

**FOREST
OUTDOOR**

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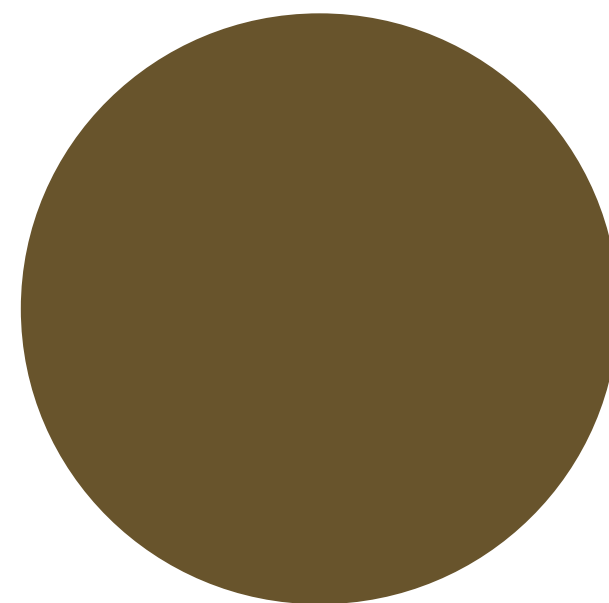


FOREST
OUTDOORS

Logo



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This is Logo of Forest outdoor. At the heart of the design is a trio of stylized trees, standing tall and signifying the wilderness that the brand is aligned with. These trees are set against the backdrop of a mountain peak, a universal symbol of exploration and challenge.

Enclosed within a circle, the logo promotes a sense of community and inclusiveness, essential values for the brand. The logo is presented in two color variants: one in deep forest green, embodying life and vitality, and the other in a warm earthy tone, reflecting the brand's connection to nature and outdoor environments.

The typography is straightforward and sturdy, reflecting reliability and a no-nonsense approach to outdoor gear. The upward arrow in place of the 'T' in "FOREST" reinforces the idea of ascent and progress, resonating with those who seek to ascend in their outdoor pursuits. This logo is designed to resonate with the target audience, invoking connection with the natural world.

Logo Black & white



For Use on White Backgrounds

- Use the logo with primary or grayscale colors.
- Maintain contrast and visibility of all elements.



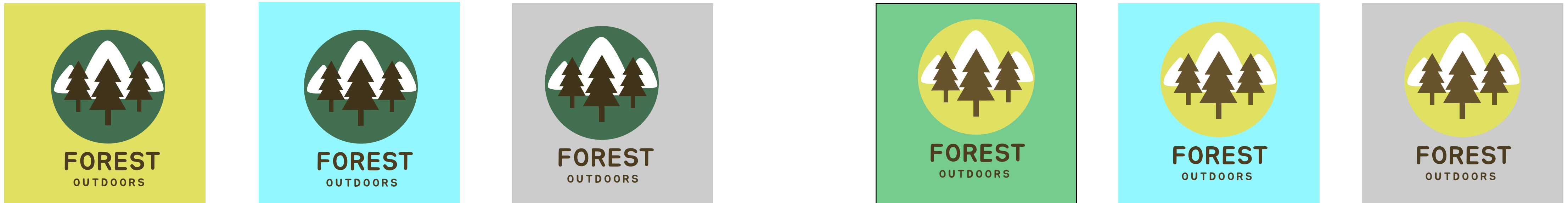
For Use on Black Backgrounds

- Apply a 'knockout' version to stand out against the dark background.
- Invert colors for clarity and ensure text legibility.

Both settings require adherence to established sizing and clear space rules.

Logo background

The forest outdoor Academy logo is designed to be versatile while still maintaining its visual integrity. When applying the logo on colored backgrounds, please adhere to the following guidelines



Color Contrast

Ensure there is sufficient contrast between the logo and the background color to maintain legibility. The logo should stand out clearly and not blend into the background.

Compatible Colors

Only use background colors that complement and enhance the logo. Avoid colors that clash or reduce the logo's impact.

Logo Exclusion Zone

To maintain the logo's integrity and ensure its prominence, an exclusion zone has been established. This zone is defined by the measurement of 'X', which is based on a specific aspect of the logo, such as the height of the trees or the diameter of the circle.



No other elements, including text, images, or patterns, should infringe upon this space. This breathing room helps to preserve the logo's legibility and effectiveness, especially when applied across various mediums and formats.

