



**EMERALD**  
OUTDOORS



## BRAND STORY

The Emerald brand was created to appeal to a group of professionals that enjoy being active in the outdoors. Emerald Outdoors is not restricted in any way.

This demographic engages in outdoor activities such as walking, hiking, and riding two or three times per week on average. Emerald Outdoors' target demographic is environmentally conscious 21- to 48-year-olds men, women, and other.

At least once a year, they organise a multi-day canoe or backpacking trip into more remote national park areas.

Clothing and equipment bearing the Emerald logo are designed for comfort and style and may be worn in both severe and wild environments. Passionate hikers seek out the Emerald brand to ensure they've purchased high-quality, long-lasting outdoor gear that will keep them sporty and fit while exploring Canada's vast wilderness areas.

# LOGOTYPE & SYMBOL

## COLOURED & GRayscale LOGOTYPE



The Emerald wordmark must be used in accordance with the following brand standards. The Emerald logo can only be found on clothes and gear labels. In the methods detailed on this page, the logotype and symbol must be used.

The coloured version of the logotype should be used in digital marketing and printed marketing materials. The grayscale logotype is highly recommended to use when the colour version is when printed on a distinguishing texture or moulded shape or at risk of being damaged colour-wise.

The symbol is only used for interior tags and labels, as well as on branded merchandise.

## APPERAL/GEAR TAGS

The symbol should only be used on a tag attached to clothing or equipment. In the media or on printed documents, do not combine the logotype and the symbol.



DON'T



This is the smallest size that logotype should be used.



There must be enough space between the logotype.



The Logo symbolizes our passion and commitment to perfection. It must be used in accordance with these standards and the strong apparel and gear we produce, continue to stay a great symbol of the high-quality. Regardless of the situation, the logotype should never be changed:

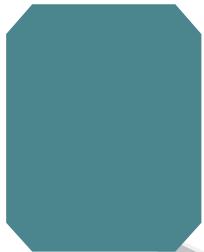
- stretch the logo
- reverse colours of the logo or symbol
- compress the logo
- outline the logo
- distort the logo

# COLOUR SCHEME

## PRIMARY COLOURS



DEEP MARINE  
BLUE  
PMS 432  
RGB 50 62 72  
#323E48



HALF BAKED  
BLUE  
PMS 5483  
RGB 75 133 142  
#4B858E

Color is fundamental to our brand's strength and representation. Deep Marine Blue and Half Baked Blue are accompanied by Pointer White, Pine Brown, and Green House in the Emerald palette.

The colour scheme as a whole is intended to visually strengthen the spirit of adventure of people who have an active outdoor lifestyle.

## SECONDARY COLOURS

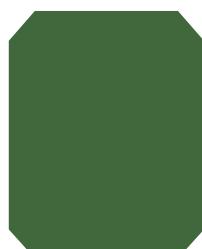


POINTER WHITE  
PMS 1  
RGB 214 209 202  
#D6D1CA



PINE BROWN  
PMS 11  
RGB 111 98 89  
#6F6259

These secondary colours can only be used to strengthen the Emerald brand for graphical elements, tags on clothing and equipment.



GREEN HOUSE  
PMS 7743  
RGB 64 104 60  
#40683C

# TYPOGRAPHIC STANDARDS

## BRAND FONT

### Exo

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

#### *Italic*

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

#### **Bold**

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

Exo is the font family for all typographic elements for Emerald. This is the font family that has been used in this Brand Book as well. Exo font can be found in Adobe and Google font as well.

## VISUAL FONT

### Exo SemiBold or ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
!@#\$%^&\*()

Exo SemiBold and ExtraBold all caps are all used for marketing text and tagline created for visual attention as a component of social media graphics, video, and multimedia applications.

### Exo ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
!@#\$%^&\*()