

The background of the entire image is a scenic photograph of a mountain trail. In the foreground, a rocky path with patches of green grass and yellow wildflowers leads up a hill. Five runners are captured in motion along this path, moving from left to right. They are wearing various athletic gear, including hats, tank tops, and shorts. In the background, a massive, jagged mountain peak with significant snow cover rises against a clear blue sky with some light clouds. The overall atmosphere is one of outdoor adventure and athletic performance.

HOKA[®]

MARKETPLACE GUIDELINES

FALL 2025

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WELCOME

DEAR VALUED RETAIL PARTNER,

This guide outlines the North America Wholesale Distribution Strategy.

HOKA® is a premium performance and lifestyle brand.

Consumers have high expectations for the HOKA brand and our products. As the marketplace evolves, we are constantly reviewing our distribution to ensure we are partnering with the finest retailers in the marketplace and providing tools and guidelines to bring the HOKA brand to life in their environments.

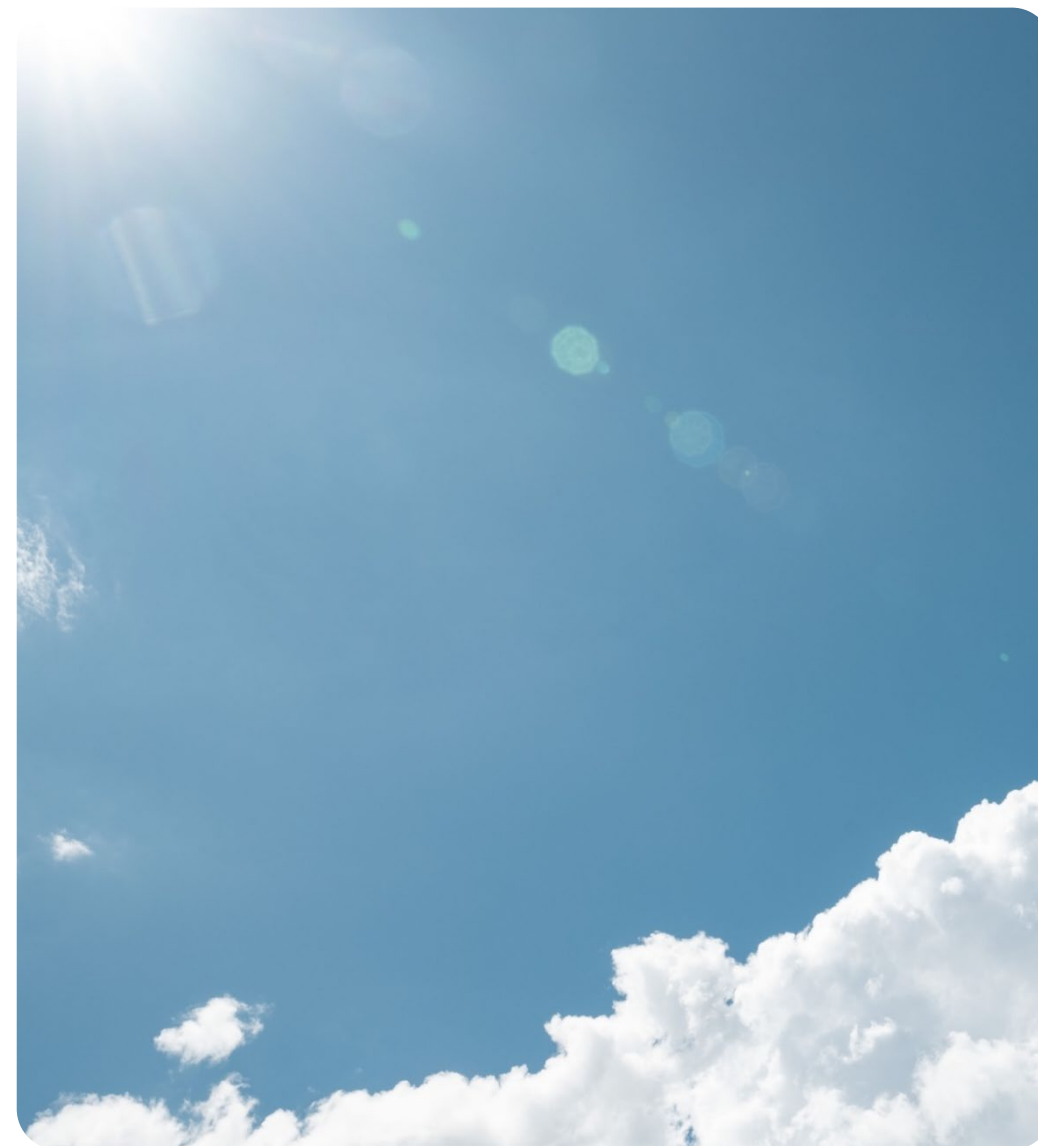
Our expectation is that our partners will support our brand priorities:

- Represent the brand year-round
- Represent all genders (and kids, where relevant)
- Represent all approved product categories
- Protect our franchises
- Represent our seasonal key initiatives
- Position/market HOKA products in a premium manner
- Elevate and strategically grow the HOKA business year over year
- Exceed the expectations of our consumers

Thank you for your support and partnership over the years. We look forward to continued success together!

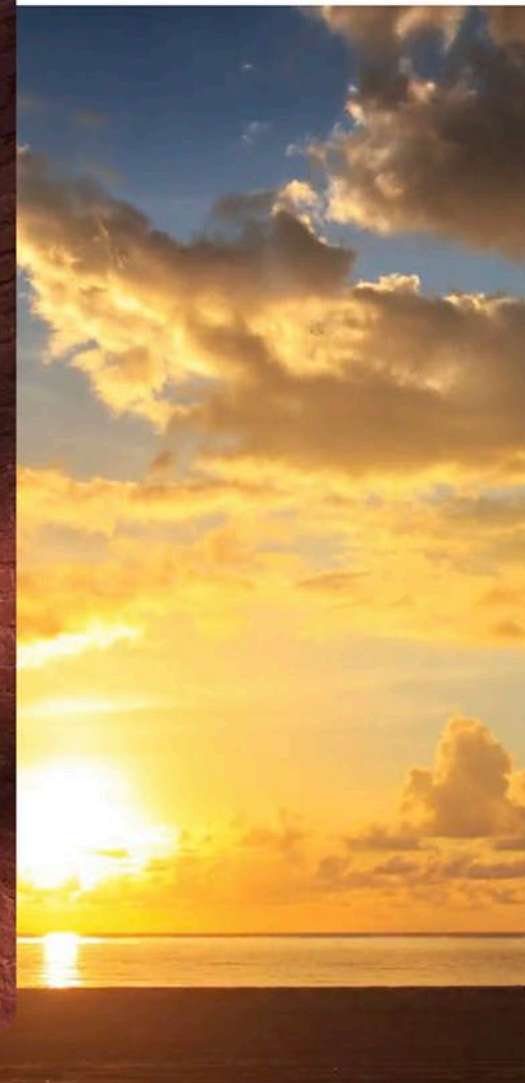
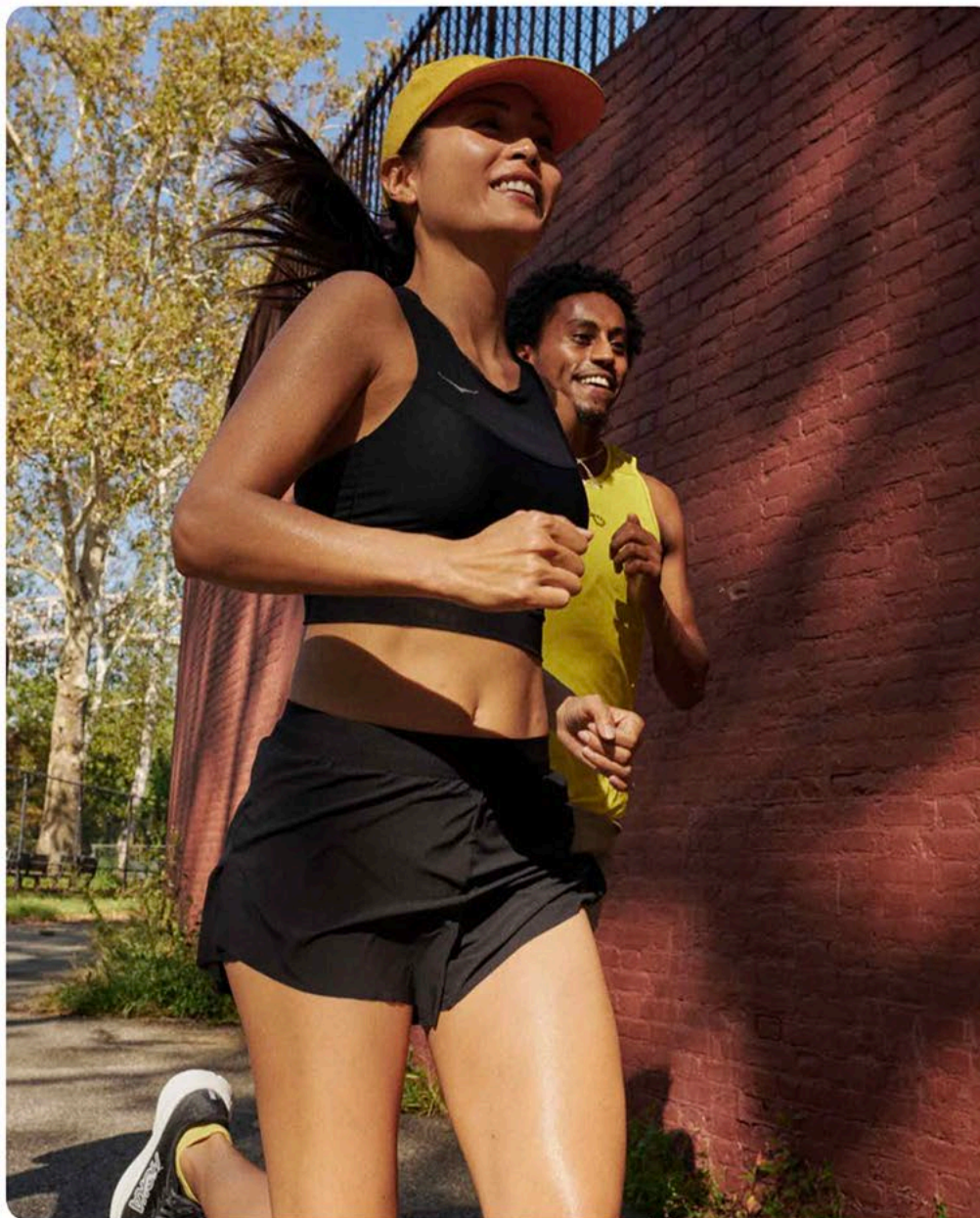
Best,

The HOKA Team





Everything we do
is rooted in
OPTIMISM





HOKA was born out of the unwavering belief
that if you ignored the doubters,
brushed off the critics,
and poured your heart into a wild idea,

it was possible to create a shoe
that let people fly down mountains.

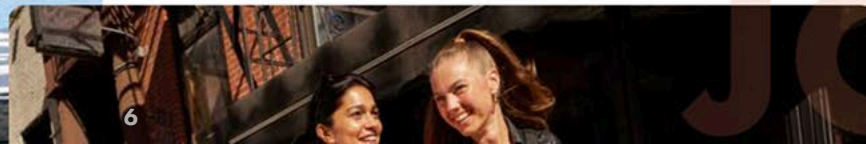
True.





Next we pushed our pursuits forward —
certain there was a way to design running shoes
that could be remarkably kind to the human body
and still be world-class fast.

Also true.

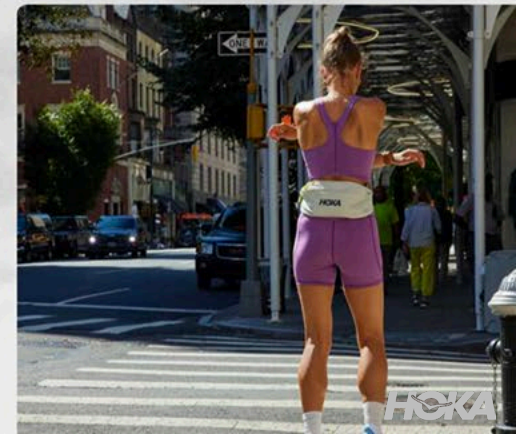


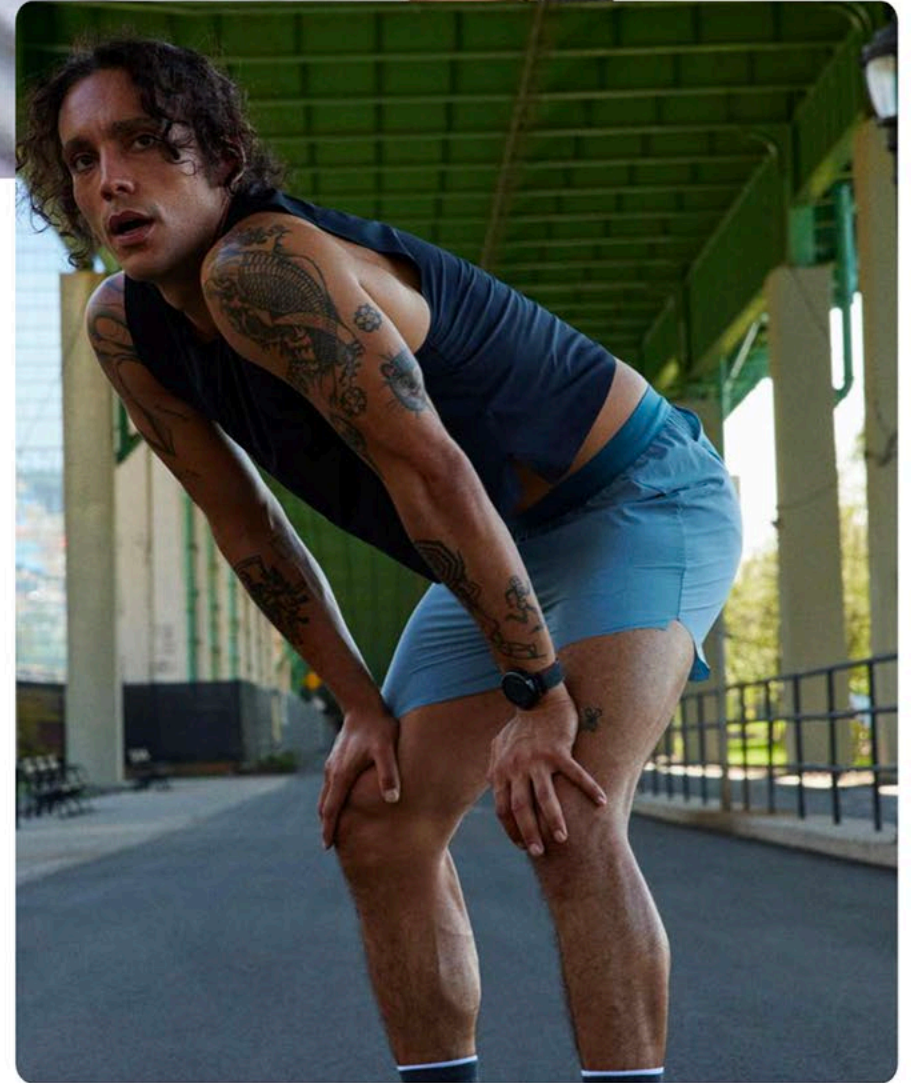
JOY



Today,

We make gear for pro runners and first milers, ultra-marathoners and mountain roamers, neighborhood walkers and those that roam the streets of fashion. All of it lets moving go beyond performance.





Every run is about more than just a run.
And every runway is for more than just the press.
It's about finding oneself.
Losing oneself.

Movement is good magic. For all of us.

And sharing it with as many people as possible
is our whole reason for being.

Come on, gear up.

SEGMENTATION STRATEGY

GOALS

- Continue to ignite brand heat.
- Ensure we drive the right categories, products and quantities to achieve our goals and strategically grow our businesses together.
- Offer relevant products and curated assortments focused on the consumers that shop in each channel.

METHODOLOGY

CLASSIFICATION CATEGORIES

- Channel of Distribution
- Consumer Profile

RETAILER CLASSIFICATION CRITERIA

- Brand identity: Look, feel and tone of voice
- Assortment: Brand adjacencies
- Pricing: Go-to-market model
- Service/Omni: Level of focus on consumers and overall omni capabilities
- Brick & Mortar: In-store environment
- E-commerce: E-commerce experience

Each season, HOKA will determine the specific collections and styles each retailer will have access to based on channel, positioning and consumer.

The criteria are based on alignment with the HOKA Retailer Marketplace Guide standards (Brick & Mortar, Website and Marketing).

*Please reference the HOKA Retailer Marketplace Guide.



CONSUMER CLASSIFICATIONS

CONSUMER CLASSIFICATIONS

CONSUMER SEGMENTS



PINNACLE PERFORMER



ELEVATED ACHIEVER



LIFESTYLE TASTEMAKER



AESTHETIC MOVER



TEAM COMPETITOR

CONSUMER CLASSIFICATIONS

PINNACLE PERFORMERS

ATHLETES MOTIVATED BY BESTING THEIR OWN PERSONAL RECORDS. VALUE FUNCTIONALITY, INNOVATION AND DURABILITY OVER STYLE.



PERSONALITY

- **PRIVATE** by nature
- **ROUTINE** driven
- **PRECISE** planning to achieving excellence
- **LOGICAL** decision to be the best version of themselves

ACTIVITY BEHAVIOR

INTENSE AND COMPETITIVE runners/joggers and outdoor adventurers view activity as a path to self-improvement

ACTIVITY MINDSET

NON-NEGOTIABLE for Pinnacle Performers who are in constant competition ... with themselves

FOOTWEAR & APPAREL CATEGORY AFFINITY

Road and Trail

CONSUMER CLASSIFICATIONS

ELEVATED ACHIEVERS

FITNESS AND FASHION ENTHUSIASTS WHO TAKE EVERY OPPORTUNITY TO ELEVATE ALL FACETS OF THEIR LIVES.



PERSONALITY

- **ALWAYS** growing; always looking for new adventures
- **MAXIMIZING** all aspects of their lives; takes risks
- **LOOK GOOD** feel good
- **EXTROVERTS** connection; community; socializing

ACTIVITY BEHAVIOR

FITNESS EXCELLENCE plays a critical role enabling them to be optimize and elevate all aspects of their lives

ACTIVITY MINDSET

MOVEMENT IS A WAY OF LIFE playing a critical role in continuing to make progress tackling new challenges

FOOTWEAR & APPAREL CATEGORY AFFINITY

Road, Trail, Lifestyle and Fitness

CONSUMER CLASSIFICATIONS

LIFESTYLE TASTEMAKER

THE MOST
DISCERNING
LIFESTYLE CONSUMER
THAT MOVES FASTER
THAN THE SPEED OF
CULTURE.



PERSONALITY

- **DISCERNING** curator
- **CLOUT** respected and sought after
- **DISCOVERY** fuels personal identity
- **INTENTIONALITY** on what they wear, who they connect with and how they behave

ACTIVITY BEHAVIOR

- **INSATIABLE** explorers and adventurers
- **OBSCURE** destination traveler

ACTIVITY MINDSET

- **REJUVENTATED** by physical activity
- **SPONTANEOUS EXPERIMENTALIST** with tech and innovation

FOOTWEAR & APPAREL CATEGORY AFFINITY

Lifestyle

CONSUMER CLASSIFICATIONS

AESTHETIC MOVER

IT'S NOT ABOUT BEING THE BEST AMONGST THE CROWD BUT ABOUT FINDING JOY IN THEIR JOURNEY TO DISCOVER THEMSELVES.



PERSONALITY

- CAUTIOUS and indecisive
- PRIVATE versus expressive
- ADAPTABLE to their transitional phase of life
- INDEPENDENT in life and fitness

ACTIVITY BEHAVIOR

INTENSE but inconsistent approach to activity and focused on INDOOR exercise

ACTIVITY MINDSET

Physical activity is for improving MENTAL WELLBEING and LOOKING GOOD

FOOTWEAR & APPAREL CATEGORY AFFINITY:

Fitness and Lifestyle

CONSUMER CLASSIFICATIONS

TEAM COMPETITOR

CAMARADERIE IS THE THROUGH LINE FOR THIS TEAM ATHLETE. IN BOTH FITNESS AND FASHION, THEY WANT TO BE PART OF THE TEAM.



PERSONALITY

- EASY GOING and community focused
- SPONTANEOUS versus organized
- LEADERS who are looking out for those in their community
- COMMUNAL in life and fitness

ACTIVITY BEHAVIOR

- COMPETITIVE and looking to optimize their performance
- Exercise for FUN and COMMUNITY
- Their team is their FAMILY

ACTIVITY MINDSET

WILLING TO DO EVERYTHING to improve their game in hopes of positively impacting their team

FOOTWEAR & APPAREL CATEGORY AFFINITY:

Fitness and Lifestyle



RETAILER MARKETPLACE GUIDE OVERVIEW

HOKA MARKETPLACE GUIDELINES

RETAIL PARTNERS

We believe operating a great retail store and website helps to drive sales and contribute to customer satisfaction and brand loyalty. We created this Retailer Marketplace Guide to provide best-in-class criteria that appropriately reflect our brand.

The Retailer Marketplace Guide includes criteria for brick-and-mortar retail, e-commerce websites and marketing-only websites. **As a friendly reminder, each point of distribution requires its own approval by the HOKA brand.** Please contact your HOKA sales account executive if you have any questions as to which point(s) of distribution your account is approved.

The most updated Retailer Marketplace Guide can always be downloaded from DeckersB2B, along with other important documents such as our Brand Style Guide and Product Launch Communication Guidelines.



WHOLESALE RETAIL GUIDELINES

BRICK & MORTAR

For **approved brick-and-mortar accounts**, please use these retail guidelines to help you sell HOKA brand products in your store(s) in a manner that appropriately reflects our brand. If you do not know if you are approved to sell HOKA brand products in your brick-and-mortar store(s), please ask your HOKA sales account executive.



WHOLESALE RETAIL GUIDELINES

BRICK & MORTAR



BUILDING AND SIGNAGE

- Store exterior is well lit, devoid of graffiti or trash.
- Exterior signage is clean and not damaged or worn.
- No oversized branded logos or oversized "sale" signage on exterior signage.
Note: The HOKA® logo is not approved to be used on the exterior of store, which includes but is not limited to store-front awnings, signage, decals, billboards, posters, etc., without prior authorization.

STORE WINDOWS/ ENTRANCE

- The store window display is professional and elevated.
- Displays are uncluttered, seasonally appropriate, tell a story and use product in good condition (nothing faded or damaged).
- Store windows are clean and free from dust and smudges.



ENVIRONMENT

- Store follows standard ADA guidelines.
- There is at least 36" between fixtures and displays (room for wheelchairs and/or strollers).
- Music playing in store is at appropriate volume.
- Fixtures in the store are well-maintained; glass, mirrors, fixtures and display units are all in working condition (no chips, cracks or dents in fixtures).
- Mannequins are well-maintained and feature seasonally appropriate stories and product.
- Lights are fully functioning and appropriately directed on products.

MERCHANDISING

- Store does not feel overcrowded, cluttered or disorganized with too much product and busy merchandising displays (sale racks make up less than 15%).
- Shoes and sandals are laced and properly stuffed.
- Shoe boxes are located in the stock room and not displayed in an open-sell environment.
- Apparel is hanging or neatly folded, and in proper size order.
- Apparel fixtures are not over-crowded and have clear organization.

FITTING ROOM, IF APPLICABLE

- There is a fitting room to try on apparel, if applicable.
- The fitting room is well-lit and clean.

CASH WRAP

- Cash wrap is neat, tidy and uncluttered; every item at the register has a home.
- Shopping bags are high quality (no inexpensive plastic bags).

SIGNAGE

- Any printed in-store collateral using HOKA® campaign assets or containing a HOKA® logo has been reviewed and approved by HOKA® marketing.
- Collateral should be pristine and have no type of damage – wrinkles, tears, fading, etc.
- All printed collateral must be professionally printed; preferably, it has been supplied by HOKA® marketing (or pre-approved for retail partner to work with vendor to produce).
- Store is not overcrowded with multiple brands' signage and/or logos.
- Sale signage is minimal.

WHOLESALE RETAIL GUIDELINES

BRICK & MORTAR



PRODUCT PRICING & LABELS

- Products have stickered price tags underneath the footwear or on insole that are clear and easy to read.
- Hangtags only allowed on product if shipped on product. Any additional hangtags must be pre-authorized by HOKA.

VISUAL

- Products are displayed in a way that tells a story. (For example, weatherproof products, similar styles or a color pack merchandised together).
- There is clear product differentiation between gender and product categories.



ASSOCIATE PROFESSIONALISM

- Associates are professional in appearance, dressed appropriately based on their consumer.
- Associates are not texting or using their cell phones for anything other than service-related uses.
- Associates greet customers and are attentive and not leaning against a wall or counter.

PASSION FOR THE BRAND

- Associates are knowledgeable and show passion and enthusiasm for the brands they sell.
- Associates are well versed in features and benefits of HOKA products.

ENCOURAGEMENT

- Associates encourage customers to try on when customers show interest in a product.
- Associates use proper discretion about when to engage (not overly aggressive and listen to customers' responses).
- Associates offer to measure customers' feet.
- If trying on apparel, associates ask if customers need other sizes or additional help.

WHOLESALE RETAIL GUIDELINES

BRICK & MORTAR



ACCURACY

- Cashiers check the sizes in the box to ensure there is the correct size and a right and left shoe in box.
- All sensor tags are removed.
- Transactions are processed accurately and in a timely manner.
- Associates are well-trained to process transactions.

WHOLESALE RETAIL GUIDELINES

BRICK & MORTAR

DO'S

- Maintain premium brand presentation
- Subtle "Sale" or "Special Price" call-outs when appropriate



DON'TS

- Presentation that does not maintain premium experience of the brand (open box, temporary sale tables, etc.)
- Large "Clearance" or similar signs



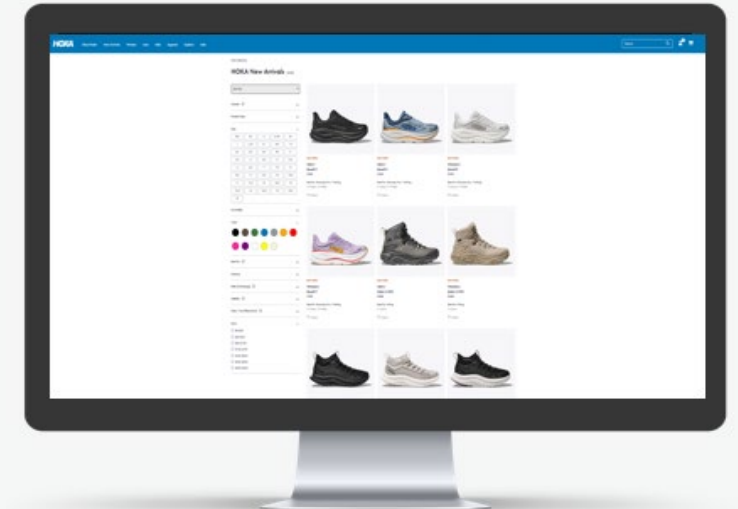
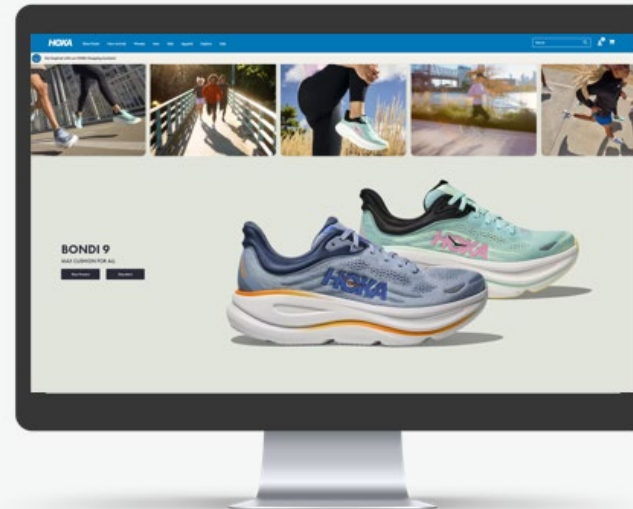


WHOLESALE E-COMMERCE GUIDELINES

WHOLESALE E-COMMERCE GUIDELINES

DESKTOP

Operating a great e-commerce website will help to drive online sales and contribute to overall customer satisfaction and brand loyalty. For **approved e-commerce accounts**, use these retail guidelines to help you sell HOKA brand products on your website in a manner that appropriately reflects our brand. If you do not know if you are approved to sell HOKA® brand product online, please ask your HOKA sales account executive.



WHOLESALE E-COMMERCE GUIDELINES

DESKTOP



ORGANIZATION

- Page is not cluttered.
- Page has a main hero image and strong product story above the fold.
- Site is full width and maximizes screen space.

IMAGERY

- High-quality, relevant images are used.
- Has a call-to-action (button or clear link) that leads to a relevant page.
- Proper use of HOKA® logo and name in all imagery and text. Adheres to trademark guidelines.
- Alt text available on images.

HEADER

- Cart icon is visible and shows number of items in cart.
- Hovering on the cart icon shows details of what is in the cart, and how to check out is clear.
- Site search functionality is visible, has a clear call-to-action, and features autofill and/or suggestions. Results are relevant and can be filtered by size, gender, price, etc.
- If site allows for user accounts, there is a way to sign in or sign up within header.

FOOTER

- Contains links for “Contact Us” and for “Customer Service.”
- Options or links exist to allow customer to track an order.
- Contains links to social channels (Facebook, IG, etc.).
- Other relevant general site navigation links are well organized.
- Contains privacy policy conforming to all federal, state and local laws.



ORGANIZATION

- Website starts with general categories such as Women’s, Men’s, Kids’.
- Allows customers to drill down into sub-categories.

FUNCTIONALITY

- If there is subnavigation, it is clear that it is there, and it is easy to use via click or hover.
- Alt text is available on images.

SEARCH FUNCTIONALITY

- Website has a search box that features autofill and suggestions.
- Results are relevant (“spike” returns spike).
- Includes sort and filter functionality.

WHOLESALE E-COMMERCE GUIDELINES

DESKTOP



ORGANIZATION

- Users can sort by price and new arrivals.
- Users can filter or refine results by size, gender, price, color, material, heel height, etc. (as applicable).
- Products are cross-listed among relevant categories.

NAVIGATION

- If there are multiple pages of product within a category, users can select how many products per page they would like to view.
- If all products are listed on one page, the category should not be over merchandised.

PRODUCT PRESENTATION

- Each product on the grid page displays color options and price.
- If product has reviews, this is indicated via star rating or other means.
- All images on the page are the same size ratio. Images should look consistent. Images should not be stretched, distorted or cut off.



IMAGERY

- Proper use of HOKA® logo and name in all imagery
- Includes multiple images from different viewpoints.
- Images are available in all colors.
- Images are professional in appearance.
- Alt text available is on images.

CONTENT

- Detailed and accurate product descriptions
- Sizing guide
- Review functionality
- Relevant related products are promoted.

FUNCTIONALITY

- If multiple color options are available within a singular listing, color selections are visible without a dropdown menu.
- “Add to Cart” button is prominent.

ADD TO CART

- Confirms that item was added to cart but does not auto redirect customer to the cart.

WHOLESALE E-COMMERCE GUIDELINES

DESKTOP



CART FUNCTIONALITY

- Cart is secure; SSL certificate is present in the URL bar.
- Third-party checkout options (ex: PayPal) are available.
- Offers payment installment plan options.
- Easy to view products and edit quantity, size and color in the cart.

CART APPEARANCE

- Shows shipping and return policy.
- Clear call-to-action to begin checkout.

START OF CHECKOUT

- Guest checkout is available.

GENERAL CHECKOUT EXPERIENCE

- Single-page checkout, or clearly outlines steps and progress of checkout.
- Shows multiple shipping options with shipping costs and estimated delivery dates.
- Option to buy online and pickup in store and/or reserve online pick up in store if applicable.
- Option to remember credit card and address information or create an account.
- Show items and summary throughout the entire checkout process.
- Final confirmation page/step before card is charged is clear.

ORDER CONFIRMATION PAGE

- Order summary, estimated delivery date and order cancellation and return information are available.
- Order confirmation email is sent.



DISCOUNTING

- Does not disproportionately feature or highlight discounted products on homepage or on full-priced category pages.

BRAND SIMILAR PRODUCTS

- Primarily carries products in the fashion vertical.

BREADTH OF PRODUCT LINE

- Carries robust assortment of HOKA products.

WHOLESALE E-COMMERCE GUIDELINES

DESKTOP



EASE OF CONTACT

- Offers phone support
- Offers email support
- Offers chat support

RETURN PROCESS

- Printable return labels
- Customer is not required to know their order ID.
(For example, can use email address to find return.)



SITE LOAD SPEED

- Page load is less than 4 seconds.
- Resources: <http://tools.pingdom.com/fpt/>
<https://developers.google.com/speed/pagespeed/insights/>

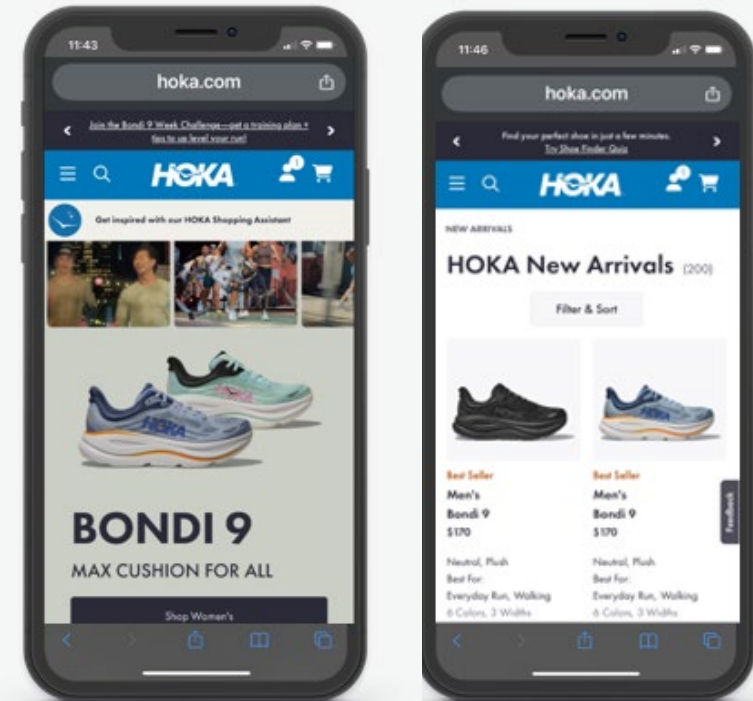
SEO BEST PRACTICES

- Appropriately uses H1 tags.
- Has SEO-friendly text on main entry pages: <https://developers.google.com/search/docs/essentials>

WHOLESALE E-COMMERCE GUIDELINES

MOBILE

Operating a great e-commerce website will help to drive online sales and contribute to overall customer satisfaction and brand loyalty. For **approved e-commerce accounts**, use these retail guidelines to help you sell HOKA brand products on your website in a manner that appropriately reflects our brand. If you do not know if you are approved to sell HOKA brand product online, please ask your HOKA sales account executive.



WHOLESALE E-COMMERCE GUIDELINES

MOBILE



ORGANIZATION

- It takes fewer than two (2) taps to find specific categories.
- Account/sign-in info is easy to find.

IMAGERY

- Images correctly scale to mobile device.
- Has call-to-actions above the fold, and clicking on them takes customer to a relevant page.
- Proper use of HOKA® logo and name in all imagery.
- Alt text is available on images.

HEADER

- Includes mobile-optimized menu with clear tap zones.
- Includes cart icon.
- Search functionality is visible with clear call-to-action above the fold.

FOOTER

- Contact information and customer service information are available.
- Shipping and returns information are available.



ORGANIZATION

- Starts with general categories such as Women's, Men's, Kids'.
- Allows customers to drill down into sub-categories.

MOBILE TAP ZONE

- All mobile call-to-actions are visible and easy to tap without touching other elements.

SEARCH FUNCTIONALITY

- Includes a search box that features autofill and suggestions.
- Results are relevant ("spike" returns spike).
- Includes sort and filter functionality.

WHOLESALE E-COMMERCE GUIDELINES

MOBILE



ORGANIZATION

- Sort functionality
- Filter functionality
- Includes additional refinements for material, heel height/shaft height, category, etc.

NAVIGATION

- If using pagination, user can choose how many products per page.
- If using lazy load, category is not over merchandised.

PRESENTATION

- Shows color swatches or number of colors available for each product on the category page.
- Shows price.
- Shows review rating or review stars for each product.



IMAGERY

- 4+ images from different viewpoints for each color available
- Ability to tap and zoom on product
- Ability to swipe and change images
- Alt text is available on images.

CONTENT

- Shows similar or related products

FUNCTIONALITY

- Color and size selections are visible and easy to select.
- “Add to Cart” button is prominent.

ADD TO CART

- Confirms that item was added to cart but does not auto-redirect customer to the cart.

WHOLESALE E-COMMERCE GUIDELINES

MOBILE



CART FUNCTIONALITY

- Shows multiple shipping options with costs and estimated delivery date.
- Offers third-party checkout options (such as PayPal or Apple Pay).
- Offers options for payment installment plans.
- Easy to view products and edit quantity and color from within the cart.

CART APPEARANCE

- Shows shipping and return policy on cart page.
- Clear call-to-action to start checkout.

GENERAL CHECKOUT EXPERIENCE

- Single-page checkout or shows clear steps and progress throughout checkout.
- Shows multiple shipping options with costs and estimated delivery date.
- Option to buy or reserve online and pickup in store if applicable.
- Option to remember credit card number and address and/or create an account.
- Subtotal is easily available throughout checkout process.
- Offers final call-to-action to complete checkout and charge card.

ORDER CONFIRMATION PAGE

- Order summary, estimated delivery date and order cancellation and return info are available.
- Order confirmation email is sent.



EASE OF CONTACT

- Live help or phone number is easily visible.
- Offers phone, email, and chat support.
- Offers virtual stylist service if applicable.

RETURN PROCESS

- Printable return labels
- Customer is not required to know their order ID.
(For example, can use email address to find return.)
- Prepaid return labels are provided.

WHOLESALE E-COMMERCE GUIDELINES

MOBILE



GOOGLE MOBILE-FRIENDLY TEST

- Passes Mobile Friendly Test: <https://www.google.com/webmasters/tools/mobile-friendly/>



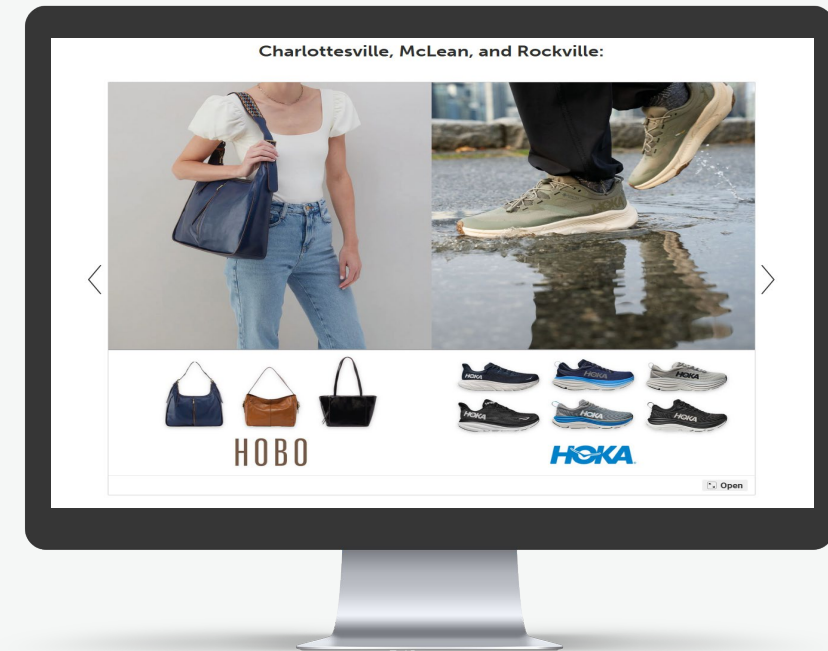
MARKETING ONLY SITE GUIDELINES



MARKETING-ONLY SITES GUIDELINES

DESKTOP

Operating a great marketing website will help to drive retailer foot traffic and contribute to overall customer satisfaction and brand loyalty. For **approved marketing-only website accounts**, use these retail guidelines to help you market HOKA brand products on your website in a manner that appropriately reflects our brand. These guidelines are specific to marketing-only websites (not e-commerce), as e-commerce includes additional operating standards. If you do not know if you are approved to market HOKA brand product online, please ask your HOKA sales account executive.



MARKETING-ONLY SITES GUIDELINES

DESKTOP



ORGANIZATION

- Page is not cluttered.
- Page has a main hero image and strong product story above the fold.
- Site is full width and maximizes screen space.
- If there is sub-navigation, it is clear that it is there, and it is and easy to use via click or hover.

IMAGERY

- High-quality, relevant images are used.
- Has a call-to-action (button or clear link) that leads to a relevant page.
- Proper use of HOKA® logo

FOOTER

- Contains links for “Contact Us” and for “Customer Service.”
- Contains links to social channels (Facebook, etc.) if applicable.
- Other relevant general site navigation links are well organized.
- Contains privacy policy conforming to all federal, state and local laws.



EASE OF CONTACT

- Live help or phone number is visible above the fold.
- Offers phone support.
- Offers email support.
- Option to reserve online pick up in store if applicable.

MARKETING-ONLY SITES GUIDELINES

DESKTOP



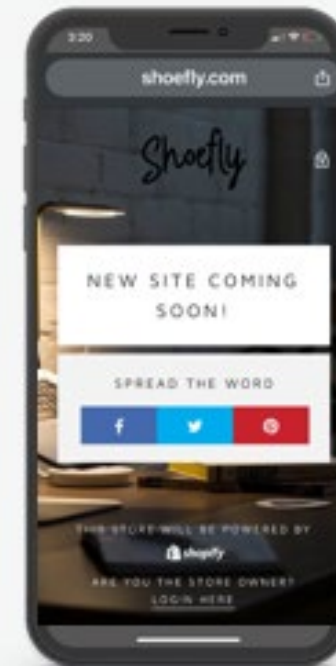
SITE LOAD SPEED

- Page load is less than 4 seconds.
- Resources: <http://tools.pingdom.com/fpt/>
<https://developers.google.com/speed/pagespeed/insights/>

MARKETING-ONLY SITES GUIDELINES

MOBILE

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MARKETING-ONLY SITES GUIDELINES

MOBILE



ORGANIZATION

- Fewer than two (2) taps to find specific categories
- If applicable, account/sign in info is easy to find.
- All mobile call-to-actions are visible and easy to tap without touching other elements.

IMAGERY

- Images correctly scale to mobile device.
- Has call-to-actions above the fold, and clicking on them takes customer to a relevant page.
- Adheres to proper use of HOKA® logo.
- Adheres to HOKA copyright guidelines.

HEADER

- Includes mobile-optimized menu with clear tap zones.

FOOTER

- Contact information and customer service information available

MARKETING-ONLY SITES GUIDELINES

MOBILE



EASE OF CONTACT

- Live help or phone number is visible above the fold.
- Offers phone support.
- Offers email support.



GOOGLE MOBILE FRIENDLY TEST

- Passes Mobile-Friendly Test: <https://www.google.com/webmasters/tools/mobile-friendly/>



CREATIVE STYLE GUIDE

CREATIVE STYLE GUIDE

VOICE & EDITORIAL GUIDELINES

MAKING OUR LANGUAGE OURS

Every time we connect with our consumers, we have an opportunity to bring them closer into the HOKA family. Each interaction is an invaluable moment to demonstrate— in ways big and small — our belief that movement is the gateway to a world of joy and optimism.

Consistency in our language as well as our visual communication is a powerful tool. Whether describing complicated technologies, human experiences or launching a new product, we should all adhere to the same guidelines. We're one brand with one authentic voice.

Voice

Our brand voice never changes. It comes from our core.

Tone

Our tone will adapt to be appropriate for the environment—much the same we change how we speak at a party versus at a job interview. It's always coming from our brand voice, but our tone varies.

Examples:

For branding, the tone is optimistic enabler. Big. Passionate.

For social, it's conversational includer. Intimate. Approachable.

For retail product catalog, it's enthusiastic educator. Clear. Helpful.



CREATIVE STYLE GUIDE

VOICE & EDITORIAL GUIDELINES

OUR BRAND VOICE IS:

Human

Keep words relatable, visual and inclusive

Our voice is gender-neutral, not masculine or feminine.

Speak about technology with as little lingo as possible, base the statement in how the tech improves the experience—"helps you pick up speed," "comfortable for all-day standing"

Avoid marketing-speak, hyperbole and puns. Talk to the people we're connecting with as if they're people we like. Because we do.

Have a sense of humor that's smart, not silly

Be part of a conversation— don't talk over people's head or at them, share useful information in ways that make sense and delight.

Optimistic

Optimism is part of who we are and lends authenticity to our joyful performance brand strategy.

We talk about products and events as keys to new experiences, new accomplishments, new adventures, or just a moment we believe our guests completely deserve

We are upbeat and positive, but don't over promise or exaggerate.

We are energized and active—we say "Go fast" not "It will go fast"

Genuine

We take responsibility for our mistakes and avoid empty apologies by resolving issues as quickly as possible.

Instead of saying "we apologize" or "we're sorry," we say "we appreciate your understanding" or "Oops, looks like we've run out of that style—you've got good taste."

We're transparent and tell it like it is.

Inviting

We're warm, welcoming and let people know they belong

We want people to feel like part of the world of HOKA.

We speak to pro-athletes, first time runners, walkers and people who pull double shifts at the hospital.

CREATIVE STYLE GUIDE

VOICE & EDITORIAL GUIDELINES

FLY HUMAN FLY CONTENT STANDARDS QUICK GUIDE

Use of FLY HUMAN FLY

This tagline is the essence of our brand platform. We should all use it correctly and consistently.

- ▶ Use the tagline, FLY HUMAN FLY, in all caps whenever it appears. (e.g. not Fly Human Fly or Fly human fly) The only exception is when it is used as a hashtag, in which case it should appear as **#FlyHumanFly**
 - #FlyHumanFly and #TimeToFly will exist together and then Time To Fly will be phased out. (HOKA social team to determine phase out plan)
 - #FlyHumanFly should always be in front of #TimeToFly
 - #FlyHumanFly can exist independently of #TimeToFly
 - #TimeToFly cannot exist independently of #FlyHumanFly
- ▶ Use a TM with “FLY HUMAN FLY” the first time it is used in a headline or subhead and body copy. e.g FLY HUMAN FLY™
- ▶ For subsequent mentions of “FLY HUMAN FLY” in the same copy or document, there is no need to include a TM
- ▶ Don’t swap words within the tagline without brand permission. e.g. FLY CHICAGO FLY, FLY RUNNERS FLY
- ▶ Do not mention FLY HUMAN FLY brand campaign as a “transition” to consumers or in public-facing content
- ▶ Do mention FLY HUMAN FLY as an evolution
- ▶ Do not mention “Time to Fly” besides use of secondary hashtag in social content

CREATIVE STYLE GUIDE

VOICE & EDITORIAL GUIDELINES

GENERAL CONTENT STANDARDS QUICK GUIDE

Use of HOKA

We're all ambassadors of the HOKA brand. We should collectively protect our company's name and make sure it's used correctly.

- ▶ We're legally required to use the name of our brand, HOKA, in all caps whenever it appears.
e.g. not Hoka
- ▶ Do not refer to HOKA as plural or possessive (ex: HOKAs or HOKA's). Instead, refer to them as HOKA shoes or simply, HOKA.
- ▶ The first time that "HOKA" is used in a headline or subhead and body copy, you must include a registered trademark.
e.g. HOKA®
- ▶ For subsequent mentions of "HOKA" in the same copy or document, there is no need to include a registered trademark.
- ▶ Don't add phrases to the end of the HOKA name without permission as it dilutes the brand.
e.g. HOKA One One, HOKA part of Deckers, HOKA footwear

Please Do

Capitalization
Sentence case should be used in all instances longer than short thought—it's easier to read and friendlier

Collabs
Use lower case "x" between collaboration names. HOKA x Partner

Contractions
They're fine.

Percents
Use the % symbol

Dashes
Use long dashes for emphasis without spaces on either side

AM, PM
Always capitalized, never punctuated

Numbers
Numbers can start sentences if needed and they can be used in headlines

Please Don't

Oxford comma
Don't use in simple lists

Headlines
Don't use punctuation unless the headline is more than 2 sentences

Exclamation
Use these sparingly

US, UK, UAE
Don't use periods when abbreviating country names

Amperands
If it's in a sentence, spell out the word "and," but if it's in a title an "&" is fine

Bolding
Don't bold single words to add impact

CREATIVE STYLE GUIDE

VOICE & EDITORIAL GUIDELINES

Punctuation

We adhere to the AP Style Guide for all copy rules and guidelines. Our voice is honest, friendly, conversational, and devoid of excess punctuation. This allows us to get our point across quickly and succinctly.

- ▶ We do not use the serial comma.
- ▶ Limit the use of exclamation points.
- ▶ Spell out numbers from one through nine.
- ▶ Use figures for 10 and above.
- ▶ Shoes should be referred to as a single noun (ex: The Clifton is springy.).
- ▶ Use sentence case for titles (ex: The all-new Clifton 4).

Brand Claims

One of the best things about our shoes is their ability to help athletes of all abilities. That said, there are very specific claims we can make related to performance. We've been instructed by our friends in legal to avoid any associations that makes medical claims about HOKA (ex: wearing HOKA lets you run farther, HOKA reduces injuries, HOKA heals injuries, HOKA prevents over-pronation, etc.).

Please stick to our brand messaging and clear anything outside of our brand messaging with the legal and marketing teams.

CREATIVE STYLE GUIDE

BRAND TYPOGRAPHY

PRIMARY TYPOGRAPHY

FUTURA
BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Futura PT Bold
HEADLINE

Futura PT Demi
Subhead

Body
PT Demi

We are meant—and made—to move. With every step.
Every climb. Every leap. We feel free.
Because in the movement, all definitions, expectations,
and limitations fall away. And only possibility remains.

CREATIVE STYLE GUIDE

BRAND TYPOGRAPHY

LETTER SPACING

To ensure consistency across communications, follow these steps when typesetting. No matter what program or platform you are working in, ensure that there is even spacing between all letter forms.

FUTURA
BOLD

- Across all Adobe programs:
- 1. Set kerning to -40
 - 2. Set to 'Optical'
 - 3. Manually adjust kerning to create even letter spacing

RA AX XA AA LA
KA TY WY VY

Acceptable ligatures

CREATIVE STYLE GUIDE

BRAND TYPOGRAPHY

ADDITIONAL TYPE SETTINGS

HEADLINES

- All-cap headlines are used primarily for performance oriented marketing messages and product related headlines.
- Sentence cap headlines are used for a more conversational tone.
- Headlines do not typically use punctuation at the end of sentences unless required as in the example below where two sentences are at play.
- Headlines should ONLY be set in the typefaces outlined below.

Futura PT Bold
All Caps
-40 Character Spacing
1 x-height Line Spacing

**FLIES LIKE
A BIRD**

Futura PT Bold Oblique
All Caps
-40 Character Spacing
1 x-height Line Spacing

***FLIES LIKE
A BIRD***

Futura PT Demi
Initial Caps
-20 Character Spacing
1.2 x-height Line Spacing

Flies Like a Bird

Futura PT Demi Oblique
Initial Caps
-20 Character Spacing
1.2 x-height Line Spacing

Flies Like a Bird

Futura PT Demi
Sentence Caps
-20 Character Spacing
1.2 x-height Line Spacing

Flies like a bird

Futura PT Demi Oblique
Sentence Caps
-20 Character Spacing
1.2 x-height Line Spacing

Flies like a bird

CREATIVE STYLE GUIDE

BRAND TYPOGRAPHY

SUB-HEADLINES

- Sub-headlines should be selected in contrast to the headline treatment. For example, if a headline is set in Futura Bold, All Caps, the sub-head should be set in Futura Demi, Oblique, All Caps (or Sentence Caps depending on messaging.)
- Sub-headlines should appear at least 75% smaller in size than the headline it is accompanying.

*Futura PT Demi
All Caps
-10 Character Spacing
1 x-height Line Spacing*

**GET MOVING IN THE
LATEST HEAD-TO-TOE**

*Futura PT Demi Oblique
All Caps
-10 Character Spacing
1 x-height Line Spacing*

**GET MOVING IN THE
LATEST HEAD-TO-TOE**

*Futura PT Demi
Sentence Caps
-10 Character Spacing
1.2 x-height Line Spacing*

**Get moving in the latest
head-to-toe apparel**

*Futura PT Demi Oblique
Sentence Caps
-10 Character Spacing
1.2 x-height Line Spacing*

**Get moving in the latest
head-to-toe apparel**

CREATIVE STYLE GUIDE

BRAND TYPOGRAPHY

BODY COPY

- Body copy should be set in Sentence Caps ONLY and should never be used in ALL CAPS.
- Used for longer format copy and product descriptions.
- Initial Caps may be used for shorter sentences or when stylistically appropriate.
- Italic body copy should be reserved for special call outs and should not be used as the primary setting for body copy.

*Futura PT Demi
Sentence Caps
0 Character Spacing
1.2 x-height Line Spacing*

More energy return. Less time on the ground. Athletes from all walks of life are looking to get the most out of every step. Innovative HOKA carbon fiber technology does just that by employing an aggressive, early stage Meta-Rocker designed for an efficient ride and smooth transition through the gait cycle. It's a stride upgrade.

*Futura PT Demi Oblique
Sentence Caps
0 Character Spacing
1.2 x-height Line Spacing*

More energy return. Less time on the ground. Athletes from all walks of life are looking to get the most out of every step.

*Futura PT Medium
Sentence Caps
0 Character Spacing
1.2 x-height Line Spacing*

More energy return. Less time on the ground. Athletes from all walks of life are looking to get the most out of every step. Innovative HOKA carbon fiber technology does just that by employing an aggressive, early stage Meta-Rocker designed for an efficient ride and smooth transition through the gait cycle. It's a stride upgrade.

*Futura PT Medium Oblique
Sentence Caps
0 Character Spacing
1.2 x-height Line Spacing*

More energy return. Less time on the ground. Athletes from all walks of life are looking to get the most out of every step.

*Futura PT Book
Sentence Caps
0 Character Spacing
1.2 x-height Line Spacing*

More energy return. Less time on the ground. Athletes from all walks of life are looking to get the most out of every step. Innovative HOKA carbon fiber technology does just that by employing an aggressive, early stage Meta-Rocker designed for an efficient ride and smooth transition through the gait cycle. It's a stride upgrade.

*Futura PT Book Oblique
Sentence Caps
0 Character Spacing
1.2 x-height Line Spacing*

More energy return. Less time on the ground. Athletes from all walks of life are looking to get the most out of every step.

CREATIVE STYLE GUIDE

BRAND TYPOGRAPHY

DETAIL COPY

- Detail copy should appear in Futura Bold or Futura Demi in ALL CAPS.
- Used for short, detail copy to support body copy.

Futura PT Bold
All Caps
0 Character Spacing
1.2 x-height Line Spacing

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA.

Futura PT Bold Oblique
All Caps
0 Character Spacing
1.2 x-height Line Spacing

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA.

Futura PT Demi
All Caps
0 Character Spacing
1.2 x-height Line Spacing

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA.

Futura PT DemiOblique
All Caps
0 Character Spacing
1.2 x-height Line Spacing

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA.

CREATIVE STYLE GUIDE

PHOTOGRAPHY

When capturing photography for HOKA, we always aim to capture the essence of performance with a range of real, authentic joy. Imagery should feel bright, optimistic and engaging. This is achieved by adhering to the creative principles outlined below.

ENERGETIC

Express the joy of HOKA through energetic actions and emotions



BRIGHT

Bright color, natural lighting, supplemental lighting for contrast and highlights



DYNAMIC

Unexpected angles, crops and compositions



CREATIVE STYLE GUIDE

PHOTOGRAPHY

DIVERSE

Diverse talent, environments and experiences.



AUTHENTIC

Exhibiting good run form, real styling and natural emotion.



CANDID

Candid, never posed or overly stylized.



PRODUCT FOCUSED

Capture the product in the best light, highlighting distinct characteristics and/or design features.



CREATIVE STYLE GUIDE

PHOTOGRAPHY

PDP PHOTOGRAPHY

The same principles apply to our product description page photography on HOKA.com. Bright, energetic, diverse, dynamic, product focused — all of these attributes come through in our approach to lighting, styling, poses and retouching.



CREATIVE STYLE GUIDE

COLOR

Please consult with the Regional Brand Creative and Marketing teams prior to the release of your creative executions.
Because of the different gamuts available across different color reproduction technologies, some colors in the palette will change slightly from RGB to CMYK. To ensure color in communication looks its very best, make sure the correct colors for your medium (RGB for screen vs CMYK for print) are used.

PRIMARY BRAND COLORS

HOKA Blue is the hero brand color. It is the anchor of HOKA, and should be used across communications to reinforce the brand.



HOKA BLUE

HEX: #0085CA	Pantone: Process Blue
R = 0	C = 82
G = 133	M = 38
B = 202	Y = 0
	K = 0

CREATIVE STYLE GUIDE

COLOR

SECONDARY BRAND COLORS

Our primary colors are supported by three secondary colors that are used to bring dimension to the brand. SKY and SUNSHINE may be used as background colors for type, or for type and logos themselves. They should always be used in conjunction with HOKA BLUE as guided below. OUTERSPACE BLACK is used in limited and specific applications to provide an alternative to HOKA BLUE when more depth or contrast is needed.



SKY		SUNSHINE		OUTERSPACE BLACK	
HEX: #00FFFF	Pantone: 118-4 C	HEX: #FFFF00	Pantone: 1-7 C	HEX: #2A2A38	Pantone: Neutral Black C
R = 0	C = 70	R = 255	C = 6	R = 42	C = 25
G = 255	M = 0	G = 255	M = 0	G = 46	M = 25
B = 255	Y = 10	B = 8	Y = 96	B = 56	Y = 0
	K = 0		K = 0		K = 78

CREATIVE STYLE GUIDE

LOGO & LOCKUPS

Below are our primary logo lockups combining our HOKA logo with our FLY HUMAN FLY type. The configurations may be used only as they appear here. These lockups are designed to act as a singular object, and no part of them may be altered, manipulated or distorted in any way. When scaled, the full lockup should be scaled together without altering the spacing and proportional relationships as shown below. These lockups should be used as the primary representation of the brand under the FLY HUMAN FLY campaign. Lockups should not be mixed within a single application. It's best to select the lockup that works best at all sizes for your design and use that lockup consistently throughout.

Logo assets can be downloaded [HERE](#)

CREATIVE STYLE GUIDE

LOGO & LOCKUPS

OUR LOGOS

There are three primary logo marks that we use from the larger brand system for the FLY HUMAN FLY campaign. For impactful brand moments, we use the HOKA wordmark as the headline and FLY HUMAN FLY as the signoff, or vice versa. For headline driven visuals, we use the HOKA + FLY HUMAN FLY lockup as the signoff. Our secondary and tertiary lockups are outlined below.

PRIMARY HOKA LOGO

Used for headlines and signoffs and general branding



PRIMARY FLY HUMAN FLY LOGOTYPE

Used for big headline moments



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

PRIMARY HOKA/FLY HUMAN FLY LOCKUP

Used for signoff moments



SECONDARY HOKA/FLY HUMAN FLY LOCKUP

Used for sing-offs and general purposes



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

LOGO AND LOCKUPS DO's & DON'Ts

The guidelines below pertain to ALL logos, logotypes and lockups, not just the ones exemplified below.



DO
Use HOKA blue or sky blue for the logo.



DON'T
Use colors outside of the seasonal palette.



DO
Use the full mark.



DON'T
Remove the bird element from the logo.



DO
Scale the logo proportionally.



DON'T
Stretch, warp, or otherwise modify the logo mark.



DO
Use proper spacing and alignment for lockups.



DON'T
Mismatch scale or otherwise modify the logo lockup.

CREATIVE STYLE GUIDE

LOGO & LOCKUPS

LOGO AND LOCKUPS COLOR APPLICATION

The examples below showcase the acceptable color applications of our logos on both flat color and when sitting atop video or photography. These color applications pertain to ALL logos, logotypes and lockups, not just the ones exemplified below.



CREATIVE STYLE GUIDE

LOGO & LOCKUPS



CREATIVE STYLE GUIDE

LOGO & LOCKUPS



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

PRIMARY HOKA LOGO

- This is our primary brand logo which can be used on it's own, and in conjunction with the FHF logotype



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

PRIMARY HOKA LOGO SPACING

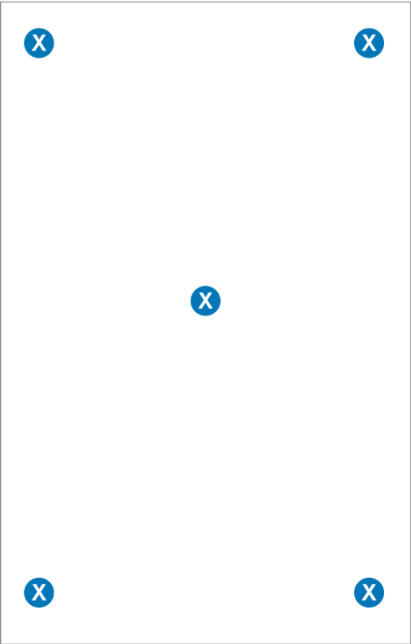
- When using the logo, be sure to maintain a minimum safe distance from competing visual elements, equal to the 'H' of HOKA.
- The same distance should be maintained from the edge of any application.



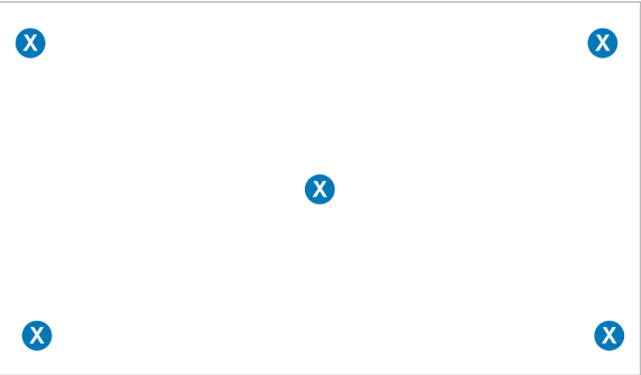
PRIMARY HOKA LOGO PLACEMENT

- This lockup should only be placed in the locations indicated below in blue.

Vertical Composition



Horizontal Composition



Square Composition



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

FLY HUMAN FLY LOGOTYPE

- This is the FLY HUMAN FLY logotype that was custom designed for this campaign.
- This configuration is only to be used when the stand alone primary HOKA logo is already present elsewhere within the same execution.

**FLY
HUMAN
FLY™**



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

PRIMARY HOKA/FHF LOCKUP

- This lockup is used as the primary signoff for the campaign.
- It is best used in horizontal layouts such as event banners or web banners and at smaller sizes..
- This lockup should not be used in combination with other lockups within any single execution.



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

PRIMARY HOKA/FHF LOCKUP SPACING

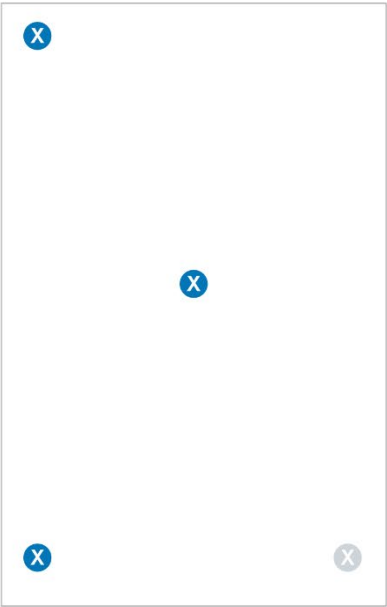
- When using the lockup, be sure to maintain a minimum safe distance from competing visual elements, equal to the 'H' of HOKA.
- The same distance should be maintained from the edge of any application.



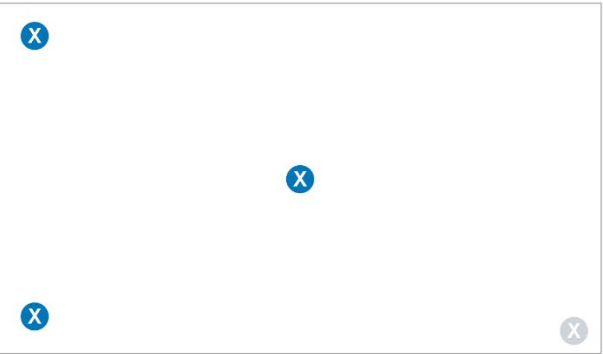
PRIMARY HOKA/FHF LOCKUP PLACEMENT

- This lockup should only be placed in the locations indicated below in blue. Secondary locations are indicated in grey.

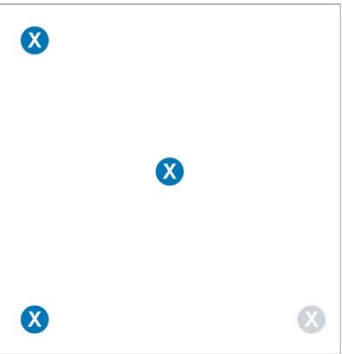
Vertical Composition



Horizontal Composition



Square Composition



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

SECONDARY HOKA/FHF LOCKUP

- Our secondary logo lockup should be considered as an alternate to the primary for use as a central graphic.
- The configuration of the elements within the lockup should not be modified in anyway and should always appear as they do below.
- This includes spacing, scale of elements, and typeface used. Color may vary based on the application as outlined below.
- Not recommended for horizontal applications or at smaller sizes due to legibility.



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

SECONDARY HOKA/FHF LOCKUP SPACING

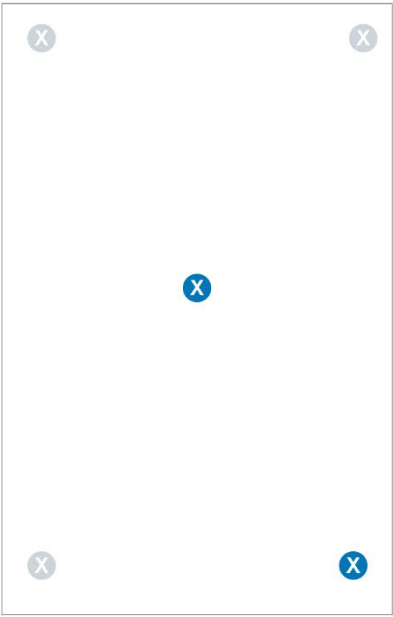
- When using the lockup, be sure to maintain a minimum safe distance from competing visual elements, equal to the 'H' of HOKA.
- The same distance should be maintained from the edge of any application.



