



Brand Standard Guidelines

Introduction to the ECOSTEP Brand

The goals of effective brand identity are reflecting what a person feels from its brand. It covers services, products, or organizations. And a good brand that engages in customers' affection for its brand has effects on people's thoughts. Lastly, a good branding plan contributes to its success no matter what it is a start-up, non-profit.

This business is an outdoor adventure clothing and gear. It will be located on Yonge & Sheppard, Toronto.

Evelyn and Adam Reid have a high level of education and passion for outdoor life. And they have established their own outdoor retail shop. The married couple takes into account using eco-friendly fabric and offering adventure tourism. Mainly, they want to share their love of the outdoor passion, by suggesting outdoor equipment and advice to Adults.

The Target Group is demography between 25 and 35 who have an average income and can purchase outdoor clothing in the city.

Marketing Strategy: To focus on using eco-friendly fabric and suggests tourism, gear for customers.

Brand Attributes

Minimal
Uncomplicated
Refined

Positioning Statement

a step toward green
This slogan reminds us of what we can do with tiny movement, leading to a big success.

The Corporate Mark



Pantone Matching System
Wordmark PMS Black C

Symbol PMS 2728C
PMS 341 C
PMS 199 C

Process Colour
Wordmark C 0 M 0 Y 0 K 100

Symbol C 100 M 100 Y 0 K 0
C 100 M 0 Y 100 K 0
C 0 M 100 Y 100 K 0



When the corporate colours are unavailable use only 100% black

Use the official reverse on any dark ground



The Corporate Mark

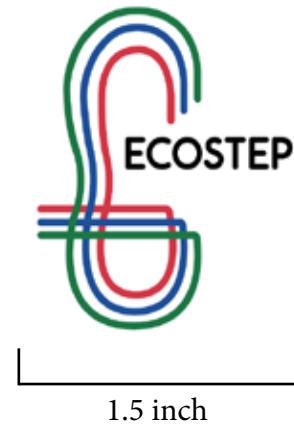
Spatial Integrity

Always leave a blank space
of at least 25% of the longest
dimension ON all sides of the mark.



Minimum size

Do not reproduce the mark any smaller
than one inch based on the longest size

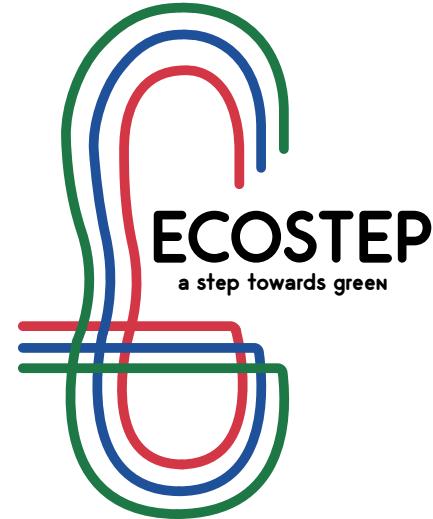


1.5 inch

The Corporate Mark

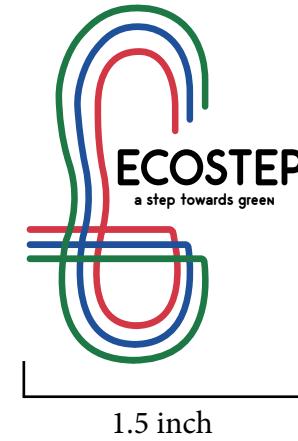
The Brand Signature

Use only the black color, positioning and size when the tagline is combined with the corporate mark



Minimum size

Do not reproduce the brand signature any smaller than 1.5 inches based on the longest dimension



1.5 inch

The Colour Palette

Primary colour



PMS 341 C
C 100 M 0 Y 100 K 0

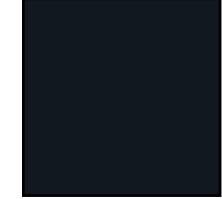
Secondary colour



PMS 2728C
C 100 M 100 Y 0 K 0



PMS 199 C
C 0 M 100 Y 100 K 0



PMS Black C
C 0 M 0 Y 0 K 100

Typographic Specifications

Display Typeface

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

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

Odin bold

Body Text Typeface

Used for smaller text such as body copy and captions.

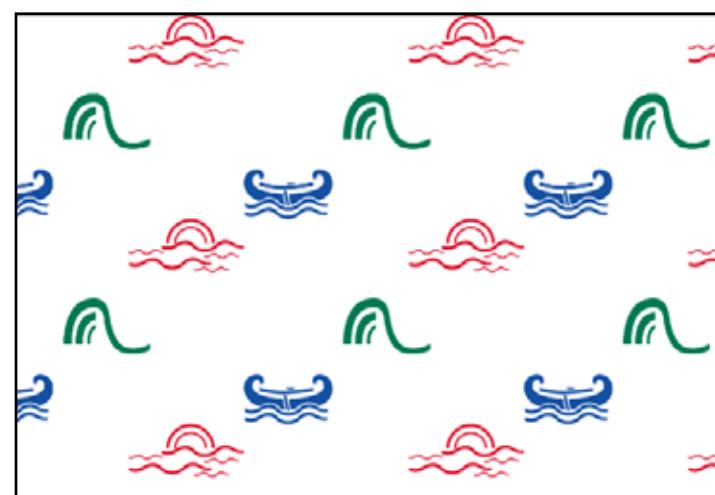
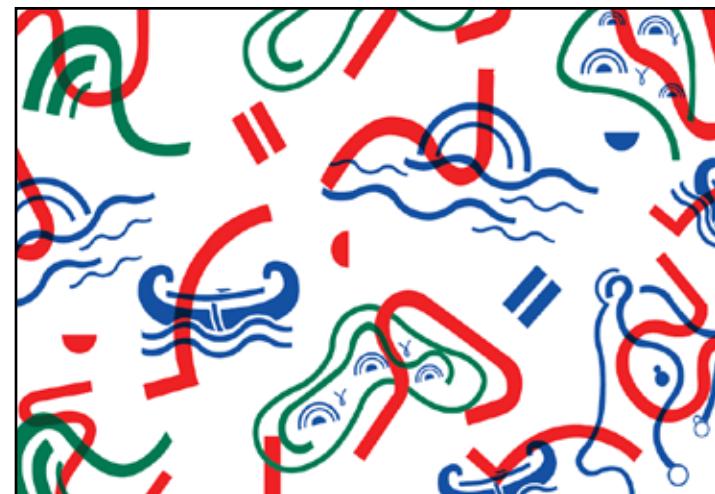
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

