



*Outer*™

BRAND GUIDELINES – AW24

**We're Outer. We make  
technical and functional  
apparel for the outdoors.  
We live for clean lines,  
expression and effort.**



# CORE VALUES



# QUALITY.

# WELL-BEING.

# ENVIRONMENT.

Everything we make is the best quality with the lowest environmental and social impact.

We only work with partners and manufacturers who pay a good living wage with a zero tolerance to exploitation.

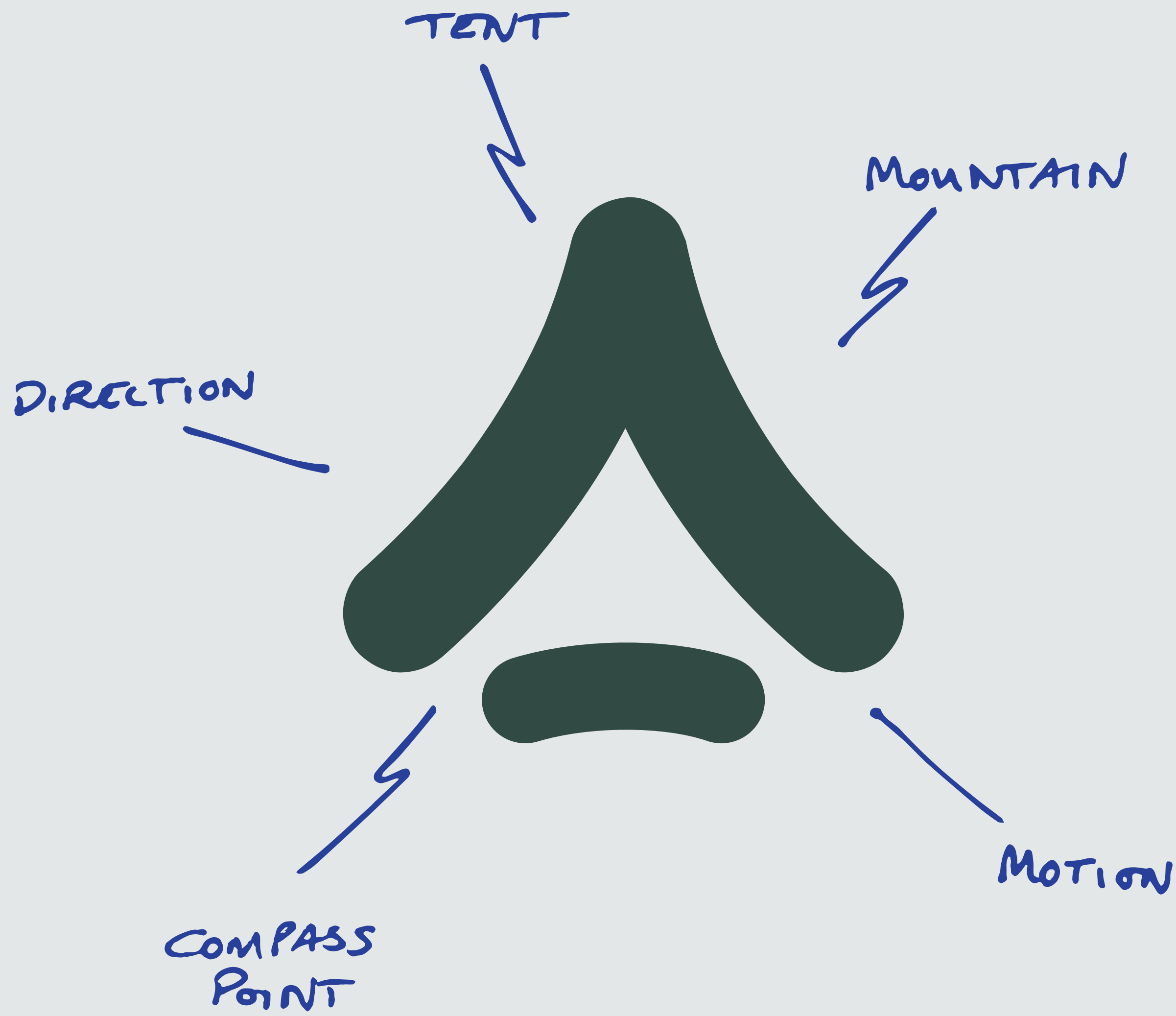
All our products are cruelty free, vegan and made from sustainable materials. We make them to last and to be repairable, we don't like seeing our stuff going to landfill.

