Brand Guidelines
Artaius Outfitters

2022

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Brand Guidelines

Introduction | Mission | Vision

- Artaius Outfitters is an outdoors brand, predominantly board sports, focused on performance without compromising style.

- Our mission is to create sustainable outdoors apparel and gear focused on form, function, and style.

- Our vision is a world where everyone can accelerate at their outdoor sport and feel comfortable while doing it.

Primary Logo

About the logo design:

- The overal intent with this logo is for it to look like a bear paw. The the representation of a bear is key because the word Artaius means "Bear God."
- The claws of the bear paw are supposed to represent individual flames. This visualizes the warmth aspect that Artaius gear provides.
  - Another notable aspect of the logo is the brown portion of the paw which symbolizes a snowcapped mountain. This represents the cold climate in which this product will be used.
    - Finally, the mountain itself is broken up into two sections. The top represents an "A" and the bottom represents an "O" for Artaius Outfitters.
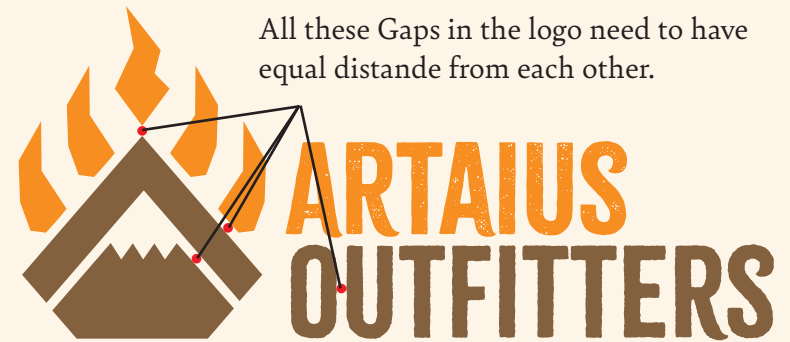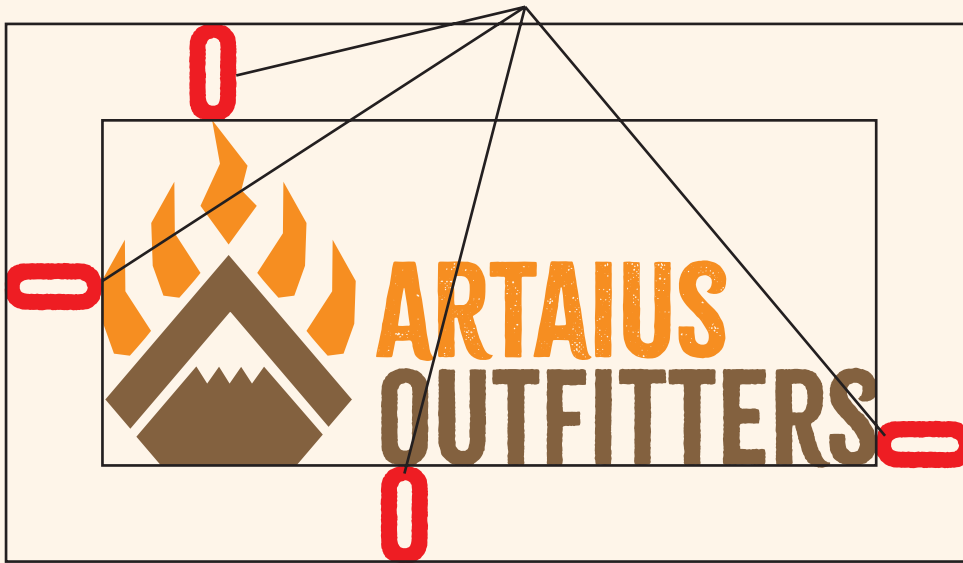
Secondary Logos

No Type | Square

Single Color

Black | Reverse

Branding Requirements

All these Gaps in the logo need to have equal distande from each other.

Don't flip the Image and text

Don't reverse the colors

Don't change the colors

Don't stretch the logo

Don't space out the image and text

Dont make the logo so small that it effects the readability

Typography

Heading | Title:

CITRUS GOTHIC - REGULAR
CITRUS GOTHIC - ITALIC
CITRUS GOTHIC ROUGH - REGULAR
CITRUS GOTHIC ROUGH - ITALIC
CITRUS GOTHIC INLINE - REGULAR
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ1234567890!@#$%^&*()
-_=+{}[];:'",<.>/?

