AEGLE
health club

LAUNCH MEDIA & PARTNER BOOK

The Science & Soul of Feeling Better

ATLANTA · 13 JULY 2026

“Most people don't wake up wishing for lower cholesterol. They wake up wishing to feel better - more energy, less pain, a clearer mind, the ease to live life fully.”

Dr. Courtney Perez
Founder & Physician, AEGLE Health Club

THE SCIENCE OF FEELING BETTER

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ABOUT THIS PUBLICATION

AEGLE begins with a simple conviction: people make healthier choices when they feel better - and they feel better when they understand the science behind their health. This media book introduces a wellness club where the rigor of evidence meets the warmth of genuine human care. It is organized in five parts: the brand, the opportunity, the experience, the company, and our media resources - followed by supporting appendices.

PART I

THE BRAND

The conviction that started it all:
feeling better is where every health journey should begin.

A LETTER FROM OUR FOUNDER

As a physician, I've spent my career diagnosing disease. I've also learned that many people don't have a disease at all. They simply don't feel well - tired, stiff, stressed, recovering more slowly than they used to. Their lab work reads “normal,” yet they know something isn't right. Those people deserve more than reassurance. They deserve a plan.

That's why we created AEGLE. Not a traditional gym. Not a medical clinic. Not a spa. A place where exercise science, medicine, recovery, nutrition, technology, and education come together to help people understand their bodies and make meaningful, lasting change.

I believe knowledge is empowering. When you understand why strength training protects your bones, why protein matters more as you age, or why sleep shapes your metabolism, healthy decisions stop feeling like chores and begin to make sense. And I believe our biology shapes our behavior more than we realize - that sometimes the healthiest choices don't require more willpower, but a change in the biology that has been standing in the way.

Our goal is simple: not merely to help you live longer, but to help you wake with more energy, move with greater ease, recover more quickly, think more clearly, and enjoy your life more fully.

Welcome to AEGLE. Welcome to the science of feeling better.

Dr. Courtney Perez
Founder & Physician, AEGLE Health Club

EXECUTIVE SUMMARY

AEGLE is Atlanta's only evidence-based luxury wellness club, blending the rigor of clinical science with the elevated experience of premium hospitality. Where traditional gyms chase aesthetics, spas offer indulgence, and healthcare waits for symptoms, AEGLE delivers personalized, data-driven programs in a beautiful, restorative environment - empowering members to achieve meaningful, measurable, and sustainable health outcomes.

The club is built for high-achieving adults who want lasting improvements in how they feel and function. It begins from a simple conviction: people make healthier choices when they feel better, and they feel better when they understand the science behind their health.

The result is wellness reframed. Not indulgence, but investment; not promises, but proof; not a diagnosis, but a person. At AEGLE, science cuts through the chaos, so members can care for themselves and connect with others while feeling calm, confident, and in control.

> *Personalized, efficacy and data-driven programs, delivered in a beautiful, restorative environment - for health outcomes that are meaningful, measurable, and sustainable.*

THE AEGLE STORY

In Greek mythology, Aegle was the daughter of Asclepius, god of medicine and healing, and Epione, goddess of soothing pain and the comforting, nurturing side of medicine. She inherited the balance of her parents. The rigor of medicine and the tenderness of care - to become the **goddess of radiant wellness and vitality**: not merely the absence of illness, but the presence of glow, strength, and balance.

We chose the name AEGLE because it captures the ideal we exist to deliver: radiant, enduring health. It signals a focus that goes beyond fitness or aesthetics - a commitment to measurable, science-led wellbeing paired with a tender care that shows outwardly and endures over time.

The name aligns ancient wisdom with modern evidence, connecting the timeless pursuit of vitality with today's data-driven approach to health optimization. The result feels both elevated and purposeful - a symbol of disciplined care, intelligent training, and health that truly shines.