Nature and the outdoors is our playground and we want it to stay as awesome as possible.

# LOGGOS



The Outer icon embodies our brand vision of exploration and adventure.



# Logo Set

We use a responsive logo set designed for a wide range of brand touch points.

Primary Logo

*Outer*™

ADVENTURE IS OUT THERE

Secondary Logo

**OUTER**™

Icon



# Primary Logo Safe Area

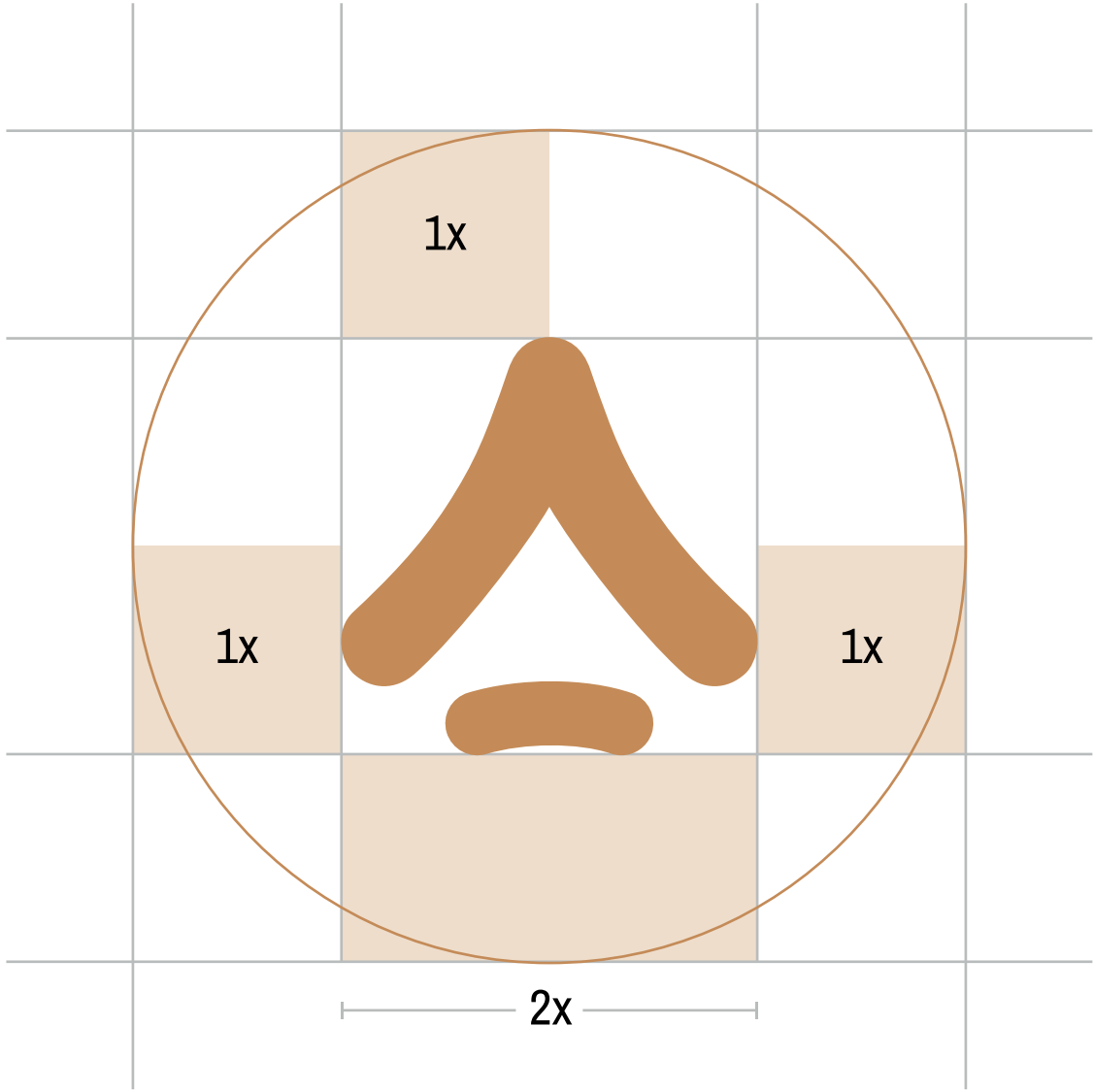




Secondary Logo Safe Area



# Icon Safe Area



## Logo Usage

To preserve the brands visual identity please avoid:



Adding effects



Using low contrast colours



Changing the relationship of the logo elements



Deforming



Using non-brand/collection colours



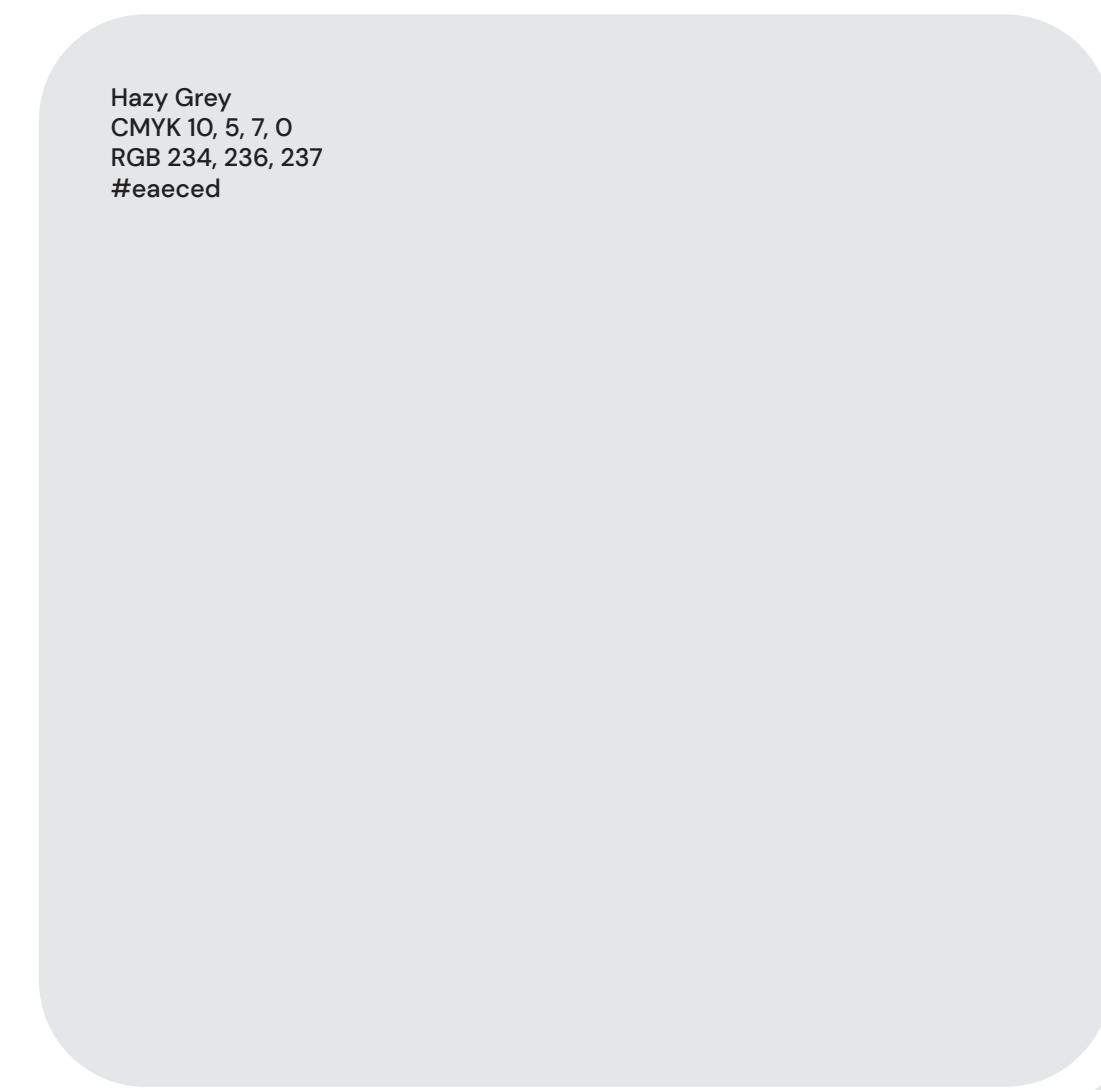
Using over complex background images

A person wearing a pink hoodie and dark pants is riding a bicycle through a dense forest of tall evergreen trees. The person is captured in a dynamic pose, leaning forward as if navigating a trail. The background shows a glimpse of a reddish-brown mountain range under a bright sky. Overlaid on the center of the image is the word "COLOUR" in large, bold, orange, sans-serif capital letters.

