

STYLE GUIDE



Do more
of what
you love.

Dawg House Gymnastics

Wednesday, January 28th, 2025 | Browe Designs

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The mission of Dawg House Gymnastics is to serve as the trusted foundation for athletic development, character building, and community engagement through safe, high-quality gymnastics instruction that empowers every child to grow with confidence and strength.

Brand Name

Dawg House Gymnastics stands as a pillar of strength, discipline, and community within the world of youth athletics. Rooted in passion and precision, our name represents a commitment to building confidence, character, and skill in every gymnast who walks through our doors. Located at the heart of our community, Dawg House Gymnastics is more than just a training facility—it is a second home where young athletes grow, thrive, and discover their potential. As the trusted hub for gymnastics excellence, our brand reflects a legacy of dedication, resilience, and encouragement. When families see the name “Dawg House Gymnastics,” they are met with a promise: a supportive environment where dreams take flight and champions are made.

Brand Purpose

Our brand stands as a leading voice for youth gymnastics and athletic development within our community. Founded with a core mission to inspire, train, and empower the next generation of gymnasts, we proudly offer programs designed to promote physical excellence, personal growth, and a lifelong love for movement. Our commitment to young athletes and their families is steadfast. Through our focus on safety, discipline, and confidence-building, we strive to elevate the standards of gymnastics training and instruction in our region.

Our dedication extends beyond the gym floor—to fostering strong values, teamwork, and resilience that athletes carry into all areas of life. Through expert coaching, family-focused support, and inclusive opportunities, we bring together athletes, coaches, and families in a united pursuit of excellence. As a proud advocate for youth sports, we align ourselves with industry best practices and a deep respect for every athlete’s journey. With clarity, care, and professionalism at the core of our operations, we serve our community with transparency, encouragement, and integrity. Looking ahead, Dawg House Gymnastics is determined to lead with purpose, building a brighter, stronger future for every gymnast we serve.

Brand Promise

At the heart of our mission, Dawg House Gymnastics pledges to be the foundation for youth athletic development and personal growth. We uphold excellence in coaching, safety, mentorship, and community engagement—standing firmly by our athletes and families through every leap, twist, and turn. With passion and purpose, we nurture their potential, inspire confidence, and build champions both on and off the mat. Together, we set the standard, empower dreams, and shape a stronger, more confident future—one gymnast at a time.

Brand Values

Dawg House Gymnastics' brand values include passion, discipline, community, and growth. Values are critical when building a strong brand, as they serve as the main representation of the organization and create a meaningful connection between the brand and its families, athletes, and supporters. These values should be reflected in every aspect of the brand—especially across our website, social media platforms, and day-to-day interactions—because these are key touchpoints with current and future members. All communication, instruction, and experiences should reflect these core values.

- **Passion:** Passion fuels everything we do. From our coaching to our daily interactions, we bring energy, heart, and enthusiasm to every class. We are driven by a deep love for the sport and a desire to see every athlete succeed.
- **Discipline:** Discipline is the foundation of growth. We instill focus, accountability, and work ethic in every gymnast, teaching them that commitment and consistency are the keys to achieving their goals both in and out of the gym.
- **Community:** We are more than a gym—we're a family. We foster a welcoming, inclusive environment where athletes, coaches, and families support one another. Our strength comes from the bonds we build and the values we share.
- **Growth:** We are committed to continuous growth—for our athletes, our coaches, and our organization. Whether it's mastering a new skill or building confidence, we celebrate progress and encourage each individual to rise to their full potential.

Brand Personality

The brand personality of Dawg House Gymnastics reflects energy, encouragement, and excellence. Dawg House cultivates a vibrant and supportive environment through dynamic coaching, welcoming facilities, uplifting messaging, and a strong sense of belonging. These qualities help us attract new athletes while keeping families and gymnasts engaged and connected to our mission. Dawg House Gymnastics is perceived as a trusted and enthusiastic partner in a child's physical and personal development—offering high-quality training, a positive atmosphere, and a strong foundation in discipline and teamwork.

Our brand is known for being reliable and empowering. Families can count on us to provide safe, structured, and inspiring programs that prioritize the individual growth of every gymnast. We consistently uphold a warm, professional tone and high standards of coaching and conduct across all levels of our programs. As a leading voice in youth gymnastics within our community, Dawg House demonstrates dedication and perseverance when facing challenges and evolving to meet the needs of today's athletes and families.

Dawg House Gymnastics thrives on building strong connections—with our athletes, parents, staff, and local schools or organizations. We foster collaboration and open communication to create shared success, celebrate milestones, and nurture lifelong confidence and resilience. We embrace bold, playful visuals and language that reflect our energetic and approachable style. This brings out the authentic heart of our brand: joyful, driven, and deeply rooted in care.

Dawg House is transparent in its mission, interactions, and values. We earn trust through consistency, clarity, and a commitment to every child's success. Overall, the brand personality of Dawg House Gymnastics reflects warmth, energy, professionalism, authenticity, and community. These qualities align with our purpose to inspire, support, and empower the next generation of athletes.

Business Logo

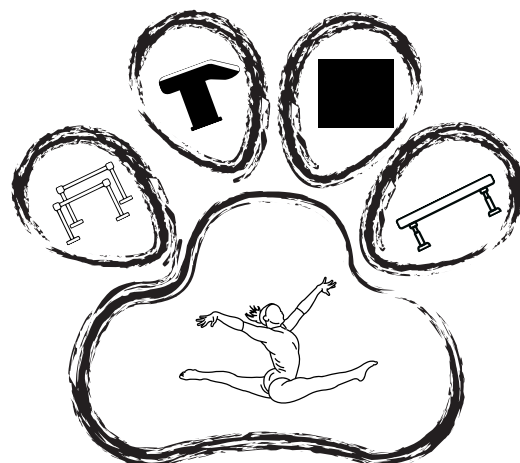
The Dawg House Gymnastics current logo captures the spirited, energetic, and supportive nature of the gym. The design features bold, dynamic lettering with playful elements that reflect movement and strength, while incorporating a paw print to represent the “Dawg House” identity. The color palette combines vibrant tones that inspire confidence and excitement. This logo embodies a fun, welcoming, yet empowering tone—perfectly reflecting the heart of our gymnastics community.



