

# BRAND DECK

FITCREDIBLES



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# THE TEAM



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# WHAT IS A FITCREDIBLE?



A FITCREDIBLE IS ANYONE WHO USES FITNESS  
TO ACHIEVE INCREDIBLE THINGS IN ANY  
ASPECT OF THEIR LIVES.

AESTETICS  
PERFORMANCE  
CONFIDENCE  
RELATIONSHIPS  
MENTAL HEALTH  
WORK

THERE IS A FITCREDIBLE WITHIN US ALL.

# OUR INSPIRATION



WE WANT TO CREATE SOMETHING BIGGER THAN A FITNESS BRAND. WE ARE MORE THAN JUST PERSONAL TRAINERS. WE WANT TO CREATE OUR OWN WORLD THAT EMBODIES; INCLUSIVITY, COMMUNITY, TOGETHERNESS, PROGRESSION AND EMPOWERMENT. WE FEEL HEALTH A FITNESS IS THE PERFECT TOOL TO CREATE SUCH A WORLD.

# OUR WHY



FITCREDIBLES ALLOWS US TO CREATE OUR OWN WORLD AND CONTROL OUR OWN NARRATIVE. IT GIVES US THE PLATFORM TO IMPACT LIVES IN A POSITIVE MANNER AND NOT HAVE TO FOLLOW IN THE SHADOWS OF OTHERS.

FITCREDIBLES IS OUR STORY, OUR JOURNEY.

# OUR USP



NO FADS, NO GIMMICKS, JUST HONEST AND SUSTAINABLE QUALITY FOR THE MASSES. WE KNOW THAT IT IS NOT A ONE SIZE FITS ALL APPROACH, BUT WE AIM TO GIVE EVERYONE THE TOOLS THEY NEED TO UNLOCK THEIR FULL POTENTIAL.

# OUR VALUES



**VALUE 1**

CLIENT FIRST

**VALUE 2**

EMPOWERING OUR COMMUNITY

**VALUE 3**

MAINTAINING AUTHENTICITY

**VALUE 4**

BEING ON TREND

**VALUE 5**

CREATING A CULTURE/ ENVIRONMENT  
WHERE EVERYONE FEELS SAFE AND  
UPLIFTS EACH OTHER