

# VISUAL IDENTITY GUIDELINES

THE COMPLETE BRAND GUIDELINES FOR  
WILDBROOK OUTDOORS



# TABLE OF CONTENTS

02	The Wildbrook Journey
03	Brand Logo
04	Brand Logo Variations
05	Color Scheme
06	Typographic Standards
07	Logo Usage Guideline
08	Marketing Materials
09	Marketing Materials
10	Brand Icons
11	Mockups
12	Brand Advertisement

# THE WILDBROOK JOURNEY

**Wildbrook Outdoors embodies adventure and the spirit of nature. Our products, from clothing to accessories, are designed to empower explorers with confidence, style, and durability, inspiring everyone to embrace the outdoors fully.**

**We combine functionality with timeless design, creating gear that reflects quality, sustainability, and purpose. Wildbrook Outdoors helps adventurers connect with the wild, discover new trails, and experience every journey with preparedness and freedom.**

# BRAND LOGO



The logo combines a mountain outline and trees to represent adventure, strength, and connection to nature, while the hammer symbolizes durability and craftsmanship, together expressing Wildbrook Outdoors' commitment to reliable, high-performance gear built for demanding outdoor conditions.

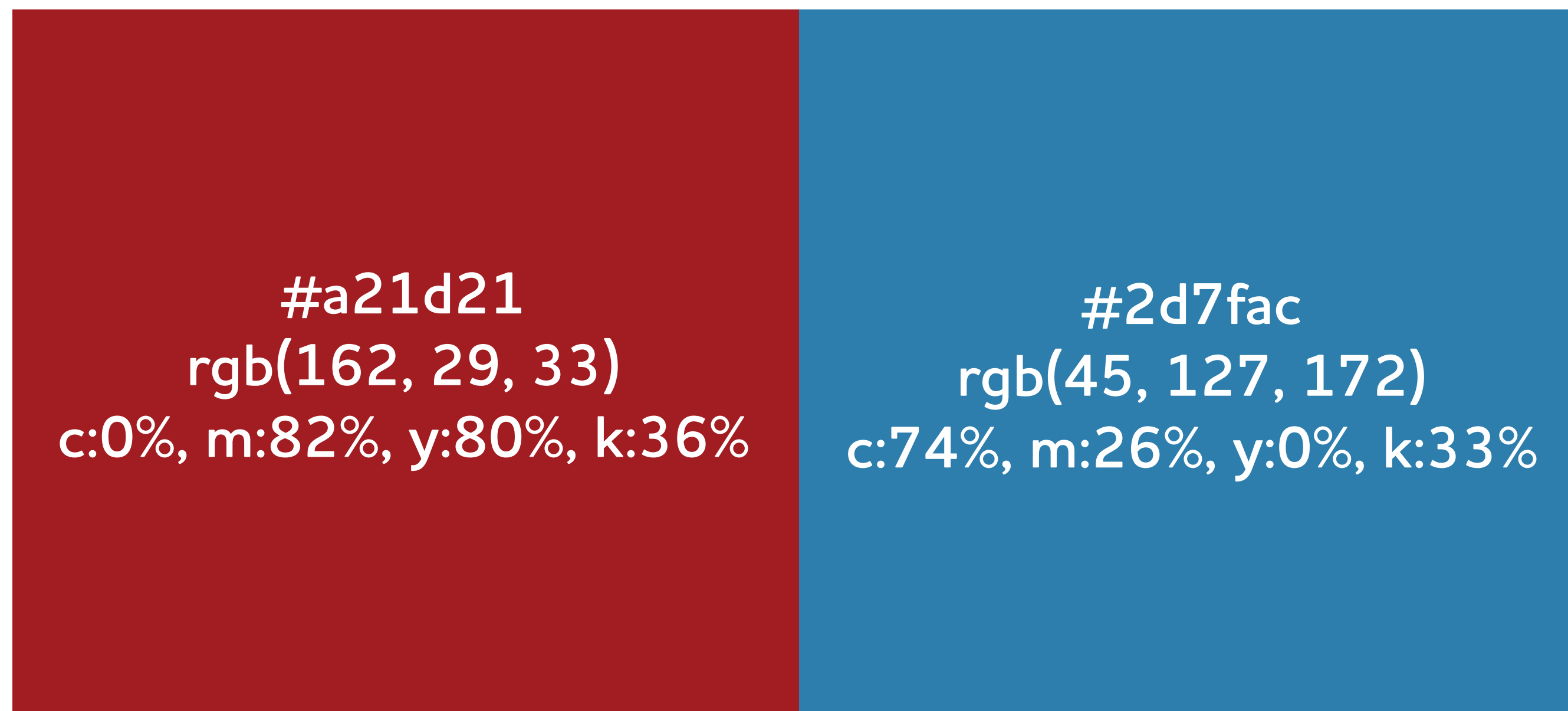
# BRAND LOGO VARIATIONS



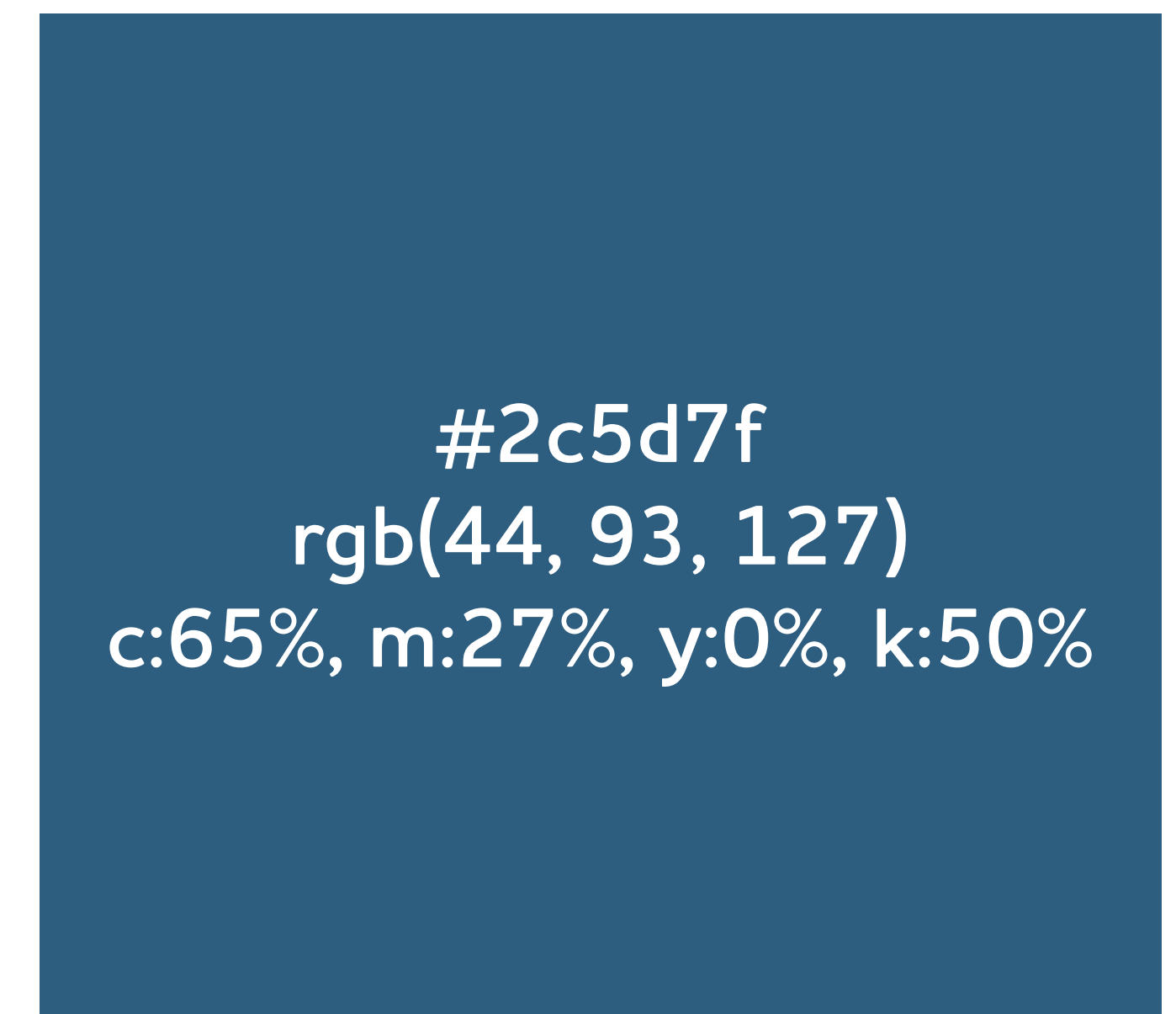
# COLOR SCHEME

The Wildbrook Outdoors color palette embodies strength, adventure, and the spirit of nature. Deep Red, Teal Blue, and Slate Blue work together to create a bold, cohesive, and versatile brand identity

## Primary colors



## Secondary color



# TYPOGRAPHIC STANDARDS

## HEADLINES

### **Protipo Bold -**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### **Houschka Pro Bold -**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## MARKETING TAGLINES

### **Houschka Pro DemiBold -**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### **Protipo Regular-**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# LOGO USAGE GUIDELINES

## CORRECT USAGE



GEAR FOR EVERY TRAIL

Use the Wildbrook Outdoors logo in approved colors, proportions, and spacing to maintain consistent brand recognition.

## INCORRECT USAGE



GEAR FOR EVERY TRAIL

Avoid recoloring the Wildbrook Outdoors logo or applying multiple color variations, as inconsistent hues reduce brand recognition, weaken visual integrity, and compromise the clarity and credibility of the brand identity.



GEAR FOR EVERY TRAIL

# MARKETING MATERIALS



Wildbrook Outdoors apparel reflects durability and adventure, applying the logo consistently across garments to ensure visibility, authenticity, and a unified outdoor-inspired brand presence.

