Brand guidelines

Stride

CONTENTS

Our brand platform

This section is a strategic guide. It defines what we stand for as a company. Explains the core brand idea that connects all our businesses. And articulates what that means for our audiences.

These are tools to guide communications and behaviors. They are designed to be strategic and hard—hitting, so the strategy can be pulled through into consumer—facing language.

HOW

Experience principles

WHAT

Audience value propositions

WHY

Brand promise

Learners

Learners, Parents, Investors, Employees and Teachers, Partners, School Districts

Differentiators

Learning is the best means to grow throughout your life, but it shouldn't be a one-size-fits-all approach.

At Stride, we offer a more effective way to learn, focusing on building the skills and the confidence you need to move forward in life.

We adapt to you and your learning style, goals, and circumstance. With the power of technology, we can take a pragmatic approach about what you need while encouraging you to bring your whole self every day.

We give you agency, offering learning by doing and teaching you how you learn — making your mistakes and methods visible, so you have the skills to continually develop.

We open up your world to careers and possibilities, equipping you with skills and experience that employers need today and tomorrow.

We make learners future-ready, giving you the confidence to know your worth and achieve what you deserve. The more you grow, the more we all benefit—championing a fairer system that creates a stronger workforce and a stronger society.

A reason for **why** an organization exists in the world—our promise of what we'll deliver.

Our brand promise is different from our company mission, which sets out what we want to achieve. Our brand promise is our north star to guide everything we do, from our communications to product development. It is the umbrella idea that connects all our offers.

It is predominately internally facing, motivating employees on the reason they come to work.

Make learners future–ready

Active and integral role.

Our focus—regardless of age, stage, or circumstance.

Outcome orientated. Ready to work and succeed.
Ready for near- and far-term; continually relearning.

Our differentiators are the unique aspects of our products and services that set us apart from competitors.

It is the combination of these four things that make us unique. All new products and services should help deliver these.

Our differentiators also inform our communications.

Lifelong

We see learners, not students— a state, not an age—and offer learning options for all ages.

Career ready

We offer learning that focuses on helping you build a career— combining theory, practice, and hard and soft skills.

Personalized

We believe the context around learning is as important as the curriculum. So we offer learning that adapts to you.

Smart choice

We offer a better value choice for everyone, increasing access to both education and careers in growth sectors.

Experience principles describe how we want our brand, products, and services to be experienced by people.

They are informed by our differentiators and clarify the impact we want to have. Ideally, every learner's experience should deliver on these.

'Smart choice' doesn't inform an experience principle since it is the most functional of our differentiators.

Experience principles inform our choices in visual identity, voice, and customer experience.

They help create distinctive interactions with our audiences and can drive customer satisfaction and loyalty.
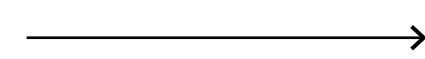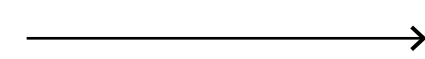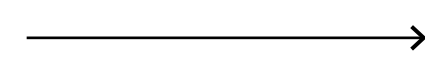
Personalized ⟶ **Adapts to me** (Our take on contextualized)

Lifelong ⟶ **Gives me agency** (Our take on empowerment)

Career ready ⟶ **Opens up my world** (Our take on access)

Audience value propositions translate our mission and proposition for each audience group. They set out the value we are committed to bringing each audience—i.e., what each audience is set to gain.

They are internally facing (as they are written to be very hardworking) but are the backbone of all audience messaging.

Our Brand Promise

Make learners future–ready

Audiences	Value Propositions
For learners	Learn your way forward in life
For parents	Personalized learning that sets up your child for success in life
For teachers & employees	Create a fairer system that champions individual and collective growth
For partners	Access a diverse talent pool and actively shape their development
For school districts	Future-facing learning solutions that satisfy unmet needs
For investors	Learning solutions for all ages that meet the needs of the employer market

AUDIENCE VALUE PROPOSITIONS

Audiences	Value Propositions	Proofpoints
## For learners	Learn your way forward in life	⟨ Design your own schedule ⟨ Track and map progress ⟨ Credit recovery programs, adult diploma options
## For parents	Personalized learning that sets up your child for success in life	⟨ Role of Learning Coach ⟨ Higher improvement than at traditional brick-and-mortar schools ⟨ Broad academic support team
## For teachers & employees	Create a fairer system that champions individual and collective growth	⟨ No entry requirements – Inclusive of anyone and everyone ⟨ More agency to personalize curriculums and schedules ⟨ Deeper student relationship ⟨ Learn while working, e.g., teach while earning a master's degree
## For partners	Access a diverse talent pool and actively shape their development	⟨ Tallo "the LinkedIn of career education" ⟨ Specific industry education to fast track learners ⟨ Privileged access to talent ⟨ Opportunity to train students even before they enter the workforce
## For school districts	Future-facing learning solutions that satisfy unmet needs	⟨ Courses and training designed to fit needs of local economy ⟨ Education resources that are easily integrated into any school ⟨ Flexible level of commitment (e.g., curriculum-only, fully-integrated)
## For investors	Learning solutions for all ages that meet the needs of the employer market	⟨ Focused on industry verticals based on needs in economy ⟨ Leaders in online learning space, with a 20-year, $1bn legacy

WHY

Brand Promise

Why we exist

Make learners future-ready

WHAT

Audience Value Propositions

What our audiences set to gain

Learners
Learn your way forward in life

Parents
Personalized learning that sets up
your child for success in life

Teachers and employees
Create a fairer system that champions
individual and collective growth

Partners
Access a diverse talent pool and
actively shape their development

School districts
Future-facing learning solutions
that satisfy unmet needs

Investors
Learning solutions for all ages that meet
the needs of the employer market

HOW

Experience Principles

What every experience should feel like

Adapts to me
Empowers me
Opens up my world

Differentiators

Unique aspects that set us apart

Personalized
Career ready
Lifelong
Smart choice

Our brand architecture

Our brand architecture is our organizational framework for the external company brand. In other words, how we organize all our products and services to external audiences, i.e., our Go To Market brand.

We are on a journey. At launch, Stride will be a holding company with a family of brands. The Stride brand will be used on all investor materials. Our existing brands will migrate to Stride over the next 2 to 5 years, moving toward a Masterband approach. This means that learners and parents will know Stride. We will start migrating our lowest equity brands first.

Due to the shifting nature of our business, this section sets the intention for our brand architecture. The precise details are to be finalized by the marketing team.

Stride

K–12 Learning			Adult Learning

B2C

K12 · DESTINATIONS CAREER ACADEMY POWERED BY K12 · THE KEYSTONE SCHOOL · galvanize

embark12 · Big Universe · middlebury INTERACTIVE LANGUAGES · nepris · Tallo · HACK REACTOR

B2B

K12 | Learning Solutions

peak™ · STRIDE™

Stride

	Core	Endorsed	Stand-alone
B2C	**Stride** K12 Courses | Library	K12 A Stride Company	OHIO VIRTUAL ACADEMY POWERED BY STRIDE K12 · THE KEYSTONE SCHOOL A Stride Company
	Stride Career Prep	K12 A Stride Company	nepris · Tallo
	Stride Career Development	galvanize A Stride Company · HACK REACTOR A Stride Company	
B2B	**Stride** Learning Solutions LMS | Adaptive Learning		
	Stride Talent Solutions		

Stride

	Core	Endorsed	Stand-alone

B2C

Stride K12

Anytime Online Academy | Courses | Library

OHIO VIRTUAL ACADEMY
POWERED BY STRIDE K12

Stride Career Prep

Career Readiness | Career Mentoring | Career Connections

Stride Career Development

Career Accelerator (Health, Data Science)

B2B

Stride Learning Solutions

LMS | Adaptive Learning

Stride Talent Solutions

One core brand

Stride is the core brand

Business areas

- K12
- Career Learning (K-12)
- Career Development (Adult Learning)
- Learning Solutions
- Talent Solutions

Additional business areas could be:
- Further education

Endorsed brands*

K12
A Stride Company

Galvanize
A Stride Company

Hack Reactor
A Stride Company

*relevant for interim solution only

Some nuance in stand–alone brands

Public and private schools endorsed with 'powered by Stride K12' line. Joint Ventures use a partnership line in Stride owned contexts (e.g., Stride website or materials.

OHVA
Powered by Stride K12

The George Washington University Virtual Academy
Powered by Stride K12

In partnership with
Tallo

Rules &
use cases

WHICH BRANDMARK SHOULD YOU USE?

| Audiences	Goal	Context	Rule	Rationale
General	Represent the company	Inside & outside the Stride ecosystem	**Rule 1** Use the Stride brandmark only	Gives credit to Stride as the learning company
	Represent a specific business area or product	Inside the Stride ecosystem	**Rule 2** Use the Stride brandmark not locked up with descriptor	Builds equity into Masterbrand Stride
		Outside the Stride ecosystem	**Rule 3** Use the Stride brandmark with brand typeface treated descriptor	Acknowledges function or product but company earns credit
General	Represent an endorsed brand*	Inside & outside the Stride ecosystem	**Rule 4** Use the Stride endorsement line 'A Stride Company'	Leads with endorsed brand's value and creates direct connection to Stride
	Represent a stand-alone brand* (public and private school)	Inside & outside the Stride ecosystem	**Rule 5** Use 'powered by Stride K12' endorsement line	Leads with the school's value and creates a direct connection to Stride
*see Brand Architecture model	Represent a stand-alone brand* (not a school)	Inside the Stride ecosystem	**Rule 6** Use 'in partnership with' line	Leads with stand-alone brand's value and demonstrates connection in Stride-owned environments

Corporate employee business cards
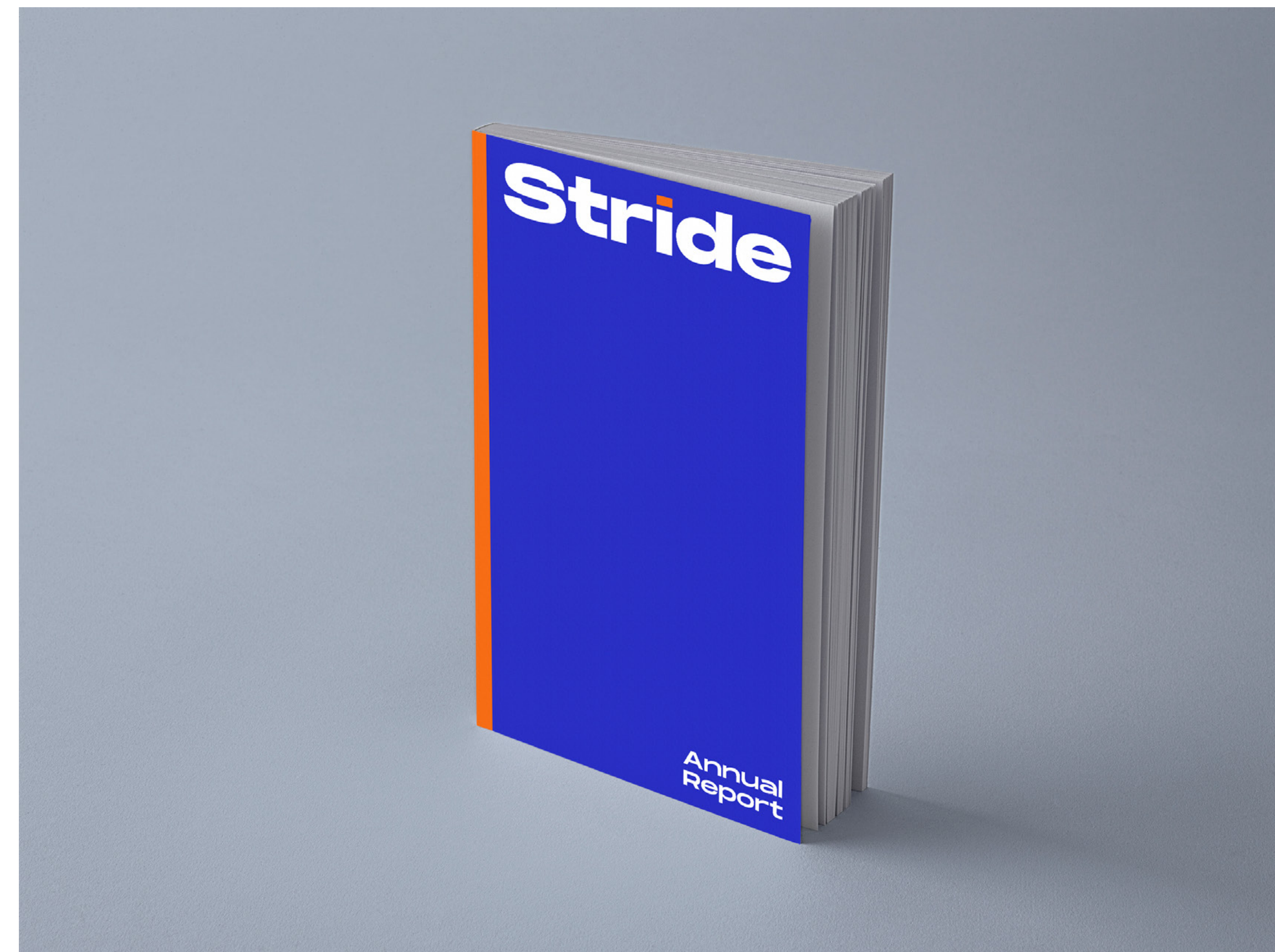
Annual report

Use the Stride brandmark not locked up
with descriptor
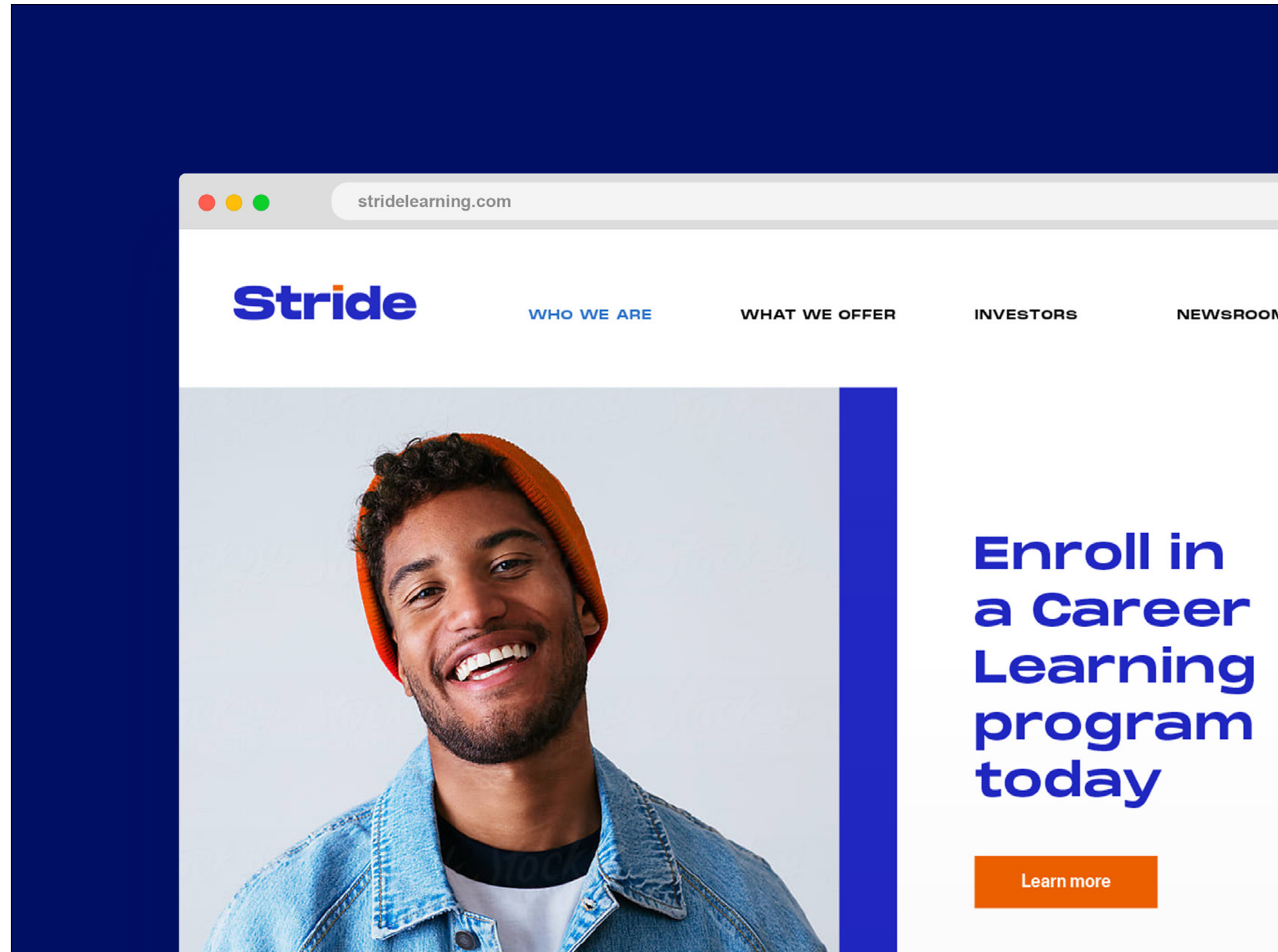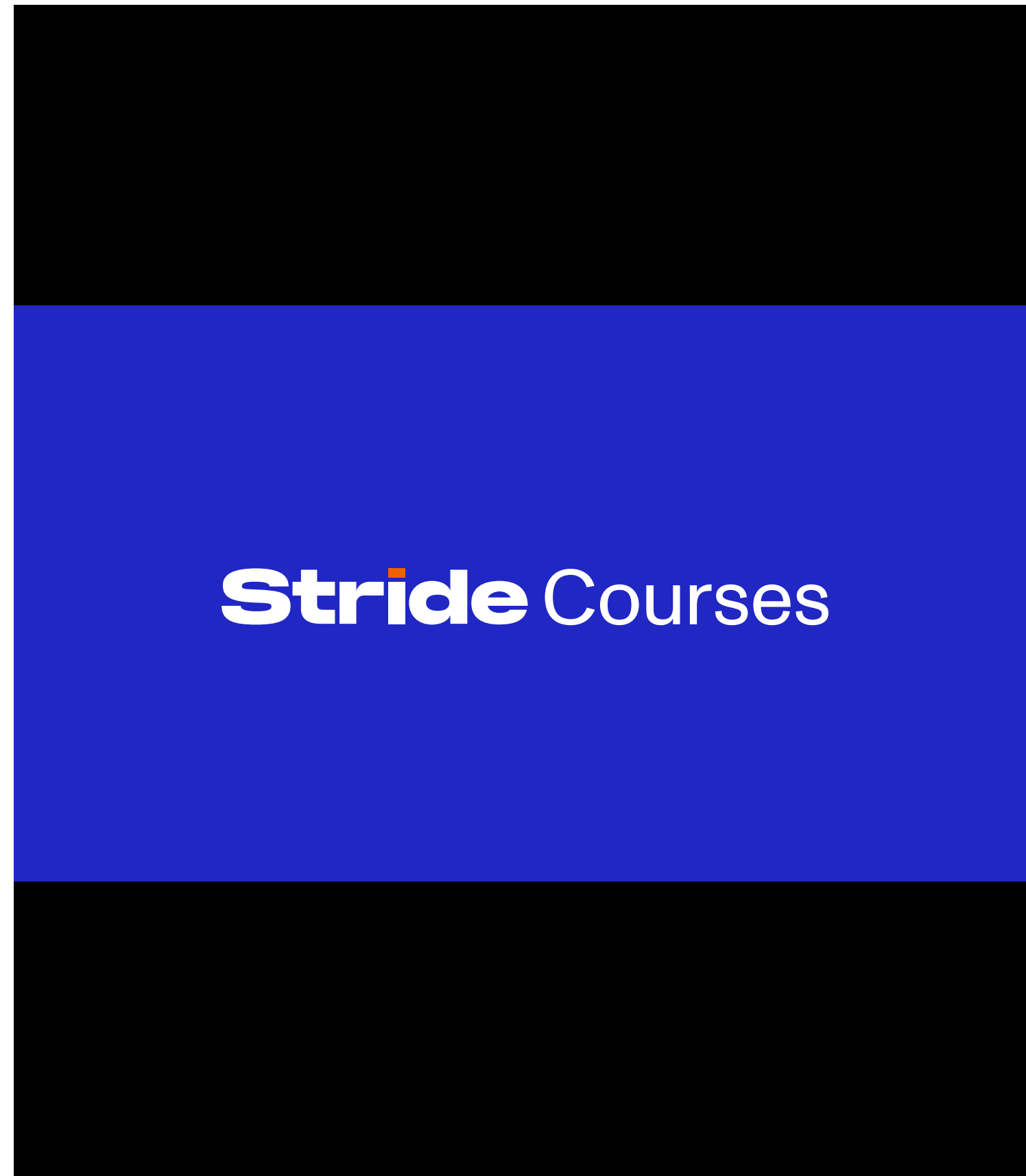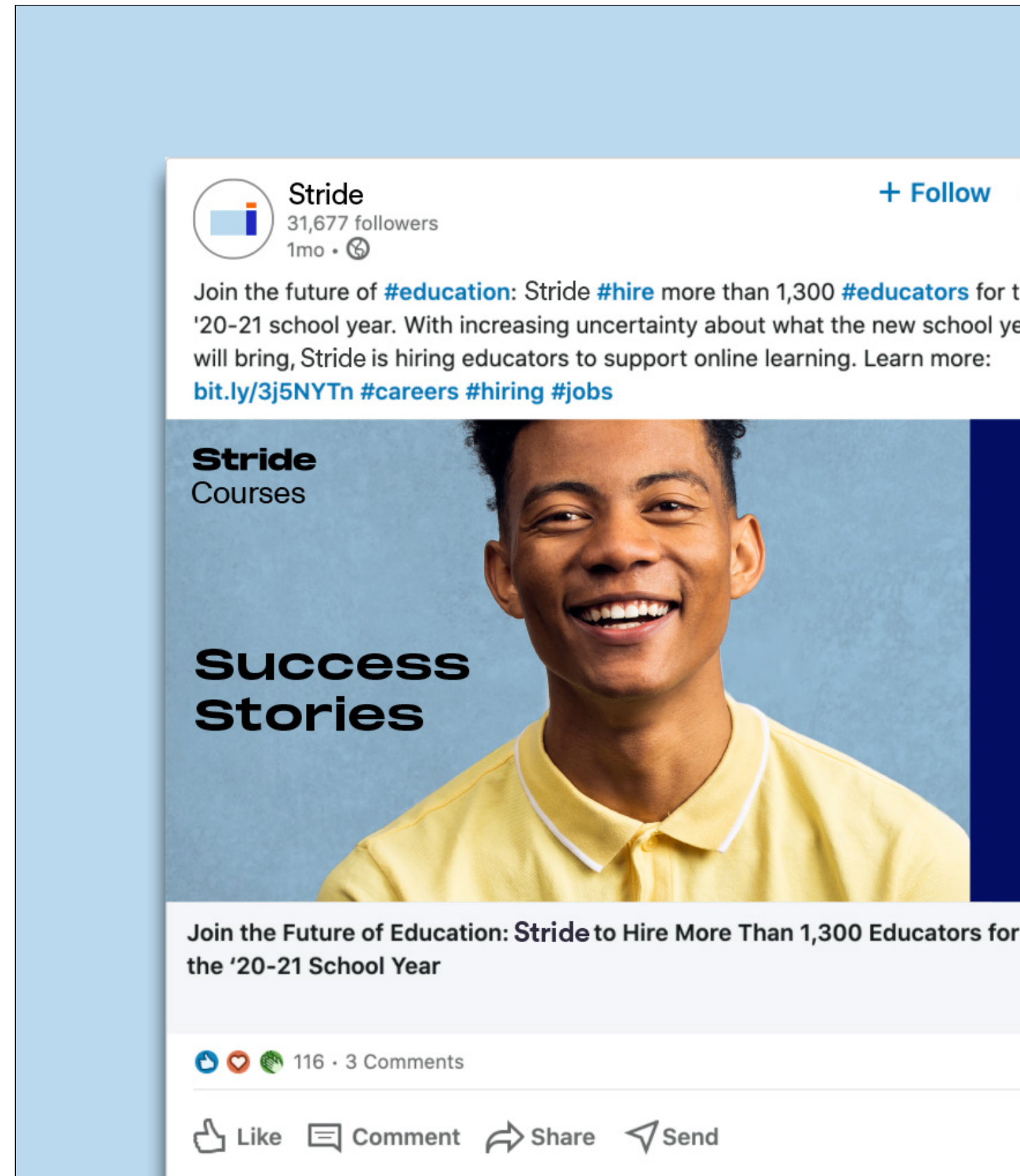

Website
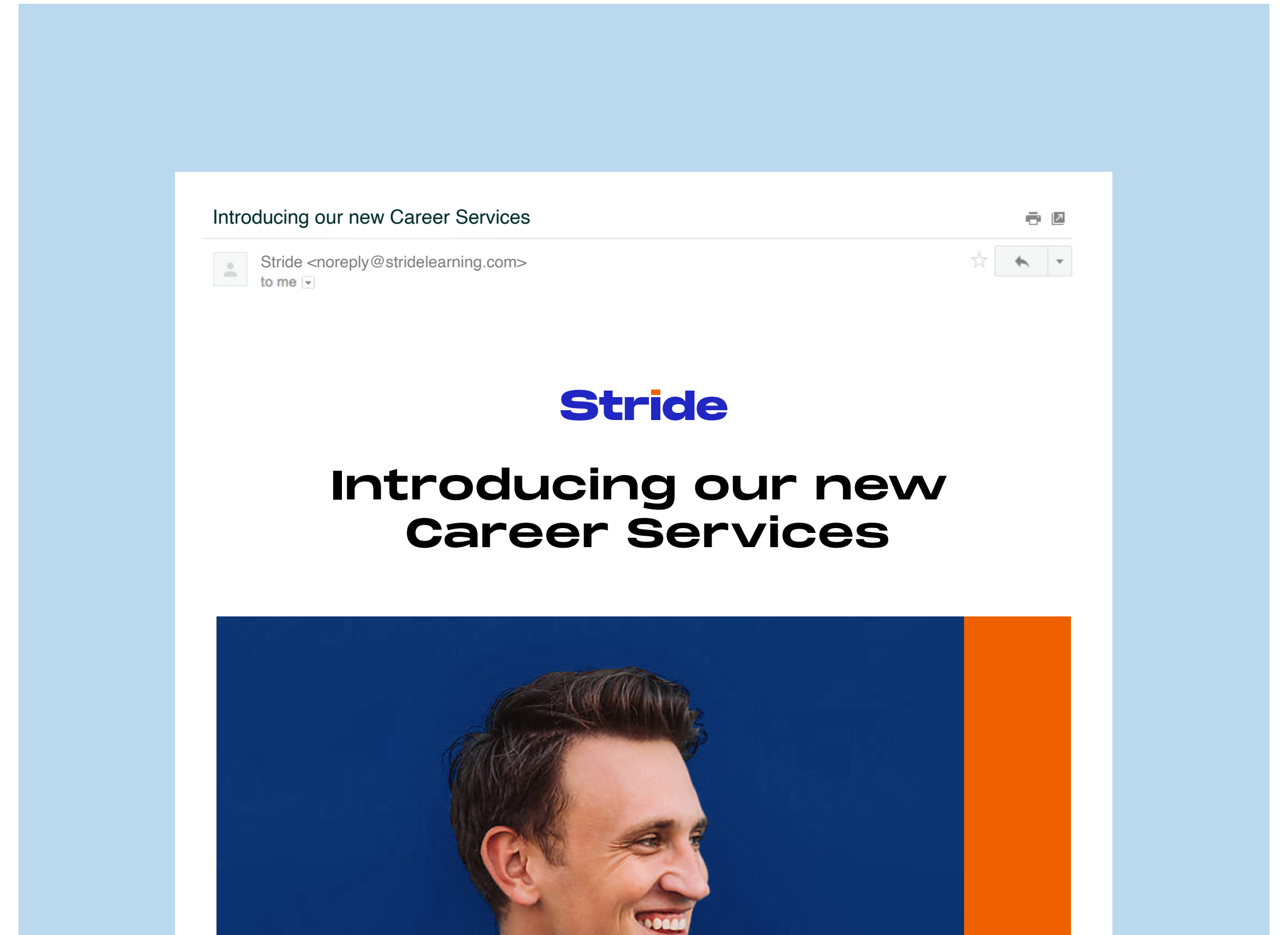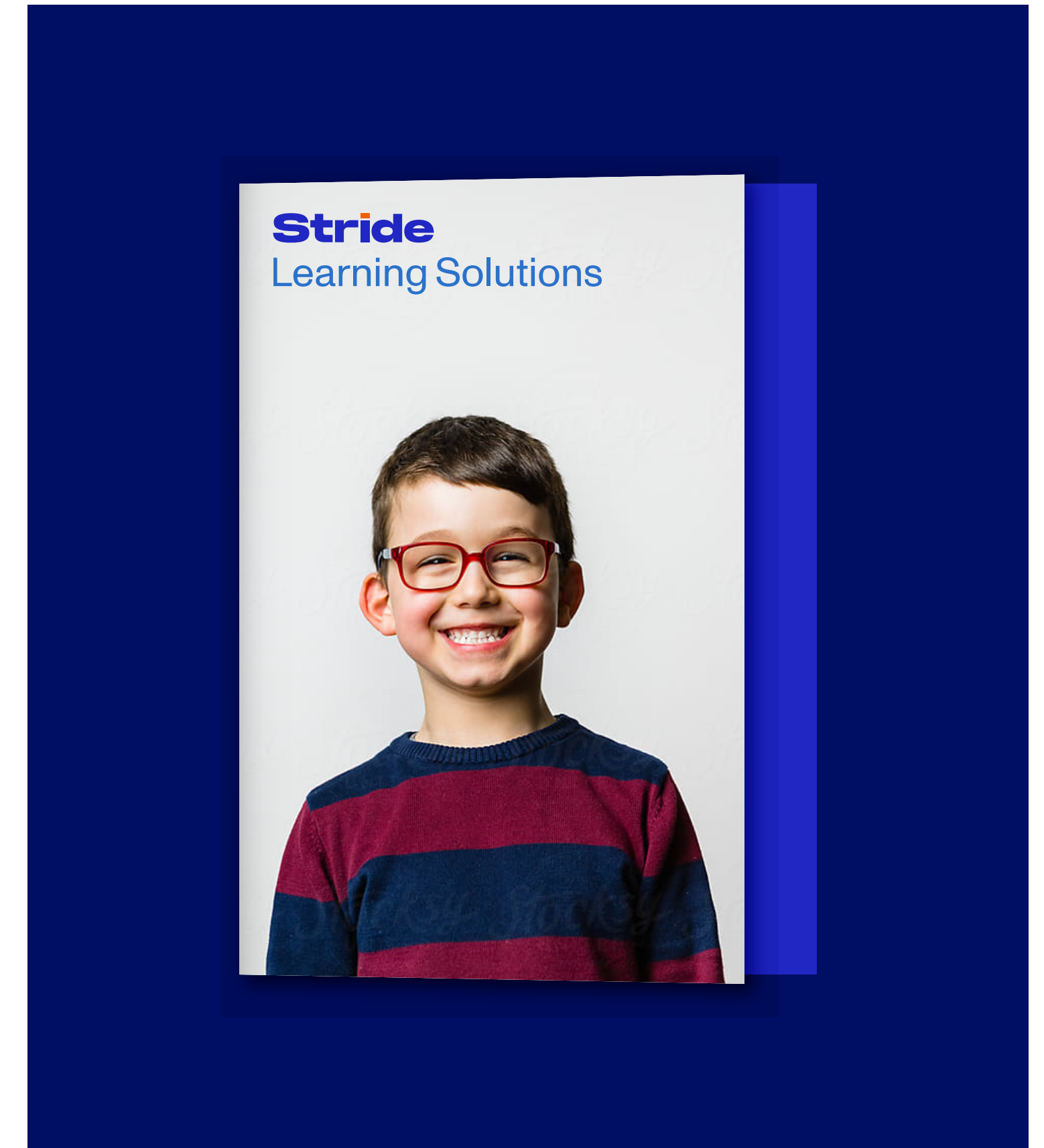

