



# Brand deck

Who we are, how we look, and the cast that carries it.



# Everyone starts **somewhere.**

JustGains is the training, nutrition and running app for people who show up. We take the work seriously and never ourselves. Every line, screen and character should feel like a friend who trains harder than you, roasts you for skipping leg day, and still saves you a spot on the bench.

**Train. Fuel. Move. Reach.**

# The mark

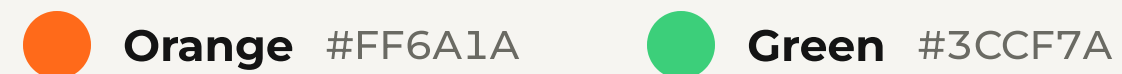
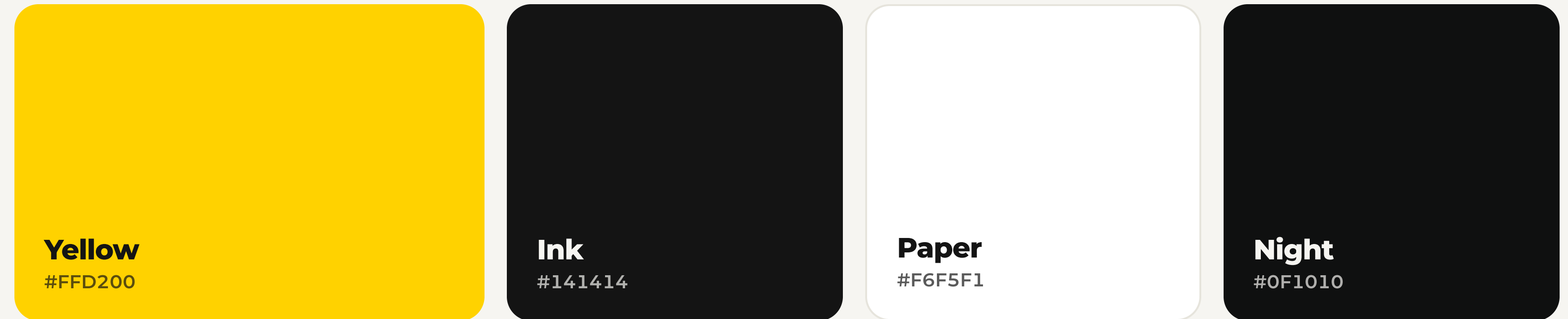


- **A kettlebell with a play cutout.** The icon stands on its own: app tile, favicon, headband embroidery, belt buckle.
- **Lowercase wordmark, always.** Two words, one weight, the descenders left alone.
- **One colour at a time.** Ink on paper, ink on yellow, or paper on night. Never outlined, shadowed or tinted.
- **Clear space is the icon's width** on every side.



# Colour

Yellow is a signal, not a wash. Use it as a big flat field or a single accent, never as a gradient and never as a tint behind an icon.



Accents are for data only: a pace that slipped, a streak that held, a PB. They never carry layout.

**Type**

**Aa**

## **Montserrat**

Black 900 for display, ExtraBold 800 for headings, Medium 500 for everything you read.

**Log the set.**

Display. Tight tracking, sentence case, short.

**Peak hour at the squad gym**

Heading. Says the thing. No kicker stacked above it.

Your 5K plan knows you ran yesterday. Today is easy, and easy means easy. Keep it conversational, and tap the mic if you want to talk it through.

Body. Medium weight, generous leading, numbers tabular.

# Voice

We pick on people. Celebrities, gym YouTubers, AI founders, mascots, the viewer, and us. An affectionate roast that is funny because it is true, and it always ends at the app.

