STRIVE
CREATORS

Built for momentum.

Strive Creators — Brand Guidelines

Version 1.0 / November 2026

Creative independence. Shared ambition.

The Strive identity represents ambition, creative independence and forward movement. It brings a confident, energetic mark together with the considered character of an editorial brand.

You create.
We open doors.

Independent

A distinct point of view.

Ambitious

Room to grow, together.

Commercial

Clear, purposeful partnerships.

Creator-first

People and creativity at the centre.

A mark of momentum.



An abstract S, shaped by two sweeping curves and angled terminals. The mark moves forward without losing its balance.

Strive

The initial at the heart of the identity.

Forward movement

Directional terminals create intent.

Ambition

A rising silhouette looks ahead.

Progress

Continuous curves suggest creative growth.

One identity. The right expression.



Primary / light backgrounds



Reversed / dark backgrounds



Stacked / square formats



Standalone / compact placements



Monochrome / one-colour print



White / dark surfaces

Small mark. Strong recognition.

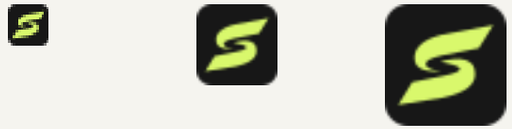
Symbol-only minimum: 24 px / 8 mm wide.



SOCIAL PROFILE

Onyx field, centred lime symbol. The 56% symbol width leaves generous space for circular crops.

FAVICON FAMILY



16 px 32 px 48 px

Use the supplied small-size assets. They reuse the master silhouette with an Onyx field for contrast. Never reduce the complete lockup to favicon size.

Room to move.

x = H / 4



H = height of the S symbol

Protect at least one quarter of the symbol height on every side of the whole logo. This area stays free of type, imagery and other marks.

Horizontal
180 px / 40 mm wide

Stacked
140 px / 30 mm wide

Symbol
24 px / 8 mm wide

Favicon exception
16, 32 and 48 px files

These are recommended minimums following screen-size review. For small or absorbent print, request a physical proof and increase size where needed. Scale proportionally; never re-typeset CREATORS.

Consistency matters.



YES / Primary on Off-white



YES / Reversed on Onyx



YES / Onyx on Lime



NO / Stretch

Preserve the proportions.



NO / Rotate

Keep the intended baseline.



NO / Shadows

No added effects.



NO / Recolour

Official combinations only.



NO / Rearrange

Use the supplied lockups.



NO / Busy background

Keep contrast clear.



NO / Gradients

Use flat, solid colours.

Colour with intent.

Strive Lime

#D9F86C

RGB 217, 248, 108

Primary brand accent

Onyx

#171717

RGB 23, 23, 23

Dark backgrounds and typography

Off-white

#F5F4EF

RGB 245, 244, 239

Primary light background

White

#FFFFFF

RGB 255, 255, 255

Supporting neutral

Stone

#D6D5CF

RGB 214, 213, 207

Borders and dividers

Graphite

#555550

RGB 85, 85, 80

Secondary text

Onyx on Lime for actions. Graphite on Off-white for secondary text. Never use Lime as small text on a light field.

Our voice, in type.

DM SERIF DISPLAY / REGULAR 400

Your content deserves more.

Editorial headlines and key statements. Tight leading, deliberate line breaks and generous surrounding space.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 & @ ! ?

DM SANS / 400, 500, 600, 700

Clarity. With character.

400 for reading. 500 for supporting labels. 600 for navigation. 700 for actions. The logo is custom-fitted outlined artwork developed from DM Sans Black Italic; never type a replacement.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Both families: SIL Open Font License 1.1. Licence texts included in the kit; no font files are distributed.

Human. Natural. Distinctive.



People, with presence.

Natural expressions, considered styling and realistic skin texture.



Light, with character.

Warm directional sunlight, honest materials and architectural shadows.



A clear point of view.

Distinct environments and restrained crops. Avoid corporate headshots and generic stock imagery.

Current website imagery uses illustrative AI-generated models. It is not a signed roster or evidence of brand work.

Ambition, in our own words.

Confident, not arrogant.

Say what we do with clarity.

Ambitious, not unrealistic.

Speak about opportunity, not guaranteed results.

Professional, not corporate.

Be capable, warm and human.

Direct, not overly explanatory.

Use plain words and purposeful sentences.

Creator-first, not transactional.

Put creative work and relationships first.

Contemporary, not trend-dependent.

Build a voice with lasting relevance.

You create. We open doors.

No upfront fees. We earn when you earn.

Made to move.



First impressions.

Business cards and creator media kits. Minimal information. Generous space.



Ideas with momentum.

A restrained, tactile notebook concept. Reversed artwork on an Onyx field.



The editorial voice.

A confident headline paired with the primary identity. Typography carries the message.

Illustrative application concepts only. Not manufactured merchandise, signed creator materials or real partnership announcements. Generated photography is composited with the exact official vector artwork.

Everything you need to represent Strive.

STRIVE
CREATORS

THE COMPLETE KIT / VERSION 1.0

SVG masters · transparent PNGs
Social profile and cover images
Favicons · palette · typography
Brand guidelines · usage notes

strivecreators.com/brand

hello@strivecreators.com