Internal email

Use the Stride brandmark, with brand typeface-treated descriptor

End-card for product advertising

Social media on Stride pages
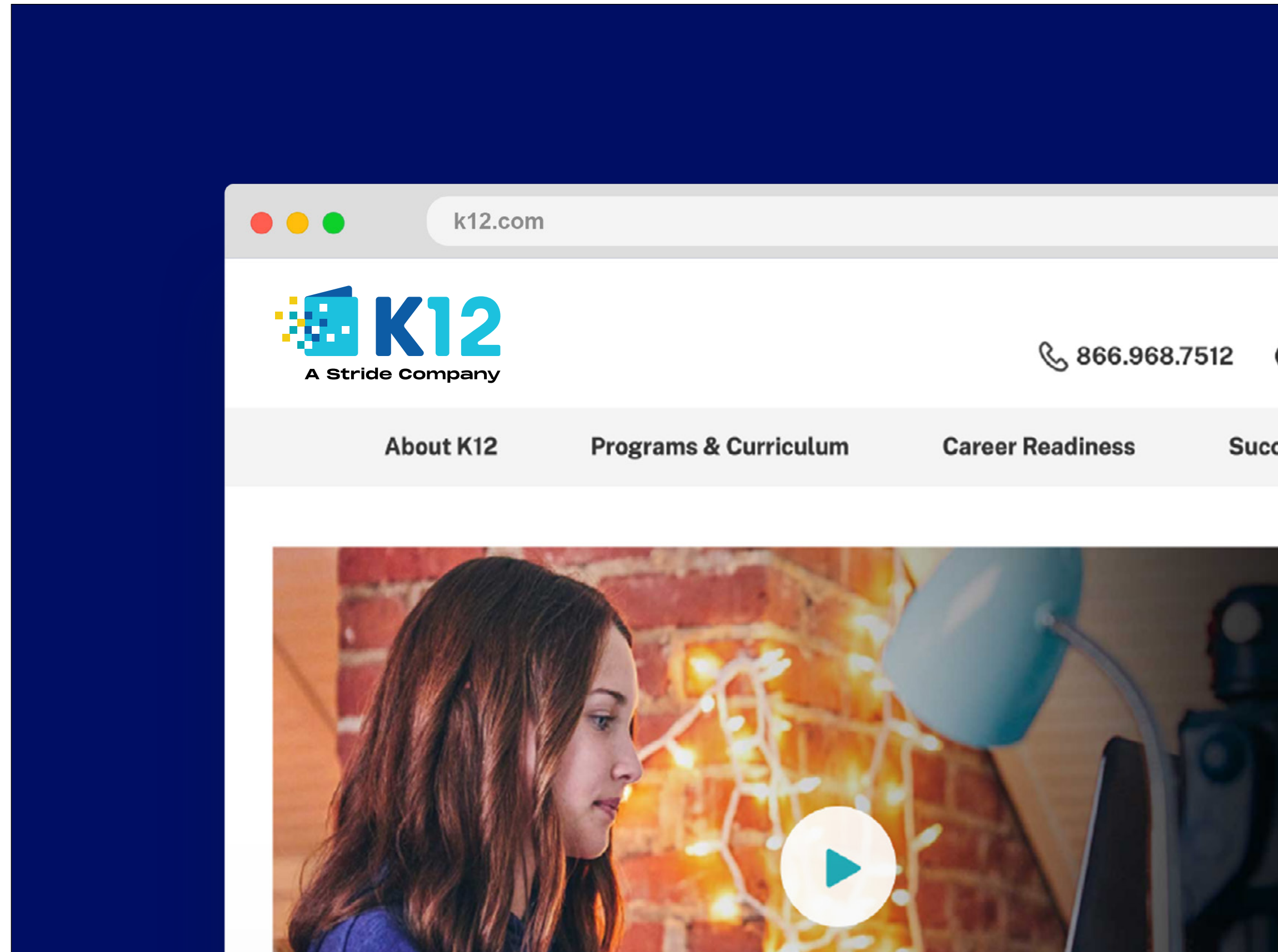

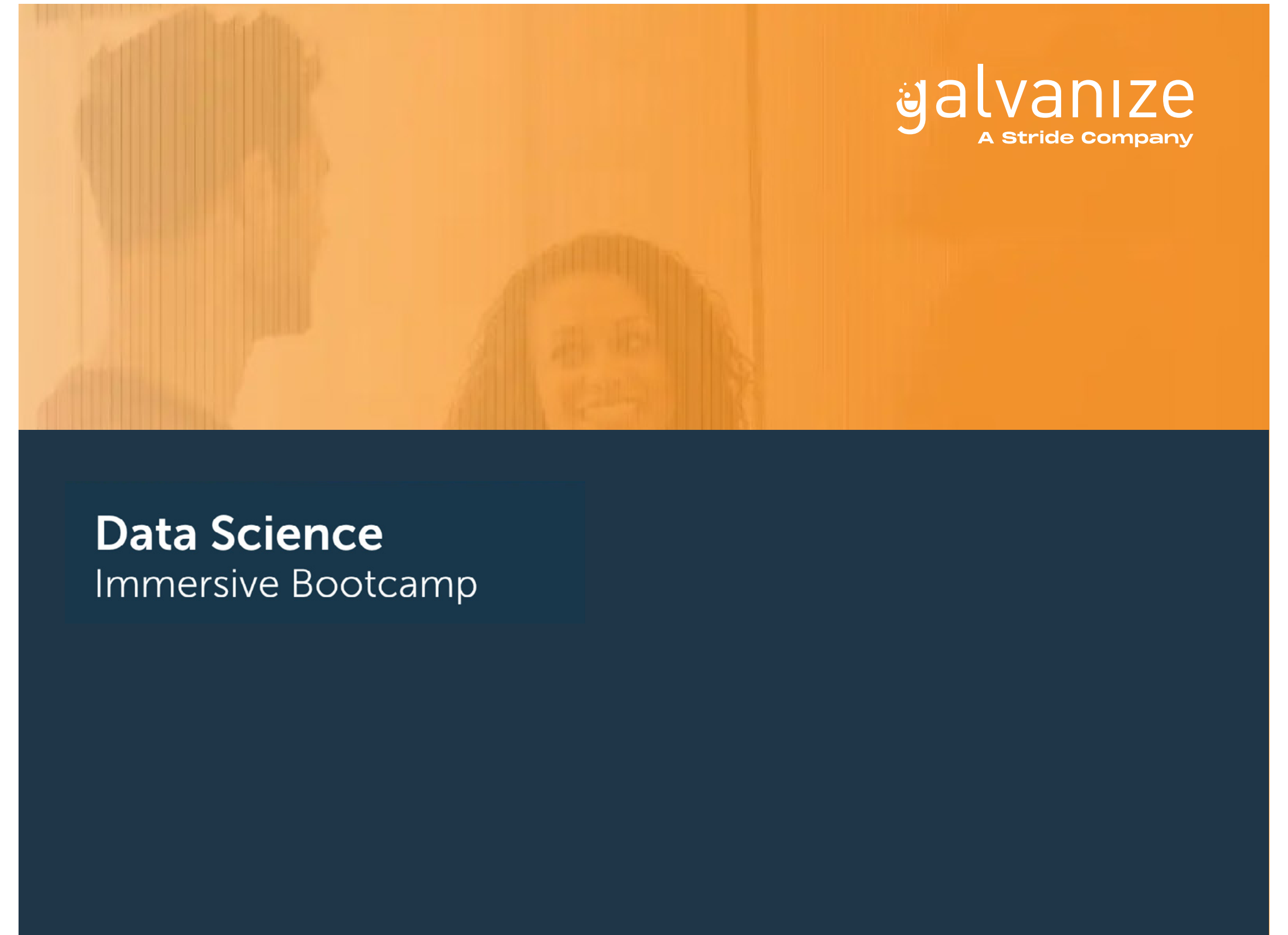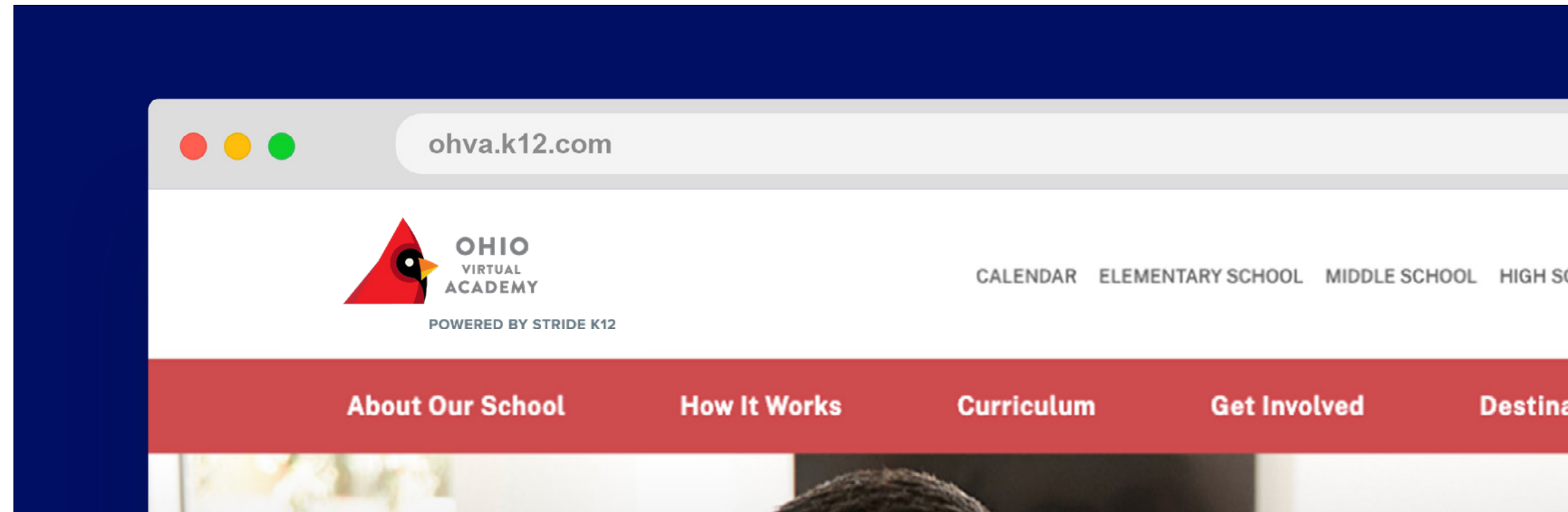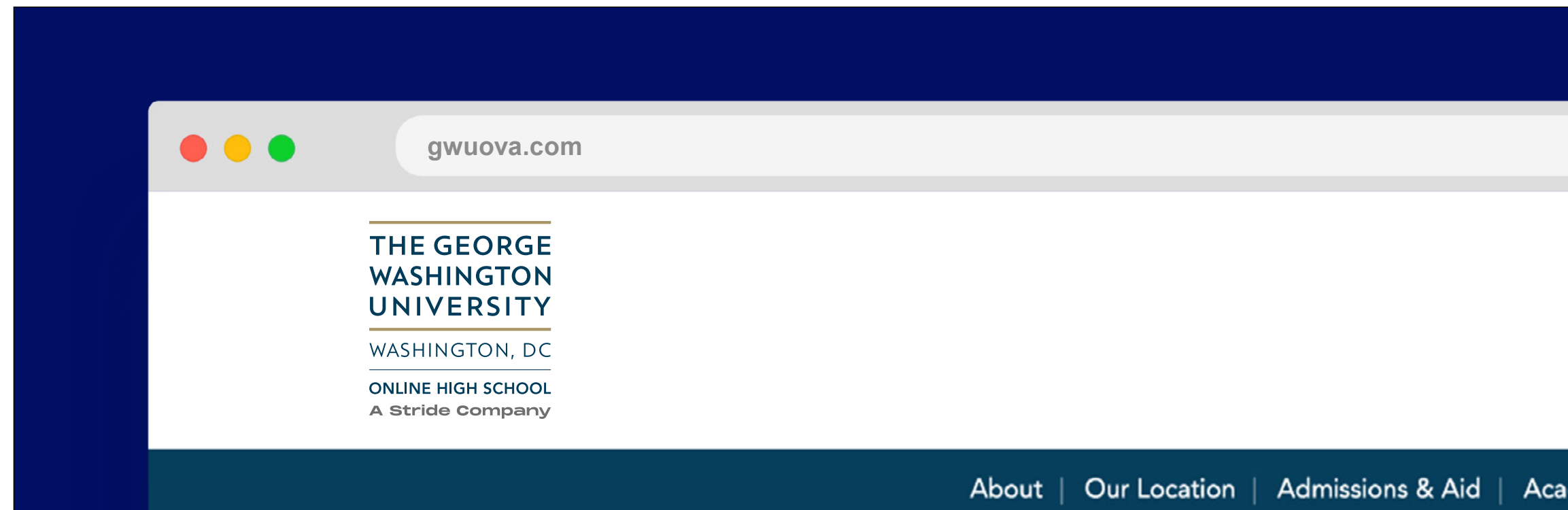School district brochure

K12 website

Bootcamp syllabus

**RULE 5
EXTERNAL**

Use the 'powered by Stride K12' endorsement line

Public school materials

Private school website

**RULE 6
EXTERNAL**

Use the 'in partnership with' line

Stride web banner

Our verbal identity

This section contains our brand voice principles, writing guidance for practitioners, and copy illustrations. Use the voice principles as a way to direct and inspire writing. And use the tonal flex as guidance on how to shift our voice per audience.

For more specific grammar usage guidance, refer to The Chicago Manual of Style. For spelling and language usage, refer to the Merriam–Webster Dictionary. And for a glossary of language specific to our work, refer to our <u>editorial style guide</u>.

Voice principles

Voice principles

Explainer

Guidance

Highlight helpful information

Insightful and clear. Not patronizing.

Help the reader help themselves by writing with clarity and confidence.

Do aim for brevity
Don't reduce so much that your message becomes muddy.

Bring energy that moves people forward

Spirited and active. Not forceful.

Empower the reader to expand their horizons by writing with a positive outlook.

Do try to keep things in the active voice.
Don't force positivity if the message requires balance.

Use expertise to show opportunity

Experienced and inspired.
Not academic.

Inspire confidence in the reader by writing with a sense of ambition.

Do show instead of tell by using vivid verbs and adjectives.
Don't overuse descriptive language, less is more.

Copy illustrations

Before

After

Emotive words like "passion" and "love" add energy that inspires. And an active word like "jump-start" adds momentum.

Medium

Paid Social

Audience

Learners

Post Copy (125 characters max)

Gain the skills you'll need for careers in fast-growing fields, right out of high school, with Stride Career Prep.

Post Copy (125 characters max)

Stride Career Prep, where <u>passion</u> meets progress. Gain skills to <u>jump-start</u> a career you'll <u>love</u>, right out of high school.

Headline (25 characters max)

Business, Health, & IT

Headline (25 characters max)

Business, Health, & IT

Link Description (30 characters max)

Tuition-Free Online School

Link Description (30 characters max)

Tuition-Free Online School

CTA

Learn More

CTA

Learn More

Before

Medium
From website page

Audience
MPS parents

Headline
How does online school work?

Body
Online schooling allows your child to learn at home, or wherever there's an internet connection, while enjoying the benefits and support of a school program. They'll receive a high-quality education that's tailored to their needs.

Stride K12-powered schools adhere to state testing, school accountability, and attendance policies, just as brick-and-mortar schools do, and graduates earn a high school diploma.

After

Instead of posing a question, this version states a solution in the headline, leaning into expertise and helpfulness. The body copy leans into helpfulness by surfacing the value of learning online so parents can clearly see the benefits.

Headline
Freedom meets structure with online learning

Body
Everyone learns differently. An online education may be right for your child. All you need is an internet connection and a computer.

Stride-powered schools follow the same state testing and accountability guidelines as the best public schools in the country. But with the added flexibility of online learning, your child receives an individually tailored education while earning their high school diploma.

Before

Medium
Website carousel

Audience
School districts

Headline
Online Teaching and Learning Solutions.
Today's Needs. Tomorrow's Future.

Body
Stride Learning Solutions provides flexible online and blended learning options that boost modern instruction and promote lifelong student success. With an innovative platform, comprehensive digital courseware, adaptable technology, and extensive support, we are equipped to help your school or district empower a brighter future for learners.

CTA
Request a demo

After

The language highlighted is examples of energizing expertise. Vivid verbs like "create" mix with an aspirational tone that pushes the voice to evoke a sense of optimism and change.

Headline
Create a brighter future for students

(Alt)
Online learning solutions for teachers

Body
Stride Learning Solutions provides a blended approach to the standard curriculum. So learning is never stuck in the past.

We equip your school or district with a platform that includes digital courses and the technology your students need to bring them to life. And we offer extensive support so you can ensure that this new way of learning is supporting students today.

CTA
Request a demo

Tonal shifts by audience

Audiences	Value Propositions	Tonal Flex		
For learners	Learn your way forward in life	**Write to inspire and energize. It's less important to sound like an expert, and more important to sound engaging.**	Helpful Energetic Expert	●●●●○ ●●●●● ●●●●○
For parents	Personalized learning that sets up your child for success in life	**Write to calm and reassure. It's less important to be high energy and fun, and more important to sound like an expert.**	Helpful Energetic Expert	●●●●● ●●●○○ ●●●●●
For teachers & employees	Create a fairer system that champions individual and collective growth	**Write to empower and champion. It's less important to sound like an expert, and more important to inspire and energize.**	Helpful Energetic Expert	●●○○○ ●●●●● ●●○○○
For partners	Access a diverse talent pool and actively shape their development	**Write to inform and assist. It's less important to be energizing and fun, and more important to sound like an expert.**	Helpful Energetic Expert	●●●○○ ●●●○○ ●●●●●
For school districts	Future-facing learning solutions that satisfy unmet needs	**Write to inform and activate. It's less important to be fun, and more important to sound like an expert with a vision for the future.**	Helpful Energetic Expert	●●●●○ ●●●○○ ●●●●●
For investors	Learning solutions for all ages that meet the needs of the employer market	**Write to fortify and communicate strength. It's less important to be energizing and fun, and more important to sound like an expert.**	Helpful Energetic Expert	●●●●○ ●●○○○ ●●●●●

For
learners

Whether you know exactly what direction you're heading in life, or you're just starting to explore the possibilities, Stride Career Prep can **help you along your journey. We support you with guidance and the freedom to explore** fields in IT, health and human services, and business. So you can **discover where you want to go, what you want to become, and feel confident that you can achieve it all.**

This isn't your typical learning environment. You'll dig into real-world situations that feel like the modern workplace. Collaborate with teams, learn from industry experts, and choose your own adventure. You'll **leave Stride Career Prep with a strong sense of self and a clear path to a brighter future.**

For
school districts

It's **time for education to evolve** to fit the world we live in so everyone can achieve a brighter future. Stride Career Prep **takes students beyond textbooks and into real-world classrooms.** They're given opportunities to explore the fields of IT, health and human services, and business. Giving them access to knowledge and experiences that will show them that **success looks different for everyone, and is possible for anyone.**

By focusing on project-based learning methods, students are exposed to the modern workplace in a constructive way. **We blend self-directed learning with collaborative teams**, so they can learn new ways of working and sharpen skills needed in today's work world.

For
investors

We **have the opportunity and the vision** to change the way students prepare for real life. By t**ransforming education, taking it from old-school to new thinking,** we can empower more students to find their way to success.

At Stride Career Prep, we focus on project-based learning methods that expose learners to the modern workplace. They can explore what it's really like to work in the in-demand fields of IT, health and human services, and business. And with **our blend of self-directed learning and collaborative teams, students finish the program ready for the action of the real world**.
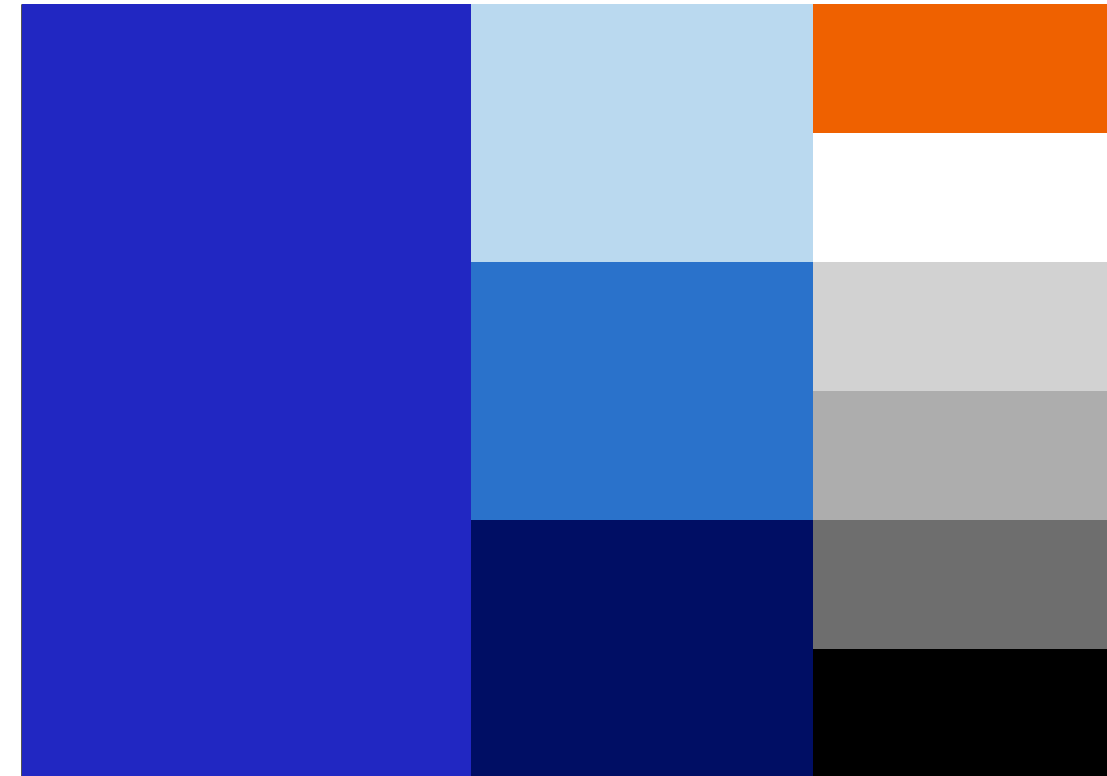
Our visual identity

This section is a visual style guide. It defines how we look and show up in the world, and further emphasizes our strategic and voice principles through our logo, colors, typography, graphic devices, photography, and motion.

These are tools that provide guidance to designers through all the brand visual elements, so everyone is equipped with the assets and the thinking to ensure brand consistency throughout the experience.
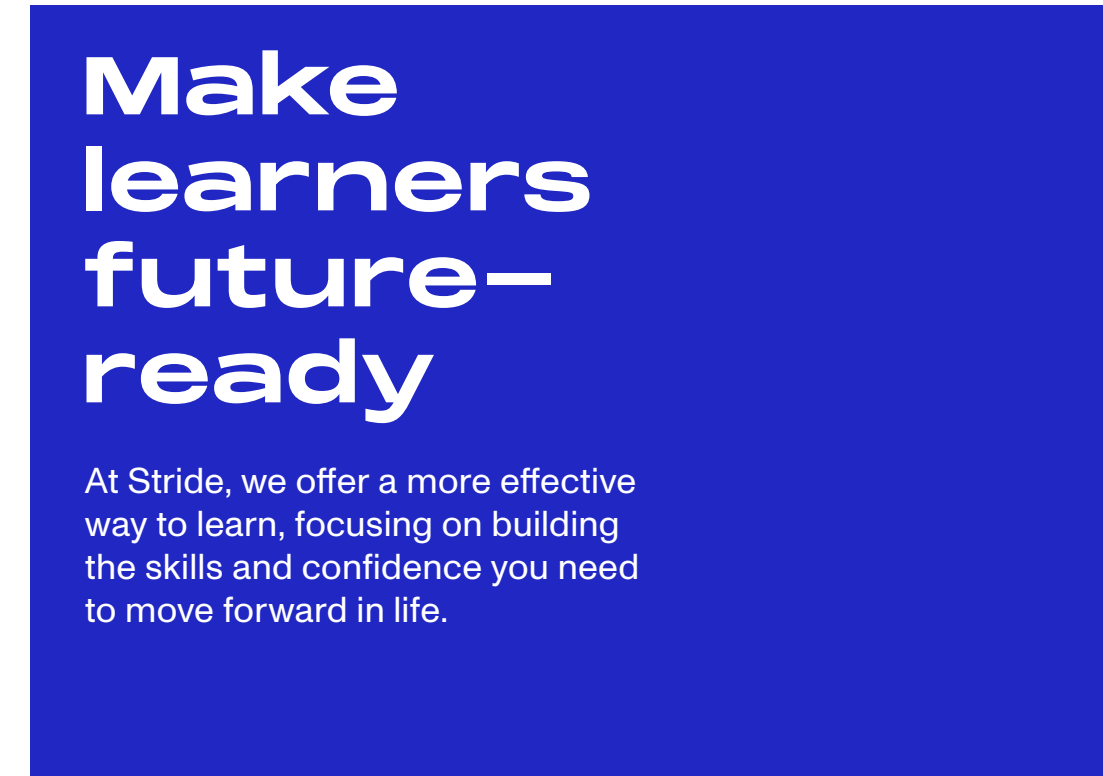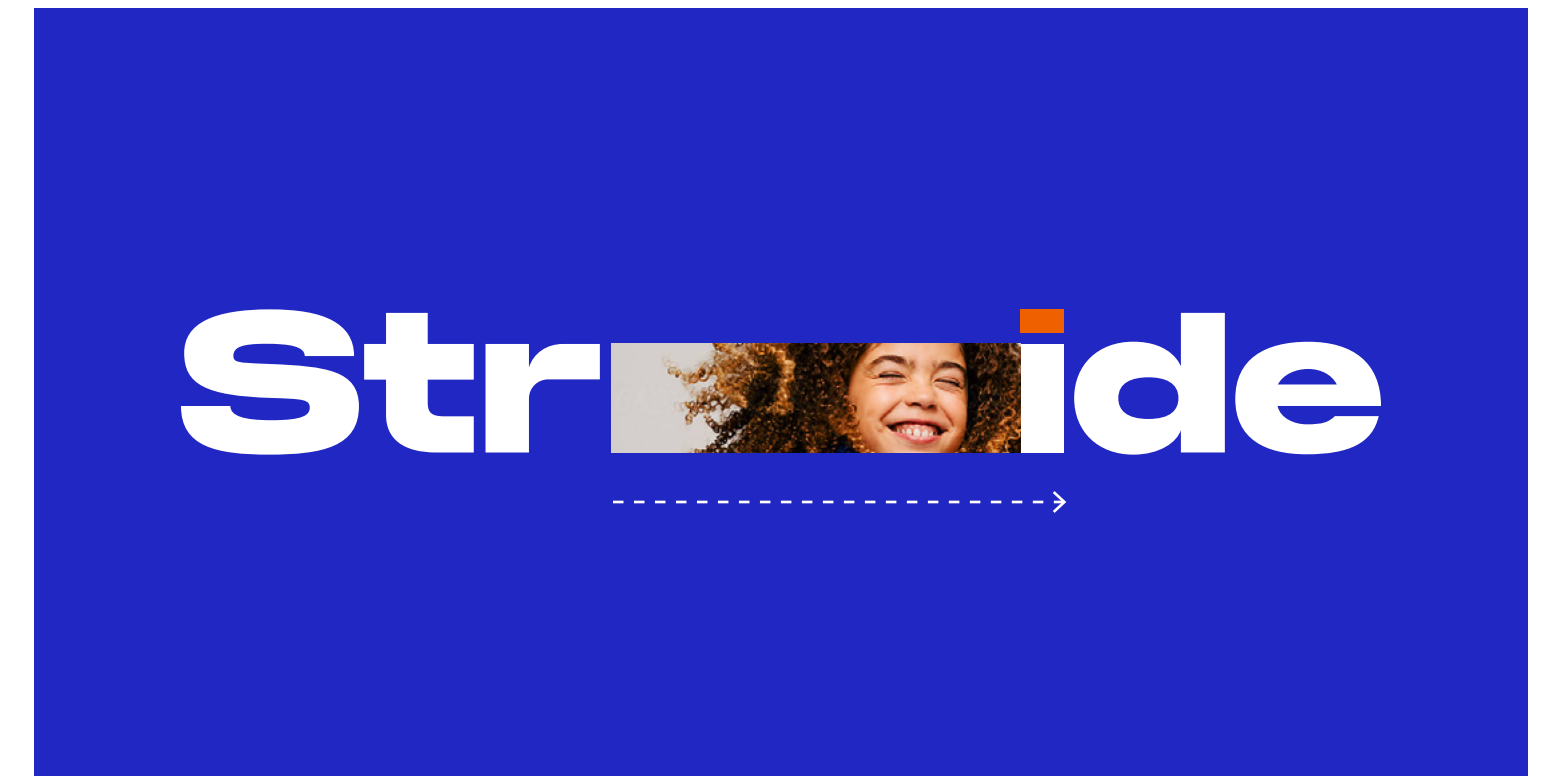
Logo

Color

Make learners future– ready

At Stride, we offer a more effective way to learn, focusing on building the skills and confidence you need to move forward in life.

