



**stridefull**

style guide  
toud.ro

# About Stridefull

We are creators of showjumps who combine creative design with innovative manufacturing technologies. Our purpose is to amplify moments for everyone, riders, staff, spectators, enthusiasts. We strive to achieve this by enhancing freedom in crafting new riding universes.

## Stridefull - amplifying moments

### Our values:

- Care
- Humbleness
- Innovation
- Passion
- Collaboration

### Brand personality:

reliable, smart, sincere, modern

### Key elements:

- stride
- amplifying moments
- trustworthy and care - reliability
- high competence + high quality
- smart and humble
- innovation and technology
- passion for horses
- simple, but deep
- modern, up to date

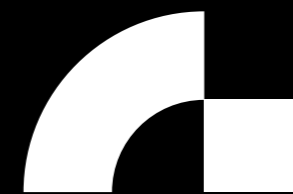


# stridefull

- simplicity
- premium
- smart
- has a methaphor about stride, about moments



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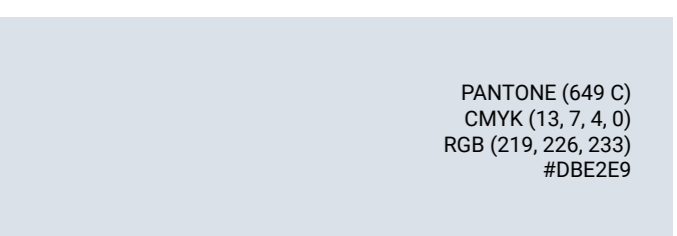
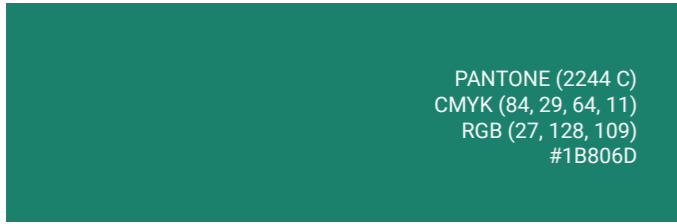
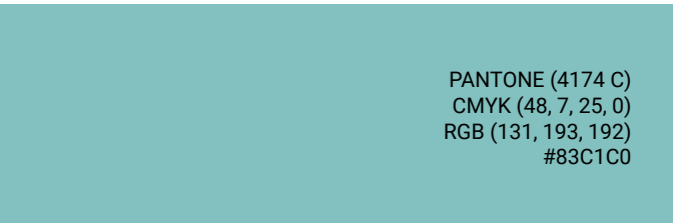
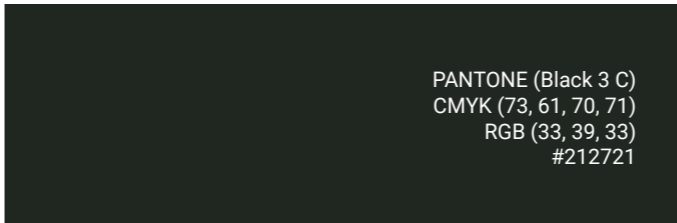
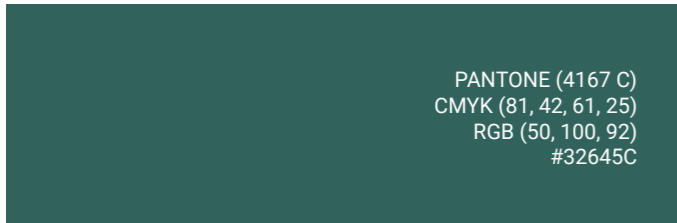
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**Main colors**