Primary Logos



Secondary Marks and Symbols

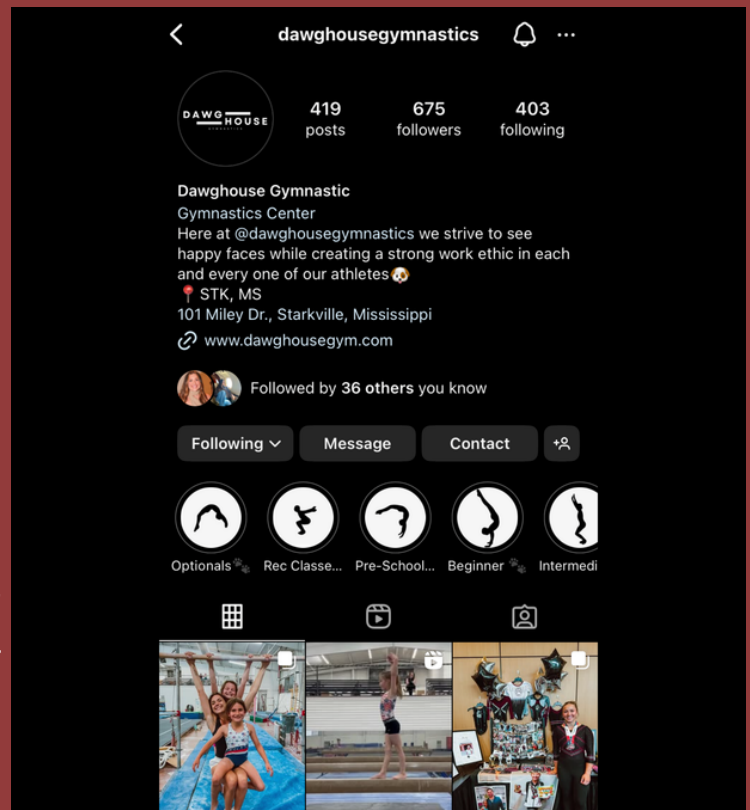


Instagram Profile Example

We suggest creating a business account on Instagram. This allows you to access valuable insights and metrics on your posts, helping you better understand your audience and engagement. In the bio section, it's important to include basic information about Dawg House Gymnastics, such as your slogan, office address, and website.

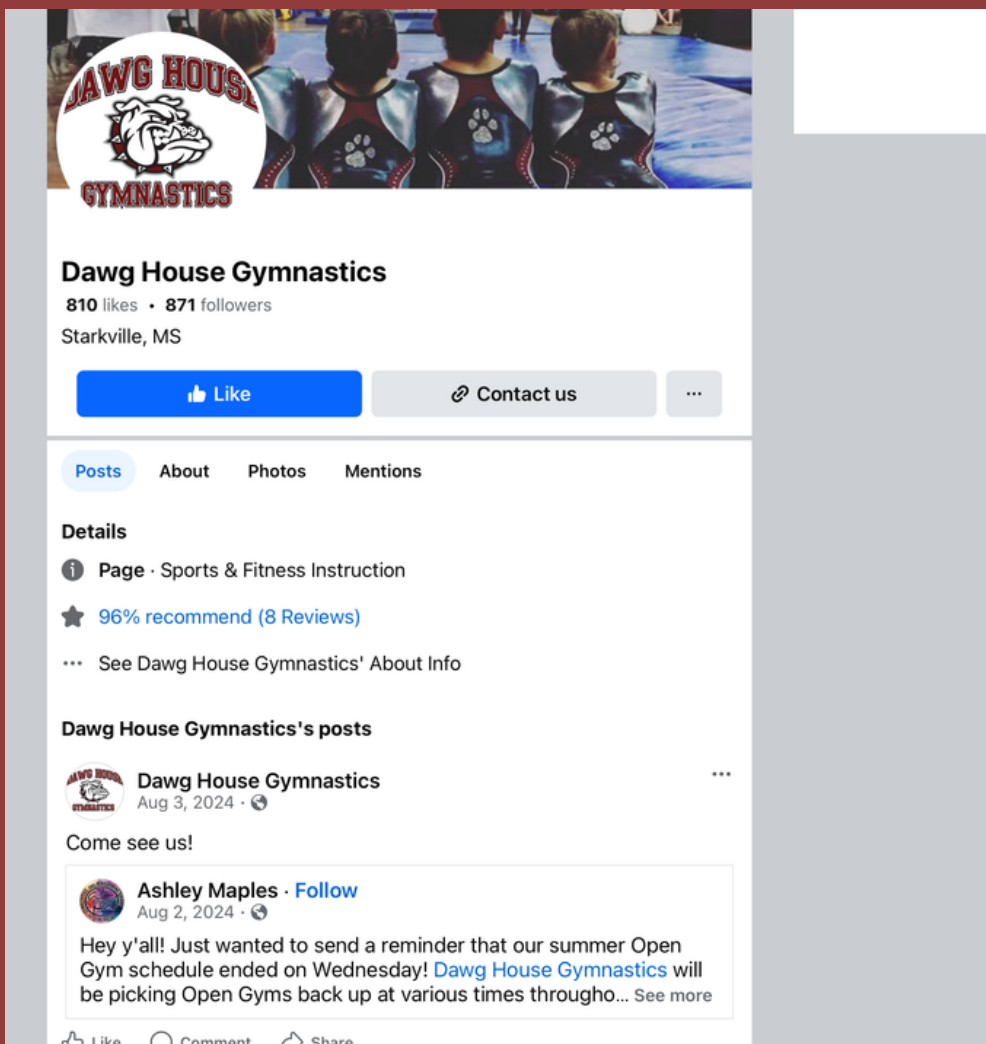
For this mock-up, we recommend incorporating a blend of photos and graphics—highlighting athletes in action, team spirit, special events, and important updates. It's also essential to use the platform to keep both families and the broader community informed on class schedules, closures, upcoming events, and program highlights.

