

# OVERVIEW

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## Brand Attributes

Stride 360 aims at providing **motivating** and **inspiring** workout experiences. We hope to create a sustainable workout environment for users to keep the workout routine and experience **fitness as a journey**.

## Design Principles

In order to achieve our goal of providing a motivating and inspiring workout experience. We develop Stride 360 application based on the following design principles.

### 1. Fitness as a Journey

Research shows competition doesn't motivate our users. For this reason, we will utilize supportive content and microinteractions to delight our target audience and promote consistent engagement with the app.

### 2. Keep it Non-Technical

Based on the knowledge that our users are not tech intuitive and will be using the interface while moving, our design will include familiar UI patterns, generous white space, minimal font families, concise text blocks and clear affordance, so our users can navigate the app with ease.

### 3. Honest Form

Stride 360 is inclusive to all ages, sizes, and fitness levels. For this reason, our designs will also be inclusive by utilizing realistic imagery; as opposed to only showing the idealized body shape.

## Contact Information

If you have any questions regarding the elements within this style guide, please contact Vera Huang at [verahuang517@gmail.com](mailto:verahuang517@gmail.com)

## Logo

Here you will find the information about the color, typography, size and usage of the Stride 360 logo.

## Logo Variants

The logo has two variants, including the full logo of “STRIDE360” (variant 1) and the logo of the letter “s” (variant 2). Designers should always consider using variant 1 when possible. If there is only limited space or any conditions that variant 1 cannot be used, then consider using variant 2.



Variant 1



Variant 2

## Logo Anatomy

The logo is composed of a circular “S,” the uppercase of “TRIDE” and number “360.” Each component has different typefaces.



The letter “s” of the logo represents the paddles of the elliptical and the wheel of the bike, reflecting the 2-in-1 function of Stride 360 fitness machine.

Typeface: Antique Olive Bold

Typeface: Balboa Condensed  
 Gradient: Hex #FA7624  
 rgb (250, 118, 360) → 180° → Hex #F8A73E  
 rgb (248, 167, 62)  
 cmyk (0, 53, 86, 2) → cmyk (0, 33, 75, 3)

The height of “TRIDE” and “360” should be the same as the height of the top border of the horizontal bar of the “S” symbol.

## Logo Padding

The padding for the logo should be the width of the “0” from the logo.



## Logo Colors

The logo can be used in the colors within the brand.

### – Full Logo



Logo in full color



Logo in black



Logo in white with dark background

### – The Symbol



Logo in aqua



Logo in black



Logo in white with dark background



Logo in white with gradient background



Logo in white with gradient background

## Logo Do’s



Place the full color logo on light backgrounds



Place the full color logo on dark backgrounds



Use white text logo on dark backgrounds



If the color of background is similar to the logo, use all white or all black logo to have enough contrast.

## Logo Dont’s



DO NOT use off-brand colors



DO NOT rotate



DO NOT stretch or distort



DO NOT rearrange



DO NOT place the logo on backgrounds with similar colors



DO NOT add effects

- Overview
- Brand Elements
- Style Elements**
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  - Typography
  - Iconography
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## Colors

The usage of colors should be consistent. The call-to-action color (orange) should be used carefully that only consists less than 5% of the content on each screen or page.

Here you will find the colors used across Stride 360 platforms.

