

**STRIDE ARTHRO CENTRE**

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VERSION 1

**BRAND  
GUIDELINES**

# INTRODUCTION

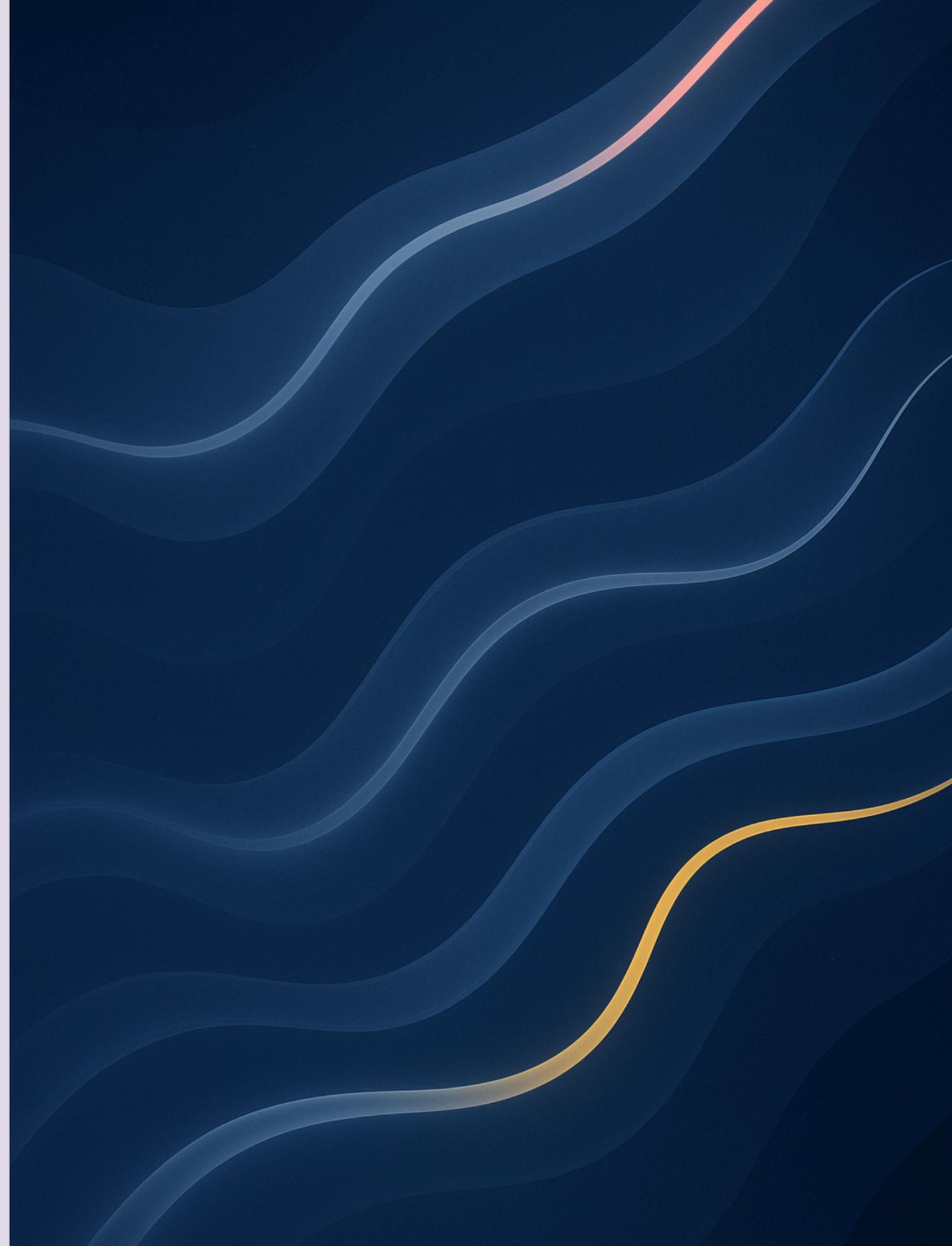
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## Brand Foundation & Discovery

# STRIDE STORY

*Stride Arthro Centre was founded by a group of like-minded orthopaedic doctors united by a common belief: that surgical care should evolve beyond the traditional model.*

