



- 1 Highly saturated colors and gradients, and typography with lots of interplay between positive and negative space







2 Concentric circles create a ripple effect that radiates out from a “Zone.” Tight integration between photos, graphics and typography reinforces the idea of being in the zone.







**3** A line graph visually reinforces the idea that peak performance is an incremental, multi-session process. This option is a bit more conservative and safe, but still has strong visual appeal.







- 4 Deliberate angles and distortions, and overly saturated colors make for more dynamic, eye-catching visuals.





**PEAK**  
PERFORMANCE

**Through cranio-pelvic bodywork:**

- Pain resolution
- Optimized biomechanics
- Enhanced core stability
- Energy efficiency
- Faster post-event recovery

**THE ZONE**

5 Again with the lively, saturated colors. This option also has a subtle S-Curve pattern that echoes the major contours of the spinal column.

**PEAK**  
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**THE ZONE**





- 6 Playing around here with a little more of an edgy, street graphic look. Yet to dig into this option too deeply, but do feel as though there are some very strong, painterly possibilities.







7 Not so sure that this is the demographic you're going for, but interweaving the figures with the typography offers a visual "literal" to the idea of being in the zone.





8 Muted retro colors here, with ample amounts of balanced negative space. Yet to fully explore this option as well, but feel as though some nice textured, painterly options would bring this to a whole new level.