Additionally, getting more invested in promotional efforts—such as announcing new classes, registration periods, athlete spotlights, and special offers—can help expand your reach and strengthen your brand visibility. Consistent, engaging content that reflects your brand values will not only build loyalty but also attract new families to be part of the Dawg House community.



Facebook Profile Example

A suggestion we have for the existing Mississippi Trucking Associations Facebook account would be to change the cover photo to keep the color palette on brand. We also recommend linking your Facebook account to the Instagram account once fixed.

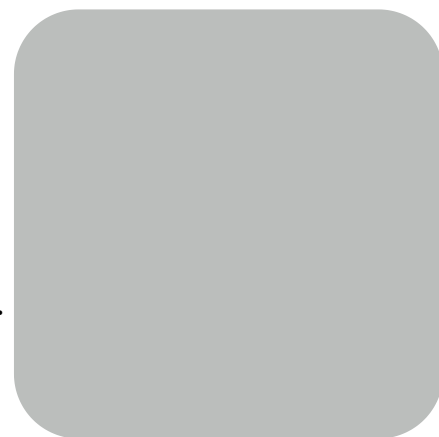
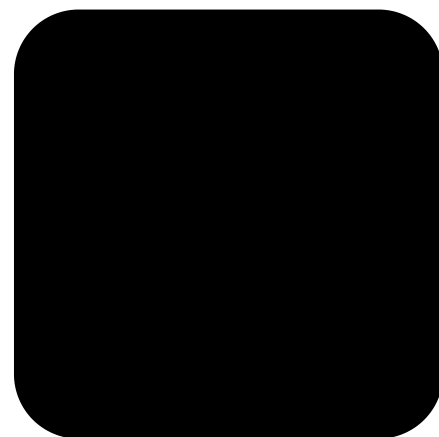
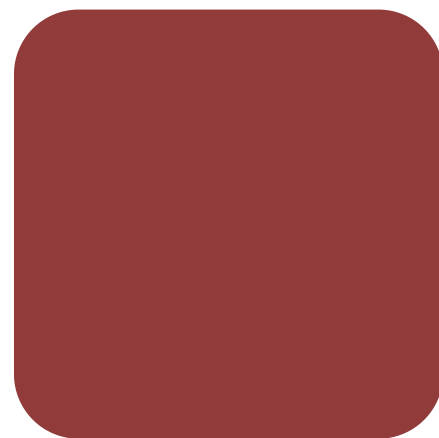


Color Palette

This color palette blends timeless, professional tones with elements that reflect the core values of Dawg House Gymnastics—such as reliability, strength, and confidence. It's versatile and can be applied consistently across various branding materials, including logos, websites, apparel, and promotional content.

- **Maroon:** Conveys trust, dependability, and professionalism. As a grounded, rich tone, it suggests stability and tradition, making it ideal for establishing long-term credibility.
- **Black:** Symbolizes strength, focus, and intensity. When used intentionally, it provides emphasis and adds contrast that draws attention to key elements in design.
- **Grey:** Represents efficiency, balance, and sophistication. It complements bolder tones while maintaining a sleek, modern aesthetic.
- **Silver:** Evokes clarity, cleanliness, and polish. It adds visual interest without overpowering, making it great for accents, backgrounds, and clean text presentation.

This palette supports a brand identity that is both bold and approachable—perfect for reflecting the confidence, discipline, and energy of Dawg House Gymnastics.



Typography

Selecting typography for Dawg House Gymnastics should involve choosing fonts that convey energy, approachability, professionalism, and movement. Fonts play a crucial role in communicating the brand's personality—whether it's bold and competitive, fun and welcoming, or clean and structured.

Well-chosen fonts, along with appropriate sizing, spacing, and alignment, enhance readability and ensure that key messages are clearly communicated. Legibility is especially important across promotional materials, social media, signage, and apparel, where attention spans are short and visual clarity matters.

Typography is a fundamental element of brand identity. The fonts used in a brand's logo, class materials, website, and merchandise all contribute to its overall perception. Consistent typography across all touchpoints reinforces brand recognition and creates a cohesive, professional image.

Primary Font Raleway

I chose to keep Raleway as our primary font because it is a clean, modern sans-serif typeface that conveys professionalism, clarity, and energy. Its sleek design makes it highly readable across all formats—from digital platforms to printed materials—while offering a polished and contemporary feel that aligns perfectly with the dynamic spirit of Dawg House Gymnastics. Raleway works especially well for headings, titles, and body text, ensuring a cohesive and engaging look throughout all branding.

Secondary Fonts Lora

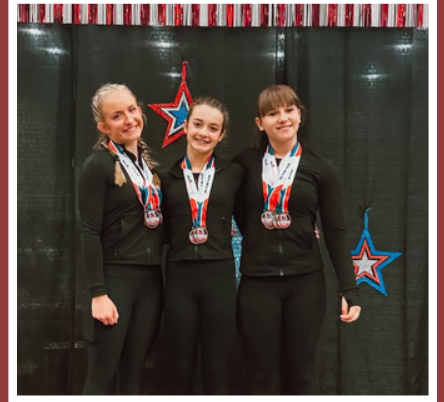
I chose Lora for our secondary font due to the fact Lora is a classic serif font with a touch of elegance. It's highly readable and works well for headings, providing a sense of tradition and professionalism.

Photography

For Dawg House Gymnastics' brand photographic style, we aim to convey energy, determination, confidence, and the joy of movement. Our photography should reflect the heart of our gym—where young athletes grow, learn, and thrive in a supportive and empowering environment. Here's a detailed breakdown of the desired photographic style:

- **Treatment of Light:** Natural lighting is preferred whenever possible, as it adds authenticity and warmth to each moment. Indoor lighting should be bright, clean, and evenly distributed to highlight the gym's welcoming and vibrant atmosphere.
- **Mood and Emotion:** The mood we want to capture is one of confidence, focus, joy, and determination. Whether it's a gymnast nailing a new skill, coaches encouraging a team, or young athletes supporting each other, the images should evoke a sense of passion, growth, and empowerment.
- **Composition:** Strong, dynamic compositions are key. Use creative angles, action shots, and depth of field to bring energy to the frame. Highlighting movement—like a mid-air leap or a chalked hand gripping a bar—helps visually tell the story of effort and achievement.
- **Color Palette:** The color palette should align with our brand identity. Incorporate rich tones like maroon, black, grey, and silver to create a sense of strength and consistency across our visuals. These tones should be complemented with natural gym colors—wood floors, equipment pads, and uniforms—to maintain realism while enhancing brand recognition. Using these colors cohesively will tie our photography to the overall visual identity of Dawg House Gymnastics.