*With decades of combined experience, this collective brought together not only clinical mastery but also a deep commitment to mentorship, collaboration, and compassionate patient care. What started as conversations between peers became a shared mission—to build a space where surgical excellence meets humanity, and where both patients and practitioners thrive.*



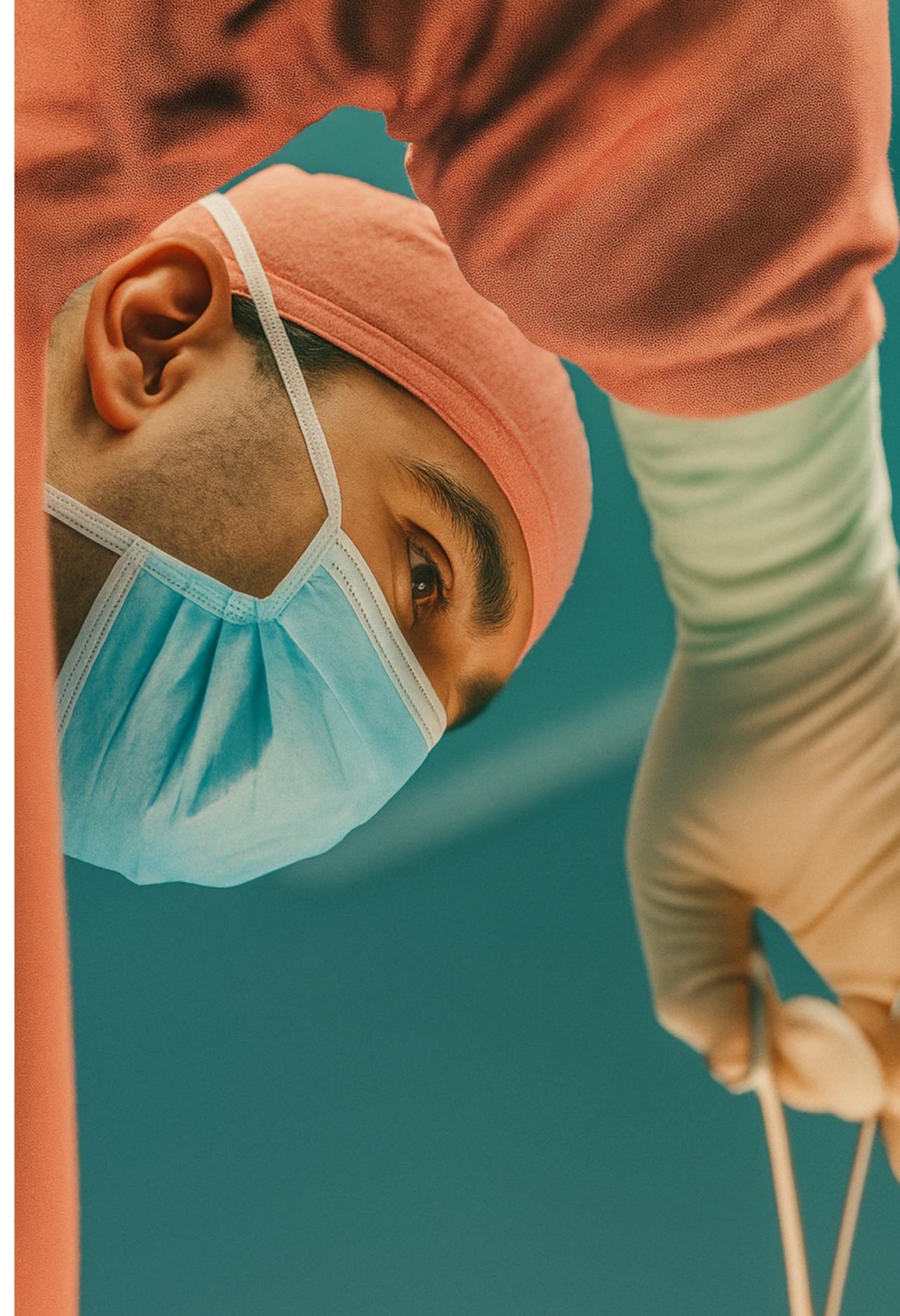
# The Emergence of Stride Arthroplasty Centre

Stride Arthroplasty Centre is not a clinic. It is a movement.

It brings together the technical brilliance of its founders with a larger collective of orthopaedic surgeons, physiotherapists, nurses, and healthcare administrators.

