



EAGLE CREST OUTDOORS

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Brand Story



Eagle Crest Outdoors is designed for individuals who embrace exploration and value dependable outdoor gear. The brand focuses on creating functional apparel and equipment that supports performance, durability, and comfort in a variety of outdoor environments.

Inspired by the strength and freedom of the eagle, Eagle Crest Outdoors represents readiness and resilience. Built for hikers, campers, and outdoor enthusiasts, the brand delivers reliable gear for those who seek confidence and capability on every journey.

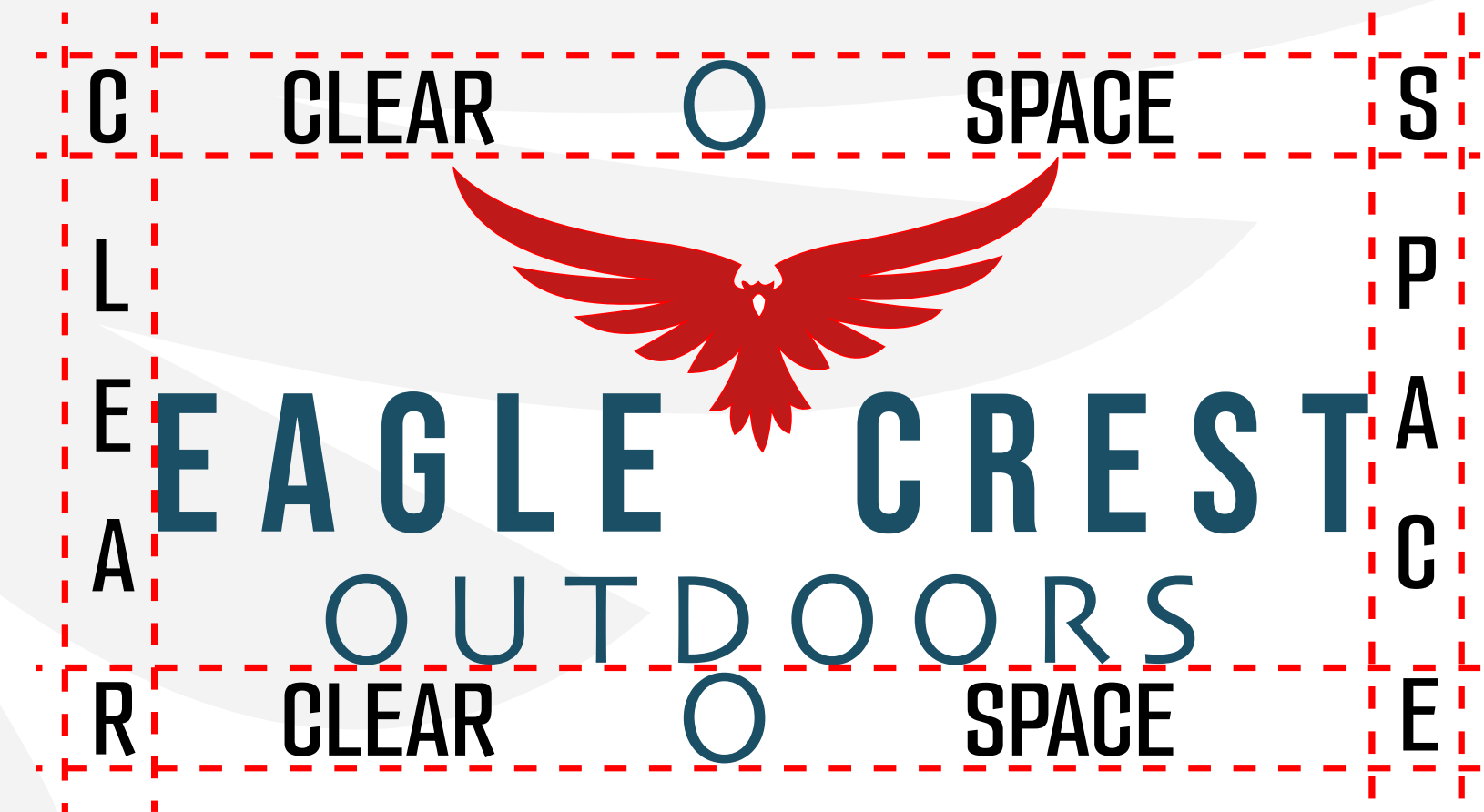


Logo Usage

The Eagle Crest Outdoors logo represents strength, freedom, and readiness for exploration. The eagle symbolizes confidence and leadership, reflecting the mindset of outdoor explorers and trail enthusiasts who trek.