By staying consistent with this style, our visual content will strengthen our brand presence and emotionally connect with families, athletes, and the broader community.



Voice

The Dawg House Gymnastics brand voice should reflect energy, encouragement, and excellence, resonating with athletes, families, and the community as a trusted and inspiring leader in youth gymnastics. Here's how we recommend shaping your tone and communication style:

Empowerment:

Every message should uplift and motivate. Speak with enthusiasm and belief in every athlete's potential — whether sharing meet results, promoting programs, or encouraging new members. Dawg House should sound like a coach who cheers the loudest, celebrates the hardest, and inspires confidence in every gymnast who walks through the doors.

Positivity:

Our tone should radiate optimism, excitement, and pride. From social media posts to parent updates, communication should celebrate both big wins and small victories. The goal is to create a positive, encouraging space where athletes and families feel supported, valued, and proud to be part of the Dawg House family.

Authenticity:

Honesty, warmth, and genuine care should always come through. Speak from the heart — share real moments, stories, and experiences that reflect our team's culture and values. Whether we're highlighting our coaches' dedication or our athletes' hard work, authenticity builds trust and strengthens community.

Professionalism:

Maintain clarity and consistency in every message. Be informative yet approachable — a balance of expertise and friendliness. Every post, email, or update should reflect the professionalism of a program that's structured, safe, and committed to excellence, while still feeling welcoming and fun.

Tone

The tone for communications from Dawg House Gymnastics should reflect professionalism, encouragement, and inclusivity. As a trusted leader in youth athletic development, our tone should balance expertise with warmth—ensuring families, athletes, and the community feel both informed and inspired. Here’s how the tone can be described:

- **Professional:** Communications from Dawg House Gymnastics should maintain a professional and polished tone that reflects our standards of excellence. This includes using clear language, correct grammar, and consistent messaging across all platforms—from emails and newsletters to signage and social media posts.
- **Encouraging:** Our tone should be uplifting and motivational, celebrating achievements and progress at every level. Whether it’s highlighting a gymnast’s milestone or promoting upcoming events, we aim to build confidence and excitement through every interaction.
- **Inclusive:** We strive to make every family and athlete feel welcome and valued. Our tone should reflect openness, respect, and a sense of community, making sure everyone feels like they belong at Dawg House—regardless of skill level or background.
- **Supportive:** Our communications should show empathy and understanding toward the challenges that athletes and families may face. Whether navigating a busy schedule, dealing with nerves before a meet, or learning a tough new skill, our messages should convey compassion and reassurance.
- **Accessible:** All communications should be easy to understand and family-friendly. We avoid overly technical terms, break down important information clearly, and always aim to make our messaging approachable for both new and returning members of our gym community.

By maintaining a tone that is professional yet personal, Dawg House Gymnastics ensures that every message we share reflects our mission, values, and commitment to the athletes we serve.

Tone Continued

- **Clarity and Transparency:** Dawg House Gymnastics communicates with honesty and clarity, ensuring that all information—whether it’s about schedules, events, policies, or program updates—is presented in a straightforward and accessible way. We believe families should always feel informed and confident in the decisions they make.
- **Engaging:** Our tone should capture the energy and passion that defines our gym. Whether through storytelling, athlete highlights, behind-the-scenes looks, or fun facts, we aim to keep our content vibrant and relevant to our audience—encouraging them to stay involved and connected.
- **Transparent:** Transparency builds trust. We are committed to being open and honest in our messaging, from sharing upcoming changes to celebrating wins and acknowledging challenges. Families and athletes can count on us for accurate, timely updates and clear expectations.
- **Action-Oriented:** Our tone should inspire participation—whether it’s signing up for a new class, attending an event, or simply celebrating a teammate. We use clear calls to action to encourage involvement in every aspect of the Dawg House community, from recreational programs to competitive events.
- **Professional and Empathetic:** We maintain a professional tone that reflects our high standards while also showing empathy and understanding toward the unique experiences of each gymnast and family. Our communications should reassure and uplift, especially during moments of challenge, transition, or growth.
- **Accessible:** All communications should be family-friendly and inclusive. We avoid jargon, simplify processes, and offer explanations or guidance where needed—ensuring every parent and athlete feels supported and welcomed.

Overall, the tone for Dawg House Gymnastics communications should convey professionalism, encouragement, empathy, clarity, transparency, engagement, and motivation. By adopting this tone consistently, we build trust, strengthen community ties, and inspire athletes and families to be proud members of the Dawg House family.