Together, this team is building something more than just a surgical unit—it is a place of clinical mastery, open learning, and deep care.

It is a space where patient satisfaction is not an outcome—it's a principle. Where complexity is embraced, and solutions are designed with compassion. Where teaching and talent development are not nice-to-haves—they are pillars.



# Purpose Statement

To **transform** surgical care by creating a world-class environment where knowledge is shared, talent is nurtured, and patients receive safe, informed, and **life-changing** treatment.

# Brand Ethos/Values

Our voice is expert but never arrogant, warm without being casual, confident without the noise—always unmistakably human.

## **We lead with care.**

Every decision begins with the patient in mind. We're committed to safe, considered, and empathetic care that treats the person, not just the injury.

## **We pursue excellence, always.**

Whether it's in surgery, mentoring, or managing outcomes, we bring the highest level of focus and integrity to our craft.

## **We share what we know.**

Stride Arthroplasty Centre is built on the principle that knowledge grows when it's shared. We're teachers, learners, and collaborators across every role in our ecosystem.

## **We build trust — and a future.**

Trust is the currency of every great surgical team. We foster it between colleagues, with patients, and in our wider community. Our legacy is the lives we change and the talent we uplift.

## **We think ahead.**

From joint preservation techniques to digital innovation and outreach, we constantly explore new ways to advance orthopaedic care

# Purpose, Mission, Values

Our voice is **expert** but never arrogant, **warm** without being casual, **confident** without the noise—always unmistakably **human**.



Safe & Informed  
Surgical Care

We prioritise precision, safety, and transparent decision-making at every step.



Shared Knowledge &  
Open Learning

We teach, learn, and grow together—because good ideas are meant to be shared.



Compassionate & Personalised  
Experience

Every patient is treated as a person, not a case—with care tailored to their story.



Legacy Through Mentorship &  
Outreach

We build the future by investing in talent and extending care beyond borders.

# USP

Stride Arthroplasty Centre offers a new model of orthopaedic care—one built on clinical mastery, deep empathy, and a commitment to teaching and talent development.



"Safe & informed surgical care with a human touch—where teaching, trust, and talent define the standard."



Precision and patient satisfaction go hand-in-hand  
Knowledge is shared across roles and disciplines  
Patients feel informed, supported, and personally cared for  
The future of surgery is shaped through mentorship, outreach, and collaboration

# Brand Identity & Messaging

## Brand Archetype

# The Citizen

**RELATABLE – REALISTIC – FRIENDLY**

**The Everyman seeks connection and belonging, valuing simplicity and honesty in a complex world.**

Everyman brands should communicate in a down-to-earth, approachable manner. The tone should be warm and friendly, focusing on creating a sense of belonging and community. These brands often position themselves as relatable and trustworthy, offering practical and straightforward solutions. The messaging should emphasise common values and shared experiences.

## **BRAND CHARACTERISTICS**

### **INDUSTRIES**

Retail, Home Goods, Community Services

### **PURPOSE**

To foster connections and reliability

### **STRATEGY**

Offering practical, no-frills solutions; community building

### **GOAL**

To resonate with the everyday person

### **PROBLEMS SOLVED**

Alienation, complexity, elitism

*“All men and women  
are created equal.”*

## BRAND ARCHETYPE

# The Creator

**INNOVATIVE – IMAGINATIVE – ORIGINAL**

**The Creator thrives on creativity and the desire to make something enduring and meaningful.**

Creator brands should communicate with an imaginative and inspirational tone. They are seen as visionaries, turning ideas into reality. These brands often position themselves as facilitators of innovation and creativity. Marketing should emphasise originality, expression, and the transformative power of creativity.

## BRAND CHARACTERISTICS

### INDUSTRIES

Arts, Design, Technology

### PURPOSE

To inspire and innovate

### STRATEGY

Offering creative, original solutions

### GOAL

To foster imagination and originality

### PROBLEMS SOLVED

Stagnation, lack of inspiration, conformity

*“If you can imagine it,  
it can be done.”*

## BRAND ARCHETYPE

# The Jester

**FUN – WITTY – SPONTANEOUS**

**The Jester is all about living in the moment, bringing joy, and seeing the humorous side of life.**

Jester brands should communicate with humor and light-heartedness. Your tone is playful and entertaining, aiming to bring joy and laughter to your audience.

