

# STRAVA

# Logo

## Structure & Proportions

The Strava logotype has been developed as a balanced whole and at no time may the shape, configuration, or proportions be altered. The correct proportions are shown here. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.

Clear space must be maintained on all sides of the logo to preserve the integrity and ensure maximum impact in environments where it appears with other elements. The minimum clear space required is indicated in blue and is always relative to the size of the logo. It is equal to the X-height of the Strava logotype, squared, boxed or echelons.

There is a size at which the Strava logotype becomes ineffective. The Strava logotype should never be reproduced smaller than .75 inches across. This established minimum size helps ensure the logo is always prominent and legible.



MINIMUM SIZING



# Logo Configurations

The Strava logo suite has been developed to make the most of every branding opportunity. Whenever possible, the primary mark should be used, as it is the simplest means of incorporating Strava branding. When contrasts lack or a given application requires more impact, one of the secondary logos with the container may be used. And lastly, when given an opportunity in which the logotype is not appropriate or too loud—the echelons may be used.

01. PRIMARY MARK



02. SECONDARY MARK



03. ECHELONS



04. SECONDARY MARK (ALT)



# Logo

## Greyscale Configurations

When situations limit printing to greyscale and/or black & white application—Strava branding should go to a neutral grey and/or white.

When applying a full-color or orange version of the Strava logo is not an option, a monochromatic version of the logo may be used. Black, white, or greyscale alternates may be used in such situations.

Colorless / greyscale applications should be used with caution.

01. PRIMARY MARK



02. SECONDARY MARK



03. ECHELONS



04. SECONDARY MARK (ALT)

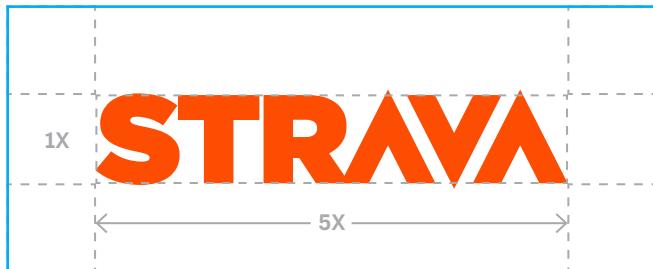


# Logo

## Configurations & Specs

Clear space must be maintained on all sides of the logo to preserve the integrity and ensure maximum impact in environments where it appears with other elements. The minimum clear space required is indicated in blue and is always relative to the size of the logo. It is equal to the X-height of the Strava logotype, squared, boxed or echelons.

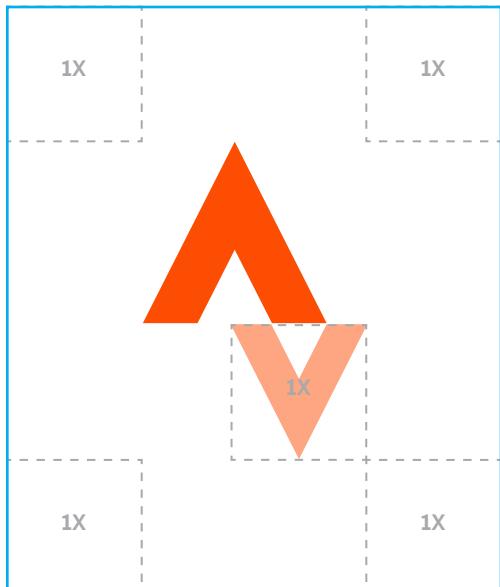
01. PRIMARY MARK



02. SECONDARY MARK



03. ECHELONS



04. SECONDARY MARK (ALT)

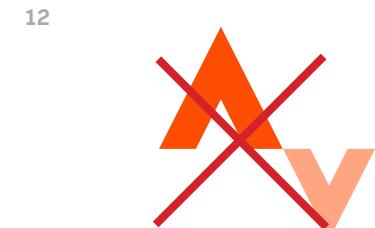
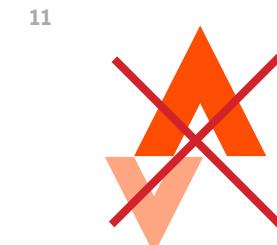


# Logo

## Off-brand Use Cases

Featured here are some examples of ways in which the variations of the Strava logo SHOULD NOT be used. This is by no means an exhaustive list, but it illustrates some of the most common issues that may arise.

01. Don't restructure the type relationship.
02. Always scale the logo proportionately.
03. Don't adjust letter spacing.
04. Don't deviate from the color palette.
05. Don't outline the logo.
06. Don't apply gradients.
07. Avoid unnecessary effects & embellishments.
08. Don't place photography inside the logo.
09. Maintain sufficient contrast.
10. Don't move logo within assigned container.
11. Don't flip the echelons.
12. Don't reorient the echelons.
13. Don't adjust container & logo relationship.
14. Don't use a stroke or outline on logo container.
15. Don't create new shapes around the logotype.



