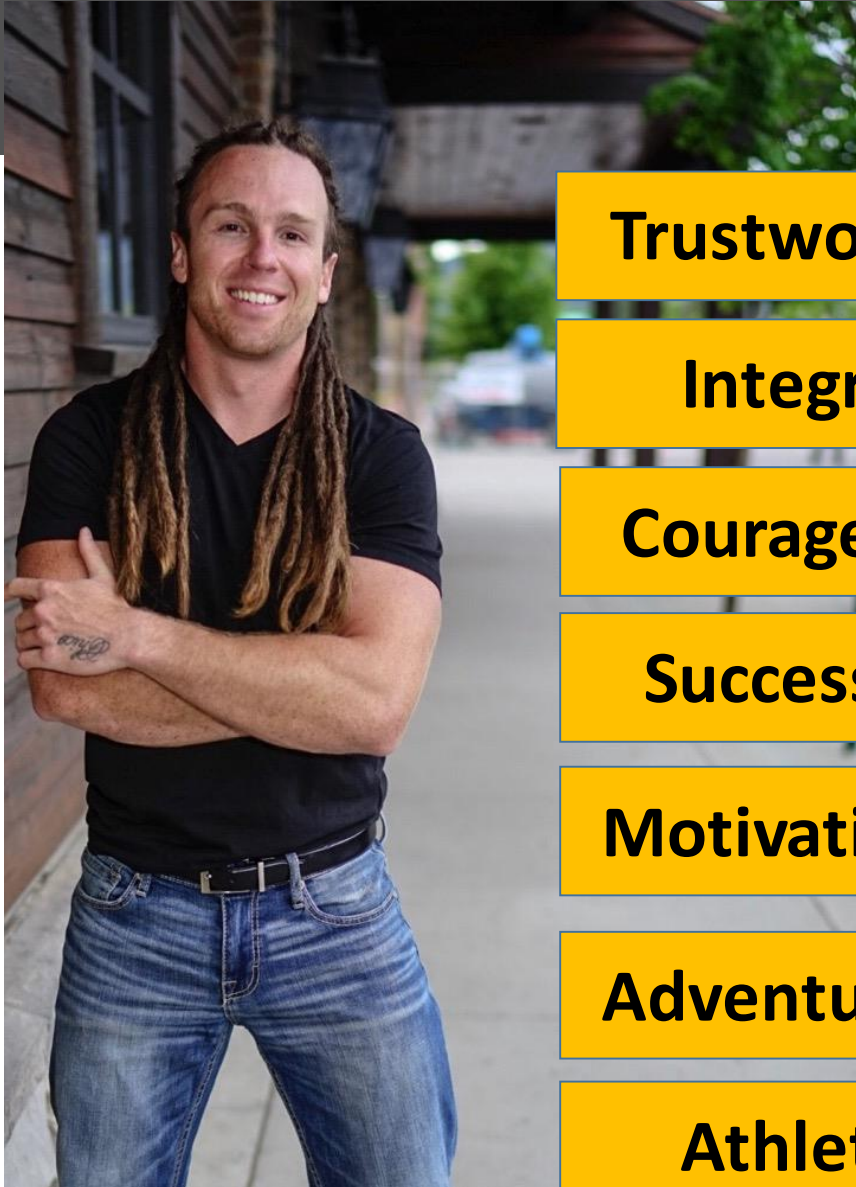


Dan Holguin Branding Statement

WWW.DANHOLGUINFITNESS.COM

Dan Holguin Re-Brand Brief BACKGROUND



Trustworthy

Integral

Courageous

Successful

Motivational

Adventurous

Athletic

This is an overview of my thoughts on where I'm at now and where I'd like to go with my brand. However, I'd love to see some different concepts that would portray this from your point of view as well. You guys are the experts and these are just my thoughts.

Ultimately, I want people to feel and think a certain way when they see my brand. When they see my name or my site/picture/me I want them to feel a sense of trustworthy, integral, courageous, successful, motivational, adventurous and athletic.

Dan Holguin Re-Brand Brief BIOGRAPHY

Dan Holguin is a Fitness Coach to Entrepreneurs, fitness writer, sought after transformational speaker and entrepreneur. In 3 years, Holguin went from living at his moms house to running two six-figure fitness businesses. A former pro-football player, Holguin tragically lost his longtime coach/mentor/best friend which forever changed the trajectory of his business career.

He began his entrepreneurial career by creating FitLife, a fitness boot camp in his home state of Montana. He led hundreds of people to lose a ton of weight; literally, **over 2,000 lbs in 3 years** and is a **3x Montana Fitness Coach of the Year**. He has spoken to thousands at conferences and educated career professionals & schools around the world about the power of the mindset needed to create healthy lifestyle changes. Holguin then developed a number of online educational courses online for entrepreneurs & business owners.

Holguin was recognized in a 2017 convention as one of the **Top 30 entrepreneurs in Montana under 30**. He has been featured on **NBC, MTV, ESPN, WCA and The Discovery Channel**. Holguin is a current competitor on the hit NBC show, American Ninja Warrior. He continues to spread his message of transformation and has **dedicated his life to helping 100 million people lead a more meaningful, healthy-minded & physically fit lifestyle**.