Typography

Graphic Device

Photography

Headline goes here

Ximincia tiorum re posamus tionseq uidunt omnis at harchillit andundipid molorit eaquam quam ut voloriam nam conecep restias sit iminctatecto que poruptaque venimpores rendae.

Stride

Compositions

Motion

Logo

Our logo is a wordmark that is bold and confident. It is set in a vibrant blue color and accented by a warm orange in the tittle of the "i"— which suggests the individuals that Stride empowers, as well as being a signifier for the Window in our visual system.

Stride

Our logo is customized and crafted with details in spacing and alignment that help make the wordmark feel streamlined and balanced.

The logo is provided as a brand asset. Do not try to recreate or adjust the wordmark.

Orange tittle

Curves in "t" and "r" mimic each other
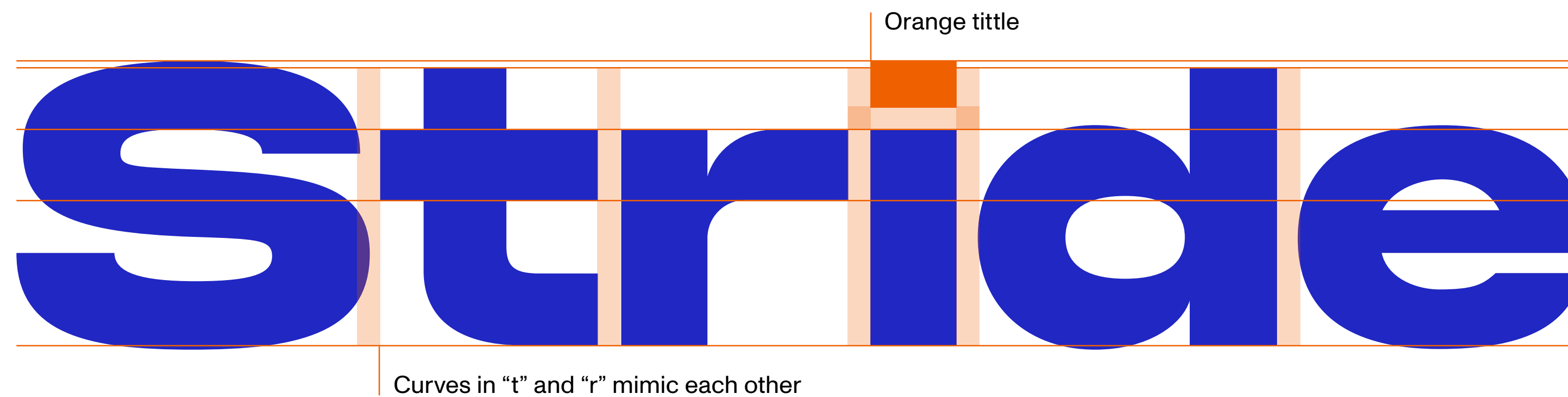
CLEARSPACE & MINIMUM SIZE

Always maintain sufficient clearspace around the logo to ensure no interference with other elements. The clearspace margin is measured by using the height of the tittle.

The logo should never be applied at sizes less than 100 pixels wide for digital applications or 0.5 inches in print.

Clearspace margin = Height of tittle

Stride

Stride

Minimum width: 100 pixels, 0.5 inches

Descriptors should be set in Monument Grotesk Regular, and typeset to share the same x-height as the wordmark. Use the "i" in the wordmark as a tool for measuring the space between each word.

Below are examples of a single-line lockup for usage in wide formats, and a double-line lockup for usage in tall formats.

Single-line lockup

Stride Courses

Word spacing = width of "i"

Stride Courses

Double-line lockup

Line spacing =
1/2 of wordmark height

Stride
Learning Solutions

Stride
Learning Solutions

Taglines and URLs should be built into compositions as part of the layout, separate from the logo if possible. However, in situations where a tagline or URL needs to be locked up with the logo, such as an end-card, please refer to the following guidance.

Tagline

URL

Stride

Spacing = 1/2 of logo height

Building skills. Expanding minds.

Typeface = Monument Extended Bold
Type size = approximately 1/3 of logo height

Stride

Spacing = 1/2 of logo height

stridelearning.com

Typeface = Monument Extended Bold
Type size = approximately 1/3 of logo height, fit to logo width

Stride

Building skills. Expanding minds.

Stride

stridelearning.com

ENDORSEMENT LOCKUPS

When creating an endorsement lockup, typeset in Monument Extended Bold to ensure legibility in various sizes, and scale to match the width of the endorsement line to that of the logo.

Any endorsement not involving the K12 logo will be Stride dark gray, #6E6E6E

K12 example

Endorsement line should fit the width of the logo.
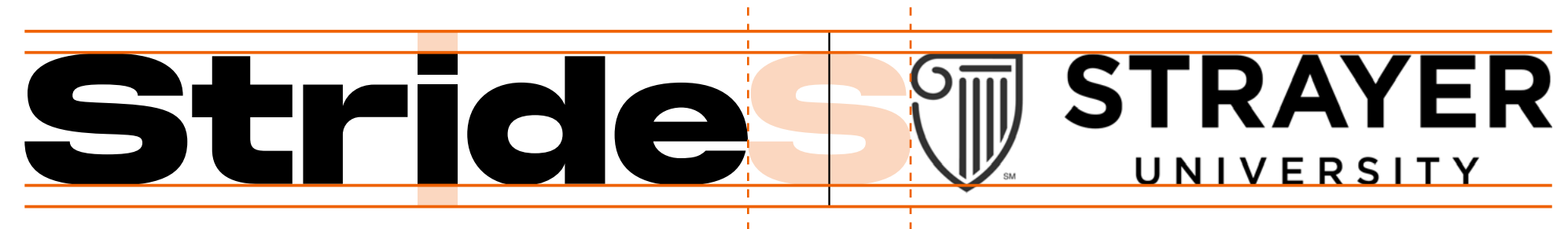

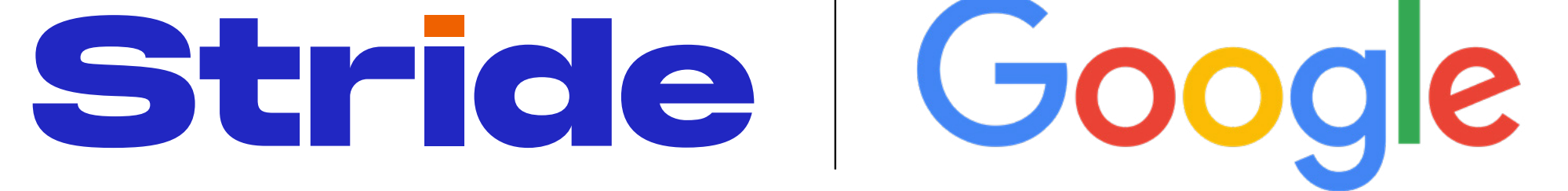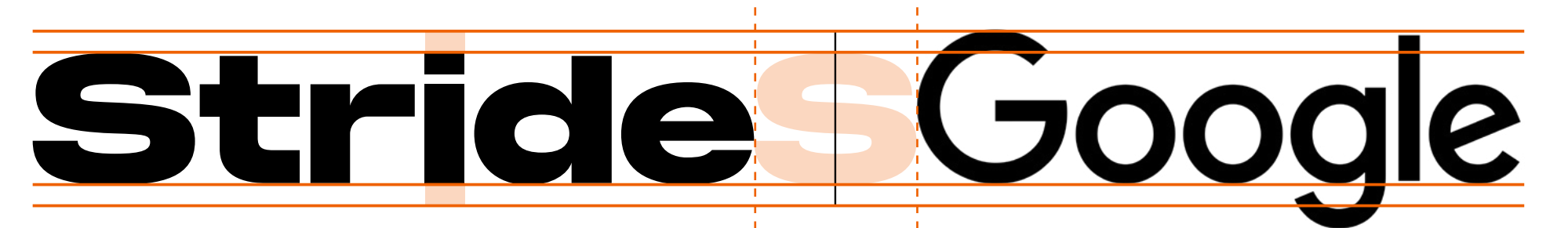**Medcerts example**

Hack Reactor example

PARTNERSHIP LOCKUPS

When creating partnership lockups, be sure to optically match the size of the partner logo with the Stride logo by using either the height or the x-height as a reference point.

Higher ed partnership example
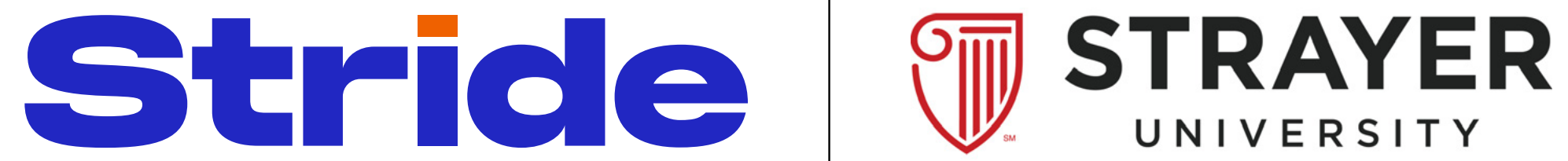
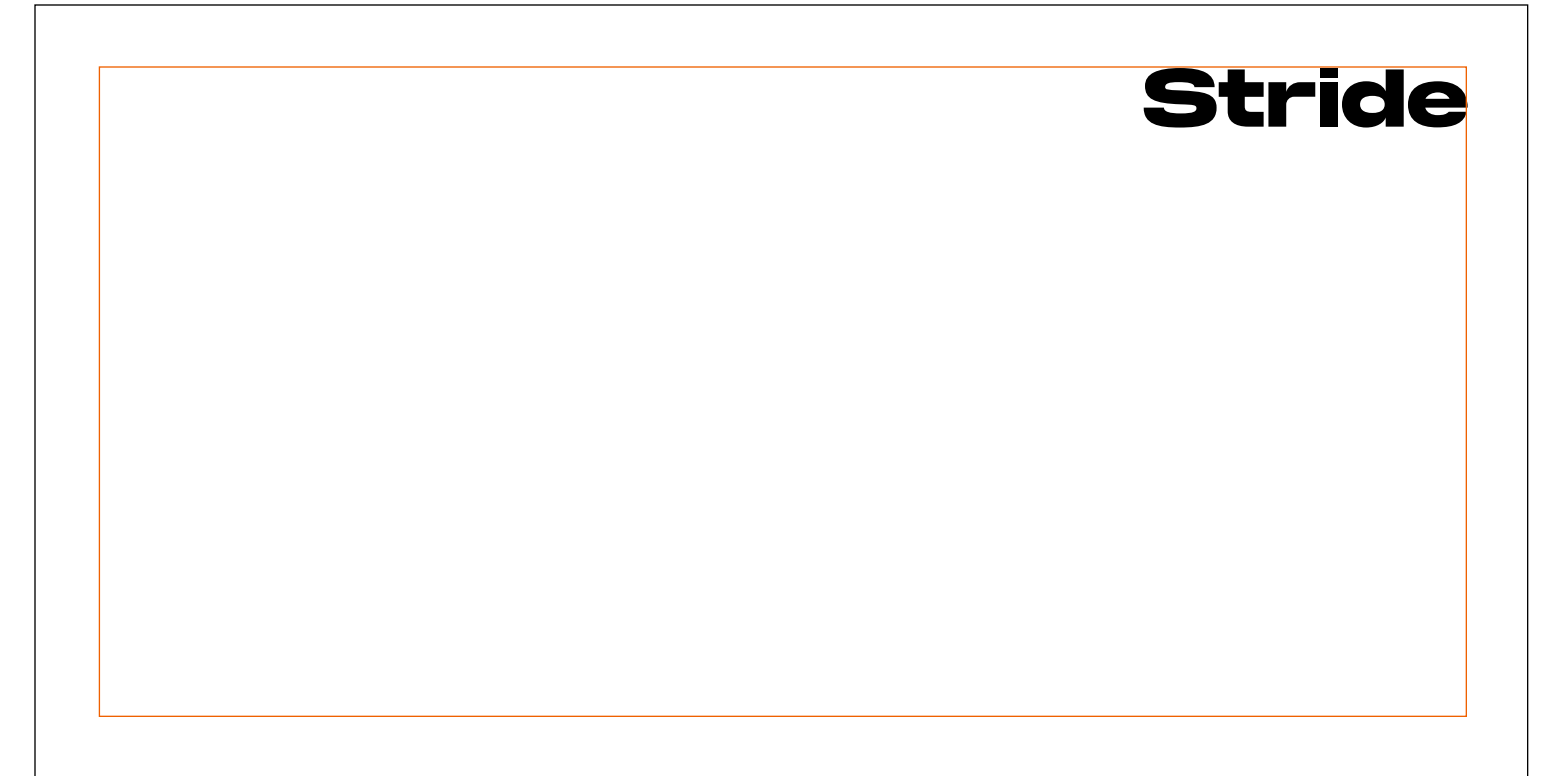**Brand partnership example**

LOGO PLACEMENTS

Our logo is flexible in usage. It can be used large and bold as a super graphic and stretched across the canvas, or used more functionally as a sign-on or sign-off in either corner of the canvas.
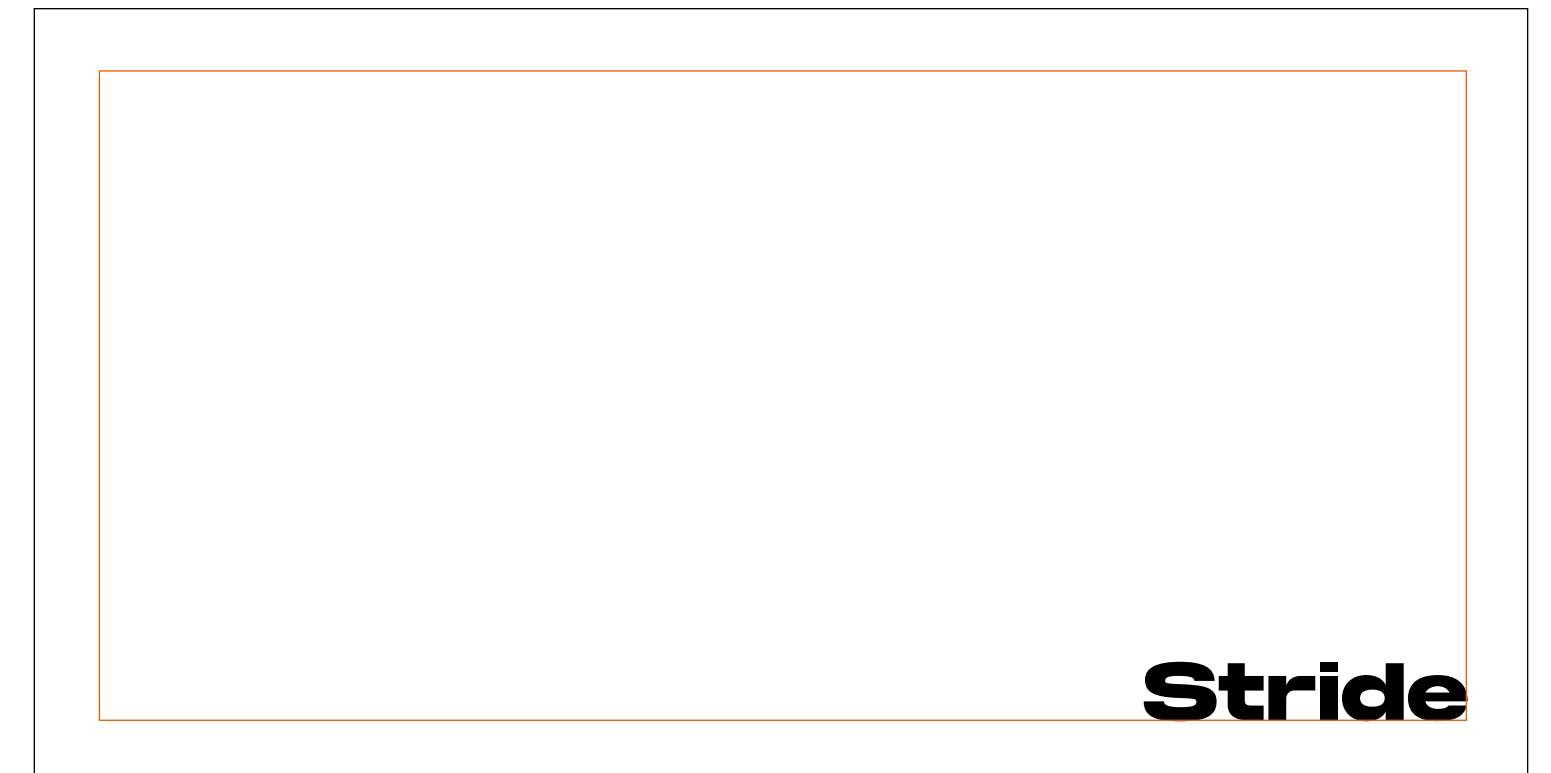
Stride

Full-width, top-aligned

Stride

Top-left corner

Stride

Top-right corner

Stride

Full-width, bottom-aligned

Stride

Bottom-left corner

Stride

Bottom-right corner

Below are examples of our primary logo colorways. It can be used against our Primary Blue, Light Blue, Navy Blue, Black, or White. Do not use the primary logo colorway against Medium Blue.

A tone-on-tone treatment can be used in situations where the logo needs to be less prominent so as not to compete with other elements on the page. Or for applications that need to skew more sophisticated and sleek.

When using a tone-on-tone treatment, use Medium Blue or Gray for the logo, without the orange tittle.

Use our logo in Black or White in applications where color is not permitted or available.
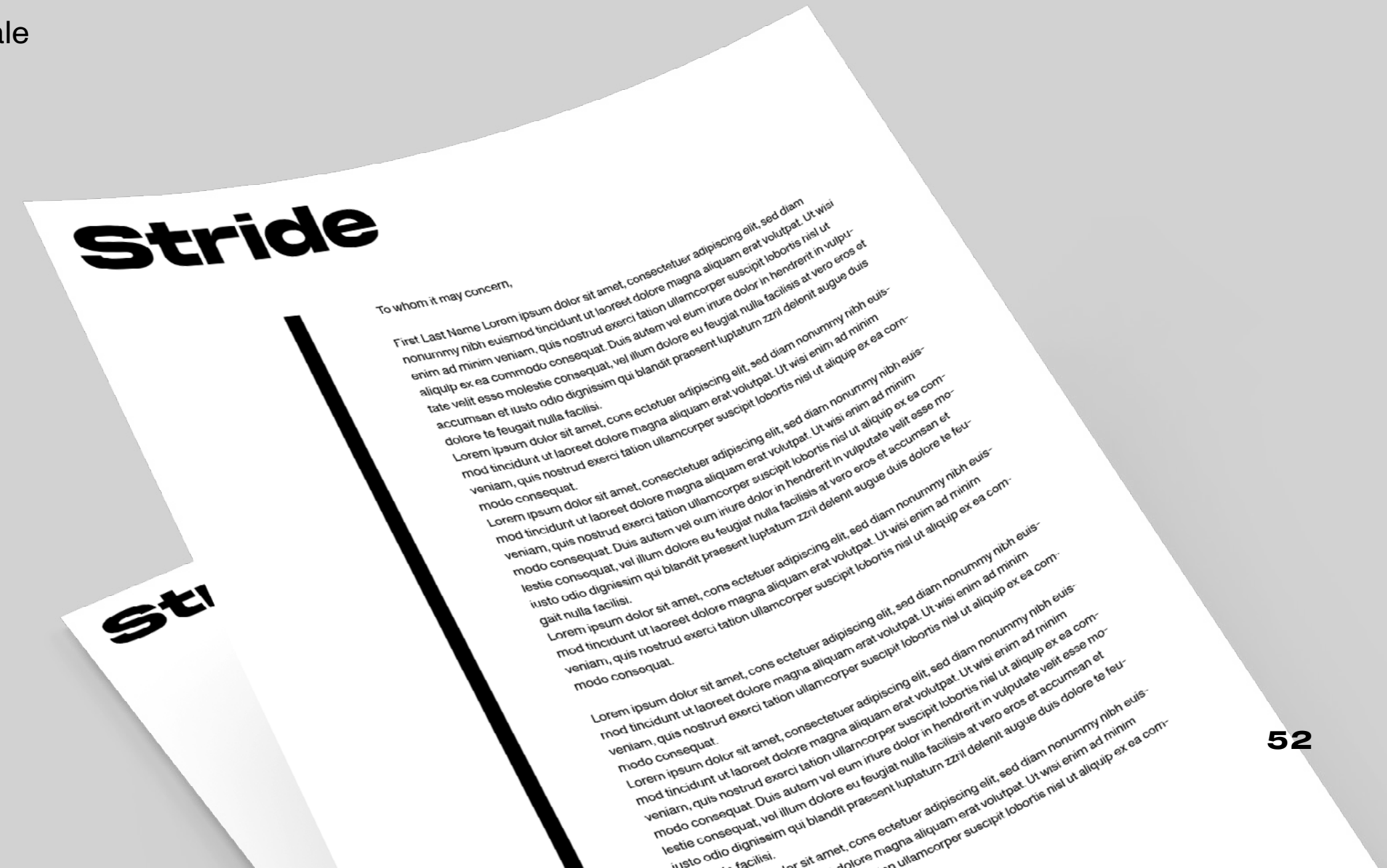
Stride

Stride

Stride

Stride

Primary
colorway

Tone-
on-tone

01
Chapter
Title

Stride   PRESENTATION TITLE   01

stridelearning.com

Stride

Grayscale

Stride

To whom it may concern,

First Last Name Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euis- mod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com- modo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mo- lestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feu- gait nulla facilisi.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euis- mod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com- modo consequat.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euis- mod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com- modo consequat.

Stri

Our symbol is derived from the "i" in our wordmark, striding forward and leaving a trail behind. It also references the Window and i-Frame that is our graphic device.

Our symbol acts as a shorthand or avatar. It can be used as a graphic motif (e.g., in merchandise or signage), or in instances where it lives alongside our name or brand attribution, and the word 'Stride' is clearly indicated (e.g., favicon or profile picture).
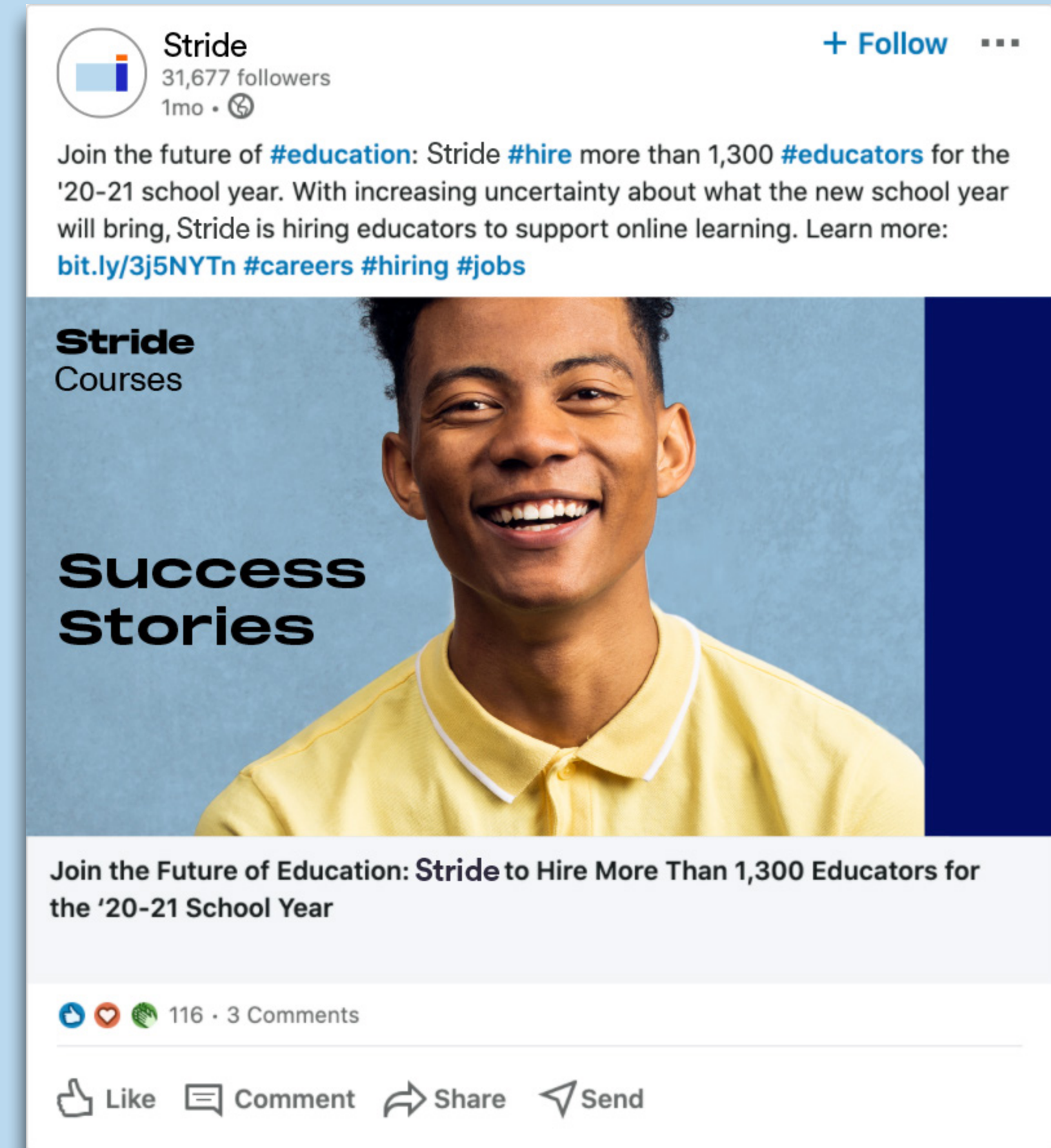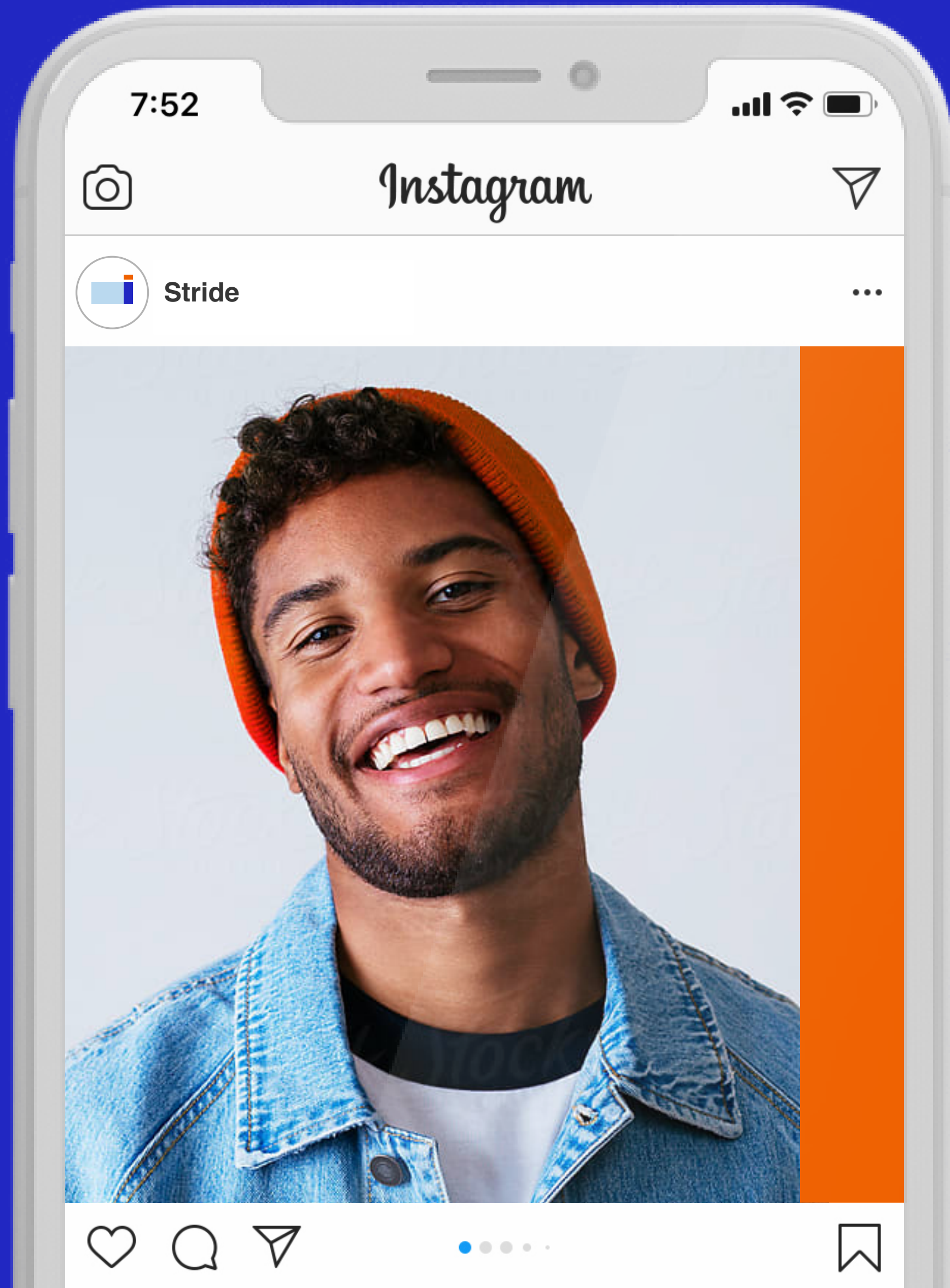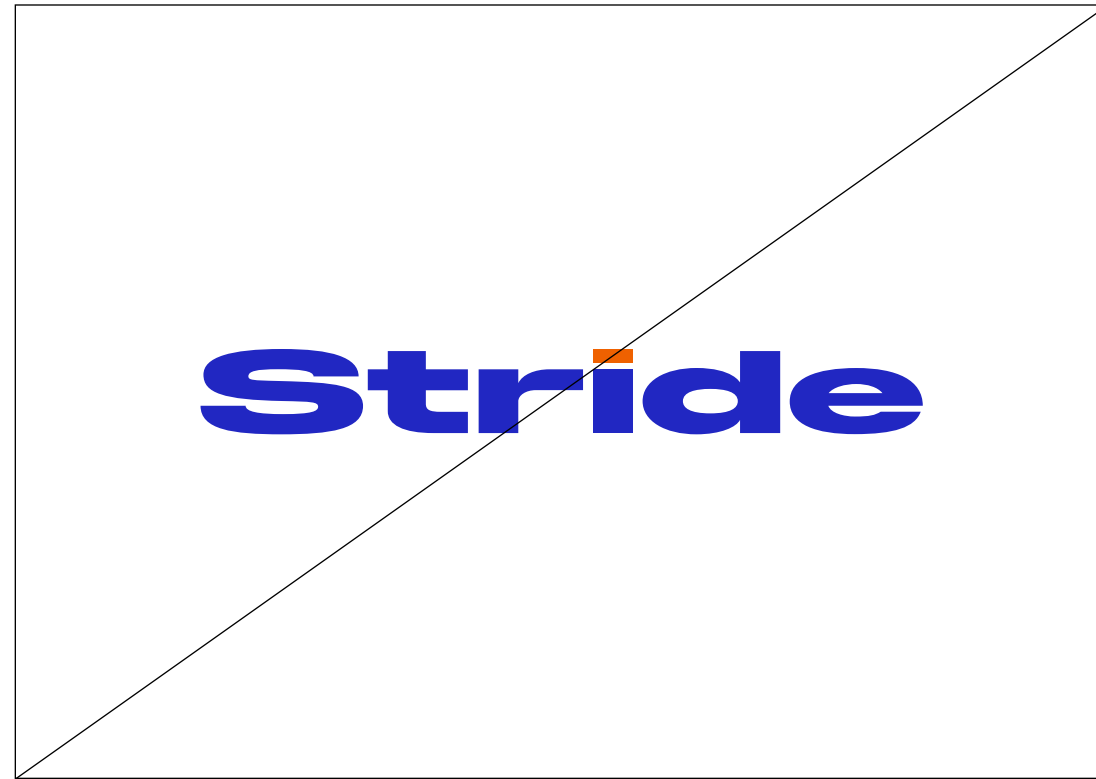
X