RECOMMENDED STRATEGIES



01

**Redesign Online
Presence**

02

**Create and manage
TikTok account**

03

Fix the website

04

**Increase Brand
Awareness**

05

Hire a Marketing Intern

#1 Redesign Online Presence

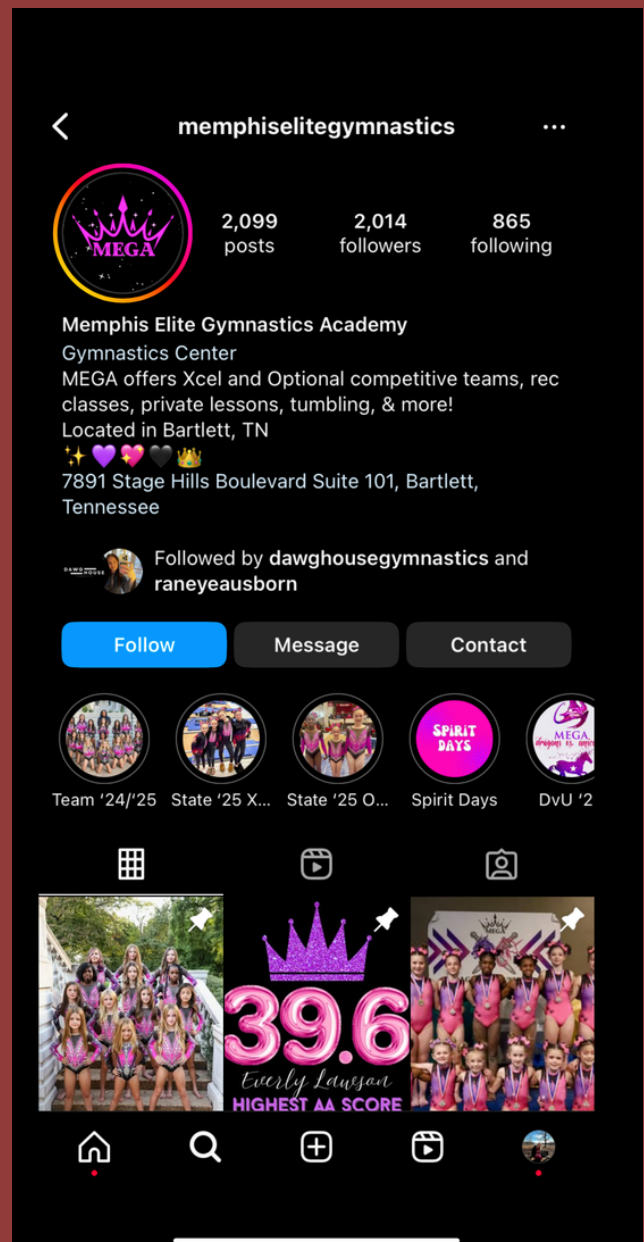
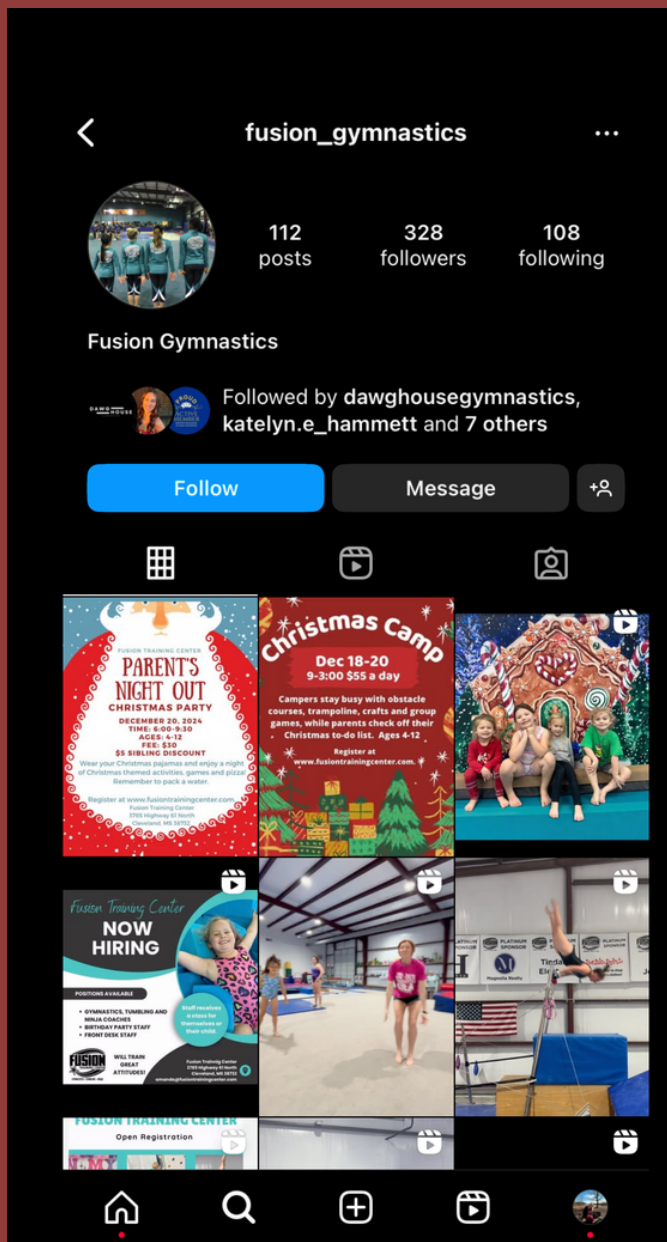
A redesign of our online presence will help better align the Dawg House Gymnastics brand with the expectations of current and prospective families, ultimately creating a more engaging and positive user experience. In addition to a refreshed website, we believe the consistent and strategic use of Instagram and Facebook would be highly beneficial. Some recommendations for managing these social media channels include:

- Linking Instagram and Facebook accounts through Facebook's Meta software. This allows for simultaneous posting, simplifying the process for those overseeing social media efforts and ensuring brand consistency across platforms.
- Utilizing Instagram Highlights that are clearly organized and labeled to feature key content (such as class info, meet schedules, athlete spotlights, events, and FAQs) in the biography section of the profile page, making it easy for families to access important information.
- Following other gymnastics organizations, local community pages, and national gymnastics associations for inspiration and to stay connected to the broader athletic community.
- Avoiding controversial or non-aligned accounts. To maintain brand integrity, we should only follow accounts that reflect our values—such as positivity, inclusion, sportsmanship, and youth empowerment.
- Posting testimonials and success stories from athletes, parents, and coaches. Sharing authentic experiences builds credibility and encourages engagement from those considering joining our gym family.