**Tertiary colors**



**Text colors**

**Complementary**

Secondary colors

Secondary colors

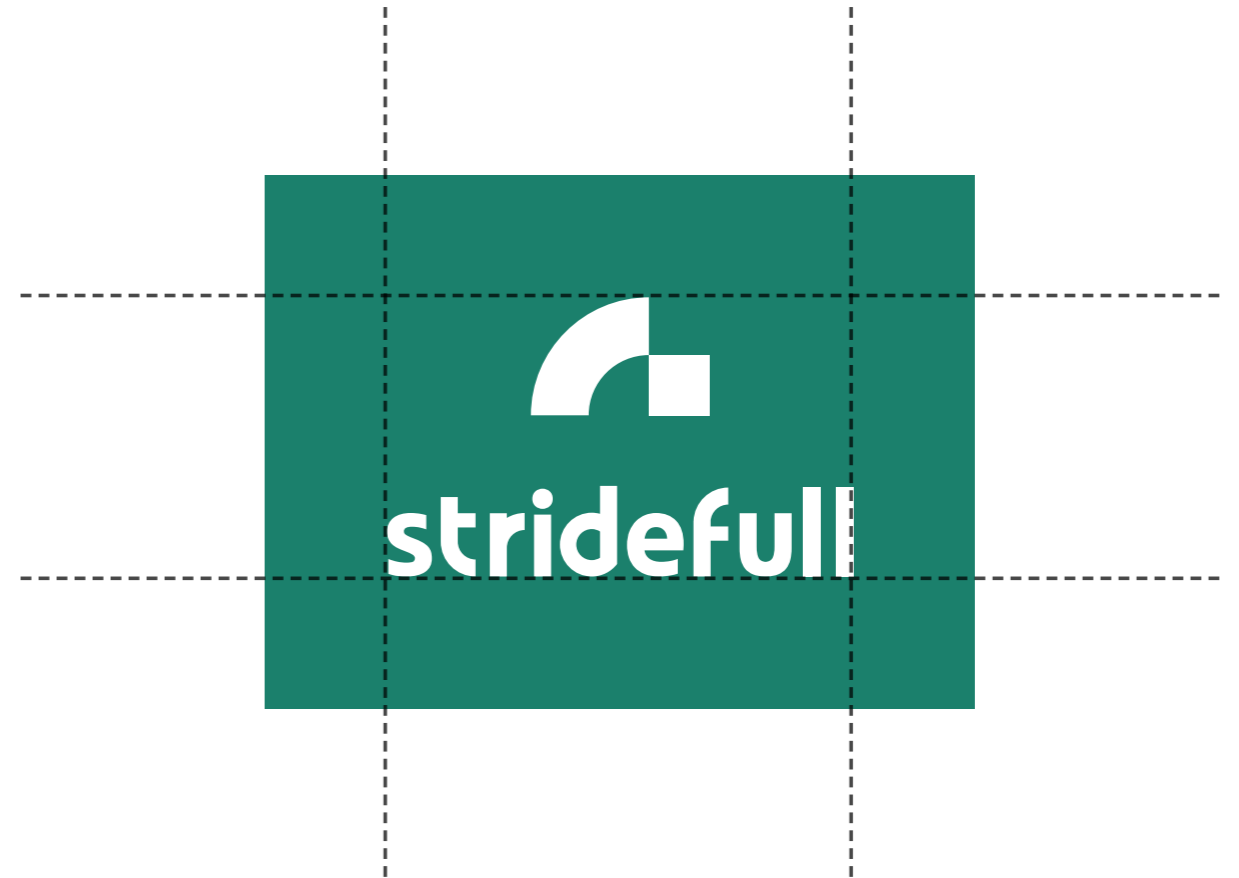
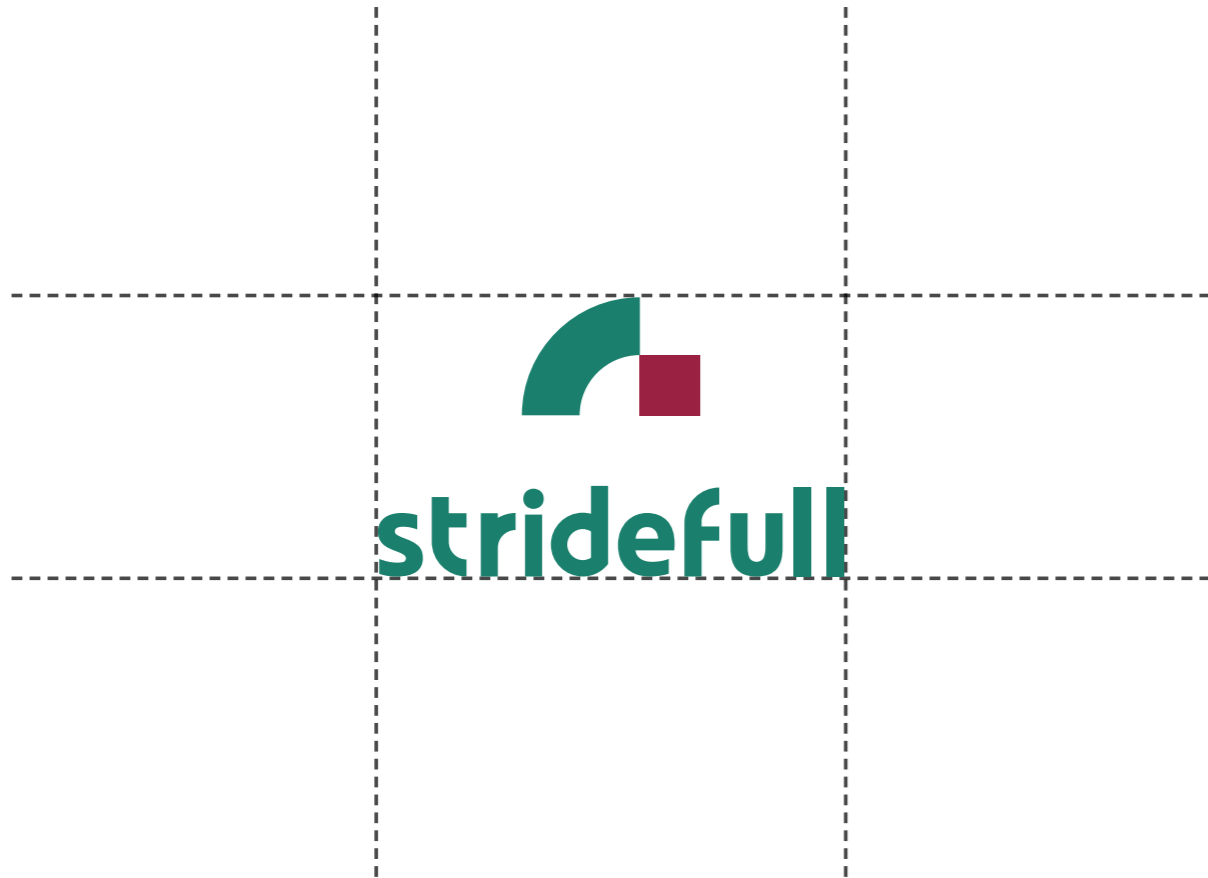