SCIENCE AND SOUL

The “science” in our tag line reflects our commitment to evidence, measurement, and continuous learning. The “soul” reflects something equally important - that you are more than a collection of lab values, diagnoses, or fitness metrics.

SCIENCE

We measure because it helps us understand. We evaluate the evidence, test ideas, and refine our approach over time. Every recommendation is guided by safety, evidence, and thoughtful clinical judgment – not trends or marketing.

SOUL

We recognize the whole person. Someone with dreams, responsibilities, strengths, and extraordinary potential. We teach because knowledge creates confidence. We coach because lasting change happens through encouragement, accountability, and trust.

Great healthcare recognizes disease. Great fitness builds strength. Great coaching inspires change. But true wellness begins when we recognize the whole person. At AEGLE, technology never replaces human connection. It enhances it.

WHAT EVIDENCE-BASED MEANS

This is not 'functional medicine' or 'alternative medicine.' The therapies we recommend rest on evidence obtained through standard scientific methods. I am a US-trained physician, and I believe in Western medicine. There is much we can learn from traditional and eastern healing practices, but we still need evidence that they work and, more importantly, that they do no harm, or that the benefits outweigh the risks for that individual.

Many of the therapies we offer are new, and some of the evidence is still in its infancy. We take pains to tell members which are backed by established data and which remain experimental. We watch closely for side effects, and we do not use a risky therapy until the data show it is more likely than not to be safe. Risk balanced by benefit guides every recommendation.

> *If a therapy has the power to heal, it has the power to harm. "Natural" does not mean safe - some of the most dangerous poisons are entirely natural.*

So, we keep testing, and we reevaluate for every member. Just because something works for others doesn't mean it works for you. If it doesn't, no matter what the data says, we move on and try something else - because that is what science is.

Dr. Courtney Perez
Founder & Physician, AEGLE Health Club

THE AEGLE MANIFESTO

We believe health was never meant to live in separate boxes. That the body is connected, sleep to recovery, recovery to movement, movement to metabolism, all of it to how you feel.

We believe feeling better is not the reward at the end of the journey. It is where the journey begins.

We believe knowledge is empowering, that biology shapes behavior, and that lasting change rarely comes from willpower alone.

We believe the newest tools are neither miracles nor mistakes - only tools, to be understood, measured, and chosen for you.

We believe you are more than your metrics.

THIS IS THE SCIENCE OF FEELING BETTER.

THE SCIENCE AND SOUL OF YOU.

MISSION, VISION & VALUES

MISSION

To help our members feel better and live more fully through personalized, evidence-based wellness delivered with genuine human care.

VISION

A new model of healthcare: one that empowers people to understand their bodies and act to protect their vitality long before disease develops.

VALUES

Evidence.

We measure, test and refine. Every recommendation is grounded in science, not trend.

Personalization.

We build around you, never a template. Your story shapes your plan.

Education.

We teach the "why," because knowledge turns healthy choices into confident ones.

Care.

We treat every member as a whole person, never a diagnosis.

Safety.

We put evidence and clinical judgment before marketing - always.

PART II

THE OPPORTUNITY

The world AEGLE is being born into - a shift from promises to proof, and from treating illness to sustaining vitality.

THE OPPORTUNITY

For years, health lived in separate boxes - medicine, fitness, nutrition, recovery - and wellness was sold on promises. That world is changing, and AEGLE is built for what comes next.

— The Future of Health

For a century, healthcare has been organized around disease - treating illness once it appears. A new generation wants more than the absence of sickness; they want to feel better, function better, and stay well. AEGLE is built for this shift: from treating disease to sustaining vitality, and from reassurance that "nothing is wrong" to a real, measurable plan for feeling right.

— Why Evidence-Based Wellness Matters

After years of fad-driven fitness and exaggerated claims, consumers have become skeptical and global research unearthed a 'Wellness Confidence Gap.' Wearables, biometrics, and accessible research have normalized data-driven decisions, helping to build confidence and trust to bridge the gap. "Does it work?" has replaced "does it look good?" Science signals credibility and cuts through the noise, replacing trends with structured, measurable pathways. At AEGLE, evidence isn't a marketing word; it's the standard every program is held to.

