

# Marketing & Communication Guidelines

## HAVE MORE QUESTIONS?

Please don't hesitate to contact us, [info@zhealth.net](mailto:info@zhealth.net)

Z-Health® Performance Solutions logos, images, and trademarks are assets that help define the company's corporate brand and identity.

Proper and consistent usage strengthens the Z-Health Performance Solutions brand, as well as those associated with the brand.

Z-Health Performance Solutions carefully monitors its Intellectual Property for consistency and compliance. In addition to protecting brand integrity, Z-Health Performance Solutions has contractual obligations to protect the rights of the models depicted in photographs and video, and royalty fees may apply.

Please note that Z-Health Performance Solutions images and trademarks may be used to describe and promote Z-Health Performance Solutions exclusively and will ONLY be considered for use by:

- Z-Health Performance Solutions
- Z-Health Performance Solutions Certified Trainers
- Qualified Z-Health Performance Solutions Resellers
- The Media

The following are required guidelines to ensure that all instructional, reference, and promotional materials including workshops, seminars, ads, brochures, web pages, DVDs and manuals, published editorial, reviews, and press releases support the Z-Health Performance Solutions brand.

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Thank you for complying to these guidelines as produced by Z-Health Performance Solutions – updated May 2009.

## Approvals

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Please send all materials for review to [info@zhealth.net](mailto:info@zhealth.net) or fax 480-706-1511  
Attn: Brand Approval

Anyone using Z-Health Performance Solutions logos, images, or trademarks must fax or email (PDF) the print piece or website address (in which the required photo, logo, or trademark is to appear) for final approval before public distribution. Please allow five to ten business days for the marketing review process. It is advised that you place low-res images in your design to ensure timely review of your materials.

## Brand Identity

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This brand identity influences how people think and feel about Z-Health Performance Solutions, and elicits an emotional response on a conscious and subconscious level.

Z-Health Performance Solutions is more than just the sum of its products and services. There is an overriding tone, personality and voice to Z-Health Performance Solutions that fuels the credibility associated with the company.

All communication tools should capitalize on the Z-Health Performance Solutions brand and convey the qualities of Z-Health Performance Solutions. Here are some things to keep in mind to ensure all ads, collateral, brochures, web copy, manuals, editorial, and press releases are 'on message' and support the brand as a whole.

## About the Brand

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### LEADERSHIP

Z-Health Performance Solutions uses a blend of science, tools, and assessment processes to help create professionals in the top 1% of their respective fields.

### INNOVATION

Z-Health Performance Solutions is a cutting-edge training and educational system, always incorporating the latest science and findings in its courses. We are continually evolving, expanding, and driving the industry.

### HIGH QUALITY

Z-Health Performance Solutions produces educational courses and other products of exceptionally high quality designed to create world-class practitioners. Z-Health uses the principles of the nervous system combined with drills and exercises and their proprietary assessment processes to create the highest quality training programs available.

### INTEGRITY

Z-Health Performance Solutions is a trustworthy company committed to exceeding expectations.

### VOICE, PERSONALITY

Professional, warm, intelligent, results-driven.

### VOICE

Clear and consistent, friendly and supportive, knowledgeable.

### POSITIONING

Z-Health Performance Solutions is a life-long education company responsible for creating and teaching a cutting-edge human performance system that helps people improve their health, alleviate their pain, and maximize their athletic performance. Z-Health blends science, tools, and its proprietary assessment process to create a framework for practitioners to see near-instant results.

## Company Name

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The company name is Z-Health® Performance Solutions. Z-Health and Z-Health Performance are valid alternatives.

For branding emphasis, always use a dash between an upper case Z and H, as in Z-Health. The correct form is Z-Health, not Z Health, z-Health, z-health, zhealth, etc.

Z-Health 

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Z Health

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## Corporate Mission & Vision Statement

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The goal of Z-Health® Performance Solutions is to help create professionals that are in the top 1% of their respective fields. We do this by providing life-long world-class education, coaching, and instruction – providing individuals the framework and tools they need to optimize their health and performance.

Our vision and mission are based on the value we place on:

- Education
- Respect
- Passion
- Integrity
- Leadership
- Accountability
- Quality

## Boilerplate

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The following statement is the company boilerplate for use on press releases and other relevant documents:

*Z-Health® Performance Solutions is a life-long, cutting-edge training system that helps people improve their health, alleviate their pain, and maximize their athletic performance. Created by Dr. Eric Cobb, the company's mission is to create professionals that are in the top 1% of their respective fields. Visit [www.zhealth.net](http://www.zhealth.net).*

## Titles for Partners and Trainers

### IMPORTANT NOTE

In order to distinguish yourself from Z-Health Performance Solutions, the corporation, and head office, you must identify your relationship. Only Z-Health® Performance Solutions may use “Z-Health® Performance Solutions” on its own, because this would imply that it is owned and operated by Z-Health.

