

ELITE International LTD
TRAINOLOGY
Brand Development

DQ
BD

BROCHURE DESIGN

CONTENT CHECK

Is that the correct core statement?

„Trainology is a data collecting and tracking system for training sessions.“

Will the brochure also be printed or only used digital?

Is the screen presentation format suitable?

What content is required? What content is missing?

Content structure: Who?, what?, how?:

Who is Trainology? (STORY)

What does Trainology do? Where is it used? (MISSION)

How - what products does Trainology offer? (PORTFOLIO)

Should the content show more tech, more sports or more gaming character?

Visual language / images:

Is there specific existing image material?

Images with real people and environments? What content should be shown in general and on the video walls?

At the moment all images are AI-generated.

Product portfolio:

Are all the products in the PDF we received?

Should more products be added, or other products left out?

Are the target groups presented accordingly?

Or should the target groups be adapted?

Professionals, universities, schools and kindergarden.

The following two concepts show examples of the visual appearance of the brochure and both the image and text still need to be adapted.



CONCEPT 01

01

01

Visual language

Focus on the user, people are clearly recognizable

Colors: images are edited with a color filter, either with a gradient of two colors or in one color. Colors are used for the different categories (e.g. blue -> school, yellow -> product world and technology, ...)

Graphic

Focus on movement, circular element (data point), playfulness

Graphic can be placed as a stand-alone or single elements from the graphic can be used for overviews, product listings or similar

Colors

Background light unicolored or with color gradient, the colors from the logo are used for color gradients and as a highlight color

Fonts

Headline

ROBOTO, BLACK

Continuous text

Eras Medium ITC, regular

- Technology + product portfolio
- Professionals
- Universities
- Schools
- Kindergarden

The following pages show an example of the concept 01, text and image material still need to be adapted.





trainology



ENG **trainology** is a data collecting and tracking system for training sessions – professionals and amateurs, which is already in use in China, at kindergardens, schools and universities.

ZHO Enis et, nihil ipsam aspelibus evel et as volentur
auta dolupiet molor recatem et harum veniantiae
ne ne niendendebit ex es ea am essime pro quo
modissi nctendebis estrum que premolore



**PERFORMANCE
BOOST FOR YOU.**



ENG Enis et, nihil ipsam aspelibus evel et as volentur auta dolupiet molor recatem et harum veniantiae ne ne niendendebit ex es ea am essime pro quo modissi nctendebis estrum que premolore eatenist quibeaquis eliciae eium quiaspigid eria comni optam et faccatu reriatusda num es mos imus ma nustrum, et qui bearit eosaesequo blaut qui to blaut rest exped endae occae pa nullo corporae dusam, te dit qui coresci endebis

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professionals



schools



universities



kindergarden

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STOCHS

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photoelectric
agility ball



photoelectric
floor



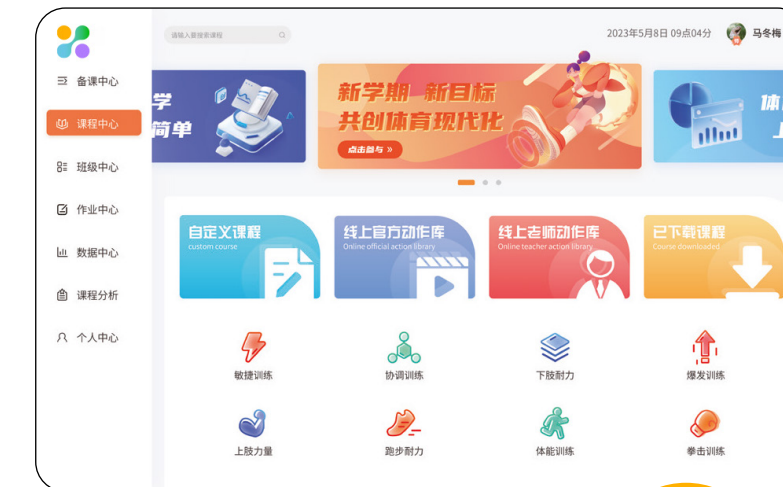
intelligent
sign pole



intelligent
rope skipping



intelligent
training system



intelligent
physical classroom 3.0

PHOTOELECTRIC AGILITY BALL

ENG The new generation of intelligent test training system is developed by the GLORY team, through which up to 80 photoelectric agility training balls can be controlled, combined with millisecond data feedback, it can detect the trainer's speed, agility, explosiveness, endurance and other sets of data, and use exclusive training methods or coaches' customized courses, so that trainers can get effective training and obvious improvement!

