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

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"Enabling Real World Certainty"

EST. 2025

Schneider Robinson Training

"Enabling Real World Certainty"

35.2216° N, 80.8401° W

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

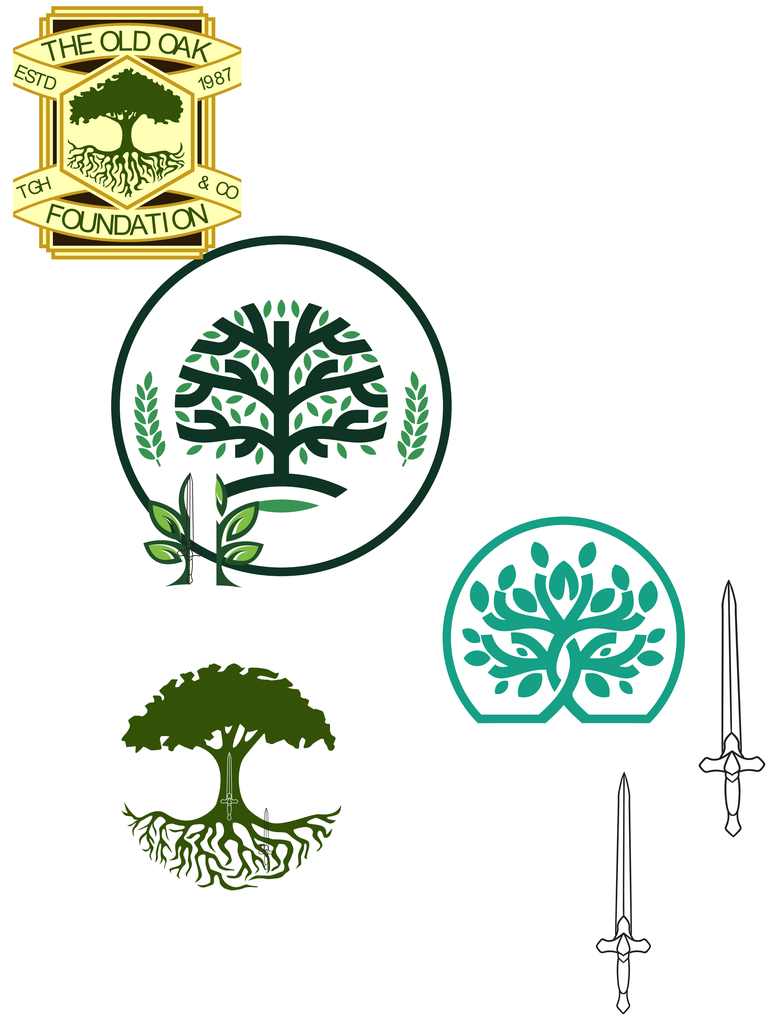
<u>Building to hold for a while (15-20 years)*</u>

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

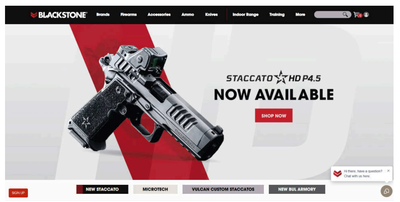
Disadvantages:
- Slightly dated design that does not convey quality of classes
- Website calendar page failure

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