VISUAL IDENTITY GUIDELINES

DETRAIL
OUTFITTERS

OUR BRAND STORY

OR TRAIL brand is positioned to provide premium outdoor footwear and apparel for men and women. OR TRAIL's commitment to the outdoor, "Our boot whole can best be realized in outdoor activities. A break from the stress of urban life can allow for beyond-ordinary experiences in the many wild and untamed conservation areas and national parks of Canada."

We ought to strive for genuine experiences in these untamed spaces, to be environmentally minded and to take full advantage of the opportunity to emerge both physically and mentally within the extraordinary Canadian outdoors."

—Quoram Mission, Founder & CEO

The target demographics of OR TRAIL Outdoors is educated, naturally cognizant 25 to 45 year olds. This division of the population engages in outdoor activities such as walking, hiking, and biking two or three times a week on average. They also arrange a multi day canoe or backpacking trip into more further provincial park locations at least once a year.

Outdoor brands are well comfort, high quality OR TRAIL branded apparel and gear can be utilized in both local and remote tough and wild surroundings. The brand hunts an adventure, exploration, and discovery. Fashion Forward explorer OR TRAIL brand is guaranteeing have obtained high quality, well-made and solid outdoor products to assist them remain dynamic and fit as they explore the numerous wild places of Canada.

LOGO VARIATIONS

These are the brand standards for use of the DETRAIL logos. DETRAIL logo may only be used on tags affixed to apparel and gear.

The logo should not be altered in any other manner outlined here on this page.

- As professionals the Pitch box colour version of the logo is used wherever possible in all digital media and on printed marketing materials. The logo can also be used on tags and labels, found on the inside, or attached to branded items.

- The black / grayscale of the logo version can only be used on customer accounts where the Pitch box colour version risks being obscured, or when printed on a dark/black material, or modified.

- The logo can only be used on a tag affixed to

LOGO DON'T'S

Consistent use of the DETRAIL logo is important to excellence. Our brand customers look for it, it needs to be used consistent with these guidelines and remain a powerful symbol of the high-quality, high performance apparel and gear we manufacture.

The logo should never be altered, regardless of circumstance.

DO NOT ...

- Use on Non-PMS colours.
- Add a drop shadow, bevel or other effects
- Stretch or compress the logo.

COLOUR SCHEME

Colour is key to reinforcing our urban vibe, athletic aesthetic brand story. DE TRAIL midnight blue and DE TRAIL green are our primary colours, supported by a pristine gold, deep grey and sleek grey. Collectively, these colour schemes is designed to visually reinforce the free spirit of individuals who embrace an active urban outdoor lifestyle.

PRIMARY COLOURS

DE TRAIL BLUE
PMS 7546
#0D4DEB

DE TRAIL
PMS 7549
#7B8AAL

The supplemental colours should only be used for flat colour graphical elements, logo variations, and text. They are definitely colourfor compelling visuals that reinforce and strengthen DE TRAIL brand.

SUPLEMENTARY COLOURS

GRASS TIP GREEN
PMS 382
#C2D500

PRIMER GOLD
PMS 3935
#D1D1B

DARK GREY
PMS 433
#2E3E4E

STEEL GREY
PMS 10100, 10100 C
#C0C0C0

TYPOGRAPHY

Our brand font for all typographical elements is Mr Eaves XL Sans OT.
This is the font family used throughout this document.
It's versatility is demonstrated in each layout.

Mr Eaves XL Sans OT
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Reg Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

For taglines and marketing text designed for visual emphasis as part of social media graphics, video and other multimedia applications, exclusively use Mr Eaves XL Sans OT Heavy or Ultra. Do not use any other or other variants of Mr Eaves XL Sans OT should be used.

Mr Eaves XL Sans OT Heavy or Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()

MARKETING ICONS