### Primary Color



Hex: #2FD4E0  
 rgb (47, 212, 224)  
 cmyk (79, 5, 0, 12)  
 Pantone: 311C

### Accent Color (CTA)



Hex: #F58723  
 rgb (245, 135, 35)  
 cmyk (0, 45, 86, 4)  
 Pantone: 151C

### Color Palette



Hex: #17696F  
 rgb (23, 105, 111)  
 cmyk (79, 5, 0, 56)  
 Pantone: 7715C



Hex: #25A9B3  
 rgb (37, 169, 179)  
 cmyk (79, 6, 0, 30)  
 Pantone: 7710C



Hex: #2FD4E0  
 rgb (47, 212, 224)  
 cmyk (79, 5, 0, 12)  
 Pantone: 311C



Hex: #2FD4E0  
 rgb (47, 212, 224)  
 cmyk (79, 5, 0, 12)  
 Pantone: 311C



Hex: #EAFAFB  
 rgb (234, 250, 251)  
 cmyk (7, 0, 0, 2)  
 Pantone: NA



Hex: #B74000  
 rgb (183, 64, 0)  
 cmyk (0, 65, 100, 28)  
 Pantone: 718C



Hex: #E35E0A  
 rgb (227, 94, 10)  
 cmyk (0, 59, 96, 11)  
 Pantone: 166C



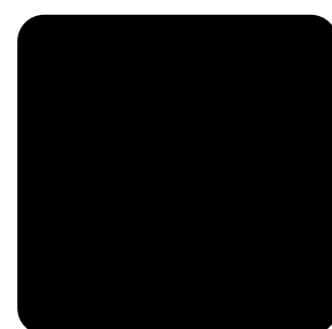
Hex: #F58723  
 rgb (245, 135, 35)  
 cmyk (0, 45, 86, 4)  
 Pantone: 151C



Hex: #F9B77B  
 rgb (249, 183, 123)  
 cmyk (0, 27, 51, 2)  
 Pantone: 713C



Hex: #FDE7D3  
 rgb (253, 231, 211)  
 cmyk (0, 9, 17, 1)  
 Pantone: 7506C



Hex: #000000  
 rgb (0, 0, 0)  
 cmyk (0, 0, 0, 100)  
 Pantone: Black 6C



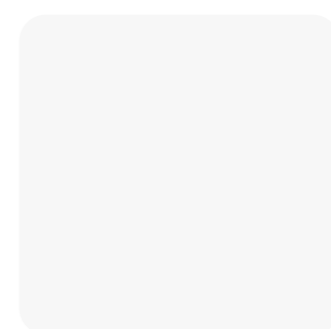
Hex: #4A4A4A  
 rgb (74, 74, 74)  
 cmyk (0, 0, 0, 71)  
 Pantone: Cool Gray 11C



Hex: #707070  
 rgb (112, 112, 112)  
 cmyk (0, 0, 0, 56)  
 Pantone: Cool Gray 10C



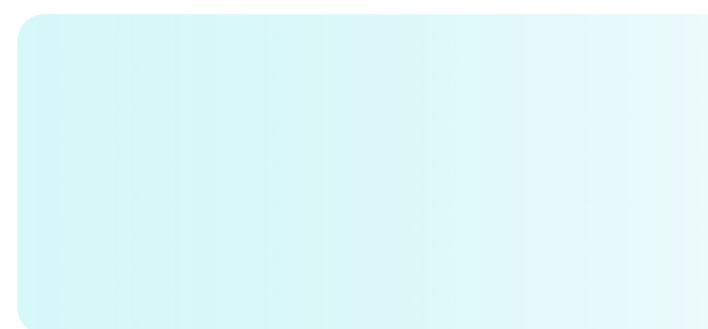
Hex: #B8B8B8  
 rgb (184, 184, 184)  
 cmyk (0, 0, 0, 28)  
 Pantone: Cool Gray 6C



Hex: #F7F7F7  
 rgb (247, 247, 247)  
 cmyk (0, 0, 0, 3)  
 Pantone: NA

### Gradient

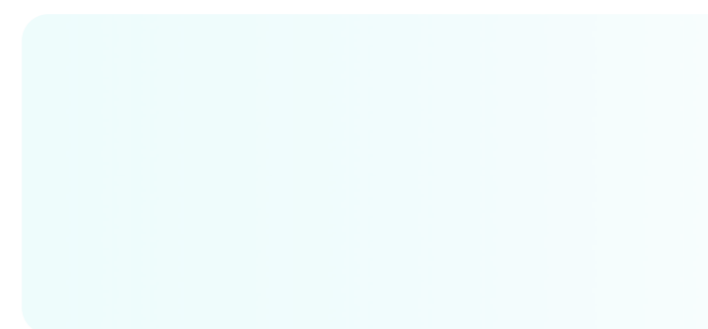
#### Water element



Hex: #C8F6F8  
 Opacity: 75%



Hex: #97E9EF  
 Opacity: 0%



Hex: #C8F6F8  
 Opacity: 30%



Hex: #97E9EF  
 Opacity: 0%

### Logo



Hex: #FA7624

Hex: #F8A73E

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## Typography

In this section, you will find the usage of typography across Stride 360 platforms, including the mobile app and responsive marketing websites on both desktop and mobile.

