

TrainingPeaks Logo Guidelines

Vertical Logo

Preferred Signature

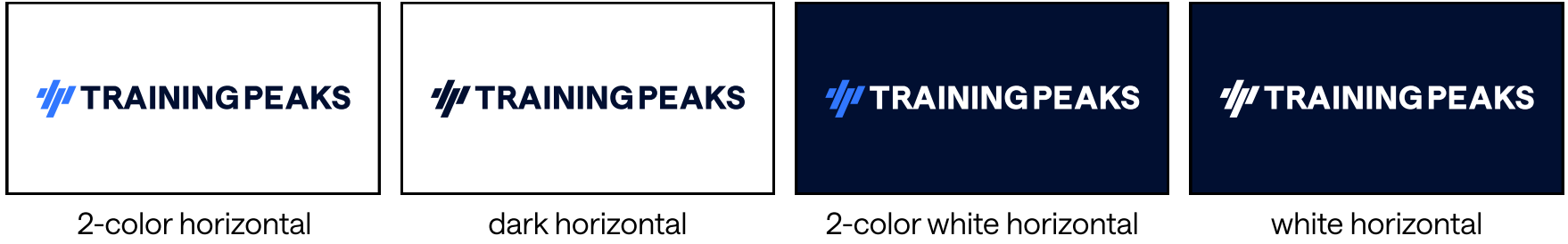
The horizontal arrangement is the preferred version and should be looked at as the first option when selecting a logo treatment.



Horizontal Logo

Alternate Signature

The stacked arrangement of the signature should be only used where there is limited room or the preferred signature doesn't work within the layout.



Size: To ensure our signature is always legibly reproduced it should never be used less than .125 inches tall measured by the height of the logo.

Logo Usage Guidelines

The TrainingPeaks Signature



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Clear Space



Maintain a minimum clear space on all sides of the signature equal to the measurement of the "x" where "x" is equal to the height of the "Training". No other elements as type, graphics, or the edge of the page should encroach into this clear space.

Application

The 2-color version of the logo is the preferred logo for usage on solid colored background. When used on top of more complex photography or graphics, the 1-color logo should be used and care should be taken to ensure the TrainingPeaks signature does not compete with other elements allowing the integrity of the brand to stay intact.

Backgrounds



✓ DO



✗ DON'T