The mountain elements within the logo represent rugged terrain and the spirit of adventure, reinforcing the brand's strong connection to the outdoors. The bold red eagle ensures high visibility and impact, while the cooler blue tones of the wordmark communicate reliability, durability, and trust.

To maintain visual consistency across all brand materials, the logo must always be placed within a defined boundary. A 1-point stroke margin should be applied on all sides of the layout, ensuring clear separation from surrounding elements. Additionally, the first "O" in "OUTDOORS" is intentionally wider, serving as a subtle typographic detail that enhances balance and visual distinction within the wordmark.



EXAMPLE



Best Practice's

Use the full-colour logo with the blue wordmark and red eagle on light or neutral backgrounds to maintain brand clarity and strong visual contrast.

Use the approved green and red colour variation when the logo is placed on darker or textured backgrounds where higher visibility is required.

Use the eagle icon on its own for small-scale applications such as icons, social media, or compact layouts where the full logo is not practical.

The Eagle Crest Outdoors wordmark may be used on its own for clean, text-focused layouts. This ensures clarity when the icon is not required.

EAGLECREST
OUTDOORS

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OUTDOORS



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OUTDOORS



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Misuse

Do not rotate, tilt, or skew the Eagle Crest Outdoors logo. Changing the logo's orientation disrupts visual balance and reduces brand recognition.

Do not alter or apply unapproved colour combinations to the logo. The approved colour palette must be maintained to ensure consistency across all brand materials.

Do not stretch, compress, or distort the logo in any way. The proportions of the symbol and wordmark must remain unchanged.

Do not place the logo on busy, cluttered, or low-contrast backgrounds. The logo should always remain clear, legible, and visually distinct.



Black & White

Use monochrome logos only when full-colour reproduction is unavailable.

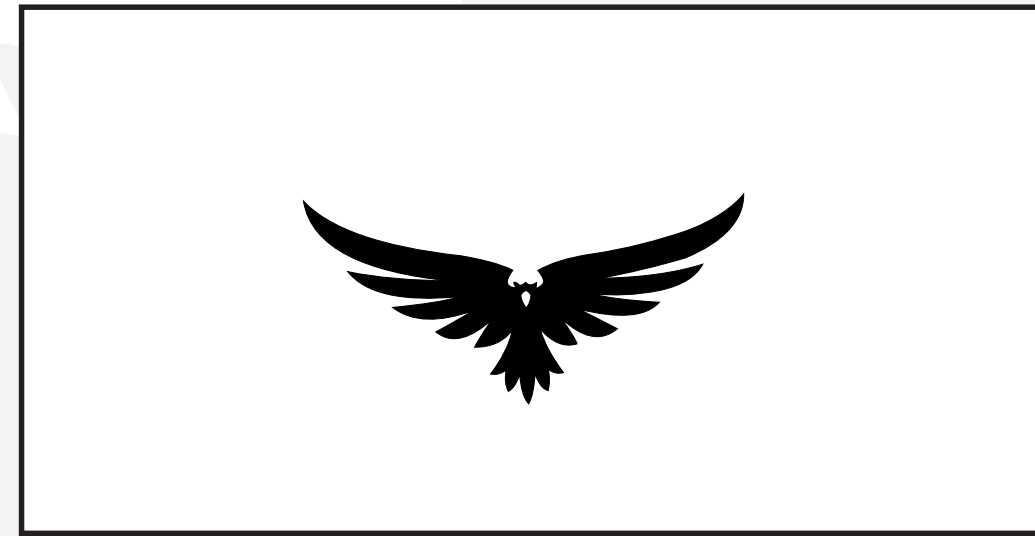
Do not alter proportions, spacing or contrast.

Select the logo version that provides maximum visibility against the background.