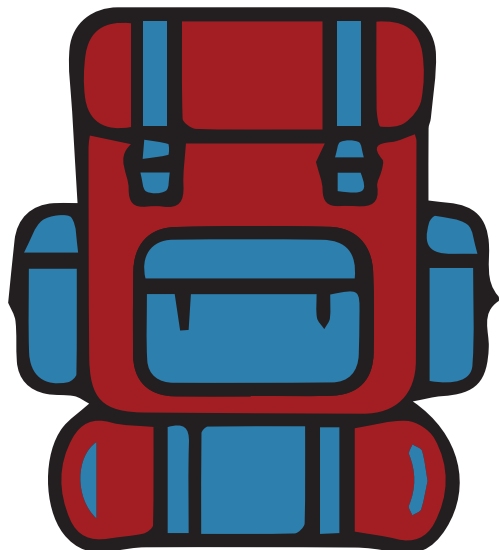
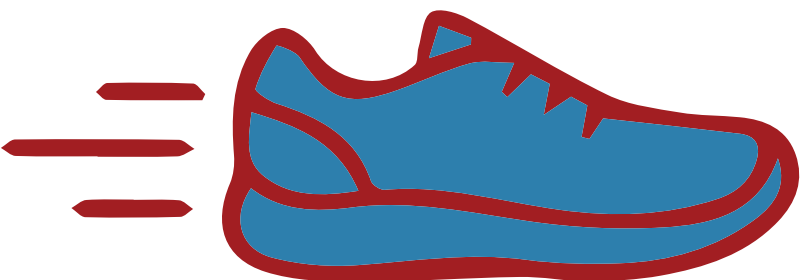
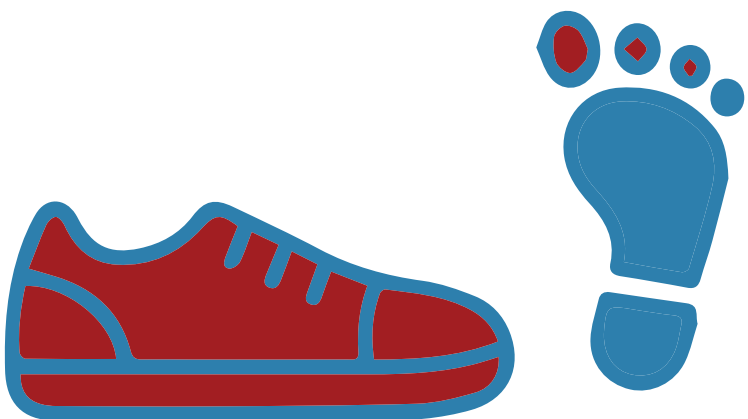