Stride 360 uses three typefaces in order to create strong visual hierarchy for our users who will use our app in moving.

### Typefaces

ABCDEFGHIJKLMN**OPQR**  
 STUVWXYZabcdefghijklmnop  
 mnopqrstuvwxyz123456  
 7890

Oswald  
Used for numbers and title

ABCDEFGHIJKLMN**OP**  
 QRSTUVWXYZabcdefg  
 hijklmnopqrstuvwxyz12  
 34567890

Catamaran  
Used for headers and captions

ABCDEFGHIJKLMN**OP**  
 QRSTUVWXYZabcdefg  
 hijklmnopqrstuvwxyz1  
 234567890

PT Sans  
Used for body copy

### Usage

|                  | App                           | Desktop Site           | Mobile Site             |
|------------------|-------------------------------|------------------------|-------------------------|
| <b>H1</b>        | Oswald Light 32pt             | Catamaran Bold 36pt    | Catamaran Bold 28pt     |
| <b>H2</b>        | Catamaran Bold 24pt           | Catamaran Bold 28pt    | Catamaran Bold 24pt     |
| <b>H3</b>        | Catamaran Bold 20pt           | Catamaran Bold 24pt    | Catamaran Bold 20pt     |
| <b>H4</b>        | Catamaran Bold 18pt           | Catamaran Regular 20pt | Catamaran Semibold 18pt |
| <b>Body</b>      | PT Sans 16pt                  | PT Sans 18pt           | PT Sans 18pt            |
| <b>Caption 1</b> | Catamaran Regular 18pt        | Catamaran Regular 18pt | N/A                     |
| <b>Caption 2</b> | Catamaran Regular 14pt        | PT Sans 24pt           | PT Sans 24pt            |
| <b>Number</b>    | Oswald Bold 36, 28, 24, 18 pt | N/A                    | N/A                     |

# STYLE ELEMENTS

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## Iconography

The main goal of using iconography is to better communicate with our users by visualizing the context across Stride 360 platforms. With that in mind, the icons used on our platforms should be as self-explanatory as possible. If not, adding labels is necessary.

In order to create motivating and inspiring platforms, stride 360 uses **filled** or **heavy weight icons**.



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## Photography

Stride 360's goal is to motivate and inspire users to keep their workout routine. To achieve this goal, photos used on our platforms plays an important role in shaping our brand. Therefore, photos used for the design purpose should follow the rules below.

### 1. Good Quality

The photos should be in good quality. Pixelated photos should be avoid.



Disclaimer: These photo do not belong to the designer. In order to use this photo for business purpose, purchase may be needed.