**You had time.  
You spent it here.**

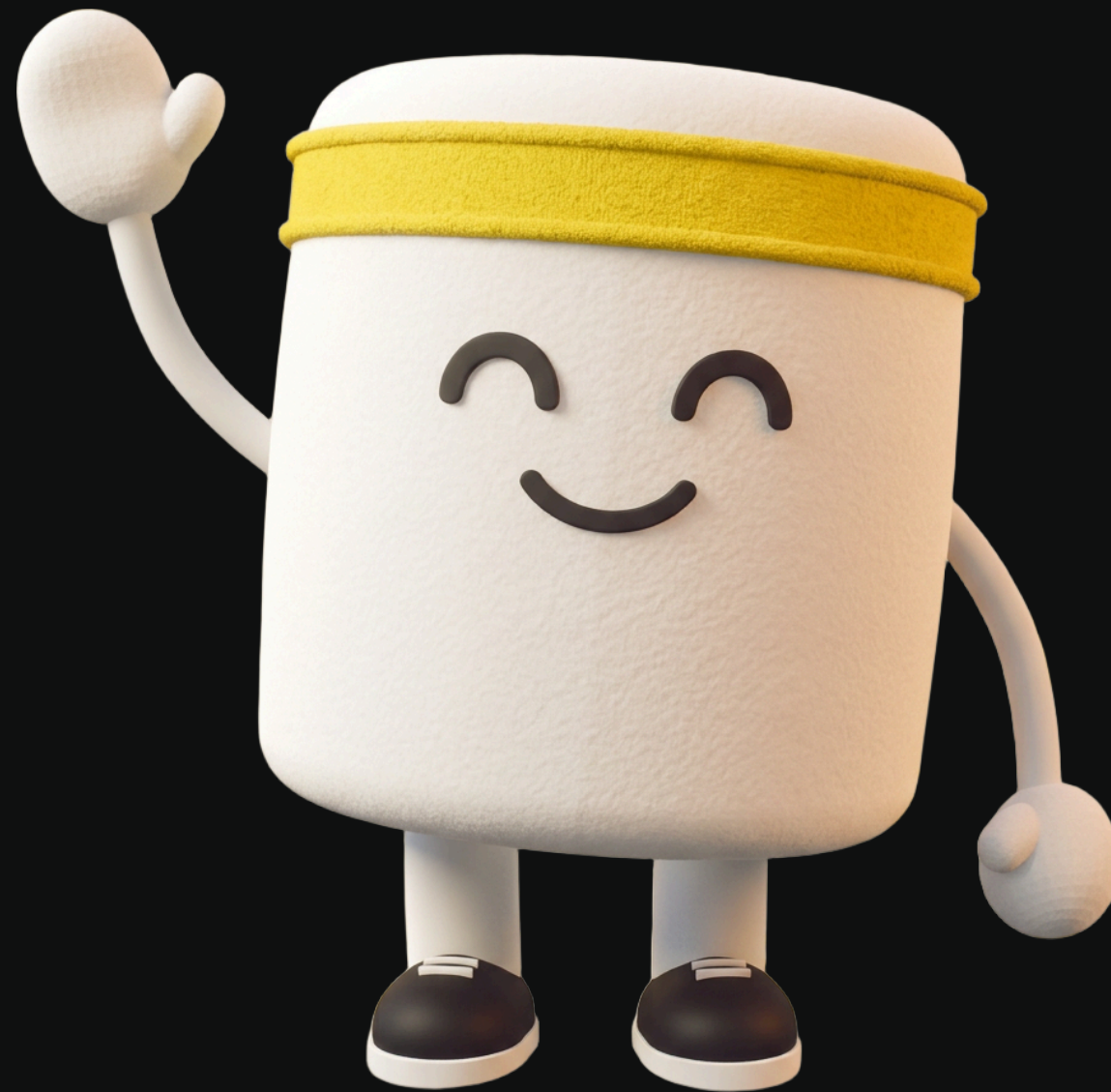
**Day 1 is easy.  
Show me Day 2.**

**GO TO THE GYM!**  
(before you get fat)

- **Pick on everyone.** How Elon works out: shaking under an empty bar while the robot spotter lifts it with one finger. Lift like Sam Sulek. Hugh is half a Spider-Man.
- **Funny because it's true.** Start from something everyone already knows about the target, then make it literal.
- **It stings, then it helps.** One line that lands on the viewer, and the app shows how. Excuses get swatted; the thumb taps Start.