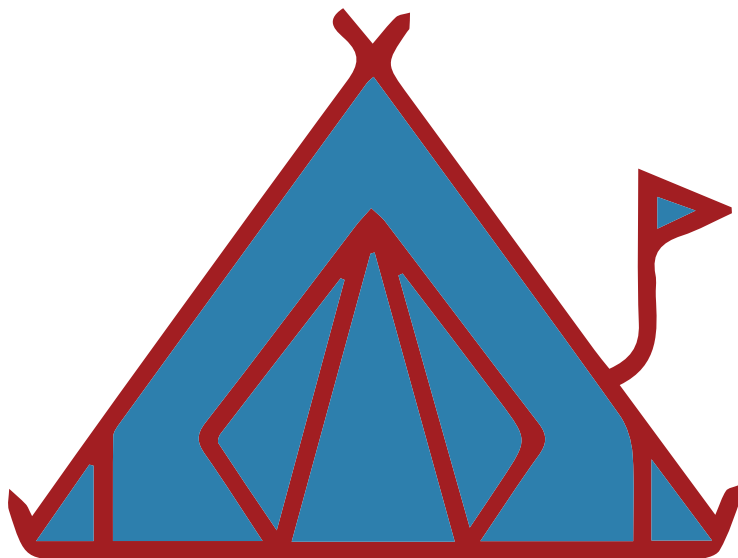
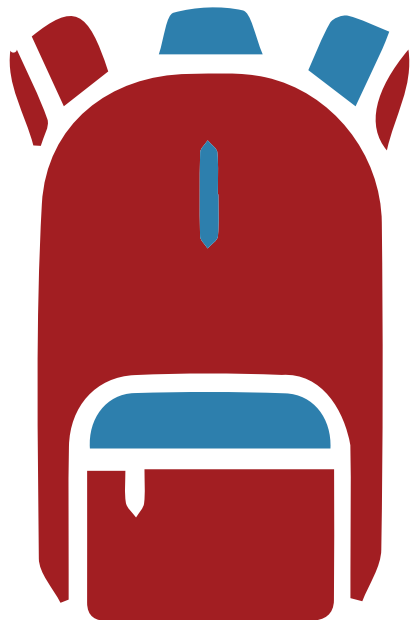
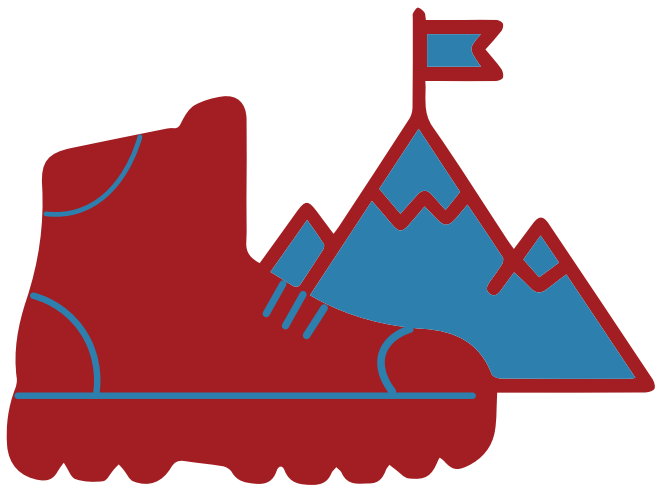