### 2. Engaging

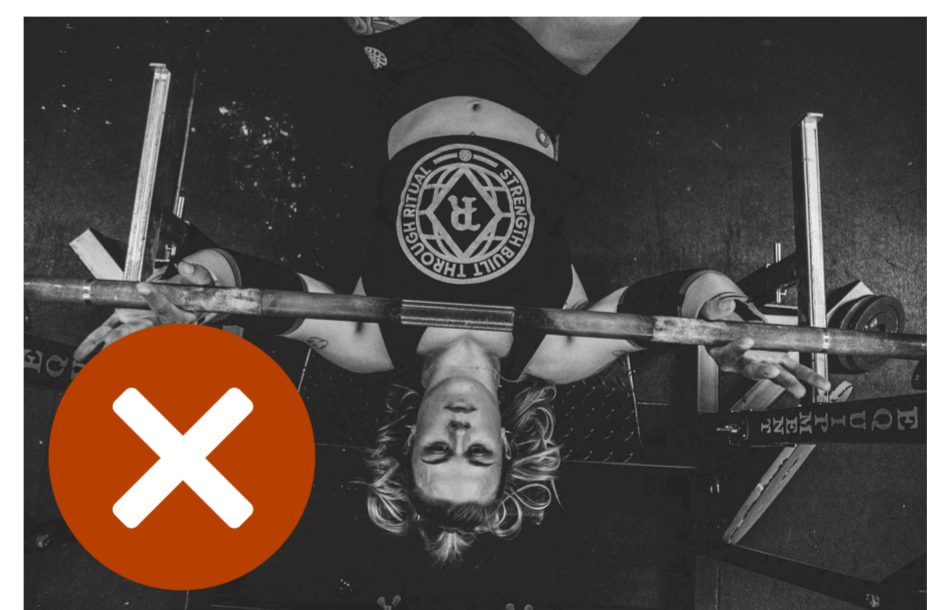
People/Individual on the photos should look engaging in the activities they were doing.



Disclaimer: These photo do not belong to the designer. In order to use this photo for business purpose, purchase may be needed.

### 3. Real Colors

Photos should show the natural colors of the scene. Strong color treatment should be avoid.



Disclaimer: These photo do not belong to the designer. In order to use this photo for business purpose, purchase may be needed.

### 4. Honest Form

We encourage our designers to use realistic imagery that includes all body sizes, ages and fitness levers.



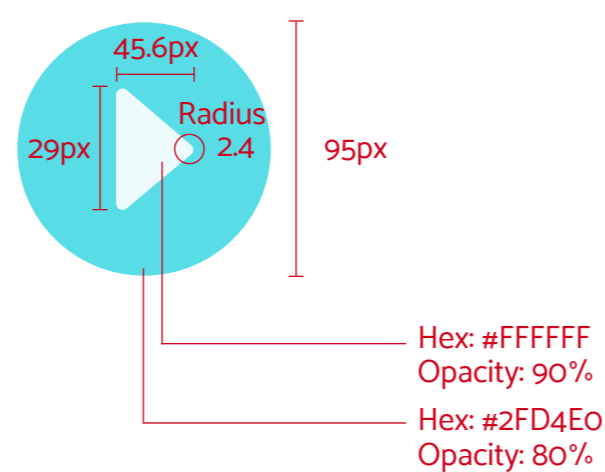
Disclaimer: These photo do not belong to the designer. In order to use this photo for business purpose, purchase may be needed.

- Overview
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## Buttons

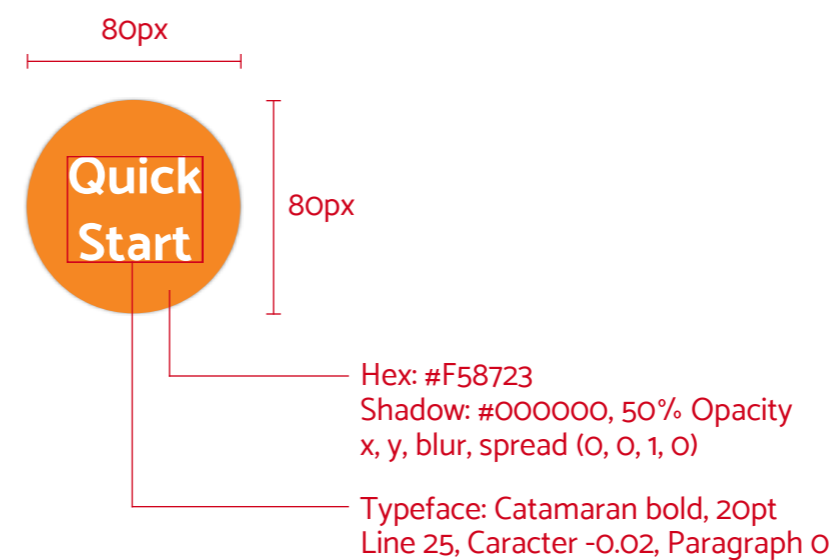
Buttons on Stride 360 platforms are used for control and call to action. You will find the color, size, shape, and implementation of the buttons here.