It is necessary to use a protective space for the logo. It is identified by placing the symbol in the logo on the sides.

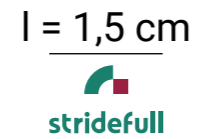


Minimum spacing - the rule also applies to the logo placed on a colored background.





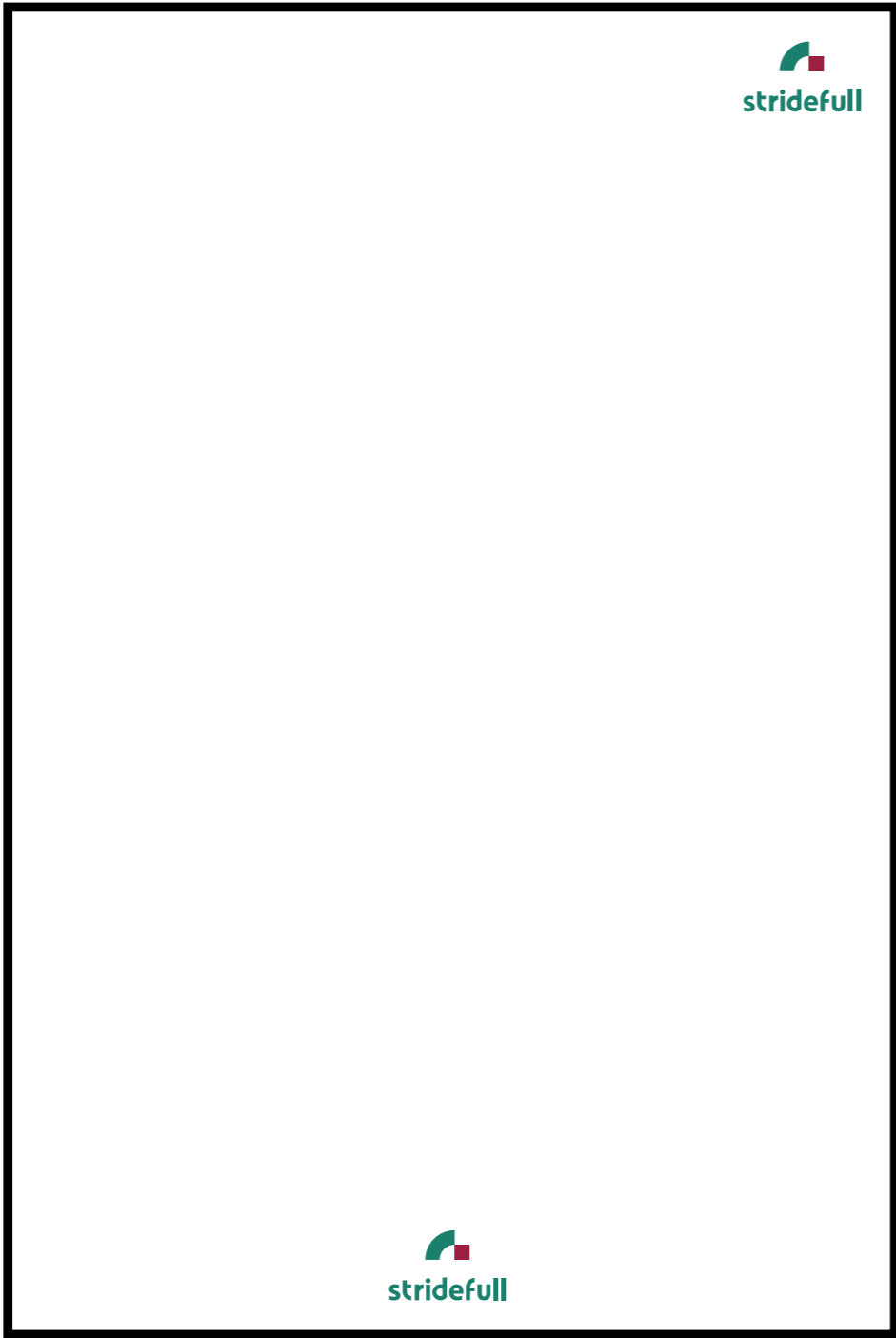
Example of minimum logo size. Below, the logo measures 1.5 cm on the long side



