



Spirit
Outdoors

Brand Story

The target demographic of Spirit Outdoors is creative, environmentally conscious 18 to 35-year-olds. Our company is inspired by the natural beauty found in nature.

Designed for self-expression, high quality Spirit branded apparel and gear is made for everyday comfort as well as durability when you are out in the wild. The brand favours a creative and expressive aesthetic. Loyalty to the Spirit brand is ensured by our exceptional craftsmanship and reliable quality outdoor items. We are proudly Canadian and only support locally owned factories and suppliers.

Logo Rules

Any use of the Spirit Outdoors logo must strictly follow the rules layed out in this brand guide. The PMS version should always be used unless it is hard to read. In that scenario, there is the logo version with the cloud available or the greyscale option.



1.5 in (3.8 cm)



Minimum Width



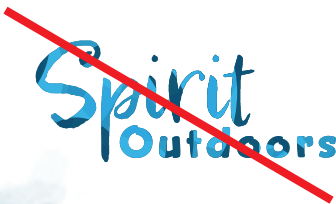
Clear requirement

0.25 in (0.6 cm)

Tags to appear on the inside of clothing and gear



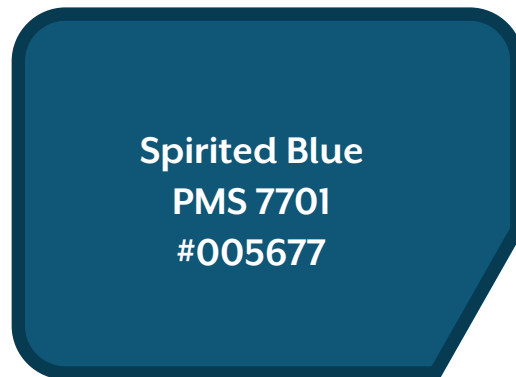
Do Not



Colour Scheme

Colour is a key component of the Spirit Outdoor brand. The brilliant Spirited Sky Blue and deep Spirited Blue are bright and eye catching. These two primary colours are energetic and fun just like our brand and clients. The gorgeous Sunset Yellow, Graceful Grey, Gifted Grey and Magic Magenta represent the beauty of nature and can be seen in sun rise.

Primary Colours



Secondary Colours



Typography

Regular Font Use

Spirit Outdoors uses the font called Mr Eaves XL San OT. You can obtain this font from Adobe font manager.

Body text will always use the regular version of this font and only in the colour Spirited Blue or Gifted Grey.

Header should be bolded and use the colour Spirited Blue. Subheadings can be in Gifted Grey and use italics for emphasis.

Mr Eaves XL San OT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Mr Eaves XL San OT Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&()*

Mr Eaves XL San OT Regular Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Marketing

Any text used in social media or videos should be in all caps. The primary colour of the text should be Spirited Blue. Other colours can be used to highlight action verbs and description words like in the below example.

FREE SPIRIT
WILD HEART

Icons