4.5 X
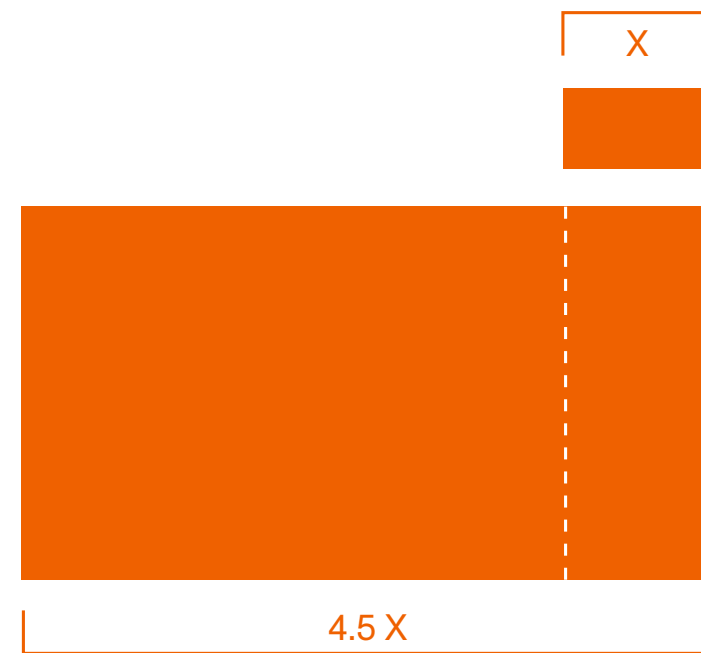
Construction

Color

Grayscale

Do not distort the logo.

Do not set logo in colors that are off-brand.

Do not place logo against backgrounds without sufficient contrast.

Do not add effects to the logo.

Do not reconfigure the colors in the logo.

Do not use the symbol and wordmark together.
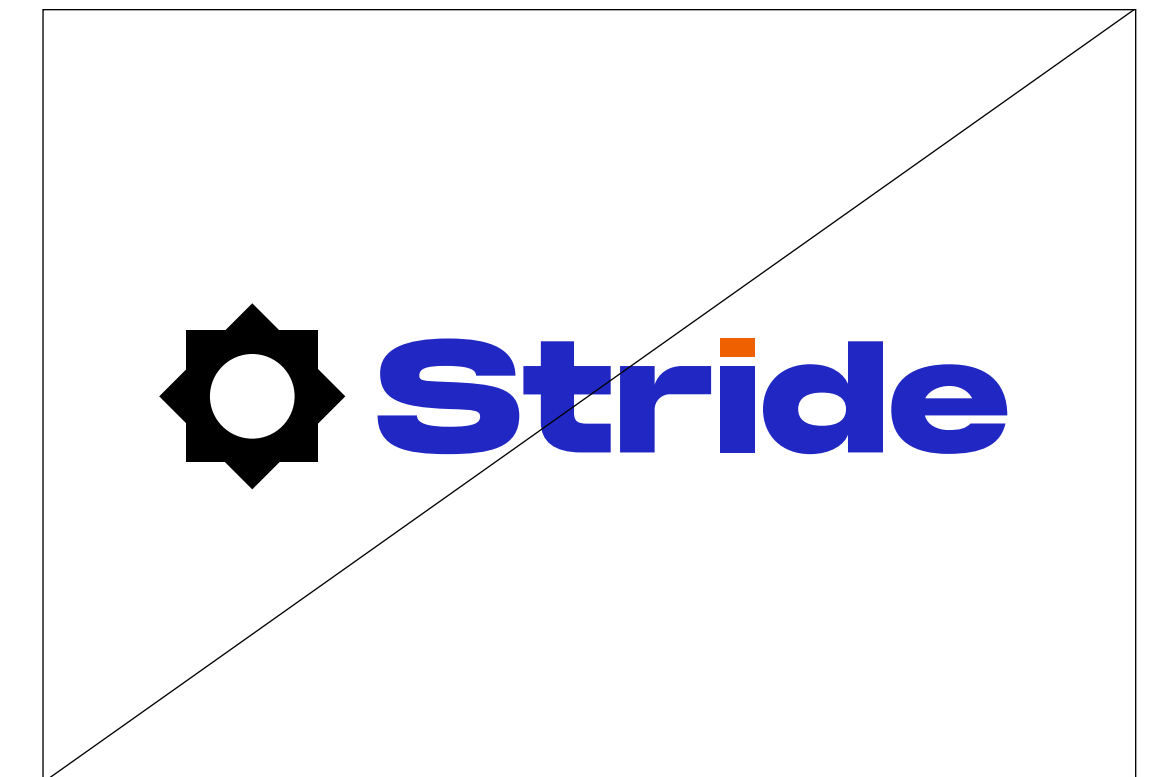
Do not use other logos or symbols with the wordmark.

Color

COLOR PALETTE

Our color palette consists of a vibrant Primary Blue, supported by a set of muted blues and grays, along with a warm Orange accent.

This allows for our brand to flex from serious and conservative to more playful and bold.

Primary palette

Secondary palette

Tertiary palette
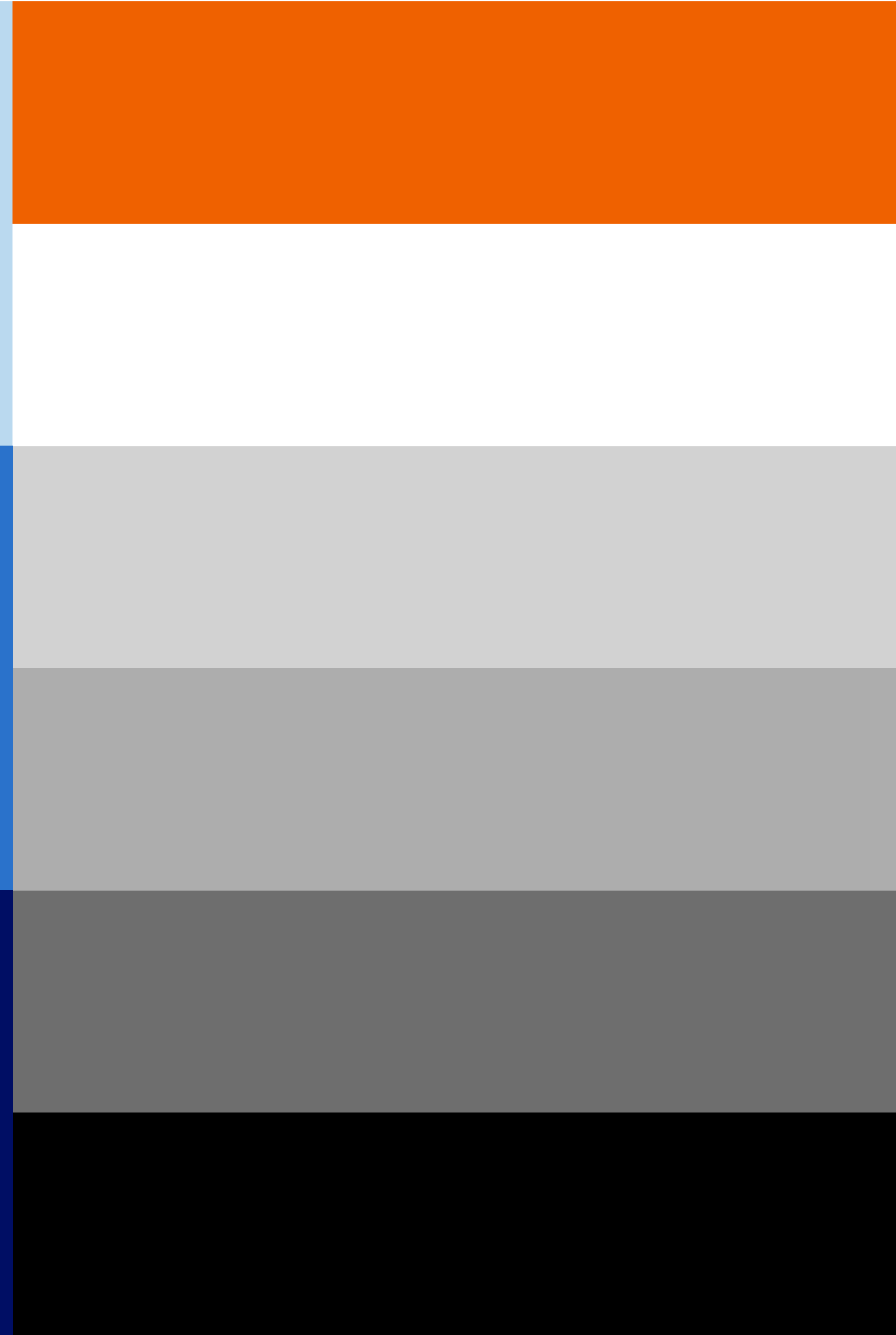
COLOR VALUES

Below are color information for our brand colors. RGB and HEX values are provided for digital or onscreen applications, and have been optimized to work across a variety of digital displays.

Primary palette

Primary Blue

RGB 33/39/194
#2127C2

CMYK 100/90/0/0
Pantone 2736C

Secondary palette

Light Blue

RGB 186/217/239
#BAD9EF

CMYK 25/0/0/0
Pantone 290C

Medium Blue

RGB 42/114/203
#2A72CB

CMYK 85/55/0/0
Pantone 2386C

Navy Blue

RGB 0/14/100
#000E64

CMYK 100/85/0/55
Pantone 2758C

Tertiary palette

Orange

RGB 239/97/0
#EF6100

CMYK 0/70/100/0
Pantone 3564C

White

RGB 255/255/255
#FFFFFF

CMYK 0/0/0/0

Light Gray

RGB 210/210/210
#D2D2D2

CMYK 0/0/0/15
Pantone 427C

Medium Gray

RGB 173/173/173
#ADADAD

CMYK 0/0/0/35
Pantone 4275C

Dark Gray

RGB 110/110/110
#6E6E6E

CMYK 0/0/0/70
Pantone 4292C

Black

RGB 0/0/0
#000000

CMYK 75/68/67/90
Pantone Black 6C

We've tested our colors to ensure they are ADA compliant, especially for digital use cases. This allows for maximum legibility across numerous applications. For best practice, please refer to the usage examples below.

TITLE

Headline two lines

Am ut erfere pro minusam eos etus doluptaquis magnatiur adis apernatur, quunt qui sequid quam quas.

CTA

TITLE

Headline two lines

Am ut erfere pro minusam eos etus doluptaquis magnatiur adis apernatur, quunt qui sequid quam quas.

CTA

TITLE

Headline two lines

Am ut erfere pro minusam eos etus doluptaquis magnatiur adis apernatur, quunt qui sequid quam quas.

CTA

TITLE

Headline two lines

Am ut erfere pro minusam eos etus doluptaquis magnatiur adis apernatur, quunt qui sequid quam quas.

CTA

TITLE

Headline two lines

Am ut erfere pro minusam eos etus doluptaquis magnatiur adis apernatur, quunt qui sequid quam quas.

CTA

TITLE

Headline two lines

Am ut erfere pro minusam eos etus doluptaquis magnatiur adis apernatur, quunt qui sequid quam quas.

CTA

Growth minded. Future-ready.

Do not use Orange as a background fill.

Growth minded. Future-ready.

Avoid color combinations that do not ensure enough contrast.

Growth minded. Future-ready.

Do not use gradients.

Growth minded. Future-ready.

Do not use Medium Blue as a background fill.

Growth minded. Future-ready.

Avoid off-brand color combinations.

Growth minded. Future-ready.

Do not use different colors on the same line of copy.

Typography

Monument Extended is our primary headline typeface. It is bold, confident, and future—ready.

Our supporting typeface is **Monument Grotesk**. It is utilitarian and extremely legible, perfect for usage in body copy.

Monument Extended Bold
ABCDEFGHIJKLMNOPQRS
TUVWXYZabcdefghijklm
nopqrstuvwxyz
1234567890%!?&$

Monument Extended Regular
ABCDEFGHIJKLMNOPQRS
TUVWXYZabcdefghijklm
nopqrstuvwxyz
1234567890%!?&$

The Monument Extended typefaces are used in headlines, subheads, and big short paragraphs only. **Do not use them in small body copy.**

Monument Grotesk Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890%!?&$

Monument Grotesk Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890%!?&$

The Monument Grotesk family should be used small functionally for body copy, captions, and various information. **Do not use them in headlines.**

Use the following typesetting guidance and best judgment to establish proper type hierarchy.

Eyebrow Headline/Title
Monument Extended Bold, All Caps
Size: 25% of Headline, Tracking: 50

Headline
Monument Extended Bold, Sentence Case
Leading: 120% of type size
Tracking: 0

Subhead
Monument Extended Regular, Sentence Case
Size: 50% of Headline
Leading: 140% of type size
Tracking: -25

Body Copy
Monument Grotesk Regular/Bold, Sentence Case
Size: 25–40% of Headline*
Leading: 120% of type size
Tracking: 10

*Dependent on desired size contrast between Headline and Body Copy

RESOURCES

Make learners future–ready

Learning is the best means to grow throughout your life, but it shouldn't be a one–size–fits–all approach.

At Stride, we offer a more effective way to learn, focusing on building the skills and confidence you need to move forward in life.

We adapt to you and your learning style, goals, and circumstance. With the power of technology we can take a pragmatic approach about what you need, while encouraging you to bring your whole self every day.

Get started at stridelearning.com

For system platforms where the brand typefaces are not available, use the following guidelines for default typefaces readily available on most computers.

Eyebrow/Title
Arial or Helvetica Bold, All Caps
Size: 25% of Headline, Tracking: 50

Headline
Verdana Bold, Sentence Case
Leading: 100% of type size
Tracking: 0

Subhead
Arial or Helvetica Regular, Sentence Case
Size: 50% of Headline
Leading: 120% of type size
Tracking: 10

Body Copy
Arial or Helvetica Regular, Sentence Case
Size: 25–40% of Headline*
Leading: 120% of type size
Tracking: 10

*Dependent on desired size contrast between Headline and Body Copy

RESOURCES

Make learners future-ready

Learning is the best means to grow throughout your life, but it shouldn't be a one-size-fits-all approach.

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Get started at stridelearning.com

Changing the
way the world learns

Do not use different type sizes within the same sentence.

Changing
the way the
world learns

At Stride, we offer a more effective way to learn,

focusing on building the skills and confidence

you need to move forward in life.

Do not use improper tracking or leading.

C h a n g i n g
the   way   the
world   learns

Do not fully justify type.

Growth minded.
Future-ready.

At Stride, we offer a more effective way to learn, focusing on building the skills and confidence you need to move forward in life.
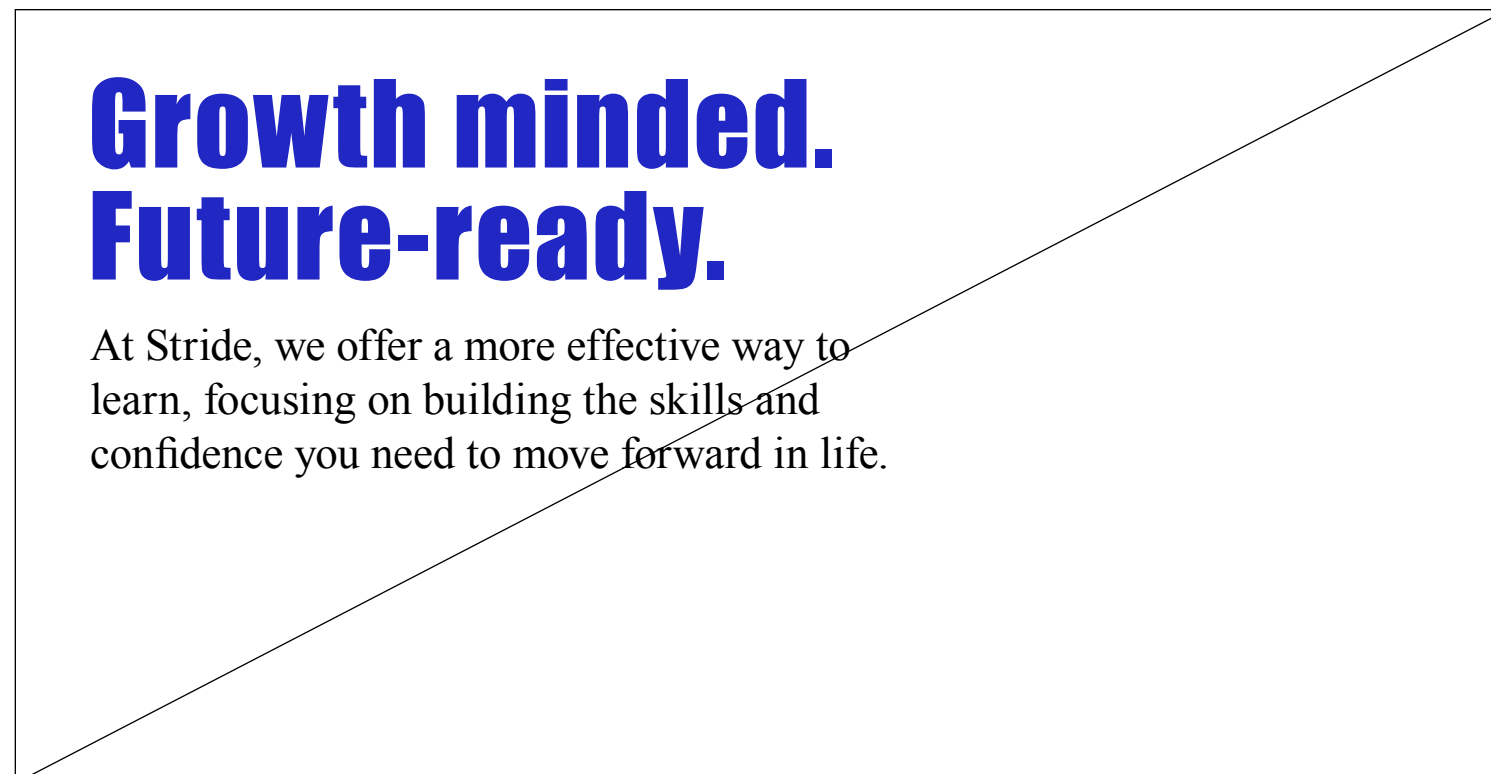
Do not use typefaces that are not on-brand.

CHANGING
THE WAY THE
WORLD LEARNS

AT STRIDE, WE OFFER A MORE EFFECTIVE WAY TO LEARN, FOCUSING ON BUILDING THE SKILLS AND CONFIDENCE YOU NEED TO MOVE FORWARD IN LIFE.

Do not use all caps in headlines and subheads

Learning is the best means to grow throughout your life, but it shouldn't be a one–size–fits–all approach. At Stride, we offer a more effective way to learn, that focuses on building the skills and confidence you need to move forward in life.

We adapt to you, your learning style, goals and circumstance. With the power of technology we can take a pragmatic approach about what you need, while encouraging you to bring your whole self every day. We give you agency, offering learning by doing and teaching you how you learn—making your mistakes and methods visible, so you have the skills to continually develop. We open up your world to careers and possibilities, equipping you with skills and experience that employers need today and tomorrow. We make learners future–ready, giving you the confidence to know your worth and achieve what you deserve. The more you grow, the more we all benefit—championing a fairer system that creates a stronger workforce and a stronger society.

Do not use our headline or subhead typeface in long body copy.

Graphic device

Our graphic device is called the Window. The 'i" in our wordmark symbolizes each individual. And through a forward motion, it opens up the Window.

The Window allows us to highlight stories of learners and their path to a career-ready future, as well as the parents, teachers, and investors who help them along the way.

The Window should be used primarily with Portraits, in bold and high-impact moments. It is flexible and can stretch across the canvas horizontally and vertically, with the ability to adapt to various application formats.
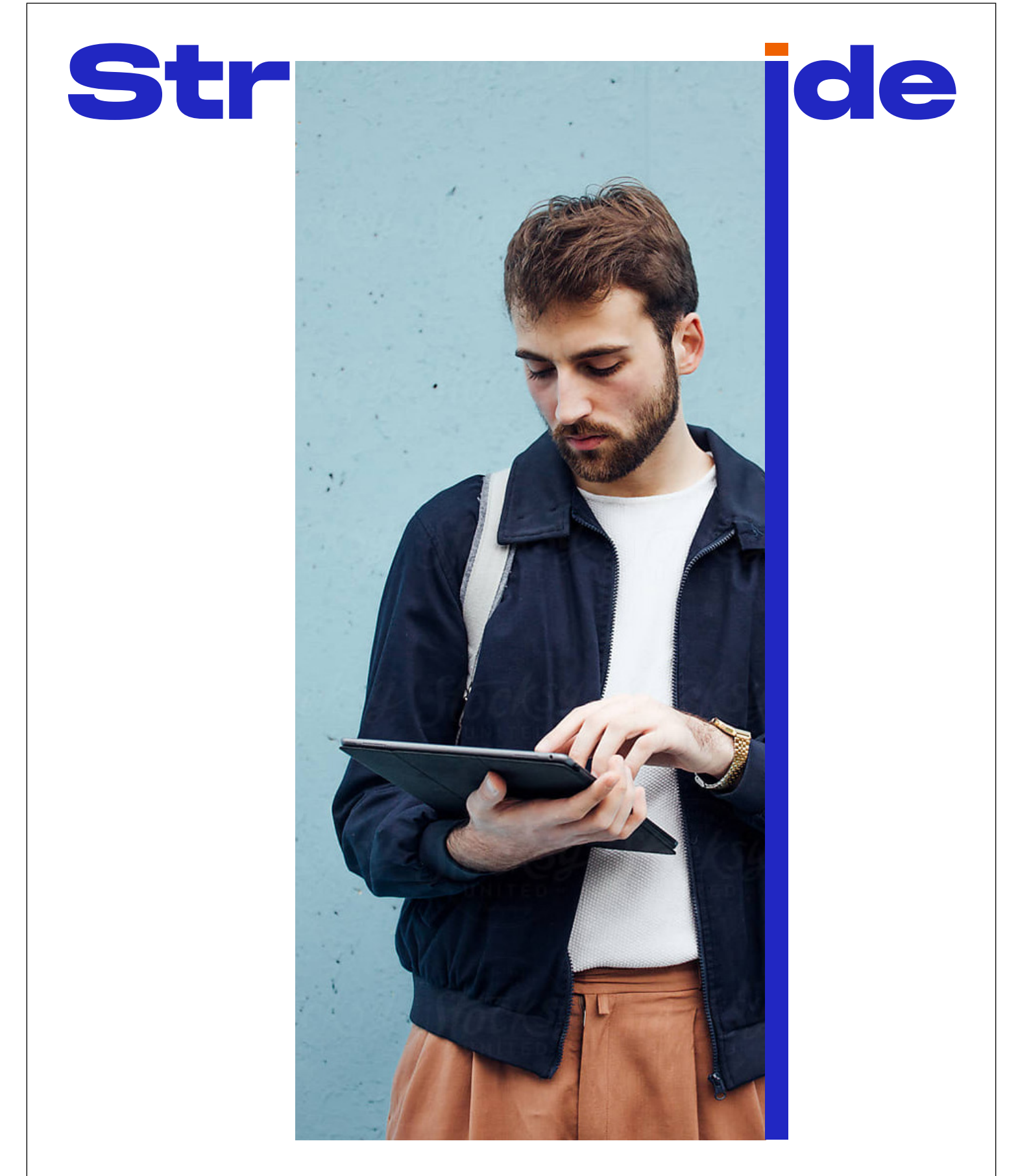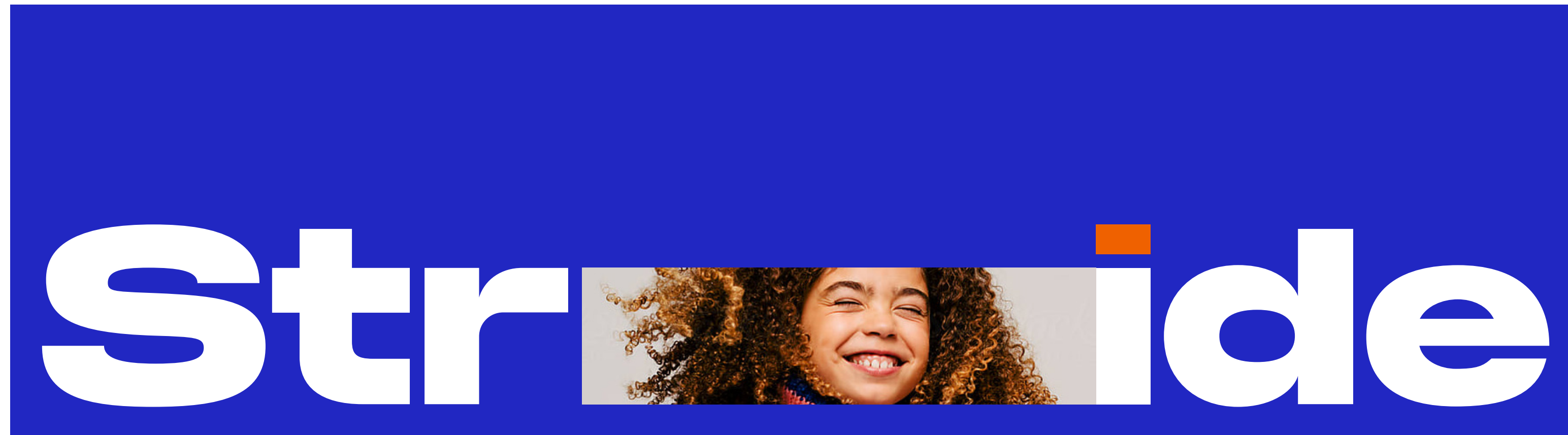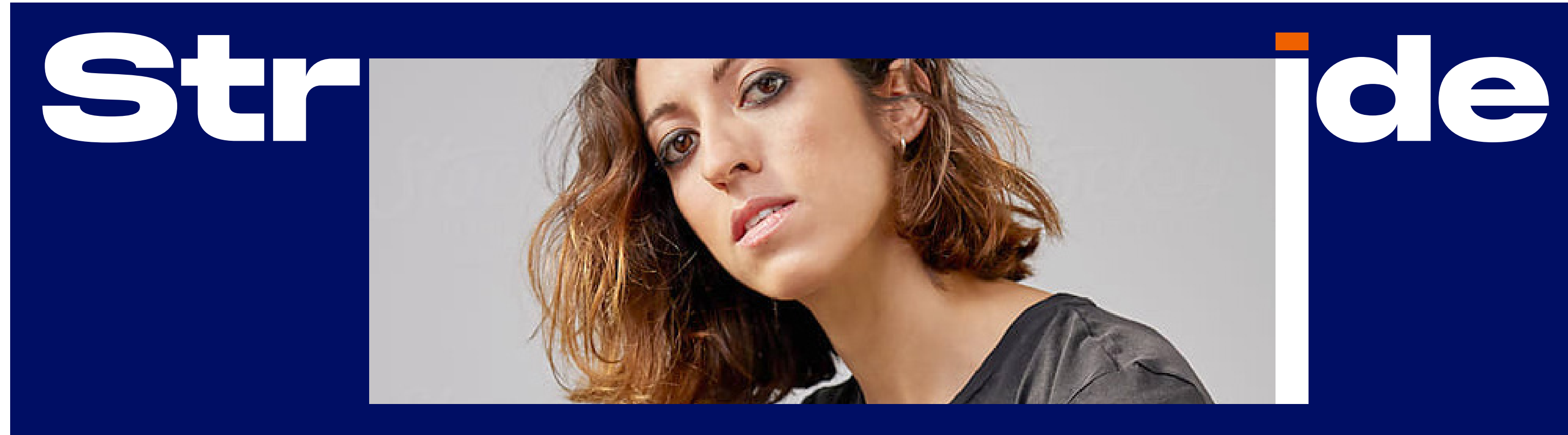
Follow the instructions below for guidance on building the Window. For margin constructions, please refer to the Compositions section.

