



Brand Guide Book 2023

Roots

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Made for your everyday adventures.



Established in 1973, Roots is a premium outdoor lifestyle brand that unites the best of cabin and city. Our apparel, leather goods, footwear and accessories .



the ROOTS b r a n d

It is our consistent quality that makes Roots special and recognizable in the hearts of Canadians.

Roots stands as an iconic brand that weaves a narrative of heritage, craftsmanship, and adventure.

With deep roots in our nation's culture, we celebrate quality and authenticity through our products.

From our humble beginnings to our global presence, Roots embodies the spirit of exploration and embodies the essence of Canadian identity.

the ROOTS values

Heritage

We cherish our Canadian roots and celebrate the timeless traditions that define us.

Quality

Our commitment is to creating products that stand the test of time

Sustainability

We embrace sustainable practices that minimize our impact on the environment.

Authenticity

Staying true to ourselves and our customers's stories and day to day lives.

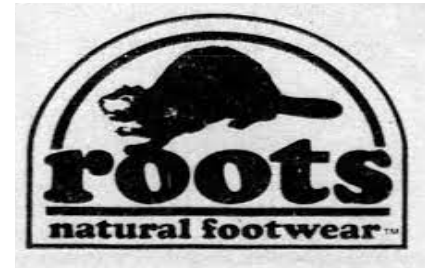
Adventure

Our brand exists in the call of adventure inspired by exploration and discovery.



ROOTS Tuff Boot

the ROOTS l o g o



A reflection of Canada's heritage and the company's origins. The iconic beaver symbolizes the strong connection to Canadian culture and the natural world.

The logo has been around for over 50 years and is widely recognizable. This created a trust and recognition with the brand that cannot be matched without time.

Be it the focal point of a shirt, an accent on a jacket or hat. Boot labels, banners. The Roots logo just a versatile as it is reliable.

It is symbol that proudly and expertly carries it's great responsibility to the Canadian people.



ROOTS

c o l o u r s

Roots

WHITE - #FFFFFF

Roots

SEA GREEN - 315955

Roots

FOREST GREEN - 022601

Roots

DEEP RED - 900D12

Roots

VIBRANT RED - 760F18

Roots

BLACK - 000000

Natural deep greens and bright functional red supplement the Beaver's loyal image and the approachable Cooper Black Typeface. The expertly chosen colours representing Roots' brand are recognizable and fundamental to the image of the brand.

ROOTS

typography



Roots has strategically chosen the Cooper Black font to reinforce its brand identity.

A distinct and widely recognized typeface Cooper Black was designed in the US in 1922 by Oswald Bruce Cooper. This font gained popularity for its bold and friendly appearance.

In the context of Roots, the Cooper Black font aligns with the brand's values of heritage, quality, and authenticity.

Alternatively Roots Athletics and Outdoor styles have employed other fonts such as Look Script Bold (displayed above) and Kegger Collegiate Regular (displayed to the right).



ROOTS

b r a n d

applications

Apparel: This includes a diverse array of clothing such as t-shirts, hoodies, jackets, and sweaters.

Accessories: The logo adorns accessories like hats, scarves, gloves, and belts.

Footwear: Roots logo appears on footwear including sneakers, boots, and other styles.

Leather Goods: The brand's heritage is showcased on leather bags, wallets, and other leather products.

Athletic Wear: The logo is found on athletic and activewear, catering to fitness and sport enthusiasts.

Outerwear: Iconic logo appears on outerwear items such as coats, parkas, and vests.

Home and Lifestyle: Roots extends to home goods like blankets, pillows, and lifestyle products.

Travel and Bags: The logo is featured on travel bags, backpacks, and luggage items.

Tech Accessories: Roots logo is present on tech-related accessories like phone cases and laptop bags.



Roots brand iPhone case

promotional S W A G i t e m s



ROOTS limited edition
promotional keychain

ROOTS promotional buttons



Stainless steel ROOTS waterbottle



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