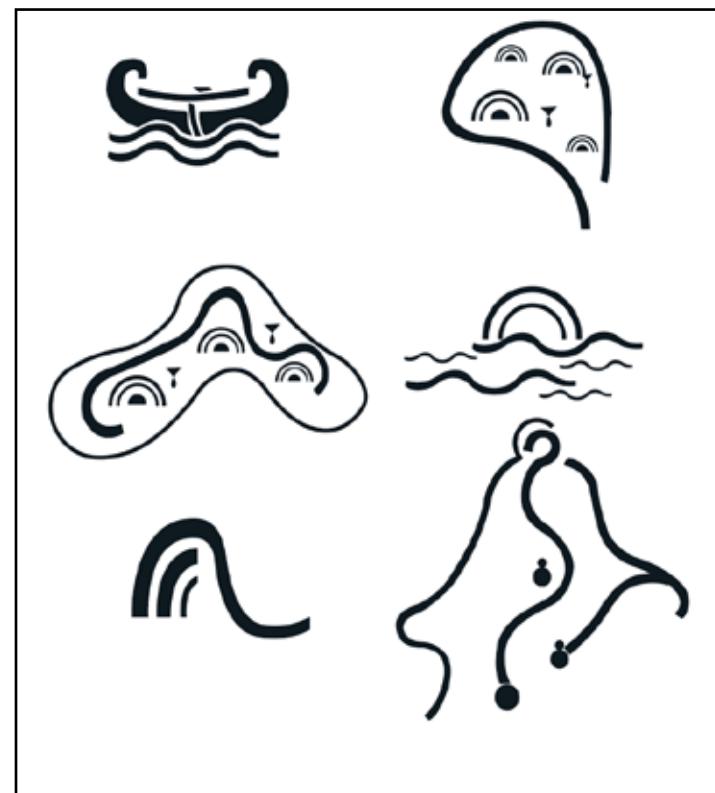
Odin rounded

Imagery

Patterns



Mix and Match Icons



Brand Application : Stationery













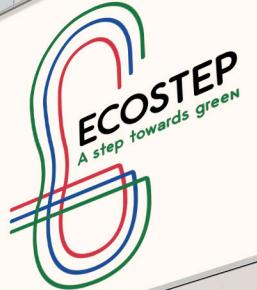
















ECOSTEP

A step towards green.