Focus on creating fun and memorable experiences, breaking the monotony of everyday life. Your brand should be seen as a source of joy and spontaneity, appealing to an audience that values humor and lightheartedness.

 *“You only live once.”*

## BRAND CHARACTERISTICS

### INDUSTRIES

Entertainment, Food and Beverage, Retail, Travel

### PURPOSE

To entertain and bring joy

### STRATEGY

Playful and humorous communication

### GOAL

To lighten up life and create fun moments

### PROBLEMS SOLVED

Boredom, sadness, conventionalism

## The Citizen (Everyman)

Relatable, realistic, friendly

Use this archetype to ground the brand in care, honesty, and accessibility. Stride Arthroplasty Centre should always feel human and community-oriented — like a trusted companion in health.

### APPLICATION:

- Use clear, warm, jargon-free language
- Emphasise togetherness: “we,” “us,” “our patients”
- Position solutions as practical and made for real life

“We treat more than joints — we treat people. With care, conversation, and a focus on what matters to you.”

## The Citizen

## The Creator – Visionary, thoughtful, original

This is where Stride Arthroplasty Centre's innovation shines. Use this archetype to communicate forward-thinking techniques, knowledge-sharing, and a commitment to evolving the field of orthopaedics.

### Application:

- Highlight innovation in patient care, joint preservation, and digital processes
- Share insights and ideas in an inspiring, accessible tone
- Reflect thoughtfulness in every detail — from mentoring to outcomes

“We don't just follow best practices — we help create them. For patients, peers, and the future of orthopaedics.”

## The Creator

## The Jester – Fun, witty, spontaneous

Sprinkle in the Jester to bring levity to a serious space. It humanises the experience for patients and breaks the stiffness of clinical communication, especially on social channels.

### Application:

- Use relatable metaphors and light analogies to explain procedures or care steps
- Show the humans behind the scrubs — from surgeon quirks to “clinic life” moments
- Tap into culturally relevant humor or memes (without losing credibility)

“We take hips and knees seriously.  
Ourselves? Not always.”

#OrthoHumour #ClinicChronicles

## The Jester

# BRAND STORY

## HERO

Who is your hero?

### THE PATIENT SEEKING TO MOVE FREELY AGAIN

Our hero is someone who's been slowed down by joint pain, confusion about treatment options, or impersonal medical care. They're looking for more than a fix—they want clarity, expert support, and the confidence to move forward.

## PROBLEM

What problem is he trying to solve

### THE PATIENT SEEKING TO MOVE FREELY AGAIN

Orthopaedic surgery can be intimidating. Patients often feel overwhelmed by jargon, impersonal systems, and fear of poor outcomes. There's also uncertainty around who to trust and how to navigate the complexity of care.

## MENTOR

How can your brand guide and assist?

### EXPERTS WHO LEAD WITH CARE

Stride is the evolution of two decades of orthopaedic excellence. Founded by internationally respected surgeons and educators, Stride combines clinical mastery with deep empathy. We're not just surgeons—we're mentors, collaborators, and advocates.

## PLAN

How will you guide your hero to success?

### THE STRIDE APPROACH

We've built a clear path toward recovery and confidence:

**Clarity First** – Understand your diagnosis and treatment options without medical jargon.

**Care with Precision** – Benefit from expert surgical techniques in a world-class setting.

**Healing with Support** – Be guided through every step, from consult to full recovery.

# BRAND STORY

## CALL TO ACTION

What is your call to action?

### Take the First Step

Book a consultation. Ask your GP for a referral. Visit [www.stridearthro.co.za](http://www.stridearthro.co.za) to learn more and meet the team.

## SUCCESS

How does your hero's success look like?

### Move with Confidence, Live with Freedom

Patients regain more than mobility—they reclaim quality of life. They feel seen, heard, and cared for. Clinicians grow through mentorship. The community benefits from shared knowledge and greater access to exceptional care.

## AVOID FAILURE

What negative consequences would your hero expect, if not engaging with your brand?

### Don't Settle for Uncertainty

Without expert, human-first care, patients risk poor outcomes, long recovery times, and unnecessary worry. Knowledge gaps can delay healing. Stride is here to change that.

# BRAND VOICE

## Professional, not pretentious

We speak with authority—grounded in expertise—but always in a human, accessible way.

### Examples:

✗ Before:

“We offer orthopaedic surgery and training to medical professionals.”

✓ After:

“We treat every patient with expert, personalised care—and we grow the next generation of surgeons while we’re at it.”

## Empathetic & Encouraging

We speak with authority—grounded in expertise—but always in a human, accessible way.

✗ Before:

“We’re a centre of excellence for joint replacement.”

✓ After:

“From walking without pain to getting back to doing what you love—our focus is on giving you your movement back, safely and confidently.”

## Clear & Collaborative

We speak with authority—grounded in expertise—but always in a human, accessible way.

✗ Before:

“We run outreach programs in Mozambique and Namibia.”

✓ After:

“We believe safe surgery shouldn’t depend on your postcode. That’s why we share our skills and expand access where it’s needed most.”

# LOGO



# TYPOGRAPHY

Header Font

**A a**

Oswald

Body Font

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**Oswald**

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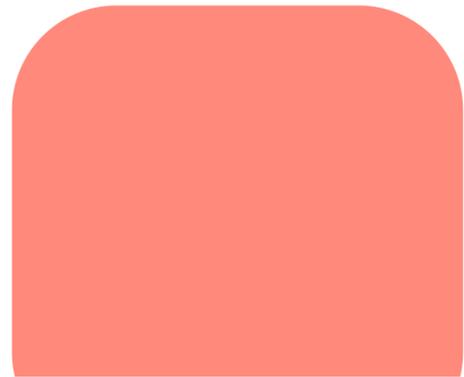
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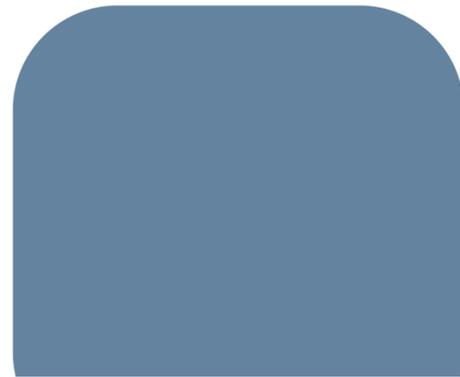
# COLOURS

## CORE COLOURS

Core colours ground the brand in expertise and clinical excellence.



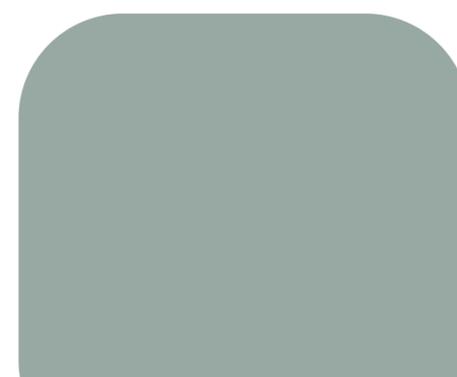
Bare with us



Sea Glass



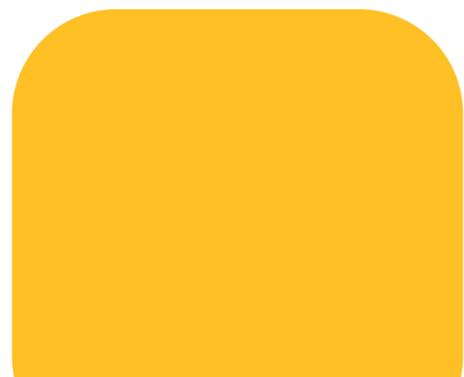
Swag



Gravel Pit

## COMPLIMENTARY COLOURS

Complementary colours add lightness, hope, and human connection.

