



WILDPATH OUTDOORS

Visual Identity Guidelines



ABOUT · US

Wildpath Outdoors is an urban outdoors fashion brand. It is positioned to appeal to individuals who live an active, fun outdoor lifestyle.

The name Wildpath Outdoors plays on the idea that an individual can roam about without a goal or purpose , we believe that the very best outdoor adventures can often be found anywhere as long as the person wants to find it. The target demographic is mostly but not limited to the 21 to 46 years-old young adults from the spanish community and professionals in British Colombia.

Wildpath Outdoors apparel and gear is attractive to individuals who love to hike, walk and bike in the many conservation areas, along lakeshore paths, on trails in cottage country and in the provincial parks that can be easily traveled to from relatively close major city centres and urban neighborhoods.





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LOGO

The LOGO follows a very simple and minimalist design. It has the elements of both type art and minimalist vector art. The colors used here also represent the meaning behind our brand name. The colors used is Purple as this color can be intense and bright which quickly demands attention.



100%

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50%

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20%

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ACCEPTABLE LOGO VARIATIONS

These are the only acceptable LOGO variations, the LOGO must not be used in any other way. Also the size should not be less than the minimum size given on the LOGO page.



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CONSISTENT LOGO IS KEY



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COLORS

Primary Colours

	CMYK	RGB	HEX
	62, 89, 0, 0	129, 49, 79	#8131AF
	0, 0, 0, 0	255, 255, 255	#ffffff

Secondary Colours

	0, 30, 77, 2	249, 175, 58	#f9af3a
	0, 63, 63, 12	224, 83, 83	#775e5e
	0, 20, 0, 7	237, 190, 237	#edbeed
	0, 63, 63, 12	224, 83, 83	#e05353

Primary Colours should be used the most prominently, you can use the secondary colors to compliment these if necessary.

Secondary Colours should only be used to compliment the main primary colours or when the design requires it. They should be used to the least amount possible.



TYPOGRAPHY

The brand font for all typographical elements is Futura. It is a very premium and good looking font. Futura is used throughout this document as a demonstration of its flexibility in layouts. Heavy should be used for taglines whereas regular or light for subtexts.

SHOES

BAGS

JACKETS

LEGGINGS

Adventure *Kit*

Futura Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

!@#\$%^&*()

Futura Bold

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ**

**abcdefghijklmnopqrstu-
vwxyz**

0123456789

!@#\$%^&*()

Futura Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ*

abcdefghijklmnopqrstuvwxy

0123456789