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control mode	emission color	operating voltage	host battery capacity	slave battery capacity
cloud platform, iPad	colorful RGB	3.7 V	10000 mah	250 mah
agile ball voltage	connection mode	communication distance	operating temperature	
3.7 V	2.4 G	< 500 m	-12 °C ~ 55 °C	



photoelectric agility ball
– single product



photoelectric agility ball
– whole box

CONTACT INFORMATION

Trainology
info@trainology.com

Floor 11, Huijie Plaza
No 268 Zhongshan Rd
Nanjing, Jiangsu, China



CONCEPT 02

02



02

Visual language

People in motion -> motion blur, no individuals are recognizable
Background, products, technology -> in focus, clearly visible
Colors: Darker image composition, green-blue highlights

Graphic

Focus on technology, data, tracking
Graphic can be placed over images or as a stand-alone

Colors

Background light or dark unicolored,
the colors from the logo are used as a highlight or for marking

- STORY & MISSION (Technology)
- Target groups
- PORTFOLIO (Products)
- Contact information

Fonts

Headline
MONTSERRAT, BOLD

Continuous text
Candara, regular

The following pages show an example of the concept 02, text and image material still need to be adapted.



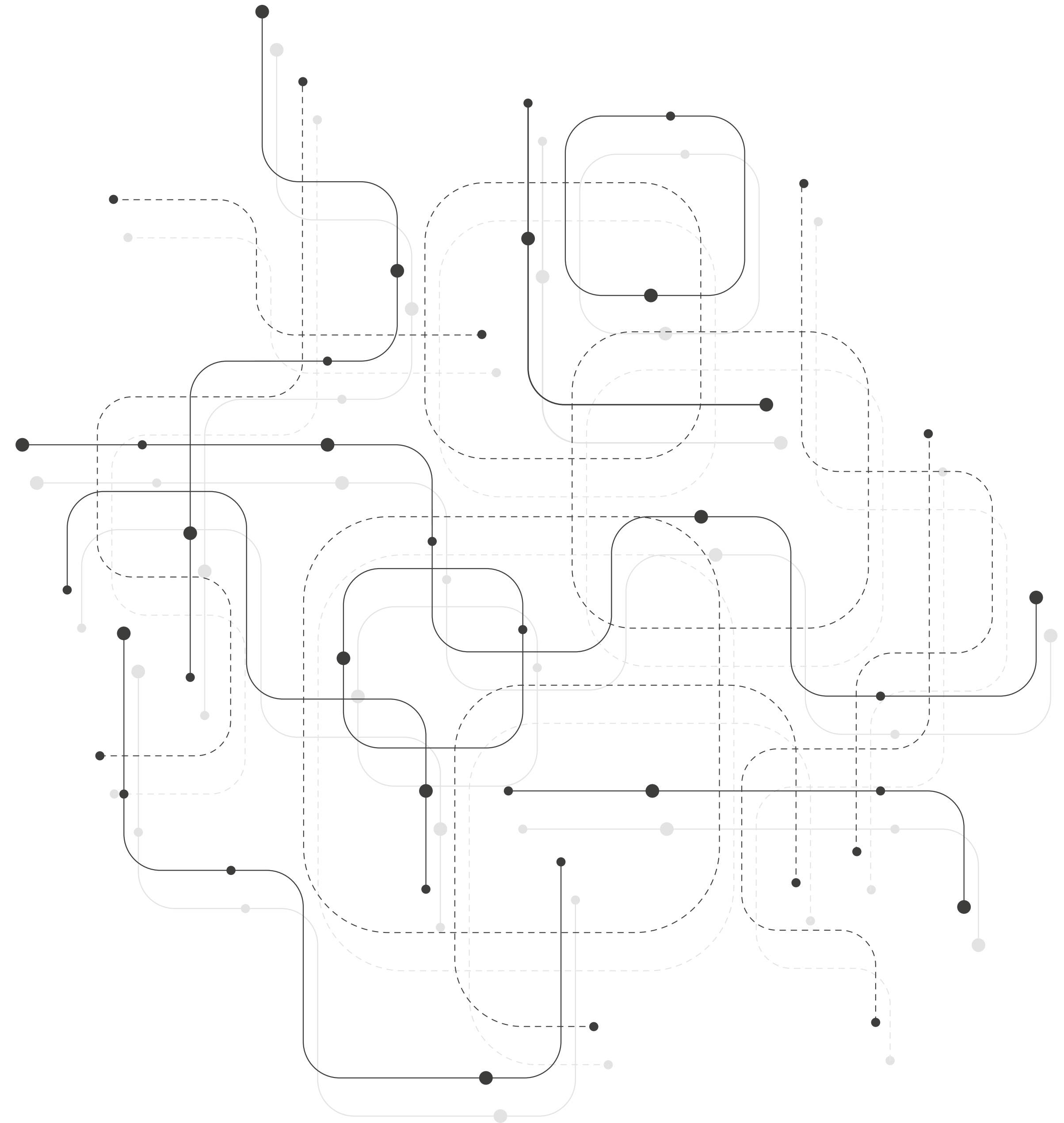


trainology

STORY

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MISSION



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Performance boost for you

PROFESSIONALS

UNIVERSITIES

SCHOOLS

KINDERGARDEN

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PROFESSIONALS



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SCHOOL

PORTFOLIO



photoelectric
agility ball



photoelectric
floor



intelligent
sign pole



