



Brand Use Made Simple

How to Use (and Not Use) Revelation Wellness® RevFit & LiveWell Names

As a **Certified LiveWell Health Coach** or **RevFit Instructor**, you have the opportunity to represent Revelation Wellness®, and we're so grateful you carry this message into the world!

While you are actively certified and in good standing, you're invited to use certain names and materials in ways that keep our brand clear, unified, and strong for everyone.

To help with that, this guide outlines what's encouraged and what to avoid. (You can always refer to your full LiveWell Coach Agreement for more details.)

What You Can Do:

While you are an **active LiveWell Health Coach or RevFit Instructor in good standing**, you may:

1. Identify your certification

You can confidently share your role:

- "Certified LiveWell Health Coach" "Certified RevFit Instructor"
- "Revelation Wellness® LiveWell Health Coach" "Revelation Wellness® RevFit Instructor"

2. Promote classes you are teaching

You may use the names when promoting approved courses or classes.

Example::

- "Class led by Certified LiveWell Health Coach/RevFit Instructor Jane Smith"

3. Use approved materials

Feel free to use official course materials, branding, and resources when teaching approved classes.

4. Promote your coaching

You can share that you're an Independent Certified LiveWell Health Coach or RevFit Instructor across your platforms.

Example:

- "Jane Smith – Certified LiveWell Health Coach through Revelation Wellness®" or "Jane Smith- Certified RevFit Instructor"

What to Avoid:

To protect both you and the integrity of the brand, there are a few important boundaries:

1. Naming your business or programs

We ask that you don't use "LiveWell," "RevFit," or "Revelation Wellness" in the name of your business, ministry, or original programs.

Instead, we encourage you to build and name your own unique brand.

Examples to avoid:

- "LiveWell Fitness"
- "Revelation Wellness Pilates"
- "LiveWell Coaching with Jane"

2. Creating independent programs

If you create your own workouts, retreats, or offerings, we ask that you not attach Revelation Wellness® names to them.

Examples to avoid:

- "LiveWell Bootcamp"
- "LiveWell Retreat"
- "RevFit Retreat"
- "Revelation Wellness Strength Program"

3. Domains and trademarks

Please don't register domains or trademarks using Revelation Wellness® or LiveWell names.

Examples to avoid:

- livewellfitness.com
- revelationwellnesspilates.com

4. Logos or branding

To keep things consistent and recognizable, please use all logos and materials as provided—without modification.

Please do not:

- Change colors
- Modify logos
- Combine with other logos
- Sell or market any printed items with the trademarks

5. Representation

You are an important part of this community, and we want to be clear and accurate. Please



represent yourself as certified, but not as an owner or official representative of Revelation Wellness®.

Correct example:

- “Certified LiveWell Health Coach”

Incorrect example:

- “LiveWell Director”
- “Official Revelation Wellness Program”

All Revelation Wellness® content, materials, programs, and intellectual property remain the sole property of Revelation Wellness®. Any use of these materials does not grant ownership rights.

If Your Certification Ends:

If your certification becomes inactive, including failure to pay monthly dues, we ask that you remove all use of Revelation Wellness® names and materials from your platforms and content.

If Something Gets Off Track

If we notice something that doesn’t align with these guidelines, we’ll always start with a conversation and give you the opportunity to make it right.

Our heart is to support you and keep things clear for everyone.

If needed, continued misuse may result in further action, including loss of certification or access to materials—but our goal is always alignment and restoration.

Our Shared Responsibility

Revelation Wellness® represents something meaningful—a message, a mission, and a trusted standard.

Using these names well helps protect not just the organization, but *you* and the entire community you’re part of.

If you’re ever unsure, just ask. We’re always here to help.