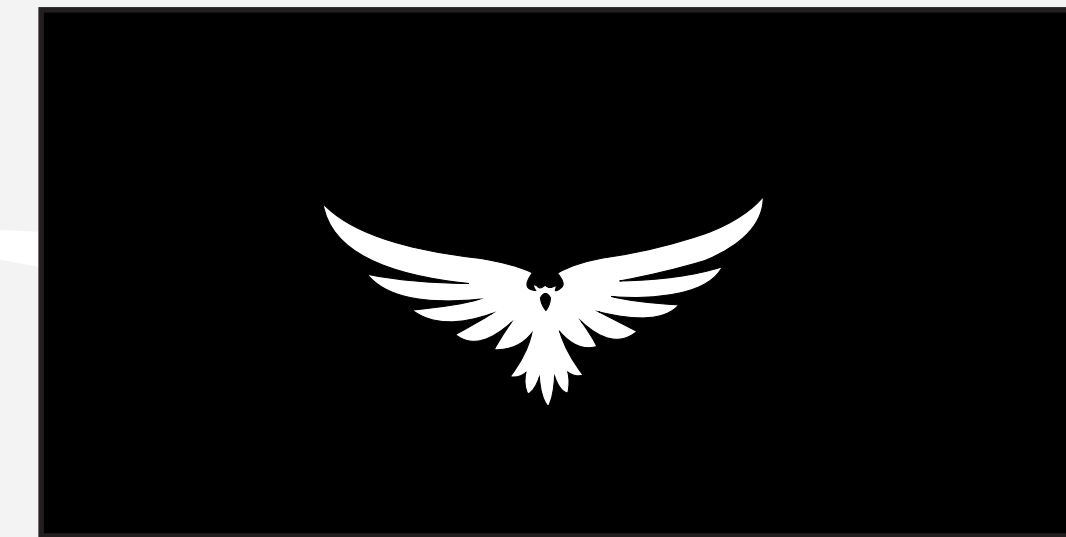
Ensure the logo remains clearly legible at all sizes

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Black Logo on Light Background



White Logo on Dark Background



Primary Monochrome Lockup (Light)



Primary Monochrome Lockup (Dark)



Logo Background Guidelines

The Eagle Crest Outdoors logo must always be used in its approved forms to preserve brand recognition and visual consistency. The logo should remain clear, legible, and visually balanced across all applications.

Only approved colour variations of the logo may be used, including full-colour, light-on-dark, and dark-on-light versions. These variations ensure visibility and adaptability across different backgrounds and materials.

Adequate clear space must be maintained around the logo at all times to prevent visual clutter and ensure prominence. The logo should never be crowded by text, imagery, or other graphic elements.

The logo must not be altered, recreated, or modified in any way. Consistent and correct usage strengthens brand identity and ensures Eagle Crest Outdoors remains instantly recognizable across all platforms.



Brand Colours

The Eagle Crest Outdoors colour palette is inspired by strength, reliability, and the natural outdoor environment. Each colour has been carefully selected to reflect the brand's values and reinforce a strong, consistent visual identity across all applications.

Red represents leadership, energy, and determination, reflecting the bold and confident spirit of the eagle. Blue conveys trust, stability, and professionalism, ensuring the brand appears dependable and well-established in both digital and physical environments.

Green reinforces the brand's connection to nature, outdoor exploration, and sustainability, while yellow adds a sense of quality, achievement, and premium craftsmanship. These colours work together to create balance between strength and approachability.

Primary Colours

HEX: #B61F1F
RGB: 182, 31, 31
CMYK: 20, 100, 95, 15

HEX: #1B4F66
RGB: 27, 79, 102
CMYK: 90, 55, 30, 15

Secondary Colours

HEX: #D9A63A
RGB: 217, 166, 58
CMYK: 15, 30, 85, 0

HEX: #12664F
RGB: 18, 102, 79
CMYK: 85, 25, 55, 35



Typography

Smooch Sans is the primary typeface for Eagle Crest Outdoors, selected for its clean, modern, and highly legible design across digital and print applications.

Heavier font weights are used for headlines to create strong visual impact and establish a clear typographic hierarchy.

Regular and light weights are applied to body copy to ensure readability and visual comfort in longer text sections.

Medium to bold weights are used for marketing and promotional text to highlight key messages and calls-to-action.

Consistent spacing and weight usage help maintain clarity and balance throughout layouts.

Using multiple weights within a single type family preserves visual consistency while allowing flexibility across different content types. This typographic system ensures all brand communication remains cohesive, structured, and easily recognizable.

Smooch Sans Family

A a B b C c D d E e F f G g

0 1 2 3 4 5 6 7 8 9

Use these weight
for Body Text
& Headlines.

**Only write Headlines
in Yellow Text. Use
Green Box if contrast is poor.**



Brand Icons

The Eagle Crest Outdoors icon set is designed to quickly communicate product functionality and environmental use through simple, recognizable visuals. Each icon represents a specific outdoor condition or activity, allowing users to understand gear performance at a glance without relying on long descriptions.

