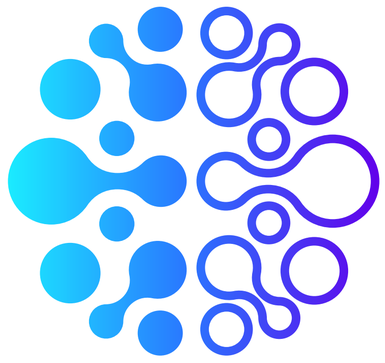
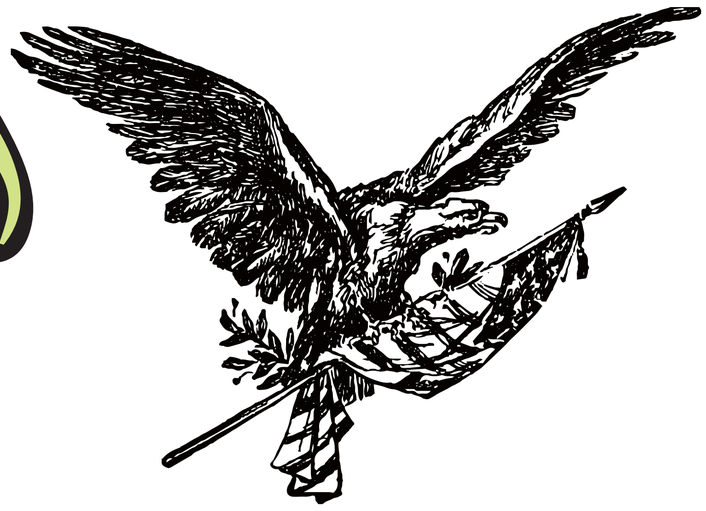




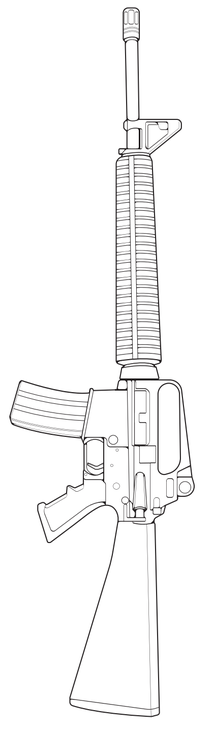


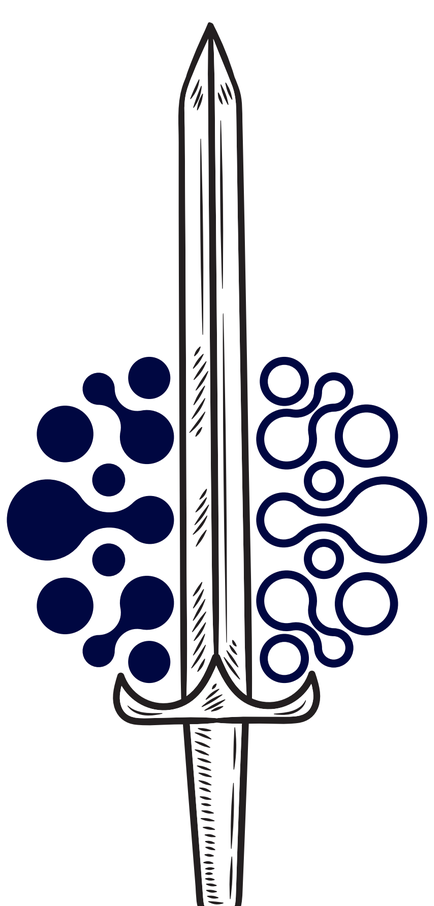






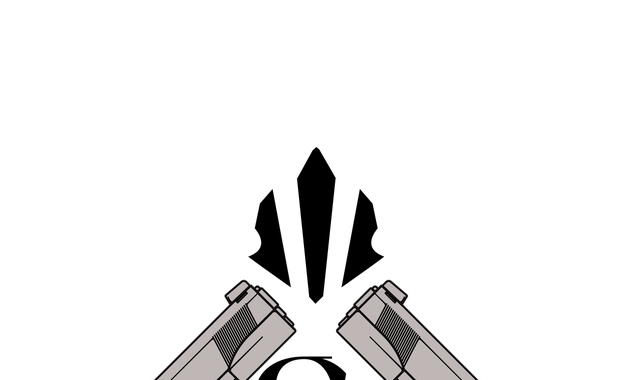












Schneider Robinson Training

Schneider Robinson Training







Typography:

