



Branding Customization Guide

Make every template in this toolkit look like your business. 15 minutes, one time.

Built to work.

Why rebrand before you use anything

Everything a client sees in this toolkit, including the intake form, the program templates, and the calculators, carries the DRVN mark by default. Before you send anything to a client, swap that mark for yours. It takes about 15 minutes and only needs to happen once: after that, every new client uses your branded master copies.

Step 1: Gather your brand basics

Business name	Exactly as you want it to appear on client documents
Logo file	PNG with transparent background, at least 500px wide
Primary color	Hex code (e.g. #1A73E8). Ask your designer or pull from your logo file
Accent color	A second hex code for highlights, optional but recommended
Tagline	One short line, optional (DRVN uses “Built to work.”)

Step 2: Edit the Brand Master file

Open **02 – Editable Branding Kit / Brand Master.docx**. It's a Word document with your logo placeholder, color swatches, and business info fields already laid out. Replace each placeholder directly in Word or Google Docs. This file is your reference copy; you won't send it to clients.

Step 3: Update the cover pages

In the same folder, **Editable Cover Pages.docx** contains a cover for each client-facing document category (onboarding, programming, business docs). Update the logo and colors once in this file, then use *File* → *Save As* to create your permanent branded copies before filling in client-specific templates.

Step 4: Keep two sets of files

Keep your original toolkit download untouched, and create a separate “My Branded Toolkit” folder for your edited copies. If you ever want to reset a template, you'll always have the clean original to copy from.

What NOT to edit

The Coach Exercise Vault (folder 04) and Programming Templates (folder 03) contain the underlying exercise science and program logic, including cues, regressions, and set/rep structures. Rebrand the cover pages and headers on these files freely, but changes to the programming logic itself should be made deliberately, not as part of a rebrand pass.