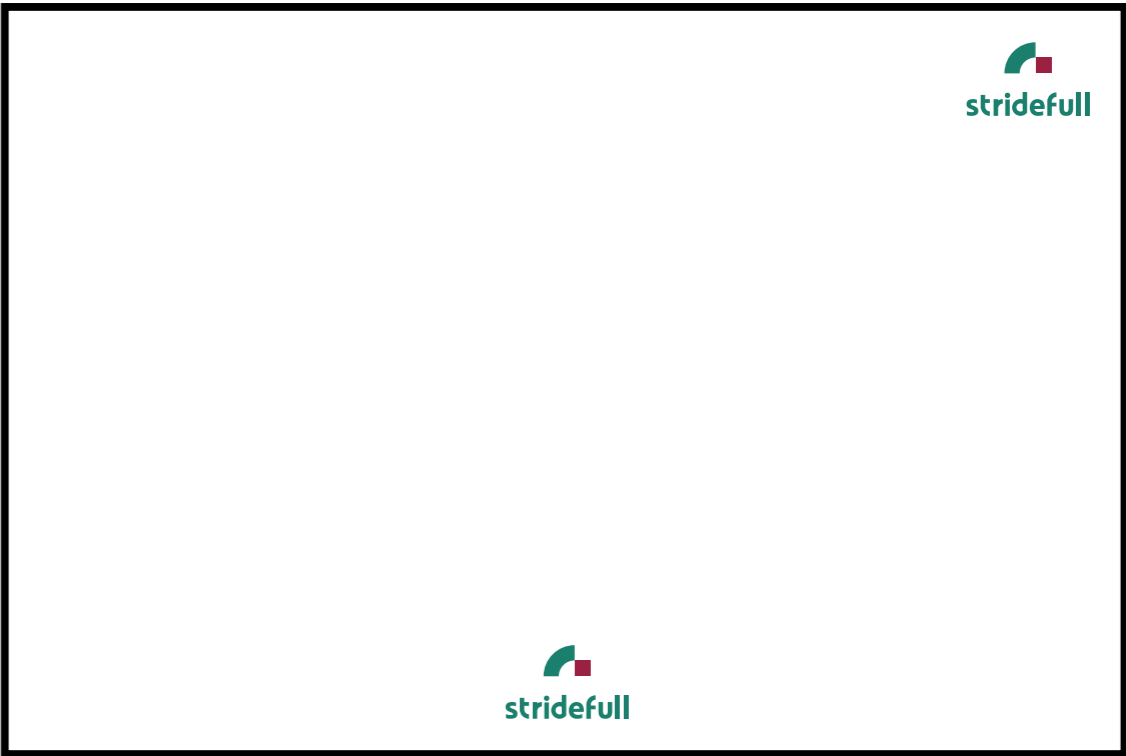
It is necessary that the logo be used at a size of at least 1.5 cm on the long side. By using the logo at a smaller size, it will be difficult to see and identify.



