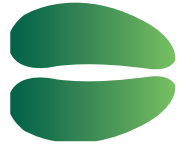




# 360<sup>o</sup> OUTDOORS

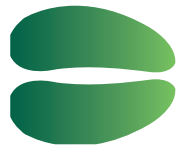
**BRAND GUIDELINES**

# INTRODUCTION



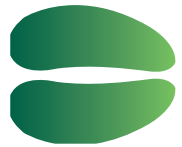
## **What Is A Brand?**

A Brand is a business that has a distinct identity among consumers, and is the total of all their experiences. It is more than the logo or colors.



## **What Are Brand Elements?**

Brand Elements are the visual part of a brand; the logo, colors, and fonts.



## **What Are Brand Guidelines?**

Brand Guidelines are a reference material that describe brand elements and how to use them consistently.



## **Who Should Use Brand Guidelines?**

All staff members communicating for 360 Outdoors

# LOGO

## Variations

These are the three acceptable variations of the 360 Outdoors logo, for use in any branded material when appropriate.

These include both the logo mark and the word mark. These are also the full-color logo variations.



STACKED LOGO



HORIZONTAL LOGO



BADGE LOGO

# LOGO

## Variations

These are the black and white color options, for use on very dark, very light, or contrasting backgrounds.

These logos can also be used for black and white prints.

**360°**  
**OUTDOORS**

**360°**  
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**360°** **OUTDOORS**

**360°** **OUTDOORS**

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**OUTDOORS**

**360**  
**OUTDOORS**

# FONTS

It is important that fonts and typography remain consistent; ensuring an identifiable and distinctive brand.

**Tilt Warp Regular** is a free font to anyone with an Adobe subscription.

**Microsoft Tai Le** is a free font to Microsoft users, but is available for download online.

# HEADLINES

## **Tilt Warp Regular** -

All Caps, Use Brand Gradient (when applicable), Leading 58

# SUBHEADERS

## **Tilt Warp Regular** -

All Caps, Color : 7bc360 (when applicable), At least 15 pt smaller than headlines, Leading 42

Body Copy. Ibus, sume maios nis quid  
qui quat peremqui non ne pra con con-  
sequos ea nonsequ ibusdam nulparu  
mendam que et id quidebitatur solecta  
eror atecest iuntorum

## **Microsoft Tai Le** -

Sentence case, Leading 19pt, Tracking -10

# Colors

There are 2 main brand colors, used both alone and in a gradient. These colors opacity can be turned down when necessary.

Color is one of the most recognizable aspects of a brand, so it is important that these colors are not significantly altered.

The secondary color should be used for emphasis or contrast from stark white backgrounds only.

## Primary Colors



HEX : 7bc360

C 56 M 0 Y 83 K 0 R 123 G 195 B 96



HEX : 026047

C 90 M 38 Y 78 K 31 R 2 G 96 B 71

## Primary Gradient



HEX 7bc360 to 026047 -90 Degrees

## Secondary Color



HEX : f0f8f4

C 5 M 0 Y 4 K 0 R 240 G 248 B 244

# Sizing

Sizing and Spacing are important to keeping readability of a logo.

Spacing/Padding is a minimum amount of free space needed around the logo on all presentations of it.

Sizing is the minimum size that the logo should take at any time. It is the smallest size possible before losing readability.

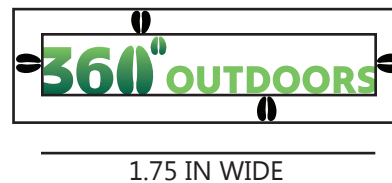
These apply to all logo variations.

STACKED LOGO



The stacked logo should never be sized below 1 inch wide. The small hoofprint should be able to fit on all sides of the logo untouched.

HORIZONTAL LOGO



The horizontal logo should never be sized below 1.75 inches wide. The small hoofprint should be able to fit on all sides of the logo untouched.

BADGE LOGO



The badge logo should never be sized below 1 inch wide. The "T" should be able to fit on all sides of the logo untouched.



## **CONTACT**

**For Questions and Inquiries  
about the brand guidelines**

**360OUTDOORS.COM**

