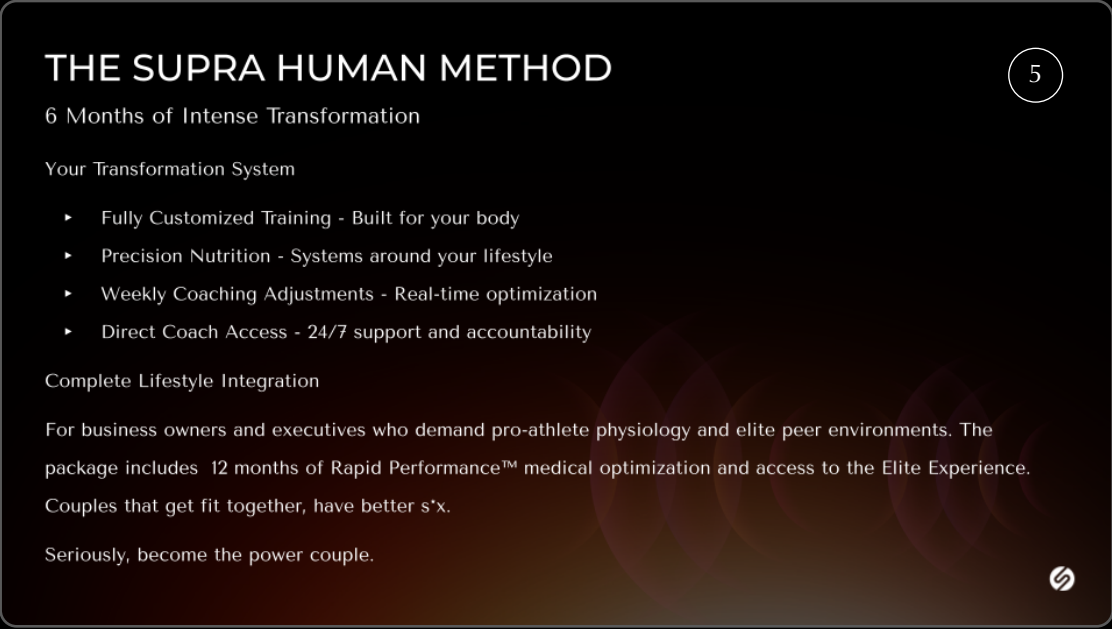
Font size: 11pt

The Supra Human presentation system is designed to give you flexibility while maintaining a strong and cohesive brand presence. Built in Google Slides for accessibility and ease of use, the template suite uses carefully selected Google font alternatives that reflect the spirit of our primary typefaces.

A wide variety of slide layouts are available, allowing you to tailor the tone of your deck to the context. Some slides feature gradients and subtle lens flares to introduce movement and energy, ideal for campaign storytelling or high impact moments. Others are intentionally minimal, offering a more refined and corporate feel suited to strategic discussions or partner presentations.

To the right are a few examples of the slide templates available, demonstrating the range and adaptability within the system.

1.
- Title Slide Option 1
2.
- Title Slide Option 2
3.
- Title Slide Option 3
4.
- Title Slide Option 4
5.
- Body Copy
6.
- Slide Header
7.
- Call Out Text 1
8.
- Call Out Text 2
9.
- Three Big Ideas



The Supra Human email signature is a dynamic extension of the brand identity.

It features an animated GIF of the logomark moving through a flowing, liquid state, expressing the energy, momentum, and constant evolution of Supra Human. The motion should feel smooth and intentional, reinforcing vitality and forward movement.

Positioned to the right of the animated logomark sits the wordmark, followed by the sender’s name, title, and website. The layout is clean and structured, allowing the motion element to lead while the typography provides clarity and professionalism.

All contact information is written in live text to ensure accessibility and easy copying. The animated logomark is the only graphic element used.