— The Longevity Revolution

Metrics once reserved for elite performance: VO_2 max, metabolic health, muscle mass, recovery - are now mainstream, and aging is increasingly understood as modifiable rather than inevitable. Health is no longer only about how long we live, but how well: sustaining energy, resilience, and independence across every decade. AEGLE reframes wellness as an investment in that future.

— Why Now

The science has matured and so has the consumer. Research has made health optimization actionable, while informed members are ready to invest in proof over promises. The tools, the evidence, and the appetite have finally converged. AEGLE brings them together at the precise moment the world is ready for it.

PART III

THE AEGLE EXPERIENCE

We don't begin with a workout, or a prescription.
We begin by getting to know you.

THE AEGLE EXPERIENCE

Personalization isn't a luxury at AEGLE. It is the foundation of everything we do. Your membership isn't built around a template - it's built around you.

— Member Journey

Every membership begins not with a workout or a prescription, but with listening. We take time to understand your history, your habits, and what matters most to you, so everything that follows is built around your goals.

— Health Assessments

We start with a comprehensive picture: strength, mobility, body composition, cardiovascular fitness, metabolism, movement quality, nutrition, and recovery, with advanced testing where appropriate. These baselines turn “how am I doing?” into clear, measurable answers.

— Performance

Training at AEGLE is intelligent and individualized. Evidence-based programming that adapts as you grow stronger and your goals evolve. Rather than generic routines, we prescribe movement designed for your body, to improve performance and reduce injury risk over a lifetime.

— Recovery

Progress is made in recovery as much as in effort. We treat sleep, rest, and restoration as disciplines in their own right. This is the foundation that makes every other gain possible and sustainable.

— Nutrition

Nutrition at AEGLE fits your life and your biology. Guided by evidence and your own data, we help you fuel in a way that's sustainable because it's built for you - not the latest diet.

— Community

Lasting change rarely happens alone. AEGLE surrounds members with encouragement, accountability, and trust. A community and a coaching relationship that make healthy choices easier to keep.

— Hospitality

Science is delivered here with the warmth and polish of premium hospitality. From the space to the service, every detail is designed to feel restorative, considered, and genuinely caring.

— Technology

The newest tools - AI, wearables, GLP-1 medications, peptides, recovery tech - are neither miracles nor mistakes. They are tools, to be understood, measured, and chosen for you. We weigh the science and your circumstances, because the most important question is never whether something is popular, but whether it's right for you. Technology never replaces human connection; it enhances it.

PART IV

THE COMPANY

The people and the principles behind AEGLE
Led by a physician's conviction that people deserve a plan.

PART IV · FOUNDER STORY

DR. COURTNEY PEREZ

Founder · Chief Executive Officer · Medical Director

Dr. Courtney Perez is the founder and visionary behind AEGLE Health Club. A UCSF- and Stanford-trained physician with more than twenty-five years of clinical experience, she has dedicated her career to helping patients detect disease earlier, improve outcomes, and make better health decisions through evidence-based medicine.

Recognizing that modern healthcare too often focuses on treating illness rather than preventing it, Dr. Perez founded AEGLE to bridge the gap between medicine, exercise science, nutrition, recovery, and technology. Her vision is a new model of care - one that empowers individuals to understand their bodies before disease develops, through comprehensive assessments, personalized coaching, and measurable data.

As Chief Executive Officer and Medical Director, she oversees the company's strategic direction, clinical philosophy, medical services, scientific integrity, and long-term innovation.

> *Exceptional healthcare begins with education, curiosity, and treating every member as an individual rather than a diagnosis.*

LEADERSHIP TEAM

Working alongside founder Dr. Courtney Perez, AEGLE's leadership unites medicine, hospitality, technology, and performance science - pairing an innovative model of care with the discipline to deliver it beautifully.

