

CRYOFREEZE
CBD



OVERALL PURPOSE:

We help and encourage all people, despite age or fitness level, to push past their limits so they can surpass their goals and achieve optimal health - physically and mentally.



VOICE : THE COACH

“ The interesting thing about coaching is that you have to trouble the comfortable, and comfort the troubled. ” - Ric Charlesworth

The voice of the brand is the voice of a coach, a person whose purpose is to push you (The Trainer), encourage you (The Team Builder) and help you (The Expert).

THE TRAINER

THE TEAM BUILDER

THE EXPERT

THE COACH VOICE

1 THE TRAINER “PUSH PAST IT!”

The coach is there to give you tough love and move you into high gear, helping you to believe in yourself and push past your barriers. He/She will inspire you to reach the bar, overcome your weaknesses and help you keep your head in the game.

2 THE FRIEND “I BELIEVE IN YOU!”

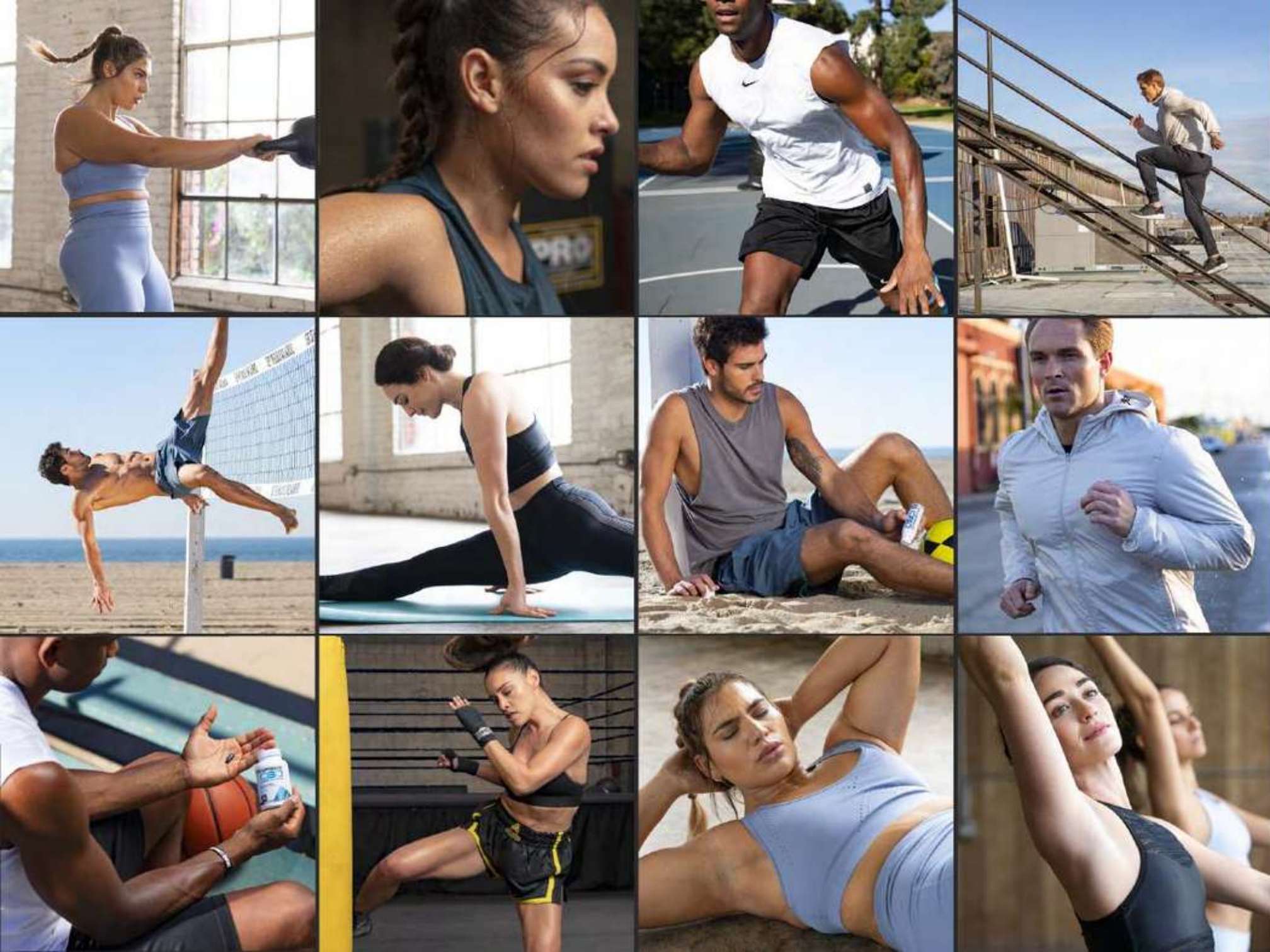
Your coach is not just your leader, he's your ultimate team mate. He'll get into the trenches and show you that we are stronger together.