# MARKETING MATERIALS



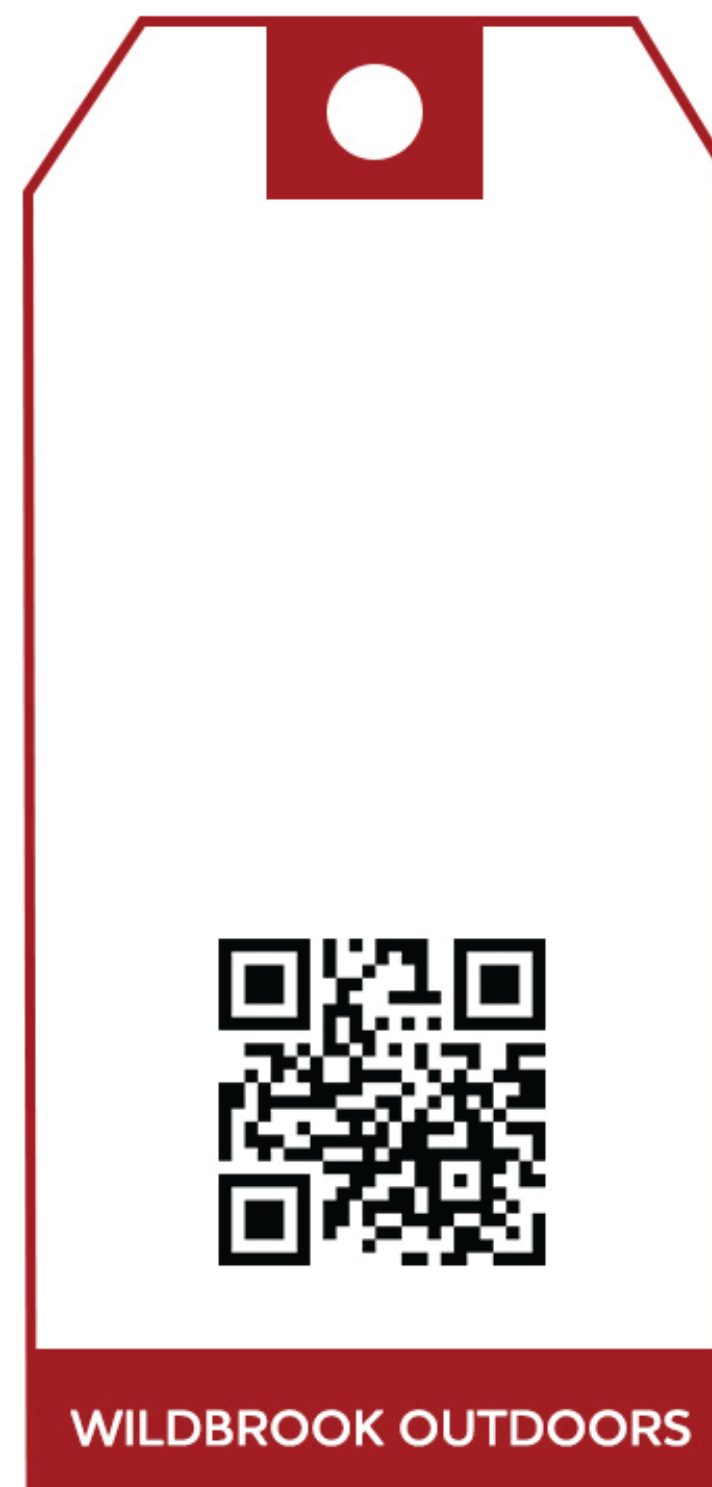
# BRAND ICONS

The Wildbrook Outdoors icon system reflects clarity, resilience, and the dynamic energy of exploration. Each symbol works together to create a strong, cohesive, and intuitive visual language that enhances the brand experience



# MOCKUPS

Wildbrook Outdoors tags and patches express authenticity, craftsmanship, and lasting character. Designed to feel distinctive yet adaptable, they strengthen brand recognition while reinforcing a bold and unified visual presence



# BRAND ADVERTISEMENT

Wildbrook Outdoors advertisements capture the thrill of discovery and the confidence of the wild. Through powerful visuals and purposeful messaging, they build a compelling narrative that strengthens connection and elevates the brand's presence.