EXECUTIVE LEADERSHIP

Mark Wills

Chief Operating Officer & Chief Marketing Officer

With decades of executive leadership spanning marketing, hospitality, technology, and consumer experience, Mark translates AEGLE's vision into a seamless member journey. He unites operations, sales, marketing, and engagement so that every touchpoint reflects the club's commitment to science, service, and exceptional hospitality.

Jim Thomas

Chief Strategy Advisor

With more than thirty-five years in the fitness industry, Jim has advised hundreds of health clubs on startup planning, operations, profitability, acquisitions, and expansion. Involved since AEGLE's earliest planning stages, he pairs innovative healthcare concepts with proven business fundamentals - helping the club avoid the common pitfalls of new ventures.

Nicolás Perez

Chief Information & Innovation Officer

A Brown University computer scientist, Nicolás leads AEGLE's technology strategy across software engineering, AI, machine learning, and cybersecurity. He connects advanced assessments, wearables, and member applications into a single, data-driven platform that delivers highly personalized health insights.

OPERATIONS & PERFORMANCE LEADERSHIP

Hallie Chase

Vice President of Member Experience & Operations

Combining executive leadership in corporate human resources with more than a decade at one of the nation's premier luxury health clubs, Hallie leads the operational systems and service culture that define AEGLE, building high-performing teams and ensuring every interaction reflects the club's concierge-level approach to wellness.

Tomas Perez

Director of Fitness Operations

Tomas oversees the daily operation of AEGLE's fitness floor and coaching team, upholding the standards of coaching, professionalism, and engagement that define the experience. Working closely with Performance Science, he turns sophisticated assessment data into consistent, individualized coaching.

Juan Parisi Sitjar

Director of Performance Science & Human Performance

With advanced training in exercise science and experience in collegiate athletics, strength and conditioning, and rehabilitation, Juan leads AEGLE's evidence-based programming, building personalized exercise prescriptions from each member's assessments to improve performance, reduce injury risk, and optimize lifelong health.

MEDICAL ADVISORY BOARD

AEGLE's Medical Advisory Board provides independent scientific oversight of the club's protocols, technologies, and health programs - ensuring that safety and evidence always come before trends. Board appointments will be announced ahead of opening.

THE ROAD TO OPENING

AEGLE Health Club is expected to open in Q2 2027. Ahead of that opening, AEGLE will open the AEGLE Sales Studio - a separate, standalone facility occupying Suite B1, The Complex, 1175 Chattahoochee Ave NW, Atlanta, GA 30318, in the same development as the club.

— The AEGLE Sales Studio

The Sales Studio is designed to give prospective members a taste of what is to come. It will not offer the full range of products and services of the finished club, but future members will be able to experience:

Assessments. A sample of the AEGLE Assessments (details to follow).

Clinical services. A sample of AEGLE's Clinical Services (details to follow).

Personal training. One-on-one and small-group personal training.

EGYM. A sample of the AI-assisted EGYM equipment.

Peloton. A sample of the Peloton Studio bikes and rowers.

Pilates. One-on-one and small-group Pilates classes.

— Founding Memberships

AEGLE is offering a limited number of Founding Memberships, strictly limited to the first 120 members, across three tiers:

Inner Circle. The first 25 memberships.

Founders Circle. The next 50 memberships.

Founding Members. The final 45 memberships.

Each tier offers not only the prestige of being a Founding Member, but also significant membership privileges. Please contact AEGLE Health Club for further details.

PART V

MEDIA & BRAND RESOURCES

Everything the press and our partners need – ready to use, and unmistakably AEGLE.

FOR IMMEDIATE RELEASE

AEGLE HEALTH CLUB TO BRING EVIDENCE-BASED LUXURY WELLNESS TO ATLANTA

A physician-founded club unites clinical science, exercise physiology, recovery, nutrition, and technology - reframing wellness from indulgence to investment.