- **Show the joke, never explain it.** No "it's a parody" captions. If a meter filling up tells the joke, no words.
- **Deadpan delivery.** Sincere PSA tone, over-labelled diagrams, the music stops dead, then the slam.
- **Roast, not cruelty.** Nothing on health, tragedy, race, religion or gender. For the convicted, only what they were convicted of.

# The cast.

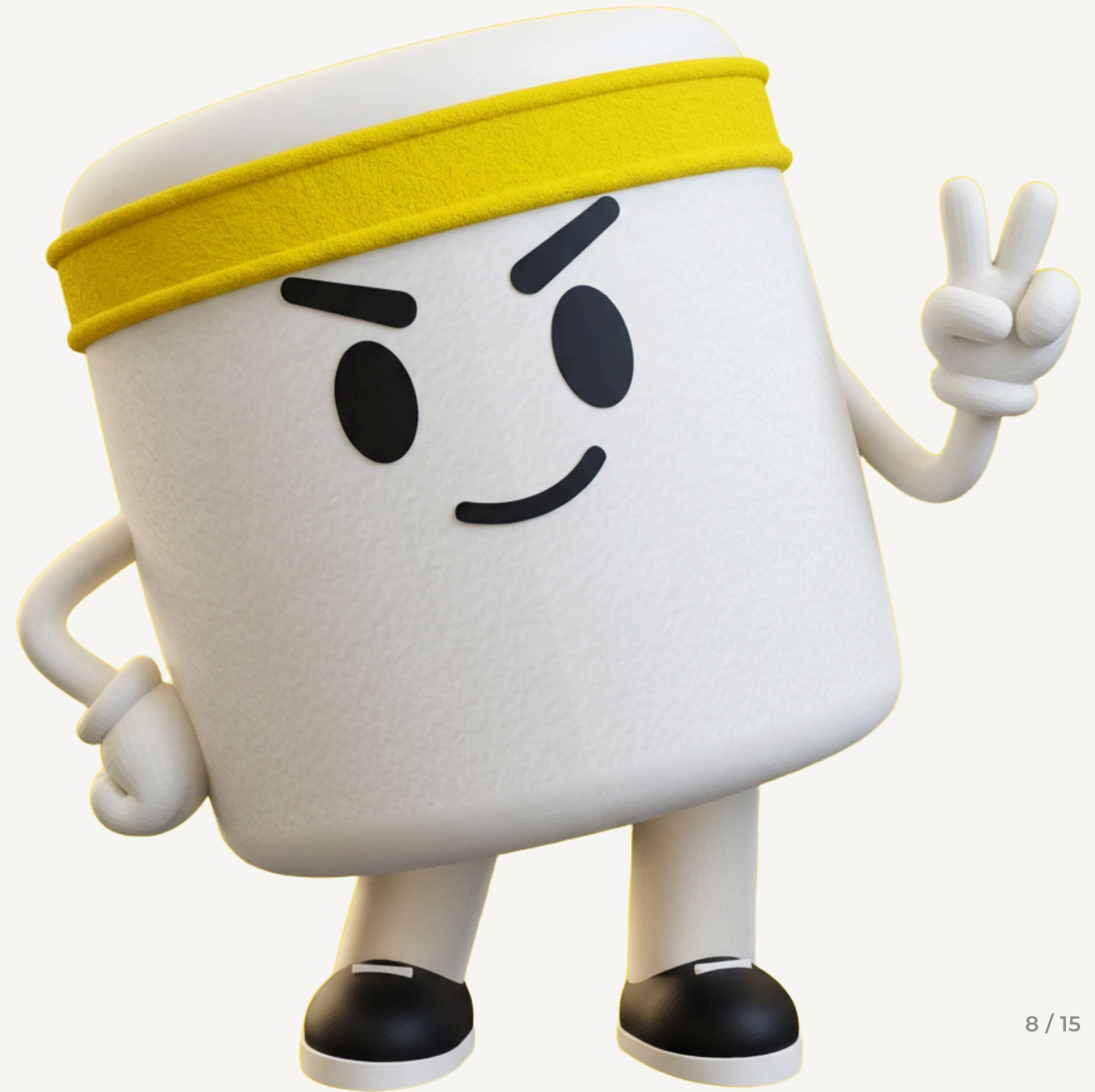
Soft characters, hard training. Every one of them is drawn from the same three rules: ink face, noodle limbs, and a kit colour that tells you who they are from across the gym.