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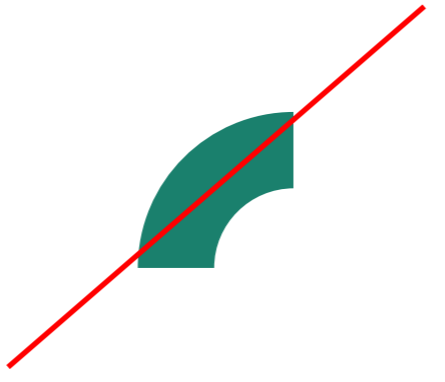
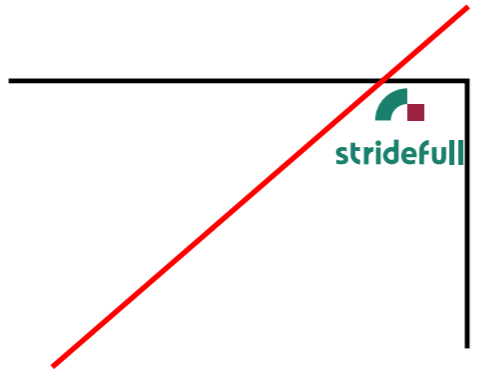
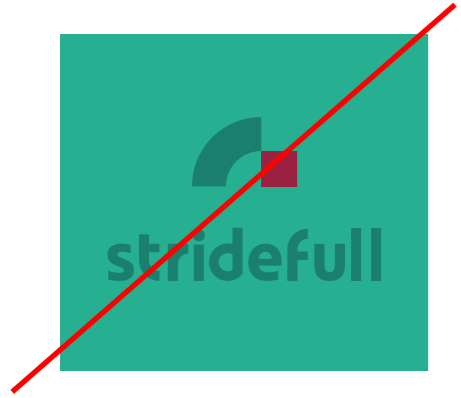
Logo positioning



Minumum space



Logo positioning



In the case of images, it is recommended to use the colored logo only in light colored areas, NOT in areas with a lot of background color or in areas with many details. In areas with a lot of background color, it is recommended to use the white logo.

How not to use the logo

# Ubuntu

**Ubuntu** font will be used for Titles and highlighting information. For body texts - it will be used in online/offline areas with a lot of text  
- **Roboto** For texts that will be placed over images we will use **Roboto**.

# Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz

# Roboto

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

**abcdefghijklmnopqrstuvwxyz**

# Roboto


ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz



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amplifying moments

OS  
CANOS

SPORTS

MINE

The billboard is mounted on a dark brick wall. The left side has a green background with the 'stridefull' logo and tagline. The right side shows a horse and rider in mid-jump over a blue and white fence. The scene is framed by large, overlapping red and blue geometric shapes. In the foreground, there are two small framed images: one of a sunset over a field and another of a zebra. A sign with the word 'MINE' is visible near the bottom center of the main image.



  
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**stridefull**

by enhancing freedom  
in crafting new riding  
universes

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# Amplifying moments

The change we aim to bring to the world is the amplification of moments in show jumping. 'Amplifying moments' entails enhancing or intensifying the significance, impact, or emotional depth of specific moments in time. It also involves extending a moment in time, even making it recallable to our soul and mind.

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**stridefull**

We amplify moments for everyone, riders, staff, spectators, enthusiasts.

We are different; our mission is to enhance freedom in crafting new riding universes for jumping shows.



**stridefull**



**Amplifying moments**

by enhancing freedom in  
crafting new riding universes



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**amplifying moments**  
for everyone, riders, staff, spectators, enthusiasts.