If you are one of our Resellers or Certified Practitioners, you must use the approved titles in your materials.

#### All Z-Health Certified Practitioners can say:

Z-Health® Certified Practitioner. Additionally, Certified Practitioners have the option of using any title, once earned, that most closely represents their business and client targets. For example, if an R-T Certified Trainer primarily targets athletes, he/she may opt to use Z-Health Movement Performance Specialist (R,I,S,T).

#### R-Phase Certified Practitioners can say:

Z-Health® Movement Reeducation Specialist

#### I-Phase Certified Practitioners can say:

Z-Health® Movement Integration Specialist

#### S-Phase Certified Practitioners can say:

Z-Health® Movement Performance Specialist (R,I,S) or (R,I,S,T)

#### T-Phase Certified Practitioners can say:

Z-Health® Exercise Therapy Specialist (R,I,T) or (R,I,S,T)

#### Master Trainers can say:

Z-Health® Master Trainer or Z-Health® Master Practitioner (Provisional status trainers, designate with (p))

#### 9S Course Attendees:

Because the 9S courses are supplemental to the main Z-Health® Practitioner certifications, successful completion of these courses can be designated by including (9S) next to your title designation. For example, Z-Health® Movement Performance Specialist (R,I,S,T,9S).

#### Resellers can say:

Z-Health® Performance Solutions Reseller or Official Reseller for Z-Health® Performance Solutions Products

<Country> Reseller for Z-Health® Performance Solutions Products

## Logo Usage

Only recognized Resellers, Master Trainers, and Certified Trainers may use Z-Health Performance Solutions logos.

Under no circumstances should the Z-Health Performance Solutions logo be recreated.

Under no circumstances should the proportions of the logo be altered.

The logo can be placed no smaller than can be easily read with the unaided eye.

Z-Health Master Trainers and Certified Trainers may use the logos on:

- Shirts (traditional sleeve or chest location)
- Jackets (traditional sleeve or chest location)
- Hats
- Logo on any other article of clothing must be approved by the Z-Health corporate office.

The use of the Z-Health logo on promotional items, such as keychains, water bottles, etc, requires Z-Health corporate office approval on a case-by-case basis. Contact [info@zhealth.net](mailto:info@zhealth.net) for approval.

Z-Health Master Trainers and Certified Trainers may use the logo on business cards, stationery, and web sites promoting their business, provided it falls within the guidelines for authorized and un-authorized trademark usage, as stated below.

Web-ready logos **may NOT** be used in printed materials. (Web-ready logos are of lower resolution and do not represent the brand appropriately in print.)

**Z-Health Performance Solutions will supply correct logo graphics upon request.**

Send your request to: [info@zhealth.net](mailto:info@zhealth.net)

## Corporate Colors

A range of greens and blues are the primary colors within the Z-Health Performance Solutions palette. Our color range is based on 'four-color process' color, CMYK values are specified below. Ink values are for coated papers only, NOT uncoated.

### Green

**PMS 7489**

CMYK 40, 5, 75, 5  
RGB 154, 188, 102  
HEX 9ABC66

### Blue

**PMS 655**

CMYK 100, 85, 20, 50  
RGB 6, 33, 81  
HEX 062151



**Quick Start – PMS 3275**



**I-Phase – PMS 1375**



**S-Phase – PMS 704**



**T-Phase – PMS 2727**



**NWU Level 1 – PMS 123**



**NWU Level 2 – PMS 7455**

## Corporate Fonts

# HEALTH

Perpetua Regular  
(Z-Health name)

**Accepted substitutes:**

Times Regular  
Times New Roman Regular

## Performance Solutions

Avenir LT Std  
("Performance Solutions")

**Accepted substitutes:**

Helvetica Regular

## Registered Trademarks

In order to protect Z-Health Performance Solutions trademarks, they must be used as proper adjectives followed by the common name of the product, as indicated in the examples shown (i.e. R-Phase drills, NWU1 workout).

The trademarks should not be used as nouns or verbs, nor should they be used in the possessive sense. This is to prevent them from becoming generic terms.

Our current trademarks, registered and unregistered, are listed below. If you are outside of the US, use the US trademarks.

