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.
BRAND FRAMEWORK

WHY

Brand promise

Learners

WHAT

Audience value propositions

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

HOW

Experience principles

Differentiators

BRAND GUIDELINES
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

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**

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Value Propositions</th>
</tr>
</thead>
<tbody>
<tr>
<td>For learners</td>
<td>Learn your way forward in life</td>
</tr>
<tr>
<td>For parents</td>
<td>Personalized learning that sets up your child for success in life</td>
</tr>
<tr>
<td>For teachers &amp; employees</td>
<td>Create a fairer system that champions individual and collective growth</td>
</tr>
<tr>
<td>For partners</td>
<td>Access a diverse talent pool and actively shape their development</td>
</tr>
<tr>
<td>For school districts</td>
<td>Future-facing learning solutions that satisfy unmet needs</td>
</tr>
<tr>
<td>For investors</td>
<td>Learning solutions for all ages that meet the needs of the employer market</td>
</tr>
<tr>
<td>Audiences</td>
<td>Value Propositions</td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>For learners</td>
<td>Learn your way forward in life</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>For parents</td>
<td>Personalized learning that sets up your child for success in life</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>For teachers &amp; employees</td>
<td>Create a fairer system that champions individual and collective growth</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>For partners</td>
<td>Access a diverse talent pool and actively shape their development</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>For school districts</td>
<td>Future-facing learning solutions that satisfy unmet needs</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>For investors</td>
<td>Learning solutions for all ages that meet the needs of the employer market</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
OUR BRAND ARCHITECTURE
AT LAUNCH

K–12 Learning

B2C

Adult Learning

B2B

Keeping the branding consistent within these environments is crucial to maintaining the overall identity and recognition of the Stride brand. The graphical representation above illustrates how the brand architecture is structured and implemented.

Transitioning to a new brand like Stride requires careful planning and implementation to ensure a smooth transition and minimal impact on the user experience. The integration of existing brands into the new architecture will help maintain consistency and recognition among stakeholders.

In conclusion, the brand architecture for Stride is designed to provide a cohesive and recognizable identity across different markets and customer segments. By maintaining consistency in the design and implementation, Stride can effectively communicate its mission and values to customers and stakeholders alike.
# THE INTERIM SOLUTION

<table>
<thead>
<tr>
<th>Core</th>
<th>Endorsed</th>
<th>Stand-alone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B2C</strong></td>
<td><strong>Stride K12</strong></td>
<td><img src="image" alt="K12 Logo" /></td>
</tr>
<tr>
<td></td>
<td>Courses</td>
<td>Library</td>
</tr>
<tr>
<td><strong>B2C</strong></td>
<td><strong>Stride Career Prep</strong></td>
<td><img src="image" alt="K12 Logo" /></td>
</tr>
<tr>
<td><strong>B2C</strong></td>
<td><strong>Stride Career Development</strong></td>
<td><img src="image" alt="Galvanize" /></td>
</tr>
<tr>
<td><strong>B2B</strong></td>
<td><strong>Stride Learning Solutions</strong></td>
<td><img src="image" alt="Hack Reactor" /></td>
</tr>
<tr>
<td><strong>B2B</strong></td>
<td><strong>Stride Talent Solutions</strong></td>
<td></td>
</tr>
<tr>
<td>LMS</td>
<td>Adaptive Learning</td>
<td></td>
</tr>
</tbody>
</table>
## Notional End Goal

<table>
<thead>
<tr>
<th></th>
<th>Core</th>
<th>Endorsed</th>
<th>Stand-alone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B2C</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Stride K12</em></td>
<td>Anytime Online Academy</td>
<td>Courses</td>
<td>Library</td>
</tr>
<tr>
<td><strong>B2B</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Stride Career Prep</em></td>
<td>Career Readiness</td>
<td>Career Mentoring</td>
<td>Career Connections</td>
</tr>
<tr>
<td><em>Stride Career Development</em></td>
<td>Career Accelerator (Health, Data Science)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Stride Learning Solutions</em></td>
<td>LMS</td>
<td>Adaptive Learning</td>
<td></td>
</tr>
<tr>
<td><em>Stride Talent Solutions</em></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### What Does This Mean?