Weather Apparel Icons

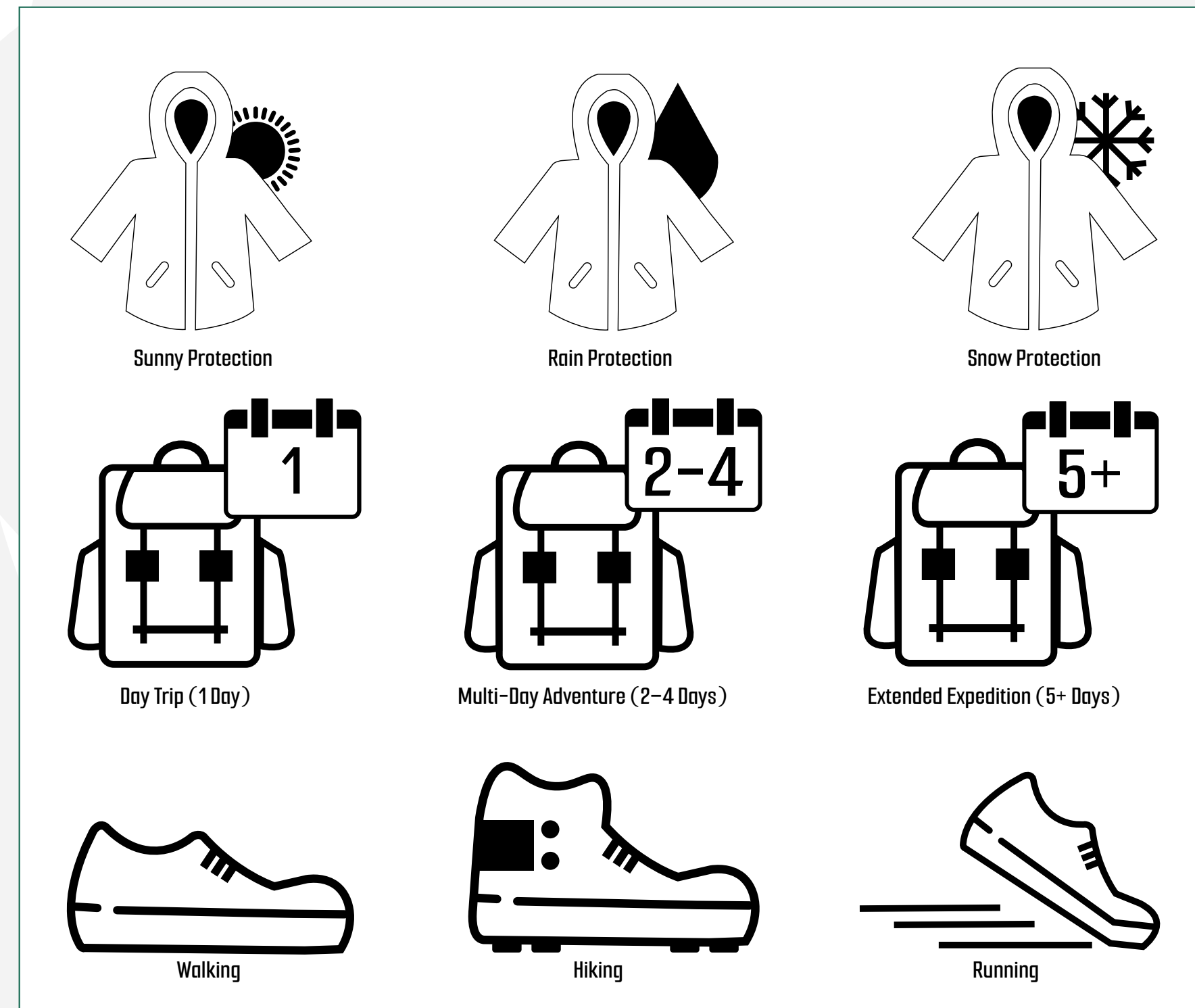
Jacket icons indicate environmental protection levels, including warm/sunny conditions, rain resistance, and cold or snow environments. These symbols help users identify seasonal performance and intended climate use.

Adventure Duration Icons

Backpack icons visually represent trip length categories single day adventures, multi-day journeys, and extended expeditions. This system supports quick navigation across gear collections and product labeling.

Footwear Activity Icons

Foot icons illustrate movement types such as walking, hiking, and running. The simplified shapes reflect motion and grips while maintaining consistency with the overall brand aesthetic.



Advertisements

Eagle Crest Outdoors advertisements combine bold typography, natural landscapes, and strong brand visuals to communicate adventure and performance. Promotional graphics and campaign visuals are designed to attract attention while maintaining consistency with the overall brand tone, encouraging users to explore and engage with the brand experience.