# Mal

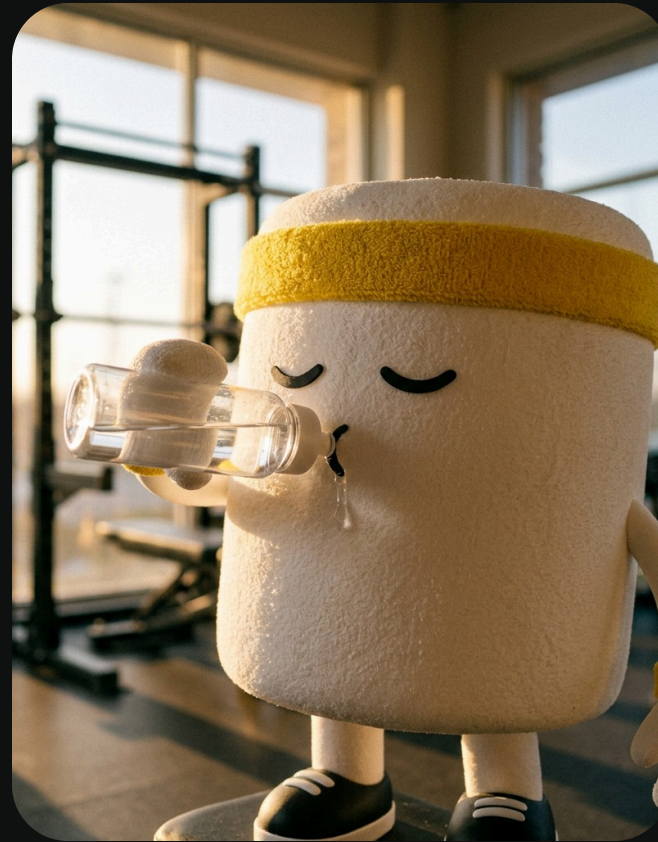
The mascot and the brand's point of view. A white marshmallow in a yellow terry headband, yellow wristbands and black sneakers. He is the app's user, not its coach: he struggles with the 50, he celebrates the 10.

- **Ink face, always.** Two eyes, two brows, one mouth. Brows do the acting.
- **Mittens, not fingers.** Noodle arms that route around the body, legs that end in sneakers.
- **Yellow lives on the kit only.** Headband and wristbands. The body stays white.
- **Six costumes:** classic, coach, hype, professor, chef and trail. The headband survives every one.