1. Set wordmark to full width within the margins.

2. Scale down the wordmark, anywhere from 40% to 75% of the original size. The smaller the wordmark, the bigger the Window.
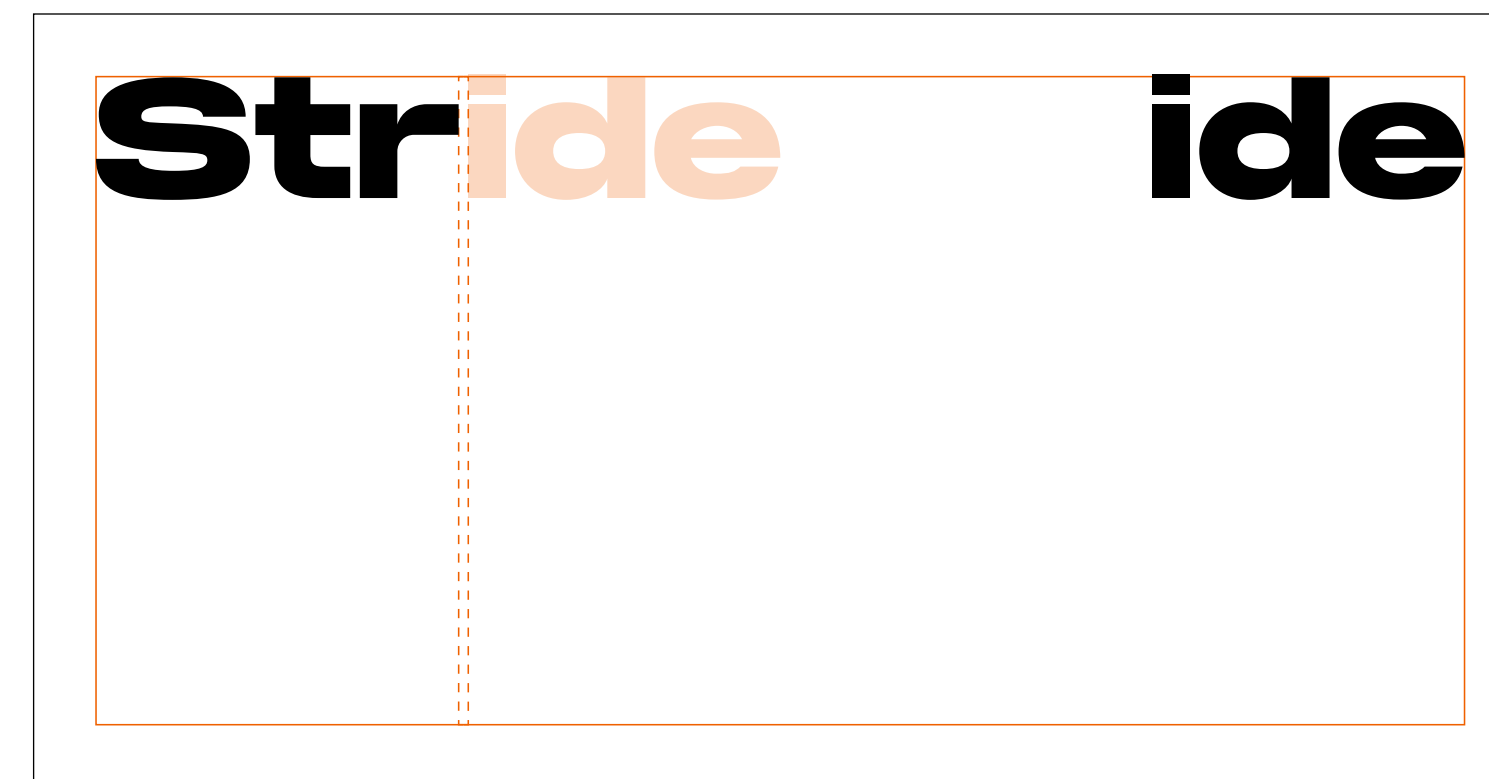
3. Align the first half of the wordmark (S-t-r) to the left margin, and the other half (i-d-e) to the right, while retaining the space between the "r" and the "i".
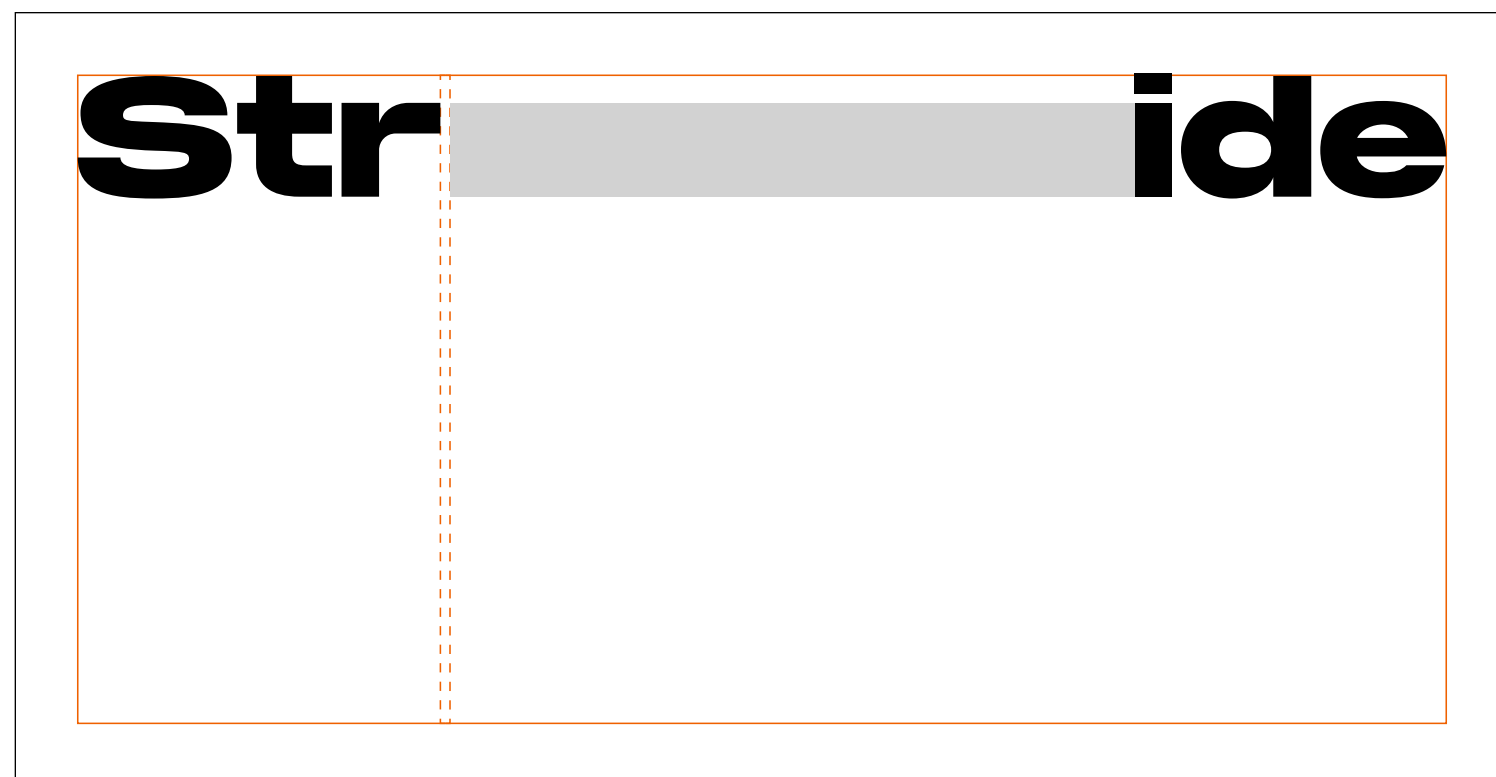
4. Create the Window that is equal to the x-height of the "i".
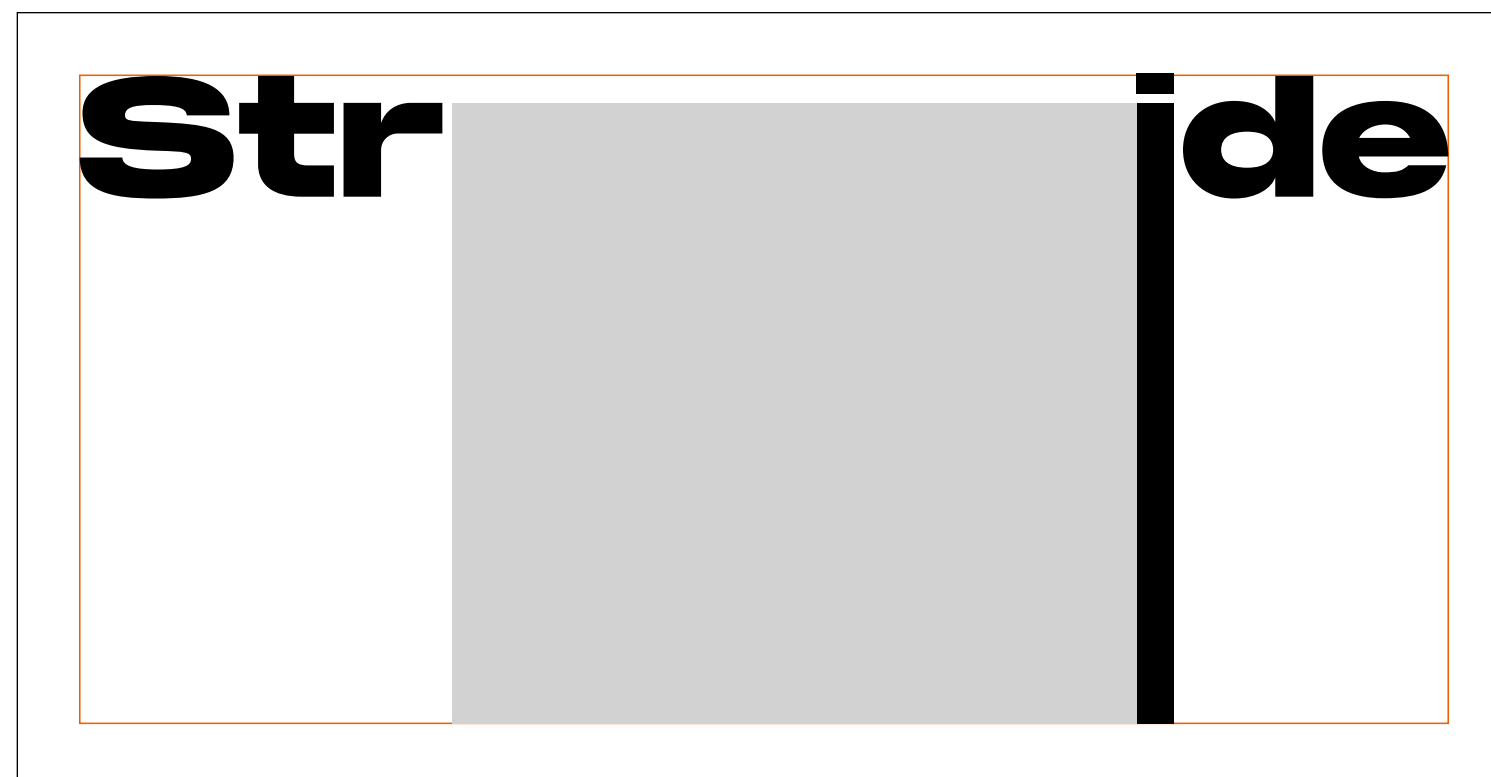
5. The Window can also be expanded downwards vertically, stretching the stem of the "i" accordingly.
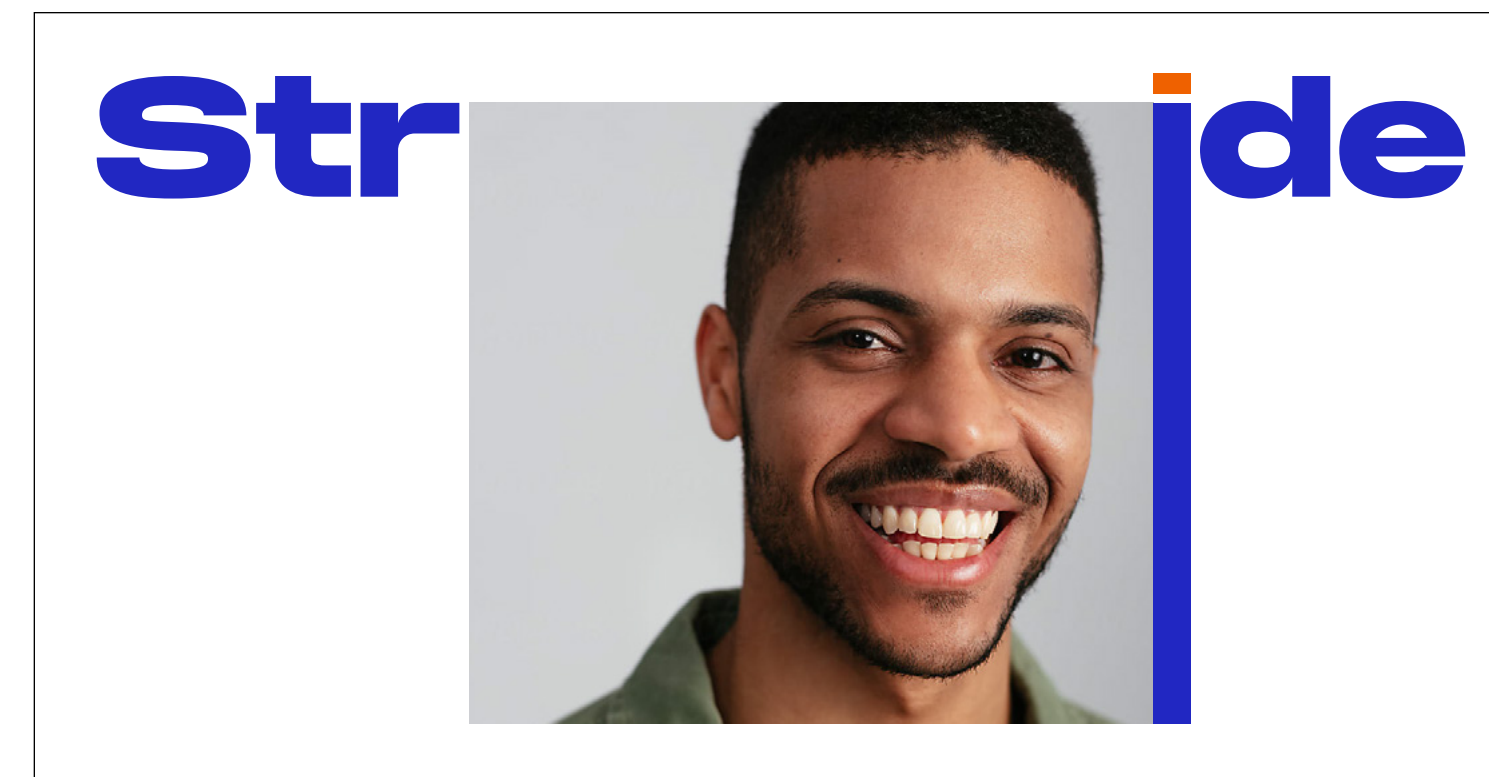
6. Place photography inside Window, and be sure to maintain the orange in the tittle when using wordmark in color.

WINDOW IN USE
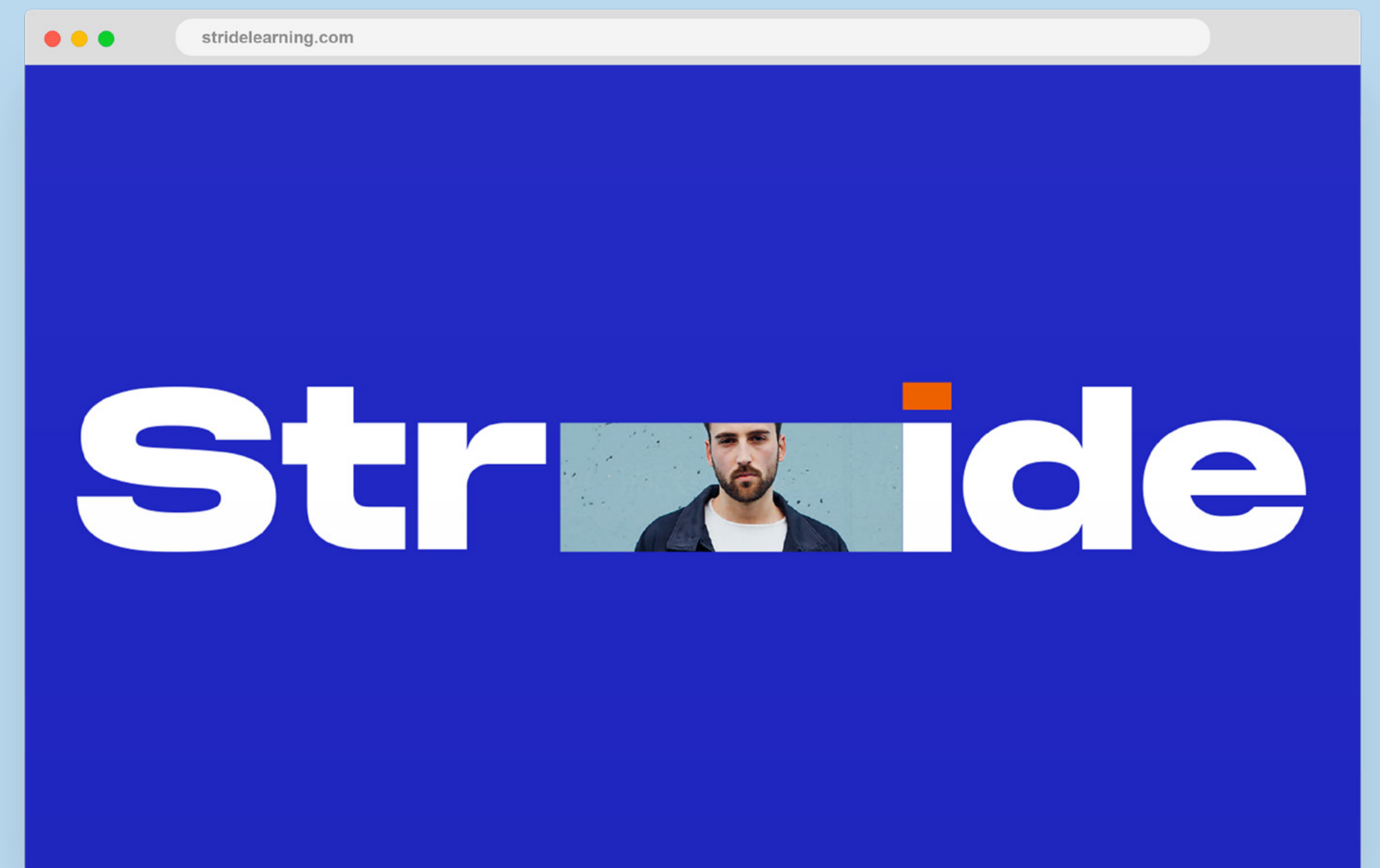
I—FRAME PHOTOS

Our i-Frame device is derived from the Window, with a focus on the photography and the stem of the "i" to the right. In most cases where we can't use the Window device, our i-Frame device is a simple tool used to signal our brand while adding a nice visual detail to the compositions. It can be used with portraits or lifestyle imagery.
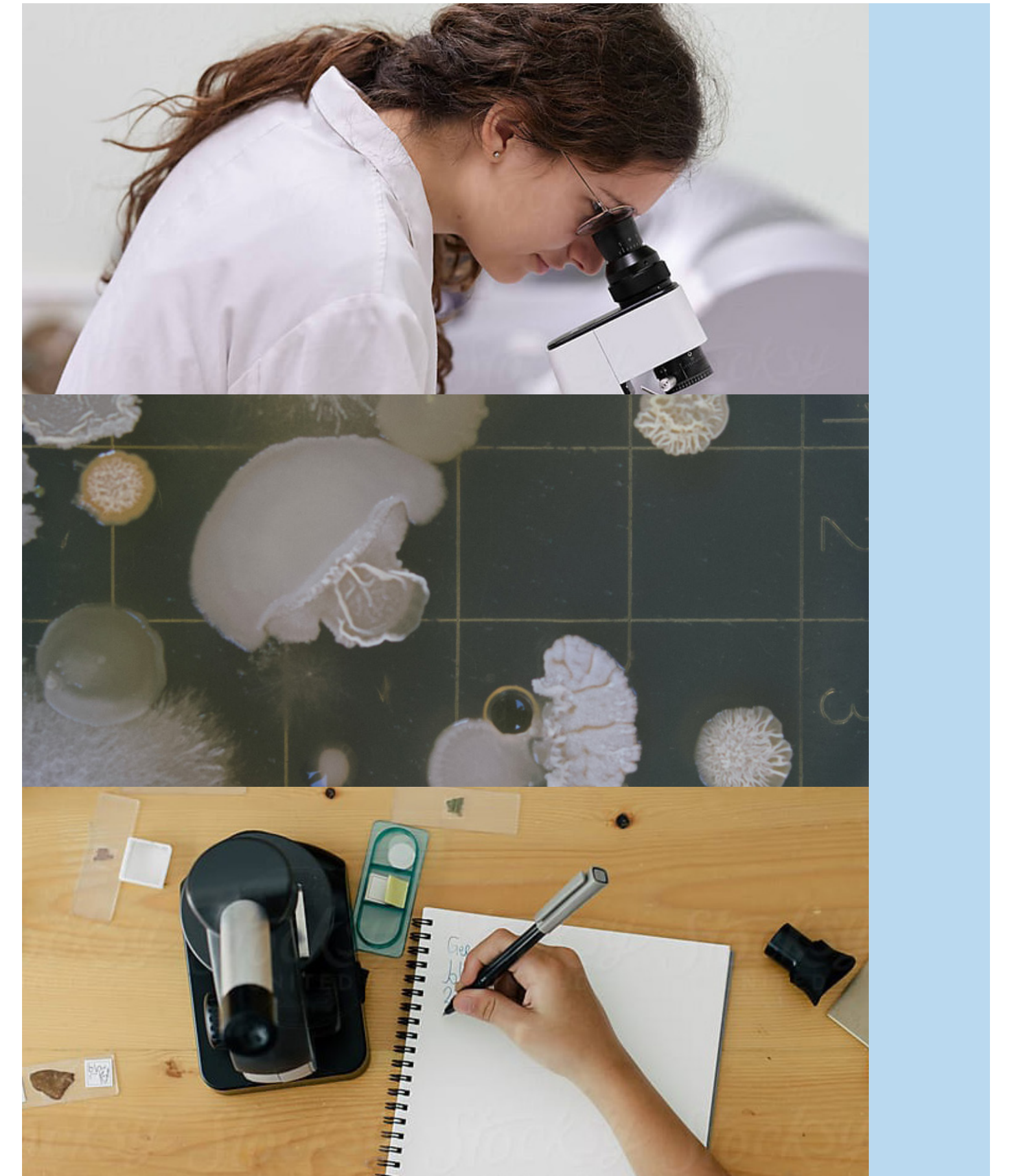
I—FRAME PHOTO CONSTRUCTION

When using with photo only (as opposed to i-Frame Layouts), the i-Frame can be wider in size, which can be calculated as follows:

1. Determine the width of the photo.
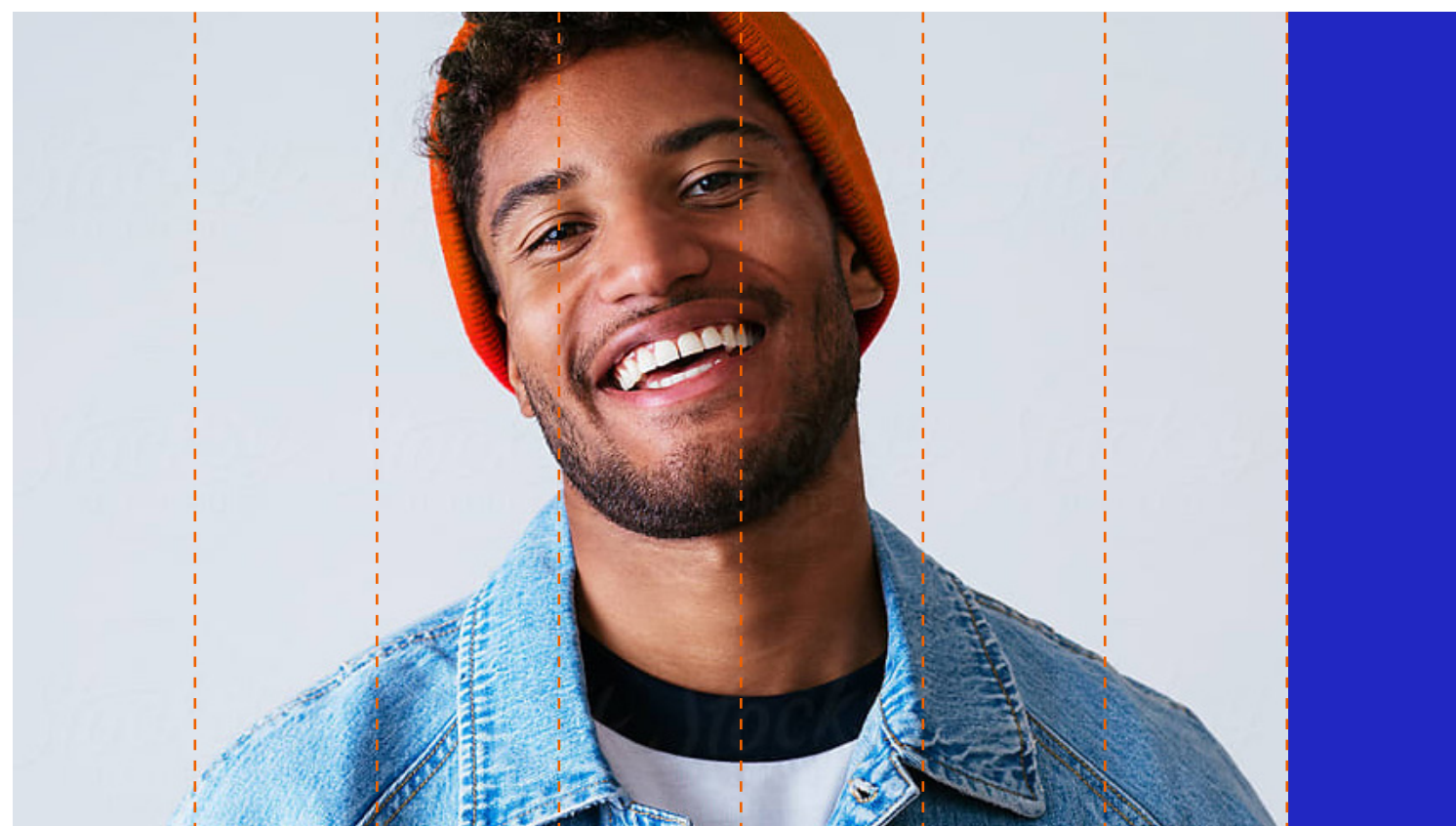
2. Divide it by 8 to determine the width of the i-Frame.

3. Always try to set the i-Frame to the right edge of the photo.

SPECIAL USAGE:
I–FRAME PHOTO COLLAGE

i-Frame photo collages can be used for specific storytelling, such as vignettes of various individuals, or the learning process of a student. Images within a collage should share similar photo directions (lighting, compositions), to tell a clear and succinct story.

Avoid using more than 3 or 4 images in an i-Frame collage, and make sure images are not too narrow.

Vertical i-Frame collage

8X

X

Using the construction guidance for an i-Frame photo, measure the i-Frame using 1/8 the width of the photo.

Cropping and placement of photos should be purposeful. In this example, the photo collage tells a story of a students' learning process, using imagery from multiple perspectives–starting with the student, her POV, and a glimpse at her work space.