3 THE EXPERT “TRUST ME, I'VE BEEN THROUGH IT”

Your coach is knowledgeable in all things fitness and nutrition. You can trust them to guide you and educate you on what's best for your health.



STYLE



AUTHENTIC ATHLETICISM

We do not need to show "superhero" shots, but we do need to give the audience a reason to follow us. Our audience want to see agility and skills as well as physical results. We want to achieve aspirational (not surreal) shots through different camera angles and positions. We want to show real people being active in various settings.

SWEAT AND TEARS

This is where we show the intensity and rawness. We want to show people pushing beyond exhaustion and sweating. The struggle is real and we want to show every detail of it, even if it looks painful. It's authentic and it's remarkable. These posts show what its like to do it and what it takes to get back up again and keep trying.

REAL STORIES

Our audience is always seeking inspiration and motivation to help them achieve and surpass their goals. The best way to give them that is through sharing stories of real people going through their own journey towards triumph. There is a lot of power in real people's stories of success because it creates relatability and community, two very important points to pay attention to when building a brand.

PURPOSEFUL PRODUCT PLACEMENT

We want to make sure that whenever the product is being used, we give it context so it is not used aimlessly and with no purpose. If the product is in the picture, we need to show why, the benefits, and the story behind it. With this we steer away from the product being showcased in a pointless manner. This can be done through a gallery post, caption, video, etc.



TYPES OF POSTS

LIFESTYLE

These posts showcase the world and environment we create featuring active people in two different scenarios:

STRENGTH & SKILL

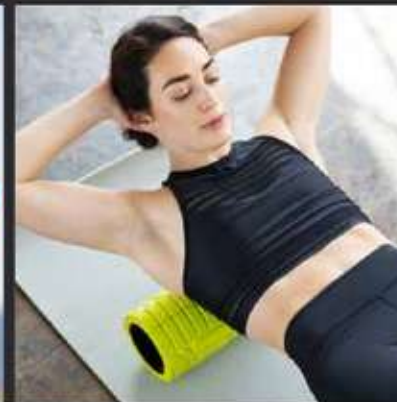
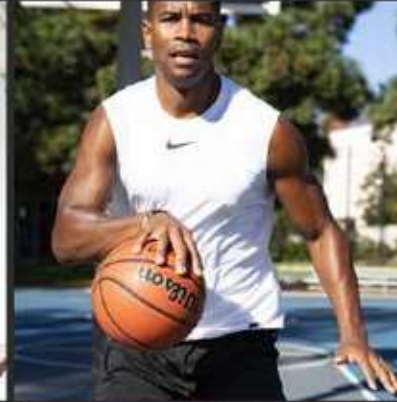
We want to emphasize on the physical power and prowess that a person has. These posts will show strength, force, and skill and contain a "wow-factor" that make the everyday person want to strive for. The purpose of these posts are to give people something to look up to and want to follow. The effect these posts have are to make you want to get up from your couch and go for it.

BREAKING POINT

This is where we see people pushing to exhaustion, showing our followers that yes, you can do more than you think and you can overcome your obstacles. In these posts, we emphasize on sweat and facial expressions showing toughness and pain.

RECOVERY

These posts will focus on different methods of recovery - ice baths, physical therapy, stretching, using the products, etc. They will have elements of both lifestyle and information as they have a teaching aspect to it, advising our followers on the best methods for recovery.



