STRIDE

Find your next move.

Visual identity guidelines

SAMPLE

01

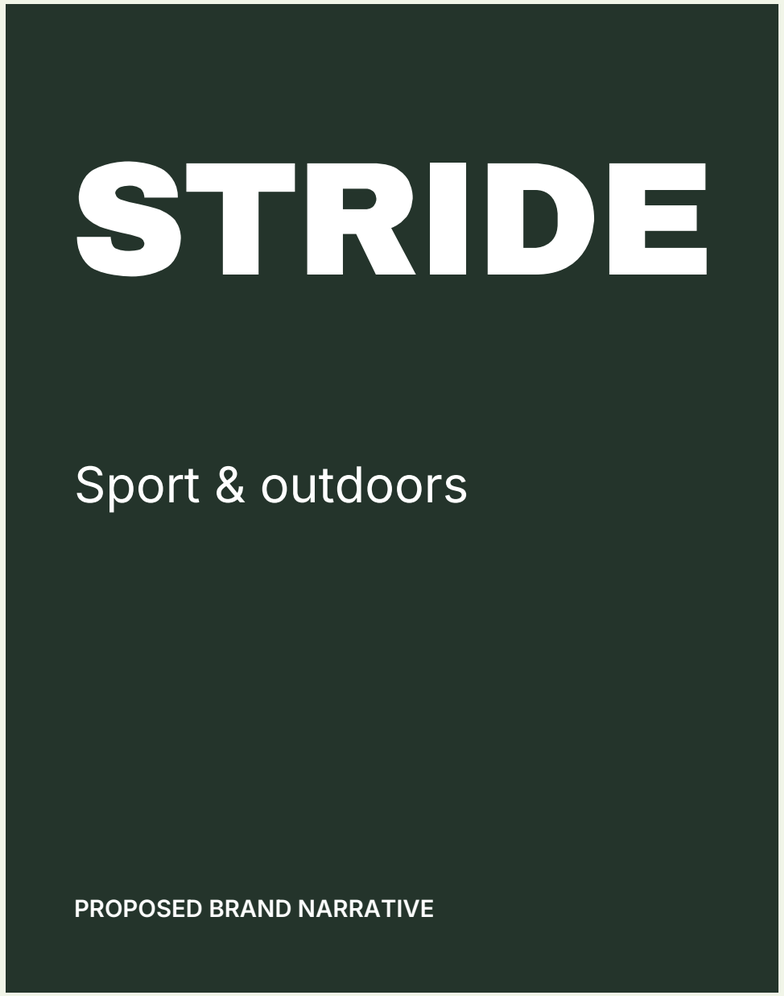
Contents

FOUNDATIONS, DESIGN RULES & APPLICATIONS

01	Visual identity guidelines	16	Typographic hierarchy
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02

About the brand



STRIDE is a fictional sports identity. Wide lettering, clear hierarchy and open space give campaign messages a direct presentation.

This narrative follows the project brief. Use verified brand-supplied information for founding dates, certifications, company history and product claims.

03

Identity at a glance





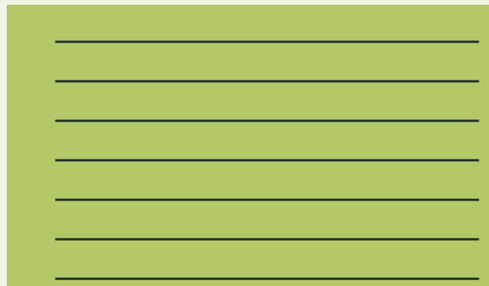
One identity. Every expression.

The signature, palette, typography and applications share one system. Edit your identity and export again to keep every asset aligned.

Aa

Archivo Black

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



#24342B	PRIMARY
#F1F5E8	BASE
#B3C968	ACCENT
#FFFFFF	LIGHT

04

Brand foundation

POSITIONING

A direct visual identity for a fictional movement and outdoor accessories collection.

AUDIENCE

People exploring movement and outdoor accessories for their everyday routines.

FROM POSITIONING TO DESIGN

Let the audience determine the information hierarchy. Use the positioning to choose copy, imagery and relevant applications. Keep the signature, typography and palette consistent; let real product information lead the design.

05

Voice & expression

Find your next move.