Horizontal i-Frame collage

8X

7X

7X

X
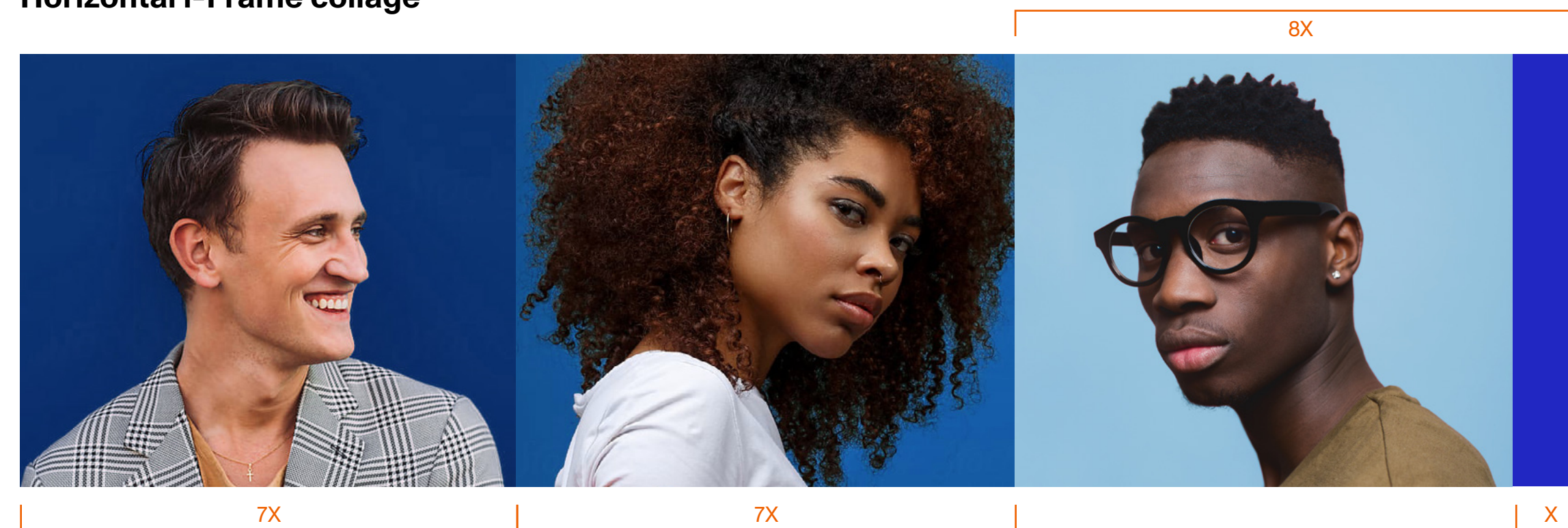
Using the construction guidance for an i-Frame photo, first measure the i-Frame using 1/8 the width of the photo closest to the i-Frame. Any subsequent photos attached to the left should be 7/8 the width of the first photo so that optically the images share the same width.

Cropping and placement of photos should be purposeful. In this example, the photo collage tells a story of multiple individuals with the use of Portraits, as well as a color story in the background colors, going from Navy Blue to Light Blue.
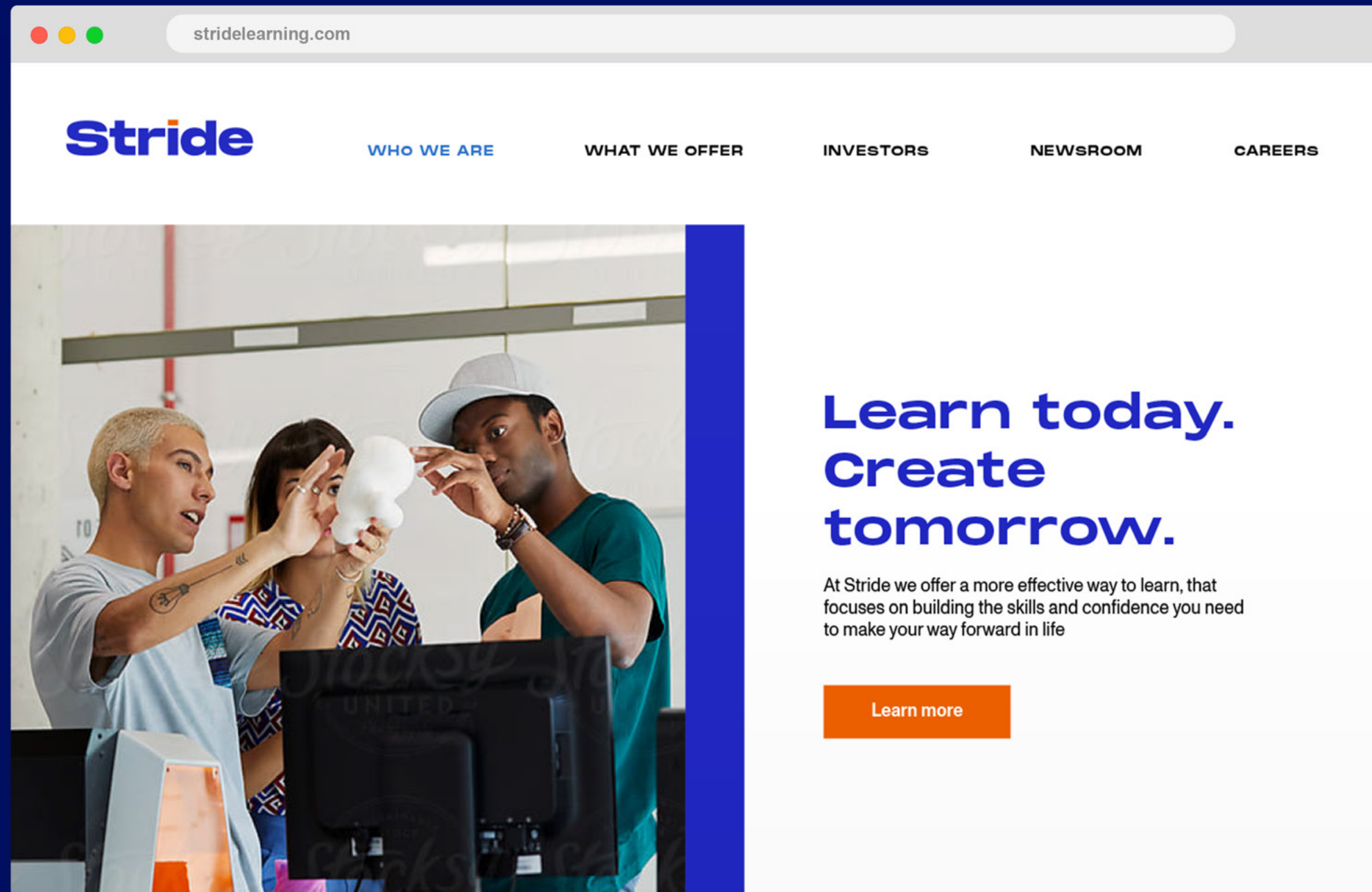
The i-Frame is also used in layouts to signify the presence of the Window without using the full wordmark. When using the i-Frame within compositions that combine photography and typography, the width of the frame is 1/16X the width of the canvas.

For guidance on building grids and margins, please refer to the Compositions section.
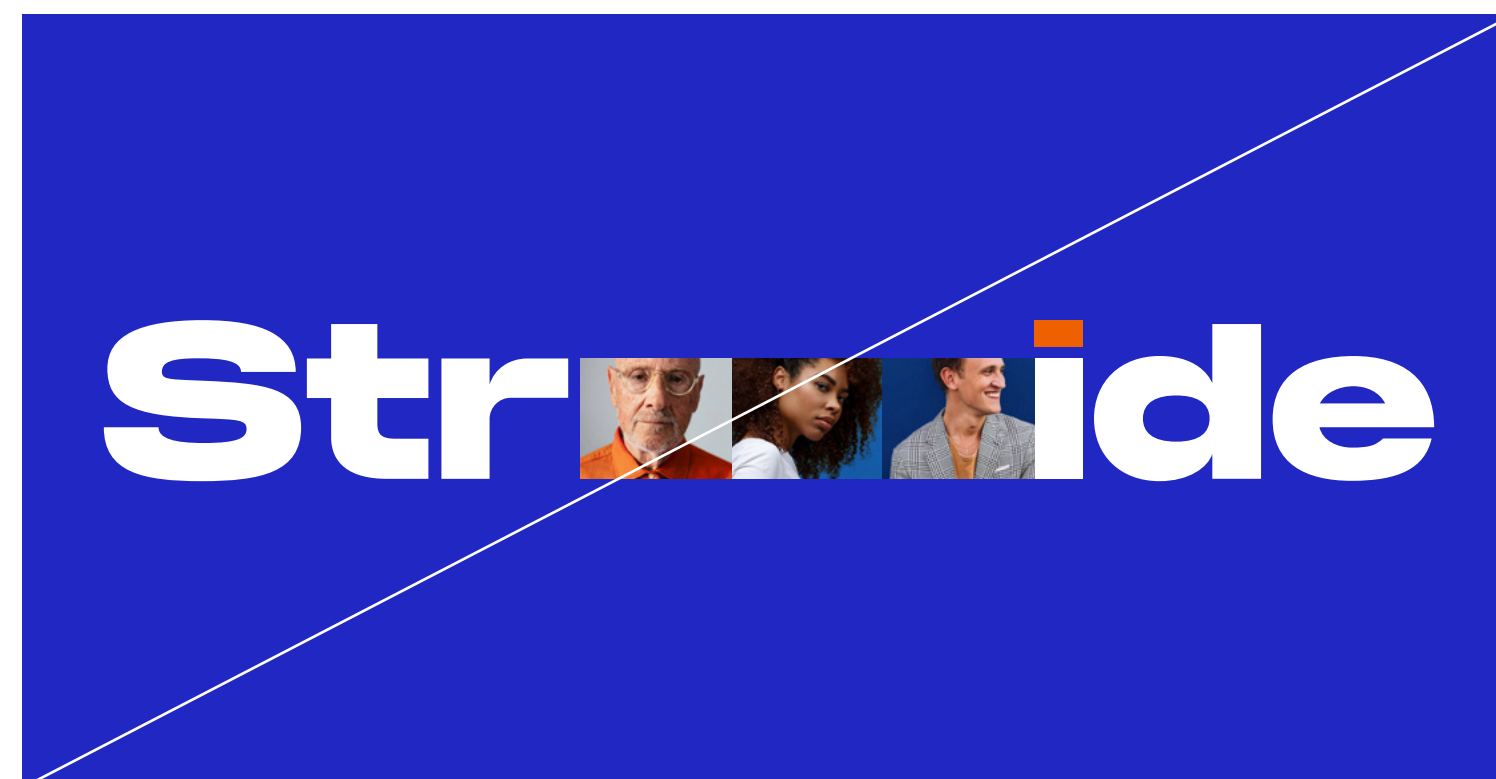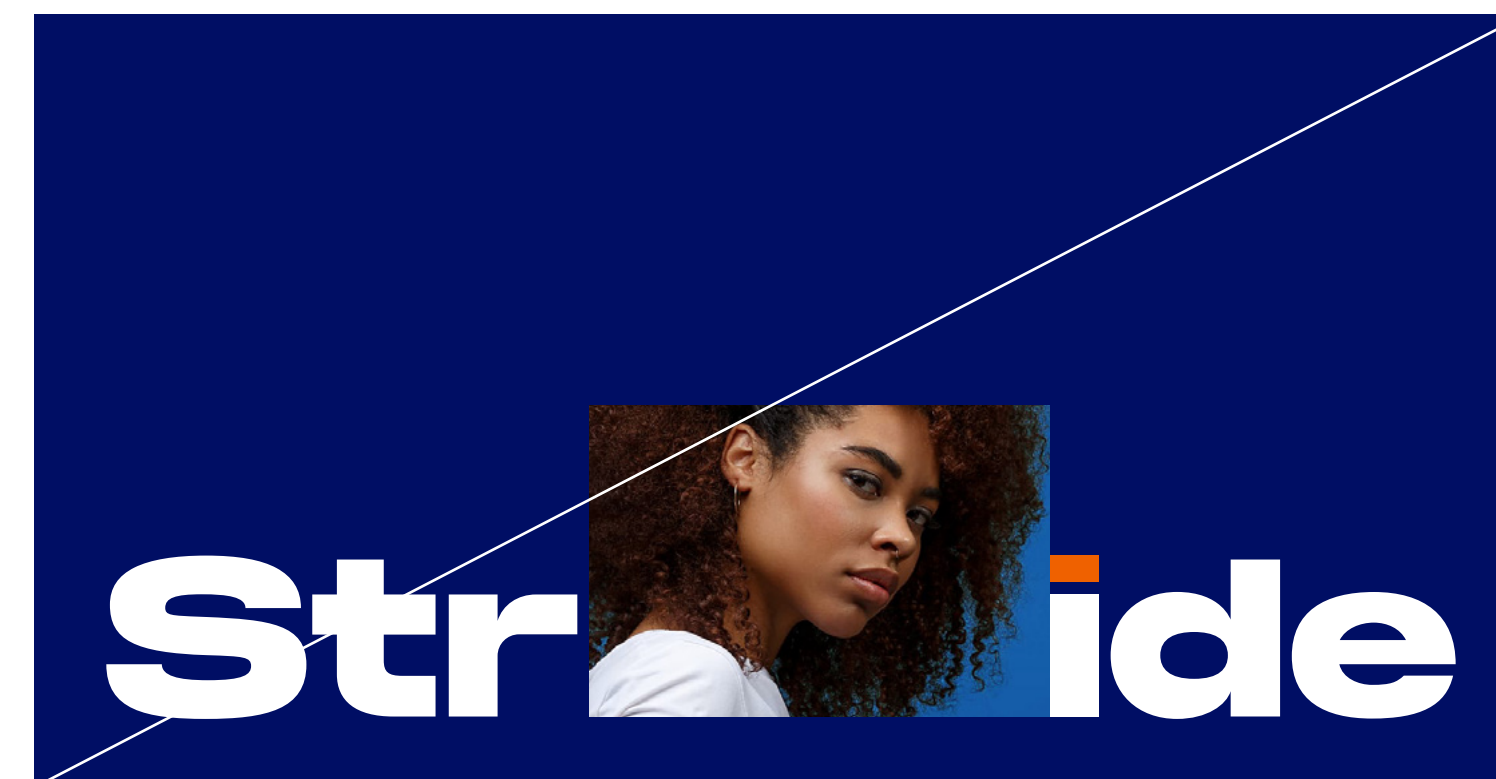
x   x

Learn
your way

Ximincia tiorum re posamus tionseq uidunt omnis at harchillit andundipid molorit eaquam quam ut voloriam nam conecep restias sit iminctatecto que poruptaque venimpores rendae.

Stride

Learn
your way

Ximincia tiorum re posamus tionseq uidunt omnis at harchillit andundipid molorit eaquam quam ut voloriam nam conecep restias sit iminctatecto que poruptaque venimpores rendae.

Stride

x

Preparing
learners for
the future

Stride

Preparing
learners for
the future

Stride

Do not place photography in tittle.",

Do not place multiple images inside the "Window" device.

Always match the height of the Window with the x-height of the "i", and do not expand the Window upward.

Do not use the i-Frame to hold complex photo collages on a grid.
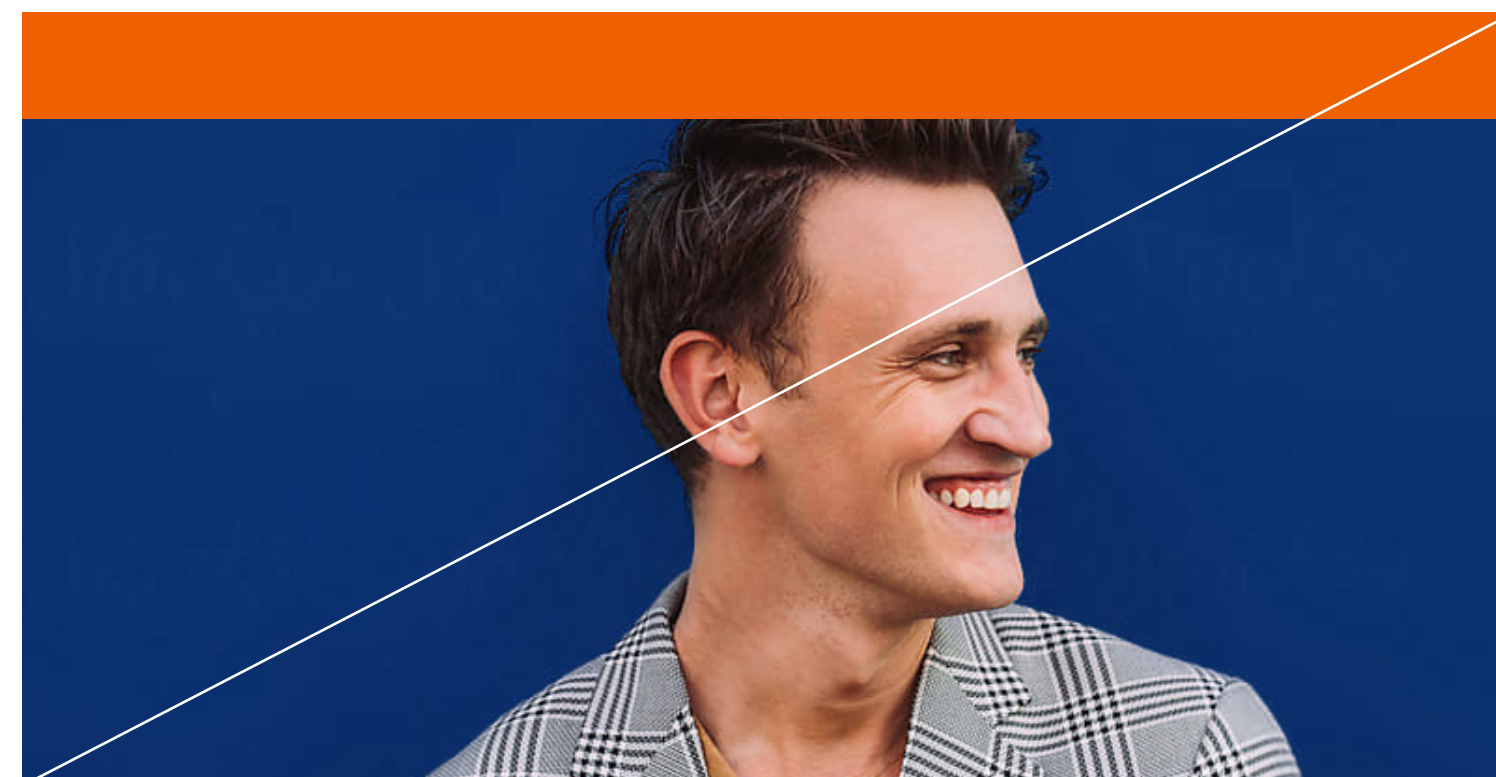
Do not change the position of the i-Frame.

Do not use Window and i-Frame together.

Photography

PHOTOGRAPHY

Photography brings humanity and warmth to our system and showcases the diversity of people Stride empowers.

Portraits

Learning process

Subjects/Career paths
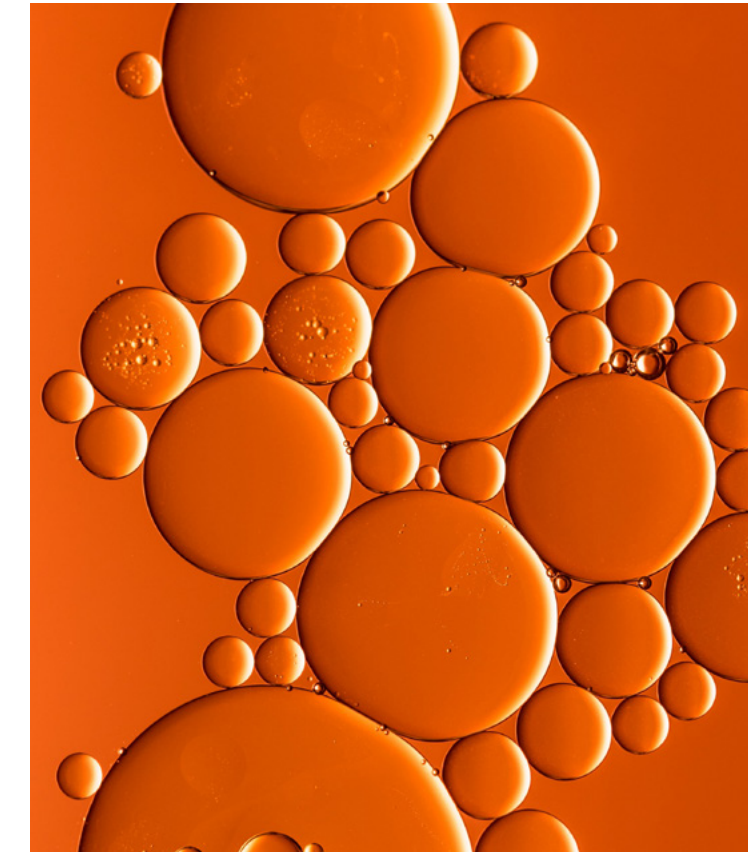
PORTRAITS

Our portraits depict learners, educators, parents, and investors. Backgrounds can be clean or slightly textured, in tones of blue and gray close to our brand color palette. Occasionally, orange can be used as an accent color in props or styling.

Portraits should be diverse, inclusive, and empowering, with expressions that feel genuine and natural. Avoid poses and expressions that feel too overly staged or fashion-oriented.

LEARNING PROCESS

Our breadth of offerings are depicted in photojournalistic lifestyle imagery of learners, parents, and teachers. Students can be learning at home or in classrooms, and participating through digital devices, hands-on activities, or outdoor field trips.

Photos should feel neutral and warm, and authentically depict all parties involved in the Stride learning process.

SUBJECTS/CAREER PATH

Depictions of various subject matter and career paths (science, art, IT, healthcare, etc.) through abstract imagery, as well as people in work settings. Photos should feel aspirational, inspiring, and real.
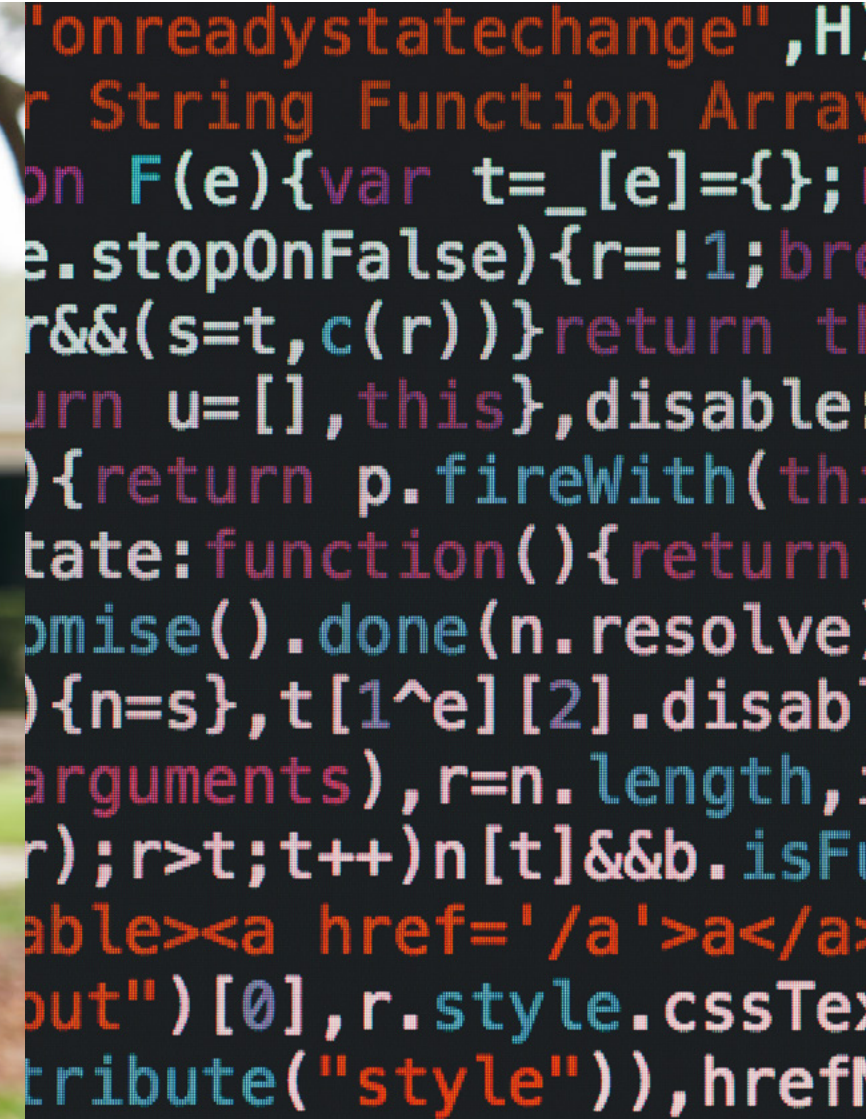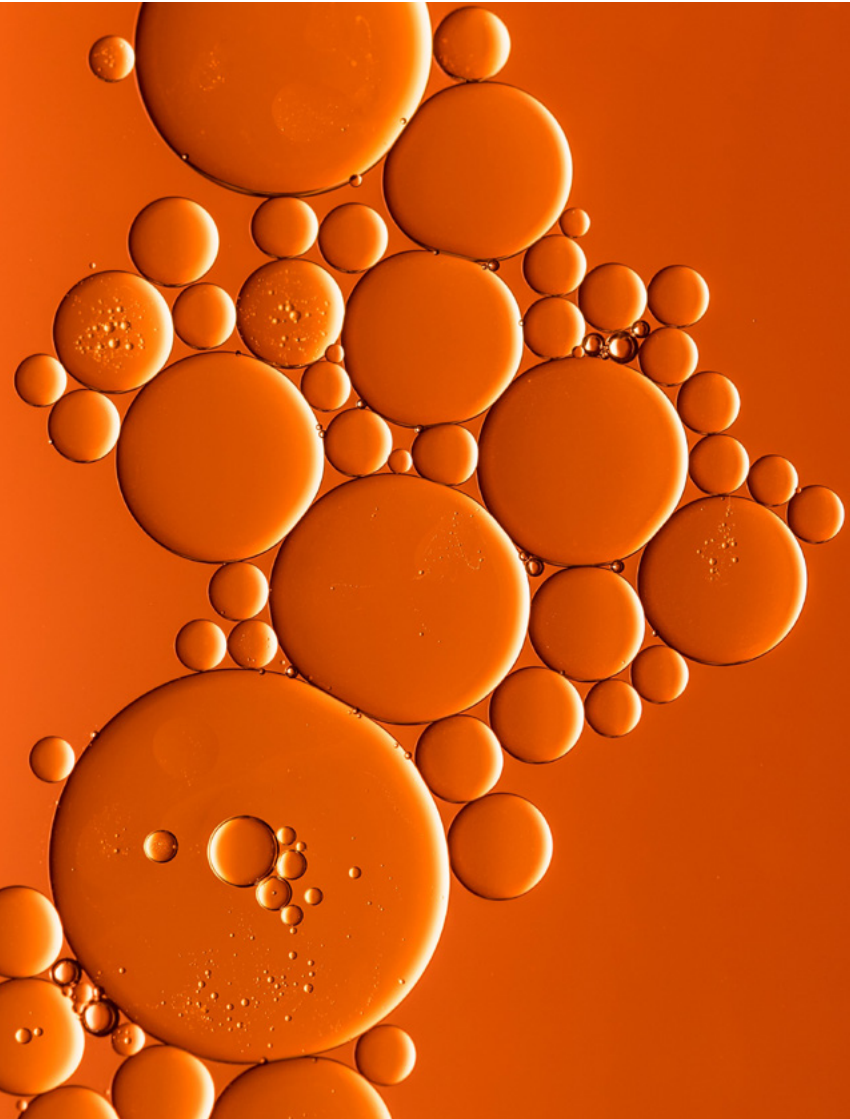
PHOTO TREATMENTS

In order to have a unified color treatment across existing and new Stride photo libraries, please loosely refer to the following color adjustments. All photos are shot differently, so adjust settings using best judgment.
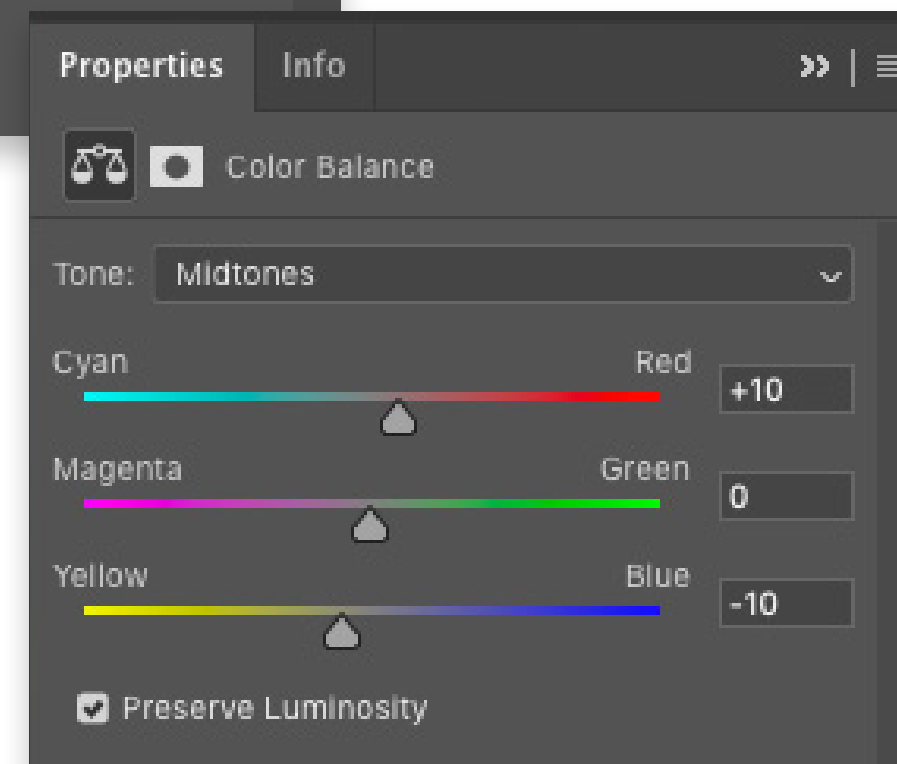
Before