Promotional Graphic Advertisement



Video Campaign Advertisement



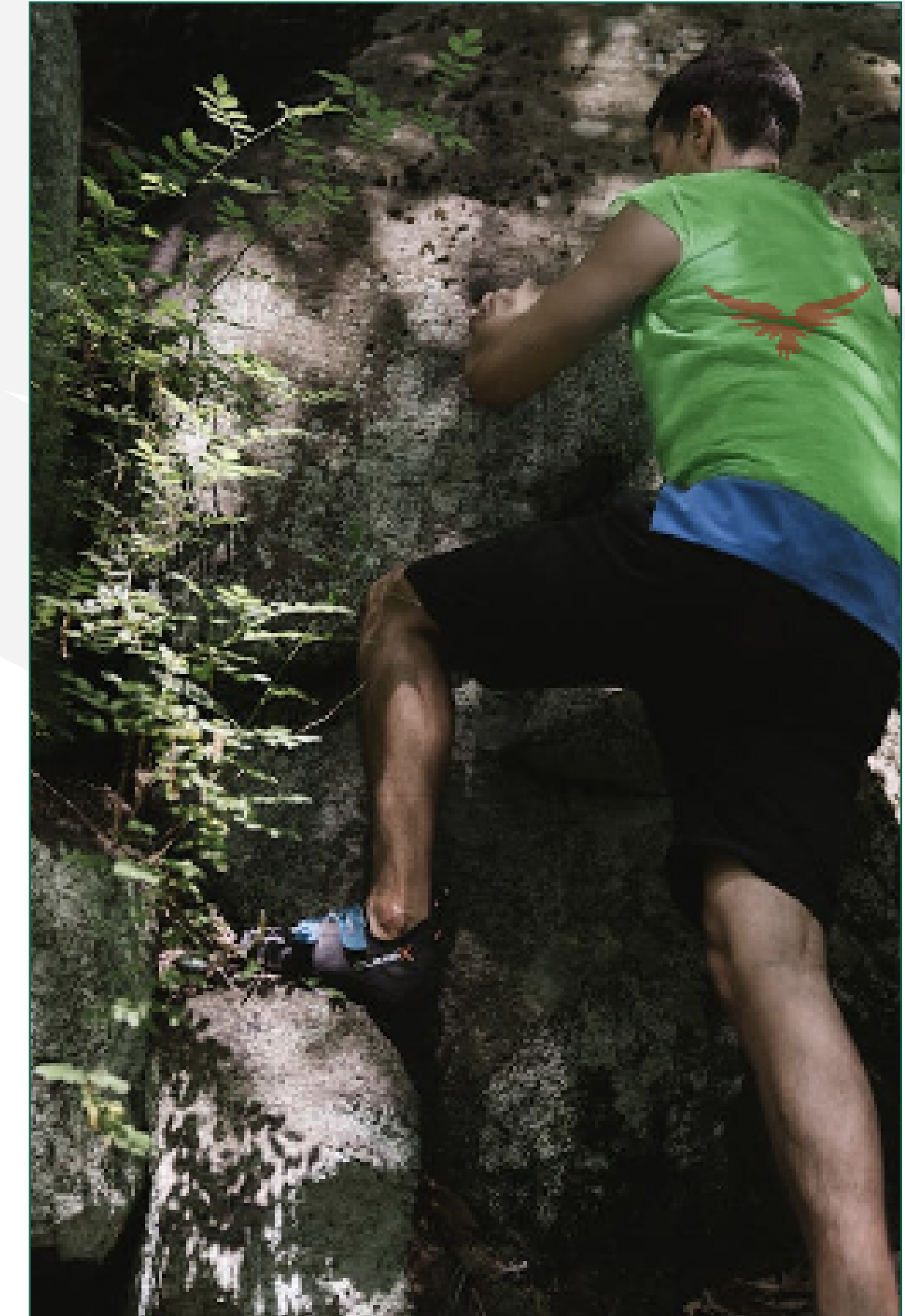
Lifestyle Application

Lifestyle imagery demonstrates how Eagle Crest Outdoors products perform in real environments. Front and back logo applications showcase visibility, movement, and brand presence during outdoor activities. These visuals help connect the audience emotionally with the adventure-focused identity of the brand.

Front Logo Application



Back Graphic Application



Apparel Branding

The Eagle Crest Outdoors apparel branding system ensures consistent visual identity across all garments and accessories. Hangtags and woven labels are designed to reflect durability, exploration, and premium outdoor craftsmanship. Each element reinforces brand recognition while maintaining a clean, functional aesthetic suitable for performance gear.

Garment Branding Label



Product Hangtag Design