In his spare time, Dan enjoys long distance mountain running in Montana's pristine Glacier National Park and AcroYoga with his daughter, Dacia.

Dan Holguin Re-Brand Brief

CURRENT IDENTITY

The current identity is something that was developed over the past three years as I began to figure out what I was doing in business and how I was using my personality in everything I do outside of business. Since then my work has matured and is moving towards a high end, business/lifestyle design direction while still maintaining the energetic, athletic, adventurous personality.

As I continue to develop my unique talents in business, sports, and life, I want to develop and evolve my current brand identity, which in today's world starts with the website. Having zero background in graphic design, I still understand the value of clean, simple, yet powerful design and can appreciate the work that my current site has to offer.

I have not done extensive time with a brand coach or anyone to guide me in the right direction of figuring out what my attributes are and what I really portray as a person (and how I want that to come about as my brand identity). But after doing a little research and brainstorming, the following attributes are what I think I want included.

My brand evolution has reflected these attributes over the past years and I'd like to create a better identity around this.

PASSION

This is the highest emotional attribute, the one that is the rising star of the brand. It's the mojo.

Adventurous, loving, courageous, contagious, energetic, open-hearted, driven, motivated.

LEGACY

This is the second highest emotional attribute that I'm focused on and the one that I'm crystal clear on.

Impact, household name, dreamer, doer, action taker, creator, vision, committed.

Lifestyle

I move around a lot--I travel, take on new projects just because they interest me. I follow what I want and go after what I want at all times.

Driven, motivated, action taker, wanderlust, disciplined, winner, connector.

Athlete

Not sure if this stands alone or if it fits in another one, but this is what I've been my entire life and something I can't get away from no matter how old I am. I'll always want to be a competitive athlete in some form.

Active, agile, powerful, fast, flexible, ninja, warrior, mobile, nimble.

Dan Holguin Re-Brand Brief

LOGOTYPE

My thought is the logo should be completely type driven and let the brand elements project the more fun and craft aesthetic. I see the logotype being simple, sophisticated, yet have some uniqueness with the character letters. Fashion and business with a little athletic All-American.

Classic type with some hand distressing potentially. These are some type logos I like personally that showcase overall simplicity, but again I'm open to any other style as well if you believe it showcases what my vision is for how I want people to think and feel when they see it.

The type of "lifestyle" look I want to portray:

SONY



Calvin Klein

john varvatos



John Lewis



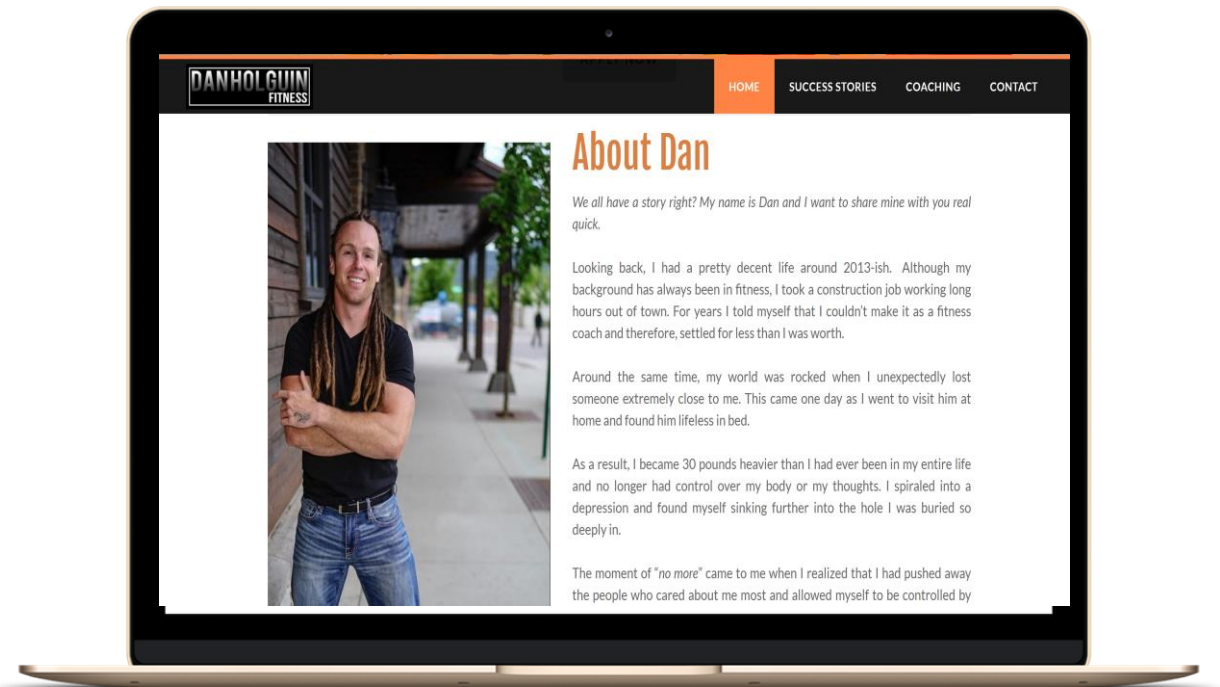
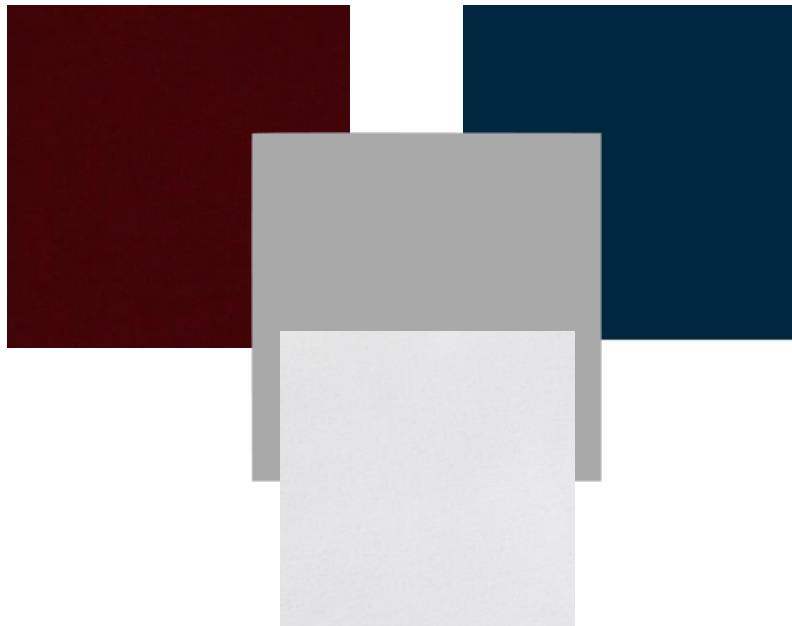
Dan Holguin Re-Brand Brief

