



Visual Identity Guidelines



OUR STORY

Wild Shield Outdoors is a Canadian company that provides stylish and superior protection from the elements of nature to our customers. We also dedicate our efforts in the protection of wildlife and the environment. We take measures to ensure that we leave as little of an eco footprint as possible. A small portion of every sale goes to the world wildlife fund.

Our target demographic is recreational and professional hikers who are 20 - 35 years of age with a mid to high range income. No specific gender is targeted also appeals to single and family oriented individuals who have an active and health conscious life style.



GOOD LOGO USAGE




LOGO RULES

- 🍂 Black and white logo is for print on paper, equipment and clothing branding
- 🍂 Full colour logo can be used for print purposes
- 🍂 A container around logo should have rounded corners not straight
- 🍂 Do not unevenly stretch the logo vertically or horizontally
- 🍂 Do not combine with other text to make it look like a new logo
- 🍂 Do not add any special effects (shadows, gradients, effect filters, patterns, and others) that alter the appearance of logo with the exception of clothing
- 🍂 Logo is to be clearly visible and legible with a complementary background
- 🍂 Do not recolour the logo with off brand colours or with different brand colours
- 🍂 Do not display two or more identical wordmarks or logos on the same page or panel
- 🍂 Do not combine or overlap with other trademarks

LOGO ISOLATION ZONE



 No other element is to be within the width of the “S” around the logo

BAD LOGO USAGE



ICONS FOR CLOTHING LABELS



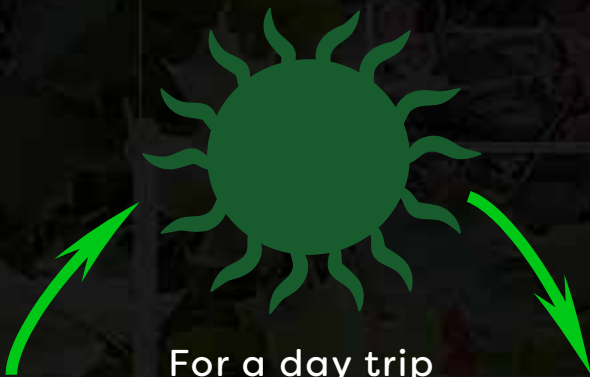
For sunny and warm weather



For snowy and cold weather



For wet and rainy weather



For a day trip



For a 2 - 5 day trip



For a trip over 5 days



Walking gear



Exercise gear



Hiking gear

PRIMARY BRAND COLOURS



Dark Evergreen

Web Hex

#185c2e

Process

C87 M37 Y100 K35

RGB Web

R0 G91 B10



Vibrant Green

Web Hex

#005b0a

Process

C74 M0 Y100 K0

RGB Web

R0 G201 B22



Earthy Brown

Web Hex

#8c6200

Process

C37 M56 Y100 K23

RGB Web

R140 G98 B10

SECONDARY BRAND COLOURS



Sunset Yellow

Web Hex

#f5cc33

Process

C4 M17 Y91 K0

RGB Web

R245 G204 B51



Fall Orange

Web Hex

#e98300

Process

C6 M57 Y100 K0

RGB Web

R231 G131 B0



Calm Sky Blue

Web Hex

#0097e9

Process

C73 M31 Y0 K0

RGB Web

R0 G151 B233



Overcast Gray

Web Hex

#53575a

Process

C66 M56 Y53 K29

RGB Web

R83 G87 B90

TAGLINE COLOUR COMBINATIONS

Taglines can use any 2 brand colours that are complimentary to design on web platforms, paper, clothing and equipment

GET READY
OUT
EXPLORE YOUR
WILD SIDE

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BRAND TYPOGRAPHY



Athela's are exclusively for print materials. Filson soft and ballymore crypt can be used for web platforms and print materials

Ballymore crypt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Athelas - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Filson soft - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Filson soft - bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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