### Play Button



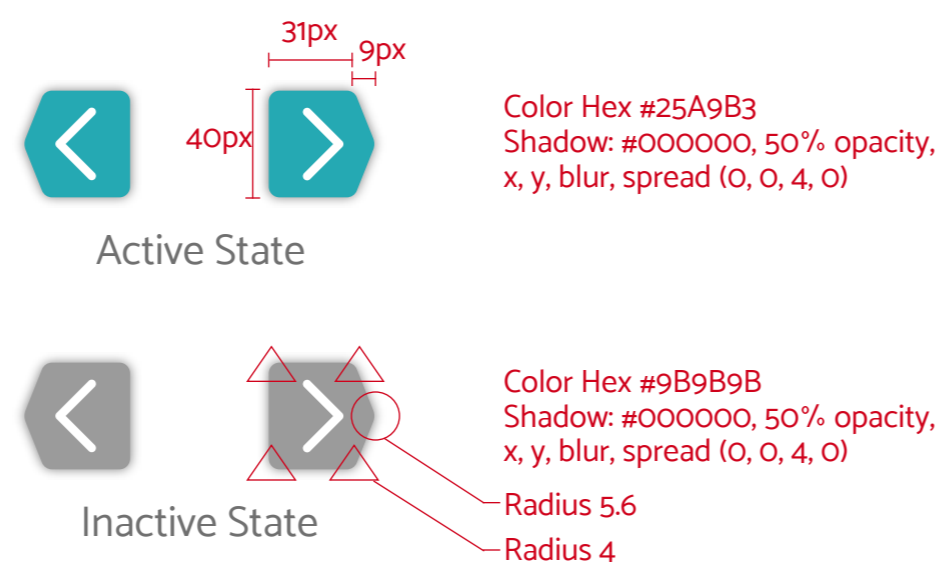
The play button is used as an overlay on the video

### Quick Start Button



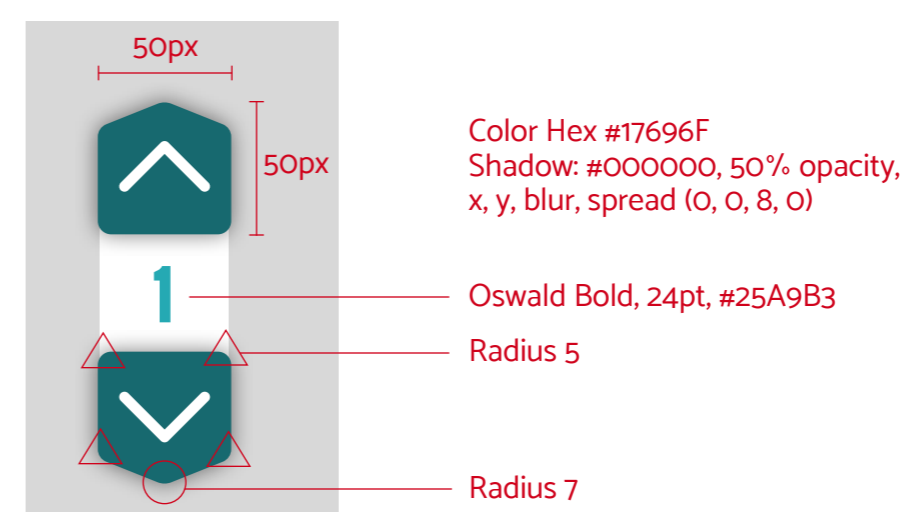
The quick start button is used on bottom navigation

### Direction



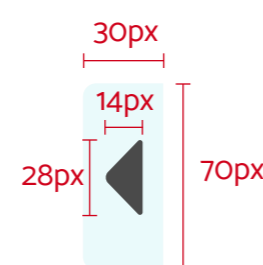
The direction buttons are used for switching months/weeks for the calendar, monthly stats, and weekly progress