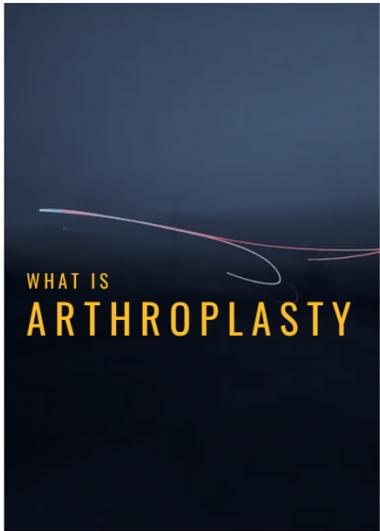


Sunny Outlook



Sea Lavender

# IMAGERY



# TARGET AUDIENCE OVERVIEW



## PATIENTS (AND FAMILIES) IN NEED OF ORTHOPAEDIC SURGERY

Seeking clarity, safety, and quality care

Value being part of the decision-making process

Often overwhelmed by traditional, impersonal surgical systems



## REFERRING HEALTHCARE PROFESSIONALS / GPs / OPTOMETRISTS / SURGEONS

Looking for trusted collaborators with a track record of excellence

Value shared insights and continued learning



## ASPIRING AND EMERGING ORTHOPAEDIC TALENT

Students, registrars, and early-career professionals

Interested in mentorship, thought leadership, and growth



## FUNDERS / NGOS / POLICY PARTNERS (FOR OUTREACH WORK)

Interested in high-impact, legacy-building surgical care and education

Focused on underserved communities and evidence-based outcomes

# CUSTOMER PAINPOINTS

## **PATIENTS (AND FAMILIES) IN NEED OF ORTHOPAEDIC SURGERY**

Feel like a number in a system (“anti-sausage factory” mentality)  
Lack of transparency or understanding about their treatment journey  
Difficulty accessing top-tier care in underserved regions  
Anxiety around surgery, recovery, and outcomes

## **HEALTHCARE PROFESSIONALS**

Knowledge hoarding in the field; few platforms for open exchange  
Isolation in private practice  
Lack of trusted referral partners or multidisciplinary collaboration

## **TRAINEES / YOUNG PROFESSIONALS**

Difficulty finding nurturing environments for growth  
Limited access to mentorship and surgical guidance

## **OUTREACH / NPO STAKEHOLDERS**

Gaps in access to surgery for rural or underserved communities  
Need for scalable, skills-driven programmes that leave lasting impact

# IMAGERY



Whether you're chasing the finish line or the next goalpost, we're here to help you move without limits.

*Book a consultation today*

[www.arthrocentre.co.za](http://www.arthrocentre.co.za)

