



SYNTHESIS
Outdoors

**VISUAL
IDENTITY
GUIDELINES**

BRAND STORY

The wilderness is home to some of the purest forms of nature's majesty there is. Even a single forest can house countless species of wildlife, clearwater rivers, bountiful sources of food and materials, and picturesque beauty wherever you look, these views even renewing themselves time and time again by changing their colours year-round. We at Synthesis Outdoors provide our customers with the opportunity to witness these spectacles of nature while preserving the delicate balance woodlands maintain without mankind's interference.

The Synthesis line of products aims to provide aspiring hikers with quality equipment that is made with 100% renewable materials. Our brand is built on the appreciation of nature in its undisturbed state, so to that end our catalogue is made without harmful practices that could cause harm to the ecosystem we so often take for granted. All ages are welcome, so long as they hold our selfsame admiration for the natural world and value its preservation.

Our prime demographic consists of many walks of life who all share a love for nature. Given the more difficult method of producing our gear without waste or environmentally harmful practices our prices are on average higher than other brands, meaning our clientele's range of wealth is upper-middle class & above.



LOGOTYPE

This is the application for the icon and logotype for use in marketing materials as well as application in video, web, and print. The primary version is to be used whenever possible, but the horizontal version is usable when height is not sufficient in a design. The icon alone is usable only for tags on clothing and products & there is a white variation for use on especially dark clothing or designs. When required, the greyscale version is usable at the specified percentages.

FULL COLOUR / GREYSCALE

Primary Version



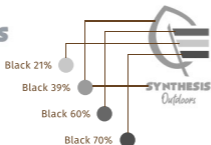
Horizontal Version



White Version



Greyscale Version



MINIMUM SIZE + SPACING



LOGO TREATMENT



SYNTHESIS
Outdoors

Change the length
of the accents



SYNTHESIS
Outdoors

Change the colour
of the accents



SYNTHESIS
Outdoors

Warp or stretch
the logo



SYNTHESIS
Outdoors

Alter the fills or
strokes of the logo



SYNTHESIS
Outdoors

Place the logo on
a dark background



SYNTHESIS
Outdoors

Place the logo on
a busy background



SYNTHESIS
Outdoors

Rotate the logo



SYNTHESIS
Outdoors

Remove the accents



SYNTHESIS
Outdoors

Remove or obscure
the leaf

COLOUR SCHEME

PRIMARY COLOURS

Synthesis Bark



RGB: 103 67 32
CMYK: 42 66 94 63
HEX: #674320

Synthesis Outdoors strives to operate in harmony with nature, so our most prominent brand colour is of course the same as the trees from which we draw our inspiration.

Synthesis Cream



RGB: 253 245 230
CMYK: 1 2 9 0
HEX: #fdf5e6

To compliment our bark colour, Synthesis cream pairs perfectly in any design or branding. It also works as an ideal background colour to support the Synthesis Outdoors logo.

Synthesis Ash



RGB: 149 156 165
CMYK: 44 33 29 1
HEX: #959ca5

Synthesis Ash serves as the primary colour of our logo, as well as offering a flex option to offer some variety to a layout, brand campaign or apparel.

ACCENT COLOURS

Synthesis Pine



RGB: 82 122 46
CMYK: 71 32 100 17
HEX: #527a2e

The first of the accent colours, Synthesis Pine should be the go-to option for any markers, numbers, lists, or visual flare.

Synthesis Sunflower



RGB: 248 201 59
CMYK: 3 20 88 0
HEX: #f8c93b

Synthesis Sunflower boldly stands out amongst all the Synthesis colours, so it is to be used very sparingly. A viable option for small borders, tags, buttons, etc.

Synthesis Autumn



RGB: 158 42 32
CMYK: 25 94 88 21
HEX: #9e2a2b

A subtle & dark accent colour, Synthesis Autumn works best when used with designs making heavy usage of Synthesis Cream.

TYPOGRAPHY

FlatBread is our brand's primary font to be used with headlines, titles and headers without exception. If a design layout does not provide enough space for FlatBread to be used as a header, then the design must be changed to accomodate.

FLATBREAD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#\$%^&*()**

Natural Regular is our brand's font for use as a subheader. After FlatBread has been used on a layout any following headings on the page must use Natural Regular as a follow-up.

Natural Regular

*abcdefghijklm
nopqrstuvwxyz
0123456789
!@#\$%^&*()*

Fira Sans Regular is our brand's quintessential body type font. Any text in a design that is not a header or subtitle should be in Fira Sans Regular, with the use of Fira Sans Medium being acceptable for emphasis.

Fira Sans Regular

abcdefghijklm
nopqrstuvwxyz
0123456789
!@#\$%^&*()

Fira Sans Medium