





VANTA is a performance tracking device engineered for modern athletes.

Our mission is simple: give every athlete the tools to understand their body, optimize performance, and protect their long term health.

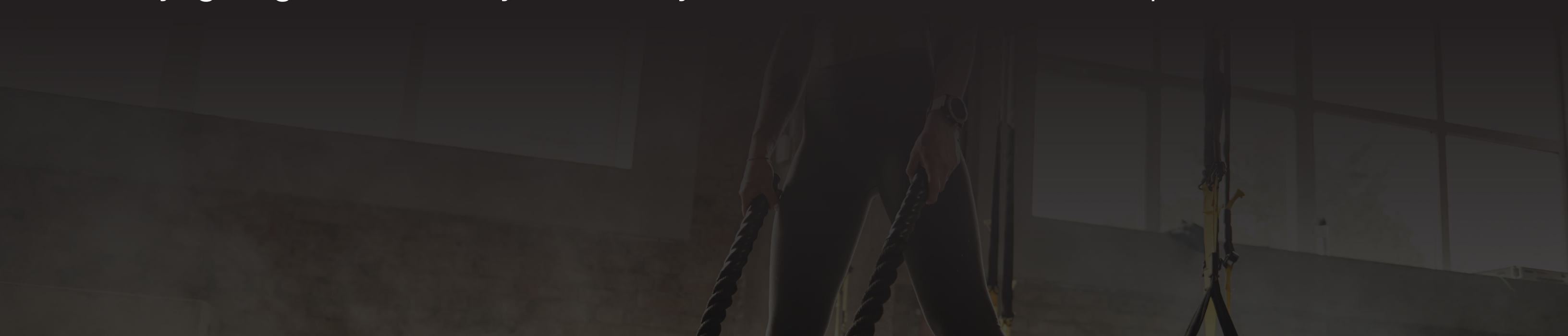
VANTA blends precision data, wearable technology, and athlete centered design to create insights that truly matter on the field, in training, and in recovery.

CONCEPT / IDEA

VANTA is a wearable performance system designed for athletes and coaches that delivers real-time data in a simple, distraction-free way. Focused on training, recovery, and overall performance, it transforms complex metrics into clear, actionable insights.

Built for competitive athletes, VANTA helps users push their limits while staying aware of their bodies reducing injury risk and improving long-term performance.

In a space where wearables often overwhelm users with data, VANTA prioritizes clarity, giving athletes only what they need to train smarter and perform better.



BRAND VALUES

1. Athlete Safety & Well Being

Performance only matters if athletes are healthy, physically and mentally.

2. Data Transparency

No hidden outputs, no confusing metrics. Just clear insights.

3. Accessibility

Advanced performance tech shouldn't be limited to elite programs.