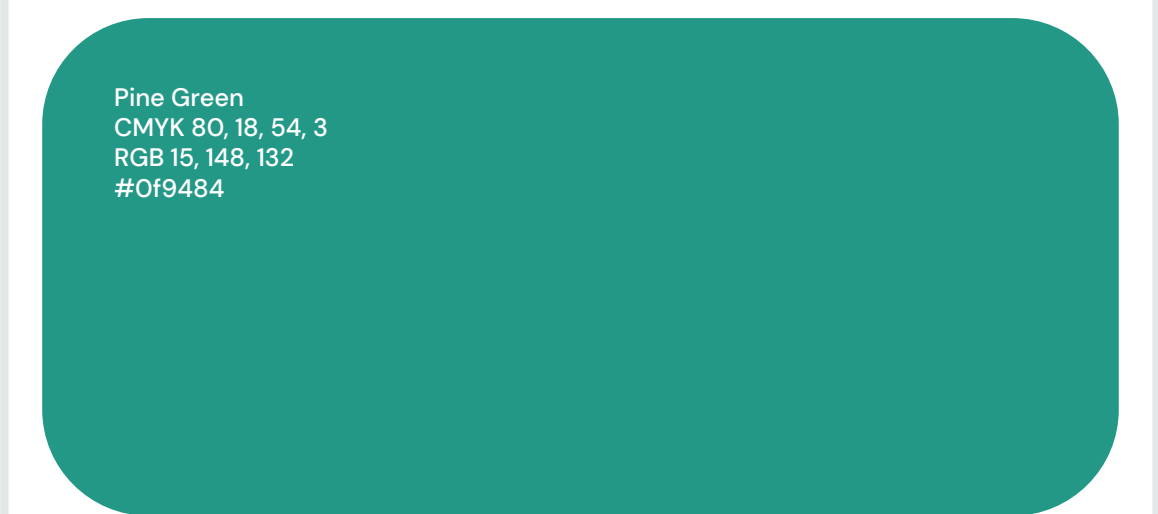
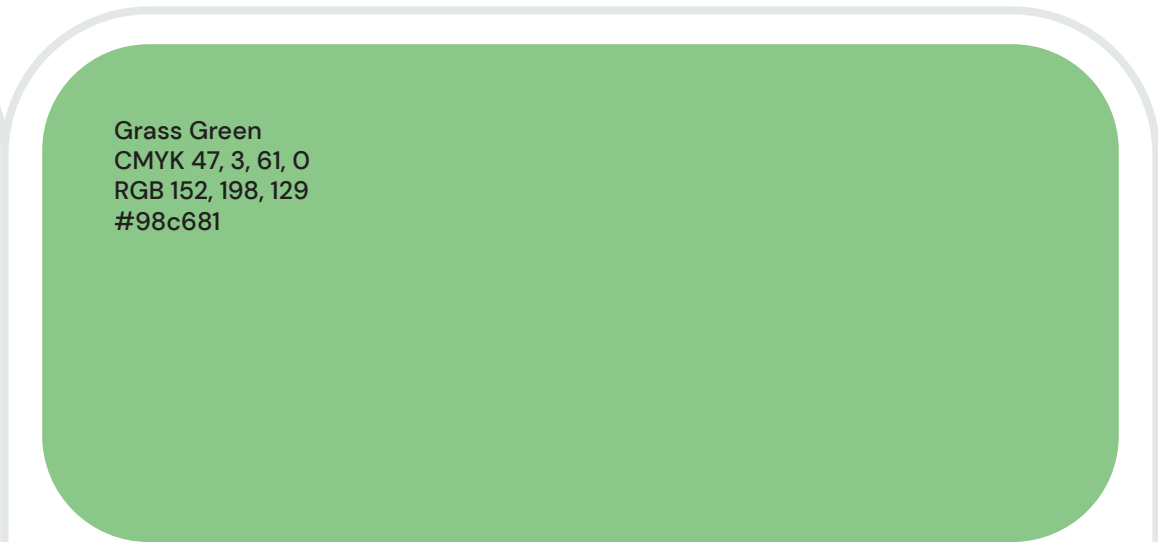
COLOUR