Adhering to the exclusion zone guidelines is crucial for achieving a clean and uncluttered look, which allows the logo to stand out as a distinct and recognizable symbol of the Forest Outdoor brand.

Logo do not

To maintain the strength and integrity of the Forest Outdoor brand, the following practices are prohibited:

1. Do Not Alter the Logo

2. Do Not Obscure

3. Do Not Separate Components

4. Do Not Distort

5. Do Not Use Low Resolution

6. Do Not Place on Conflicting Backgrounds



Azo Sans Black

**Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

"Azo Sans Black" is designated for all headings, including titles, subtitles, and headers across all branded materials. This choice reflects our commitment to clarity and impact, mirroring the boldness and adventure associated with our outdoor brand.

Minion Variable Concept

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

"Minion Variable Concept" is chosen for all body text, including descriptions, paragraphs, and any detailed textual content. This typeface complements the boldness of our headings with its readability and elegance, ensuring a smooth and enjoyable reading experience.

Primary Colors



Hex: #68542c
RGB: (104, 84, 43)
CMYK: (0%, 19%, 59%, 59%)

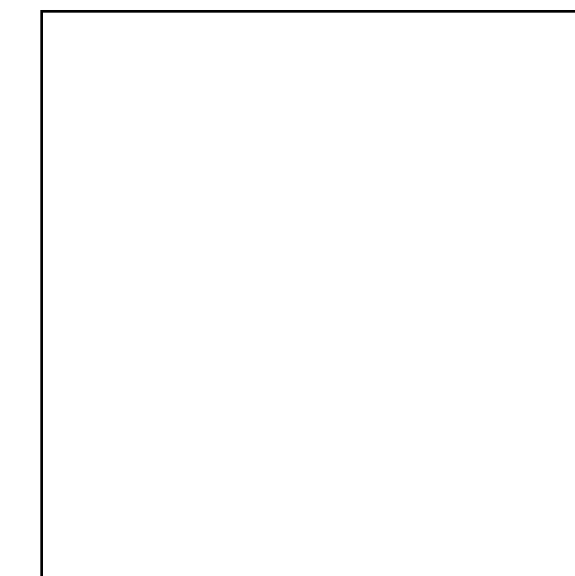


Hex: #e0e063
RGB: (224, 224, 99)
CMYK: (0%, 0%, 56%, 12%)

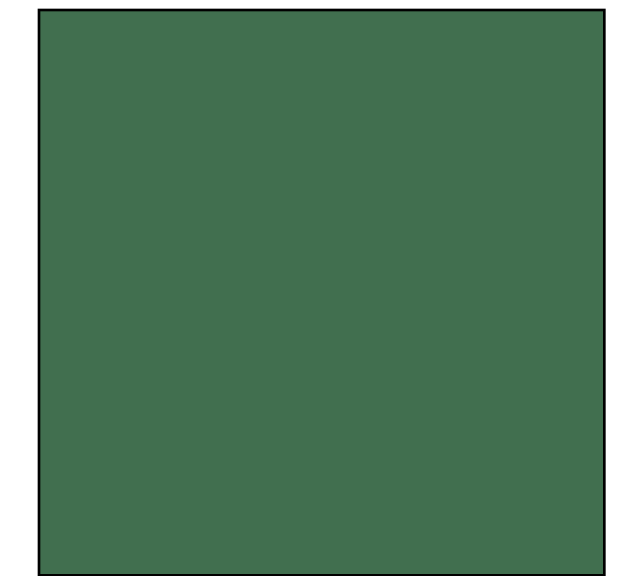
Secondary Colors



Hex: #40341a
RGB: (64, 52, 26)
CMYK: (0%, 19%, 59%, 75%)