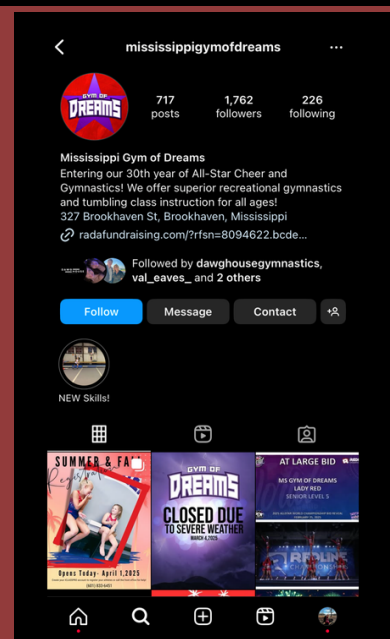
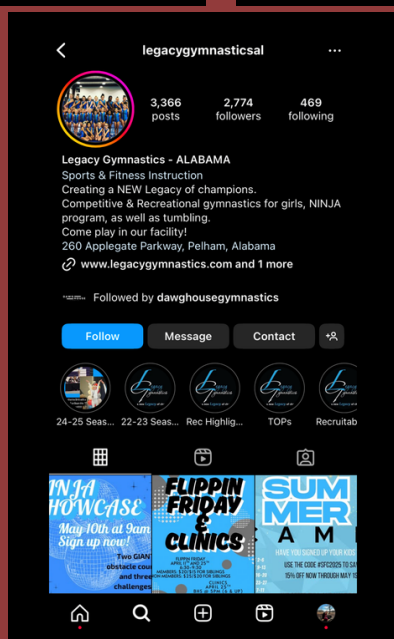
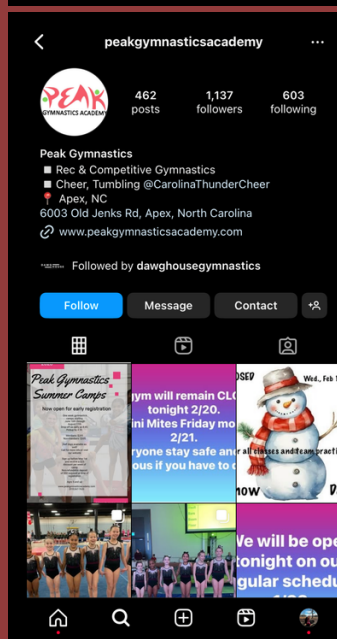
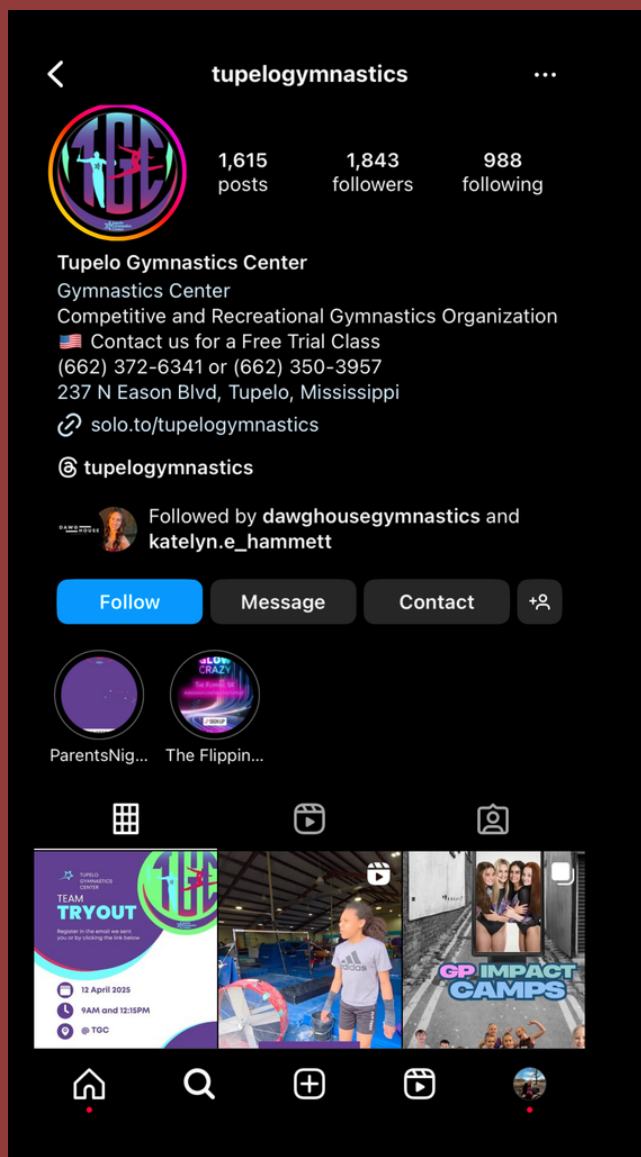
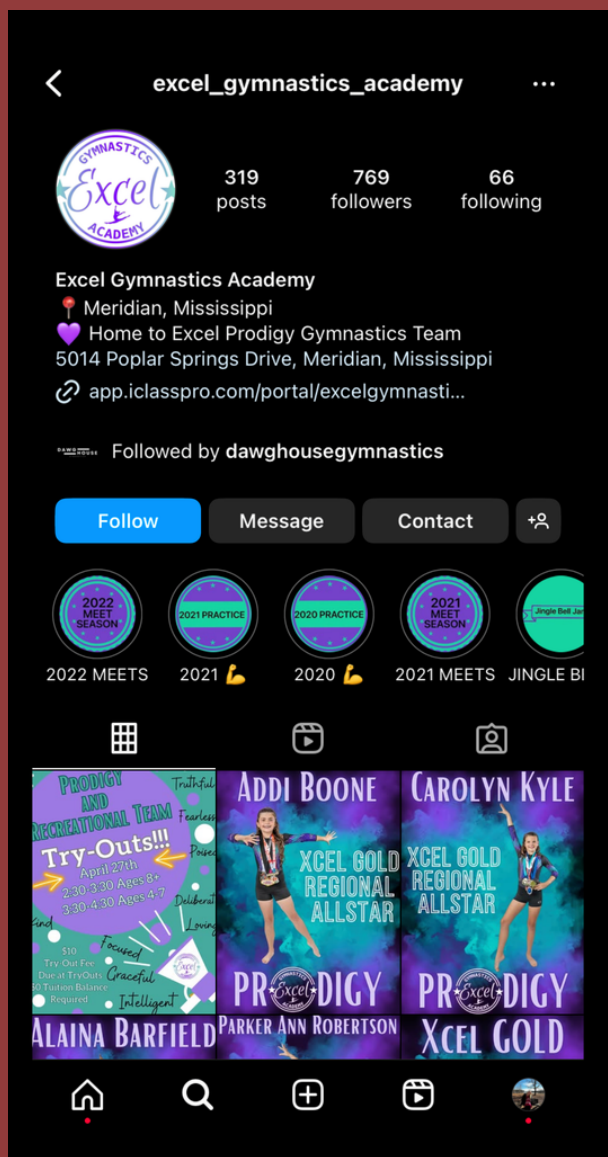
By implementing these practices, Dawg House Gymnastics can enhance its online presence, foster community engagement, and build stronger connections with both current members and prospective families.