### Resistance Control



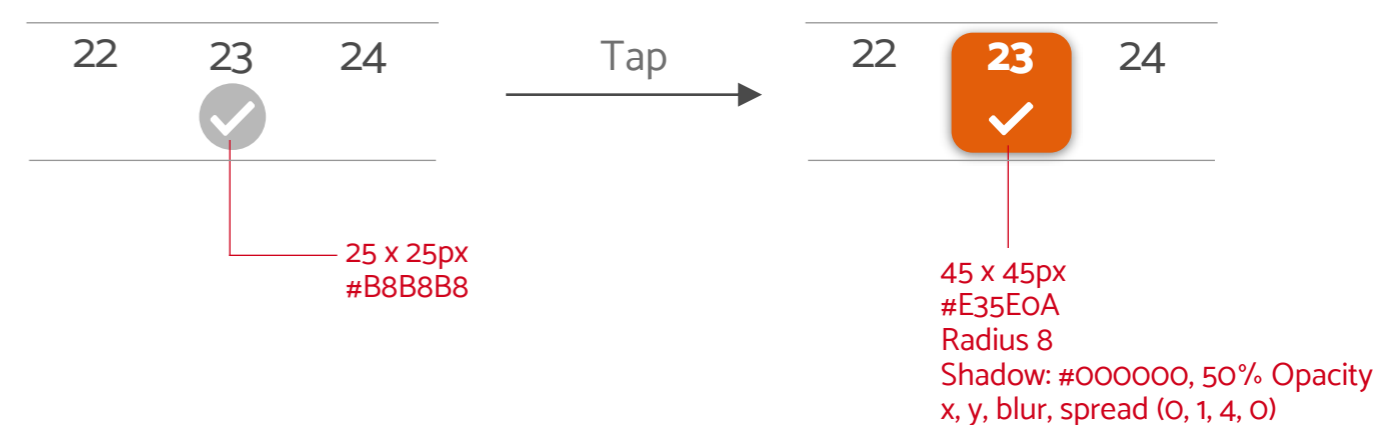
Resistance control locates in the side panel

### Side Panel Button



The side panel button is on the right side of the in-workout screen

### Calendar Button



The calendar checkmark button transforms to a square that fills up the grid of the date

# UI COMPONENTS

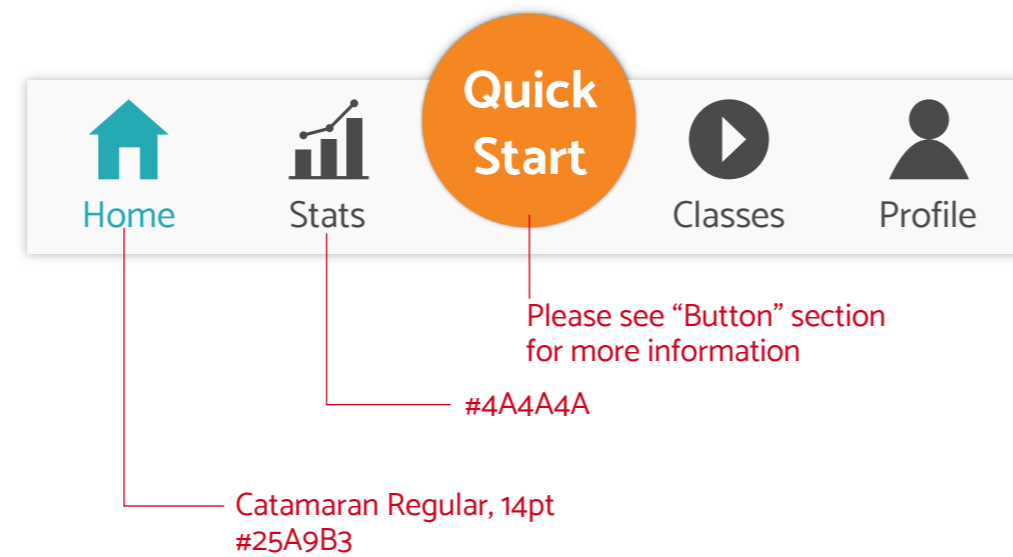
- Overview
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## Navigation

