



LOGO USAGE GUIDELINES

2018

MASTER LOGO

The ASICS Runkeeper® master logo should be used at all times. Wherever possible, the full color version should be used. Please see next page for special circumstances.

When writing about Runkeeper, please refer to it as “the ASICS Runkeeper® app” in the USA. Outside of the US, a ™ needs to replace the ®, and it should be referred to as “the ASICS Runkeeper™ app” internationally. You only need to use ASICS as a modifier and the ® and ™ in the first mention of your collateral. It can be referred to as simply “the Runkeeper app”.

USA LOGO



INTERNATIONAL LOGO



MASTER LOGO EXAMPLES



MASTER LOGO / FULL COLOR

Wherever possible, use the full color logo version in dark blue and teal.



MASTER LOGO / BLUE AND WHITE

If the teal of the full color logo doesn't work well on the background, you may use the blue and white version.



MASTER LOGO / ALL WHITE

If you need to place the logo on a dark background, you may use the all-white version.

WHAT NOT TO DO

Don't use the logo without the ASICS spiral.

Don't use the old Runkeeper logo, including the version of the R inside the circle by itself.

Don't change the colors of the logo.

Don't remove the (R) or (TM) from the logo. Use (R) for the US, and (TM) everywhere else.

Don't use the logo in black.

Don't rotate the logo.

Don't modify the spacing of logo elements.

Don't skew, distort, stretch, or otherwise "torture" the logo. The logo is an extended custom font, by design.

Don't rearrange logo elements.

Don't put a stroke around the logo.

Don't place the logo on busy image backgrounds or images where its legibility is compromised.

Don't change the logo letters to all caps or separate out "Run" and "keeper".

Don't crop the logo.

✗  Runkeeper®

✗  runkeeper®

✗  Runkeeper®

✗  Runkeeper

✗  Runkeeper®

✗  Runkeeper®

✗  Runkeeper®

✗  Runkeeper®

✗  Runkeeper®

✗  Runkeeper®

✗ 

✗  RUN KEEPER

✗  Runkeeper