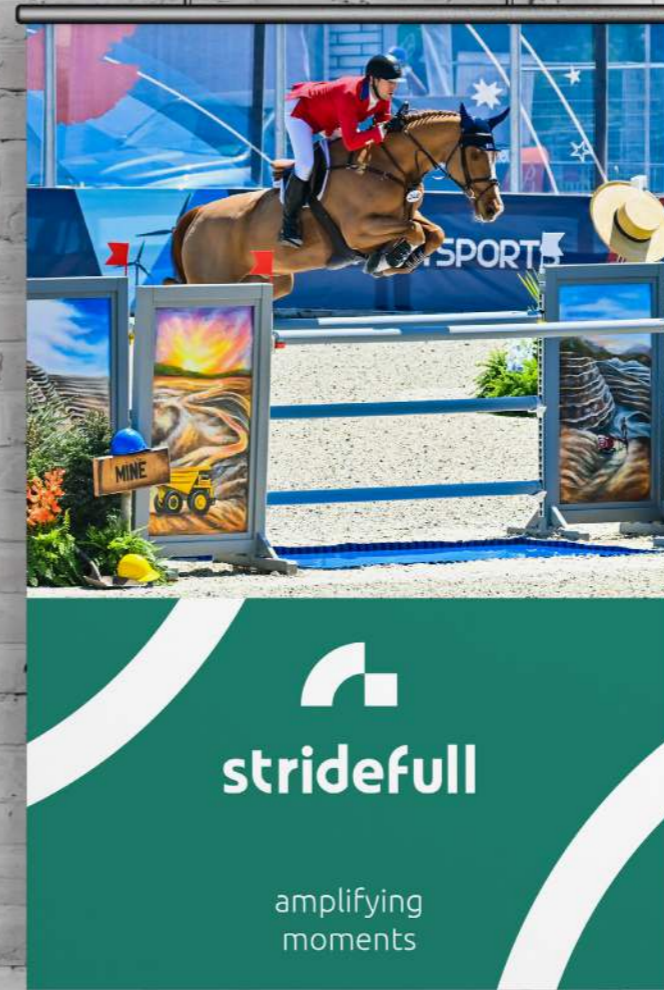






 *stridefull*

*amplifying moments*







We believe that by shaping the world of showjumping into a narrative—a fairy tale where riders, horses, and the audience become characters—emotions can be heightened in a truly memorable way. This is the essence of our philosophy at StrideFull: “Amplify Moments.” It’s about cranking up the volume on experiences, ensuring each event is not just seen, but profoundly felt. And we can do this through our ability to reshape the riding universe. This, in essence, is the purpose of our existence.





We are different; our mission is to enhance freedom in crafting riding universes for jumping shows.

The horse jump shows are undergoing a remarkable transformation. We play a key role in this evolution by nurturing the emergence of fresh riding universes—each endowed with the ability to craft captivating narratives, envelop riders and spectators in extraordinary dimensions, and let them truly experience a story. This metamorphosis seamlessly unfolds across a spectrum of arenas, from the intimate confines of training areas and local contests to the grandeur of international grand prix events and the illustrious stage of the Olympic Games.





We have a strong connection with the world of showjumping, sharing a profound passion with our stakeholders for horses and everything that encompasses their world.





**stridefull**



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The logo consists of a white, stylized graphic element on the left, resembling a curved line or a partial square, followed by the word "stridefull" in a bold, lowercase, sans-serif font. The entire logo is mounted on a dark grey or black background.

**stridefull**

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## About us

We are creators of showjumps who combine creative design with innovative manufacturing technologies. Our purpose is to amplify moments for everyone, riders, staff, spectators, enthusiasts. We strive to achieve this by enhancing freedom in crafting new riding universes.

amplifying moments



showjumps creation

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We are creators  
of showjumps 

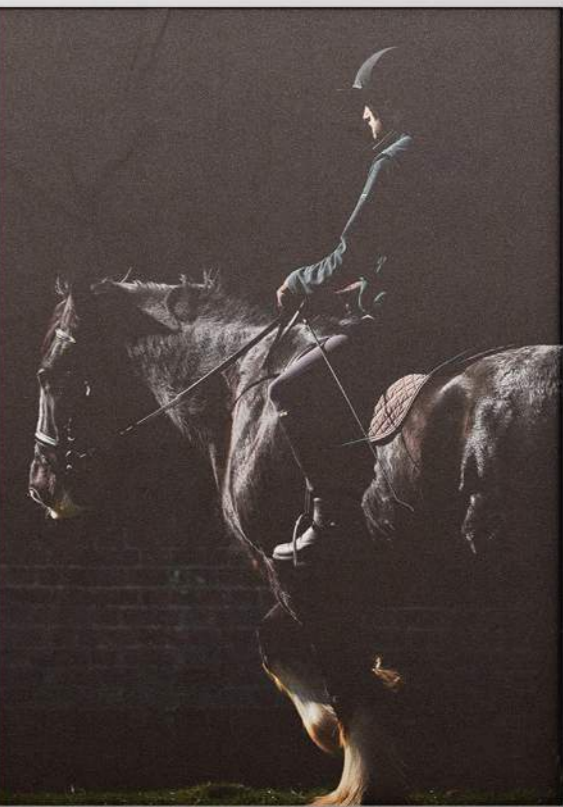
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# amplifying moments

