

Strava API Brand Guidelines

Welcome developers! We encourage the Strava community to take full advantage of the Strava Platform and API to develop new applications for the community. If you choose to attribute your use of the Strava Platform, you need to avoid any impression that your application is developed or sponsored by Strava, and you need to comply with Strava's brand guidelines. To use Strava API content, you need to comply with the Strava API Agreement and these simple branding guidelines.

Questions? Contact us at developers-at-strava.com.

1. Use of Logos

1.1 Connect with Strava buttons

All apps that choose to use the Connect with Strava button for OAuth must link to

<https://www.strava.com/oauth/authorize> or
<https://www.strava.com/oauth/mobile/authorize> .

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- 2 color options: orange and white
- in EPS, SVG and PNG formats
- button height: 48px @1x, 96px @2x

1.2 Strava API Logos

All apps that choose to display the "Powered by Strava" logo or "Compatible with Strava" logo on any websites, apps and any distributable media such as images, videos or prints must comply with Strava's brand guidelines.

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- 3 color options: orange, white, and black
- in EPS, SVG and PNG formats
- horizontal and stacked versions

2. Additional Rules Regarding Use of Strava Logos

- Never use Strava logos in any manner that implies your application was developed or sponsored by Strava.
- Strava logos can appear near, but must be completely separate and apart from (and should not appear more prominently than) the name/logo of your application.
- Never use any part of a Strava logo as the icon for your application.
- Never modify, alter or animate Strava logos

3. Linking to Strava Data

If you choose to link back to any original Strava data sources presented in your application you must use the following text format, “View on Strava”.

- Text link should be legible.
- Text link should be identifiable as a link by using one of the following type treatments: bold weight, underline, or orange color #FC5200.

4. Use of the Strava Name and Trademark

You may make truthful, factual references to Strava in plain-text descriptions of your application’s features and benefits. You must not use the Strava name in your application name or make any other suggestion that your application is an official Strava app or is otherwise endorsed by Strava. The font size of the Strava name should not be larger than the surrounding font, and should not appear more prominently than the name of your application.

If you choose to refer to interoperability with Strava you must use one of the following:

- “Powered by Strava”
- “Compatible with Strava”

When referencing our company name use “Strava”. The Strava name and logos are all protected by applicable trademark, copyright and other intellectual property laws. Strava reserves the right to cancel, modify or change these guidelines or the Strava API Agreement at any time at its sole discretion.

Last revised on September 29, 2025