

A PUBLICATION WITH ITS OWN CHARACTER

Rep & Range

Strength for everyday life.

An independent training publication for adults building a repeatable routine. Workouts, food explanations and useful tools belong to one practical editorial system.

NAME / VOICE / INTERFACE / PHOTOGRAPHY

Identity and editorial edition

A name with a job to do.

Rep is the repeatable action. Range is movement and room to adapt. Together they describe a publication that respects different schedules, equipment and starting points.

Registered domain: repandrange.com

Purchased by the owner on 8 September 2026. The domain is repandrange.com. Registration is not trademark clearance.

Use the supplied marks

01 Use the supplied complete wordmark with its three slanted repetition bars.

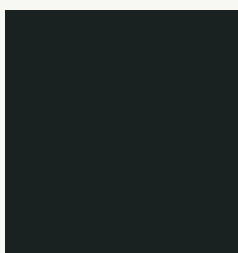
02 Keep clear space at least the width of the bar group.

03 Use the compact mark when the complete name becomes too small.

04 Do not add transformation badges, credentials, registration symbols, gradients or shadows.

Master files: wordmark.svg and mark.svg. Letterforms are outlined. Fonts and licence notices are included with the source.

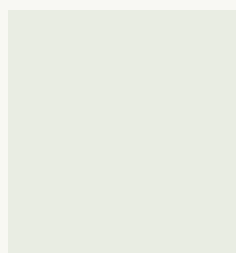
The working palette.



Training ink
#192221



Acid
#D6F34D



Mist
#E9EDE3



Field green
#627325

Paper
#F8F8F3

Barlow Condensed

Display: expressive headings and editorial character.

Manrope

Body: calm, readable explanations and clear controls.

IBM Plex Mono

Mono: units, source dates, numbered labels and metadata.

Useful words.

Clear boundaries.

01 Start with the days you have. Explain one useful next step.

02 Use food descriptions without moral labels or body-shaming language.

03 Distinguish a measured observation, a formula estimate and an editorial example.

04 Avoid guaranteed transformations, universal intake targets and invented clinical authority.

Evidence is part of the voice.

Use original research, manufacturer instructions and official evidence summaries. Credit real contributors for verified work. Editorial desks are organizational bylines, not fictional clinicians. Muscle maps are simplified educational roles, not scans or measured activation.

A source reference is not a test award. An illustrative photograph is not proof of ownership. A calculated result is not an individualized diet or training prescription.

Make the next step clear.

Oversized condensed headlines, asymmetrical editorial sections and a tactile gym palette. Acid green emphasizes a decision or result. Fine rules and squared controls organize practical work; the calculators and planner remain easy to reach.

01 Readable body text, persistent labels, explicit metric or imperial units.

02 Buttons at least 44 px high, visible focus and usable mobile navigation.

03 Calculator results show assumptions, boundaries and original sources.

04 Articles connect to a parent field guide, a practical tool and related reading.

05 Use restrained transitions with reduced-motion support.

Working dimensions

Content maximum: 1,320 px. Article measure: 790 px. Minimum control height: 44 px. Spacing rhythm: 4, 8, 12, 16, 24, 32, 48, 64 and 96 px. Motion: restrained transitions with reduced-motion support.

Design tokens are exported as JSON. The site includes live examples of primary actions, links, labels, input states, results and editorial navigation.

Atmosphere with honesty.

Directional daylight on rubber, concrete, brushed metal and modest training equipment. Food scenes use a consistent neutral tabletop. Generated editorial photographs carry captions; they do not document product testing or demonstrate safe exercise technique.

Production rules

- 01 Commission original scenes with a consistent palette and credible light.
- 02 Use captions to identify AI-generated editorial photographs.
- 03 Do not imply a generic object is the named product in a review.
- 04 Keep instructions, measured diagrams and photographs accessible with useful labels and alt text.

Launch handoff

The preview includes its own source, assets, brand files and content hierarchy. The registered domain, source and brand assets belong to this publication. The contact mailbox, final publisher details and any analytics configuration must be tracked independently. Keep each publication independently transferable.

An answer. Then a useful next step.

The article system

01 Open with the direct answer and decision criteria.

02 Build the explanation with a comparison, a worked example and a checklist readers can save.

03 Use two distinct visuals per guide; caption generated scenes clearly.

04 Link the original sources, responsible editorial desk and relevant tool.

A connected publication

Topic hubs connect focused guides. Collections bring reading, product suitability checks and tools into one practical route. Searchable journals and product shelves support exploration without fabricated scores or prices.

Training / Nutrition / Evidence / Equipment desks

These are organizational bylines. Credit named contributors only for verified work. RSS, llms.txt and the full-text companion follow the same content and publication access rules.