4. Accountability & Integrity

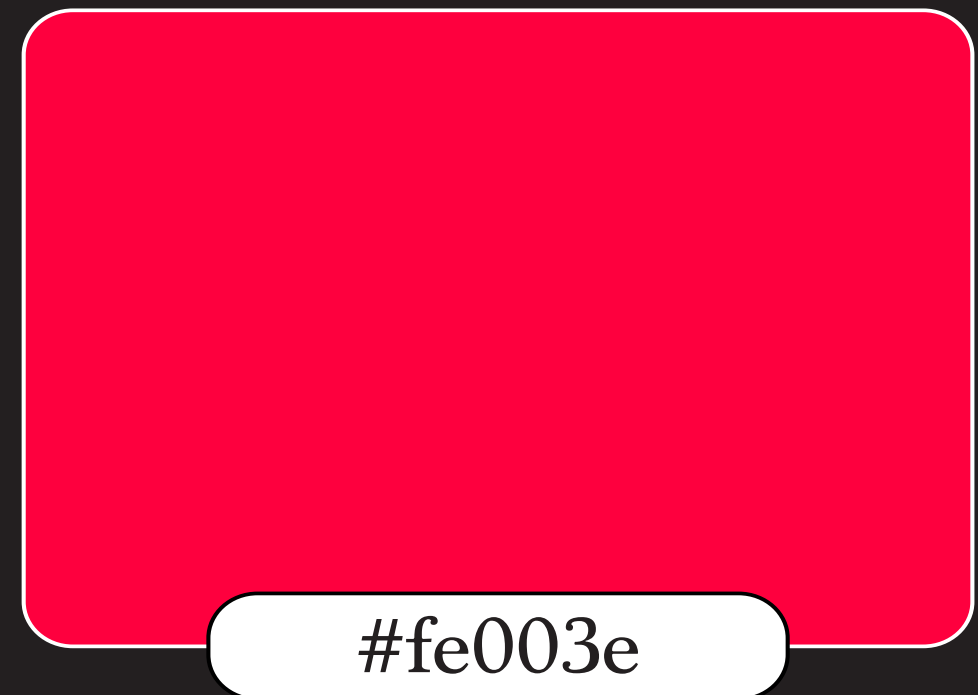
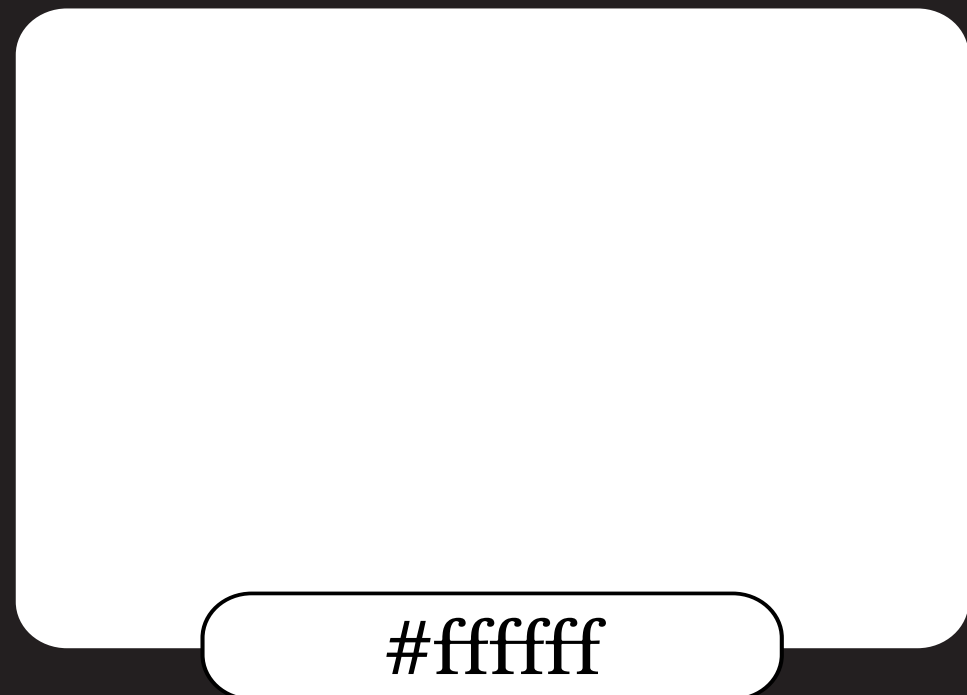
