

Brand Guidelines

PROJECT: STRIDEAIDE

Why Brand Guidelines are Important?

It is important to strictly follow and maintain Design Rules , Typography, Color Schemes, Logo Guidelines etc. for better consistency in brand throughout.



A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

-SETH GODIN

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Logo Design

Logo Design



Logo Design

Logo Clearspace



Minimum amount of space the logo should
be positioned next to other elements equals
the height of the “X” in the wordmark

Logo Design



Full Logo
02 in / 144 px Wide

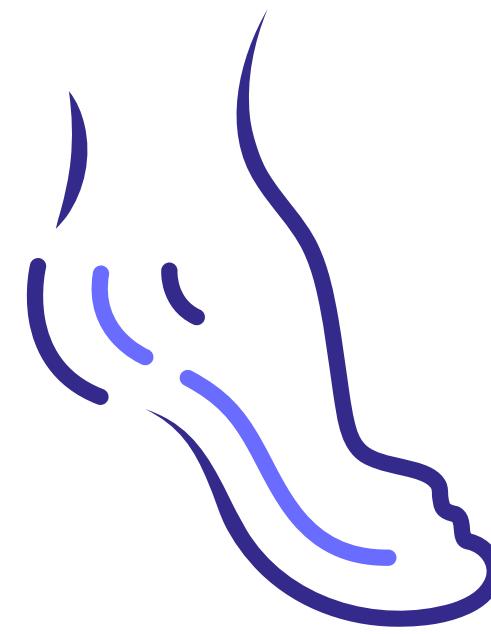
Minimum Logo Sizes



Icon logo / Favicon
16 px Wide

Logo Design

On White Background



strideAide

Logo Design

On Dark Background



strideAide

Logo Design

Greyscale Logo



strideAide

Logo Design

Greyscale Logo



Colour Palette

Colour Palette

Dark Slate Blue

HEX: 342A8B
RGB: 52, 42, 139
HSL: 246, 54, 35

Light Slate Blue

HEX: 696CFF
RGB: 105, 108, 255
HSL: 239, 100, 71

White

HEX: FFFFFF
RGB: 255, 255, 255
HSL: 0, 0, 100

Typography

Typography

Hello I Am Plus Jakarta Sans
The Primary Font For
This Brand.

Plus Jakarta Sans is a fresh take on
geometric sans serif styles, designed by
Gumpita Rahayu from Tokotype.

Typography

Plus Jakarta Sans

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Do's & Dont's

Do's & Dont's

Colour

Do not make one color logo. It should be distinguished with one colour identity.



Stretch

Do not stretch/exaggerate/rotate your logo



Do's & Dont's

Logo

You can use logo as an object
but don't use it with Company
name.



Do's & Dont's



Do: Make sure logo is strongly contrasted against background, use a soft drop shadow when necessary.

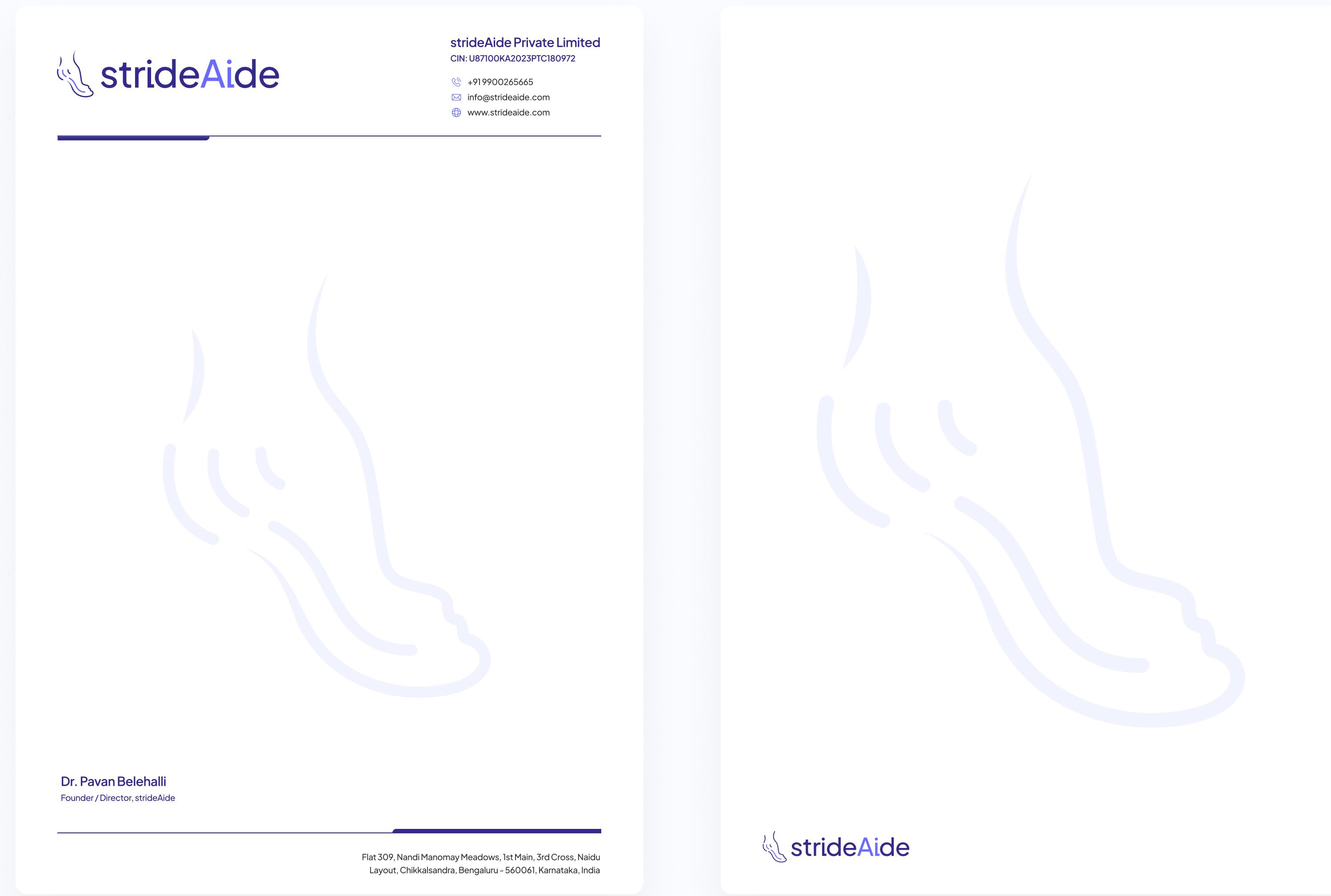


Do Not: Place logo on top of clashing background images of strong patterns.

Stationery Designs

Stationery Designs

Letterhead



Stationery Designs

Business Card



Stationery Designs

Email Signature



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Thank You