



# ZONE

OUTDOORS

The logo features the word "ZONE" in large, bold, blue letters. The letter "O" contains a circular image of a landscape with a winding path. A green and white lightning bolt graphic is positioned above the "E". Below "ZONE", the word "OUTDOORS" is written in yellow capital letters.

Brand  
Book

# Our Brand Story

## About us

The ZONE brand exists to serve the needs of young professionals who live an active and outdoor lifestyle. We understand the struggles and needs when it comes to hiking. The goal of optimizing technology in hiking have always been our goal for the better of our customers.

## Target

The target demographic of ZONE Outdoors are young professionals who are educated and want the latest and greatest in outdoor gear and apparel.

## From our founder

“It is our mission to ensure our customers have comfort and style in outdoor activities” - Josh Brenden, Founder & CEO



## Logo and tag symbol

### Logo variations

Our logo comes in different versions to suit multiple media or print needs. It is designed to remain prosperous and elegant to represent what our brand is all about. Our primary logo is the main option for marketing and brand representation. Our secondary logo is for tight spaces, it is mostly found in items and pictures due to its ability to reduce color complications. The grayscale logo is for printing or any media that requires black and white colours.

#### Secondary Logo



#### Primary Logo



#### Grayscale



### Logo Don't's



Don't change the size or shape.



Don't change the colour.

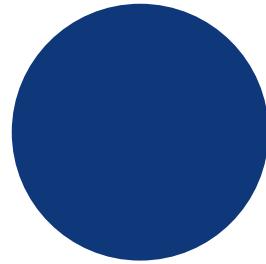


Don't stretch the logo.



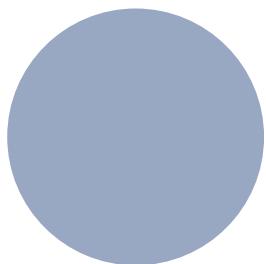
## Color Representations

Our brand colours represent confidence in our products and services. The Zone blue colour represents our dedication to our customer services, the morning blue gives the inviting feeling that our company can provide, the leaf green is our appreciation for the great outdoors, and lastly elegant yellow represents the style in outdoors our company offer.



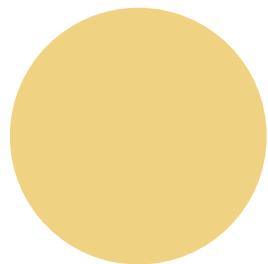
Zone Blue

#0E387A



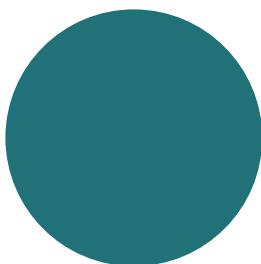
Morning Blue

#9CACC7



Elegant Yellow

#E9CC80



Leaf Green

#207178

## Color Scheme

The primary colour for Zone Outdoors is zone blue, it represents the company the most. The secondary colour is morning blue which fits the best with zone blue. The rest are complimentary colours that work well with the zone blue.

# Typography

## Description

Oswald Regular is our brand font for a typographical elements. The font family has been used throughout this brand book. Oswald bold or regular are the only fonts allowed in the font family to be used for our brand. Only use bold when it is appropriate in design, it could be titles or important texts. Oswald Medium is also allowed for subtle texts.

### Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

### Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

### Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

## For Taglines and Marketing

### Type

Fredoka One Regular is the font our brand uses for marketing and taglines.

### Fredoka One

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

### Example Tagline:

GET IN THE  
ZONE WITH  
ZONE OUTDOORS

### Example Marketing Text:

Comfy Boots

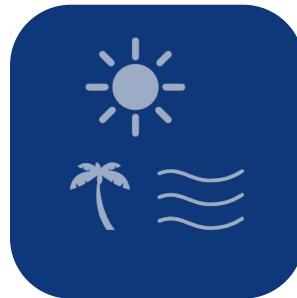
# Marketing Materials Icons



Rain Conditions



Snow Conditions



Summer Conditions



Hiking



Running



Walking



Daytrip



Camping



Forest