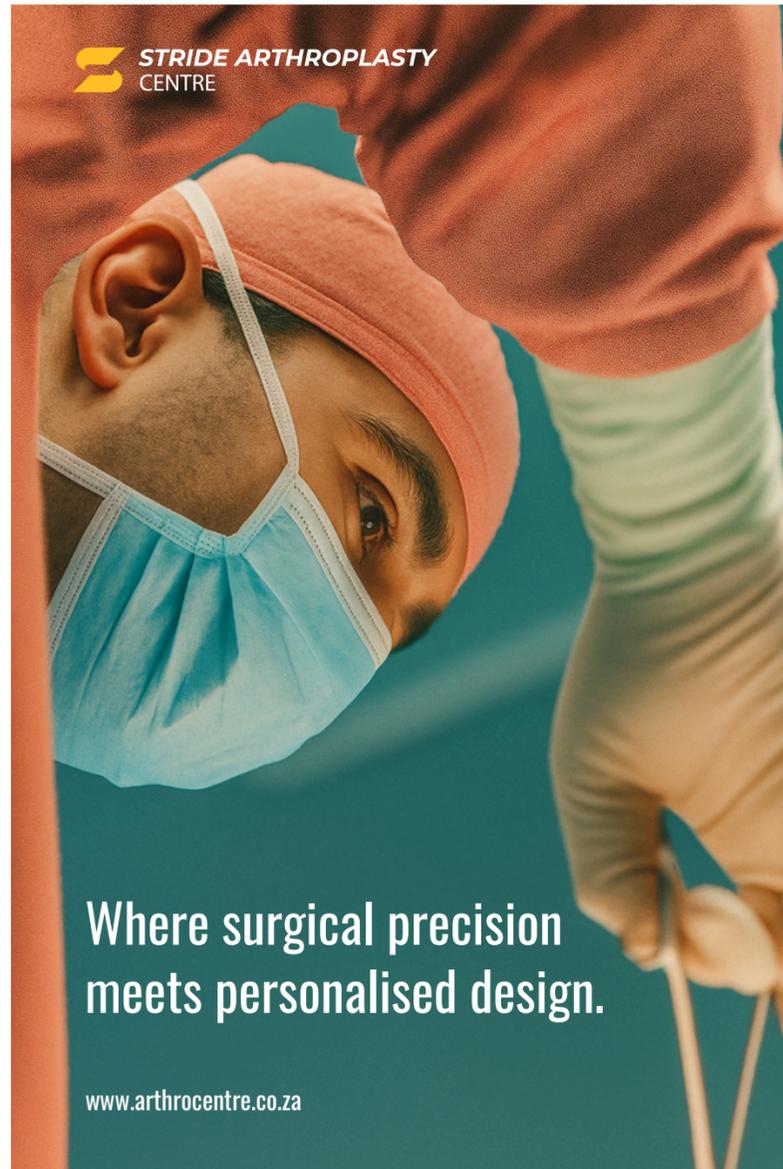




**CAPTION**

Surgery can be serious—but your care team doesn't have to be. At Stride Arthroplasty Centre, we treat your hips (and your nerves) with the gentleness of a punchline. You're not just another patient—you're part of our backstage crew.

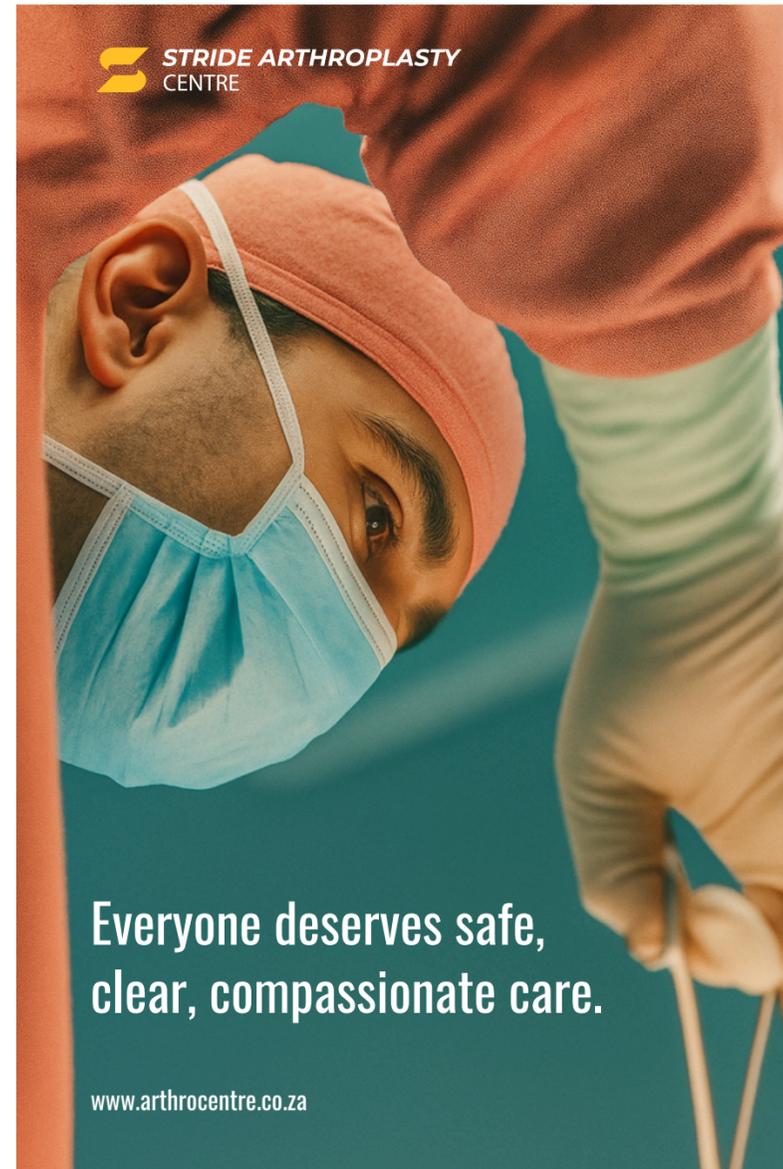
#OrthoWithHumour #FeelGoodHealing #StrideStrong



**CAPTION**

At Stride, every journey is bespoke. We craft your orthopaedic experience with care, innovation, and intention—because your body deserves more than a one-size-fits-all solution. Welcome to a new era of thoughtful healing.

#DesignedToMove #HealingAsArt #StrideYourWay



**CAPTION**

No queues. No confusion. No feeling like a number. At Stride Arthroplasty Centre, we believe access to quality orthopaedic care should be a right—not a privilege. You're seen, heard, and cared for—every step of the way.

#CareForAll #CommunityFirst #StrideTogether

