TREKKERZ
OUTDOORS



VISUAL IDENTITY GUIDELINES

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TREKKERZ
OUTDOORS

Our Brand Story

Trekkerz Outdoors is a clothing company making clothing for outdoor trips. Starting in 2004, Trekkerz has established itself as one of the leading providers of quality outdoor clothing, and accessories for adventure, trekking and hiking. We've made it our mission to get more people outside and enjoying what nature

The best way we can support you getting outdoors and enjoying the weather is to make quality durable clothing that can withstand any climate. We seek to be an outdoor company that can support our customers at any time in any season.

We need to understand that our boundaries our only set by ourselves and reevaluate them daily.



"Trekker Outdoors is a reliable and hip brand that seeks to bring the city to the treks of Northern Ontario"

- CEO Justin Caillier

LOGO & SYMBOL RULES

The two tone version of the logo should be used whenever possible as the logo projects a warm summer day

The greyscale version of the logo should only be used if printed on a material where the colour might be obstructed or distorted.

The tag should be used only when the logo can not fit and should be primarily used on clothing and apparel.

WORD MARK & SYMBOL

TWO COLOUR

TREKKERZ
OUTDOORS

GREYSCALE

TREKKERZ
OUTDOORS

Minimum Size

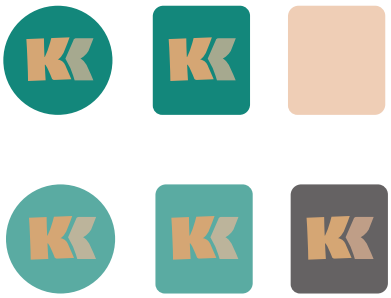
TREKKERZ
OUTDOORS
1.15" (2.921cm)

Minimum Space

0.125" (0.3175cm)

TREKKERZ
OUTDOORS

Symbols and Variations



WORD MARK & SYMBOL DO NOTS

REVERSE THE COLOURS

TREKKERZ
OUTDOORS

STRETCH OR COMPRESS

TREKKERZ
OUTDOORS

ADD DROP SHADOW

TREKKERZ
OUTDOORS



OUTLINE THE STROKE

TREKKERZ
OUTDOORS





LOGO IN USE


"Adventure is just.
around the Corner."
TREKKERZ
OUTDOORS


TREKKERZ
OUTDOORS



COLOUR SCHEME

PRIMARY COLOURS

The primary colours are meant to pop and show off the dark earty tone of our outdoor mission. The idea is to give the customer a fresh outlook on the trekking experiance

Trekker Green



PMS P132 -5
HEX - #458284
RBG - 69, 130, 132

Trek Brown



PMS P 31 - 4 C
HEX - #d5a774
RBG - 213, 167, 113

Alive Green



PMS P 132 - 2
HEX - #64a296
RBG - 100, 162, 150

Trail Beige

PMS P 31 -2 C
HEX - #eac398
RBG - 235, 195, 152

SECONDARY COLOURS

The secondary colours are meant to provide a balance to the darker more earthy tones of the primaries.

TYPOGRAPHY

OBVIOUSLY BLACK

Obviously Black is to be used for headings as well as advertising of the products as it is a heavier font that can easily draw attention and highlight important information.

LETTERS AND NUMBERS

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890!@#$%^&*()

TAGLINE

"SMART CLOTHING.
EVERYDAY LIVING."

ROC GROTESK

The Roc Grotesk font is legible and easy to follow making for the perfect body copy font to pair with the more catchy Obviously Black.

LETTERS AND NUMBERS

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890!@#$%^&*()

Body Copy Example

"Change your perspective.
Spend a night outdoors."

ICONOGRAPHY

Iconography for the Trekkers brand means making icons that are easily identifiable and familiar. Trekkers prides itself on providing equipment that is built for any season



WATER RESISTANT



SUN PROTECTION



BUILT FOR WINTER



SUITABLE FOR WALKING



SUITABLE FOR HIKING



SUITABLE FOR RUNNING



THREE DAY TREK



FIVE DAY TREK



SEVEN DAY TREK

MARKETING MATERIALS








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