



# Runnerama

Style Guide

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# Our Brand Mission

This project is important as it could provide a huge benefit that people don't even realize on a daily basis which consists of helping people conserve energy on their daily fitness activities or even just a daily routine of walking to places. The reason why this is a big benefit is it can leave you less tired and help you balance energy within several activities which you might have within the day and you aren't using all your energy for one purpose.

Runnerama is more than just about promoting awareness about an unknown lifestyle. It's about mixing the unreal with something so magical and unique that inspires and promotes the message to our users that thinking outside the box and finding solutions to problems that aren't questioned is more powerful than ever.

Through our app and its assets, we demonstrate our love for the augmented world and we hope that our relentless passion will bring out the most positive effects on everyone now and in the future!

# Logo Variations

Black and White



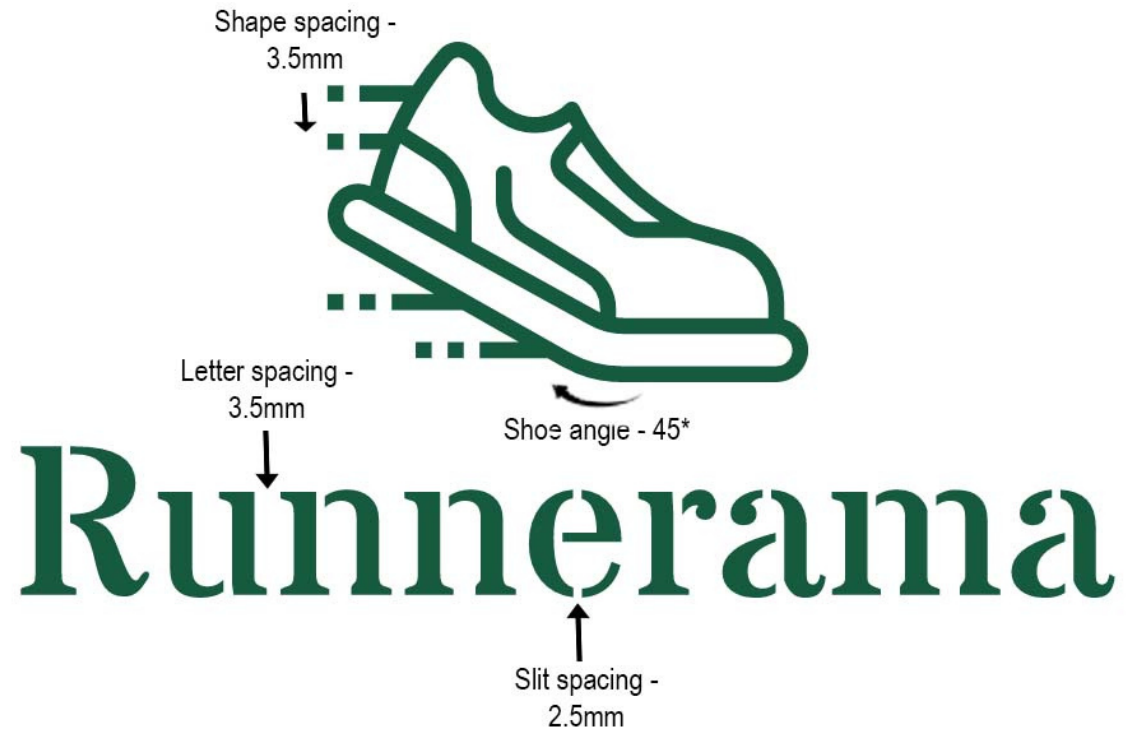
**Runnerama**

Colour



**Runnerama**

Logo Composition



# Logo Variations

My logo consists of carefully taken measurements which should be followed when drawing it. The most important measurements which must be precisely followed is the angle of the **shoe** and the **letter spacing** as offsetting these can offset the whole look of the logo and brand. The word spacing could potentially be played around with by 1 or 2 mm however, I'd recommend following the original measurements as best you can especially with the shoe angle which shouldn't be changed under any circumstances. The individual letters and/or the words can not be stretched in any way as this will offset the whole design of the logotype in which it will have to be redesigned again before use.