Color adjustments
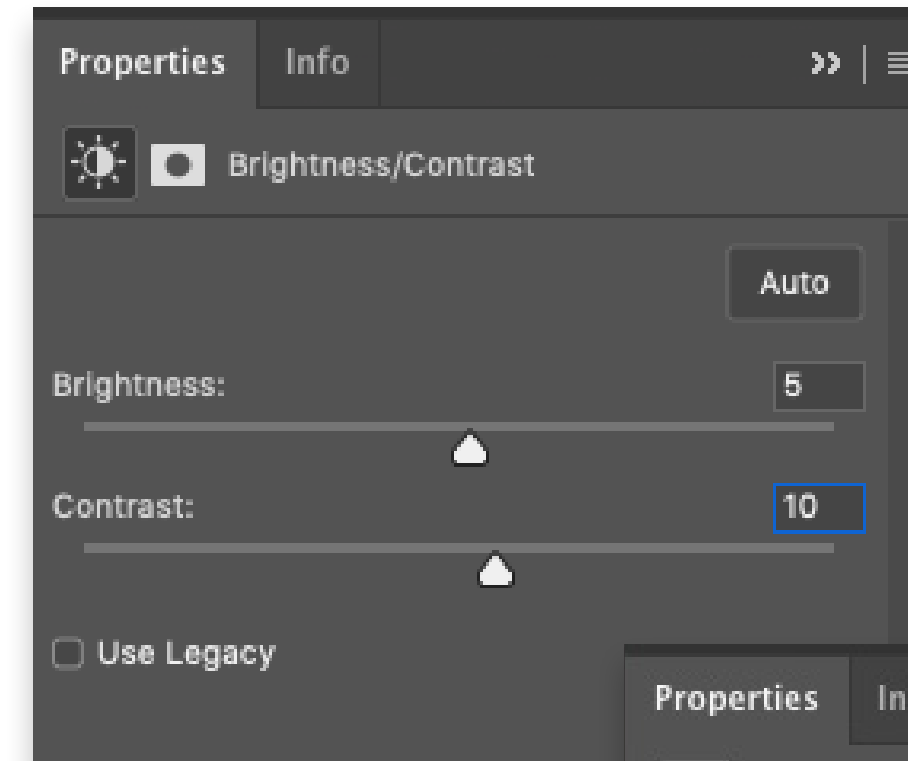
After

**Brightness/
Contrast**
Brightness: +5
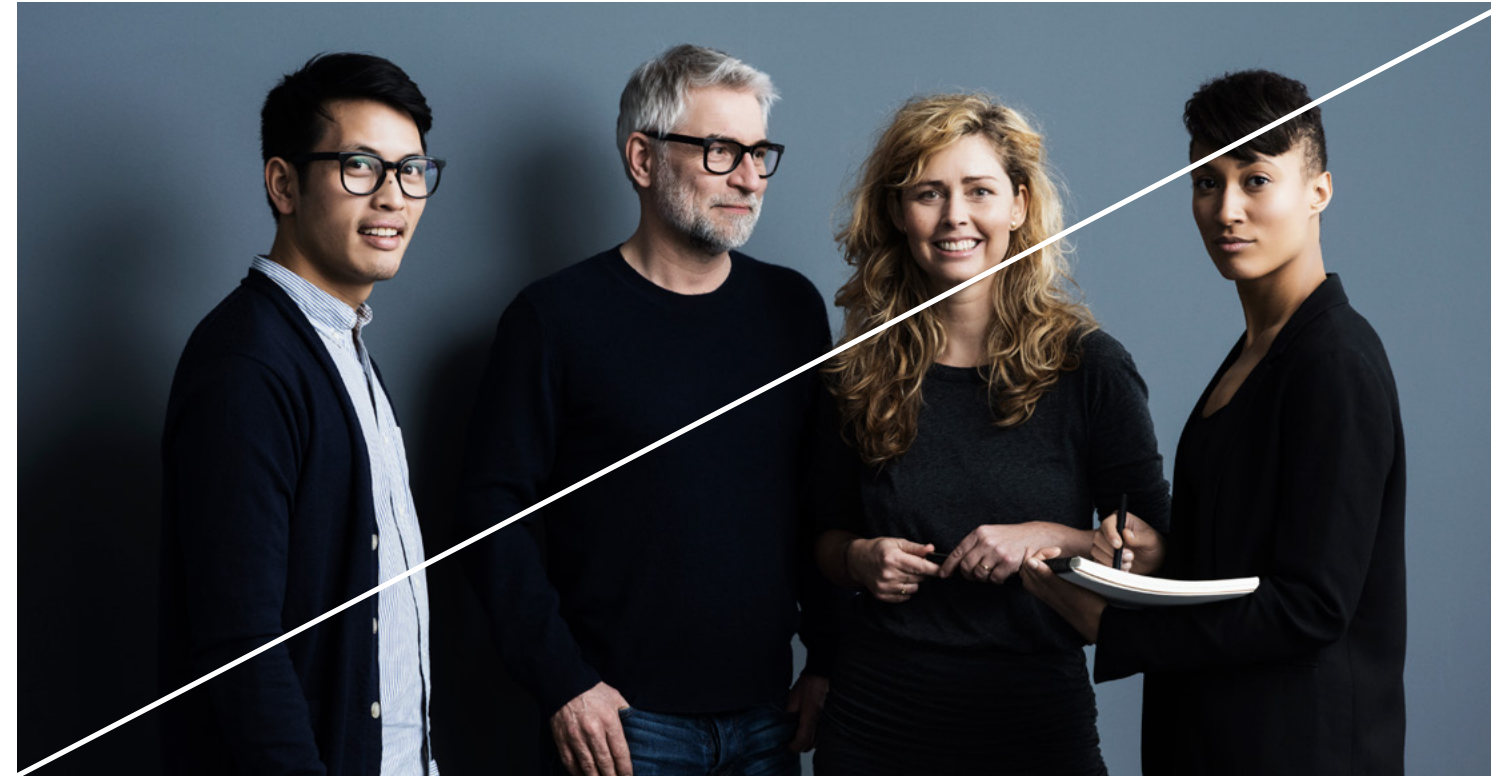Contrast: +10

Color Balance
Cyan: +10
Magenta: 0
Yellow: -10

INCORRECT USAGE
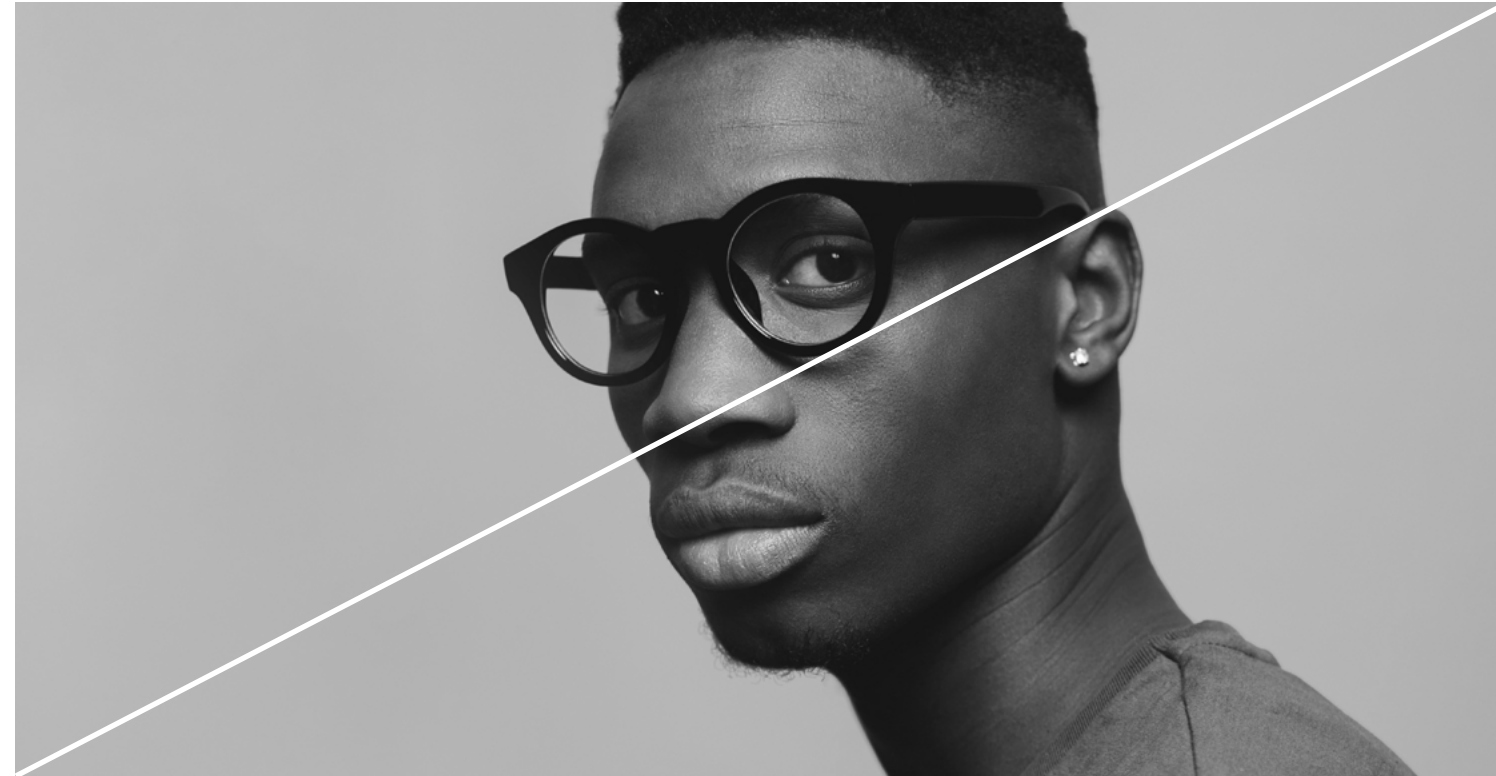
Do not use black and white photos.

Do not use overly staged photos with dramatic and harsh lighting.

Avoid portraits with complex details

Do not use clichéd and traditional educational imagery.

Do not use photos with color filters, overexposure, or heavy usage of lens flare.

Do not use photos with extreme angles.

Compositions

GRID SYSTEM:
STANDARD 12—COLUMN

A 12-column base grid is recommended for most formats, as it is the most flexible and can be broken into 6, 4, 3, and 2 column layouts.

Follow the steps on this page for guidance on grid setup. The examples below demonstrate how to construct a standard 12-column grid template.
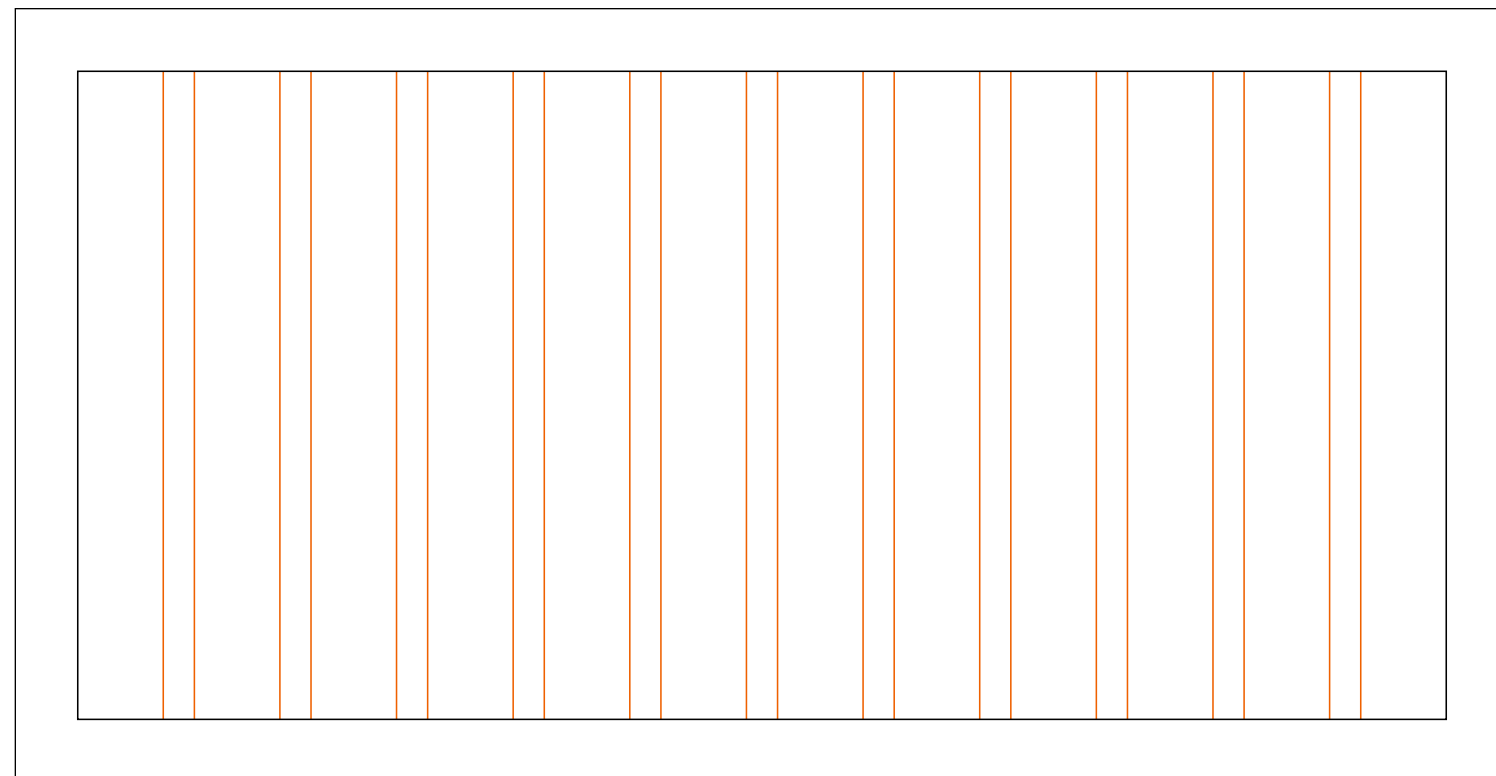
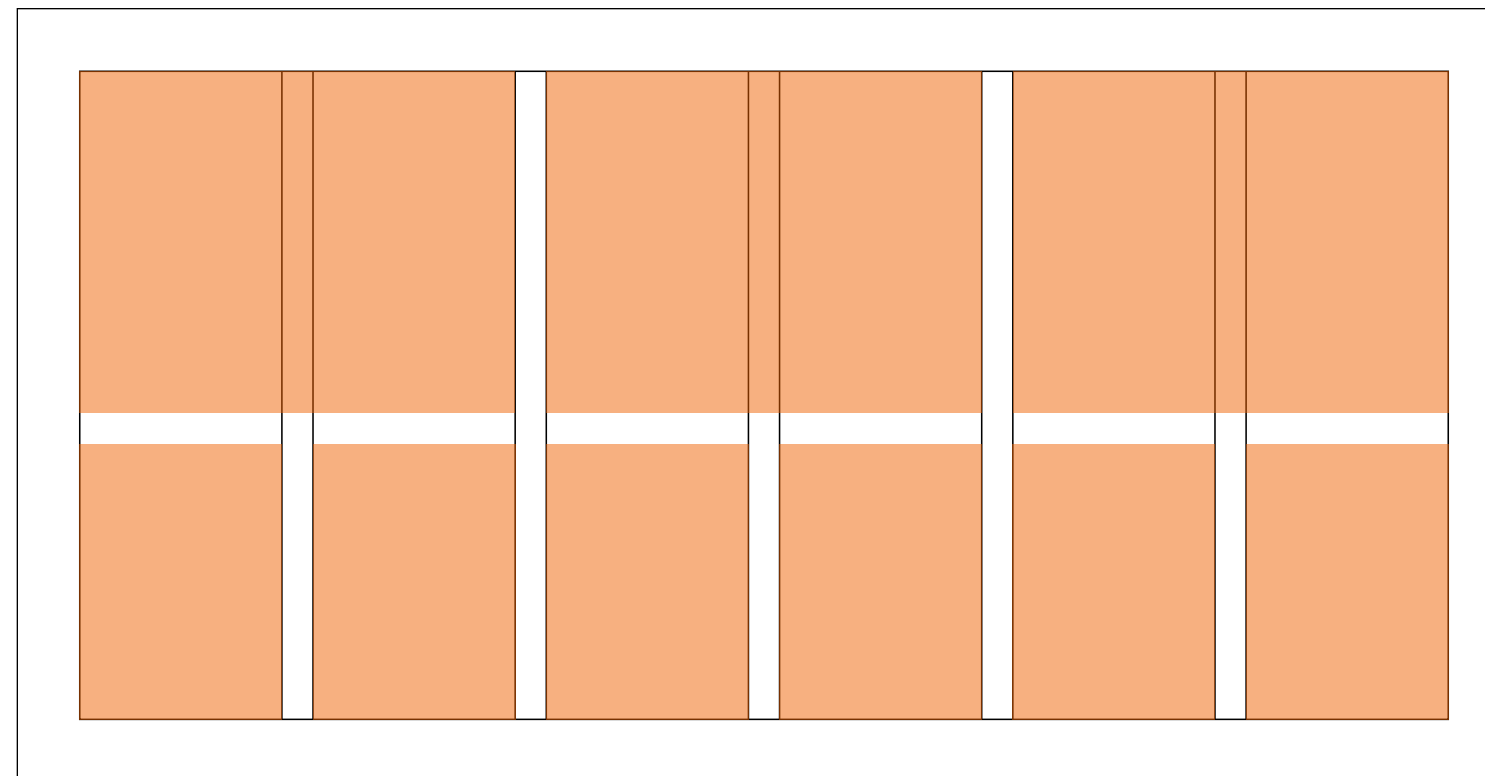**1.** Divide the width of the canvas into 12 columns.
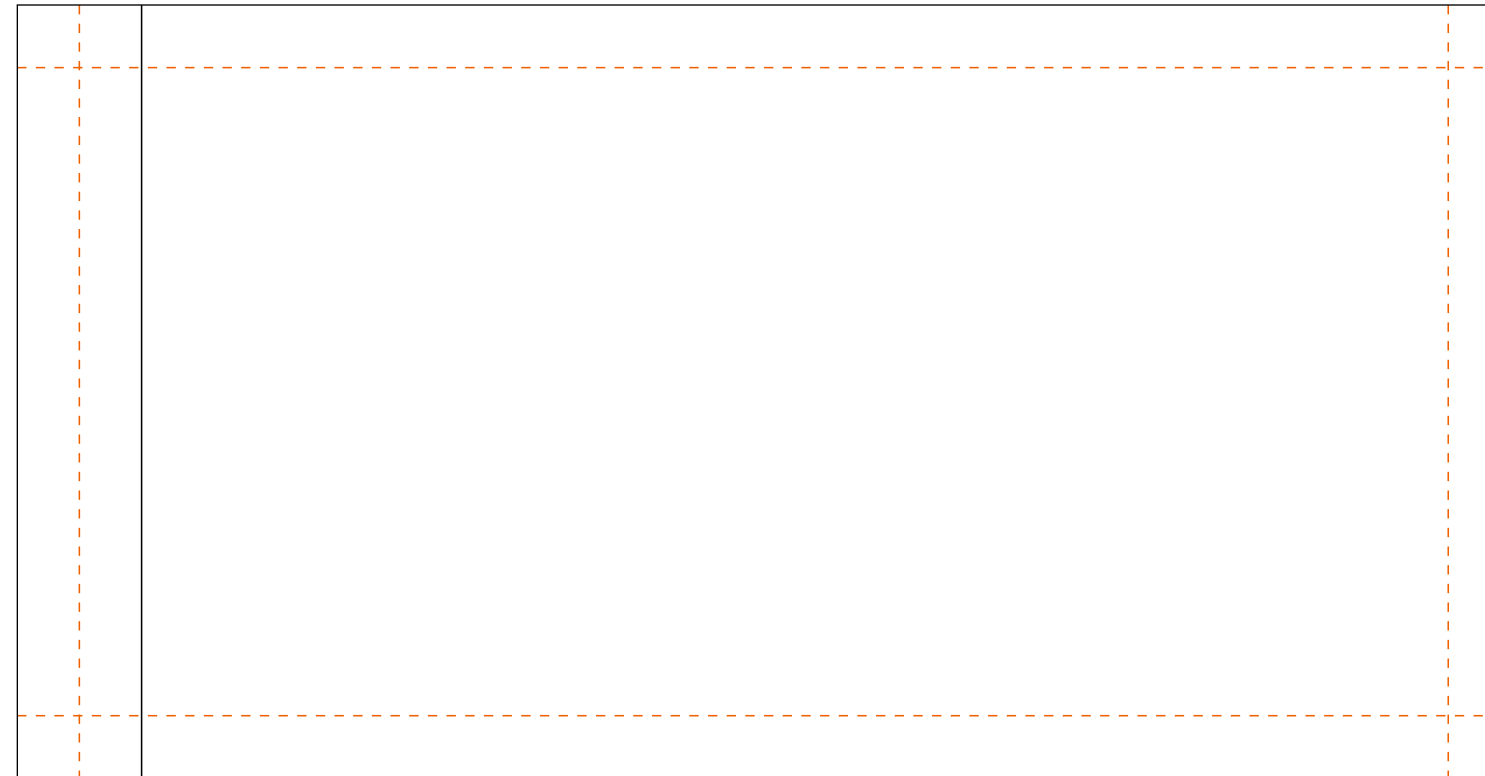
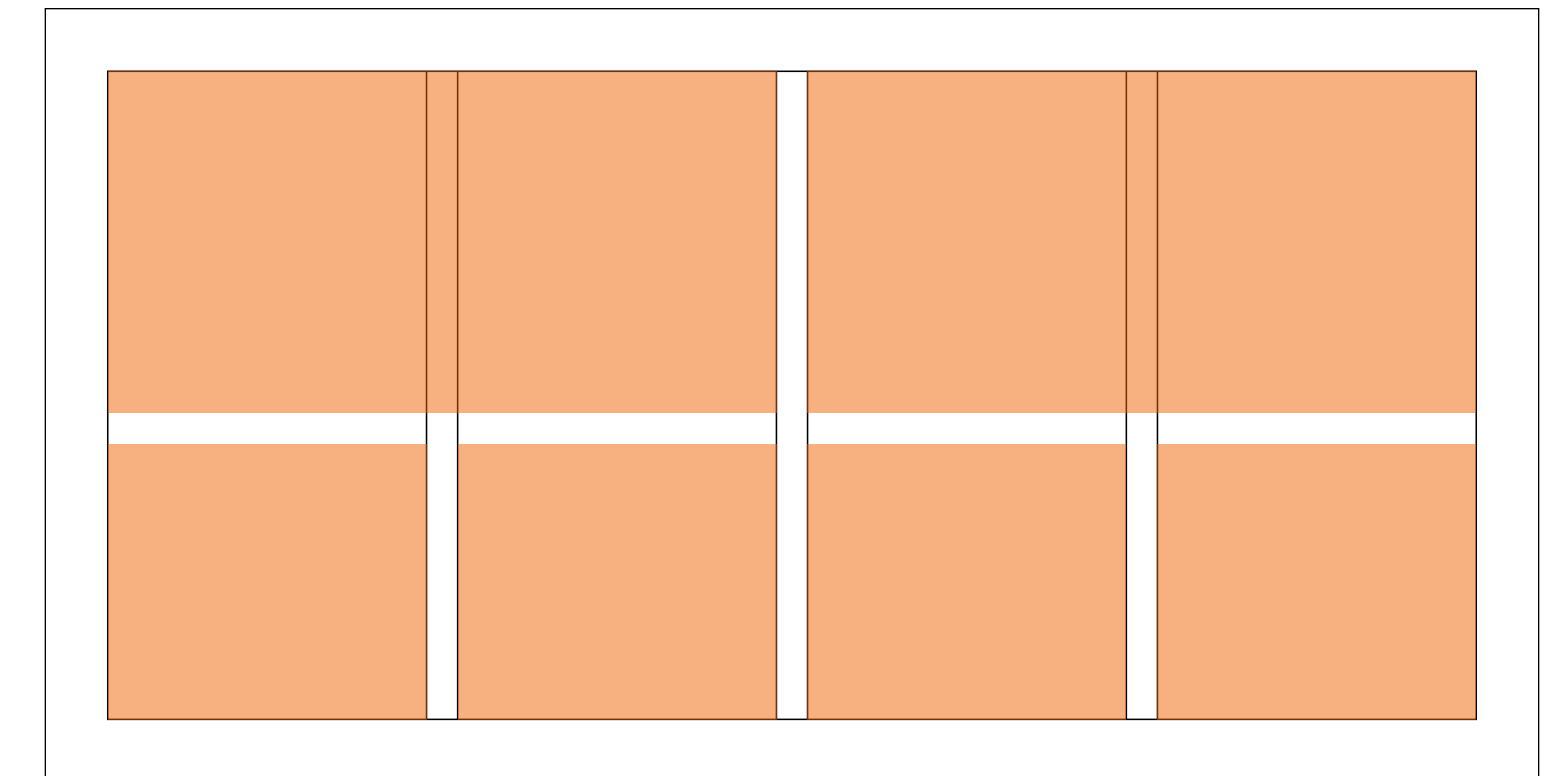**2.** Determine the width of the margin by dividing the column width in half.

3. Determine the column gutter by using half the width of the margin.

4. Distribute the gutter across the canvas to create 12 columns.

**5.** Use a 6-column grid for 3-column or 6-column layouts.

6. Use a 4-column grid for 2-column or 4-column layouts.

GRID SYSTEM:
NARROW FORMATS

Adjust margins accordingly based on layout. For wide and narrow horizontal banners, use smaller margins, which is half the size of the standard 12-column grid margin (width÷12÷4).

For tall and narrow vertical banners, double the size of the standard 12-column grid margin (width÷12).

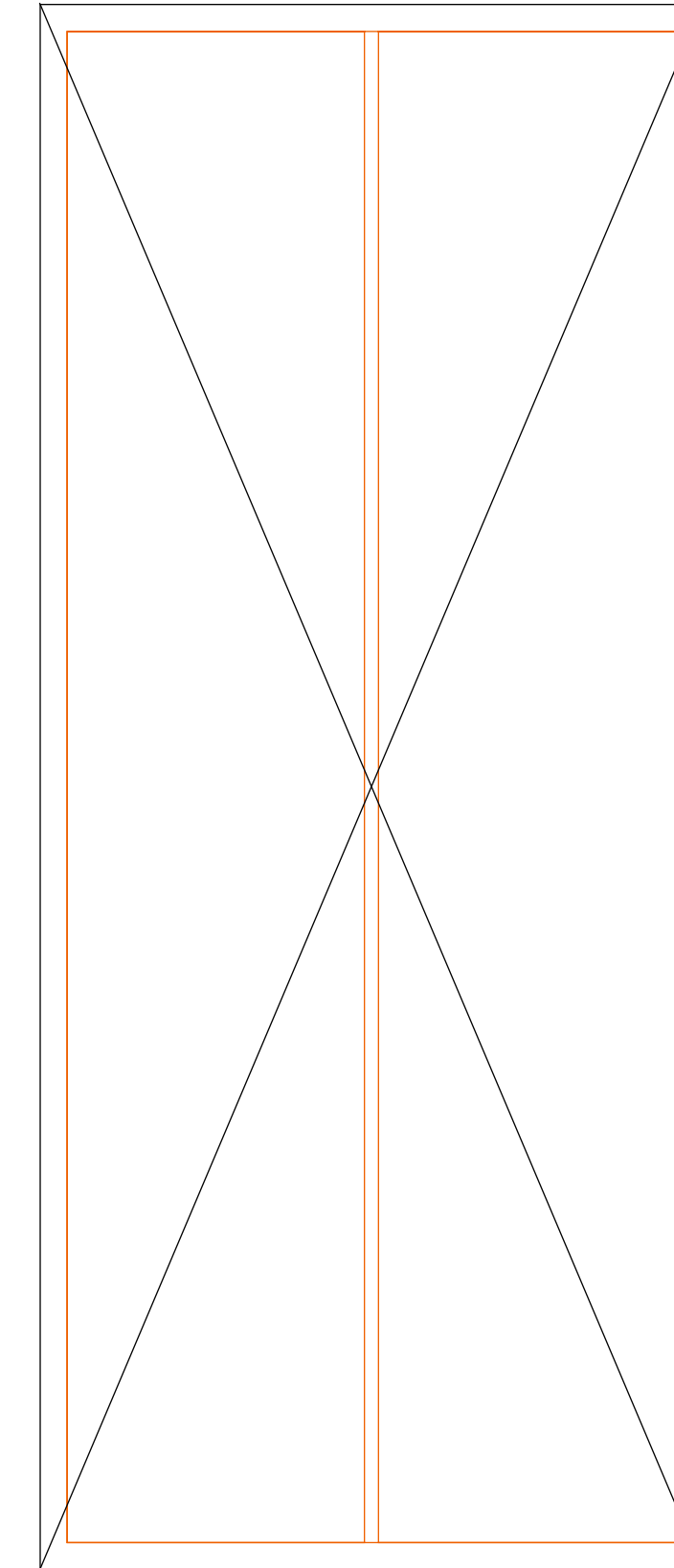**Wide banners**
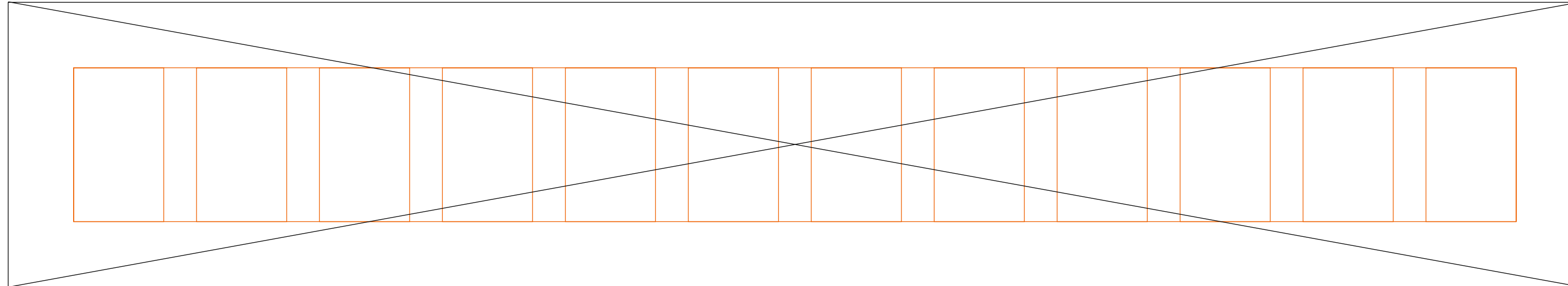
Tall banners