ATLANTA, GEORGIA — July 13, 2026 — AEGLE Health Club, Atlanta's first evidence-based luxury wellness club, today announced its launch. Founded by physician Dr. Courtney Perez, AEGLE blends the rigor of clinical science with the elevated experience of premium hospitality, offering members personalized, data-driven programs designed for meaningful, measurable, and sustainable health outcomes.

AEGLE arrives as consumer expectations shift from promises to proof. After years of fad-driven fitness, informed members increasingly ask “does it work?” rather than “does it look good?” AEGLE answers with comprehensive assessments, personalized coaching, and measurable data - bridging the gap between the gym, the spa, and the doctor's office.

“Many people don't have a disease - they simply don't feel well, and they deserve more than reassurance. They deserve a plan,” said Dr. Courtney Perez, Founder and Medical Director. *“We created AEGLE so people can understand their bodies and make lasting change.”*

Every membership begins with listening and a comprehensive assessment, from which the team builds individualized programs across performance, recovery, nutrition, and technology. Emerging tools - from wearables and AI to GLP-1 medications - are evaluated through a single lens: not whether they are popular, but whether they are right for each member, with safety and evidence always before trends. AEGLE Health Club is expected to open in Q2 2027. Ahead of opening, the AEGLE Sales Studio - a standalone preview facility at Suite B1, The Complex, 1175 Chattahoochee Ave NW, Atlanta, GA 30318 - will give prospective members an early experience of the club, alongside a strictly limited release of 120 Founding Memberships. Details are available at aeglehealthclub.com.

ABOUT AEGLE HEALTH CLUB

AEGLE Health Club is Atlanta's evidence-based luxury wellness club, uniting medicine, exercise science, recovery, nutrition, and technology to help members feel better and sustain vitality over a lifetime. Named for the Greek goddess of radiant health, AEGLE reframes wellness as investment, not indulgence - the science, and soul, of feeling better.

Media contact: Mark Wills · mwills@aeglehealthclub.com · +1.404.861.8359 · aeglehealthclub.com

FACT SHEET

WHAT	Atlanta's evidence-based luxury wellness club.
CATEGORY	Preventive, science-led wellness: medicine, fitness, recovery, nutrition and hospitality.
LOCATION	Atlanta, Georgia: 1175 Chattahoochee Ave NW, Suite G, Atlanta, GA 30318. AEGLE Sales Studio, Suite B1
OPENING	Club expected Q2 2027; Sales Studio opens ahead of it.
MEMBERSHIP	Strictly limited to fewer than 600 in order to guarantee member experience. Launching with 120 Founding Memberships: Inner Circle (25), Founders Circle (50), Founding Members (45).
FOUNDER	Dr. Courtney Perez, MD - UCSF- and Stanford-trained physician.
LEADERSHIP	Mark Wills (COO & CMO); Jim Thomas (Chief Strategy Advisor); Nicolás Perez (CIO & Innovation); Hallie Chase (VP Member Experience & Operations); Tomas Perez (Director, Fitness Operations); Juan Parisi Sitjar (Director, Performance Science).
FOR	High-achieving adults seeking lasting improvements in how they feel and function.
DIFFERENCE	Personalized, data-driven programs delivered with premium hospitality - unlike traditional gyms, beauty-led spas, or symptom-focused healthcare.
SERVICES	Assessments; performance training; recovery; nutrition; technology; education; community.
PHILOSOPHY	“The science - and soul - of feeling better.”
WEBSITE	aeglehealthclub.com
MEDIA CONTACT	Mark Wills · mwills@aeglehealthclub.com · +1.404.861.8359

FAQ

Q What is AEGLE Health Club?
Atlanta's first evidence-based luxury wellness club. Where medicine, exercise science, recovery, nutrition, technology, and education come together to help members understand their bodies and make lasting change.

