



EXPANSE

OUTDOORS

VISUAL IDENTITY
GUIDELINES

Our Story

The Expanse Outdoors brand is all about expanding your horizons--to explore the unknown. There is a vast world out there waiting to be discovered by those that are willing to take the next step. At Expanse Outdoors, we want to discover all there is to explore, to climb every mountain, hike every trail, see every sight.

Expanse is built for those with the same drive, the same mission. To support every explorer, Expanse Outdoors makes it our mission to build the best, most advanced, durable product to support any expedition, no matter the conditions, and to continue developing our gear in order to keep pushing forward.

There is a whole world waiting to be uncovered--and we want to be there to see it. By using Expanse Outdoors gear, one can have the courage to take that next step. Together, we can go anywhere and see everything.

**“You must be fearless to
travel on the journey of
unknown.”**

- Lailah Gifty Akita



Wordmark & Logo

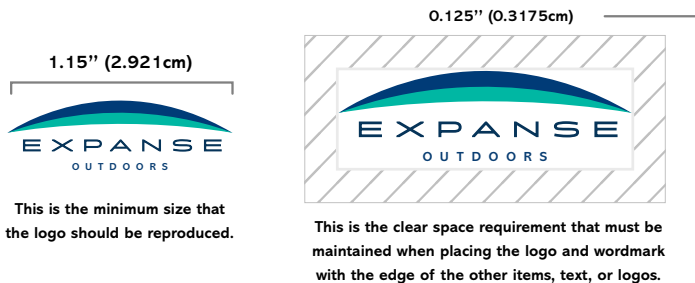
These are the brand standards that are required when using the Expanse Outdoors logo and wordmark. The logo and wordmark represent our values at this company, and therefore it is important that its usage follows these guidelines.



The Expanse Outdoors logo must always appear ontop of the wordmark. Furthermore, It is required that the logo and wordmark appear in its provided PMS colour. Otherwise, if not possible to present the logo with the intended PMS colouring, the use of a greyscale version is allowed.



The Expanse Outdoors logo and wordmark are intended for use on apparel, equipment, tags, labels.



The Expanse Outdoors logo and wordmark is not be used in any of the following ways:



Changing the orientation of the logo.



Making the logo shorter than the wordmark.



Distort the logo and wordmark in any way.



Displaying the logo and wordmark on an angle.



Adding a drop shadow or any other effects;

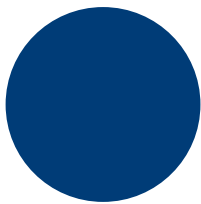


Present logo without fill.

Colour Scheme

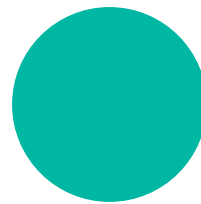
The colours of Expanse Outdoors play an important role in establishing the identity of the brand and what Expanse is representing. The Expanse Outdoors colour palette was inspired by the vibrant hues that light up the night sky when the northern lights are active. When you are under the stars, and you witness the magnificence of the lights and are reminded of the unknown, how vast and expansive this world is, and that there is much to be explored.

Primary Colours



NIGHT SKY

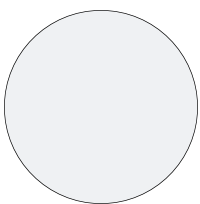
RGB 0 60 119
CYMK 100 85 27 13
HEX #003C77



AURORA TEAL

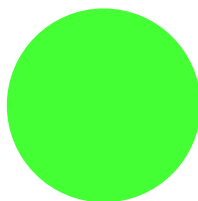
RGB 0 183 163
CYMK 75 1 46 0
HEX #00B7A3

Secondary Colours



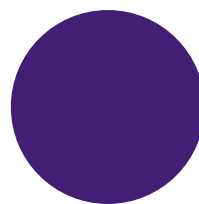
AURORA WHITE

RGB 239 241 243
CYMK 5 3 2 0
HEX #EFF1F3



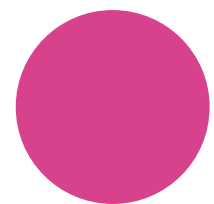
AURORA GREEN

RGB 68 255 51
CYMK 57 0 100 0
HEX #44FF33



AURORA VIOLET

RGB 67 30 117
CYMK 90 100 20 10
HEX #431E75



AURORA PINK

RGB 216 66 141
CYMK 11 89 8 0
HEX #D8428D

Typography

The main font family of this brand is Briller and is the font used for the Expanse Outdoors wordmark. It is to be used for any headlines, main headers, and titles found in both web and in print. It is also the font that will be used for taglines in promotional material.

Briller Bold

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

Briller Regular

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

Briller Light

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

Abadi MT Pro Regular will be the font mostly used for body copy, while Abadi MT Pro Light will be used for captions. Abadi MT Pro Bold will be used for subheaders and subtitles.

Abadi MT Pro Regular

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

Abadi MT Pro Light Italic

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

Abadi MT Pro Bold

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