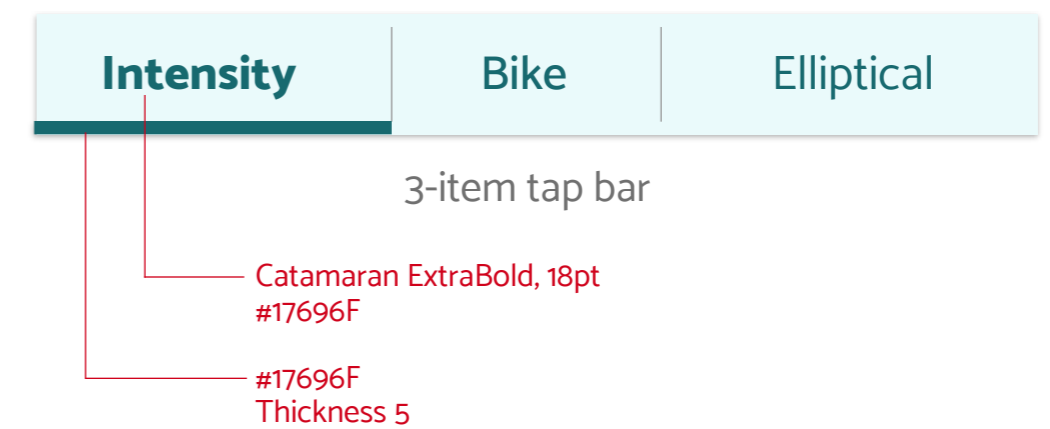
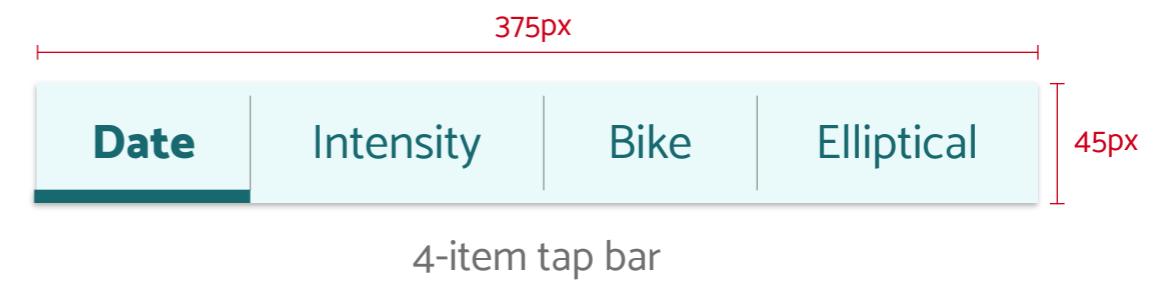
Here you will find the navigation system Stride 360 used across the platforms.

### Stride 360 Application

#### Bottom Navigation



#### Tap Bars



### Stride 360 Website

Home — Catamaran Regular, 20pt

About

Features

Navigation for desktop website



Hamburger menu for mobile site

# UI COMPONENTS

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## Cards

Cards are used to organize information for our users. You will find the information about the layout, typeface and size of the cards here.

### Past Workout

325 px

215 px

150 px

115px

25px

Jan 22 5:00 PM

**Cardio Workout** — H3 (Please refer to typography section)

45 min | Bike | 475 Cal | Hard — Caption 1 (Please refer to typography section)

14px, 0.5 thickness

Shadow: #000000, 50% Opacity  
x, y, blur, spread (0, 0, 2, 0)

### Classes

325 px

215 px

150 px

**Cardio Workout** — H3 (Please refer to typography section)

45 min | Bike | Hard — Caption 1 (Please refer to typography section)

14px, 0.5 thickness

Shadow: #000000, 50% Opacity  
x, y, blur, spread (0, 0, 2, 0)

# UI COMPONENTS

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## Data

We use graphics to visualize the data and metrics on the app, in order to let our users better understand the information.

### Stats



### Workout Structure