**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

*These are rules and use cases for the interim brand architecture solution
<table>
<thead>
<tr>
<th>Audiences</th>
<th>Goal</th>
<th>Context</th>
<th>Rule</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>Represent the company</td>
<td>Inside &amp; outside the Stride ecosystem</td>
<td>Rule 1 Use the Stride brandmark only</td>
<td>Gives credit to Stride as the learning company</td>
</tr>
<tr>
<td>Represent a specific business area or product</td>
<td>Inside the Stride ecosystem</td>
<td>Rule 2 Use the Stride brandmark not locked up with descriptor</td>
<td>Builds equity into Masterbrand Stride</td>
<td></td>
</tr>
<tr>
<td>Outside the Stride ecosystem</td>
<td>Rule 3 Use the Stride brandmark with brand typeface treated descriptor</td>
<td>Acknowledges function or product but company earns credit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General</td>
<td>Represent an endorsed brand*</td>
<td>Inside &amp; outside the Stride ecosystem</td>
<td>Rule 4 Use the Stride endorsement line ‘A Stride Company’</td>
<td>Leads with endorsed brand’s value and creates direct connection to Stride</td>
</tr>
<tr>
<td>Represent a stand-alone brand* (public and private school)</td>
<td>Inside &amp; outside the Stride ecosystem</td>
<td>Rule 5 Use ‘powered by Stride K12’ endorsement line</td>
<td>Leads with the school’s value and creates a direct connection to Stride</td>
<td></td>
</tr>
<tr>
<td>*see Brand Architecture model</td>
<td>Represent a stand-alone brand* (not a school)</td>
<td>Inside the Stride ecosystem</td>
<td>Rule 6 Use ‘in partnership with’ line</td>
<td>Leads with stand-alone brand’s value and demonstrates connection in Stride-owned environments</td>
</tr>
</tbody>
</table>
RULE 1
EXTERNAL

Use the Stride brandmark only

Corporate employee business cards

Annual report
RULE 2
INTERNAL

Use the Stride brandmark not locked up with descriptor
Use the Stride brandmark, with brand typeface-treated descriptor

- End-card for product advertising
- Social media on Stride pages
- School district brochure
RULE 4
EXTERNAL

Use the Stride endorsement line

K12 website

Bootcamp syllabus
**RULE 5**
**EXTERNAL**
Use the ‘powered by Stride K12’ endorsement line

Public school materials

**RULE 6**
**EXTERNAL**
Use the ‘in partnership with’ line

Private school website

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 editorial style guide.
Voice principles
BRAND VOICE FRAMEWORK

Voice principles

**Highlight helpful information**

Insightful and clear. Not patronizing.

**Bring energy that moves people forward**

Spirited and active. Not forceful.

**Use expertise to show opportunity**

Experienced and inspired. Not academic.

Explainer

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

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

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

Guidance

Do aim for brevity

Don’t reduce so much that your message becomes muddy.

Do try to keep things in the active voice.

Don’t force positivity if the message requires balance.

Do show instead of tell by using vivid verbs and adjectives.

Don’t overuse descriptive language, less is more.
Copy illustrations
Before

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.

Headline (25 characters max):
Business, Health, & IT

Link Description (30 characters max):
Tuition-Free Online School

CTA:
Learn More

After

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

Post Copy (125 characters max):
Stride Career Prep, where passion meets progress. Gain skills to jump-start a career you’ll love, right out of high school.

Headline (25 characters max):
Business, Health, & IT

Link Description (30 characters max):
Tuition-Free Online School

CTA:
Learn More
How does online school work?

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.

Freedom meets structure with online learning

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.

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
## Tonal Flex

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Value Propositions</th>
<th>Tonal Flex</th>
</tr>
</thead>
<tbody>
<tr>
<td>For learners</td>
<td>Learn your way forward in life</td>
<td>Write to inspire and energize. It's less important to sound like an expert, and more important to sound engaging.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helpful: ⭐⭐⭐⭐⭐⃣; Energetic: ⭐⭐⭐⭐; Expert: ⭐⭐⭐⭐⭐⃣</td>
</tr>
<tr>
<td>For parents</td>
<td>Personalized learning that sets up your child for success in life</td>
<td>Write to calm and reassure. It's less important to be high energy and fun, and more important to sound like an expert.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helpful: ⭐⭐⭐⭐⭐⃣; Energetic: ⭐⭐⭐⭐; Expert: ⭐⭐⭐⭐⭐⃣</td>
</tr>
<tr>
<td>For teachers &amp; employees</td>
<td>Create a fairer system that champions individual and collective growth</td>
<td>Write to empower and champion. It's less important to sound like an expert, and more important to inspire and energize.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helpful: ⭐⭐⭐⭐⭐⃣; Energetic: ⭐⭐⭐⭐; Expert: ⭐⭐⭐⭐⭐⃣</td>
</tr>
<tr>
<td>For partners</td>
<td>Access a diverse talent pool and actively shape their development</td>
<td>Write to inform and assist. It's less important to be energizing and fun, and more important to sound like an expert.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helpful: ⭐⭐⭐⭐⭐⃣; Energetic: ⭐⭐⭐⭐; Expert: ⭐⭐⭐⭐⭐⃣</td>
</tr>
<tr>
<td>For school districts</td>
<td>Future-facing learning solutions that satisfy unmet needs</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helpful: ⭐⭐⭐⭐⭐⃣; Energetic: ⭐⭐⭐⭐; Expert: ⭐⭐⭐⭐⭐⃣</td>
</tr>
<tr>
<td>For investors</td>
<td>Learning solutions for all ages that meet the needs of the employer market</td>
<td>Write to fortify and communicate strength. It's less important to be energizing and fun, and more important to sound like an expert.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helpful: ⭐⭐⭐⭐⭐⃣; Energetic: ⭐⭐⭐⭐; Expert: ⭐⭐⭐⭐⭐⃣</td>
</tr>
</tbody>
</table>
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 transforming 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.
At Stride, we offer a more effective way to learn, focusing on building the skills and confidence you need to move forward in life.
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.
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.
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 title.