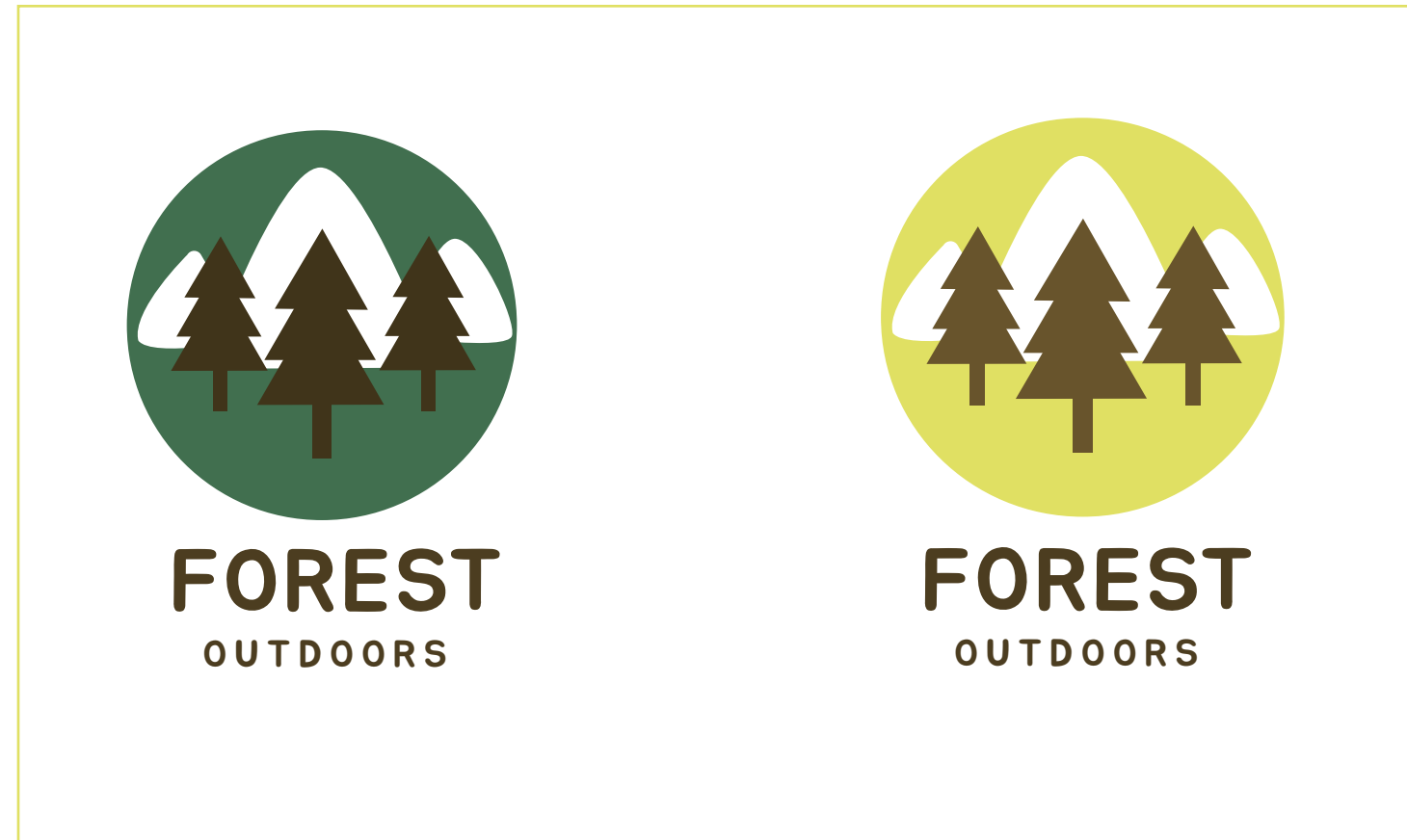
Hex: #ffffff
RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)



Hex: #416f4f
RGB: (65, 111, 79)
CMYK: (41%, 0%, 29%, 56%)

- Use the primary color palette for all branding and primary communications to reinforce the brand identity.
- The secondary palette should be used for supporting graphics, backgrounds, and to create a balanced design aesthetic.
- Always ensure that there is sufficient contrast between the text and background for readability.
- Refer to this color guide before the production of any branded materials to ensure accuracy.

logo use



Full Logo Version

This is the primary logo and should be used in most applications.

Description:

The full logo includes both the graphic element and the brand name. It should be used where the size and space allow for clear visibility.

Usage:

Preferred for official documents, website header, marketing materials, and presentations. Ensure there is sufficient space around the logo to maintain its impact and readability.



Iconic Logo Version

This is a simplified version of our logo, typically used in smaller spaces.

Description:

Contains only the graphic element of the full logo. Ideal for small-scale applications where the full logo is not legible.

Usage:

Suitable for social media profile pictures, app icons, favicons, and small merchandise. Maintain clear space around the icon to avoid visual clutter.