# Colour Palette

## Main Colour Palette



## Secondary Colour Palette



# TYPOGRAPHY



## Typography

Headings  
CTCO Hopps Soft Regular

Body Text  
Archivo Narrow Regular  
Archivo Narrow Bold

# Headings

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# Headings

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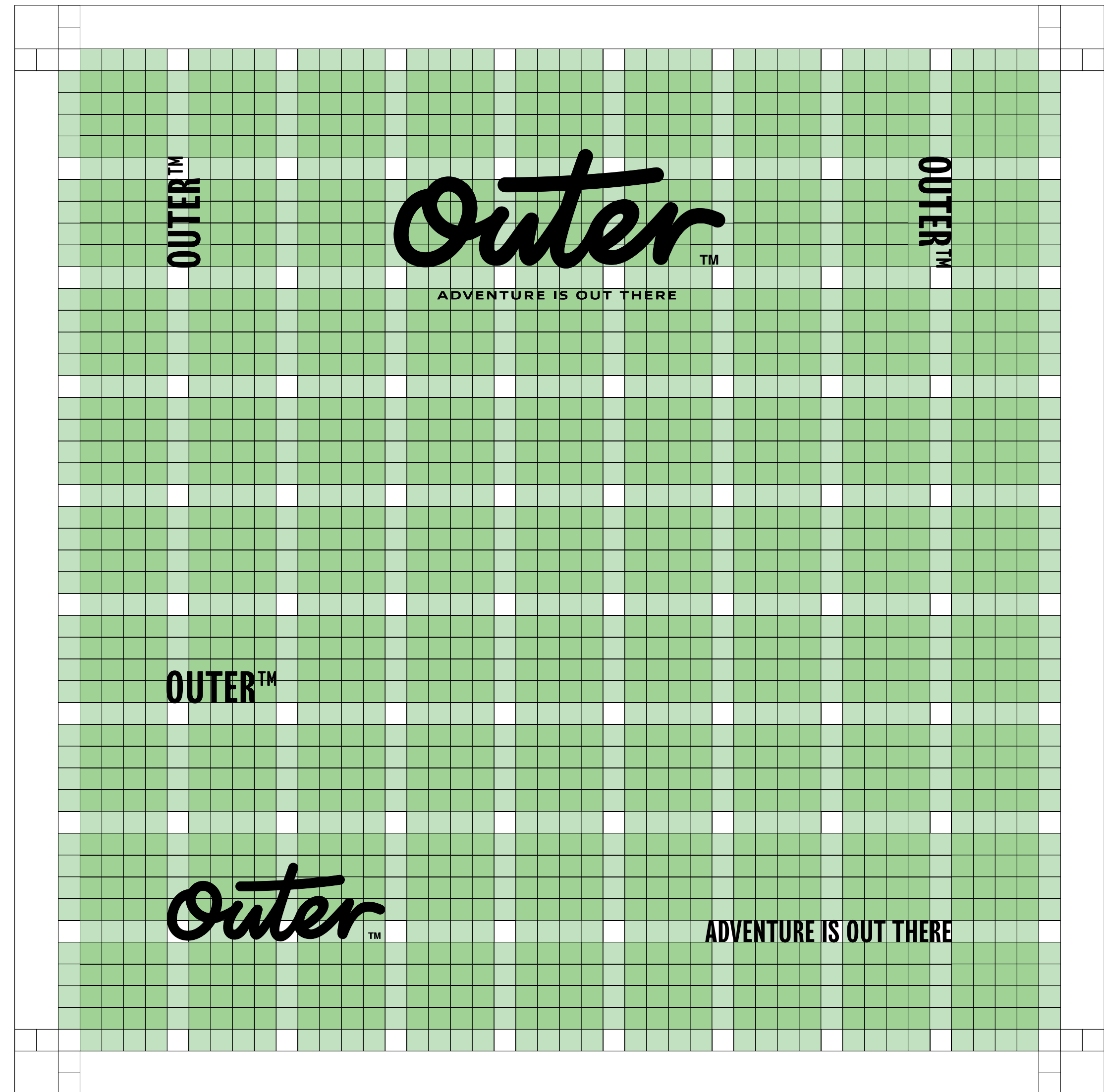
# LAYOUT