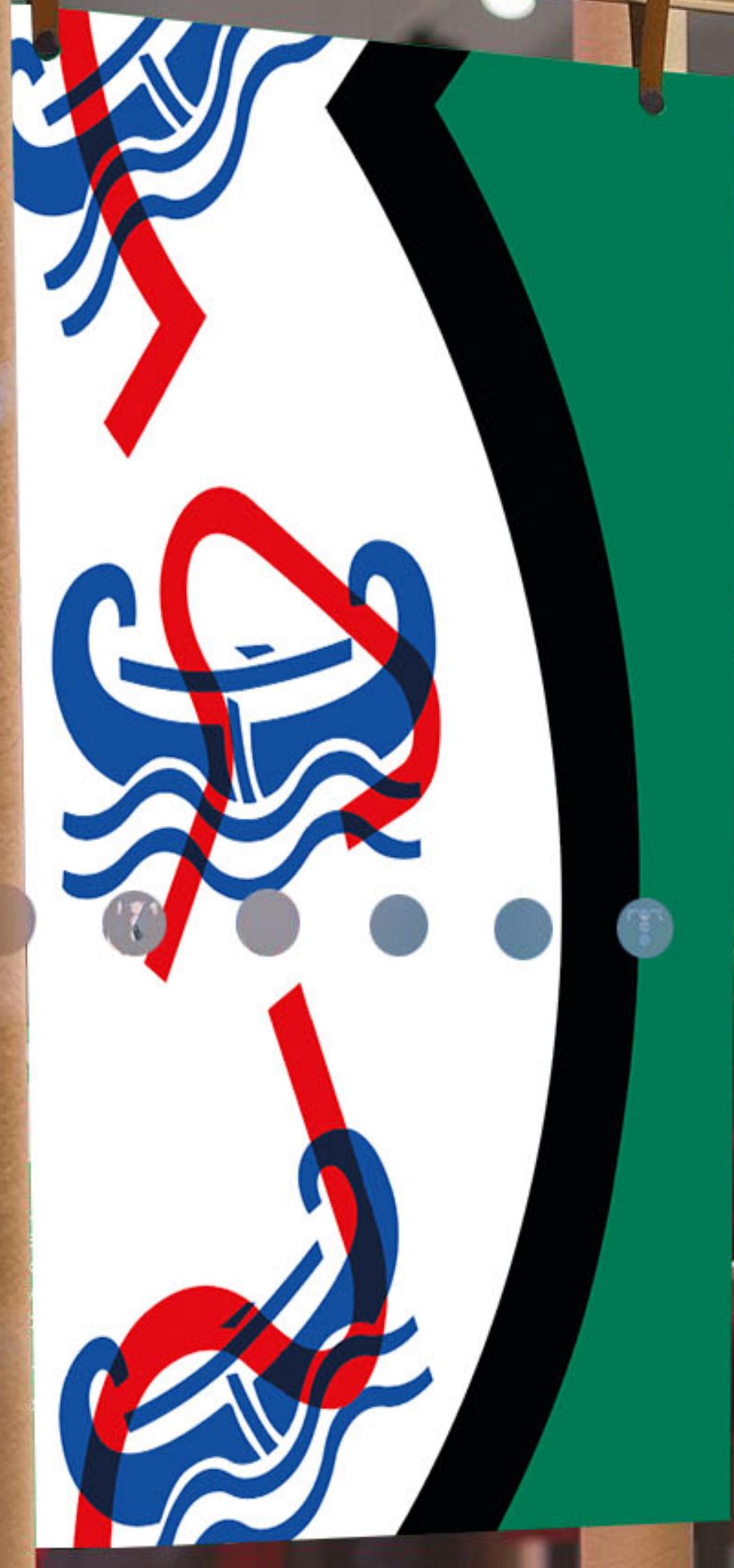


ECOSTEP

A step towards green







rukka
EXTREME
BASELAYER







ECOSTEP
A step towards green



ECOSTEP

A step towards green

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla bibendum laoreet arcu, ut facilisis enim ornare quis. Phasellus lectus arcu, porttitor a accumsan eget, mollis ac elit. Aenean at hendrerit nunc. Suspendisse semper nunc erat, vel molestie augue venenatis vel. Etiam pretium dictum massa, id varius sem tempus vel. Nunc pharetra mauris sit amet lacinia faucibus. Aenean ac hendrerit sem, id rutrum diam

