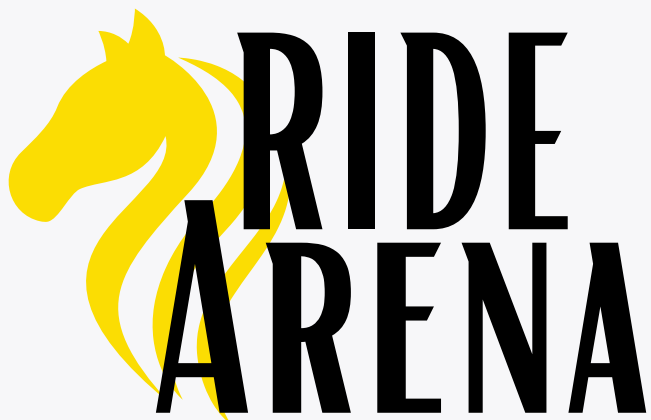


DETERMINEDLY BETTER.

RIDE FAMILY

Brand Book

DAOUS MEDIA & ENTERTAINMENT



RIDE ARENA

Location

FIN, EST, ENG

WWW.RIDEARENA.COM

WWW.RIDEAREENA.FI

WWW.RIDEAREEN.EE

Slogan

FIN, EST, ENG

PÄÄTTÄVÄISESTI PAREMPI.

SIHIKINDLALT PAREM.

DETERMINEDLY BETTER.

Target group

NORDIC

equestrian athletes,
horse owners and
horse enthusiasts who
are determined to
develop themselves to
become a better rider
and a horse owner.

Services

- Free & paid articles online in three languages
- Physical horse magazine in Finland and Estonia
- Digital horse magazine in Finland and Estonia
- Trainings and master class lectures
- Equestrian events

Values

Fairly, safely & kindly

Mission

Providing safe ways to get together
for horse enthusiasts who are
determined to be better.

Vision

A united Nordic horse community
where health & safety are a
priority.

#41e2ba

ASSEMBLY

/ə'sembli/

the action of gathering together as a group for a common purpose.

#2b2d42

#fbdd03

ARENA

/ə'ri:nə/

a place or scene of activity, debate, or conflict.

#f7f7f9

#fc5130

RIDE

/raɪd/

be carried or supported by (something moving with great momentum).

a journey made on a horse.

RIDE FONTS

BRIGHT

Merriweather

Catamaran Bold

Catamaran Medium

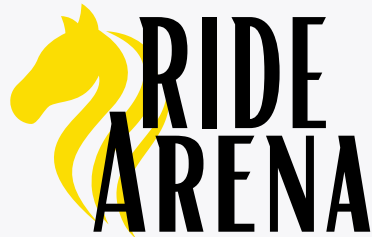
Catamaran Light

Use Bright for any Ride related logo/headings

Use Merriweather for titles or subheadings with Bright

Catamaran fonts can be used as needed for
subheadings, text and any content.

RIDE LOGOS



RIDE LOGO USE



Keep a minimum of 1,5 cm or 60 px distance from all other elements surrounding the logo.

Ensure you are using the logo in the right environment, either with black text or white text. Other variants can be used as long as it follows the brand colors. No other colors are accepted. The horse element can be used separately as an identifying element, but should always be the last resort - preferred use is combined option.

RIDE ELEMENTS



Can be used as a separator, background element or design element. Can be used with any brand color.

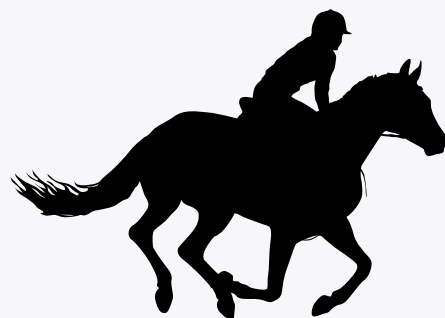


Can be used as a background element or design element. Can be used with any brand color. Note the uneven borders.



The RIDE element

Use with caution and exact planning. This is the certificate of trust and authority we strive towards.



Various horse silhouette elements, graphics and icons can be used in all materials. They can be in any of the brand colors based on the need. You may download and purchase more for use if needed as long as they follow this same style.