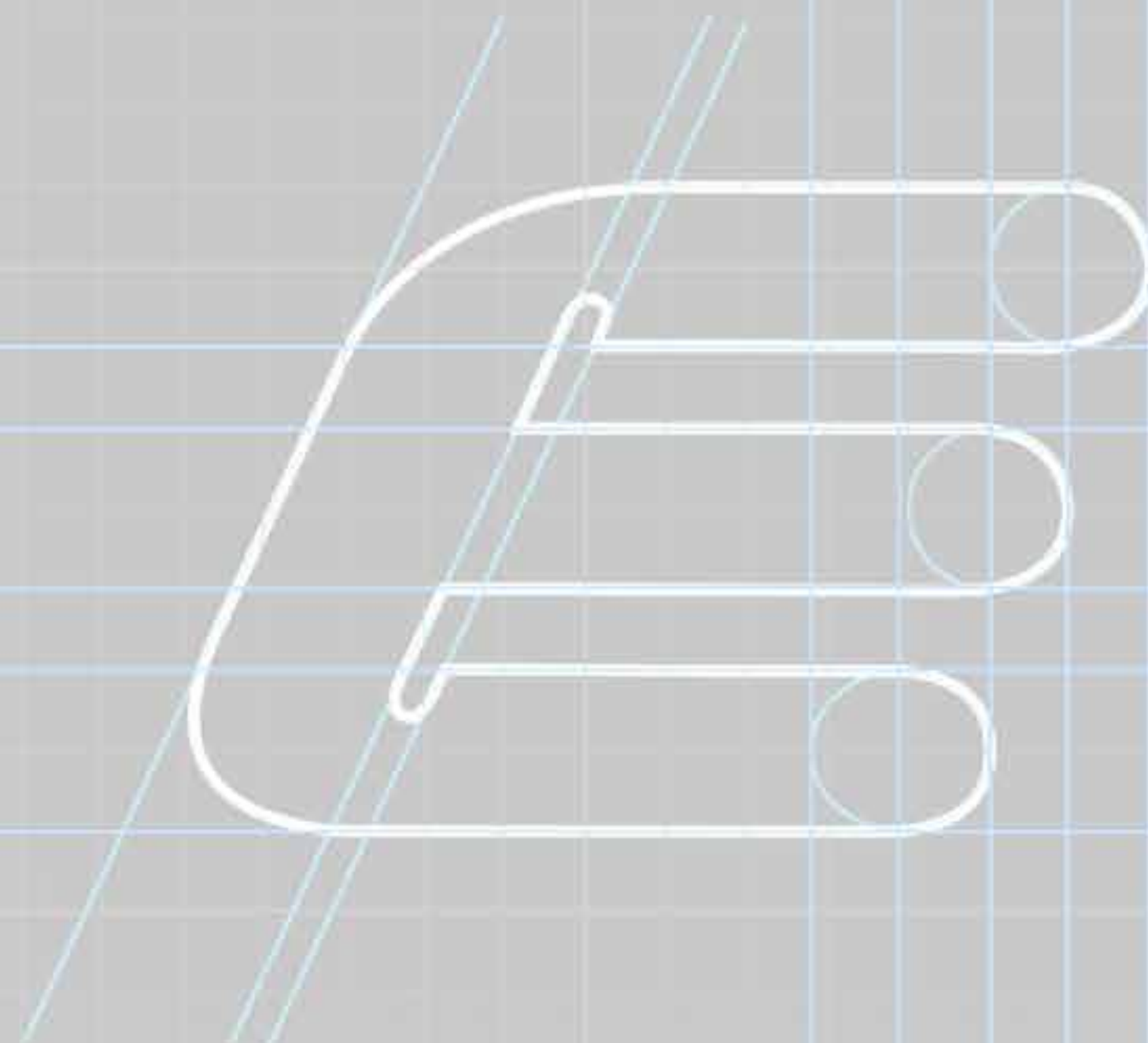




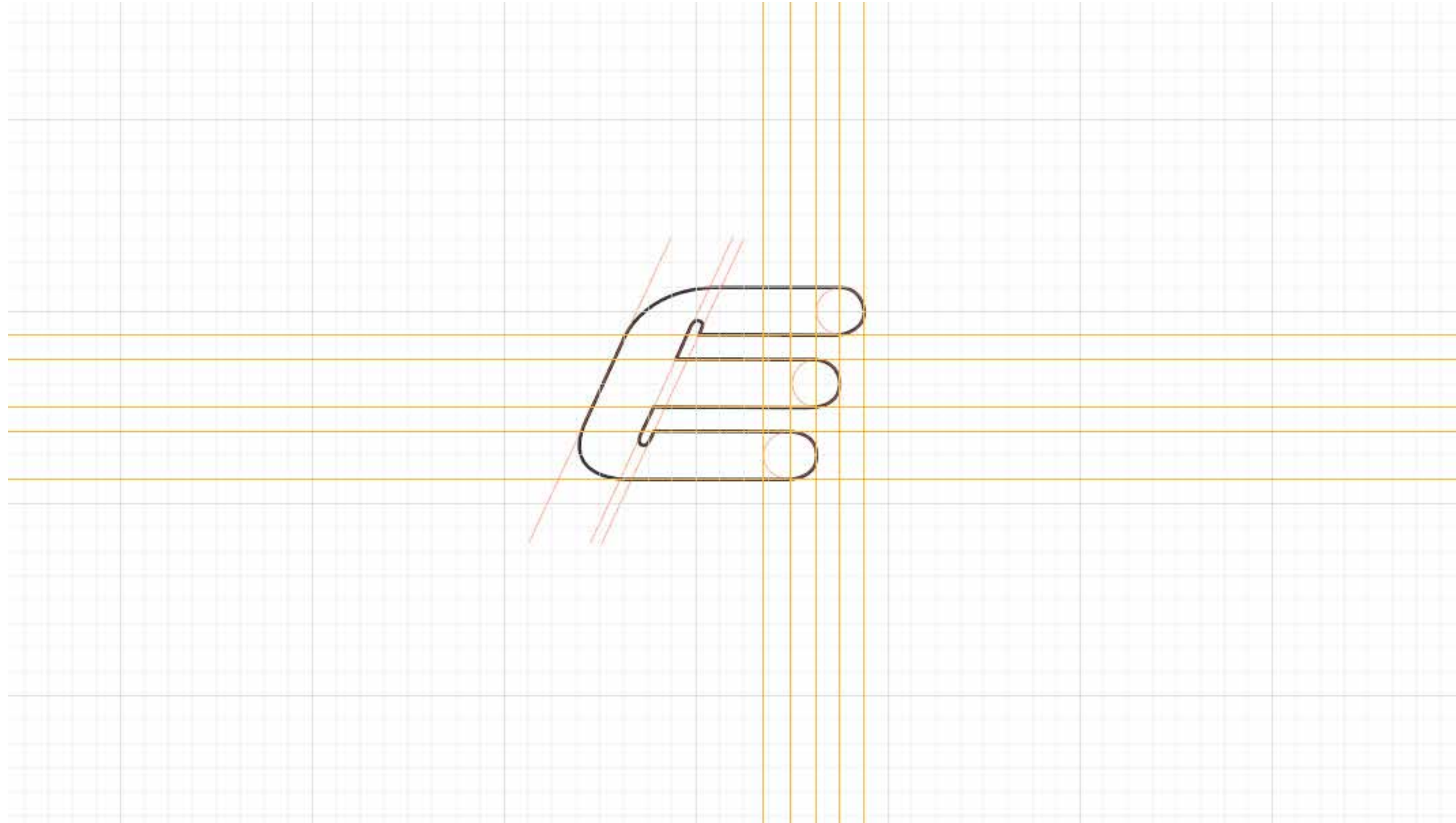
PROJECT ELITE

Engineered for excellence.
Designed for the few.

PROJECT ELITE
38°42'N / 9°08'W
LISBON — PT



The Visual Engineering



The logo is a piece of visual engineering.
Straight lines represent the rigor of our scientific
methods and data-driven approach.

The Visual Engineering



BALANCE
PILATES

The core of stability and structural alignment.



ENERGY
FITNESS

The raw power and metabolic force driven by the engine.



VELOCITY
RUNNING

The dynamic vector of movement and biomechanical efficiency.



NATURE
NUTRITION

The organic fueling required for cellular recovery and longevity.

A four-part system engineered to optimize human performance. Each symbol maps a specific domain of our protocol, transforming complex biometrics into intuitive, actionable geometry.

Chromatic Precision



Orange is our signal for high intensity.
In color theory, it represents the oxygen
flow and mental focus required
for elite performance.

