



WILDLAND OUTDOORS

Visual Identity Guidelines



ABOUT US

Wildland Outdoors is more than just an outdoor gear and apparel company; it's a community for those who seek adventure, embrace the wilderness, and value sustainability. Our brand is designed to appeal to a diverse group of individuals who share a passion for exploring the outdoors, from seasoned adventurers to weekend warriors and urban explorers.

Our target demographic is not defined by age, gender, or background, but by a shared set of values. They are the explorers, the nature enthusiasts, the conscious consumers who appreciate quality craftsmanship and sustainable practices. They are drawn to the call of the wild, seeking experiences that challenge them, inspire them, and connect them to the natural world.

Wildland Outdoors caters to those who believe in treading lightly on the earth, minimizing their impact, and preserving the pristine beauty of the wilderness for future generations. They are the changemakers, the advocates for environmental responsibility, and the stewards of our planet.



**WILDLAND
OUTDOORS**

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LOGO

The LOGO follows a very simple and minimalist design. It has the elements of both type art and minimalist vector art. The colors used here also represent the meaning behind our brand name. The colors used is Green as this color can be intense and bright which quickly demands attention.



**WILDLAND
OUTDOORS**

100%



**WILDLAND
OUTDOORS**

50%



**WILDLAND
OUTDOORS**

20%

ACCEPTABLE LOGO VARIATIONS

These are the only acceptable LOGO variations, the LOGO must not be used in any other way. Also the size should not be less than the minimum size given on the LOGO page.



CONSISTENT LOGO IS KEY





TYPOGRAPHY

The brand font for all typographical elements is Oswald. It is a very premium and good looking font. Oswald is used throughout this document as a demonstration of its flexibility in layouts. Bold should be used for taglines whereas regular or light for subtexts.

Oswald Regular

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

Oswald Bold

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

Oswald Light

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

SHOES

BAGS



JACKETS

LEGGINGS



Adventure **Kit**

COLORS

Primary Colours

	CMYK	RGB	HEX
	83, 42, 100, 46	0, 77, 0	#004D00
	0, 0, 0, 0	255, 255, 255	#ffffff

Secondary Colours

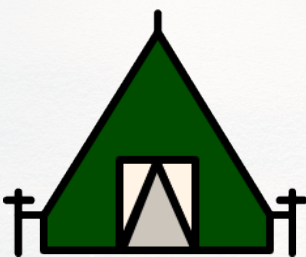
	44, 3, 4, 0	135, 206, 235	#87CEEB
	31, 76, 100, 29	139, 69, 19	#8B4513

Primary Colours should be used the most prominently, you can use the secondary colors to compliment these if necessary.

Secondary Colours should only be used to compliment the main primary colours or when the design requires it. They should be used to the least amount possible.



ICONS





APPAREL