#1 Redesign Online Presence Continued...

Listed below are examples of relatable associations and accounts to follow and analyze for inspiration. Following similar brand's social media accounts will also help build thought-leadership. For example, @fusion_gymnastics and @emphiselitegymnastics on instagram.



#1 Redesign Online Presence Continued...



#2 Create and Manage a TikTok Account

Creating and actively managing a TikTok account will further enhance Dawg House Gymnastics' online presence and allow us to reach a broader, younger, and highly engaged audience. As one of the fastest-growing social media platforms, TikTok provides a unique opportunity to showcase the personality, energy, and talent within our gym in a fun, creative, and authentic way.

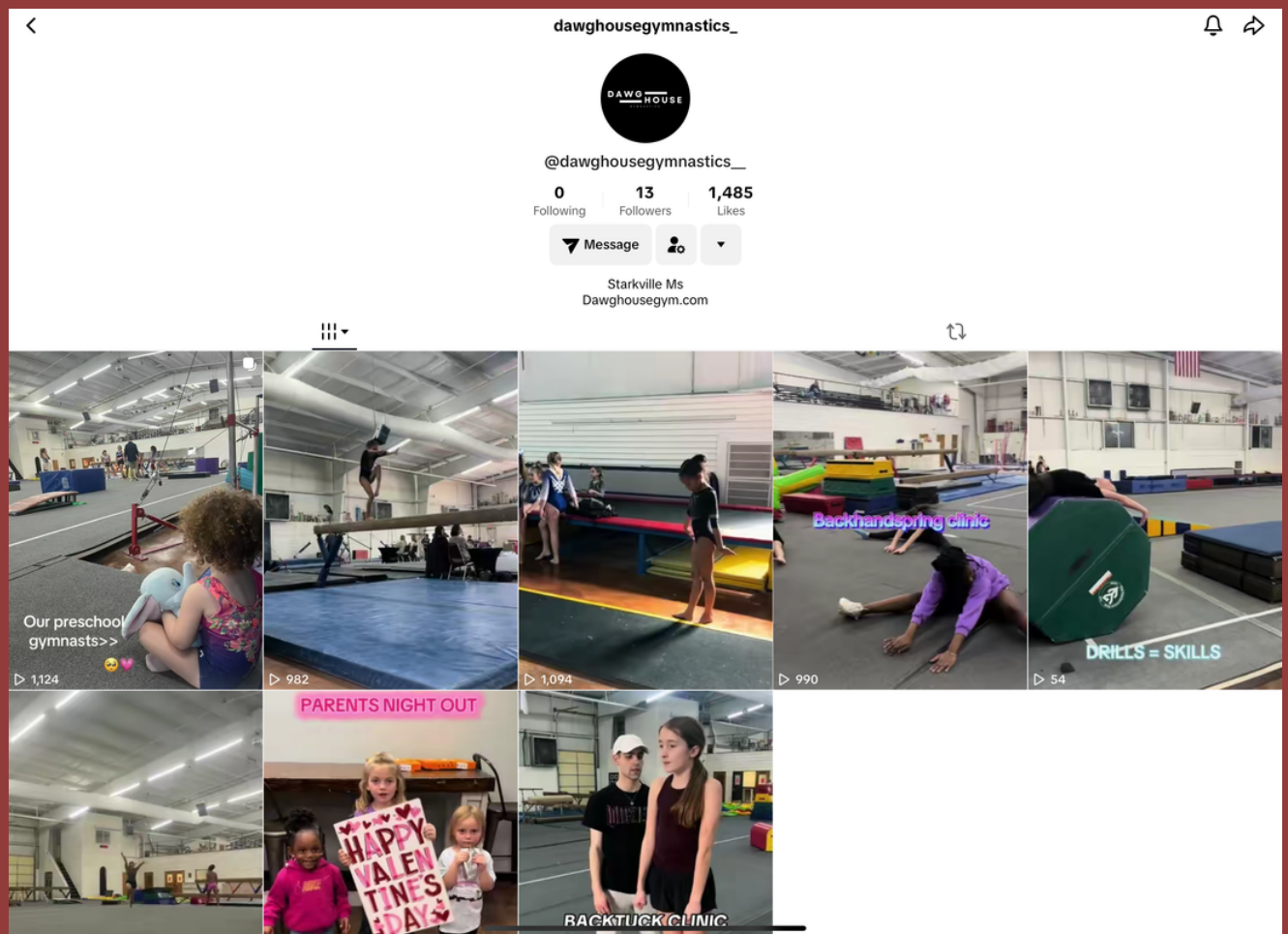
Here's how managing a TikTok account can help:

- **Increased Visibility:** Short, engaging videos featuring skills, behind-the-scenes training, meet day content, coach spotlights, and team challenges can increase awareness and generate excitement around our programs.
- **Relatability and Connection:** TikTok allows us to connect with our athletes and families on a more personal level. By hopping on trends or sharing gym culture, we create relatable content that strengthens our community and keeps followers engaged.
- **Recruitment and Growth:** Eye-catching content can attract potential members who are exploring local gymnastics options. Parents and athletes alike are more likely to engage with a program that feels energetic, current, and welcoming.
- **Brand Personality:** TikTok offers the perfect platform to show off the fun and supportive environment of Dawg House Gymnastics. Whether it's a coach trying a trending challenge or a gymnast celebrating a new skill, every video helps express who we are.
- **Easy Repurposing:** Content created for TikTok can be reused across Instagram Reels and Facebook, making social media management more efficient and cohesive across all platforms.

By assigning someone to manage TikTok with consistency and creativity, Dawg House Gymnastics can strengthen its digital footprint, celebrate our community, and continue building a recognizable, relatable, and fun brand online.

#2 Create and Manage Social Media Accounts Continued...

