



# Visual Identity Guidelines

# BRAND STORY

Our primary audience consists of educated, eco-conscious individuals aged 20 to 35 who view outdoor activities as both a lifestyle and an escape. These adventurers hike, bike, and paddle weekly, while planning more immersive excursions—from multi-day treks to overnight camping—at least once a year. They are driven by a passion for sustainability and seek products that reflect their values and support their active lives.

At Freely Outdoors, we celebrate the freedom of exploration, the beauty of the Canadian wilderness, and the power of living with intention. Our commitment to sustainability drives us to create products that honour the environment and support the adventurous spirit of our community. Let's step outside together and embrace the journey, freely.



# LOGO VARIATIONS

## Colour and Black

These are the only acceptable variations of the Freely logo. The colour logo should be used whenever possible on all digital and print marketing material. The black, white, or monochromatic logo can be used when the colour logo would not be visible.



## Sizing

The Freely logo should use the correct sizing and spacing as outlined below:



1.25" is the minimum size the logotype should be reproduced.



0.25" is the minimum required space between the edge of text, borders, etc.

## Logo Don'ts



DO NOT change the colours



DO NOT skew/ distort



DO NOT add gradient



DO NOT compress/ stretch



DO NOT outline



DO NOT add dropshadow

# COLOUR SCHEME

## Primary Colours



### Deep Midnight

#081f25

R 8

G 31

B 37

### True Blue

#01415b

R 8

G 31

B 37

### Cool Mist

#e4eae

R 8

G 31

B 37

Our primary colors—deep midnight, true blue, and cool mist mirror the vastness of the outdoors, from starlit skies and alpine lakes to the crisp air of open trails.

These are the main colours and can be used for anything from backgrounds to text, and more.

## Secondary Colours

The secondary colors—Leaf green, sky blue, and sunlit sand—infuse warmth and vibrancy into our brand.



These colours can be used in graphic elements or to emphasize text.

### Leaf Green

#a5bd39

R 8

G 31

B 37

### Sky Blue

#3f96d2

R 8

G 31

B 37

### Sunlit Sand

#f2dfa7

R 8

G 31

B 37



# TYPOGRAPHY

Our brand font is Aloevera Display. Bold can be used for titles, headers, or to emphasize text. Medium should mostly be used for body copy.

## Aloevera Display Bold

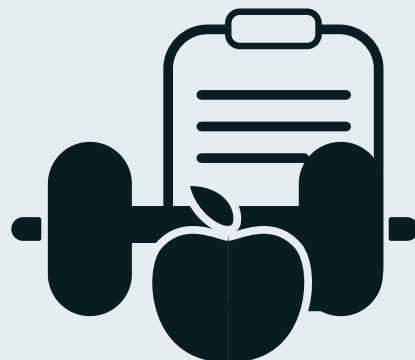
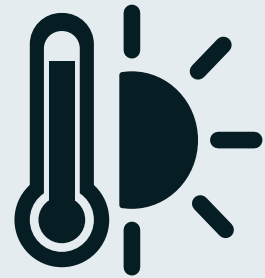
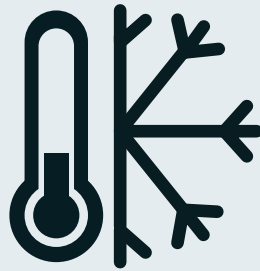
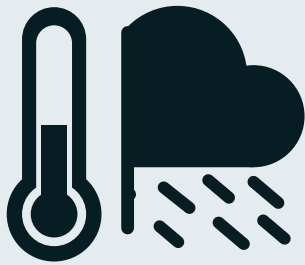
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789  
!@#\$%^&\*()

## Aloevera Display Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789  
!@#\$%^&\*()



# ICONS



# MOCKUPS