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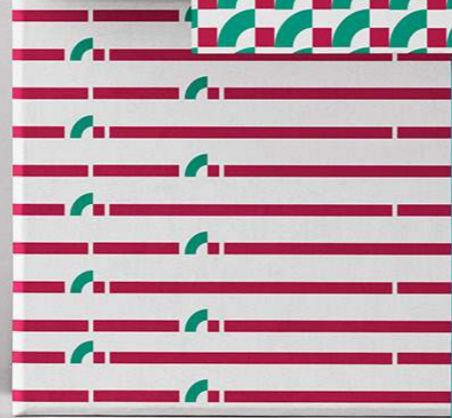
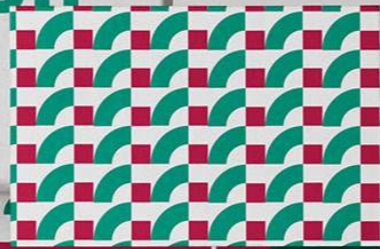


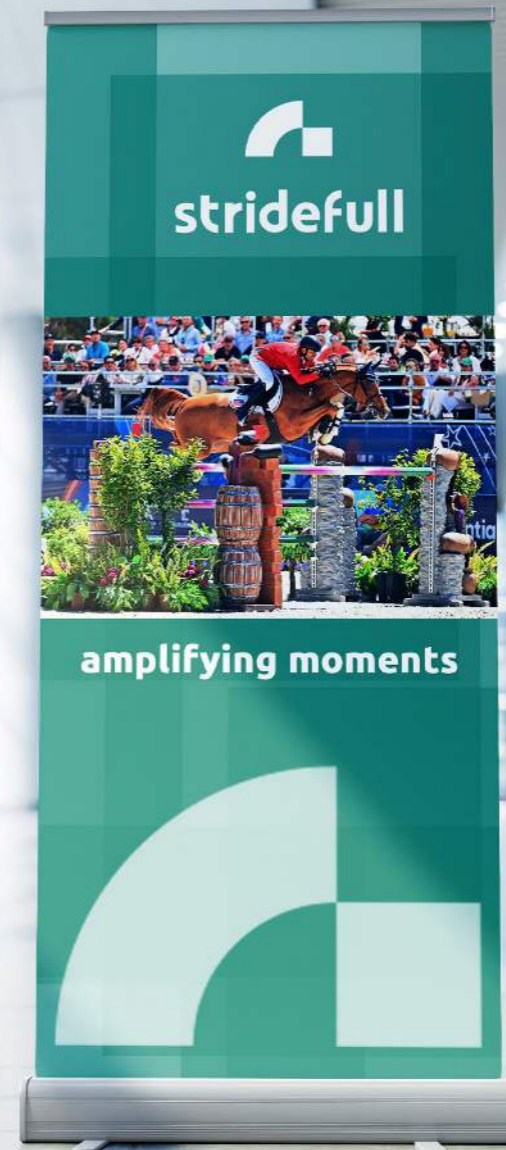


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amplifying moments



**amplifying moments**

**stridefull**  
showjumps creators

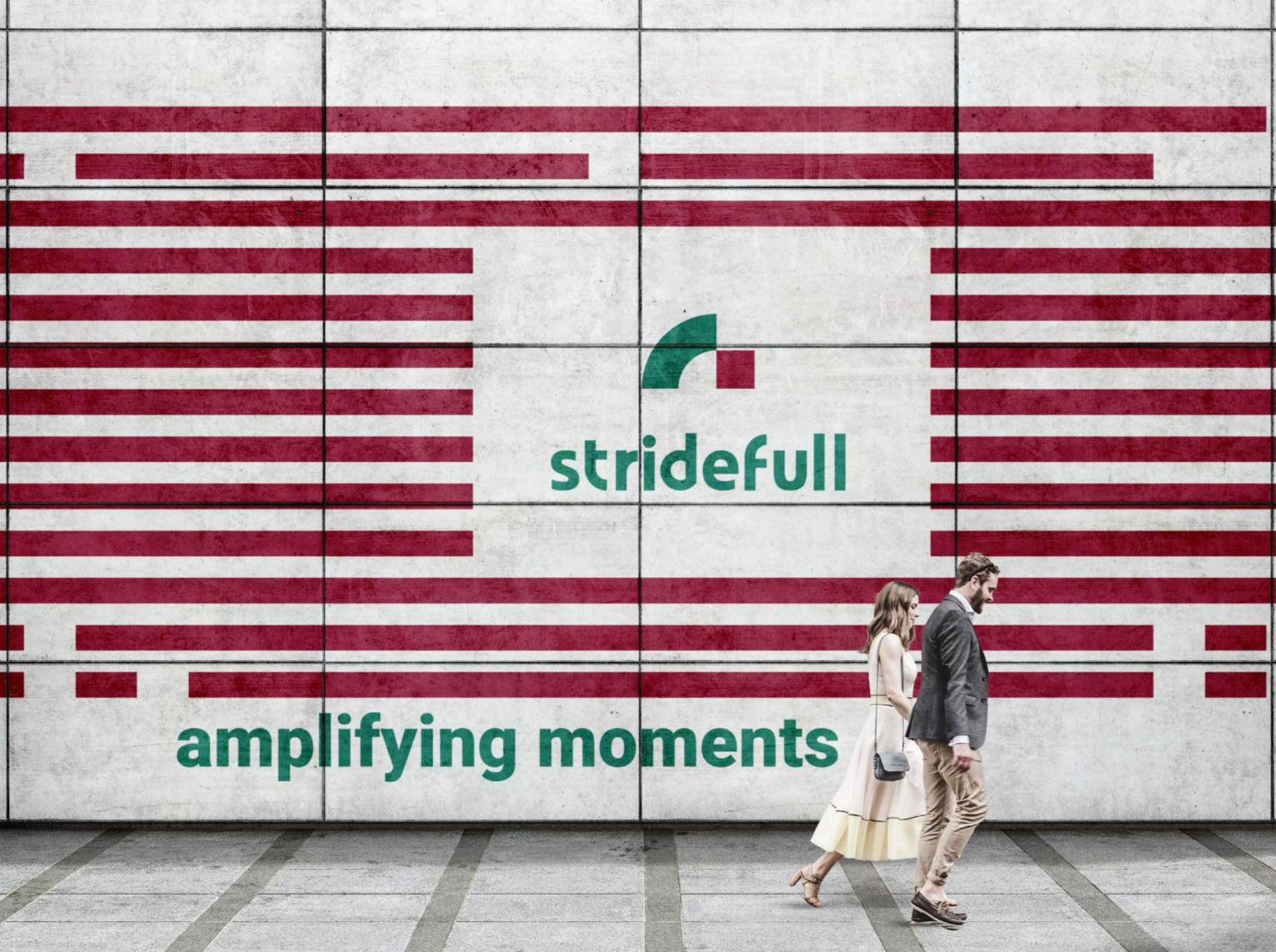












showjumps  
creators





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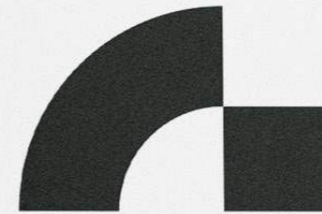
  
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moments**

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**About  
us**



**amplifying** moments

## Our shared ambition

### About amplifying moments

Show jumping events attract passionate individuals whose lives are not just touched by, but fully immersed in their love for horses. These enthusiasts don't merely admire the events; they live for them. These gatherings serve as pivotal moments, a reunion of kindred spirits. The atmosphere, enchanting from start to finish, reaches its pinnacle during the exhilarating horse jumping rounds. We believe that by shaping the world of showjumping into a narrative—a fairy tale where riders, horses, and the audience become characters—emotions can be heightened in a truly memorable way. This is the essence of our philosophy at Stridefull: "Amplify Moments." It's about cranking up the volume on experiences, ensuring each event is not just seen, but profoundly felt. And we can do this through our ability to reshape the riding universe. This, in essence, is the purpose of our existence.

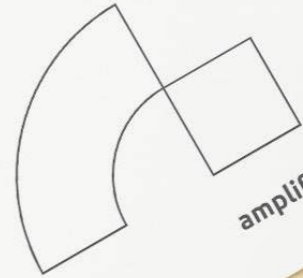
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**We are different, our mission is to enhance freedom in crafting riding universes for jumping shows.** The horse jump shows are undergoing a remarkable transformation. We play a key role in this evolution by nurturing the emergence of fresh riding universes—each endowed with the ability to craft captivating narratives, envelop riders and spectators in extraordinary dimensions, and let them truly experience a story. This metamorphosis seamlessly unfolds across a spectrum of arenas, from the intimate confines of training areas and local contests to the grandeur of international grand prix events and the illustrious stage of the Olympic Games.

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amplifying moments

*Touch with your  
phone for magic!*



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Co-Founder & COO

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# amplifying moments



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7.7M followers · 70 following

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