# Mal, candid

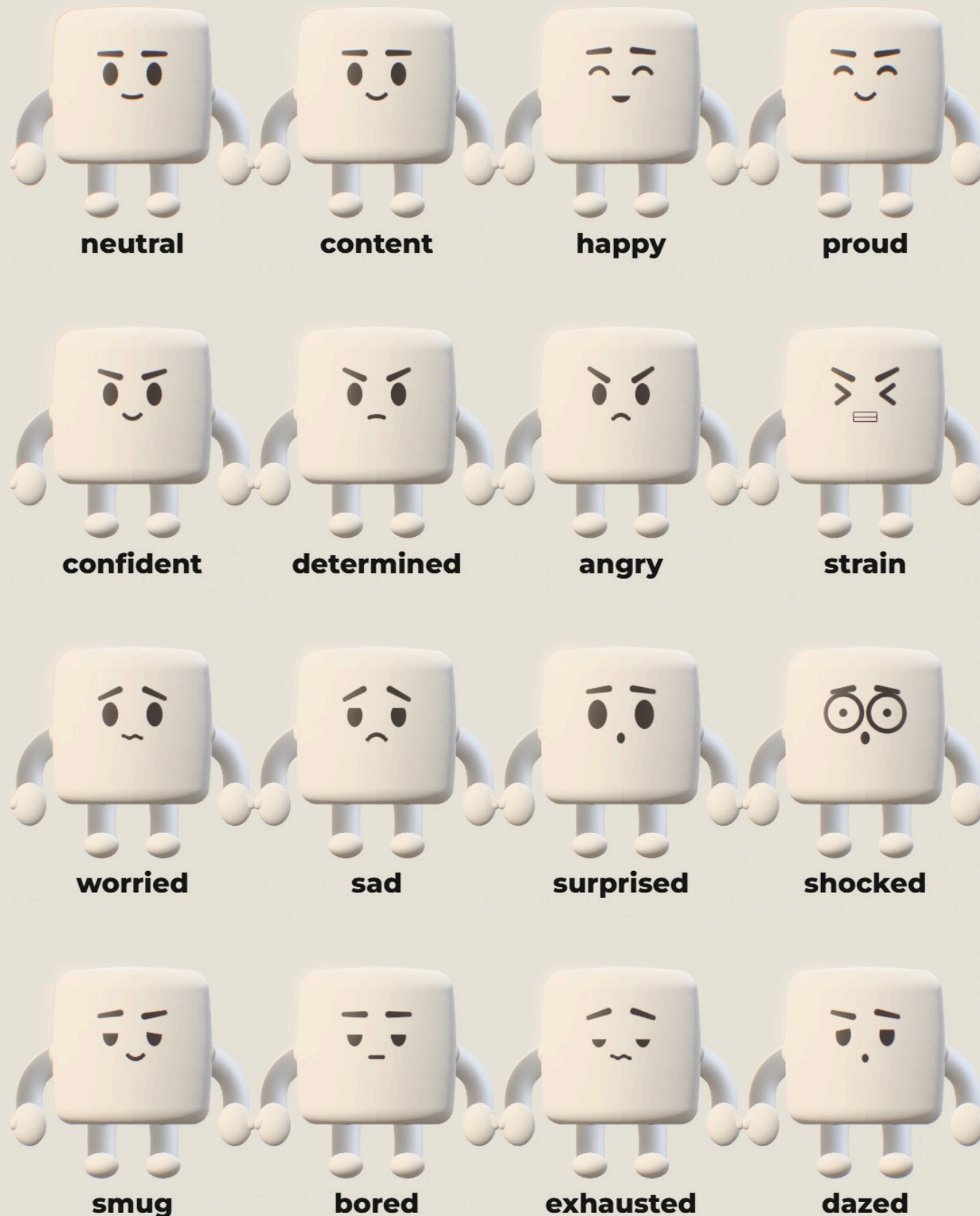
Shot like a person in a real place. Golden hour, chalk, a fridge at midnight. Natural light, nothing staged, and the headband is the only yellow in frame.



# The face

Drawn flat on the marshmallow in marker ink, never sculpted or googly. Seventeen named expressions cover every beat we write.

- **Ink only**, painted into the body, so it squashes with the character and stays sharp at any size.
- **Three features, no nose**, no lashes, no outlines. Blush is the one extra.
- **Brows carry the emotion.** Inner ends down is determined. Inner ends up is worried.
- **Shock is the only white-eye state.** It snaps on, it never cross-fades, and it is saved for the "WAIT." beat.
- **Characters differ by tint and kit**, never by face design.