Primary / Logo:

- Faroks Modern

Secondary / Body:

- Lato

Tertiary / Quotes:

- *Lora Italic*

35.2216° N, 80.8401° W

Schneider
Robinson
Training

SRT

Schneider Robinson Training

"Enabling Real World Certainty"

Schneider
Robinson
Training

"Enabling Real World Certainty"

35.2216° N, 80.8401° W

Schneider
Robinson
Training

"Enabling Real World Certainty"

35.2216° N, 80.8401° W

Schneider Robinson Training

"Enabling Real World Certainty"

EST. 2025

SRT

Schneider
Robinson
Training

SRT NOTES

- primarily NC based "To Be rather than To Seem"
- same customers + new ones (SC is tricky 1-2 customers a month)
- Vet owned
- Unarmed is money maker (virtual is big draw)
- Existing customer base
- Core American values (red white blue, 13 stars)
- Current slogan ("Equip Train Defend")
- Strong masculine colors
- FFL and ammo / suppressor capabilities
- Versatile client base with focus on training first but also equipping after training

Deliverables:

- Logo
- Color Palette
- Brand Guide (guidelines, business cards, bios for instructors, head-shots)
- Strategy Document
- Website (funnels etc)
- Merchandising examples then package

3 months before going live - 1st of year latest
Q1 and Q4 are slower

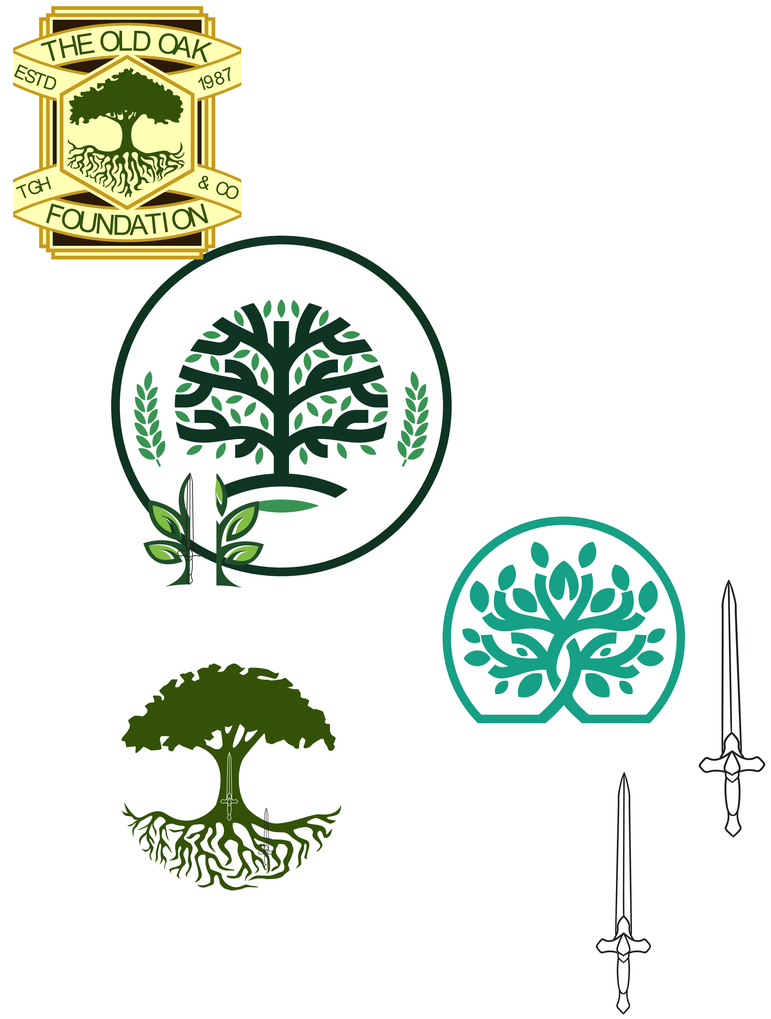
<u>Building to hold for a while (15-20 years)*</u>