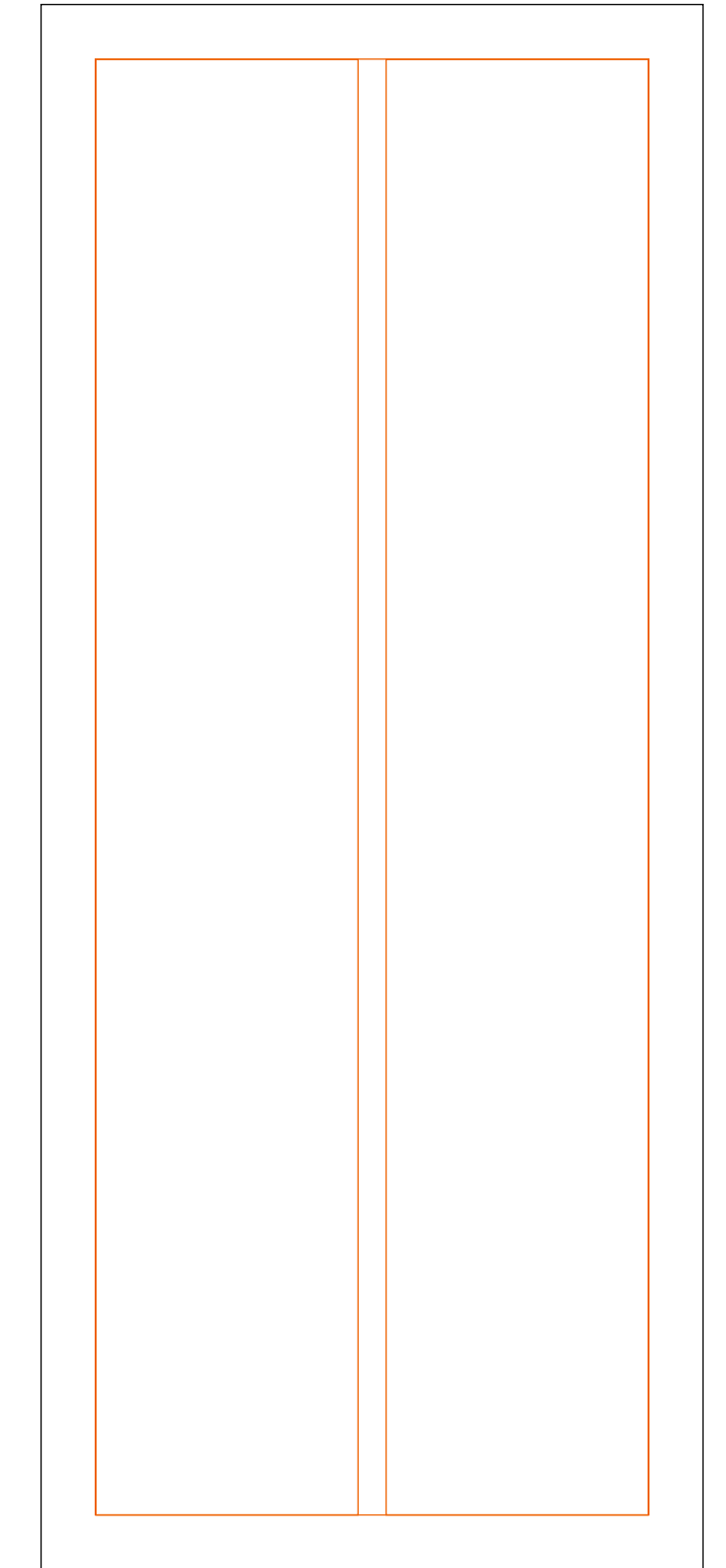**INCORRECT:** Using the standard grid setup creates wide margins and less space for content
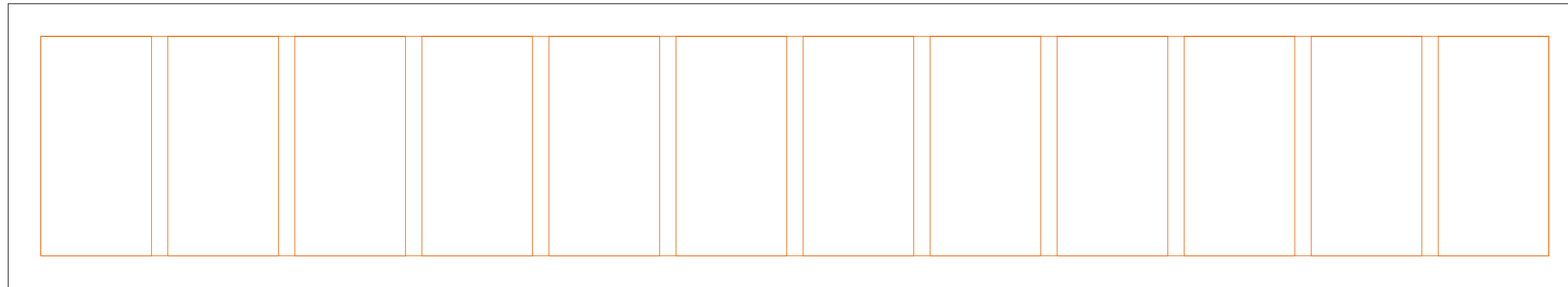
CORRECT: Adjusted grid with smaller margins creates more space for content
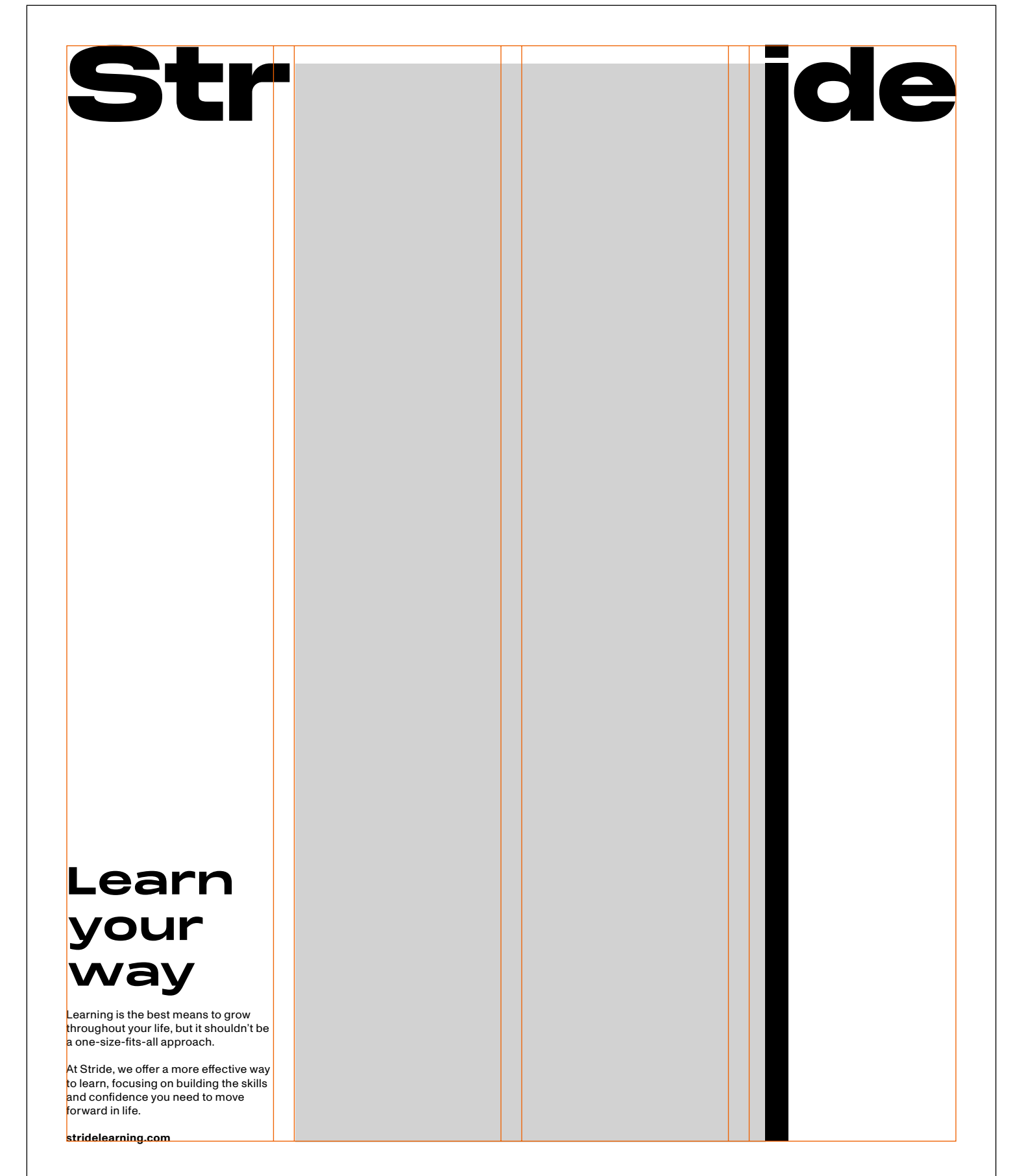

INCORRECT: Using the standard grid setup creates tight and small margins

CORRECT: Adjusted grid with wider margins allow for more breathing space

Our Window device works best when there's sufficient width for the wordmark to expand and reveal the Window. For best practice, avoid using the Window in tight and narrow vertical formats.

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Learning is the best means to grow throughout your life, but it shouldn't be a one-size-fits-all approach.

At Stride, we offer a more effective way to learn, focusing on building the skills and confidence you need to move forward in life.

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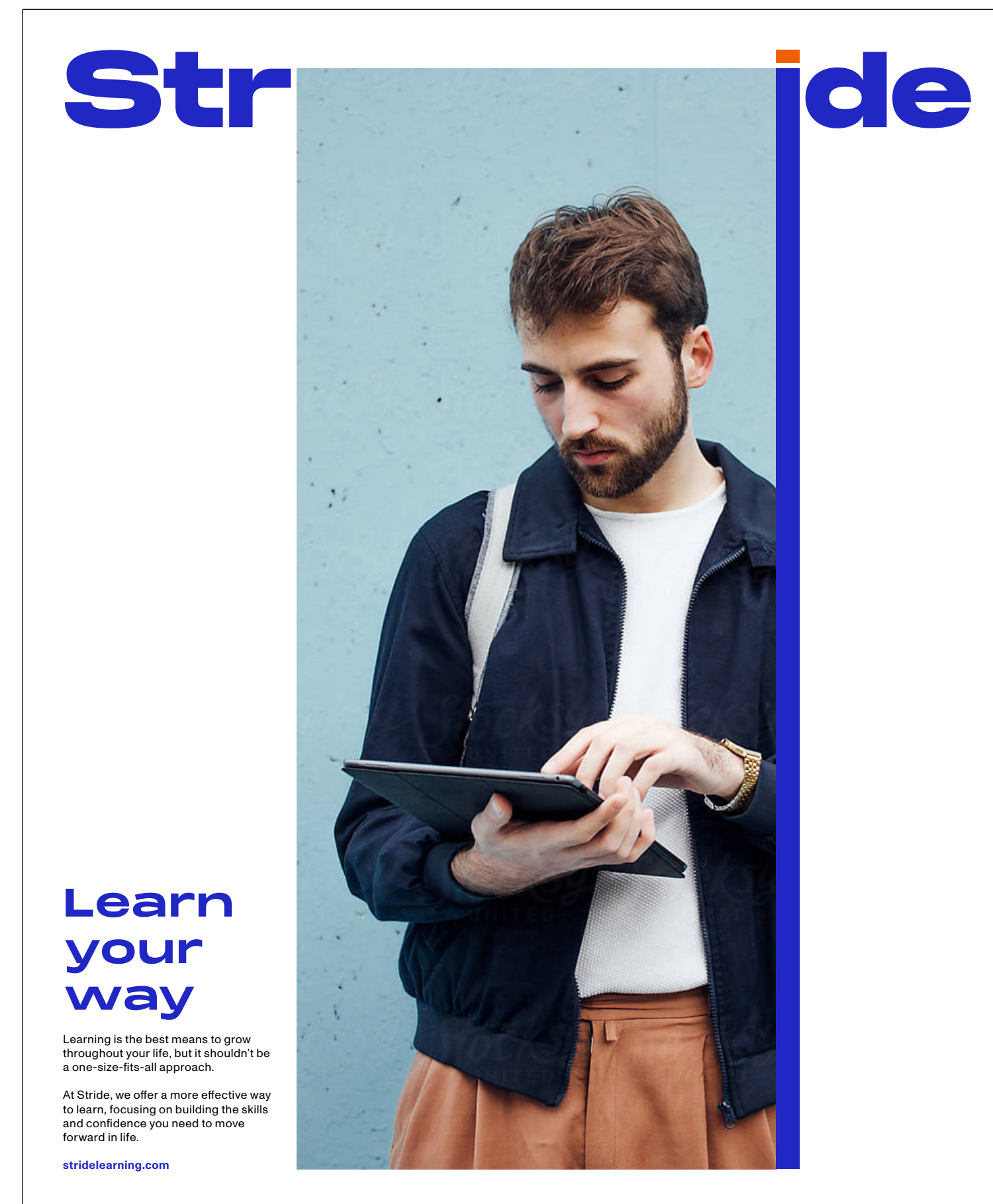
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Our i-Frame device works easily across various formats and can be used as a simple signifier of Stride. Its usage should be minimal and not overpower the composition.

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Learn today. Create tomorrow.

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At Stride, we offer a more effective way to learn, focusing on building the skills and confidence you need to move forward in life.

We adapt to you and your learning style, goals, and circumstance. With the power of technology we can take a pragmatic approach about what you need, while encouraging you to bring your whole self every day.

We give you agency, offering learning by doing and teaching you how you learn—making

your mistakes and methods visible, so you have the skills to continually develop.

We open up your world to careers and possibilities, equipping you with skills and experience that employers need today and tomorrow.

We make learners future-ready, giving you the confidence to know your worth and achieve what you deserve. The more you grow, the more we all benefit— championing a fairer system that creates a stronger workforce and a stronger society.

Preparing learners for the future

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Avoid overusing our graphic devices and allow for minimal layouts. Below are examples of clean and simple compositions that embrace the boldness of our typography.

**Education that
fits the future**

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**Making
learning work
for everyone**

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**Freedom meets
structure with
online learning**

**Learn today.
Create tomorrow.**

**Future—facing learning solutions
that satisfy unmet needs**

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Everyone learns differently. With online learning, you can give your child the education that's right for them. All you need is an internet connection and a computer.

Stride-powered schools follow the same state testing and accountability guidelines as the best public schools in the country. But with the added flexibility of online learning, your child can earn a high school diploma at their own pace.

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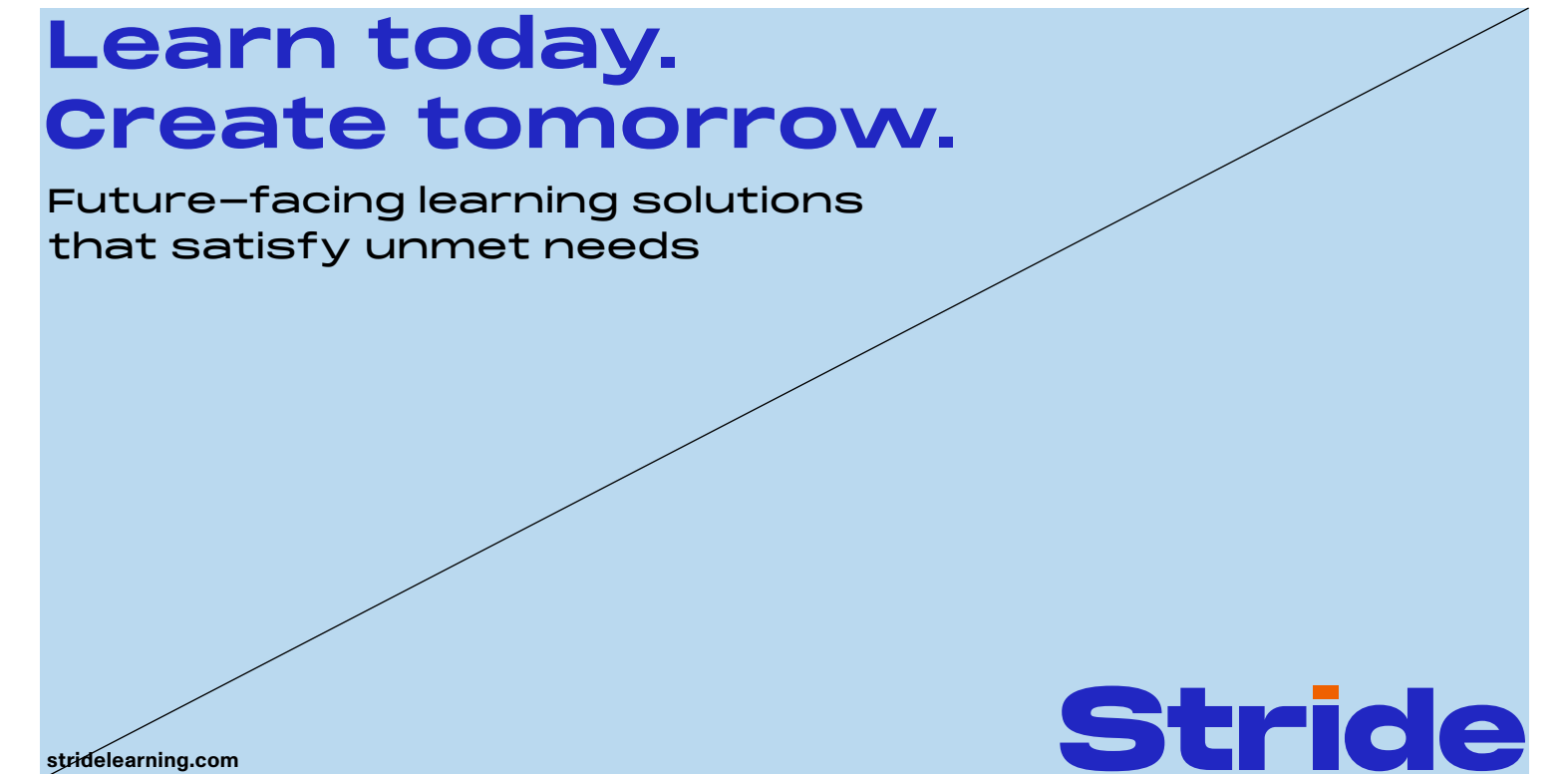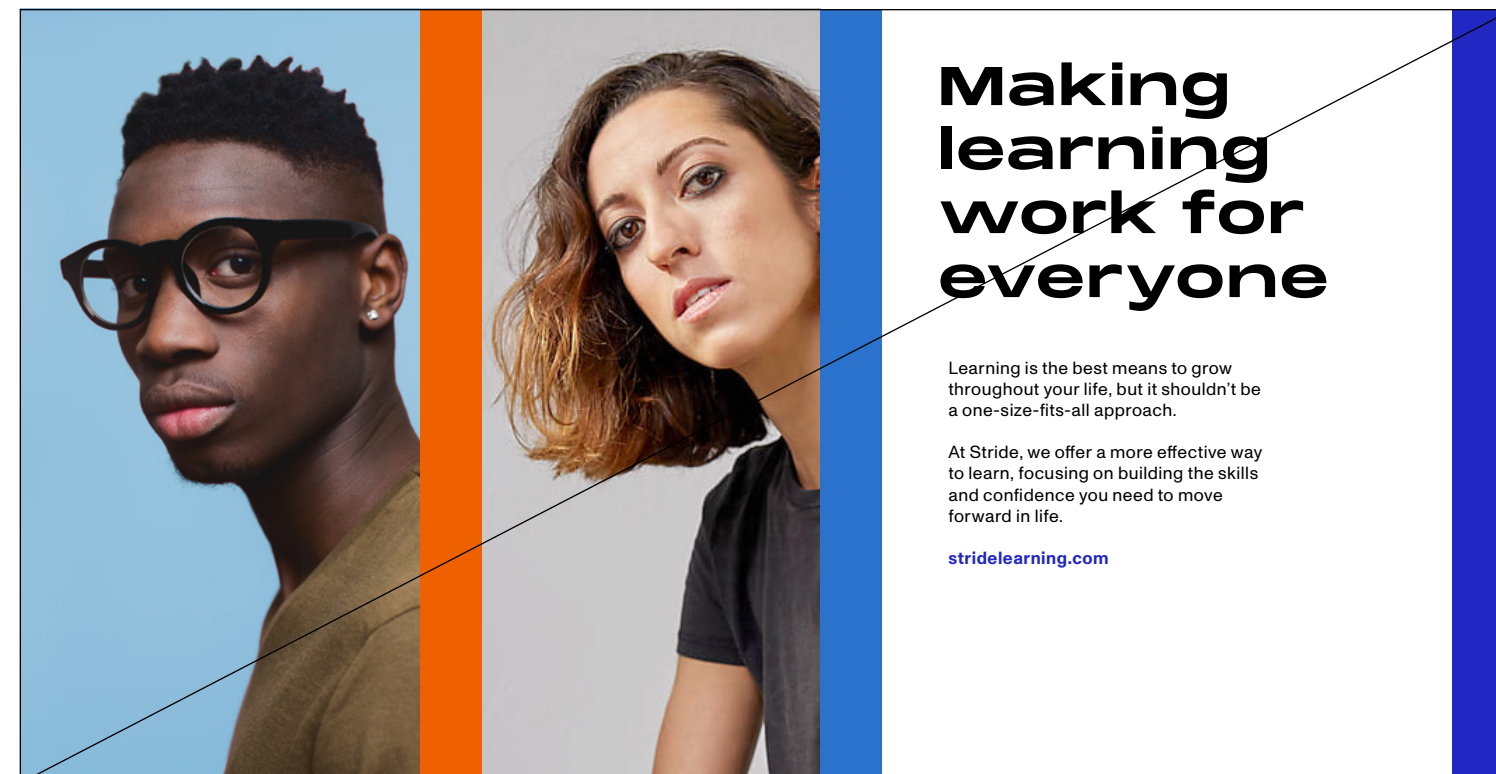
Do not place messaging inside the Window.
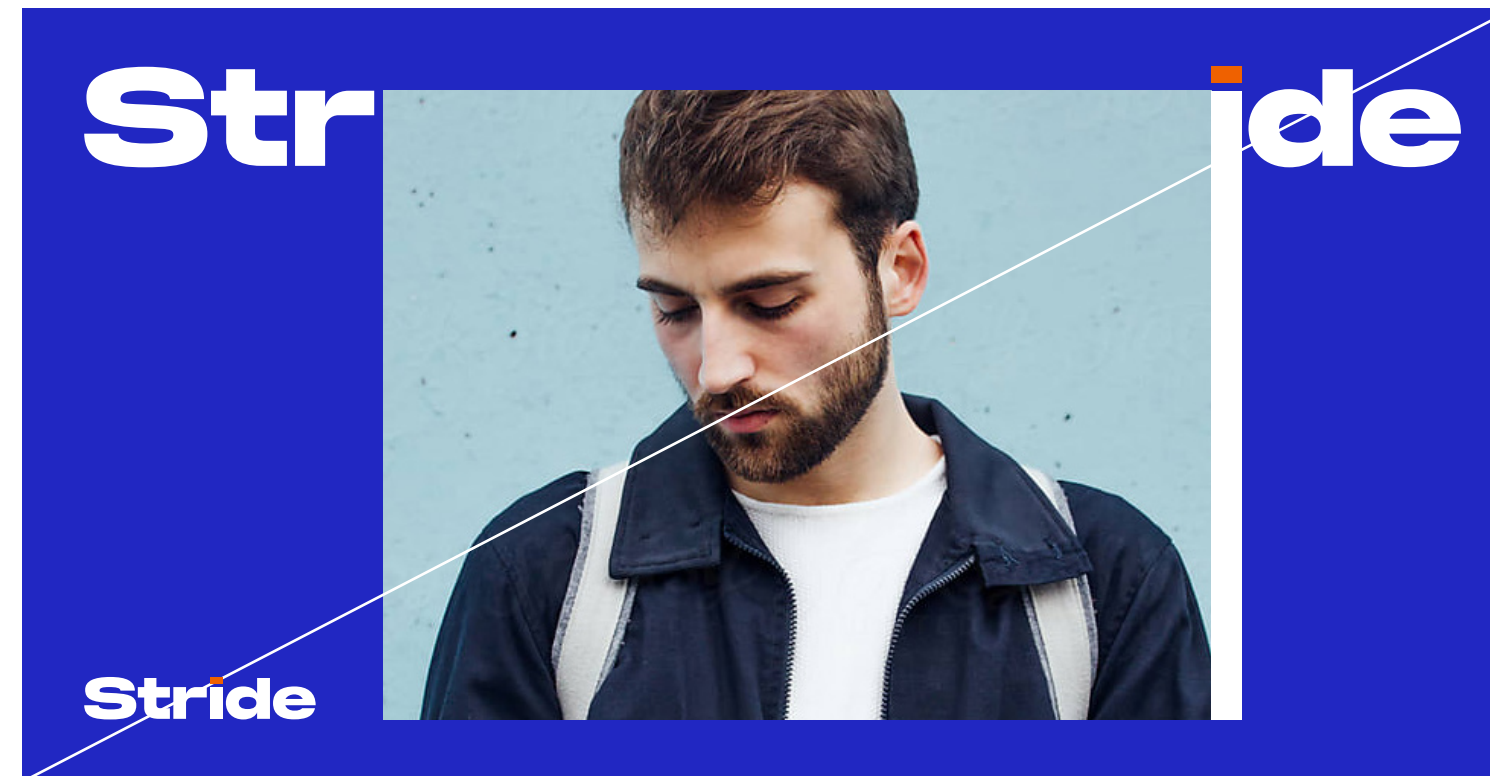
Avoid redundancy in using the logo alongside the presence of the Window.
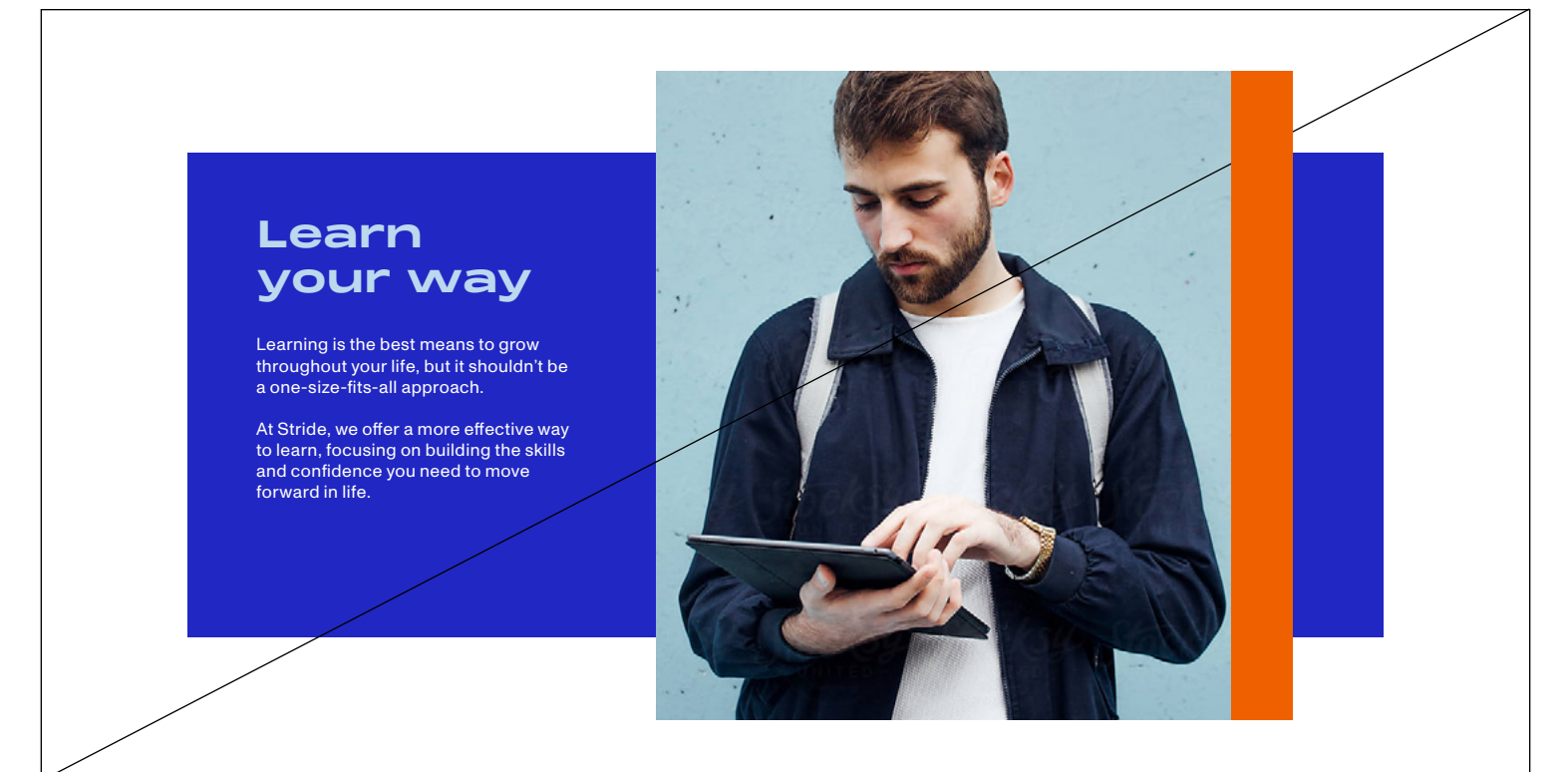

Do not create compositions without proper margins and clearspace.

Avoid overusing the i-Frame.

Avoid complex compositions.

Avoid overlapping compositions such as the i-Frame over color blocks.

Motion

Please refer to our separate
Motion Guidelines document for
animated guidance on motion
principles and behaviors.