



OT BEAT  
*link*™

*SOCIAL POSTING GUIDELINES*

OTbeat Link + Apple Watch

# 12.12.2019

**Orangetheory is making one of the biggest announcements in the company's 10-year history.**

Our members asked and we listened. They will finally be able to use their Apple Watch to track workouts and connect directly to our in-studio heart rate monitoring system thanks to the custom-built OTbeat Link. This is HUGE! We'll all be chomping at the bit to announce this news across local social channels. **If you are going to post, please stay within these guidelines.**

Let's all play along and collectively announce this exciting update to the world!



## Images

Here you'll find the ONLY acceptable images to use for our brand's announcement. We worked with a professional lifestyle photographer and a renowned 3D rendering artist to capture these images. These are Orangetheory-approved as well as Apple-approved. **Do not use ANY other images**, including found shots of the OTbeat Link or the Apple Watch. Continuity is important to the brand, so please refrain from going off script. If we flood social channels with these approved images *only*, then we'll look like a cohesive brand. Your cooperation is greatly appreciated.

We are happy to provide these at high res. Reach out if you're in need.



## Logo use and how to speak about the OTbeat Link

Once again, this language has been approved by Orangetheory and Apple. Please, please stick to these words and **these words only** when speaking about the OTbeat Link and Apple Watch.

When speaking about the OTbeat Link and Apple Watch, the correct way to talk about how it works with the Apple Watch is: **“for use with Apple Watch.”** Once again, this is Orangetheory-approved and Apple-approved and **THE only way** to talk about how the OTbeat Link works with the Apple Watch.

**DO NOT USE THE APPLE LOGO** under any circumstances. When writing about the Apple Watch, please spell out “Apple Watch.”



Below you'll find the ONLY acceptable OTbeat Link logos to use for our brand's announcement.



## Example

Here you'll find an example of how to use these guidelines and assets for the announcement.





We appreciate and love our franchisees. We look forward to this news spreading like wildfire. It's going to be a fantastic year!

Thank you.