Ecostep.com



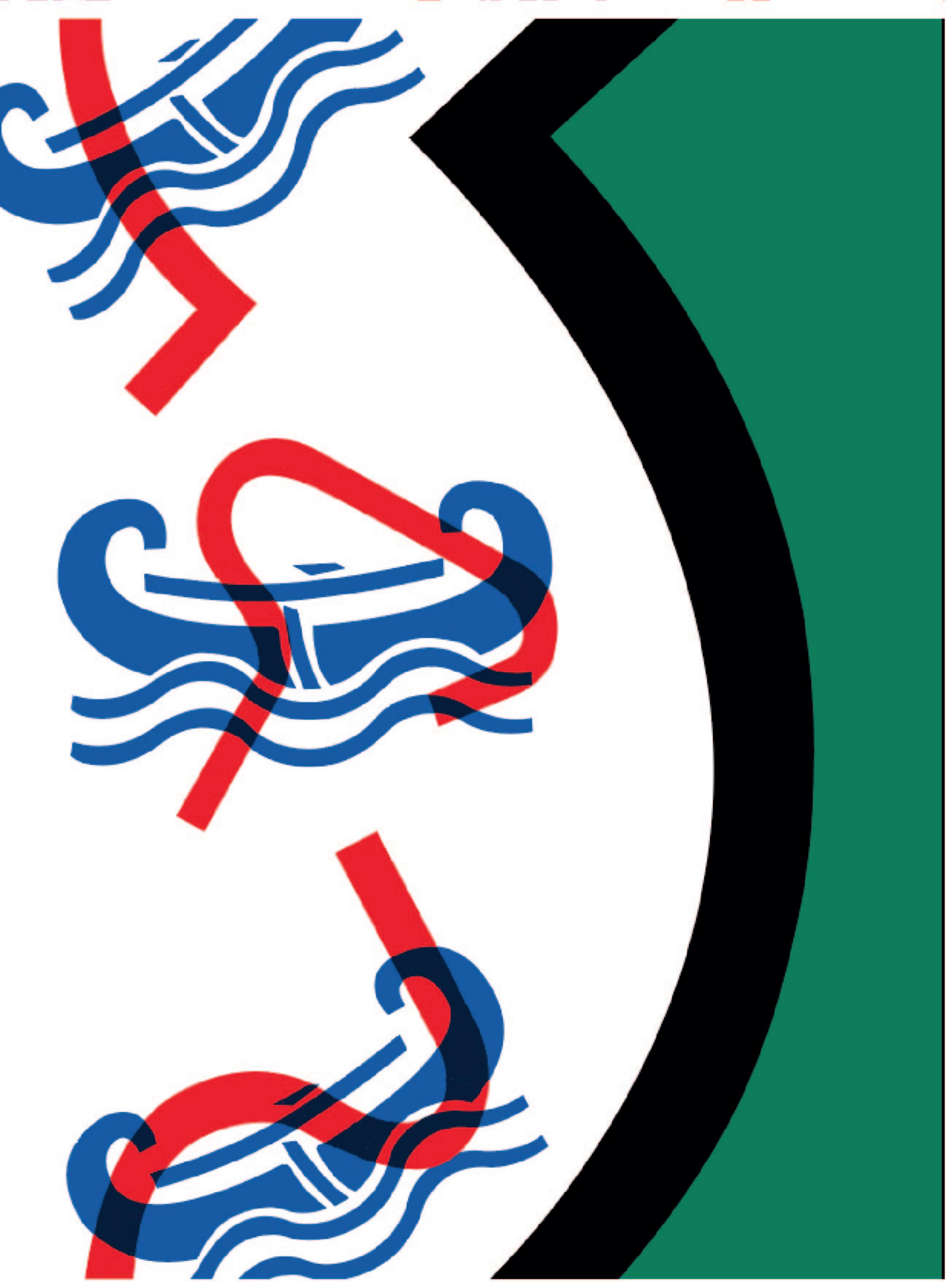
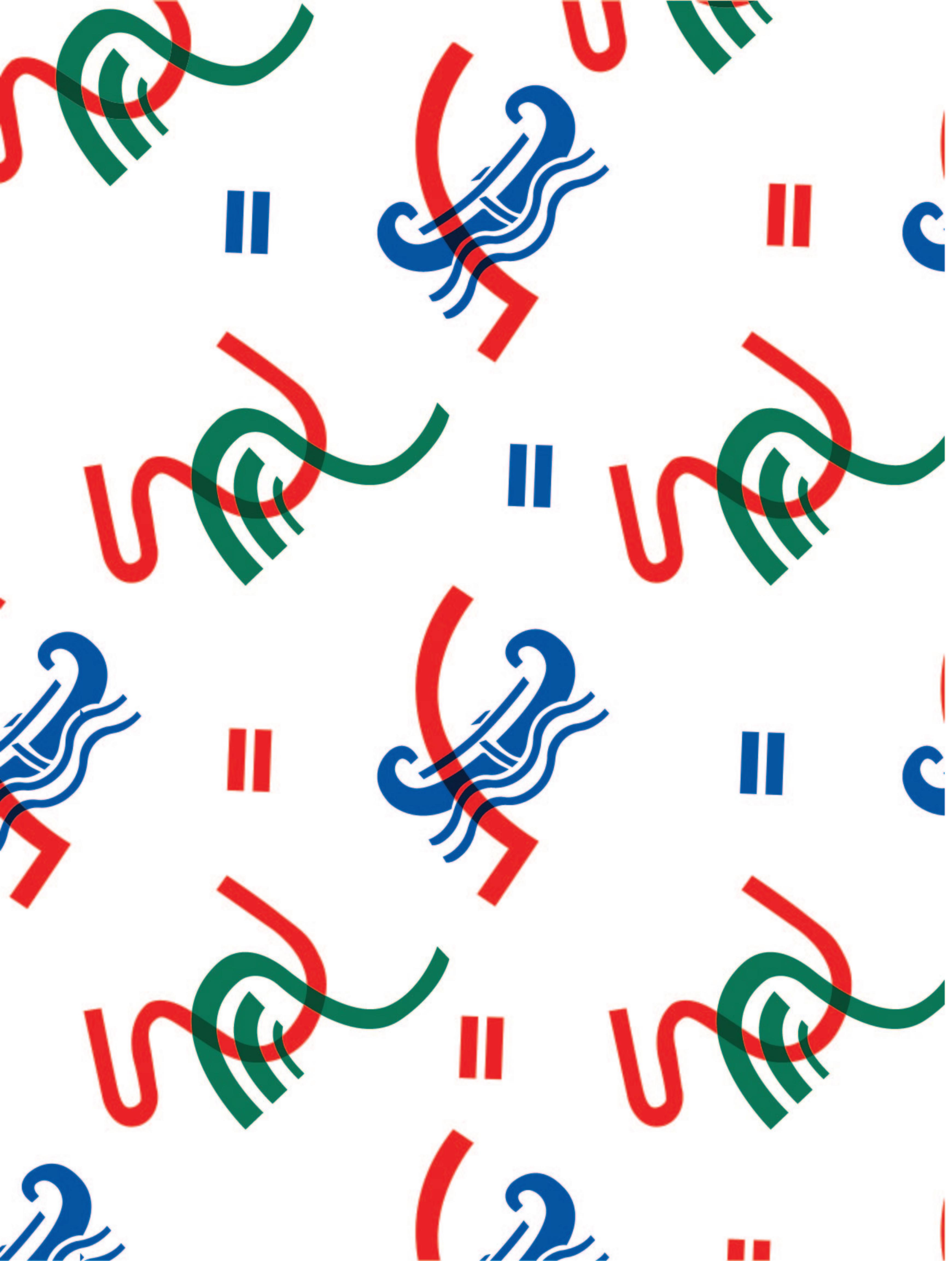