intelligent
rope skipping



intelligent
training system



intelligent
physical classroom 3.0

PHOTOELECTRIC AGILITY BALL



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^
single product

whole box >



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APPENDIX

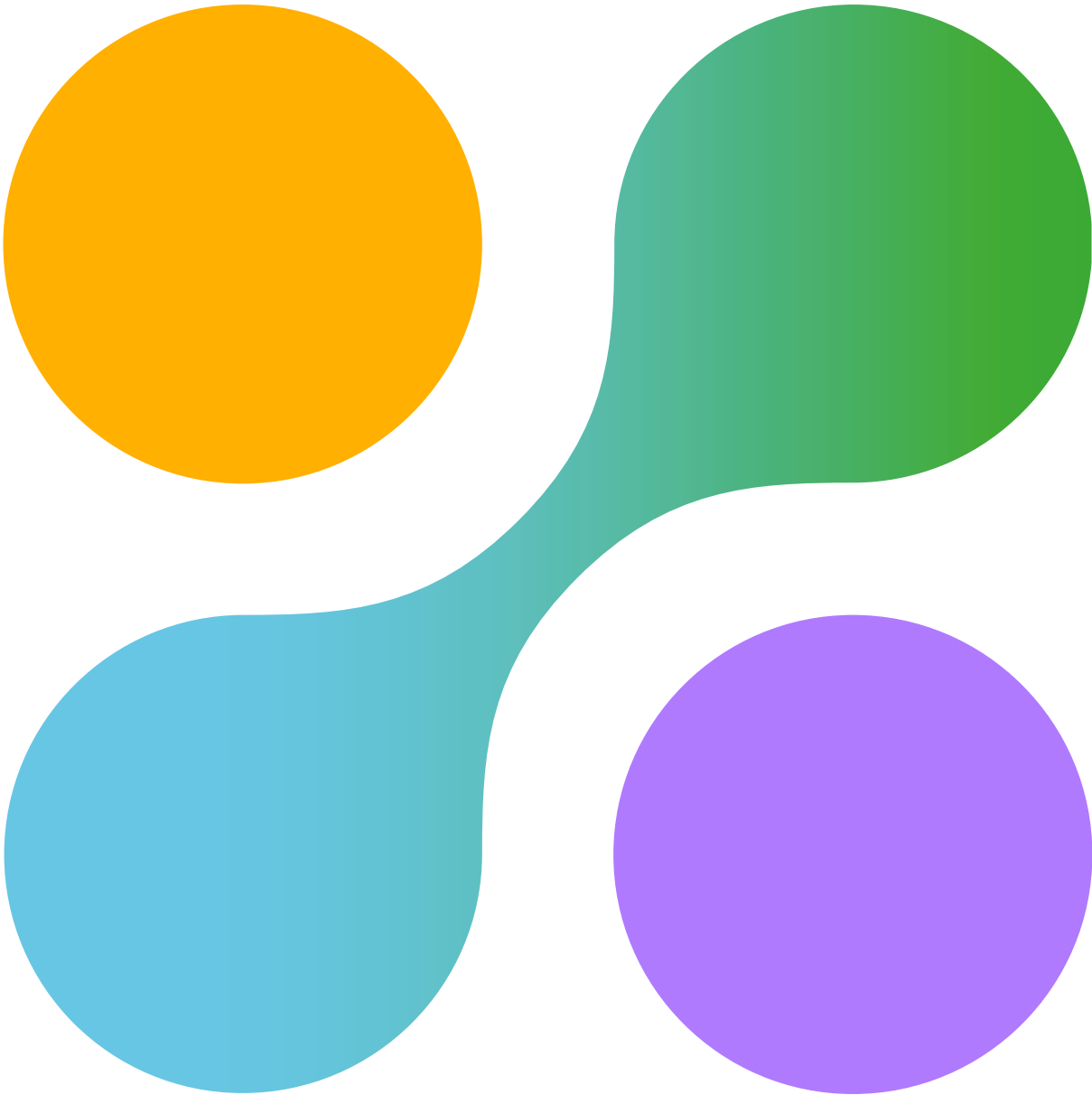
LOGO + WORDMARK

logo + wordmark





logo

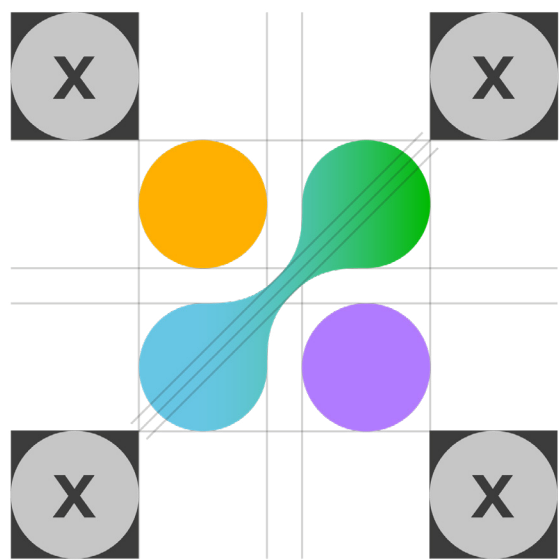


wordmark

trainology

trainology

logo + wordmark spacing



trainology color palette



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C 0 M 36 Y 93 K 0



#67C6E4
R 103 G 198 B 228
C 58 M 0 Y 9 K 0



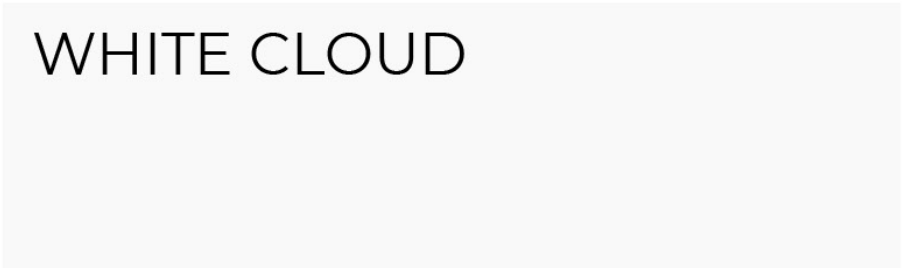
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C 75 M 0 Y 100 K 0



#B17BFF
R 177 G 123 B 255
C 51 M 55 Y 0 K 0



#3C3C3B
R 60 G 60 B 59
C 66 M 57 Y 55 K 60



#F9F9F9
R 249 G 249 B 249
C 2 M 2 Y 2 K 0