Registered trademarks in the US (use the ® symbol):

Z-Health® Performance Solutions

Trademarks in the US (use the ™ symbol):

R-Phase™

I-Phase™

S-Phase™

T-Phase™

Neural Warm Up 1™ or NWU1™

Neural Warm Up 2™ or NWU2™

Life in Motion™

The Complete Athlete™

Z-Health 9S Athletic  
Development Model™

## Authorized Use of Z-Health Trademarks

### PRODUCTS

Certified Trainers may use the Z-Health word mark (but not the Z-Health logo) in a referential phrase on packaging or promotional/advertising materials to describe that the product uses Z-Health, provided they comply with the following requirements.

- The Z-Health word mark is not part of the product name.
- The Z-Health word mark is used in a referential phrase such as “using” or “applying.”
- The Z-Health word mark appears less prominent than the product name.
- The product does in fact use Z-Health principles.
- The reference to Z-Health does not create a sense of endorsement, sponsorship, or false association with Z-Health or Z-Health products or services.
- The use does not show Z-Health or its products in a false or derogatory light.

### PUBLICATIONS, SEMINARS, AND CONFERENCES

Certified Trainers may use the Z-Health word mark in connection with book titles, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:

- The use is referential and less prominent than the rest of the title.  
Acceptable: XYZ WORKSHOP: An Introduction to Z-Health.
- The use reflects favorably on both Z-Health and Z-Health products or services.
- Your name and logo appear more prominent than the Z-Health word mark on all printed materials related to the publication, seminar or conference.
- The Z-Health logo or any other Z-Health-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from Z-Health.
- A disclaimer of sponsorship, affiliation, or endorsement by Z-Health, similar to the following, is included on the publication and on all related printed materials: “(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by Z-Health Performance Solutions.”
- A trademark attribution notice is included in the credit section giving notice of Z-Health’s ownership of its trademark(s). Please refer to the section below titled “Proper Trademark Notice and Attribution.”

## Authorized Use of Z-Health Trademarks

### WEB SITES

Web sites may use the appropriate Z-Health word mark, provided such use complies with the guidelines set forth in the section above.

(continued)

- All trademarks should be capitalized as indicated in the examples.
- Use either the asterisk (\*) or trademark/registered trademark (™/®) symbols to designate Z-Health Performance Solutions trademarks. An asterisk is used to distinguish Z-Health trademarks from any other trademarks you use.
- Use an asterisk (\*) or trademark/registered trademark (™/®) symbol after the first mention of each trademark in a document or the first mention on each page.
- In fine print at the bottom of your document, you must state:

*™/® Trademark or registered trademark of Z-Health Performance Solutions, used under license.*

OR

*\*Trademark or registered trademark of Z-Health Performance Solutions, used under license.*

## Unauthorized Use of Z-Health Trademarks

### COMPANY, PRODUCT, OR SERVICE NAME

You may not use or register, in whole or in part, Z-Health, R-, I-, S-, T-Phase, 9S, Neural Warm Up, or any other Z-Health trademark, including Z-Health-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines.

*To Reiterate: In order to avoid confusion, Z-Health Performance Solutions (or any similar name) may not be used as part of your company name, trade name, business name, domain name, social media domain name, Internet or email address.*

### Z-HEALTH LOGO AND Z-HEALTH-OWNED GRAPHIC SYMBOLS

You may not use the Z-Health Logo or any other Z-Health-owned graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from Z-Health, such as a reseller agreement or logo usage by a Certified Trainer.

### DISPARAGING MANNER

You may not use a Z-Health trademark or any other Z-Health-owned graphic symbol, logo, or icon in a disparaging manner.

### ENDORSEMENT OR SPONSORSHIP

You may not use Z-Health, R-, I-, S-, T-Phase, 9S, Neural Warm Up, or any other Z-Health trademark, including Z-Health-owned graphic symbols/logos, or icons, in a manner that would imply Z-Health's affiliation with or endorsement, sponsorship, or support of a third party product or service without the express written consent of Z-Health Performance Solutions.

### MERCHANDISE ITEMS

You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing Z-Health or any other Z-Health trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from Z-Health.

## Content Reproduction Rights

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For usage of content from our website, FAQ, or printed materials:

*“Content © Z-Health® Performance Solutions, used with permission”*

**NOTE: Our educational manuals, instructional, and promotional materials are not to be duplicated.**

For queries about content and logo usage, please contact [info@zhealth.net](mailto:info@zhealth.net)



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