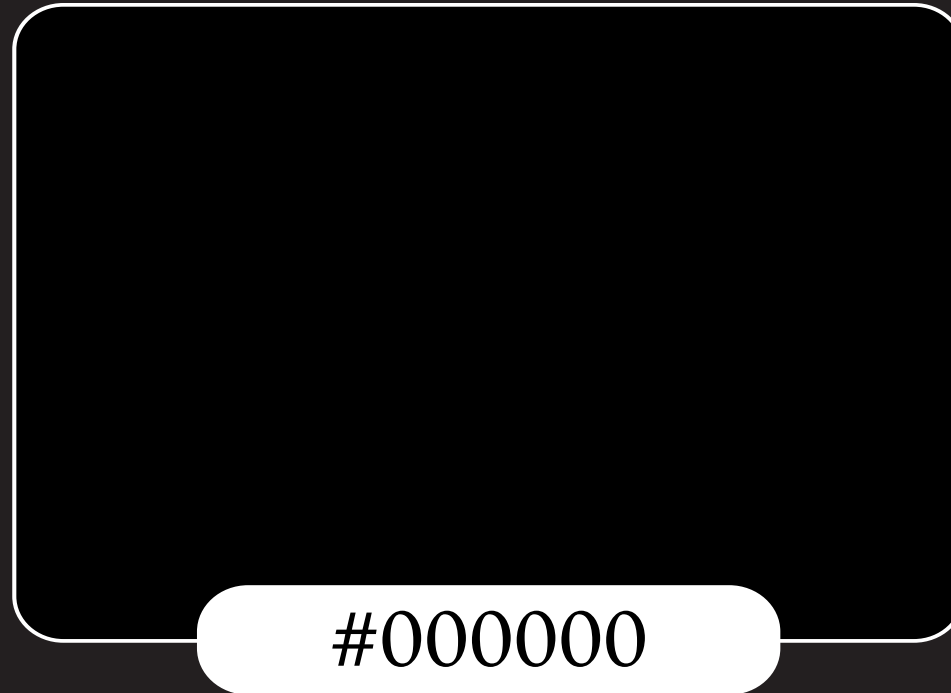
We stand for clean, honest, ethical competition.