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 title

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

Word spacing = width of “i”

Double-line lockup

Line spacing = 1/2 of wordmark height
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

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

URL

Typeface = Monument Extended Bold
Type size = approximately 1/3 of logo height, fit to logo width
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
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.
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.
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 title.
LOGO COLORWAYS:
GRAYSCALE

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

Stride

Stride

Stride

Stride
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).
Meet Alex. He's about to go from waiting tables to writing code for the tech company of his dreams. #lifegoals

Join the future of education: Stride is hiring more than 1,300 educators for the 20-21 school year. With increasing uncertainty about what the new school year will bring, Stride is hiring educators to support online learning. Learn more: bit.ly/3j6YtNn #careers #hiring #jobs

Join the Future of Education: Stride to Hire More Than 1,300 Educators for the '20-21 School Year
INCORRECT USAGE

- Do not distort the logo.
- 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.
- Do not set logo in colors that are off-brand.
- Do not place logo against backgrounds without sufficient contrast.
Color
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.
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.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Blue</td>
<td>33/39/194</td>
<td>#2127C2</td>
<td>100/90/0</td>
<td>2736C</td>
</tr>
<tr>
<td>Light Blue</td>
<td>186/217/239</td>
<td>#BAD9EF</td>
<td>25/0/0</td>
<td>290C</td>
</tr>
<tr>
<td>Medium Blue</td>
<td>42/114/203</td>
<td>#2A72CB</td>
<td>85/56/0</td>
<td>2386C</td>
</tr>
<tr>
<td>Navy Blue</td>
<td>0/14/100</td>
<td>#000E64</td>
<td>100/85/0</td>
<td>2736C</td>
</tr>
<tr>
<td>Orange</td>
<td>239/97/0</td>
<td>#EF6100</td>
<td>0/70/100/0</td>
<td>3564C</td>
</tr>
<tr>
<td>White</td>
<td>255/255/255</td>
<td>#FFFFFF</td>
<td>0/0/0</td>
<td>3564C</td>
</tr>
<tr>
<td>Light Gray</td>
<td>210/210/210</td>
<td>#D2D2D2</td>
<td>0/0/0/15</td>
<td>427C</td>
</tr>
<tr>
<td>Medium Gray</td>
<td>173/173/173</td>
<td>#ADADAD</td>
<td>0/0/0/35</td>
<td>427C</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>112/112/112</td>
<td>#BEBEDE</td>
<td>0/0/0/70</td>
<td>4292C</td>
</tr>
<tr>
<td>Black</td>
<td>0/0/0</td>
<td>#000000</td>
<td>75/68/67/80</td>
<td>4292C</td>
</tr>
</tbody>
</table>
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.
COLOR IN USE

Presentation Title 01

Chapter Title

2019 Adjusted Operating Income

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$1,015.8M</td>
<td>$917.8M</td>
<td>$886.5M</td>
</tr>
<tr>
<td>Operating Income</td>
<td>$64.2M</td>
<td>$56.3M</td>
<td>$46.5M</td>
</tr>
</tbody>
</table>
Do not use Orange as a background fill.

Avoid color combinations that do not ensure enough contrast.

Do not use gradients.

Do not use Medium Blue as a background fill.

Avoid off-brand color combinations.

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.
TYPEFACES

Monument Extended Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890%!?&$

Monument Extended Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890%!?&$

Monument Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890%!?&$

Monument Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890%!?&$

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

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

Do not use different type sizes within the same sentence.

Do not use improper tracking or leading.

Do not fully justify type.

Do not use typefaces that are not on-brand.

Do not use all caps in headlines and subheads.

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

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.

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.

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 pragmatist 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.
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 title when using wordmark in color.
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.
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**

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**

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.
Learn today. Create tomorrow.

At Stride we offer a more effective way to learn, that focuses on building the skills and confidence you need to make your way forward in the
**INCORRECT USAGE**

- Do not place photography in title.
- 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 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 brings humanity and warmth to our system and showcases the diversity of people Stride empowers.

Portraits

Learning process

Subjects/Career paths
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.
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.
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

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
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).

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

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

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

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

Wide banners

Tall banners
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.
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.

Window

Learn your way

Revolutionary learning
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.

Preparing learners for the future

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.

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

Evolving learning to fit our future

Ximincia torum ne por amor tonens
La distrit omen at harichideundulis
molonti eaqum quum ciloriam inam
moneccept melitas at imedatectx op
pontipla xenimpros endias.

Learn today. Create tomorrow.

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.

Ximincia torum ne por amor tonens
La distrit omen at harichideundulis
molonti eaqum quum ciloriam inam
moneccept melitas at imedatectx op
pontipla xenimpros endias.

Preventing

Stride
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.
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

Making learning work for everyone

Freedom meets structure with online learning

Learn today.
Create tomorrow.
Future-facing learning solutions that satisfy unmet needs

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.

Get started at stridelearning.com
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.
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 cleanspace.

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.