



VISUAL IDENTITY

GUIDELINES

OUR BRAND STORY

Located all across Canada, WANDER outdoors is a professional outdoor apparel and gear brand that aims to be there to complete the perfect experience of your outdoor journey. The concept of WANDER outdoors is in its name “wander” - it means to move around or go to different places without having a particular purpose or direction. To explore the unknown, going off the beaten tracks and to create an adventurous journey of your own.

The target demographic of WANDER outdoors are hip, trend setters and young adults aged from 25 to 40 years old. They are outdoor lovers who enjoy activities such as hiking, walking, biking or camping every chance they can get in the week.

Designed with premium quality, WANDER outdoors ensure wanderers are kept safe and comfortable with style while they conquer nature.



LOGO

FULL COLOUR



Our logo represents our overall look, tone and value. The logo is created with a combination of specific typography and elements. We do not allow alter or modification to the logo as it will lose recognition of the brand and dilute the brand value.

The logo should always show in it's full colour unless it has to be black and white or on an image or coloured background. Guide below shows the usage of the logo when it is under those circumstances.

LOGO COLOUR VARIATION

FULL COLOUR BACKGROUND



ONE COLOUR - BLACK



BLACK BACKGROUND



LOGO VARIATION

APPAREL



There is another logo variant designed for apparels only. Using the 'W' of WANDER outdoors, with the brand name around it gives a more stylish look and feel on apparels. Usage of this logo on other mediums are not allowed unless appropriate.

CLEAR SPACE



To ensure the logo stands on its own and maintain clarity, always leave space around the full logo to protect legibility. This safe area must be free of copy, graphic elements, and low contrast ratio imagery background. The safe area is determined by an area around the logo equal to the height of the “x” indicated in above guide.

The logo should always scale down proportionately and should always respect the minimum size given.

LOGO MINIMUM SIZE



MINIMUM SIZE: 1.5 INCH

LOGO DON'TS

COLOUR CHANGE



COMPRESS/SKEW/STRETCH



DROP SHADOW



GRADIENT



ROTATE LOGO



COMPLEX BACKGROUND/CLEAR SPACE VIOLATION



3 DIMENSION EFFECTS



REARRANGE ELEMENTS



Our logo represents our overall brand value, it should be consistent in all point of usage. Above are some examples of logo applications and misuses to avoid.

COLOUR USAGE

PRIMARY COLOUR

PANTONE 553 C
C80 M51 Y75 K59
R31 G58 B44
#1F3A2C

90% 80% 70% 60% 50% 40% 30% 20% 10%

PANTONE 1565 C
C0 M32 Y100 K0
R255 G181 B0
#FFB500

90% 80% 70% 60% 50% 40% 30% 20% 10%

SECONDARY COLOUR



PANTONE P 169-2 C
C14 M12 Y13 K0
R217 G214 B211
#D9D6D3

Colour can reinforce mood and express WANDER outdoors personality to create an immediate connection with the customers. Above are the primary colour palette followed by the secondary colour. The ratio of colour usage between the primary and secondary colour on communications should be based on below chart.

60%

30%

10%

TYPOGRAPHY

Aa

Mr Eaves XL San OT

HEAVY

**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**

REGULAR

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

HEADLINE SHOULD ALWAYS USE THE HEAVY VARIATION OF THE FONT

SUBHEAD AND BODY SHOULD USE THE REGULAR VARIATION

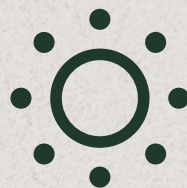
WANDER outdoors uses our brand font - Mr Eaves XL San OT to bring character and context to our marketing, while pairing it seamlessly with the logo. The font harmonize with the logo and further enhance the personality of the brand. There may be a family of variations to the font but it should only limit to Mr Eaves XL San OT for the brand.

ICONOGRAPHY

WEATHER



WET/RAINY



WARM/SUNNY



COLD/SNOWY

ACTIVITY



WALKING



RUNNING



HIKING

TRIP DURATION



DAY TRIP



2-4 DAYS



5 DAYS ABOVE

WANDER outdoors iconography is used for informative purposes on our apparels and products to give wanderers an instant recognition of the feature of the product. Please follow the icon style above and limit usage to one colour only for legibility.

LOGO APPLICATION



LOGO APPLICATION



WANDER
OUTDOORS

IT'S YOUR
JOURNEY