COLOR PALLETTE

I'd like to stick to cool, dark-muted colors:

Blue undertones, burgundy, dark slate blue, light grey, soft white and cool brown. This is all according to a brand expert who helped put this together for me. She said my textures to stick to are tweed.

I'm also open to exploring others that might enhance the brand and quality of the image.



Dan Holguin Re-Brand Brief

OWNABLE ICON

I would like to create an ownable icon, that is part of the brand, but not a logo. Something that can be used in the visual elements, but then translated into graphics to create items and props in a photoshoot or for creative graphics on my site, for products I create like t-shirts and what not. Something that resembles energy and passion. I'm not sure if I have a favorite symbol right now (like a star, or a pi symbol or something like that) but I feel I need something that can be applied in different mediums, even spray paint stencil.

Here is a list of other videos and things I've done that tell my story personally and professionally so you get a better idea of who I am. I'm also looking to put together a "highlight" reel to put somewhere on my home page www.danholguinfitness.com that is 30-60 seconds of me with my sports stuff, business stuff, and lifestyle stuff.

I'd like to have an amazing layout on my homepage. I'm thinking featuring my YouTube videos and Instagram in a creative way somehow... but I'll brainstorm with you guys to figure this out.

<http://danholguinfitness.com>

<http://facebook.com/danholguinfit>

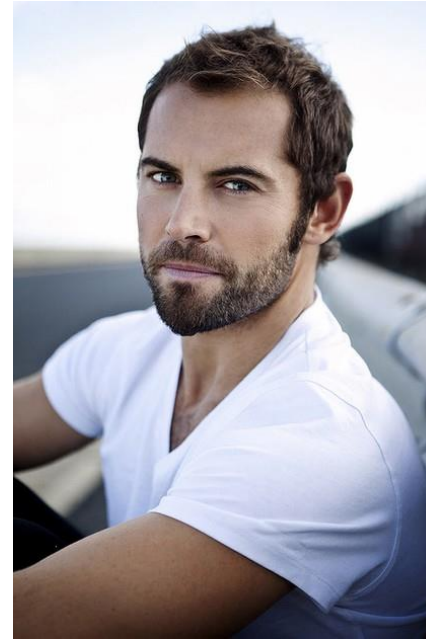
<http://instagram.com/danholguin>

<http://youtube.com/danholguin>

<http://twitter.com/danholguin.com>

Dan Holguin Re-Brand Brief

LIFESTYLE LOOK EXAMPLES



Images are not owned by Dan Holguin and are used for look and feel examples.

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ATHLETIC LOOK EXAMPLES



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Dan Holguin Re-Brand Brief

VIDEO OVERVIEW

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My Story:

<https://youtu.be/TDWvMy37MjE>

The Accident:

<https://youtu.be/-Qqzo5fMPNs>

YouTube Channel Trailer:

<https://youtu.be/J0g71S94qml>

My Mentors:

<https://youtu.be/5HgVbDG6qyw>

My Dad's Biggest Lesson:

<https://youtu.be/JkZi415WMrA>

My Mom's Biggest Lesson:

<https://youtu.be/hmqect-8Dts>