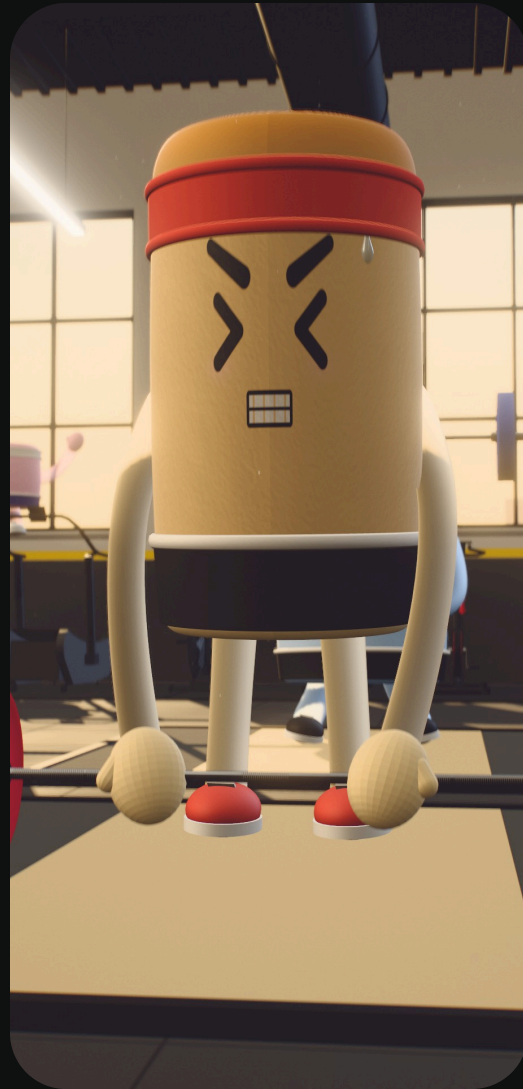


# The squad



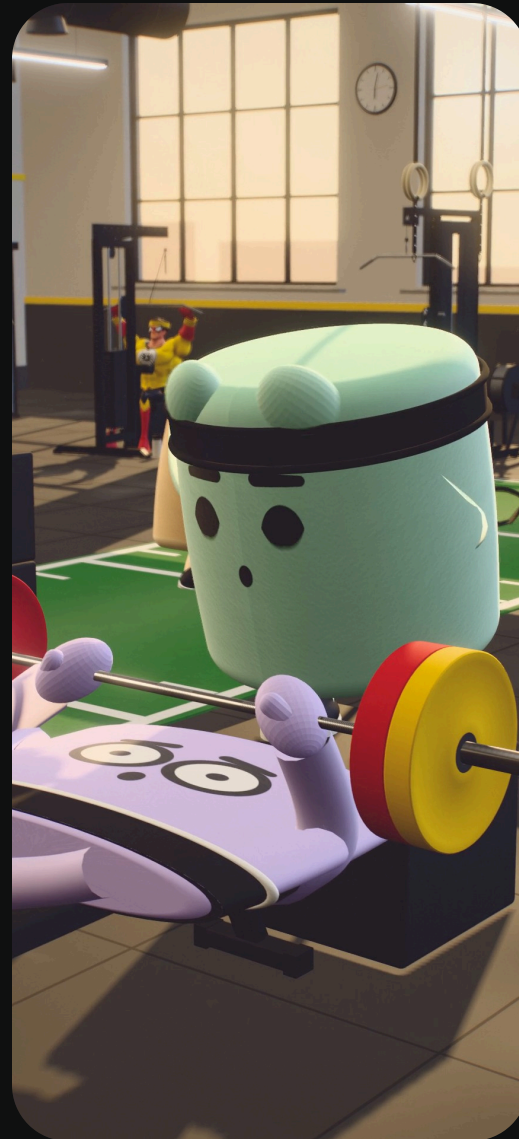
## ● Pinky

Navy shorts, white headband. Runs until the treadmill runs away with her.