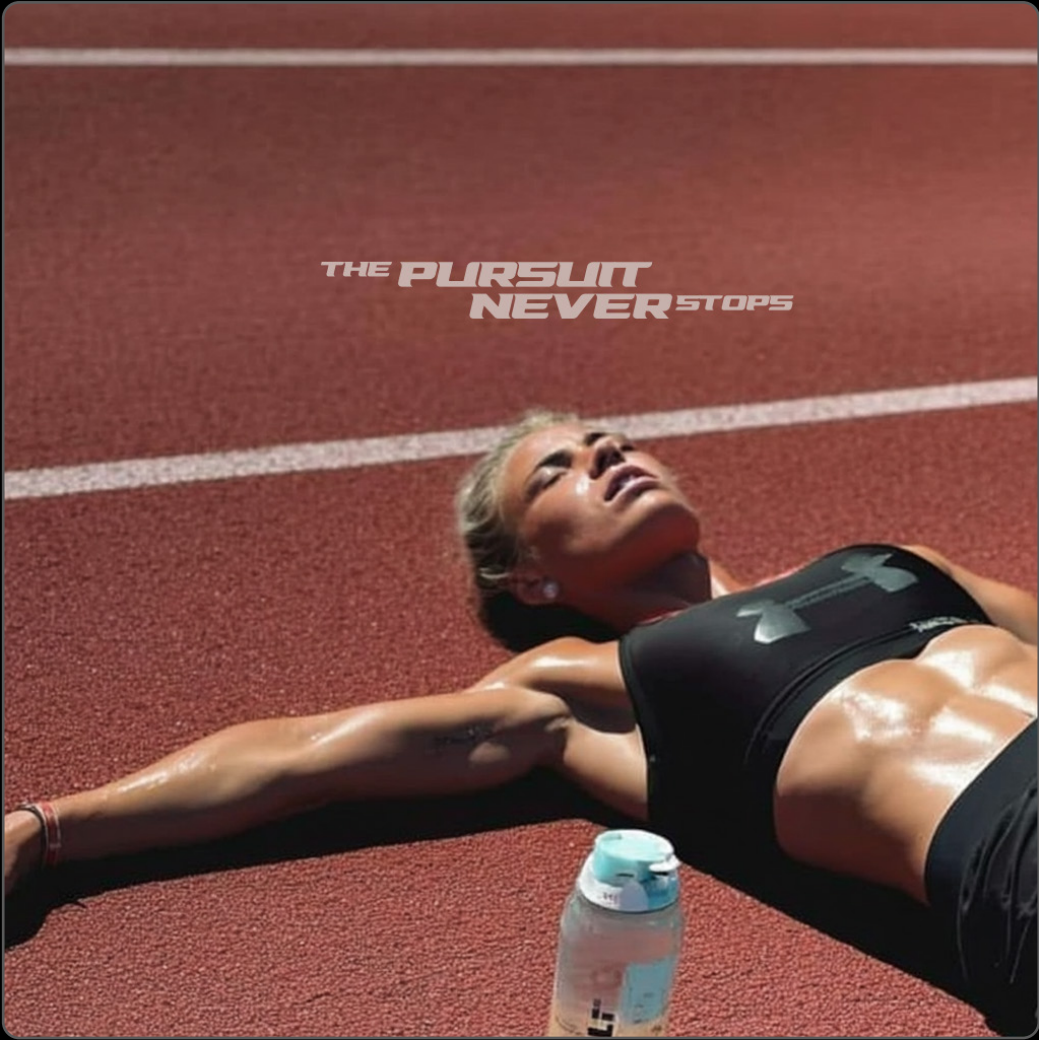


Instagram is a primary expression of the Supra Human brand. Imagery must lead and align with the principles outlined in Section 08 Photography Style. Photography is not decoration, it is evidence.

Gradients and graphic assets may be used to introduce depth and energy, but always with control and restraint. Typography should be minimal and purposeful, with limited text on imagery so the visual holds the focus. The logo can be applied sparingly and with clear hierarchy.

Across square, portrait, and story formats, maintain consistent structure while adapting fluidly to the platform. The feed should feel cohesive, disciplined, and unmistakably Supra Human.