5. Continuous Improvement

Iterating, optimizing, refining exactly like athletes do.



COLOR PALETTE

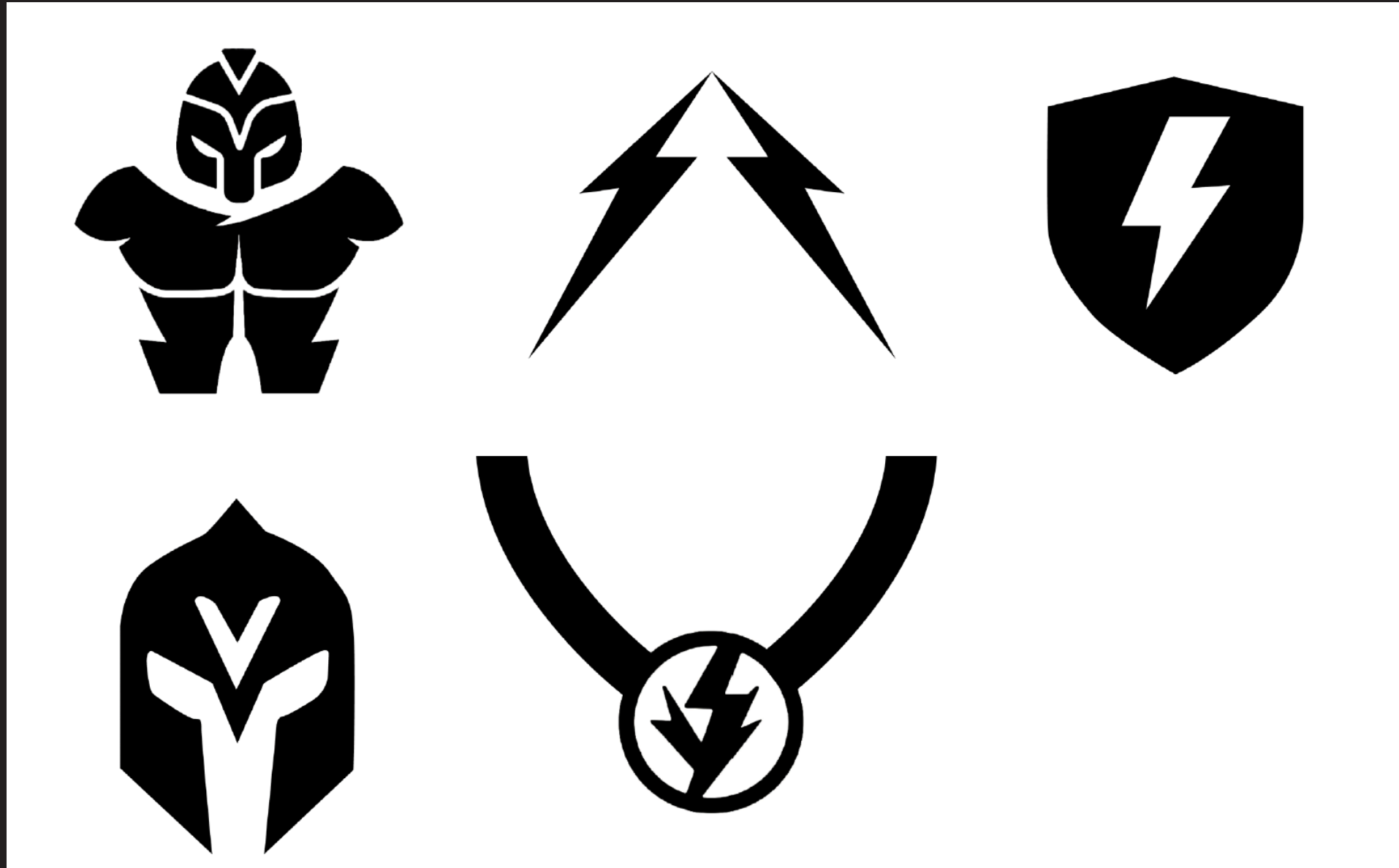


TYPOGRAPHY

VANTA } Zuume Cut Bold Italic

PERFORMANCE, PERFECTED. } Zuume Cut Light

LOGO EXPLORATION



All five logo ideas for VANTA are based on the brand's themes of strength, vitality, and athletic performance. Several designs use the representation of a warrior, using helmets and armor to show toughness, durability, and the way athletes think of themselves as modern-day warriors. Some people focus on the brand's electric aspect and use lightning bolts to show how fast, powerful, and new sports technology is. Shapes like shields and medals make people think of safety, winning, and achievement. Upward arrows, on the other hand, symbolize development and growth. These ideas all come together to illustrate that VANTA is a brand that helps players and coaches do their best by combining sports success with energy and technology.

FINAL LOGOS



NAMING PROCESS

VANTA

The name VANTA is derived from the word “advantage,” highlighting the competitive edge athletes strive for. It positions the wearable as a tool that helps users push beyond limits, giving them an upper hand in training, performance, and recovery. For the target audience, VANTA conveys progress, competition, and success. It’s sleek and modern while carrying a motivational undertone reminding athletes that wearing the device provides them with a measurable advantage.