Listed below is an example of an Instagram mockup post about the Solar Eclipse to inform patrons about real time news.



#3 Create a new System to Inform Patrons

The third strategy we suggest is creating a new and engaging way to share updates and information about what's happening within Dawg House Gymnastics. Currently, the primary method of communication is through email, which is effective for families who regularly check their inbox. However, we recognize that many parents, especially those with busy schedules or limited time at a desk, may benefit from a more accessible and on-the-go option.

We recommend launching a podcast to share weekly or bi-weekly updates, including upcoming events, schedule changes, spotlight interviews with coaches or gymnasts, competition prep tips, and reminders about gym policies and safety. This format would provide an easy, hands-free way for families to stay informed—whether they're commuting, doing chores, or waiting at practice.

The podcast could also feature guest speakers such as former athletes, sports psychologists, nutritionists, or other gymnastics professionals to offer helpful insights and keep the content fresh and valuable.

The podcast can be distributed across multiple streaming platforms, but we highly recommend Spotify and Apple Podcasts for maximum accessibility and reach. For a catchy and relevant name, we suggest something like:

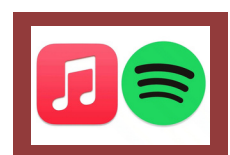
“The DawgCast: Inside Dawg House Gymnastics”

This name keeps it fun, on-brand, and informative while reinforcing the connection to the gym's community and culture.

By launching a podcast, Dawg House Gymnastics can provide families with a more flexible, engaging, and community-centered way to stay in the loop and feel connected—no matter how busy life gets.



To the left is a mockup of a potential podcast graphic named “The DawgCast: Inside Dawg House Gymnastics.”



#4 Increase Brand Awareness

Gymnastics Education Workshops

- Host quarterly workshops or mini-clinics in high-traffic community areas like Jackson, Biloxi, Southaven, and Vicksburg to offer valuable education around gymnastics, injury prevention, flexibility, and youth fitness. These can also cover topics like nutrition for young athletes or how to support your child in competitive sports.
- Partner with local coaches, physical therapists, and wellness professionals to offer expert-led sessions that highlight Dawg House's commitment to holistic athlete development.
- Promote these events through social media, school networks, and community boards to attract families seeking athletic enrichment and guidance.

Community Outreach Events

- Organize interactive outreach events—such as “Flip Into Fitness” Days or “Meet the Coaches” open gyms—to bring families into the world of gymnastics in a fun, hands-on way. A community-focused event like “Touch a Mat” (inspired by “Touch a Truck”) could invite kids to safely try equipment, meet gymnasts, and learn about the sport.
- Collaborate with schools, youth organizations, and civic groups to host career day booths, safety demonstrations, and fitness-focused presentations. Working with local school PE programs or guidance counselors creates strong ties and increases awareness.
- Use these events to build your online presence, gain media exposure, and collect feedback. Engaging content from these efforts can be shared across Instagram, Facebook, and TikTok to showcase Dawg House's involvement in the local community.

#5 Hire A Marketing Intern

We recommend that Dawg House Gymnastics search for an intern with a specific focus in marketing and social media management to help oversee the gym's digital presence and maintain a cohesive brand image. An intern in this role would bring a fresh, creative perspective while supporting day-to-day content creation, scheduling, and engagement efforts.

Social media is constantly evolving, and the demand for businesses and organizations to stay up-to-date with trends and technology is only increasing. With the right intern, Dawg House can stay ahead of the curve—ensuring content is timely, relevant, and consistent with the gym's values, programs, and messaging.

In addition to managing Instagram, Facebook, and TikTok, the intern could help monitor overall brand perception and ensure that everything the public sees—across platforms and promotional materials—aligns with our goals, mission, and tone.

While long-term interns may be hard to secure, we recommend reaching out to the Career Center at Mississippi State University to find semester-long marketing interns. They offer resources and applicant pools ideal for this type of position. You can contact the Career Center directly at career@career.msstate.edu.

To help attract a larger number of qualified and enthusiastic candidates, we also recommend offering a paid internship. Paid opportunities are not only more competitive, but they also show that Dawg House values the time and talent of young professionals stepping into the workforce.

JOB DESCRIPTION:

At Dawg House Gymnastics, we are dedicated to building confident, strong, and resilient athletes by providing high-quality gymnastics training in a positive, empowering environment.

As we continue to grow our programs and increase our online presence, we are seeking a talented and enthusiastic Marketing/Social Media Intern to join our team. This internship offers a unique opportunity for students passionate about creativity and youth development to gain hands-on experience in a supportive and engaging environment.

We are looking for a creative, self-motivated intern with a strong understanding of social media platforms and a fresh perspective to help us create engaging content and strengthen our brand presence online.

Responsibilities:

• Content Creation

- Develop fun, visually appealing content for social media platforms including Instagram, Facebook, and TikTok.
- Assist with basic website updates to keep class schedules, event info, and news current.
- Ensure that all content reflects Dawg House's personality, brand values, and mission.

• Social Media Management

- Schedule and manage posts across all platforms using tools such as Meta Business Suite.
- Monitor social media trends and identify new opportunities for audience engagement.
- Engage with followers by responding to comments and messages to build community.

• Research and Analysis

- Stay updated on social media trends relevant to youth sports and gymnastics.
- Track and report on engagement metrics and performance using analytics tools.

Qualifications:

- Current enrollment in a college program related to Marketing, Communications, Graphic Design, or Business.
- Strong written and verbal communication skills.
- Experience with graphic design tools such as Canva or Adobe Creative Suite.
- Familiarity with platforms like Instagram, Facebook, and TikTok.
- Creative thinking, reliability, and a strong work ethic.

This is a semester-long internship position.

We recommend applying early to secure your spot for the upcoming term.

How to Apply:

Interested candidates should submit their resume to [insert contact email]. Please include "Dawg House Creative Intern Application – [Your Name]" in the subject line.

THANK YOU

Browe Designs wants to thank the Mississippi Trucking Association for this opportunity to work together and for taking the time to consider our ideas.

We look forward to seeing how Dawghouse Gymnastics grows in the future.

Thank you,

Bailey Rowe