OUR VOICE

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

WRITING PRINCIPLES

Use concrete language about the real business. Give each sentence one clear thought. Support product, certification and numerical claims with evidence.

06

Professional personality

CHARACTER & TONE

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

Turn the voice into repeatable behavior, beyond a list of adjectives.

01 **SPEAK CLEARLY**

Explain the product in words your audience uses. Answer their question before introducing the brand.

02 **SHOW UP CONSISTENTLY**

Use the type, palette and spacing in this guide. Start each handoff from the same source files.

03 **MAKE IT CREDIBLE**

Be specific about specifications and scope. Promise only what the business can deliver.

07

Primary signature



The primary signature is typeset in Archivo Black and exported as vector outlines, independent of installed fonts.

logos/primary.svg

08

Signature variations

STRIDE

PRIMARY

STRIDE

REVERSED

STRIDE

MONOCHROME

ST

COMPACT

09

Clear space & scale



Give the mark room

X is half the visible mark height. Keep at least 1X clear on every side, free from text or graphics.

STRIDE **ST**

Suggested starting sizes: 120 px full signature; 32 px compact mark. Test complex marks, long names and small print separately.

10

Using the signature



01

KEEP PROPORTIONS

Scale the source uniformly; never stretch one axis.



02

KEEP CONTRAST

Use a dark mark on light surfaces and the reversed version on dark ones.



03

KEEP IT INTACT

Do not rotate it, add outlines or apply arbitrary effects.

11

Color system

01 / PRIMARY

#24342B

RGB 36 / 52 / 43

Recognition & emphasis

02 / BASE

#F1F5E8

RGB 241 / 245 / 232

Primary reading surface

03 / ACCENT

#B3C968

RGB 179 / 201 / 104

Accent & support

04 / LIGHT

#FFFFFF

RGB 255 / 255 / 255

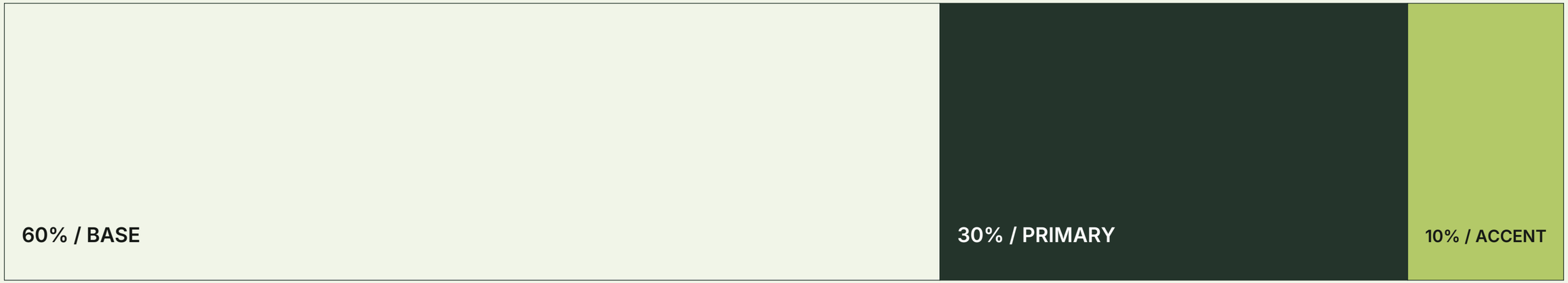
Space & background

Digital color space: sRGB. Confirm print colors against stock, ink and physical proofs.

12

Color usage

AN ADAPTABLE STARTING POINT



LET THE BASE CARRY CONTENT

Give body copy a calm reading surface with a clear, continuous background.

BUILD RECOGNITION

Use the primary color for signatures, key headings and important actions across channels.

USE ACCENTS WITH RESTRAINT

Use accent color in small areas. Ratios guide composition; verify text contrast separately.

13

Color & accessibility

Aa / Text

11.85:1 AA PASS

#24342B on #F1F5E8

Aa / Text

13.12:1 AA PASS

#24342B on #FFFFFF

Aa / Text

1.65:1 NOT FOR TEXT

#B3C968 on #F1F5E8

Aa / Text

13.12:1 AA PASS

#FFFFFF on #24342B

Aa / Text

1.65:1 NOT FOR TEXT

#F1F5E8 on #B3C968

Aa / Text

7.16:1 AA PASS

#B3C968 on #24342B

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Typography

Aa

Archivo Black

Display face / signatures, titles and key expressions

Inter

Clarity in every line.