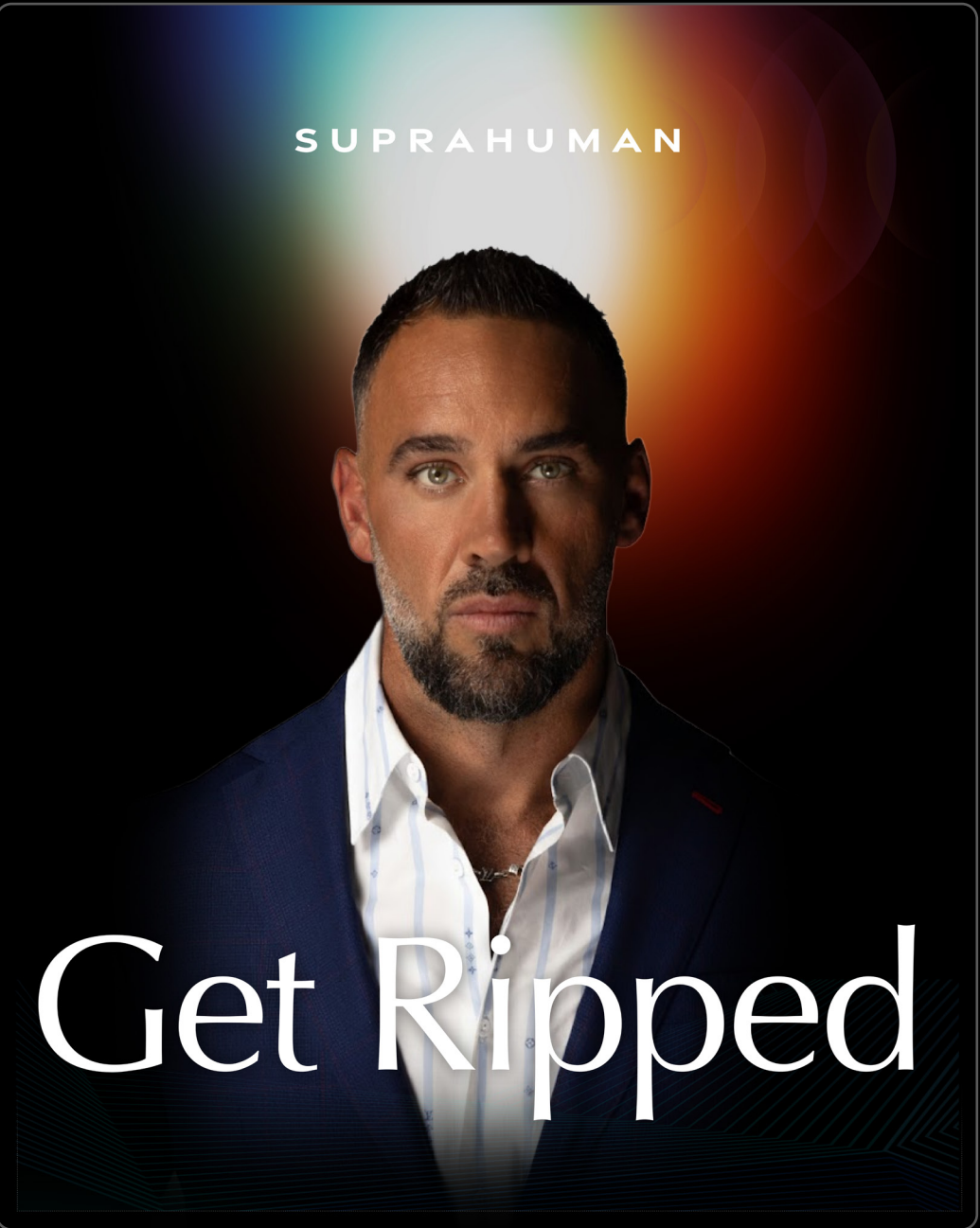




The square format is versatile but should be used selectively and intentionally. It is not the default choice for grid layouts and should only be chosen when the composition genuinely benefits from equal horizontal and vertical space. Square

works well for content where symmetry, balance, or centered subjects are key, allowing for a compact and contained presentation. This format is often effective for product shots, flat lays, or images where tight framing