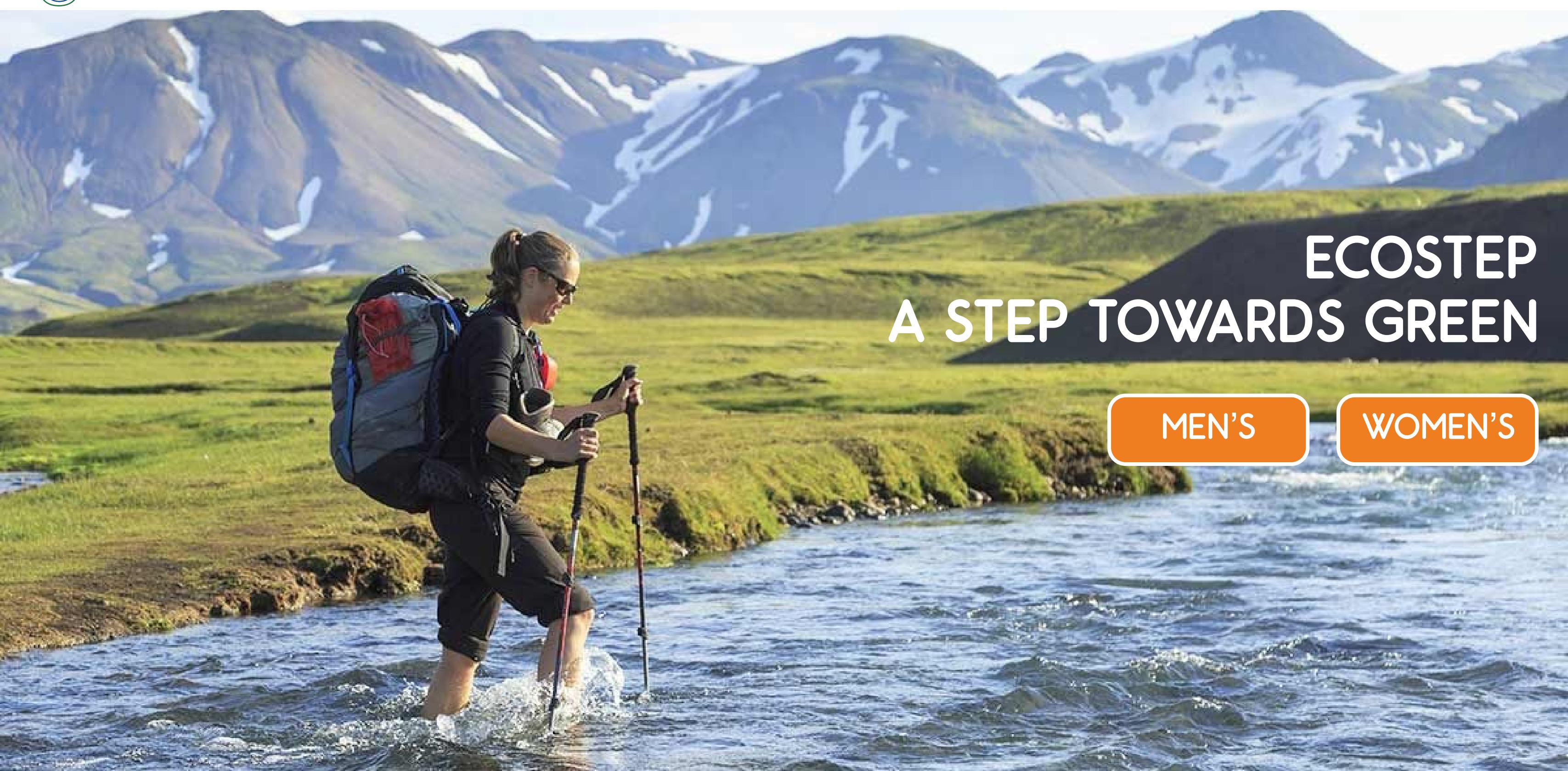
ECOSTEP
A step towards green



ECOSTEP
A step towards green





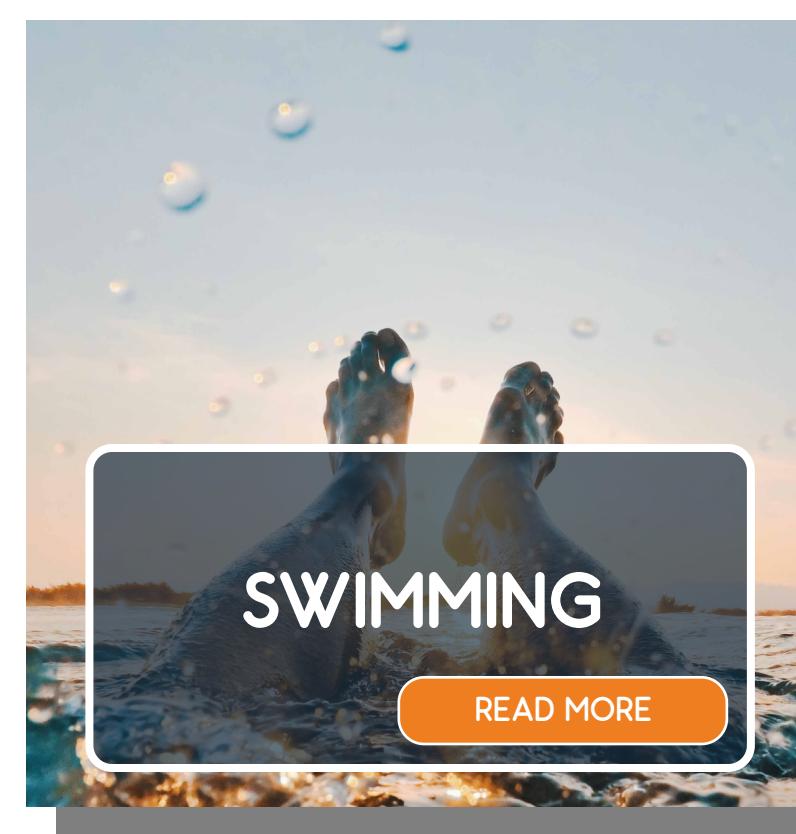
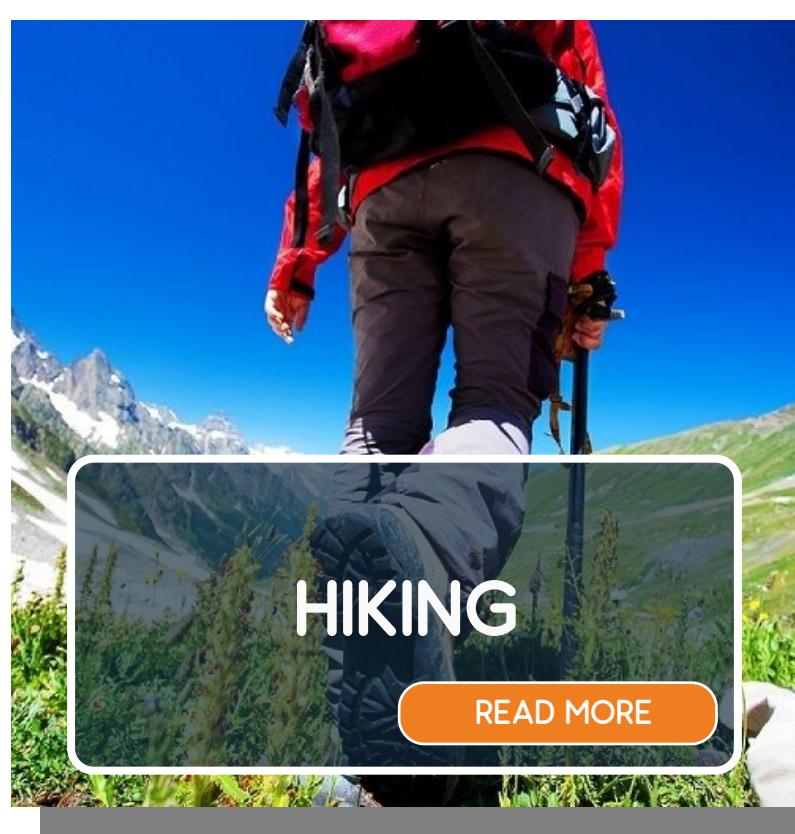