Noto Sans SC

Body copy uses Inter; Chinese uses Noto Sans SC. Bundled fonts include SIL OFL licenses.

DISPLAY 56 / 1.1

HEADING 32 / 1.25

BODY 16 / 1.6

15

Typographic hierarchy

SPECIMEN / ONE MESSAGE, CLEAR HIERARCHY

SPORT & OUTDOORS

Find your next move.

A direct visual identity for a fictional movement and outdoor accessories collection.

STRIDE

01 / EYEBROW

12-14 px / Inter

02 / DISPLAY

40-56 px / Archivo Black

03 / BODY

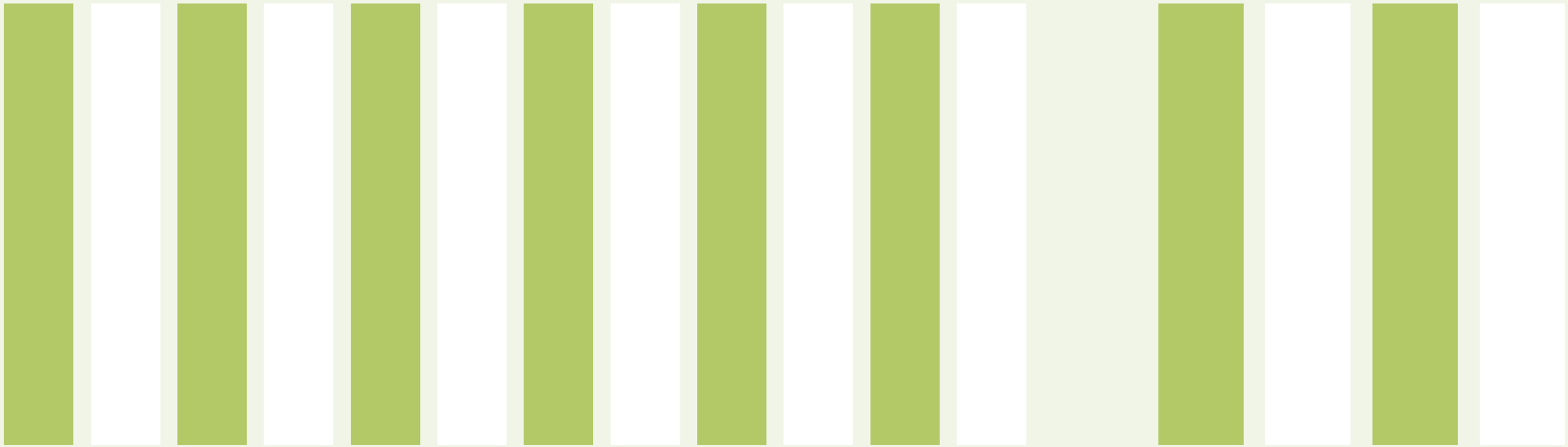
16-20 px / Inter

04 / CAPTION

12-14 px / Inter

16

Layout & rhythm



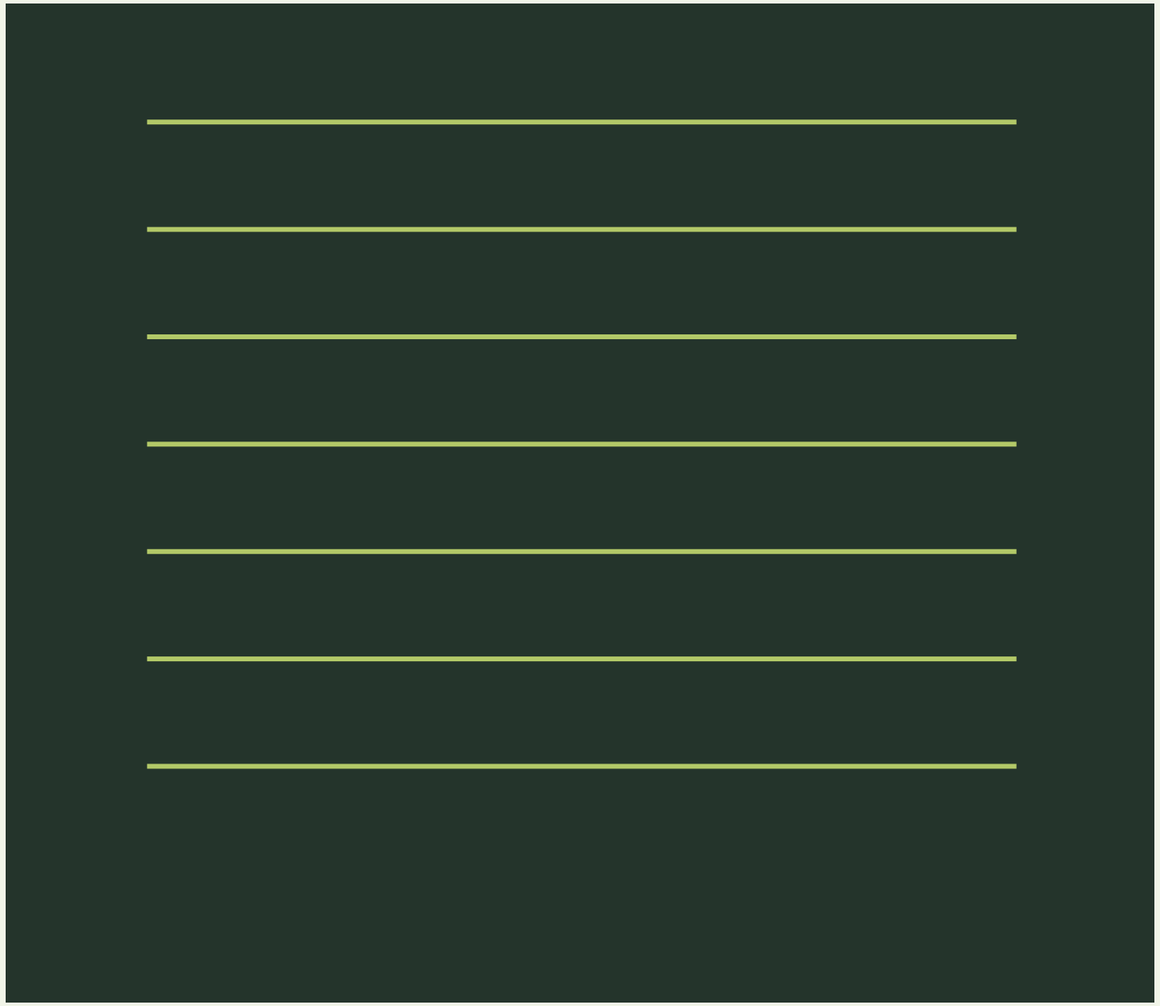
12 COLUMNS / DESKTOP

4 COLUMNS / MOBILE

Use an 8 px spacing rhythm: 8 / 16 / 24 / 32 / 48 / 64. Establish order through alignment and distinguish hierarchy through space.

17

Graphic language



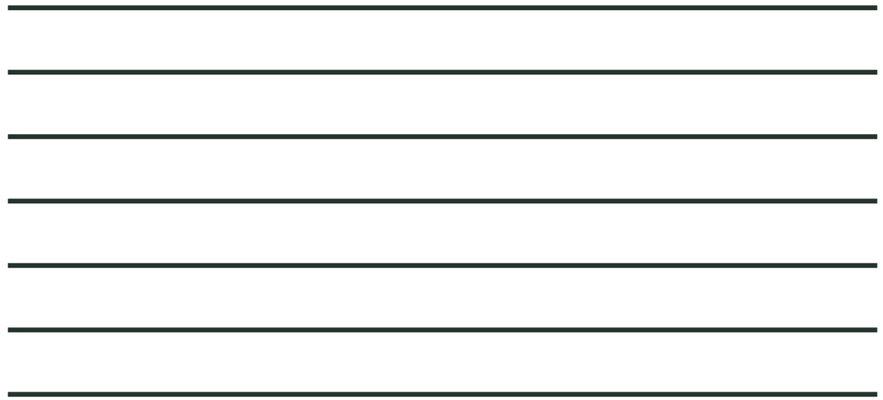


Repeat, with room.

