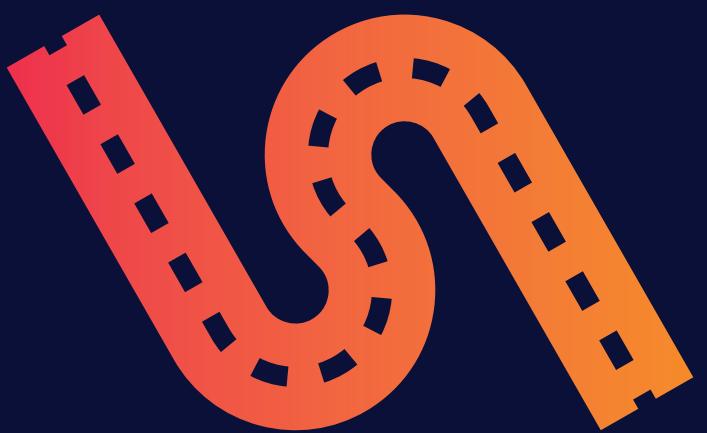




TrailBlaze



TrailBlaze

VISUAL
IDENTITY
GUIDELINES

Trailblaze Outdoors offers a fusion of urban flair and outdoor comfort, catering to individuals who thrive on pushing boundaries and embracing challenges. It seamlessly blends urban style with a love for adventure, catering to those who seek the thrill of nature without sacrificing their metropolitan sensibilities.

The name Trailblaze embodies the spirit of forging ahead, breaking free from routine, and transcending limits. It signifies not just following a path but venturing beyond it. Trailblaze taps into the untamed essence and audacity inherent in anyone seeking more than the ordinary.

The logo features a bold depiction of a hiker conquering a hill, symbolizing daring and ambition. The solid strokes of the symbol and typography exude strength and cohesion. Colors, drawn from the Beyond Blue and Beyond Green palettes, evoke both modernity and a connection to nature.

The target audience includes young adults and professionals aged 25-45, primarily residing in urban Canadian settings but with an appreciation for the great outdoors.

BRAND STORY

A large, bold title "BRAND STORY" is positioned in the upper left corner against a dark background. The background features a photograph of a hiker standing on a mountain ridge at sunset, with the sun low on the horizon casting a warm glow over the landscape.

SYMBOL & LOGO VARIANTS



This is the application of the symbol and logotype for marketing materials , video , web and print design assets . The primary version is the main option and the first representation of the brand on any surface . The horizontal version is an option for surface . The horizontal Version is an option for surface with a lack of height . The Symbol can be applied as part of the composition of any layout , but should be accompanied by the Primary Version or Horizontal Version . For the dark variant is an option for light background and the respectively light version is for dark background

LOGO VARIANTS & SYMBOL

Primary version



TrailBlaze

Horizontal version



Symbol



VARIATION WITH BACKGROUND



Dark Background



Light Background

SYMBOL & LOGO VARIANTS



The clear space around the logo gives it more visibility when the layout has different information around it. The measure of clear space is equivalent to the thickness of the symbol. (See The demonstration below, 1 TB = 1 TrailBlaze measure)

TrailBlaze Outdoors should deliver quality and excellence to the target audience, and the logotype should communicate the same idea. Having a consistent guideline, the logo will inspire stability and power to the consumer.

The logotype should never be changed or adapted, regardless of circumstances.

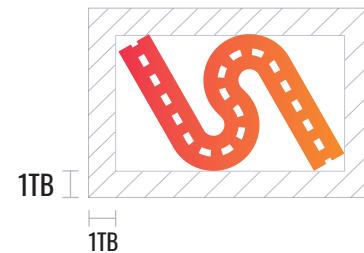
LOGOTYPE DONT'S:

- Change the colors (PMS, Hex, RGB)
- Outline the logotype or symbol
- Stretch or compress the logotype or symbol
- Add a drop shadow, bevel or other effects
- Change the proportion, or distort the logotype or symbol