ECOSTEP

A STEP TOWARDS GREEN

[MEN'S](#)[WOMEN'S](#)

OUTDOOR ACTIVITIES



BE THE FIRST TO KNOW

Subscribe to receive new product releases, exclusive discount codes, invites to events and a chance to win

[SIGN UP FOR EMAILS](#)



FIND AN ECOSTEP STORE

Locate a brand store, partner store or retail partner in your area.

[FIND A STORE](#)



CUSTOMER SUPPORT CENTRE

More information? Have a repair concern? No problem. We're here to help

[FIND ANSWERS](#)



The brand cares for your hurt in mind, giving support to become stronger.

Our Mission

At Ecostep, we endure any condition, observe every detail, and take the long view in order to keep green nature and the people on it warm. That's how we all remain a part of nature, and nature remains a part of us.

9:41 PM



← ECOSTEP ▾



334
Posts

211K
Followers

134
Following

ECOSTEP

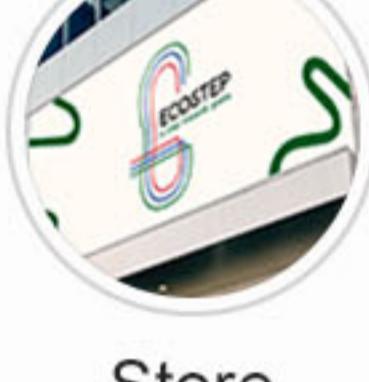
We're in business to save our home plant
Yonge & Sheppard, Toronto
Ecostep.com

Follow

Message

Email

▼



Store



Product



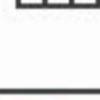
bags



box



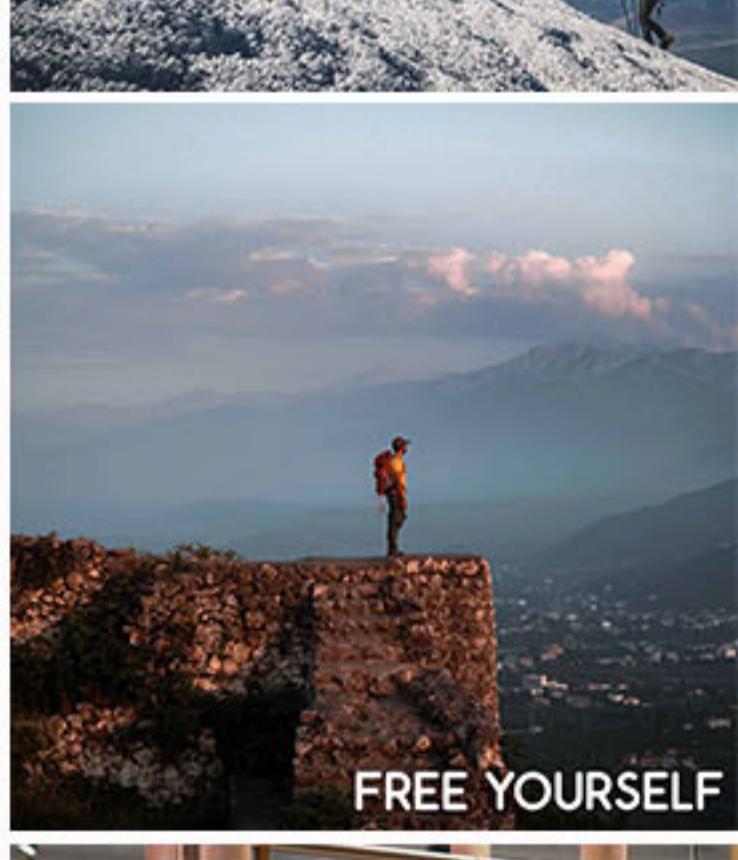
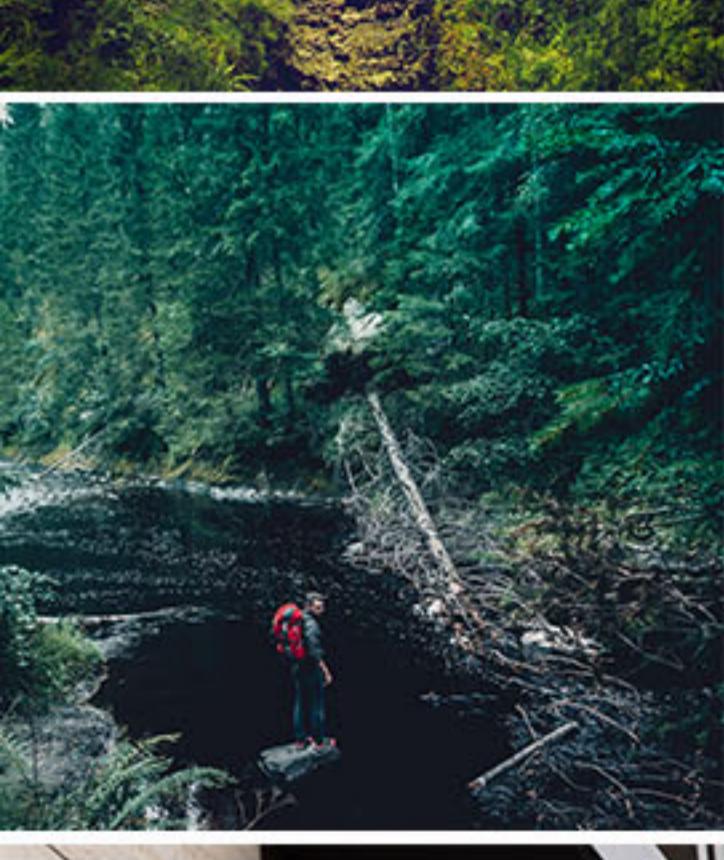
Ecost



