

NOVA OUTDOORS

Brand Guidelines



OUR BRAND STORY

Nova Outdoors is built for adventurous, free-spirited individuals who embrace the journey as much as the destination. Designed for professionals and creatives between 20 and 40, our community thrives on exploration, seeking new trails and venturing off the beaten path to discover the unknown. Hiking isn't just a hobby—it's a way of life, with most of our audience hitting the trails four to five times a week and forging their own paths at least twice.

At Nova Outdoors, we blend comfort, durability, and effortless style to create high-quality gear that matches the adventurous spirit of our customers. Our designs let individuality shine while ensuring reliability for every journey, from well-worn trails to uncharted landscapes. Wherever the path leads, Nova Outdoors is there to support every step of the adventure.

LOGO USAGE

These are the only approved versions of the logotype, and it should not be altered or used in any other way.

Whenever possible, the dark blue version should be used on all branded materials. Black or white variations are only permitted when necessary for visibility and legibility.

The primary logotype must not be scaled smaller than 1" or 72px in width, while the symbol logo should remain at least 0.5" or 36px wide.

The symbol logo serves as a placeholder for grid-based elements on websites, retail displays, and marketing materials.



LOGO VARIATIONS



Symbol Logo



Only name



Symbol and name

LOGO DONT'S



Do not stretch



Do not use other colours
or colour combinations

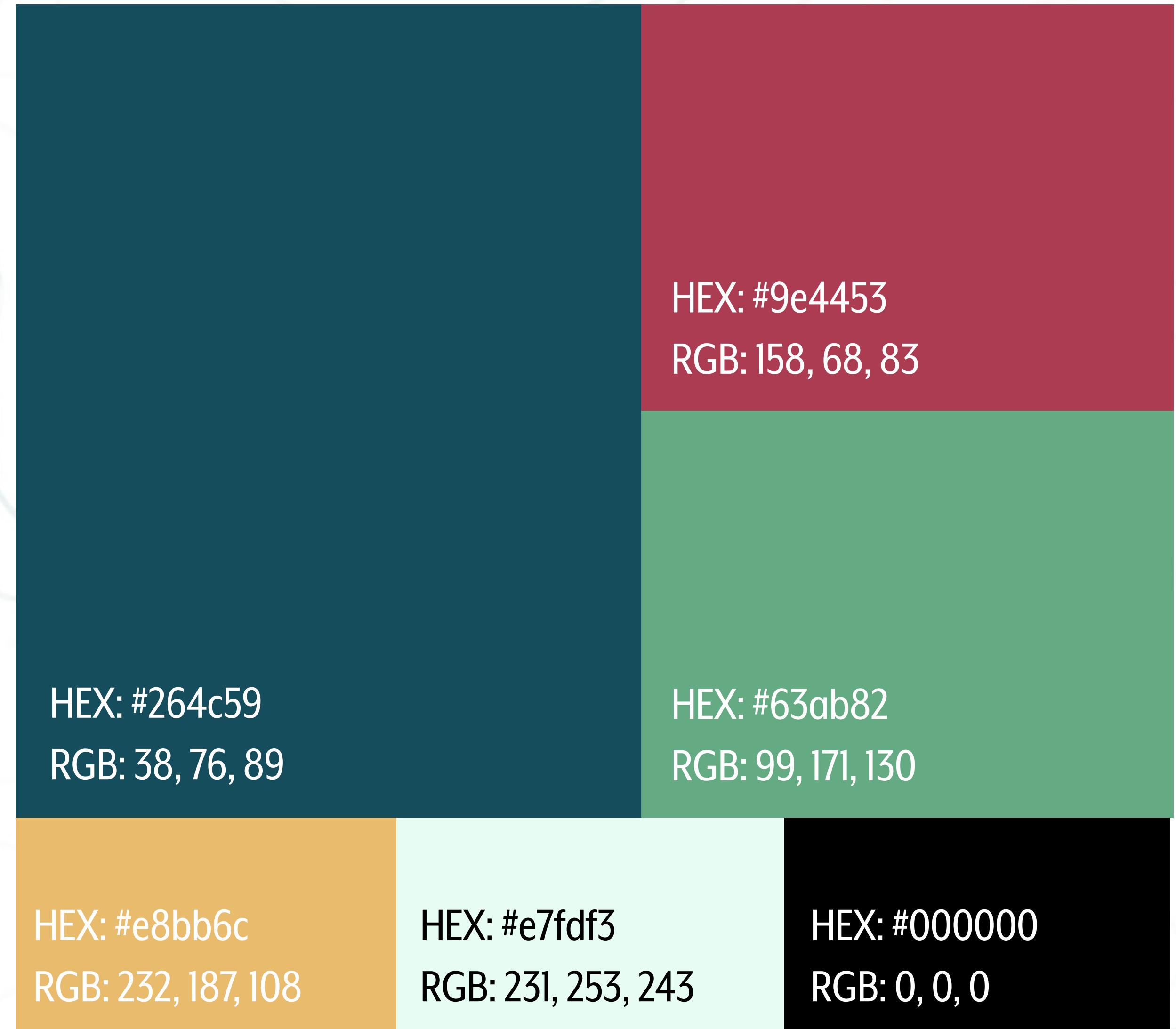


Do not change or move
the logo elements

COLOURS

Use these colors consistently to strengthen the brand identity. The burnt oranges and complementary blue create a bold, standout look on our gear and marketing materials.

Secondary colors should only be used to complement the brand's core palette and enhance digital assets.



TYPOGRAPHY

AQUIRE BOLD

The primary font used for the logo name, chosen for its strong and distinctive look that complements the brand identity. It should not be used for marketing or other brand materials.

Mr Eaves XL Mod Nar OT

This font maintains a clean, modern, and versatile aesthetic, ensuring consistency across all brand communications. It is used across all documents, marketing materials, and official communications.

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Regular *Italic*
Aa Bb Cc Regular
Aa Bb Cc Heavy
Aa Bb Cc Ultra