



THE FIELD GUIDE SYSTEM

Brand Guidelines

The single, always-on running coach. Injury prevention as the foundation, wearable-agnostic by design, and a lasting home for your entire training history.

What is in here

Eight sections: who we are and how we sound, then the marks, the palette, the type and the component rules that keep every surface recognisably Trailwise.

01	Who we are	Positioning and the four pillars
02	Voice and tone	How we sound, and how we never sound
03	Logo	The mark, the wordmark, the lockup
04	Lettermark	The Tw monogram for square spaces
05	Colour	Forest, cream and one trail blaze
06	Typography	One sans, one mono
07	Component principles	Field Guide outside, Telemetry inside
08	Do and don't	The short version



Companion files

The living reference is trailwise.coach/brand. Editable assets ship in the brand kit: logos, lettermark, icons and the Trilly avatar.

01 Who we are

POSITIONING

Trailwise is the definitive 24/7 running coach, with an initial focus on trail and road running. We are built on one conviction: keep the athlete healthy first, and speed follows. Injury prevention is not a feature we offer, it is the foundation everything else is built on.

We are wearable-agnostic by design. Whatever sits on your wrist today, and whatever replaces it next year, your full activity and health history lives with us as one continuous, comparable record that you own.

We are our own product with our own identity. We do not compare ourselves to anyone else, and we never position by contrast. We lead with what we believe, plainly stated.

THE FOUR PILLARS

- **Foundation.** Injury prevention is the bedrock, not an afterthought. We watch load, sleep and readiness, and protect before a niggle becomes a setback.
- **Always on.** A coach in your pocket every day, every session, adapting to the real you each morning.
- **Agnostic.** Every wearable welcome. One home for a training history you actually own.
- **Expert.** Decisions you can trust, always explained in plain language.

02 Voice and tone

Expert, but plain-spoken. Calm under pressure. We explain the reasoning behind every call, we celebrate showing up, and we protect people from overdoing it.

HOW WE SOUND

- "Today is easy on purpose. Here is why."
- "You showed up nine days running. That is the real win."
- "Bring any watch. Your history lives here for good."
- "We held you back today so you can go hard on Saturday."

HOW WE NEVER SOUND

- Hype, hustle, or shouting people toward their goals.
- Jargon walls with no plain-language reasoning.
- Comparisons to other apps, coaches or platforms.
- Generic filler. Every line earns its place.

03 Logo

The mark is the overlapping ridgelines, the alpenglow sun, a snow cap and a switchback trail. It is fixed: never recolour, restretch or rearrange it. Pair it with the wordmark set in Hanken Grotesk Bold, with “trail” in forest green and “wise” in alpenglow.



ICON

Trailwise

WORDMARK



HORIZONTAL LOCKUP, THE DEFAULT PAIRING



ON DARK: LIGHT WORDMARK, BRIGHTER SUN



SCALING DOWN: MONO, 26PX ICON, 16PX FAVICON MARK

RULES

- Keep clear space on all sides equal to the height of the sun in the mark.
- Minimum sizes: 20px for the icon on screen, 12mm in print.
- On dark backgrounds, use the light wordmark and the brighter alpenglow sun.
- At very small sizes, drop to the ridgeline-and-sun icon only.
- Never add effects, outlines, gradients or drop shadows to the mark.

04 Lettermark

A compact monogram for the square spaces the wordmark cannot fill: app icons, favicons, avatars and loading states. A bold forest “T” with an upward-tilted crossbar for momentum, a small “w”, and the alpenglow sun as the single accent, a direct echo of the icon.



PRIMARY, ON PAPER OR SNOW



REVERSE: CREAM LETTERS, ALPENGLOW 400 SUN



APP TILE, REVERSE MARK ON A FOREST GRADIENT



SINGLE COLOUR, SUN INCLUDED



LEGIBILITY: 44PX TILE, 34PX AVATAR, 24PX FAVICON

RULES

- The lettermark is secondary. Where the full lockup fits, the lockup wins.
- Forest and cream carry it. The sun is the one warm note, never a second accent.
- Keep clear space equal to the sun on all sides.
- Legible to about 24px. Below that, use the ridgeline-and-sun icon instead.
- Never redraw the letters, add a second accent, or set it in another typeface.