Q How is AEGLE different from a gym, a spa, or a doctor's office?
A gym focuses on exercise, a spa on indulgence, and healthcare on treating illness once it appears. AEGLE unites the strengths of all three in order to help members feel better and sustain vitality before problems develop.

Q What does "evidence-based" actually mean here?
Every recommendation is grounded in science and measurement rather than trend. We assess, test, and refine over time, holding each program to whether it demonstrably helps you feel and function better.

Q What happens when I join?
Your membership begins with listening and a comprehensive assessment: strength, mobility, body composition, cardiovascular fitness, metabolism, movement, nutrition, and recovery. From that baseline, your team builds a plan around your goals.

Q Do I need to be very fit, or have a health problem, to benefit?
No. AEGLE is for anyone who wants to feel and function better - recovering energy, building strength, improving a health marker, or investing in long-term vitality.

Q What is AEGLE's view on trends like GLP-1 medications, wearables, or cold plunges?
These are tools, not belief systems. We weigh the science and your circumstances, because the question is never whether something is popular, but whether it's right for you. Safety and evidence come before trends.

Q Does technology replace the human coaching relationship?
Never. Data helps us understand you more precisely, but lasting change happens through education, encouragement, accountability, and trust. Technology enhances human connection; it doesn't replace it.

Q Who leads AEGLE, and where is it located?
AEGLE was founded by Dr. Courtney Perez, a UCSF - and Stanford-trained physician, with a leadership team spanning medicine, hospitality, technology, and performance science. The club is located in Atlanta and is expected to open in Q2 2027. Ahead of opening, the AEGLE Sales Studio at Suite B1, The Complex, 1175 Chattahoochee Ave NW, Atlanta, GA 30318 will give

prospective members an early experience, and 120 Founding Memberships are being released across three tiers. Details at aeglehealthclub.com.

PHOTOGRAPHY GUIDE

A distinct photographic style signals AEGLE's identity, builds trust, and sets the brand apart from the crowded, generic world of stock imagery. A consistent treatment can be applied to existing images and to photography of the club itself, so every picture feels unmistakably AEGLE.

— The Treatment

A warm lemon tone runs throughout, with a slight vignette darkening at the edges. This unifies even stock photography with the brand and gives every image a cohesive, editorial warmth.

— The Feeling

Photography is editorial rather than staged - capturing a genuine moment between a trainer and a member, or an individual experiencing an emotion. It should feel authentic and legitimate, never generic.

THREE QUALITIES

Aspirational. This is what you can achieve.

Personal. We see you and connect to you.

Emotional. Mind and body are at work.

BRAND ASSETS

LOGO

Primary lockup, locked. Use only in Forest or Clay. Black and white/reversed variants and the A-Mark badge are provided for small and single-color applications.

COLOUR

- **Forest** #202E17 *Primary — logo, headlines, dark grounds*
- **Fern** #8BA87E *Secondary — backgrounds, icons*
- **Wintergreen** #61827C *Secondary — subheads, rules*
- **Midnight** #1A3A53 *Secondary — depth, accents*
- **Clay** #E4DDCE *Backgrounds, reversed logo, light grounds*
- **Lemon** #E1B148 *Accent — highlights, use sparingly*
- **Carrot** #C57F2A *Accent — calls to action, use sparingly*

TYPE & ELEMENTS

Typefaces: Cormorant Garamond (Regular, Bold, Italic) for all brand typography; Montserrat for small utility and legal text. **Design elements:** the Intersecting Waves and the A-Mark badge.

FOUNDING WHITE PAPERS

The scientific and philosophical foundation for AEGLE is set out in two white papers by founder Dr. Courtney Perez.

The Science of Feeling Better DR. COURTNEY PEREZ

Argues that feeling better - more energy, less pain, better sleep, clearer thinking - is where every health journey should begin. It makes the case that health has been wrongly divided into silos, that many people who feel unwell have no diagnosable disease yet still deserve a plan. It explains lasting change comes from combining evidence-based medicine, exercise, recovery, nutrition, sleep, education, and community - personalized, and grounded in understanding the science.