PRODUCT

ROLL ON. ROLL OUT. REPEAT.

We want to portray the physical aspect of recovery and its importance in a person's life. These posts will show people using the product as they recover and heal with CryoFreeze. We want to contextualize the use of the product so the recovery process does not seem mundane.

Example: gallery posts that show the person using CryoFreeze on a specific area. This also helps with creating credibility around product.



TESTIMONIALS

IF I CAN DO IT, YOU CAN DO IT

We will be focused on using real stories about real people and athletes telling us about their wellness/fitness journeys. This content will inspire and motivate our audience to go above and beyond in their own lives.





PORTRAIT STYLE

IN THE RAW

When featuring people in our testimonials, we'll aim to photograph them in a way that makes our audience identify with them and connect with their story.

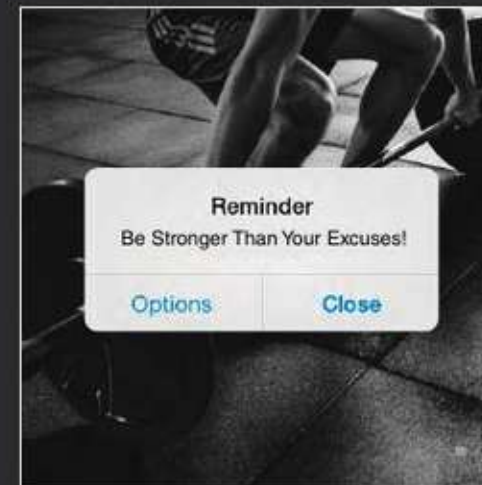
Black and white photography will be used when photographing the subject in their own environment with natural light.

Whenever possible, try to photograph the subject with plenty of headroom so that the CryoFreeze stripes can be incorporated into the composition

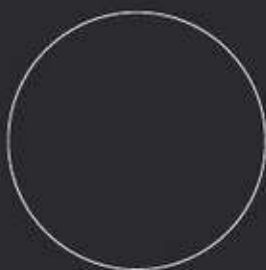
GRAPHIC POSTS

IT'S A FACT

The purpose of the graphics are to be used as a source of information. People who will be coming to our page are aspiring athletes and weekend warriors who are looking for information and inspiration. They are hungry for facts on wellness, training tips, motivational quotes, diet info, etc.



COLOR PALETTE



HEX

#2b2b2d

#6bacc2

#47494a

#ffffff

#a4927e

#ffff00

#dedede

PMS

Neutral Black C

637 C

425 C

Opaque White

7530 C

395 C

Cool Gray 1 C

FONT PACKAGE

BITSUMISHI

Used mainly on logo or other branded elements

HELVETICA HEAVY EXTENDED

For titles and headers

HELVETICA BOLD EXTENDED

For sub-headers

Helvetica LT STD - Condensed Oblique

For Main Copy

Helvetica LT STD - Regular

Main Copy Alt

A decorative halftone pattern consisting of small, light gray dots arranged in a grid, fading out from the left edge of the image.

CASTING

Our focus is on the every day active person who is always striving to be better and healthier. We want to make sure that people coming to this page are relating to the posts they see in terms of athletic mindset, motivation, information, and performance. We are targeting a mix of male and female athletes and regular active people of ages 25 to 45 who practice a variety of different sports/physical activity. Please note we are also paying attention to older people; however they would need to be seen as fit for their age and considered an extraordinary exception (ie: 80 year old tennis player).





DO'S & DON'TS

DO

Use real athletes

Seek authenticity!

Rough textures (grainy)

Use diverse sports

Embrace different ages and diversity of races

Value discipline and variation of skills

Aim for the extraordinary (through movement and angles)

*Look for the story behind each post / contextualize
(Especially when using photos of athletes using the product)*

Show toughness and strength.

DON'T

No "passive positions" when practicing a sport

Don't use influencers "just because"

No Fake, over-the top studio setting

Don't shoot forced positions when applying the product

*Don't be grotesque and unnatural when showing strength
and force (ie: anatomically exaggerated muscles)*

Don't rely on happy-go-lucky types of posts



DON'T DOUBT YOURSELF

But if you have any doubts about this social media guide, please contact tasha@omaxhealth.com