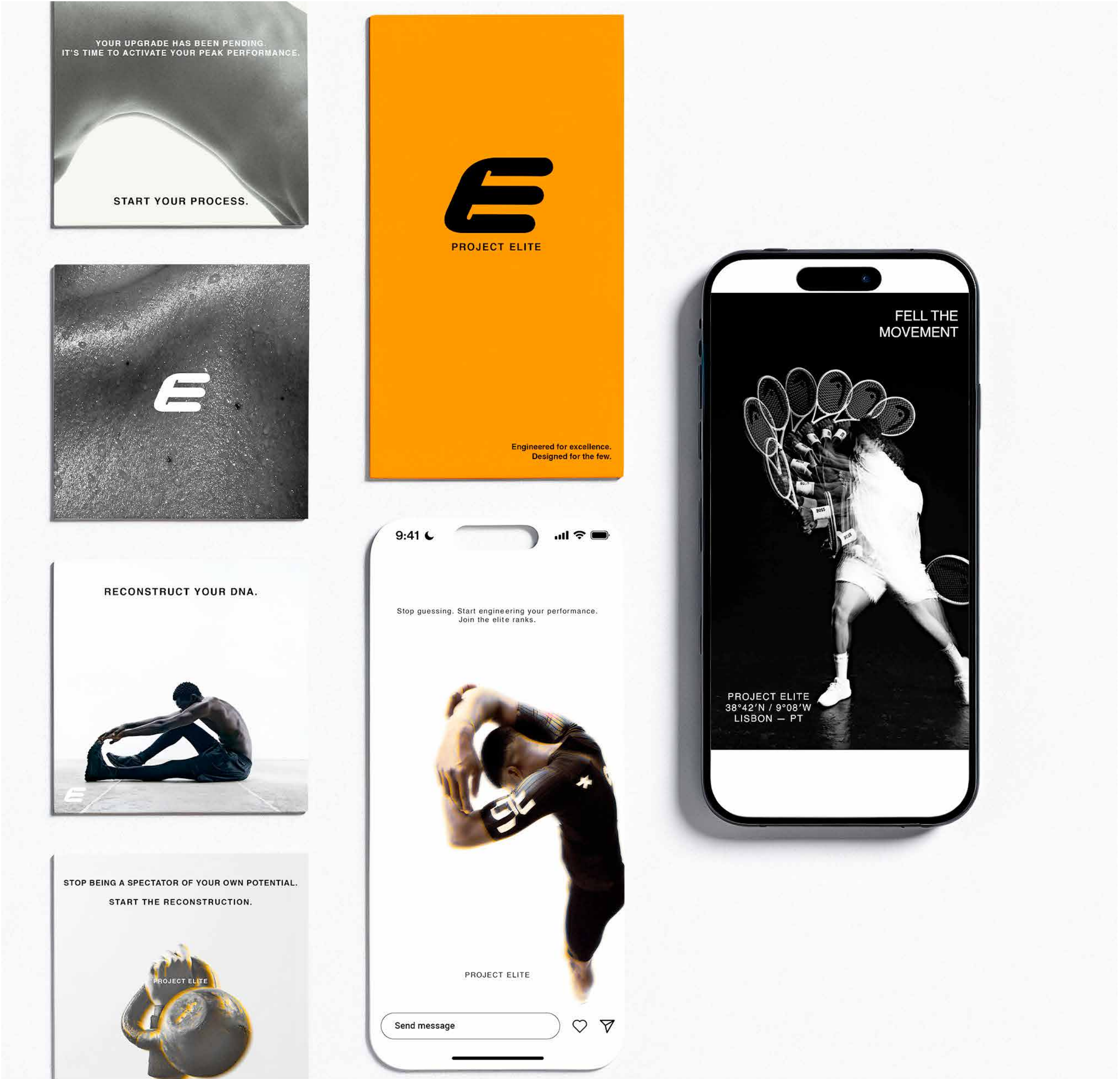
While others choose safe colors, we use orange
as the fuel that separates
the average from the elite.
It's impossible to ignore.

HEX #F2F2E8
RGB 242,242,232
PANTONE Cool Gray 1 C

HEX #fe5900
RGB 254,89,0
PANTONE 172 C

The Digital

The digital touchpoints are designed as mental tools. The UI is metric-focused and stripped of unnecessary noise, allowing performance data to take center stage. On social media, the high-contrast, data-driven aesthetics shift the narrative from coaching to initiation, constantly reminding users to stop guessing and start engineering their performance.



Physical Touchpoints

[PROJECT ELITE // PERFORMANCE REPORT]

ATHLETE: #0183

Noah Parker

BIOMETRICS & READINESS

PILATES

FITNESS

RUNNING

NUTRITION

INDICATOR	CURRENT VALUE	VARIATION 7D	STATUS
HRV <small>HEART RATE VARIABILITY</small>	64 MS	+5%	STABLE
RHR <small>RESTING HEART RATE</small>	52 BPM	-2%	EXCELLENT
SLEEP PERFORMANCE	87%	+7%	RECOVERED

Technical insight: The central nervous system shows high readiness. The increase in HRV suggests that yesterday's Pilates session offset the oxidative stress from Wednesday's run.

RUNNING INTENSITY

FITNESS VOLUME

PILATES FLOW

ELITE PROJECT

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HUMAN ENGINEERING FOR YOUR PEAK PERFORMANCE

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INITIATE PERFORMANCE PROTOCOL

VER. 2.0 - 2020

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Physical Touchpoints



PROJECT ELITE

PERFORMANCE DATA INSIDE. FOR ELITE EYES ONLY.

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Physical Touchpoints