Max 4 people in company (full time trainer for unarmed + armed to allow for sales spot)
Projected 240k for spartan this year with 2 people

Part of positioning is as the expensive but also cheaper than having to redo or lawsuits - starting in state mandated training plus

"The training that keeps clients"

Icon Exploration:



Thought Process:

Spartan Training Solutions works for the NC PPSB (Private Protective Services Board) and is run by seasoned LEO's, Veterans and Security professionals - they provide specific training to all the security companies in NC (Rifle, Pistol, Shotgun, Unarmed etc.)

Competition:
- Blackstone, Premier Training Academy

Advantages:
- Pretty sure the Founder is on the PPSB board or has influence

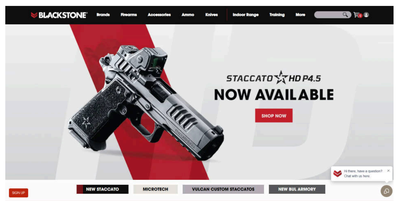
Disadvantages:
- Slightly dated design that does not convey quality of classes
- Website calendar page failure

Target Audience:
- Retired Law Enforcement Officers
- Veterans
- Security Company founders

Deliverables:
- Logo
- Typeface Treatment
- Slideshow Revamp in accordance with new branding
- (Branding / Strategy road map Document*)
- (Website overhaul through Colins*)
- (X Suit Plug*)

Design thought process:
- Position better than the competition through dynamic unified branding + merchandising that reflects the expertise of the Employees
- Simplify, modernize and unite branding for holistic cohesion





SRT

Story / Narrative:

The result of military and law enforcement experience coming together to address the lack of quality training in the market today.

"***Timeless Values, Modern Training***"

Enemy:

Sloppy and predatory cash grab companies that produce ill prepared potential liabilities.

Built for the long haul and focused on raising the bar of the industry starting in North Carolina then expanding to SC and beyond

Keywords:

Professional, Patriotic, Holistic, Expensive, Exceptional, Longevity, Growth Mindset, Cutting Edge

Deliverables:

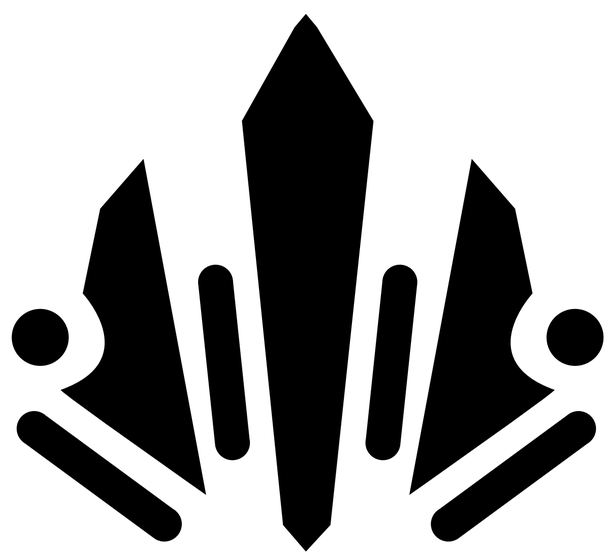
- Updated font exploration
- Logo
- Updated Compositions
- Color Palettes
- Website Progress

Meeting Notes 10/17/25:

- Live by Sunday March 1 2026 (Q2)
- Nate in stickier spot
- Website needs to be up and coming soon (need updated references for web designer) (talk to colins today and get timeline / price)
- Pivot to more Exec Protection (KDI)
- Bringing back Military Games (2026 hosting backed by KDI and Belk)
- Develop roadmap / org chart
- SRT Defense (anonymity to start before adding names)
- Move away from weapons and focus more on training and brand recognition (clear distinction from Spartan) (Not too wavy but still Serif Font) (Custom modifications?)
- Crisp bold simple font refinement with abstract logo
- (Document evolution in chronological order)
- Composition

Website must haves:

- Calendars
- Payment
- QR Access
- FAQ



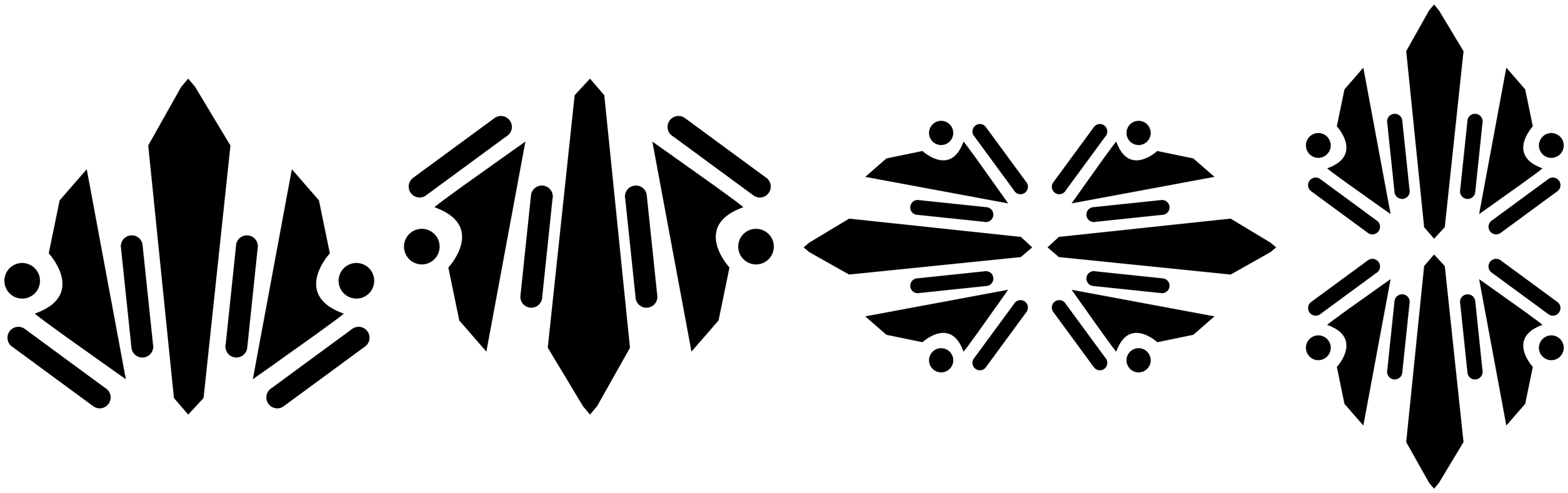
Typography Exploration:

SRT DEFENSE

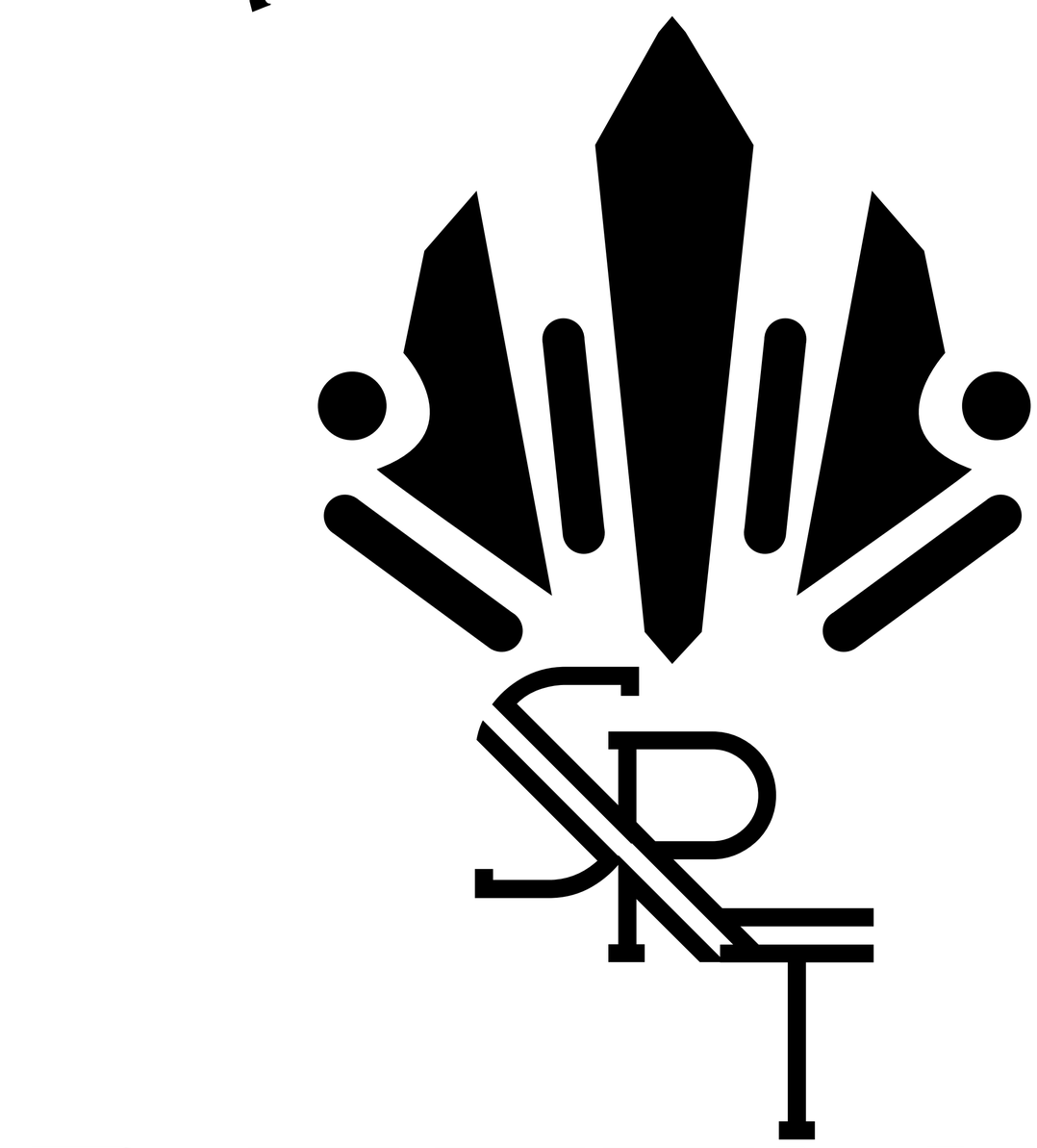
SRT DEFENSE

SRT DEFENSE

SRT Defense



Compositions:

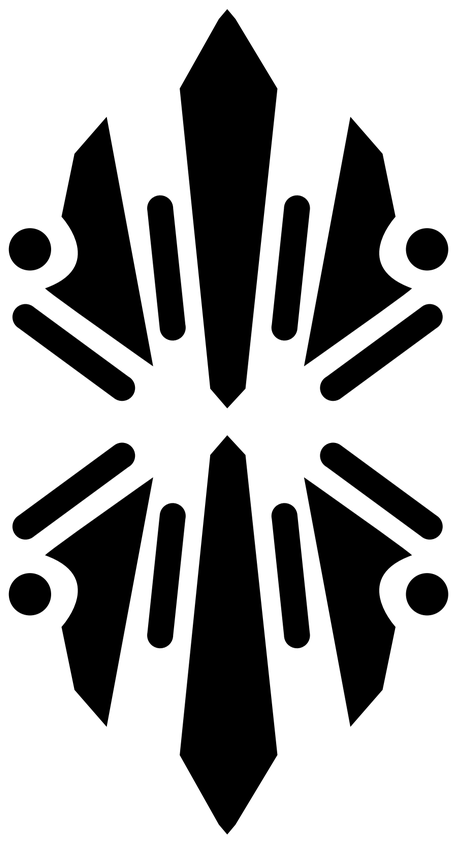


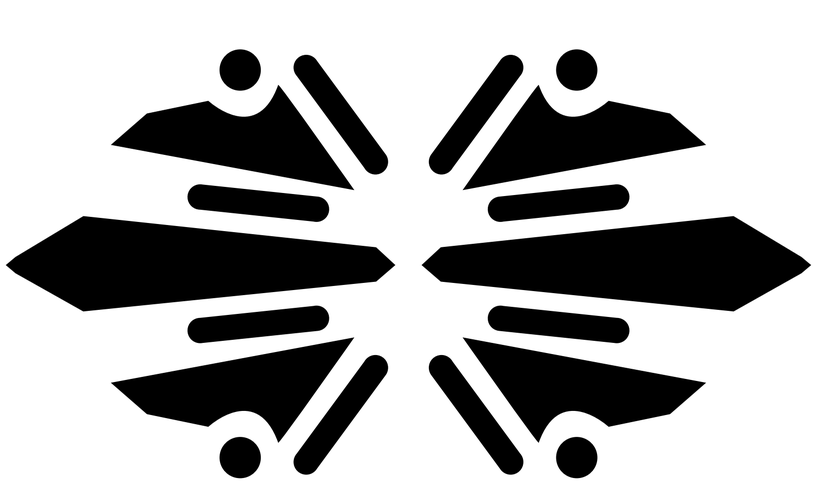










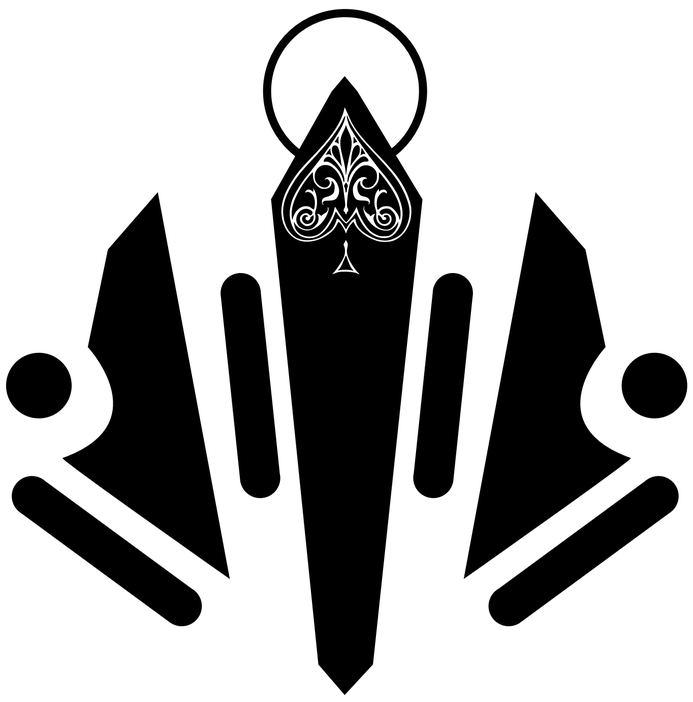


Compositions-2:



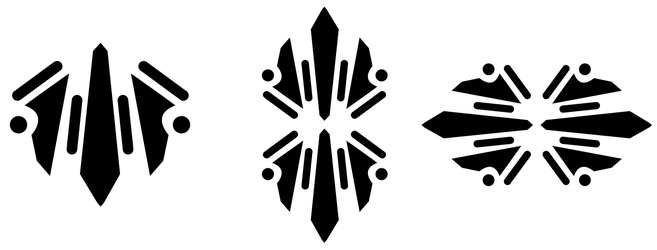






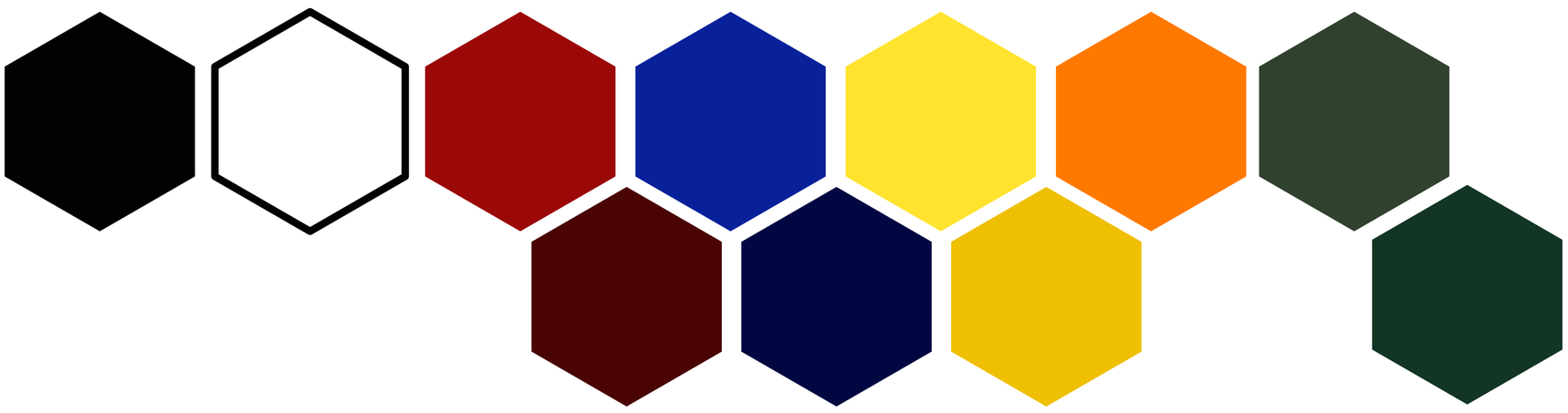
- Ab test design stykles among busness owners as market research
- Determine how in depth, notate audiance, show across multiple fields and demographics,
-
-



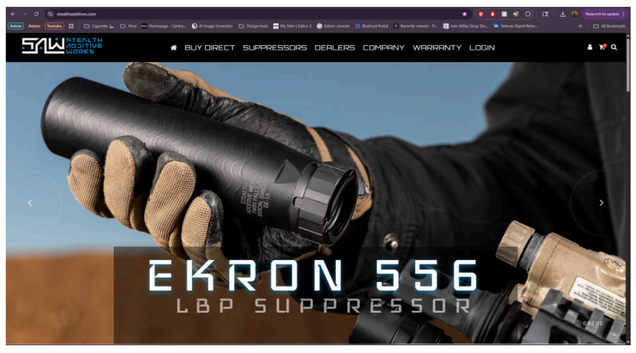


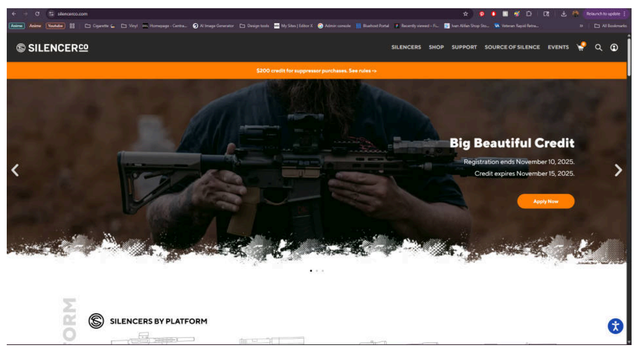
Color Palette:

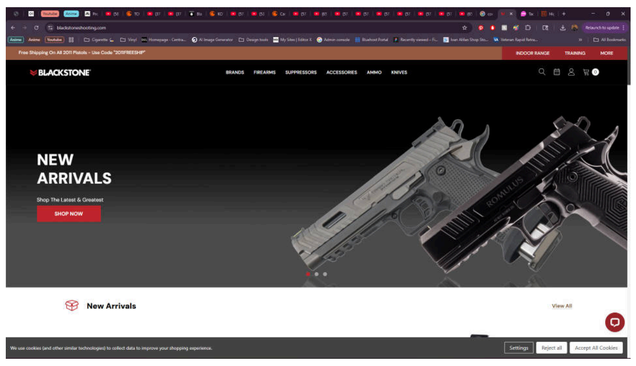
- Saturated tones with strong intentional contrast

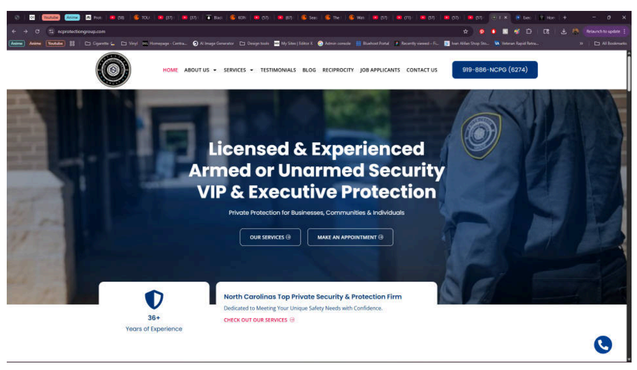


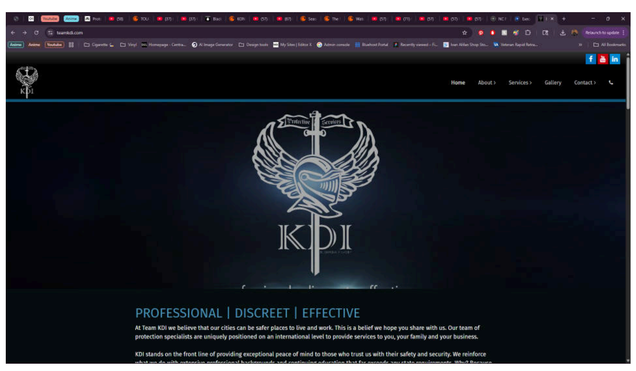
Website Inspiration:

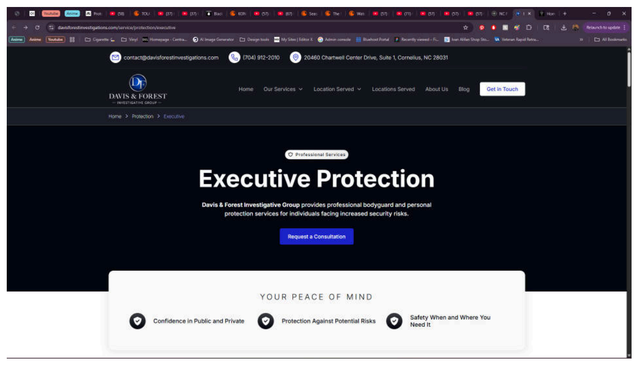












Must Have Features / Commonalities

- Modern Feel (Video integration's etc)
- Responsive elements
- Calendar and Payment integration
- QR code access
- FAQ

Sources: (*L* -> *R*)

- Stealth Additive Works
- Silencer Co
- Blackstone shooting sports
- NC Protection Group
- KDI Security
- Davis & Forest Investigative Group

Considerations:

- Ebb and flow of business / Seasonal Trends
- Current state of Economy and Politics
- Applicant Archetypes (Veteran, YN, LEO, etc)
- Sorting mechanisms and legality (IQ / Compatibility tests etc)
- Sabotage points
- Flow (Ease of use, client pipeline, cost per client etc)
-

Moodboard:



