

BRANDED



GUIDELINE

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**INTRODUCTION**



Outlander Outdoors brand is positioned to appeal to young professionals who live an active, mostly urban outdoor lifestyle. Outlander Outdoors wordmark speaks to the idea. The target demographic of Outlander Outdoors is educated, environmentally conscious 23 to 38-year-olds. This sector of the population engages in outdoor activities such as walking, hiking, and biking two or three times a week on average. They also plan a multi-day canoe or backpacking trip into more remote provincial park locations at least once a year. Designed for style and comfort, high quality Outlander Outdoors branded apparel and gear can be used in both local and remote rugged and wild settings. The brand favours an urban chic, athletic aesthetic. Loyal customers look for the Outlander Outdoors brand to ensure they have purchased high quality, well-made and durable outdoor items to help them stay active and fit as they explore the many wild places.



**LOGO USAGE  
(DO'S)**



PRIMARY



SECONDARY

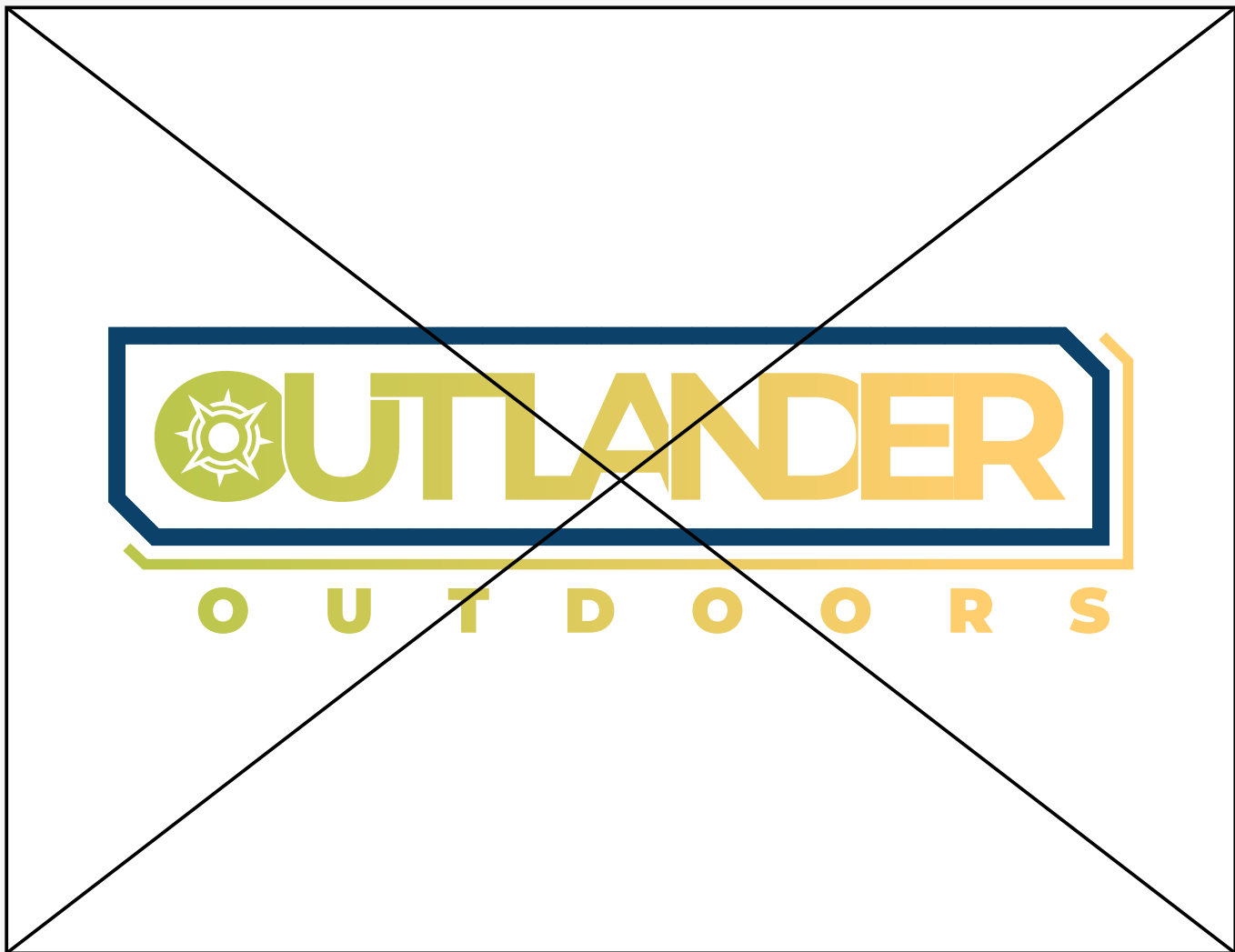
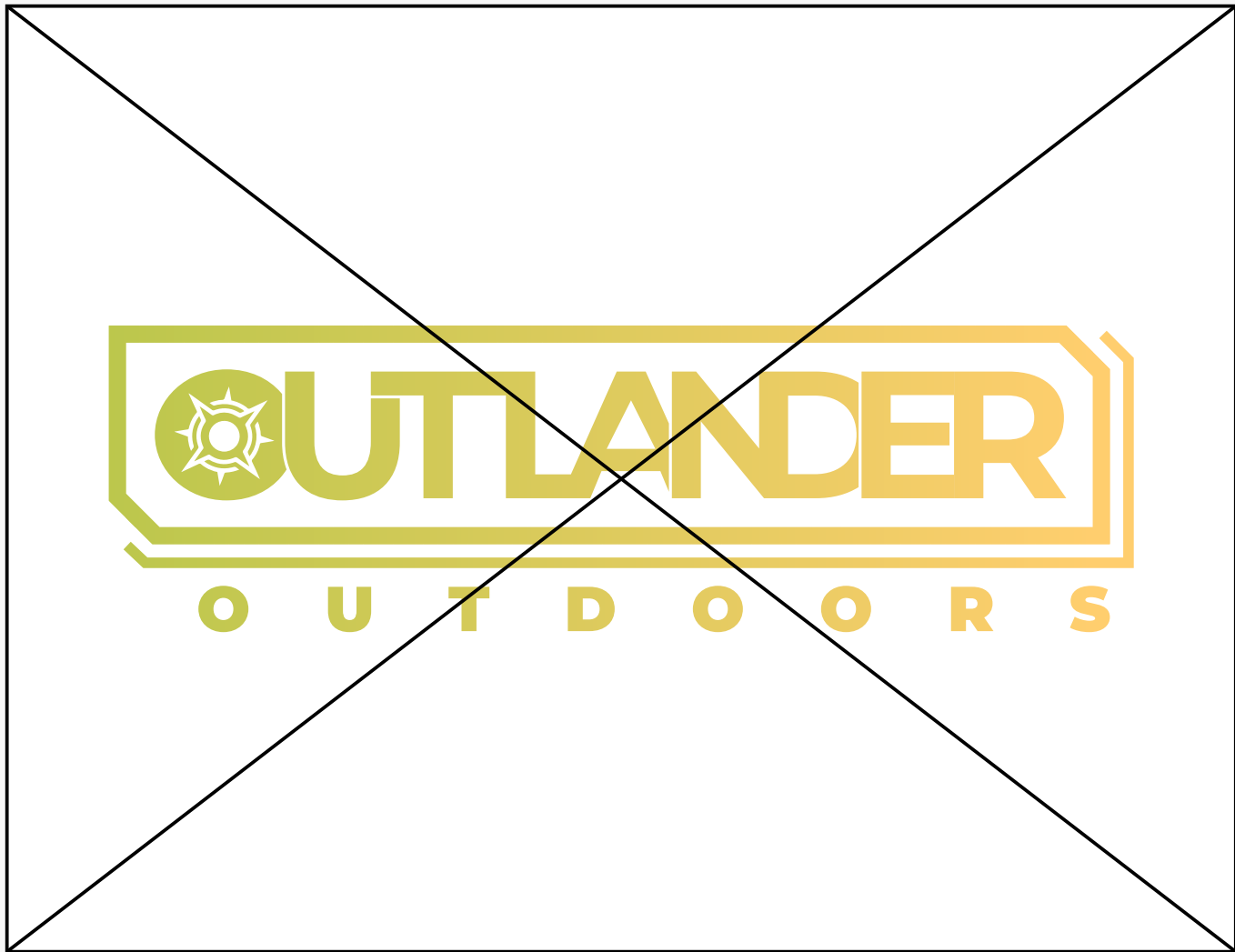


TERTIARY





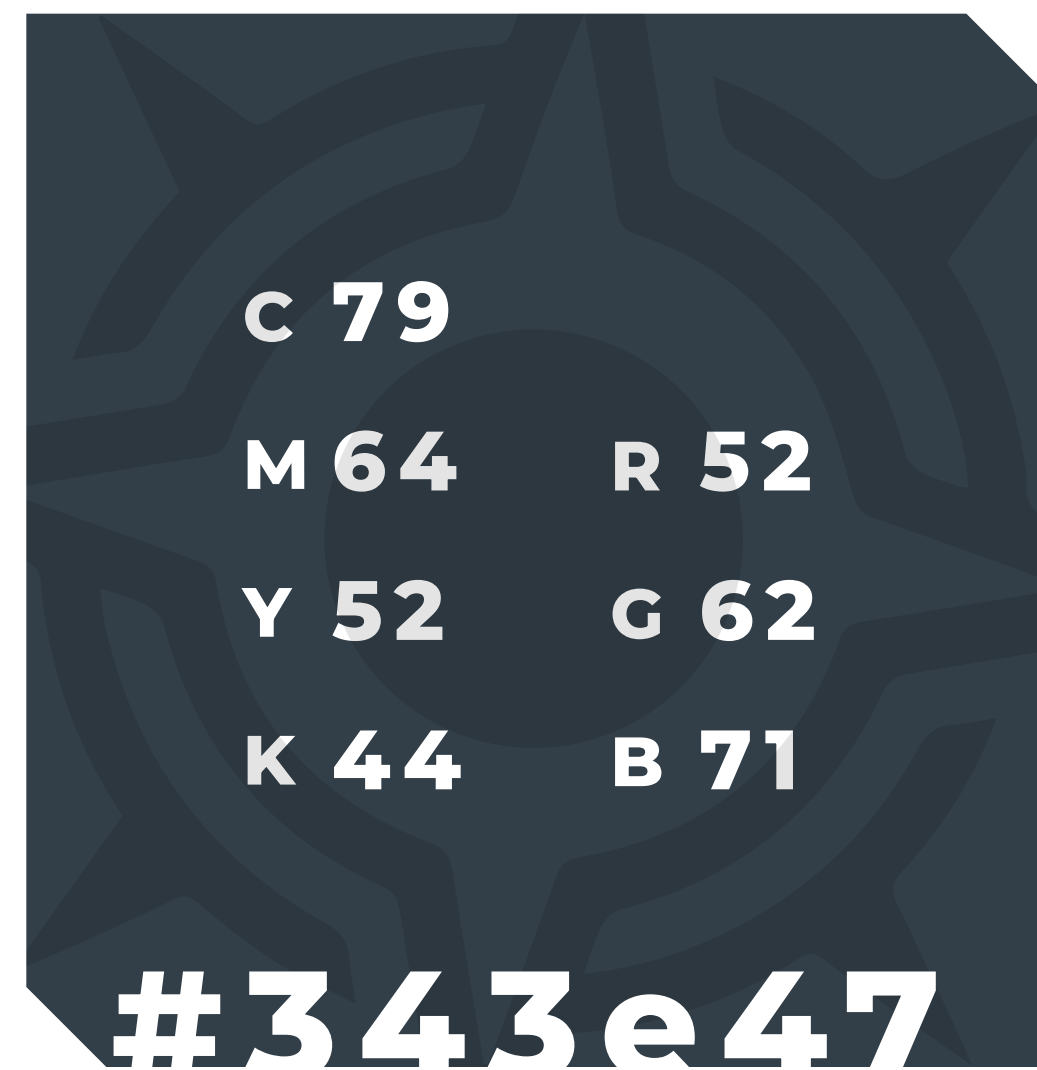
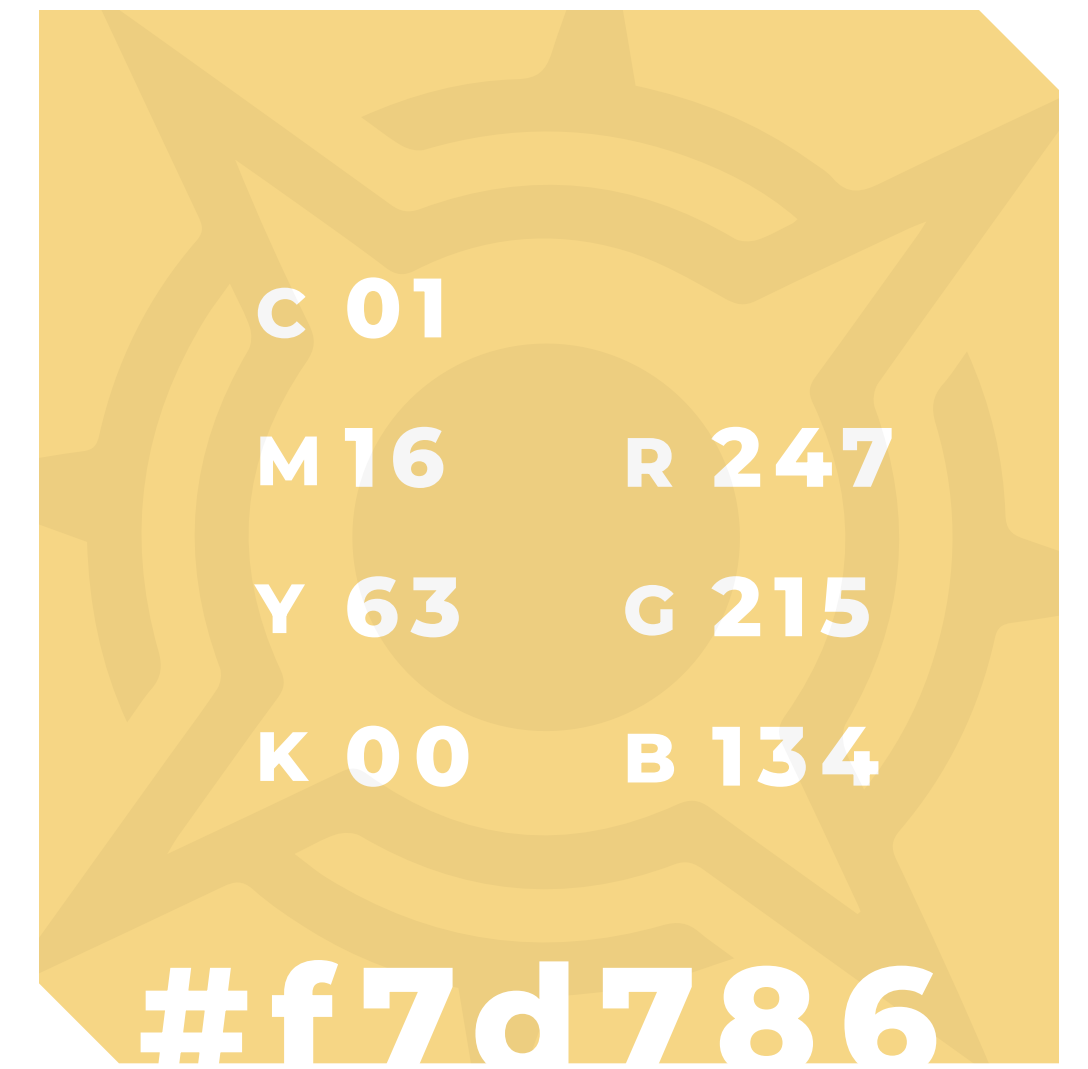
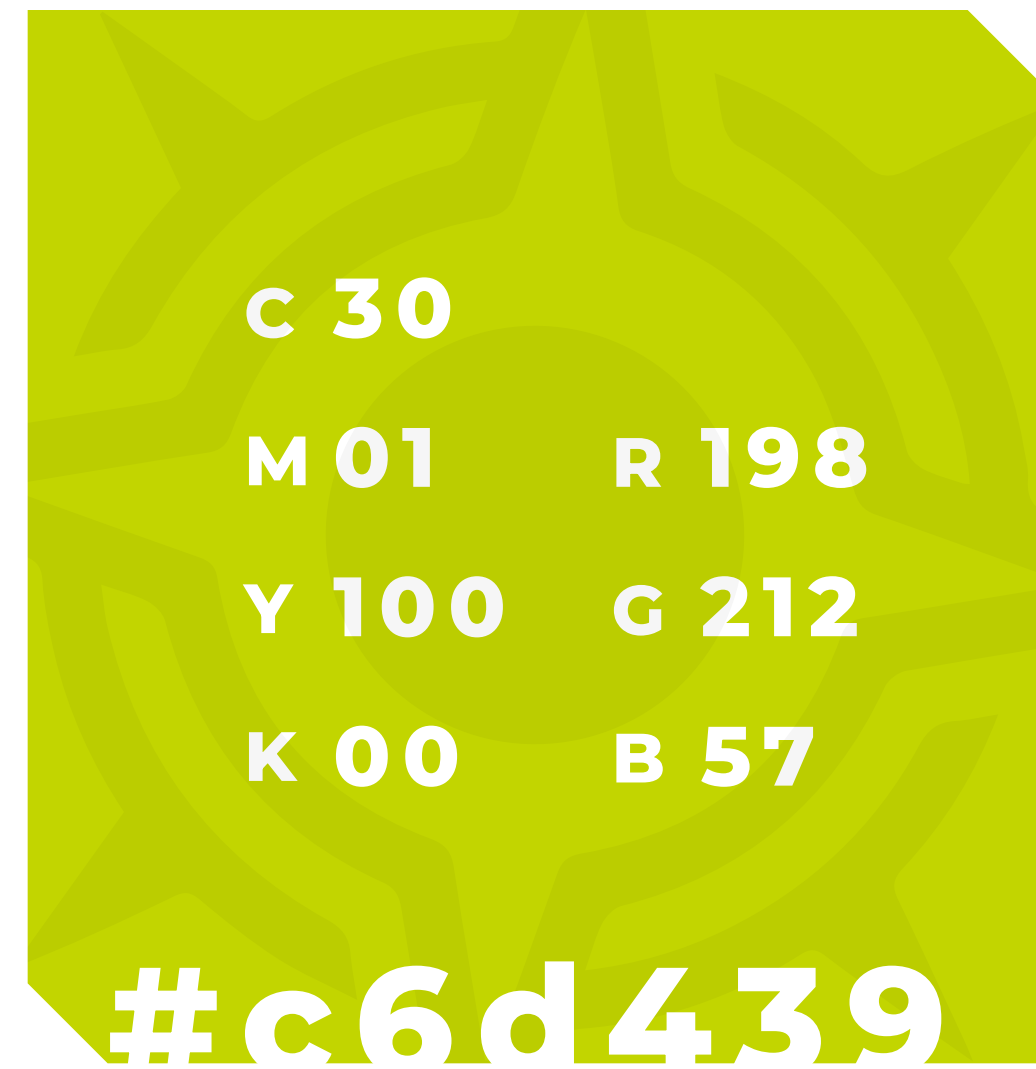
**LOGO USAGE  
(DON'TS)**





**4**  
**BRAND COLORS**







**TYPOGRAPHY**

Mr Eaves XL is the official typeface of our brand. Its font family comes with different weights and styles.

Mr Eaves XL Heavy should be used for headlines. Subheadings should be Rubik Medium and body copy should be Rubik light or Rubik Regular.

The typography style used in this guide as a combination of solid and outlined text must be followed in Heading. This font should be maintained in all of our official communication in print and web.

**LIGHT | REGULAR**

**ITALIC | MEDIUM | BOLD | BLACK**

**A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z**

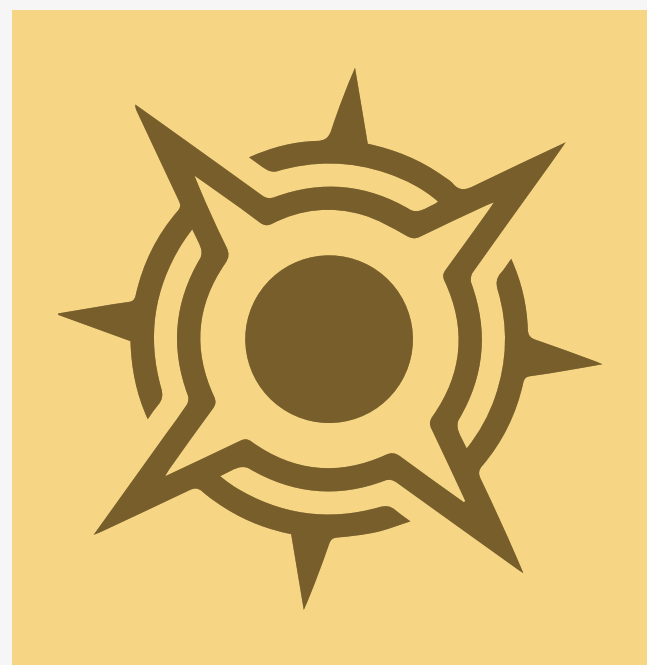
**a b c d e f g h i j k l m n o p q r  
s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 - ! ? . ,**

**MR EAVES XL FAMILY**



**BRAND PATTERN**





**POSITIONING &  
IMAGERY**



SHOE



T-SHIRT



TAGS





CAP

TENT





**BOTTLE**



**BEANIE**



**PATCH**



**BAG**



**ICONOGRAPHY**



**WET OR RAINY**



**WET OR RAINY**



**COLD OR SNOW**



**COLD OR SNOW**



**HEAT OR WARM**



**HEAT OR WARM**



**WALKING**



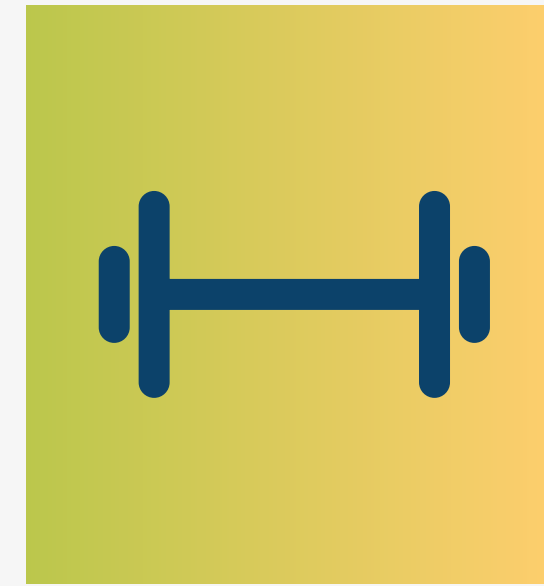
**WALKING**



**HIKING**



**HIKING**



**EXERCISE**



**EXERCISE**



**1 DAY CAMPING**



**1 DAY CAMPING**



**2-4 DAYS CAMPING**



**2-4 DAYS CAMPING**



**5+ DAYS CAMPING**



**5+ DAYS CAMPING**



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