Ride iQ

Brand Standards & Guidelines

May 2021

Contents

Brand

We're here for horses and riders everywhere.

Purpose

Ride iQ exists to improve the experiences of horses and riders around the world.

Vision

We hope to see compassionate horsemanship and effective training elevate global standards for equestrian partnerships and performances.

Mission

We provide affordable, unlimited access to world-class coaching for more enjoyable, safe, and productive schooling.

Values

Compassionate Horsemanship
Love, patience, and understanding make riders better partners for their horses.

Purposeful Presence
Mindful riders train more productively and experience more joy along the way.

Inspired Ambition
Incredible progress is possible in partnerships with great communication.

Proven Expertise
We trust coaches who have produced top-tier riders while prioritizing good horsemanship.

Inclusive Accessibility
We're here to make world-class coaching available to all riders.

Unstoppable Joy
There's nothing more fulfilling than making great strides with a happy horse.

Voice

Ride iQ is your **favorite coach** — who's also a good friend and happens to be a world-class trainer.

It's the guide by your side, **excited** to share their **expertise** with you when you're ready.

It wants the best for you and your horse, and it speaks **clearly** and **casually** so you can focus on riding.

It's **friendly** but not fluffy, **purposeful** but not pushy, **inspiring** but not intimidating.

It's **fun** and **focused**.
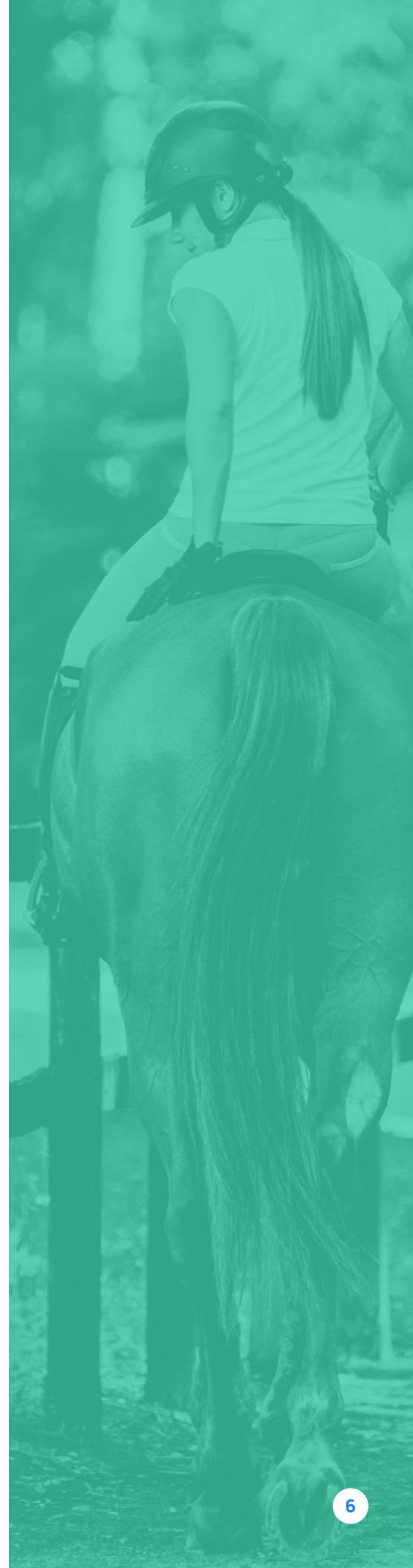
Design

Brandmarks

The **primary** Ride iQ mark is **horizontal** in its orientation.

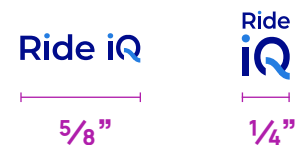The **secondary** mark is available for use in **vertical** spaces.

Safety Space

Both marks require clear space equal to the **x-height** on all sides, measurable by the 'i' in iQ as shown.

Minimum Width

The brandmarks should never appear smaller than shown here, even in digital settings:
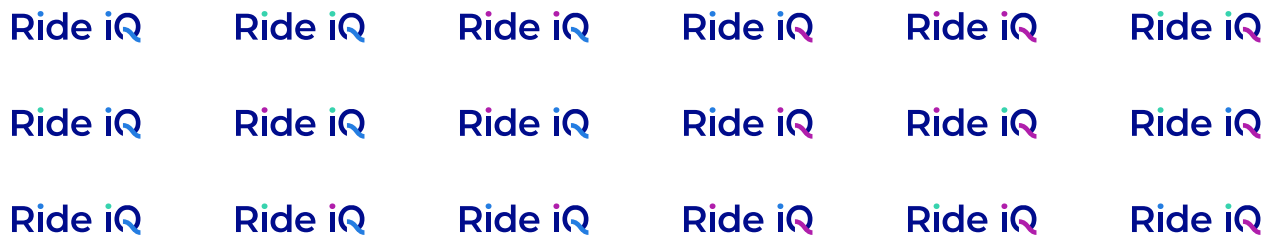
Ride iQ — ⅝"

Ride iQ — ¼"

Brandmarks

Dynamic Mark

Animation may be used to continually change the color of the **dots** on the 'i's and the **tail** of the 'Q' among the combinations shown here:

Ride iQ Ride iQ Ride iQ Ride iQ Ride iQ Ride iQ

Ride iQ Ride iQ Ride iQ Ride iQ Ride iQ Ride iQ

Ride iQ Ride iQ Ride iQ Ride iQ Ride iQ Ride iQ

Single-Color Marks

These are only to be used when production processes limit the use of color:

Ride iQ   Ride iQ   Ride iQ   Ride iQ
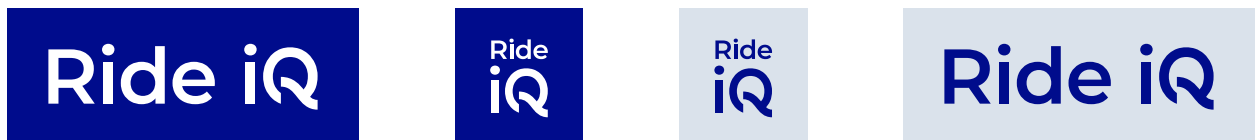
Please don't:

Ride iQ

❌ Use unapproved color treatments

Ride iQ

❌ Use backgrounds with low contrast

Ride iQ

❌ Modify or stylize marks in any way

Colors

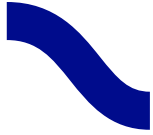**PMS** 2738 C
CMYK 100, 91, 0, 13
RGB 6, 3, 141
06038D

Primary use:
Headlines, button text,
dark backgrounds

PMS 656 C
CMYK 10, 2, 0, 0
RGB 221, 229, 237
DDE5ED

Primary use:
Gradient backgrounds,
inactive icons

White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
FFFFFF

Primary use:
Backgrounds, button text,
text on dark backgrounds

PMS 7547 C
CMYK 100, 58, 21, 92
RGB 19, 30, 41
131E29

Primary use:
Body copy

PMS 3385 C
CMYK 55, 0, 45, 0
RGB 71, 215, 172
47D7AC

Primary use:
UI controls, active icons

PMS 2727 C
CMYK 75, 45, 0, 0
RGB 48, 127, 226
307FE2

Primary use:
Lesson category labels

PMS 253 C
CMYK 40, 95, 0, 0
RGB 173, 26, 172
AD1AAC

Primary use:
Lesson category labels

PMS 192 C
CMYK 0, 100, 62, 0
RGB 228, 0, 70
E40046

Primary use:
Lesson category labels

Typography

Ride iQ uses the **Manrope** font family to communicate in a clear, friendly way. Its variety of weights allows for strong type hierarchies at any size, from the boldest headlines to the tiniest icon labels. Like the brand, it's fun but focused.

Regular
Body copy (print, web)

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 0 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & ‹ + ÷ × = › ® © $: ; , . *

Medium
Body copy (app)

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 0 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & ‹ + ÷ × = › ® © $: ; , . *

Bold
Buttons
Icon labels

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 0 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & ‹ + ÷ × = › ® © $: ; , . *

ExtraBold
Headlines
Bolded phrases

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 0 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & ‹ + ÷ × = › ® © $: ; , . *

Typography

ExtraBold headlines capture the reader's attention.

Body copy is set in Regular for print and web layouts, but we bump it up to Medium to make it more legible in the mobile app.

Important phrases **stand out** with an accent color in ExtraBold. In fact, any colored text should be set in Bold or ExtraBold for **maximum legibility**.[*]

Bold Buttons

*Disclaimers are tiny but legible on all screens.

Headlines have a line height of **1.3x** the type size.

Body copy has a line height of **1.4x** the type size.

Buttons are kept short and **title case** with the same font size as the body copy.

Small text benefits from slightly increased letterspacing.

White headlines are legible on dark backgrounds.

Light body copy isn't and should be avoided.

Photography

Imagery associated with Ride iQ should always reflect the **brand values**.

Whether an **action shot** that exudes inspired ambition or a **candid moment** of a rider being purposefully present with their horse, the focus should be on the **partnership** and the character should be **positive**.

Look for:	Avoid:
✓ English riding	✗ Eye contact with riders
✓ Followed safety measures	✗ Distracting backgrounds
✓ Good horsemanship	✗ Obvious product branding
✓ Excitement while riding or compassion when resting	✗ Discouragement, struggle, or disappointment

Photos should be **full-color** or **monochromatic** with a brand color overlay.

Confetti

The deconstructed shapes of the brandmark's 'i' and 'Q' explode to **celebrate** a winning partnership's achievements! **Colors are consistent** for visual balance, and the pattern density **transitions** from concentrated to sparse.
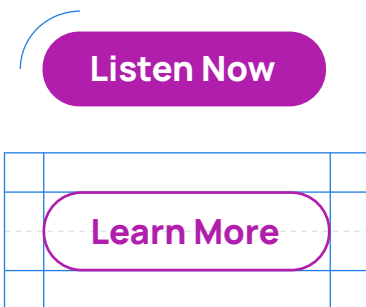
UI Elements

Buttons

Solid buttons are the preferred use and should be used when possible. Ghost buttons may be used for the second of two adjacent buttons.

Primary CTA

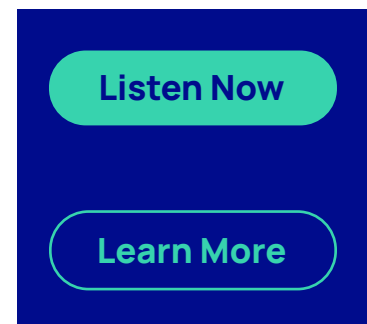The border radius always equals half of the height of the button.

Listen Now

Learn More

Margin should be at least half of the height of the button on all sides.

Secondary CTA

Listen Now

Learn More

Padding equals the cap height on top and bottom and twice the cap height on left and right.

Dark Backgrounds

Listen Now

Learn More

Ghost buttons have a 1px solid border matching the font color.

Controls

Control buttons should align with the style of text buttons.

Cards

White cards neatly contain the information for each lesson.

Background

A soft gradient gives depth to the background behind cards.

Contacts & Credits

Ride iQ
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Brand Identity Design
Emily Oldfather
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Photography
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philippeoursel.com