



Trudge Alley

— OUTDOORS —

Visual Identity
Guidelines



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The Brand Story

“

The ‘Trudge Alley’ was found in 1996 by Harmish shah; a solo hiking enthusiast who followed his passion to find a small mountaineering retail store. It was decided that the brand would be registered under the contraction ‘Trudge Alley, by the meaning of Trudge is hiking and Alley means path.

The main perspective of the brand is to appeal to young and mid- aged professionals who live an active, mostly urban outdoor lifestyle.

The target demographic of Trudge Alley Outdoors is educated, environmentally conscious 16 to 41-year-olds. This sector of the population engages in outdoor activities such as walking, hiking, and biking two or three times a week on average. They also plan a multi-day canoe or backpacking trip into more remote provincial park locations at least once a year.

”



Four key values

Authentic

Tested and trusted products; confirmed by real athletes who depend on them for their sports

Premier

Supplying the best products across selected categories

Innovative

To constantly try to improve products and find new ways to help adventures reach their goals

Technical

Adopting and applying new technologies as they become available; to be up to date in all aspects

The primary associations made towards our brand are for exploration and adventures, a passion for this is emitted throughout every part of our business. In terms of products, we're primary seen for reliability, trust, practicality, and durability. Main reasons why people purchase 'Trudge Alley' over competitor:

- 43% Quality
- 31% Versatility
- 26% Material & Durability
- 14% Style



The Logo

Symbol/Icon

Our logo is where it all begins, it's like the seed of our visual identity. It provides our typographic style and it's blunt, yet clever, simplicity is at the core of all of our communications.



Wordmark

Our wordmark represents our commitment to excellence. Our loyal customers look for it, so it needs to be used consistent with these guidelines



Exclusion Zones

Our logo is important... So don't cramp it's style, let it have the space it needs and deserves.



Logo Colour Options

Light background



Dark background



Light background



Dark background

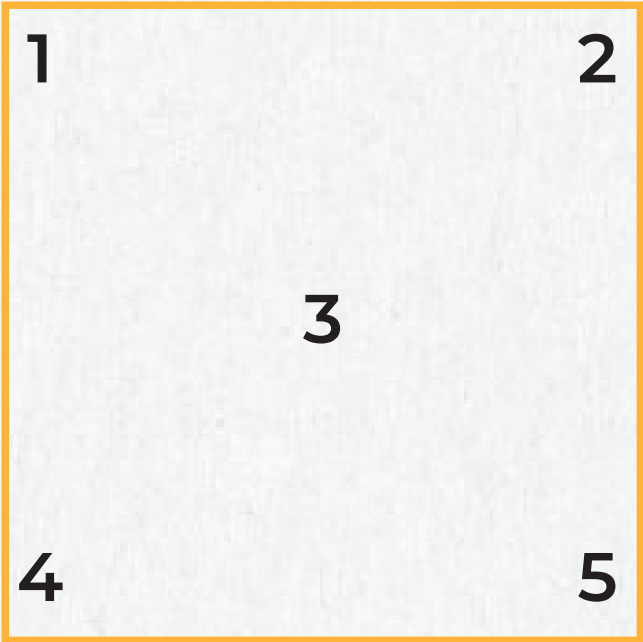


Logo Placement

Regardless of communication size or dimension, the Logo can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion zone when placing the Logo in a corner.

In no particular order, the placement options are:

- 1. Top left corner
- 2. Top right corner
- 3. Centered
- 4. Bottom left corner
- 5. Bottom right corner



Logo Misuse



Flip



Rotate



Distort



Crop



change color



Blur or add any effects



Outline the wordmark



Change Fonts

Color Scheme



Primary

RBG - 229 225 230
Pantone 663 C
#E5E1E6

RBG - 50 62 72
Pantone 432 C
#323E48

RBG - 111 114 113
Pantone 424 C
#6F7271

RBG - 36 39 42
Pantone 426 C
#24272A

Dominant

RBG - 255 89 90
Pantone 178 C
#FF595A

RBG - 245 179 53
Pantone 143 C
#F5B335

RBG - 54 176 201
Pantone 631 C
#36B0C9

RBG - 128 199 188
Pantone 564 C
#36B0C9

RBG - 0 59 74
Pantone 309 C
#003B4A

Typography

Aa Uu Gg
Hh Pp Yy
Qq Ll Dd
Rr Ww

Logo Font

Abril Fatface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Head & Body Font

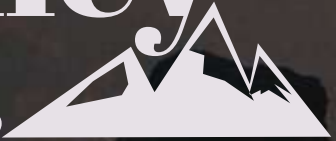
Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



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