The graphic motif connects applications. Keep it within the palette, control its density and protect the signature’s clear space.

18

Design elements



MOTIF / LINES



LABELS & DIVIDERS

KEEP INFORMATION ALIGNED

Build from one visual vocabulary.

Repeat the motif, fine dividers and clear labels. Keep line weight and alignment consistent. Avoid unrelated decoration and keep graphics clear of copy and signatures.

19

Image direction



IMAGE SPACE / ADD YOUR PRODUCT PHOTO

Use approved photos of actual products and realistic activities. Do not suggest protective or performance capabilities without evidence.

Verify product shape, labels and materials against the source. Review AI images against originals; missing images are never counted as delivered assets.

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Brand stationery

STRIDE

Find your next move.

Sport & outdoors

Every introduction is part of the brand.

EDITABLE SVG / 1050 × 600

STRIDE

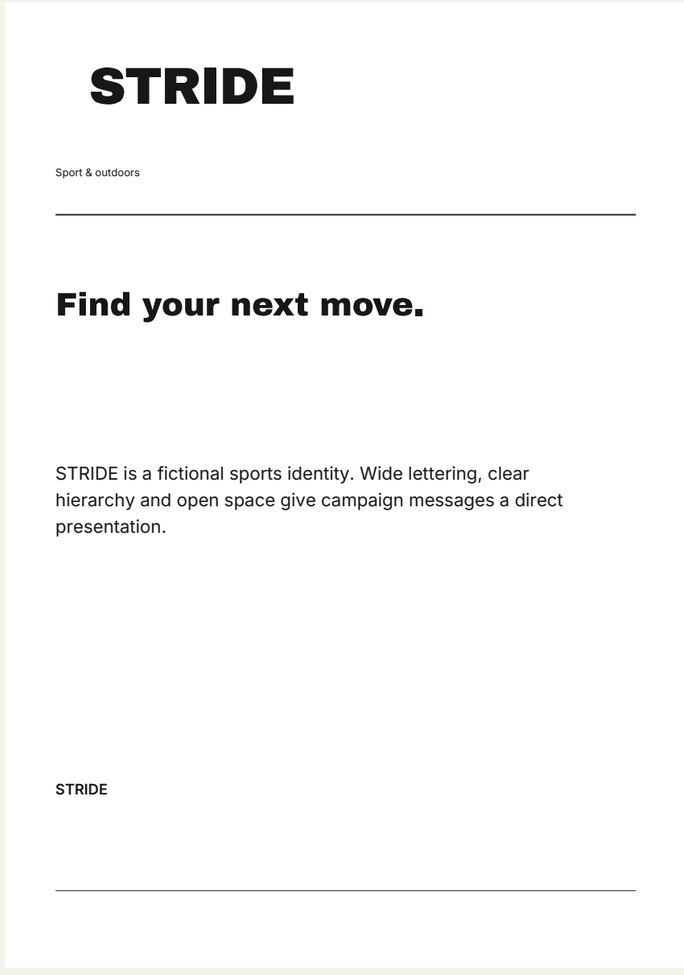
STRIDE

Sport & outdoors

Find your next move.

21

Print media





LETTERHEAD & ENVELOPE

Carry the signature, contact details and shared alignment into print. SVGs are sRGB concept sources; confirm physical size, bleed, paper and CMYK conversion with the printer, then proof.

22

Packaging concept



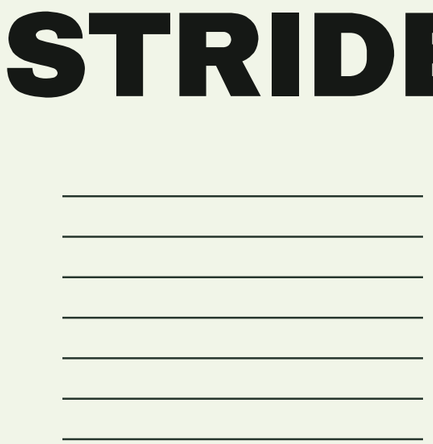
Carry the identity onto the package.

An editable label concept establishes signature, headline and information hierarchy.

Before production, supply real specifications, ingredients, barcodes and regulatory text, then confirm dielines and materials with your supplier.

