01 PRIMARY LOGO

STRIDE

02 LOGO VARIATIONS

STRIDE

REVERSED

ST

COMPACT

STRIDE

MONOCHROME

03 TAGLINE & VOICE

Find your next move.

Energetic and practical. Invite exploration without promising speed, strength, protection or performance improvements.

04 COLOR PALETTE

#24342B

PRIMARY
RGB 36 52 43

#F1F5E8

BASE
RGB 241 245 232

#B3C968

ACCENT
RGB 179 201 104

#FFFFFF

LIGHT
RGB 255 255 255

05 TYPOGRAPHY

Aa

Archivo Black
Logo & headings

Aa

Inter
Body copy & interface

06 PATTERN

07 IN USE



Business card / front



Social post



Website hero