Visual Identity Guidlines

SAN
OUTDOOR

"Getting out into the great outdoors and going for a hike can be an incredible experience. There's the fresh air, the endorphins from exercise, and all those fantastic views providing the perfect Instagram backdrop. But, finding the ideal outfit to wear hiking can be a challenge. After all, striking the right balance between fashion and function isn't easy. Luckily, we're here to help you." - HeeJ, Creative Director & CEO

The SAN is positioned to appeal to young professionals who live an active, mostly urban outdoor lifestyle.
The typical "SAN customer" is a fashion-hungry individual who often going to provincial parks and wild places of Southern Ontario, but always looking for the latest trend to wear during the outdoor activity. These types of customer is educated, envitonmentally conscious 21 to 34-year-olds who tends to frequently use various social media platforms such as Facebook, Twitter, and Instagram.

Designed for style and comfort, high quality SAN branded apparel and gear can be used in both local and remote rugged and wild settings. The brand favours and urban chic, athletic aesthetic. Loyal customers look for the SAN brand to ensure they have purchased high quality, well-made and durable outdoor items to help them stay active and fit as they explore the nature.

ABOUT
SAN

LOGOTYPE & SYMBOL

PRIMARY VERSION

on bright background.
always leave the logo some space to breathe.

SUB VERSION

on dark background.

SYMBOL

GREYSCALE

black 40%
black 70%
black 100%

DON'T

change the color

put the primary logo on dark color background

stretch or compress

add a drop shadow or other effects

outline

COLOR
# SCHEME

Colour is key to reinforcing our urban chic, athletic brand story. The **San Green** is the main color and represent the nature. The San Green using with **San Navy** and **San Grey** expresses modernity.
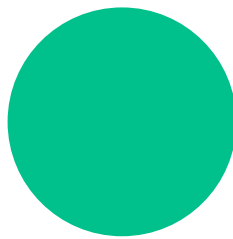
The supplememtal **San Brown** and **San Khaki** are tone downed and warmer clours that come with more contemporary. **San Salmon** comes with more contrast. The suplimentray colours can be subtly used only in shapes and text.
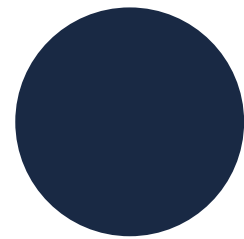
SAN PRIMARY COLOURS
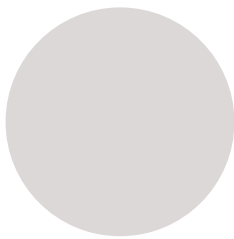
SAN GREY
CMYK 17 12 11 1
RBG 208 207 205
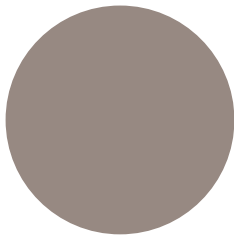PANTONE Cool Grey 1 C
HEX #d0cfcd

SAN GREEN
CMYK 100 0 66 0
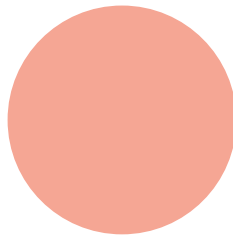RBG 0 181 119
PANTONE 3395 C
HEX #00b577

SAN NAVY
CMYK 87 66 41 45
RBG 20 31 53
PANTONE 533 C
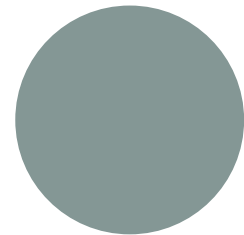HEX #141f35

SUPLIMENTARY COLOURS

SAN BROWN
CMYK 40 35 36 15
RBG 131 119 110
PANTONE 10376 C
HEX #83776e

SAN SALMON
CMYK 6 41 36 1
RBG 234 147 128
PANTONE 487 C
HEX #ea9380

SAN KHAKI
CMYK 51 27 31 10
RBG 113 134 130
PANTONE 5497 C
HEX #718682

TYPOGRAPHIC
STANDARDS

Acumin 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
0 1 2 3 4 5 6 7 8 9

Acumin Variable Concept (Bold)

**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
0 1 2 3 4 5 6 7 8 9**

Acumin Variable Concept (Condensed)

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
0 1 2 3 4 5 6 7 8 9

American Typewriter

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
0 1 2 3 4 5 6 7 8 9

The primary typeface is **Acumin Variable Concept.**
This typeface is considered a versatile sans serif workhorse. The structure of the typeface is simple, so it's easy to read, but it maintains a modern feel that adds a level of sophistication to the design.

Condensed of Acumin Variable Concept typeface is used for a high volume of thext or subtitles for documentation purposes.

If circumstances require a derif, you may consier using the **American Typewriter.** This typeface is inspired by unique and classic typeface for functional design. It should be used secondarily not in headlines.

EXAMPLE TEGLINE

to MARVEL
at NATURAL
SPLENDOUR

EXAMPLE MARKETING TEXT

JACKETS
BEANIES
LEGGINGS &
BOOTS