A step toward green



Don't hide
Protect yourself



FREE YOURSELF



9:41 PM



You



Customer



Customer



Customer



Custo



ECOSTEP



Liked by Customer and others

ECOSTEP A step toward green...#Ecostep #Hiking#Outdoor

[View all comments](#)



Add a comment...

2

1



9:41 PM



You



Customer



Customer



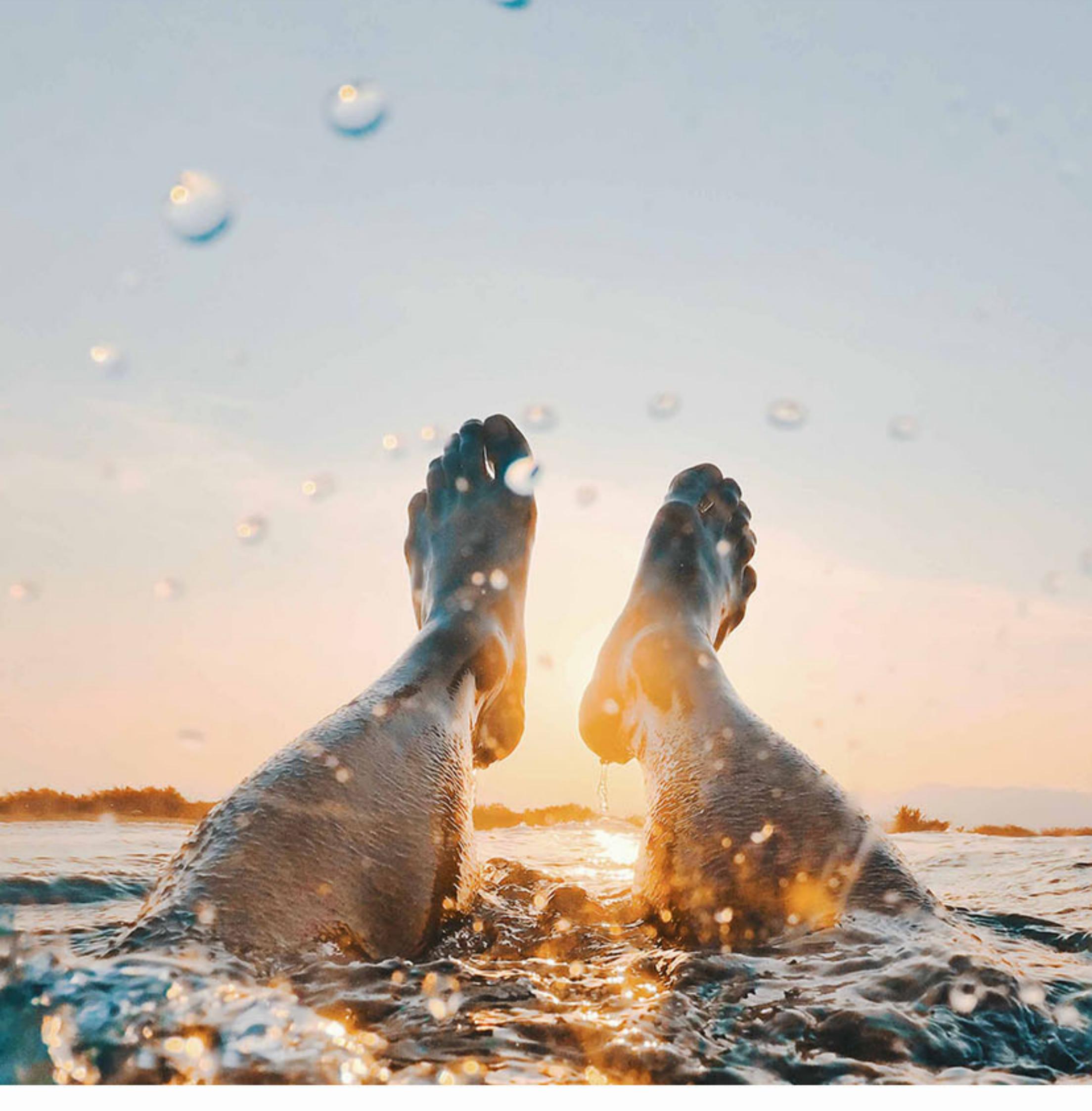
Customer



Custo



ECOSTEP



Liked by Customer and others

ECOSTEP Enjoy swimming day...#Ecostep #Swimming#Sea

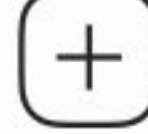
[View all comments](#)



Add a comment...