Pulse

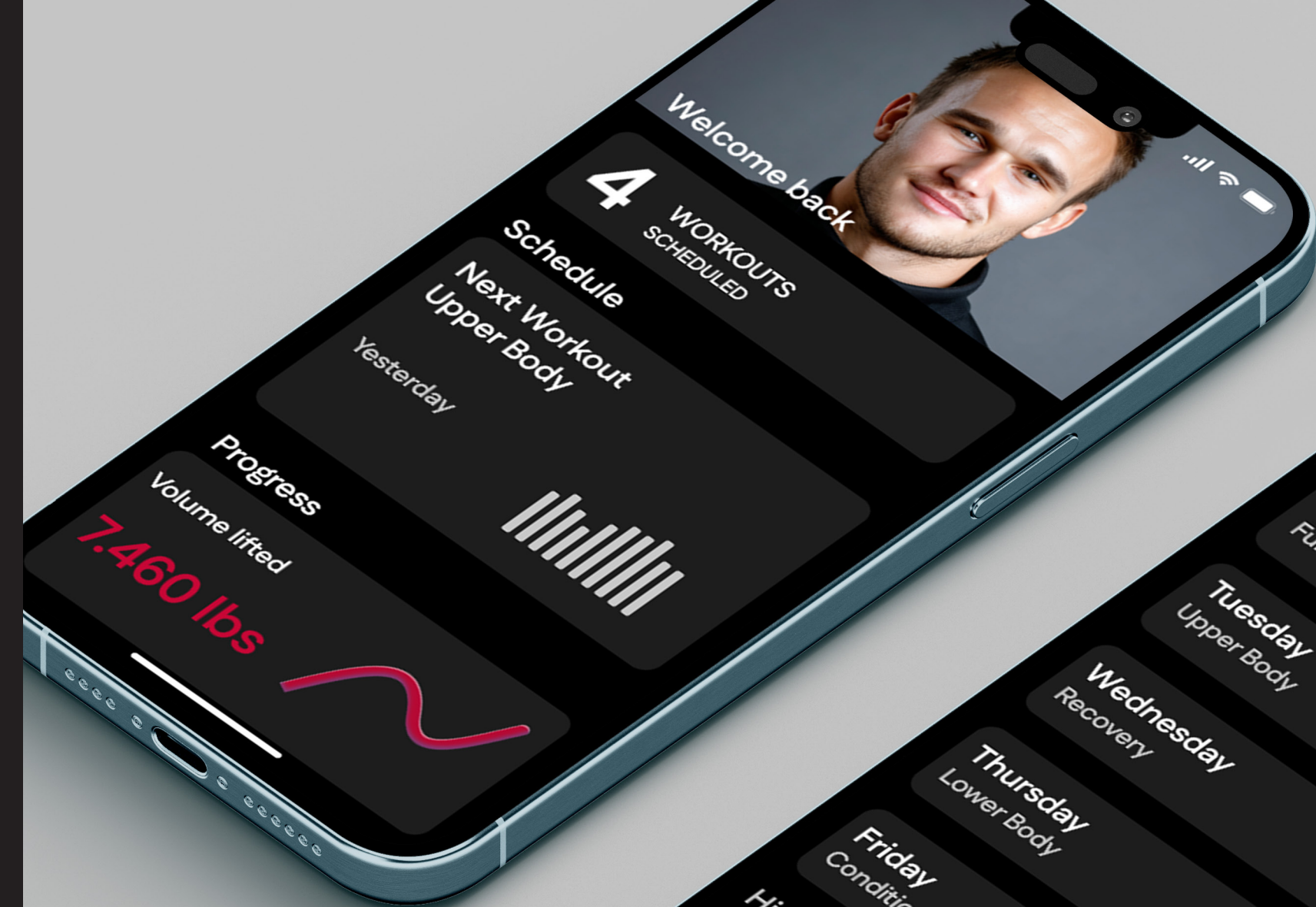
The name Pulse directly relates to the human heartbeat, which is central to athletic performance and health monitoring. It’s short, memorable, and conveys a sense of energy, rhythm, and vitality. For the target audience athletes and fitness-focused users, it instantly communicates the device’s purpose: tracking physical activity, performance, and overall wellness. The simplicity of the word makes it adaptable across branding, from logos to app interfaces.

Athlena

The name Athlena is a fusion of Athlete and Athena (the Greek goddess of wisdom, courage, and strategy). This creates a powerful, aspirational identity that blends physical strength with intelligence and strategy qualities highly valued in sports. For the target audience, it appeals not just to performance but also empowerment, especially resonating with female athletes or users who connect with mythological inspiration.



WEARABLE DEVICE / PACKAGING



APP INTERFACE

COACH ANALYTICS SYSTEM

Coaches can:

- Upload practice or game footage
- Auto-sync footage with VANTA wearable data
- Get AI-generated highlights of key moments
- Tag athletes, plays, or reps
- Overlay VANTA metrics directly on video
- Compare side-by-side clips over time

Use cases:

- Sprint mechanics analysis
- Jump landing force evaluation
- Weight-room rep technique monitoring
- Sport-specific breakdowns (throws, kicks, swings, tackles)

CAMPAIGN

TAGLINE

“A LITTLE BIT MORE”



PERFORMANCE, PERFECTED.



TEN MORE POUNDS.



A FEW MORE METERS.



ONE MORE MILE.



THANK YOU.