23

Merchandising



TOTE / PRINT AREA



MUG / FLAT WRAP ARTWORK

Artwork demonstrates the identity on merchandise. Confirm supplier templates, printable areas, seam placement and process limits before production.

24

Outdoor applications



KEEP THE DISTANCE MESSAGE SIMPLE

Use one headline, one signature and one destination. Test type at the actual viewing distance; prepare size, bleed and installation files to the media supplier’s specifications.

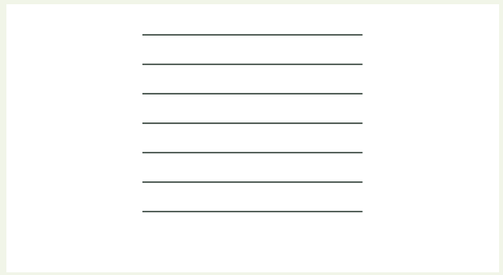
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Mobile app

STRIDE

DISCOVER

Find your next move.



Sport & outdoors

Explore the brand

Bring the identity into everyday interfaces.

The concept carries the signature, type, palette and action hierarchy into a mobile screen. Use a four-column layout and an 8 px spacing rhythm, with a clear primary action.

This is an editable interface design SVG. Interactions, accessible states, responsive behavior and functionality need implementation and device testing.

26

Social expressions





One system.
Two formats.

1080 × 1080
1080 × 1920

Keep signature, title and motif hierarchy consistent.

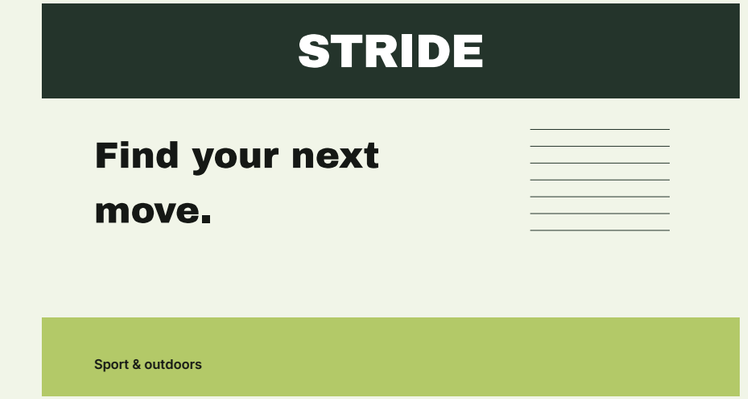




27

Website & presentation





Website & presentation

Applications are editable SVG design sources. Website behavior belongs to implementation.

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Your asset library

Inside your complete source package:

01 / GUIDE & SIGNATURES

brandbook.pdf
brand-board.pdf
brand-board.svg
brand-system.json
palette.css
logos/primary.svg
logos/reversed.svg
logos/black.svg
logos/compact.svg

02 / APPLICATIONS

applications/card-front.svg
applications/card-back.svg
applications/social.svg
applications/story.svg
applications/packaging.svg
applications/letterhead.svg
applications/web.svg
applications/presentation.svg
applications/envelope.svg
applications/tote.svg
applications/mug.svg
applications/outdoor.svg
applications/mobile.svg

03 / FONTS & NOTES

fonts/ArchivoBlack-400.ttf
fonts/Inter-400.ttf
fonts/Inter-600.ttf
fonts/NotoSansSC-Regular.ttf
fonts/LICENSES.txt
README.txt

PDF, SVG, JSON, CSS and font licenses are included.

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Version & use notes

ABOUT THIS GUIDE

Version 1 / 2026-11-03
This is an editable fictional-brand sample used to demonstrate the system.

The signature is a typographic proposal. Check name and mark availability in your market. Fonts use SIL Open Font License 1.1; licenses accompany the source package.

BRAND-SUPPLIED INFORMATION

A fictional movement and outdoor accessories brand is planning a collection announcement. It needs a bold wordmark, social formats and a presentation cover. Performance, materials and technical product details are not part of the brief.

Source: Original fictional Brandfolia demonstration brief. Curated sample settings; no customer data or live AI analysis.

Digital artwork uses sRGB. Print files, dielines and materials require separate proofing. Customer review does not replace legal or production approval.