Body:

Century Gothic Pro- Regular
Century Gothic Pro - Italic
Century Gothic Pro - Bold
Century Gothic Pro - Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmN-
nOoPpQqRrSsTtUuVvWwXx
YyZz1234567890!@#$%^&*()-_=+{}
[];:'",<.>/?
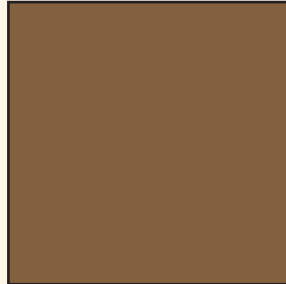
Color Palette

Orange
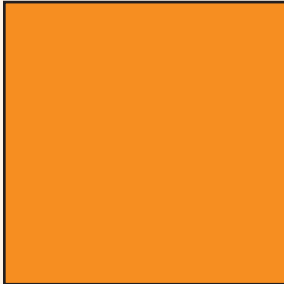
Pantone - 1495 c

C - 0%
M - 53.58%
Y - 95.18%
K - 0%
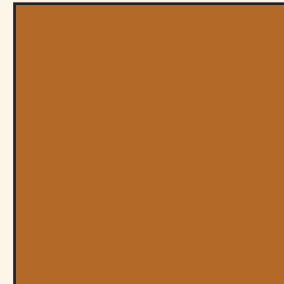
R - 255
G - 144
B - 21

Hex - FF9015

Brown

Pantone - 7505 c

C - 40.17%
M - 56.17%
Y - 78.01%
K - 25.26%

R - 130
G - 96
B - 64

Hex - 826040

Rust

Pantone - 723 c

C - 24.18%
M - 62.71%
Y - 100%
K - 10.2%

R - 179
G - 106
B - 32

Hex - B36A20

Rich Brown

Pantone - 7519 c
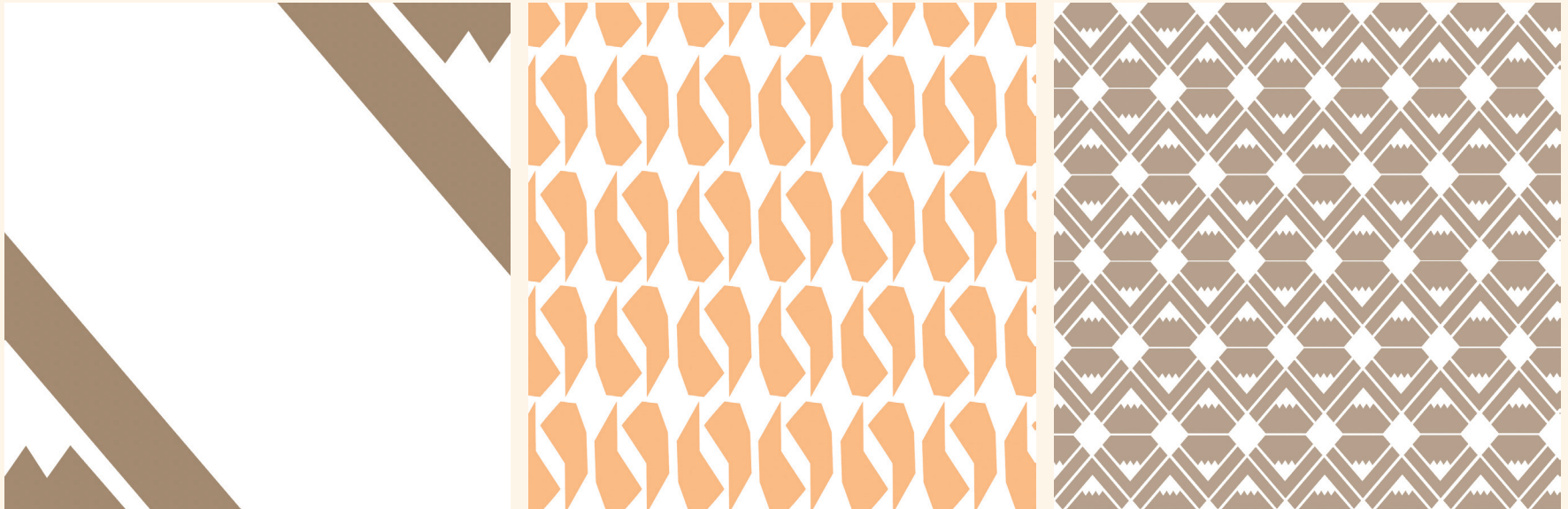
C - 50.61%
M - 59.94%
Y - 70.09%
K - 40.11%

R - 95
G - 75
B - 60

Hex - 5F4B3c

Patterns

These are some design patterns for certain brand implementation

Brand Implementation

Letterhead:

Business Cards:

Packaging:

Sweatshirt:

Contact

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