## ● Toast

Red headband and sneakers. Pulls until she is twice her height, then the bar snaps up.



## ● Minty

Black headband. The spotter who says "all you" and means it.



## ● Lilac

White sneakers, black shorts. Under the bar. Patient about it.



## ● Sky

Orange sneakers. Clears the double box with a front flip and a ta-da.

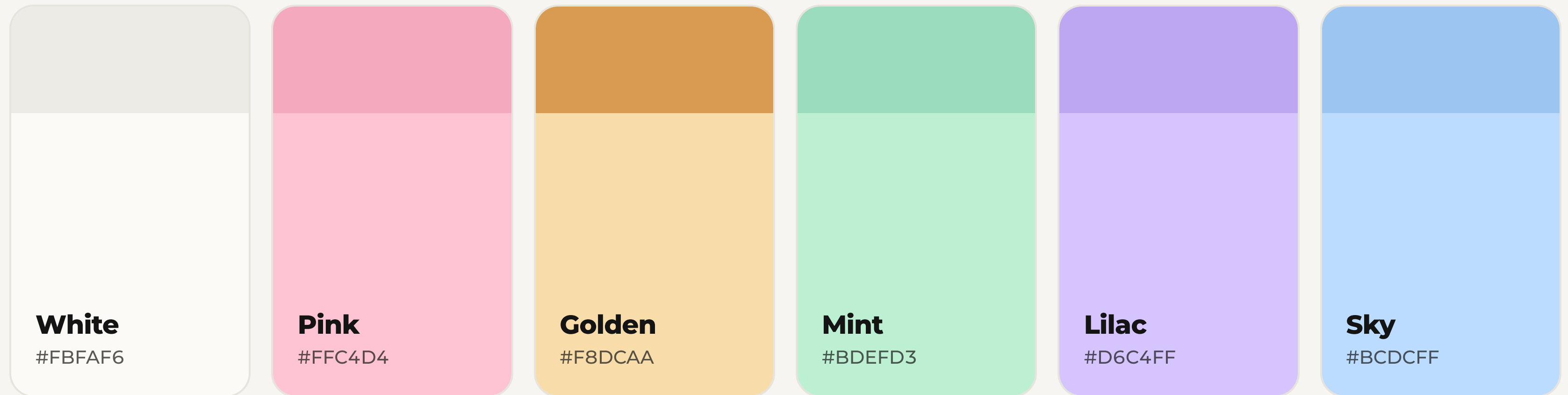


## ● Bitty

Half the height, red kit. Curls the 125 and hands Mal the 10.

# Tints

A tint is a character. A new marshmallow takes a new tint and a kit colour, and keeps the face. Each body has a lighter side and a darker top.





# Hugh G. Mass

A JustGains hero who bought half a Spider-Man costume and finished it himself. The strongest person in any room, and the kindest. He whips the whole stack to the top, then gives Mal a thumbs-up and a wink.

- **Yellow knit with a crooked iron-on:** the kettlebell mark with eight spider legs, on a white disc.
- **Half-finished on purpose.** A Sharpie web that runs dry up one sleeve, lenses set too wide for his close-set eyes.
- **Brand kit over the costume.** "just gains" headband, kettlebell wristbands, gold kettlebell chain, buckle and shaker.
- **Fully rigged.** Standard Mixamo skeleton, five-finger hands, nine clips. Any new motion retargets straight on.



# The icon dresses up

Seasonal app icons keep two things no matter the costume: the kettlebell silhouette and the play cutout. Mal is allowed to climb on.



The everyday icon. Everything else is a costume on top of it.





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[justgains.com](https://justgains.com)