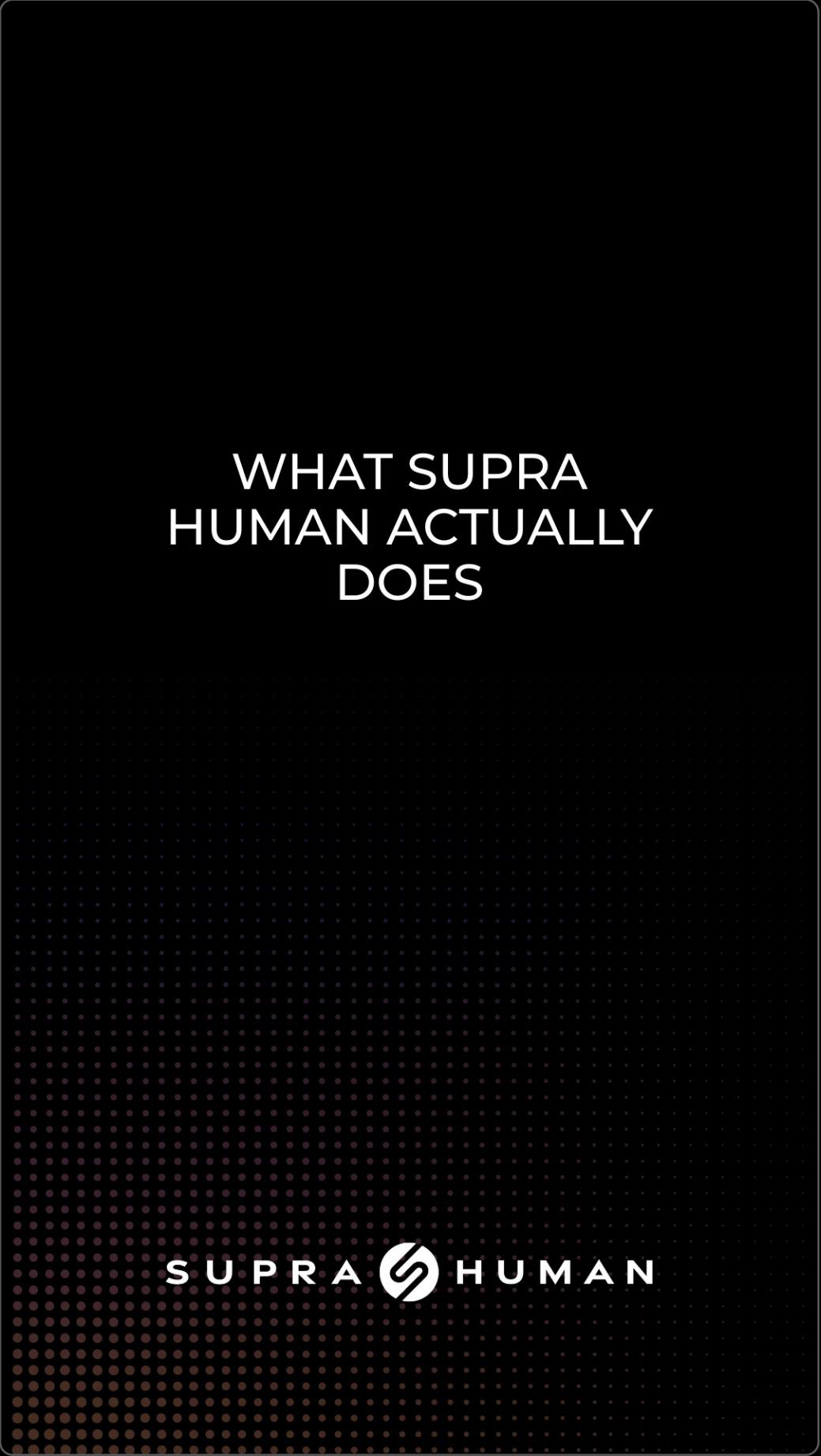
highlights detail. Always ensure the choice of square feels deliberate and image-led rather than default.



Portrait is the primary format for standard grid posts and should be the go-to layout for most static content. Its taller frame allows photography to occupy more vertical space within the feed, giving posts greater presence and making

them more visually impactful. Portrait is ideal for images where subject presence, storytelling, and detail are important. Composition should be thoughtful and intentional, ensuring that the hierarchy of visual elements

is clear and that the image draws attention effectively within the feed.



The Story or Reels format is fully vertical and designed for immersive, full-screen experiences. This format is best suited for motion content, behind-the-scenes glimpses, or campaign extensions that engage viewers in a more immediate and

intimate way. Because Stories are viewed in a vertical, full-screen frame, it's crucial to keep all key subjects, typography, and brand elements within a safe central zone to avoid them being cropped or obscured by Instagram

interface elements like swipe gestures or the navigation bar. Thoughtful composition, pacing, and hierarchy ensure that your content remains clear, engaging, and visually compelling.

CONTACT
FOR FURTHER INFORMATION PLEASE CONTACT:

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pr@suprahuman.com