2

1



9:41 PM



You



Customer



Customer



Customer



Custo



ECOSTEP



Don't hide
Protect yourself



Liked by Customer and others

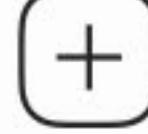
ECOSTEP Don't hide. Protect yourself #Ecostep #Treking
#Outdoor #Teamwork

[View all comments](#)



Add a comment...

2 1



9:41 PM



Instagram



You



Customer



Customer



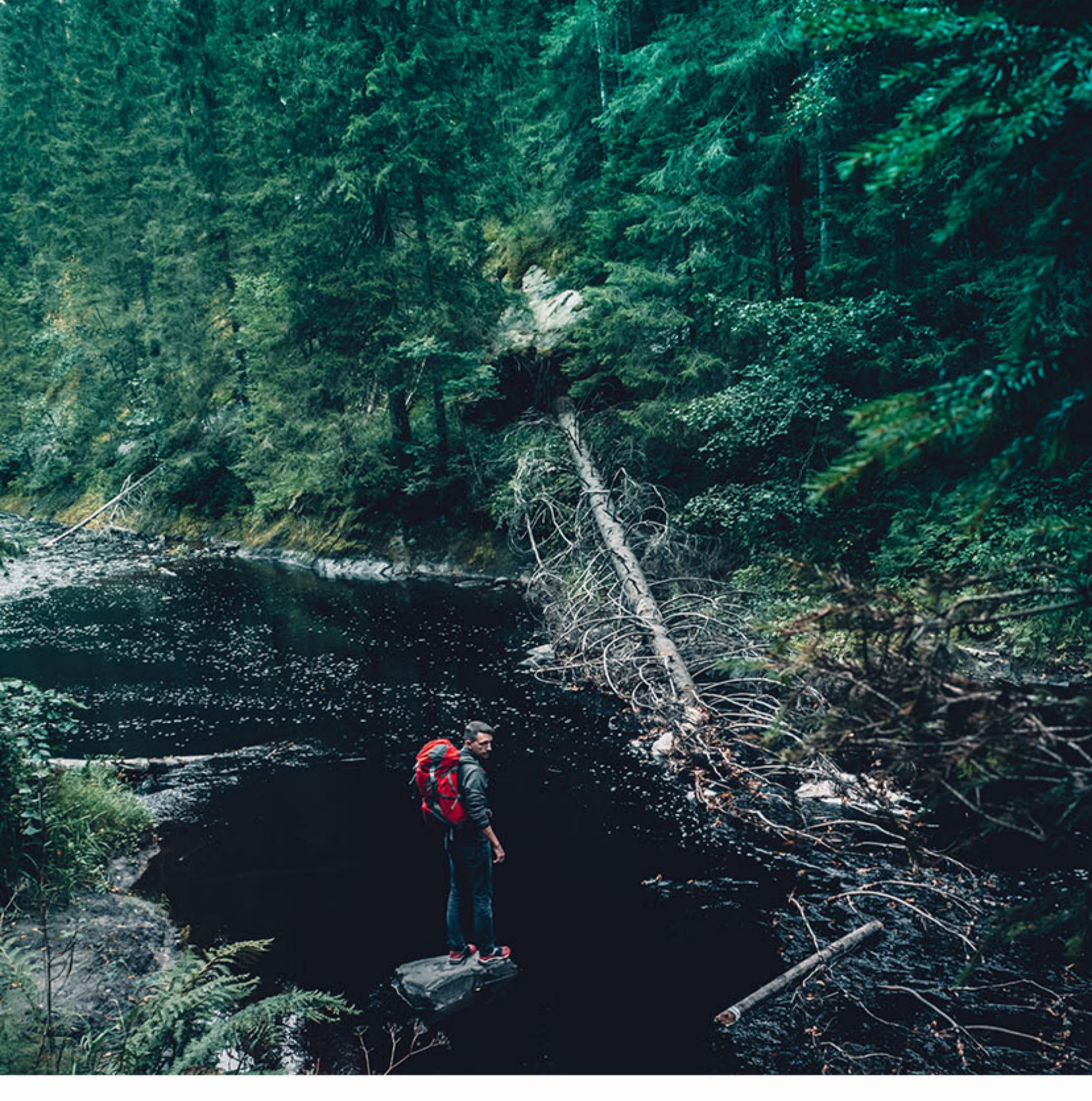
Customer



Custo



ECOSTEP



Liked by Customer and others

ECOSTEP Don't be afraid of anything. #Ecostep #Hiking
#Outdoor

[View all comments](#)



Add a comment...

2 1



9:41 PM



Instagram



You



Customer



Customer



Customer



Custo



ECOSTEP



Liked by Customer and others

ECOSTEP Enjoy yourday with song. #Ecostep #Free#Outdoor

[View all comments](#)



Add a comment...

2 1



9:41 PM



You



Customer



Customer



Customer



Custo



ECOSTEP



Liked by Customer and others

ECOSTEP Free yourself into nature. #Ecostep #Free#Outdoor

[View all comments](#)



Add a comment...

2

1