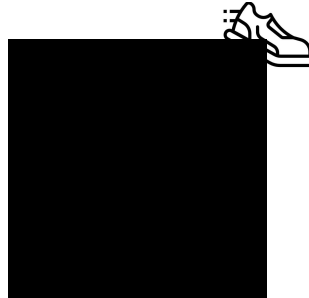
# Colour Palette

## Main

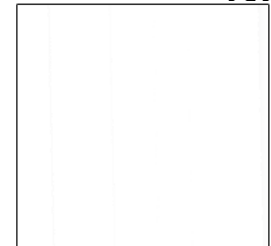


Hex: #165a3f  
HSB: 156, 76, 35  
RGB: 22, 90, 63  
CMYK: 87, 39, 81, 35

## Complimentary



Hex: #000000  
HSB: 156, 0, 0  
RGB: 0, 0, 0  
CMYK: 75, 68, 67, 90



Hex: #ffffff  
HSB: 156, 0, 100  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

# Colour Palette

These colours that I have chosen all relate and have some kind of meaning towards my brand in which the shades of all the colours were all very considered. My logo is very important in relation to the colour palette as it serves the main purpose of my brand and its identity in which choosing a different tone will demean the whole purpose of the brand with the added effects of having to change the other design elements to this brand like the shoe and asset colours. It is important that the green colour in my palette could only be considered for use on the main parts of my assets (like titles, main body backgrounds, etc) and not any of the text as it isn't meant for that purpose which is where the black and white comes in.

# Fonts

Display Typeface -  
Galea Display Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789  
\$?&%@!#\*+=

Text Typeface - Arial

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789  
\$?&%@!#\*+=



# Fonts

Both my fonts are chosen based on the relation it has to the purpose of my brand in which these fonts cant be altered in any way, shape or form.

- The 'Calea Display Bold' font must be used for display purposes only (e.g. headings, logotypes) and the 'Arial' font must be used for purposes of paragraph text and sub heading elements (e.g. body text on website, etc).
- In no way can this be switched around as the identity and sincerity of our brand could be off-set and cause an external problem with our customers. Especially with the display typeface font, it is important that you do not stretch the text in any way to fit an element as the font is fairly narrow already so if stretched it will look bad.

# Guidelines

## Illustration

The illustration i have used within my brand collateral, logo, website, etc have been made by myself, therefore you are able to use them without worrying about plaisarism. The shoe is special in terms of its angle which demonstrates the angle at which someone walks or runs at which is why its imperative that the angle doesnt get altered. The shapes coming out of it demonstrates the movement forward of a runner/walker so the flow of movement wont have a drastic effect if its is sized and/or moved by a couple of mm but is recommended to keep the same. If you want to use this illustration in another context like buttons, graphical displays, etc make sure the size isnt too small or it could end up pixelated which is the same if it were stretched too much.

# Guidelines

## Social Media

I want my social media pages ads to connect users to the website to inform themselves of the project. To do this, it would be best to keep images at approximately an a5 to a6 size on any post made and to keep text to a font thats about 20pt to 30pt with the Arial font being used. It should also be a good idea to use punctuation marks like exclammmation marks wherfever can be used in order for the text to be attention grabbing and not just a whole bunch of words crammed onto a post. All social media pages should be easiily accessible. It is also important to keep the pro le picture and cover photo on all social media pages the same in order to keep a strong identity consistent.

# Guidelines

## Website

Users should be able to easily navigate themselves around the website in which not only making sure there isn't several bits of useless information on the page, but also making sure that the subheadings for the different parts to the page are displayed in a big enough font maybe around 30 to 35 pt. It is important that the website is kept as simple and one page as possible as the website is just an information hub and shouldn't involve any click-heavy processes and ultimately should follow the same vibe and structure as a wikipedia page. As users will be able to post reviews on the page after, this page should also be an easy process where people can write it and get out so users can review more instead of getting off the website.

# Our Brand's Voice

The tone of our brand is positive, energetic, and fun. I want my brand to be professional in terms of the way we run but I want it otherwise to be fun, a brand where people don't only think we are about solid business and making money our primary focus. With the creative and fun tones, I want our brand to have minimalistic designs that isn't overcomplicated, but with interesting colour contrasts and objects for interfaces in order to create a creative and fun vibe whilst also combining principles and techniques for users to feel while trying the AR app and visiting our assets to motivate them, send through a solid message and make them want to come back. I want my brand to showcase its designs in a way that speaks the idea of learning something new and holding yourself accountable to change an important aspect of your life to customers in the form of symbolization through awareness and consistent habit/influence.

# Our App





# Runnerama

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Christian D'souza