



Let's run
Runga



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1. Intro & brand voice

Runga's mission is to help urban runners easily connect for workout. All types of runners are welcome. The goal is to get people outside for a run, to motivate each other, and to feel energized.

Runga's brand is about:

Community. *Runga is about bringing runners together for a workout. Togetherness is key.*

Simplicity. *Runga is simple. Plan a run and go. Don't think too much.*

Ease. *Runga makes it easy to find runners nearby. Ease of use is at its core.*

Energy. *Runga is here to motivate you. Start a run or join. Get energized and move.*

2. Logo

The Runga logo letter type is designed to emulate the look of a route on a map.

The connection between the “n” and the “g” helps communicate the overarching goal of togetherness, complemented by the tagline “let’s run.”



The tagline is in Raleway regular with custom kerning to reduce space between the letters.

2.1 Logo Use

The Runga logo has one color version that can be applied on solid backgrounds and image-based backgrounds. The logo should always contrast strongly with the background color. The tagline and brand name must always be the same color.

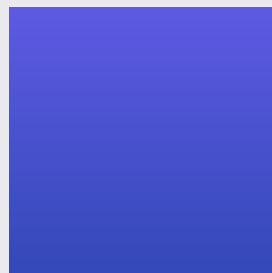


3.0

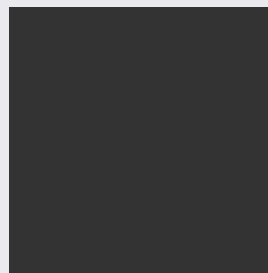
Colors

The following is all of the colors used in Runga brand materials.

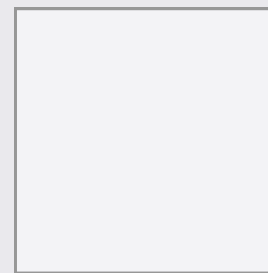
Layout colors



Brand Blue
#625CE6
#3549BA



Text
#333333



Background
#F3F3F6

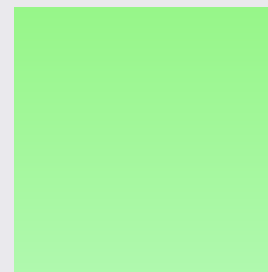
UI Elements



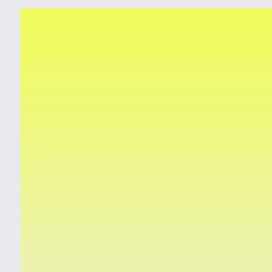
CTA
#FC2561
#FE5040



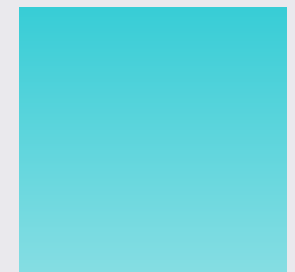
UI Elements
#FEF53F



Badge
#B3F9B3



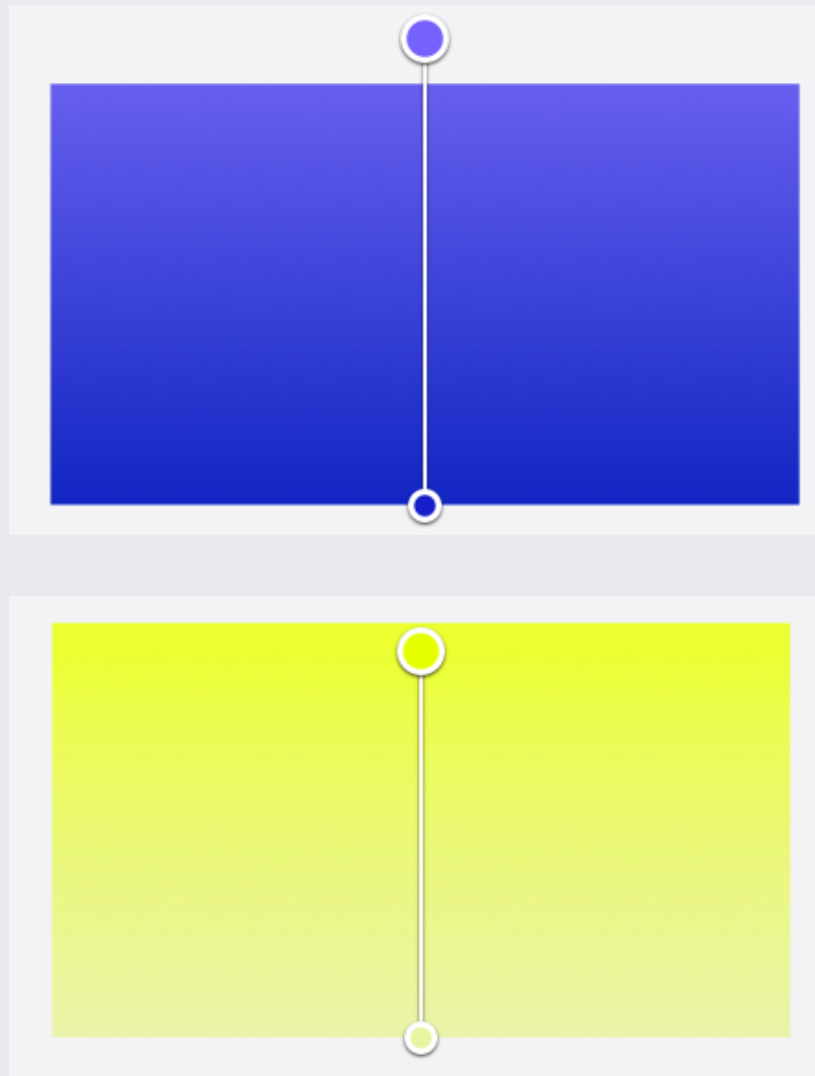
Badge
#FFD5F



Badge
#38CDD6

3.1 Gradients

Gradients in Runga are subtle and smooth. Gradients are always linear applied in a vertical direction.



4. Typeface

The Runga Typeface is Avenir Next. Its complimentary typeface is Proxima Nova. Both typefaces are available in multiple weights.

HEADING 1

36pt Avenir Next Demibold

10px

HEADING 2

18pt Avenir Next Regular

HEADING 3

16pt Avenir Next bold

Body

16pt Proxima Nova