# Color Specifications

Proper application of the color palette helps to ensure consistent and credible communication of the brand. When it is not possible to print a solid Pantone color, check the recommended CMYK breakdown. Hex / RGB values specify colors for screen application ONLY. These guidelines are designed to be viewed on screen. RGB color print outs should not be used to match color. Always use up-to-date matching systems to ensure color consistency.

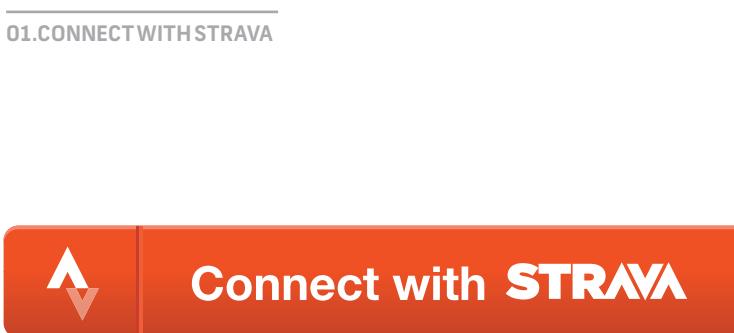


# Logos

## Secondary Marks

These marks are to be used in specific case scenarios.

01.CONNECT WITH STRAVA



02.WORKS WITH STRAVA



03.MOTIVATED BY STRAVA



04.POWERED BY STRAVA



## Connect With Strava

Connect with Strava is to be used whenever an option is presented to connect a third party to an athlete's Strava profile. It will only be used on the web.

Minimum Size

25 px



Connect with **STRAVA**

A screenshot of the USA Cycling Member Profile page. At the top, there is a navigation bar with links for Member Resources, Disciplines, Athlete Programs, Events, Get Started, Foundation, and About. A welcome message "Welcome, Andrew" is displayed. Below the navigation, there is a menu bar with links for profile, support(0), results & rankings, license, account, benefits, and tools. In the center, there is a "Member Profile" section with fields for PROFILE PICTURE, DISPLAY NAME, and EVENT PREFERENCES. At the bottom left of this section, there is a "CONNECT" button with two options: "Connect with Facebook" and "Connect with STRAVA".

Logged in as Andrew Touchstone (active) Logout

My Account Search

Member Resources Disciplines Athlete Programs Events Get Started Foundation About

Welcome, Andrew

profile support(0) results & rankings license account benefits tools

View Cart (0)

**Member Profile**

**PROFILE PICTURE**  
Your avatar is what differentiates you from other people, choose one of the defaults or import yours from Facebook.  


**DISPLAY NAME**  
Your display name is how the site will greet you  
Andrew

**EVENT PREFERENCES**  
Tell us what event types and what states you race in.  
Preferred Event Types  
none  
Preferred Event States  
none

**CONNECT**  
 Connect with Facebook  Connect with **STRAVA**

**SAVE**

# Motivated & Powered By Strava

Motivated by Strava is to be used when an event, club, athlete or similar entity incorporates Strava on a page not powered by Strava's API.

Powered by Strava is to be used when one uses Strava's API to develop a separate application.

Both are used on web only.

Minimum Size



Motivated by **STRAVA**

Motivated by  
**STRAVA**

Powered by **STRAVA**

Powered by  
**STRAVA**

## Ted's Latest Rides

Motivated by  
**STRAVA**



**Aaand again**  
28.4km 01:32:05 34m  
Friday, March 29, 2013



**Thaaaaar she blows! (...stage...**  
114.0km 03:02:33 237m  
Thursday, March 28, 2013



**Stage 2 De Panne: I seemed t...**  
58.8km 01:39:23 366m

ge,  
t.

Rides

Last Updated

97 70 2013-03-22

76 90 2013-03-28

Powered by **STRAVA**

VeloViewer Usa  
Results!

3 comments.

VeloViewer Usa

0 comments.

Strava API Trout

28 comments.

VeloBici Spring

2013

3 comments.



Follow @VeloView



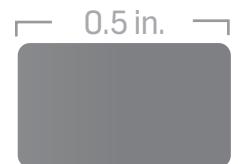
## Works With Strava

Works with Strava is to be used on the packaging of devices that are compatible with Strava.

This will be used primarily in print.



Minimum Size



Le GPS Edge 800 affiche tout vos données de performance et votre position et il affiche votre position en couleur pendant que vous roulez. Connectez-vous à Garmin Connect™ pour rechercher et télécharger des itinéraires dans votre région, puis laissez-vous guider par l'Edge 800. De retour chez vous, vous pouvez analyser les statistiques et enregistrer en ligne la distance que vous avez parcourue.