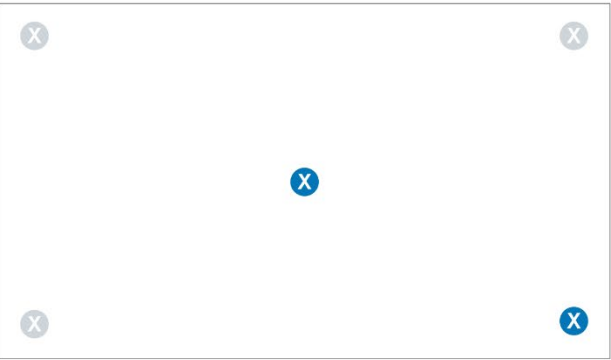
SECONDARY HOKA/FHF LOCKUP PLACEMENT

- This lockup should only be placed in the locations indicated below in blue.
- Alternate locations are indicated in grey when legibility or layout dictates.

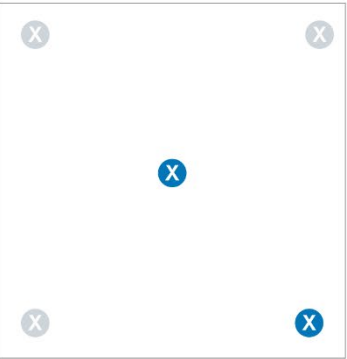
Vertical Composition



Horizontal Composition



Square Composition



CREATIVE STYLE GUIDE

LOGO & LOCKUPS

TERTIARY HOKA/FHF LOCKUP

- Our tertiary logo lockup should be used for large scale, brand-forward communications.
- The configuration of the elements within the lockup should not be modified in anyway and should always appear as they do below.
- This includes spacing, scale of elements, and typeface used. Color may vary based on the application as outlined below.
- This lockup should not be used at small sizes.



FLY HUMAN FLY™

CREATIVE STYLE GUIDE

LOGO & LOCKUPS

TERTIARY HOKA/FHF LOCKUP

SPACING

- When using the lockup, be sure to maintain a minimum safe distance from competing visual elements, equal to the 'H' of HOKA.
- The same distance should be maintained from the edge of any application.

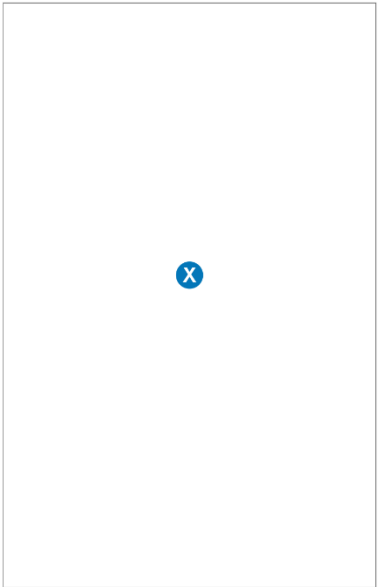


TERTIARY HOKA/FHF LOCKUP

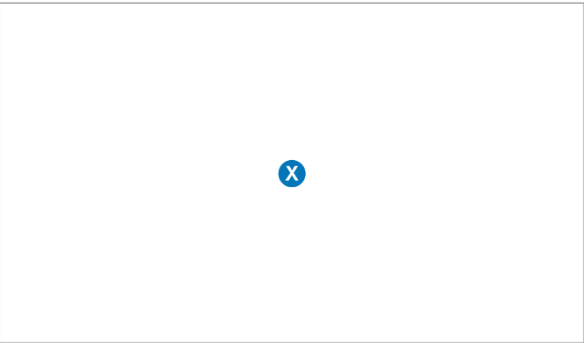
PLACEMENT

- This lockup should only be placed in the locations indicated below in blue.

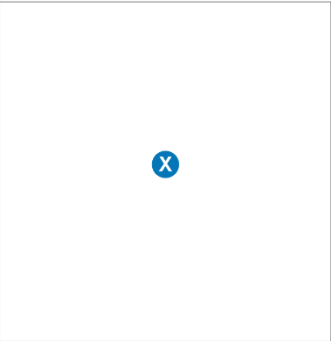
Vertical Composition



Horizontal Composition



Square Composition



CREATIVE STYLE GUIDE

OUR BIRD ICON

The Bird is one of HOKA's most recognizable brand assets. Outside of the HOKA logo, the bird should be used sparingly and intentionally. It may be used as a full-bleed graphic within a singular context, or as an accent/flourish to type in certain applications. With the exception of repeated graphics (such as a step and repeat), the icon should not appear more than once within a single application when used on its own.

CREATIVE STYLE GUIDE

OUR BIRD ICON

BIRD AS A GRAPHIC FLOURISH

The bird icon may be used to accent type within a layout. It should be placed in one of the four locations as exemplified to the right.

The color of the bird should always match that of the type and full HOKA logo within the same application.

Ex: Clifton 9 Campaign



A: Left-justified, stacked tight to headline



B: Floating right of headline, inset off of the end of the first line



C: Vertical layout: Top left corner spaced away from type in bottom left corner



D: Horizontal layout: Top right corner spaced away from type in top left corner



CREATIVE STYLE GUIDE

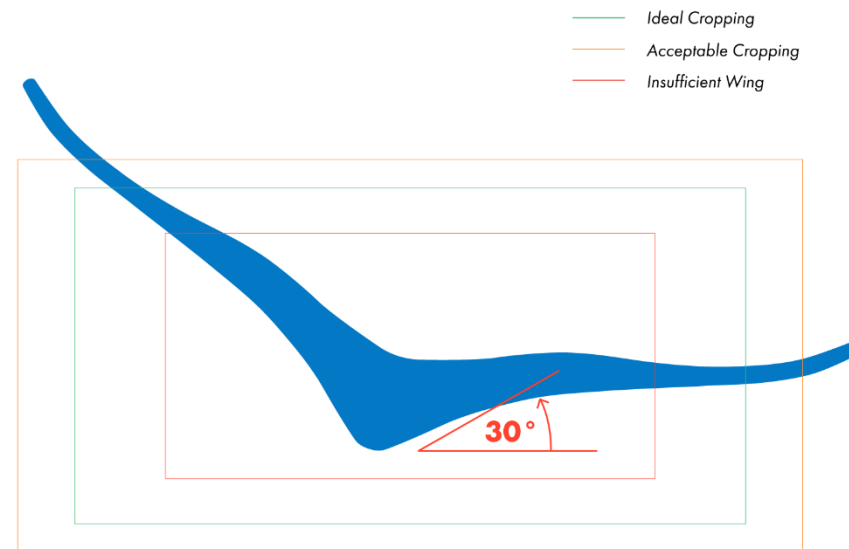
OUR BIRD ICON

AS A LEAD OR BACKGROUND GRAPHIC

The cropping and positioning of the Bird icon in layouts is crafted to ensure that the integrity of the icon is maintained and increase brand familiarity.

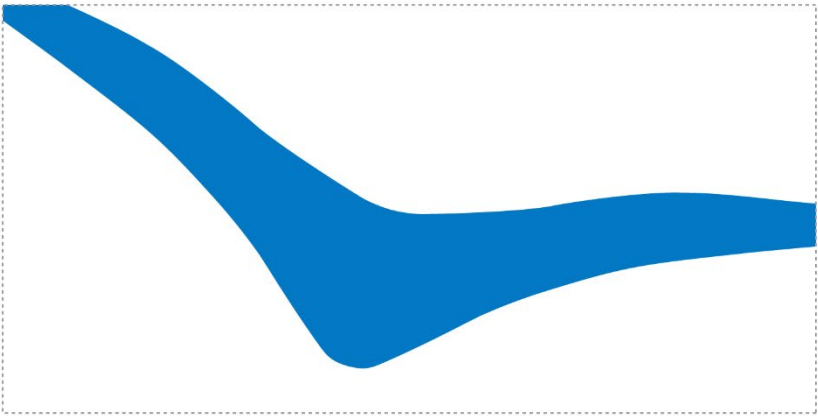
Vertical and horizontal layouts will utilize the same cropping distance on the bird's wingspan to maintain consistency across various aspect ratios.

The bird may live in the background of a layout, as color overlay, or as a container of a secondary lifestyle or emotional image. If used in this manner, it should only be used once as a lead graphic, and not repeated within a single application



CREATIVE STYLE GUIDE

OUR BIRD ICON



CREATIVE STYLE GUIDE

CO-BRANDING

CO-BRANDING

- For co-branding opportunities, such as retail partnerships, sponsorships and collaborations, we rely on the HOKA logo without the tagline as outlined below.

RETAIL PARTNERSHIPS

- For retail partnerships, we use a thin line divider between the HOKA logo and the retail partner's logo.
- The line divider should run slightly taller than the HOKA logo top to bottom and should be spaced evenly between the two logos as demonstrated below
- The HOKA logo should be placed first when logos are aligned side by side, and top to bottom.
- The primary type within the partner's logo should not exceed the vertical height or visible scale of the HOKA logo



CREATIVE STYLE GUIDE

CO-BRANDING





CONTACT INFO

CONTACT INFO

GUIDELINE QUESTIONS & INQUIRIES

For questions regarding the North America Marketplace Retailer Guide or Trademark Guidelines:

- Your HOKA® Sales Account Executive: (for example) firstname.lastname@deckers.com
- HOKA® Sales Operations: HOKAsalesops@deckers.com

THANK YOU