The Science and Soul of You DR. COURTNEY PEREZ

Argues that no two people are alike, so care must begin by getting to know the person rather than prescribing a template. It distinguishes “science” (evidence, measurement, continuous learning) from “soul” (the whole person - dreams, fears, potential), frames emerging tools as instruments to be evaluated per individual and concludes that true wellness pairs objective data with genuine human connection.

SCIENTIFIC REFERENCES

A formal reference list - spanning exercise physiology, metabolic and cardiovascular health, longevity, and recovery science - accompanies AEGLE's clinical protocols and its white papers. It is available to media upon request.

BRAND GUIDELINES SUMMARY

THE NAME	AEGLE: the Greek goddess of radiant health; daughter of Asclepius (medicine) and Epione (comfort). It signals measurable, science-led wellbeing paired with tender, enduring care.
POSITIONING	Atlanta's first evidence-based luxury wellness club, blending clinical science with premium hospitality.
LOGO	Primary lockup, locked; used only in Forest or Clay. A-Mark badge for small applications.
COLOR	Forest (primary); Fern, Wintergreen, Midnight (secondary); Clay; Lemon and Carrot (accents, sparingly).
TYPE	Cormorant Garamond for brand typography and copy. AEGLE is always set in all caps.
DISTINCTIVE BRAND ASSETS	The Intersecting Waves and the A-Mark badge, derived from the wave within the logo.
TONE OF VOICE	Warm and human, yet authoritative and evidence led. Calm, confident, and clear — never hype. We explain the “why,” speak to the whole person, and let proof do the persuading.
PHOTOGRAPHY	Warm lemon tone with a soft vignette; editorial, personal, and emotional - aspirational without being generic.

LOGO USAGE GUIDE

DO

Clear space. Allow ample space around the logo - at least the height of the lowercase “t” in “health.”

Clay on dark. Use the Clay logo on dark backgrounds; Forest on light.

Overlays. Darken or lighten photography with a color overlay so the logo stays clear and legible.

DON'T

No off-brand color. Never use the logo in any color besides Forest or Clay.

No distortion. Never skew or disproportionately scale the lockup or alter its proportions.

Mind the size. Never use it smaller than 0.5″ tall, which risks the legibility of “health club.”

Mind the ground. Avoid high-contrast photo areas and low-contrast color backgrounds where the logo is hard to see.

Fine print. In very small or printed uses where thin lines can plug, use white rather than Clay.

PHOTOGRAPHY SPECIFICATIONS

A concise technical checklist for producing and treating AEGLE imagery. For the creative direction behind these specs, see the Photography Guide in Part V.

Tone. Apply a warm lemon tone consistently across the image.

Vignette. Add a slight darkening at the edges to focus the eye and unify the frame.

Framing. Favor editorial, candid composition - real moments over posed setups.

Badging. Where ownership must be signaled, place the A-Mark in a corner of the image.

Legibility. When a logo overlays a photo, use an overlay so it remains clearly legible.

Avoid. Generic, obviously staged, or inauthentic stock imagery.

MEDIA DOWNLOADS

Native-format brand assets and press materials are available to media and partners. Download links will be provided at aeglehealthclub.com/press.

Logo Package [URL TO COME]

Primary lockup in Forest, Clay, Black, and White/Reversed, plus the A-Mark badge.

Design Elements [URL TO COME]

The Intersecting Waves (green-and-gold and clay-and-green sets), as individual elements and in intersecting pairs.

Brand Guidelines [URL TO COME]

The full AEGLE brand identity guidelines.

Founding White Papers [URL TO COME]

The Science of Feeling Better and The Science and Soul of You, by Dr. Courtney Perez.

Photography [URL TO COME]

The treated AEGLE imagery library.

AEGLE
health club

The science & soul of you.

aeglehealthclub.com