CLEAR SPACE



Clear space around the logotype bring more visibility and contrast to it



LOGOTYPE DONT'S

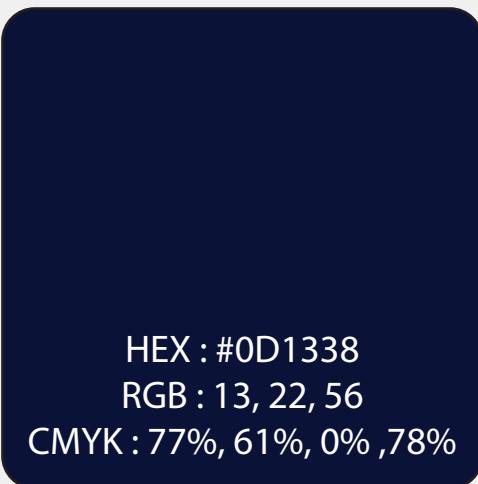


COLOR SCHEME

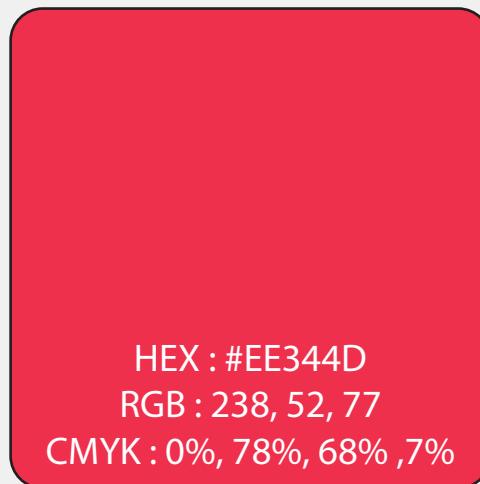


The colors are pivotal in embodying the brand's concept of modernity, casual urban vibes, and athletic spirit. The deep hue of Midnight Blue signifies the essence of nature, while Coral Red radiates empowerment, both contrasting beautifully with the serene Aquamarine. These three shades not only capture the athletic aesthetic but also evoke a sense of vibrancy. Additionally, the supplementary colors of White and Ivory offer

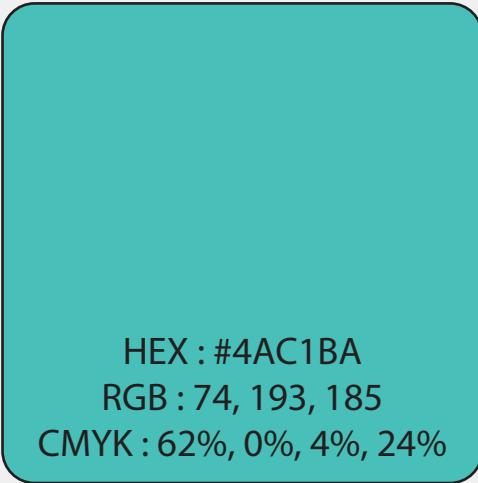
warmth and contrast, serving as accent tones that can be subtly incorporated into various design elements to enhance any layout or composition.



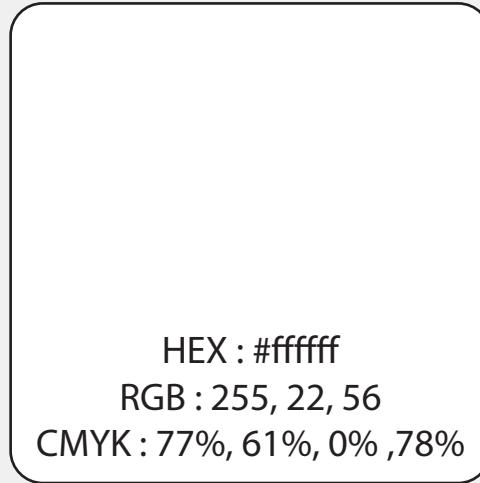
HEX : #0D1338
RGB : 13, 22, 56
CMYK : 77%, 61%, 0% ,78%



HEX : #EE344D
RGB : 238, 52, 77
CMYK : 0%, 78%, 68% ,7%



HEX : #4AC1BA
RGB : 74, 193, 185
CMYK : 62%, 0%, 4%, 24%



HEX : #ffffff
RGB : 255, 22, 56
CMYK : 77%, 61%, 0% ,78%

TYPOGRAPHY STANDARDS

The primary font for any typographical elements is Maven Pro Black.

It is a caps font that must be used exclusively for taglines, main titles or marketing text design.

The secondary font is Oswald (Regular and Bold), which is used for a high volume of text or subtitles for



MAVEN PRO

MAVEN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

TAGLINE

GO TO ACTION

documentation purposes.

Both fonts are available on all computers and in browser-based applications.

OSWALD

OSWALD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

OSWALD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

MARKETING TEXT

JACKETS
BEANIES
BOOTS
BELTS