05 Colour

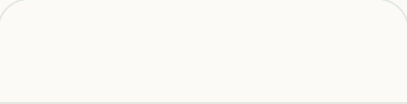
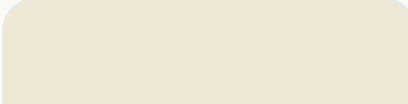
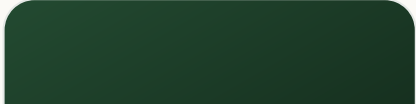
Forest green and warm cream carry roughly ninety percent of every surface. Alpenglow is a highlighter, reserved for one primary action per view, live data, or a single accent word. Treat orange like a trail blaze: you should always be able to find the one on the page.

BRAND PALETTE

SWATCH	NAME	ROLE	HEX
	Forest 900	Ink and dark surfaces	#16301F
	Forest 700	Primary brand colour	#234A31
	Forest 500	Secondary and success	#2E5E3F
	Alpenglow 500	Accent and live, used sparingly	#D75928
	Alpenglow 400	Accent on dark backgrounds	#E2734A
	Cream 100	Warm fills and labels	#EFE7D6
	Paper	Page background	#FBFAF6

SEMANTIC

- Success uses Forest 500. Warning uses a muted ochre (#BE7A1F). Danger uses a brick red (#B23A2A).
- Functional colour always carries an icon or label too. Meaning never rests on colour alone.

 PAPER The default page. Every layout starts here.	 CREAM Warm fills, quiet buttons, label chips.	 FOREST GRADIENT Dark moments only: hero, CTA, app tile.
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06 Typography

Hanken Grotesk is the single family for both display and body. JetBrains Mono carries every label, kicker, counter and metric. Headings earn their hierarchy from weight, not from a second display face. Emphasis is colour, never italic.

DISPLAY

Run healthy first

SECTION

Speed follows

LEAD

Today is easy on purpose. Here is why.

BODY

Load, sleep and readiness, watched every morning.

KICKER

READINESS · LAST NIGHT

DATA

42.8 km 1,204 m D+

ROLE	FAMILY	WEIGHT	TREATMENT
H1 / display	Hanken Grotesk	800	tracking -0.04em
H2 / section	Hanken Grotesk	800	tracking -0.035em
H3 / card	Hanken Grotesk	700	tracking -0.03em
Lead	Hanken Grotesk	500	18-20px
Body	Hanken Grotesk	400	15-16px, line 1.55
Label / kicker	JetBrains Mono	500	uppercase, 0.14em
Data / metric	JetBrains Mono	600	tabular figures

RULES

- Never add a second display typeface. Weight and colour do the work.
- Labels are uppercase mono, about 11px, tracked 0.12 to 0.16em, in forest 500.
- Every metric uses tabular figures so columns never shift between readings.

07 Component principles

The brand wears two layers. The outer layer is the Field Guide: calm, editorial, warm paper and forest ink with generous whitespace. The inner layer, wherever data lives, is instrument-grade Telemetry: tabular mono numbers, hairline grids, and metric cards that read like a clean instrument cluster.

PRINCIPLES

- **Surfaces.** White or cream cards on a paper background, separated by hairline forest borders rather than heavy shadows.
- **Numbers.** Every metric is set in JetBrains Mono with tabular figures so columns never shift.
- **Actions.** One primary action per view in forest. Alpenglow buttons are reserved for the single highest-intent moment.
- **Shape.** Radii step up with scale: 8px controls, 12px buttons and inputs, 16px cards, 22px hero panels.
- **Motion.** Micro-interactions run at 180ms, larger transitions at 320ms ease-out. Respect reduced-motion.

08 Do and don't

DO	DON'T
• Let forest and cream carry the page. • Use alpenglow for one thing per view. • Set every metric in mono, tabular figures. • Keep generous whitespace and a calm rhythm. • Explain the why in plain language.	• Flood screens with orange. • Use italics for emphasis. Use colour instead. • Add a second display typeface. • Use emoji as interface icons. • Use em dashes in any copy.



The living reference

trailwise.coach/brand carries the full system, including tokens and iconography, and always reflects what is shipped. Download the brand kit there for the logo, the lettermark, icons and the Trailly avatar.