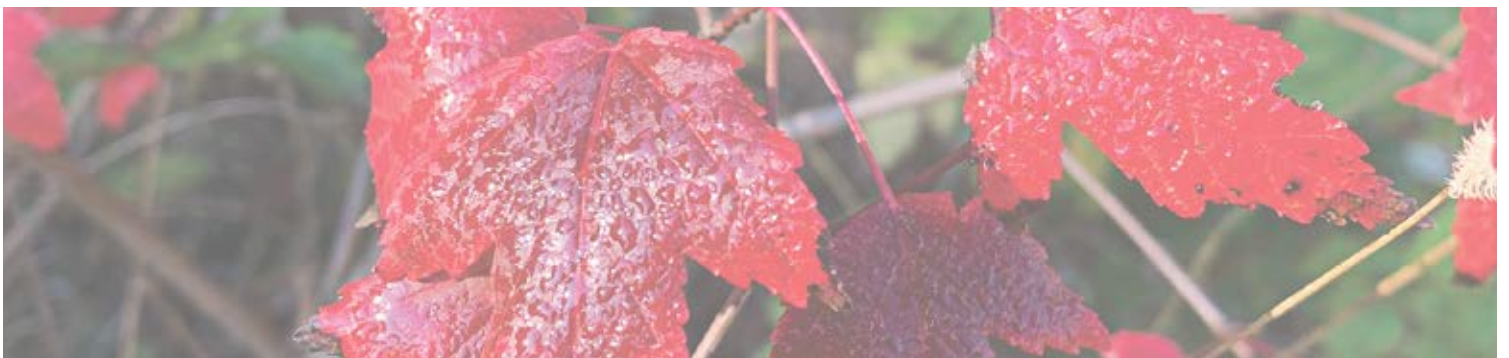




TRAVERSE
OUTDOORS

VISUAL IDENTITY GUIDELINES



OUR BRAND STORY

Traverse Outdoors appeals to young adults who live an adventurous and free flowing lifestyle. They appreciate wherever the path may take them and aren't afraid to try new things.

"The world is an amazing place to get lost in. There are a large amount of trails and conservation areas in Ontario to find your adventure in. A chance to find your path and to clear your mind with the peaceful and refreshing recharge of bright, crisp fall leaves, and soft, textured earth. Every and any path being the right one to take. The outdoors of Ontario are waiting for your adventure."

– D. E. Fraser, Founder & CEO

The target audience of Traverse Outdoors is professional, free spirited 20-40 year-olds with adventurous and creative minds. This demographic takes part in walking and hiking four to five times a week on average and tries to find new trails or paths each time they go. At least twice a week they make their own paths and go off trail hiking to find new sights.

Traverse Outdoors designs for a laid back comfortable style and has great quality gear to suit the needs of their audience. The brand shows off the unique style by letting the personality of their customers shine through. Great quality, comfort and style ensures the best outdoor items for each unique adventure.



TRAVERSE WORDMARK

The Traverse Outdoors wordmark should be used correctly with sizing and spacing as shown below:

1.15" (2.921cm)



The minimum size the logotype should be reproduced.

0.125" (0.3175cm)



Clear space requirement between the logotype and the edge of items, text or other logos.

COLOUR AND GREY SCALE

The grayscale/white version of the wordmark can only be used in circumstances where the colour version is not legible, or when printed on a distinct texture.



WORDMARK

TRAVERSE WORDMARK DON'TS

The Traverse symbol may not be used as a design feature. It should never be duplicated to create patterns or other design material.

The grayscale/white version of the wordmark should never be used on solid backgrounds or clear areas



DO NOT remove the dotted line



DO NOT stretch the wordmark



DO NOT change the colours



DO NOT squish the wordmark

COLOUR SCHEME

The Traversee Outdoors colour scheme emphasizes the professional but free spirited feel. The Bent Blue represents the sky and how it darkens in the forest, while the Creamed Orange shines bright like the sun and familiar sunsets/sunrises. The other supplementary colours compliment the primary colours and add to the unique, creative minds of the audience while allowing their personalities to shine through.

TRAVERSE PRIMARY COLOURS



Bent Blue
RBG 0 59 77
#003B4D



Creamed Orange
RBG 254 170 97
#FEAA61

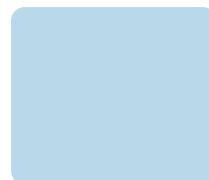
SUPLIMENTARY COLOURS



Pale Ocean
RBG 78 115 138
#4E738A



Grey Oak
RBG 77 78 78
#4D4E4E



Fairy Blue
RBG 184 216 235
#B8D8EB

These colours should only be used for highlighting elements, emphasizing typography, or pulling forward graphics to strengthen the Traverse brand.



These colours work well with the colours of nature. They represent different aspects of the outdoors

TYPOGRAPHY

Our brand font for our logo is mainly Office Square. It's versatility is demonstrated in each layout.

A secondary font used is nexa light and bold. This is mostly used for body copy.

LOGO & LARGE BLOCK TEXT TYPE

Office Square

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

HEADINGS AND IMPORTANT COPY

Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

MAIN BODY COPY

Nexa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

TAGLINES & MARKETING TEXT

ENTER THE WILD
FOLLOW YOUR PATH
CLEAR YOUR MIND

MAKE A PATH
FIND YOUR WAY