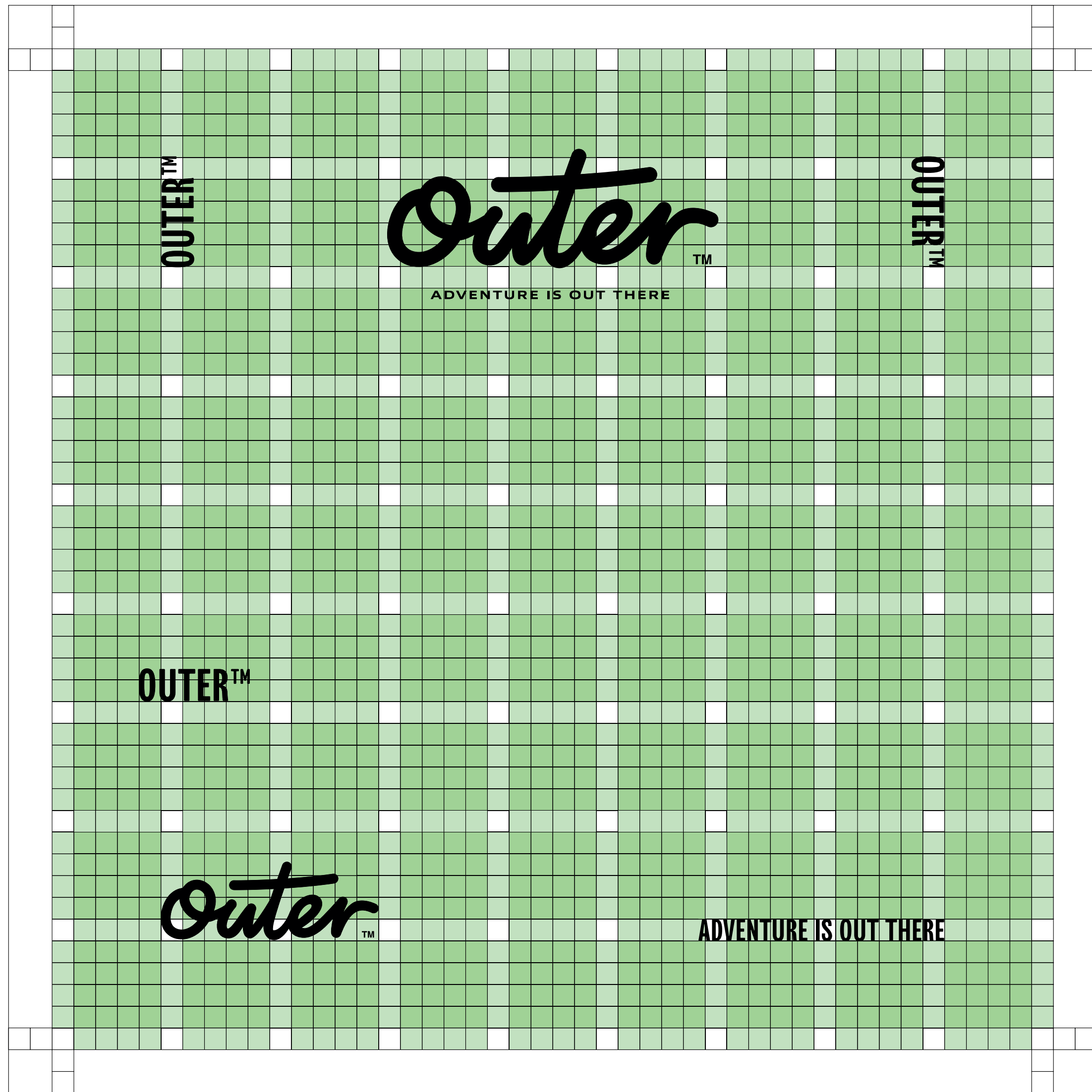


# Brand Grid System

Nine-Col grid on square artboards. Logos can be placed within the grid. Logos should not extend beyond 3 columns. A 1 column/row margin should be allowed between the edge of an image.

Boarders - Allow a 2 unit boarder between artboard edge and image.





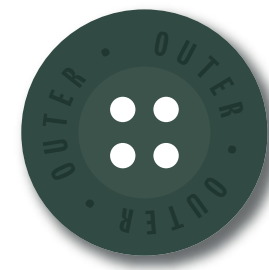
# TRIMS

A man wearing a blue helmet and a dark, quilted jacket is climbing a dark, textured rock face. He is looking upwards and to the right. The word "TRIMS" is overlaid in large, bold, orange letters across the center of the image.



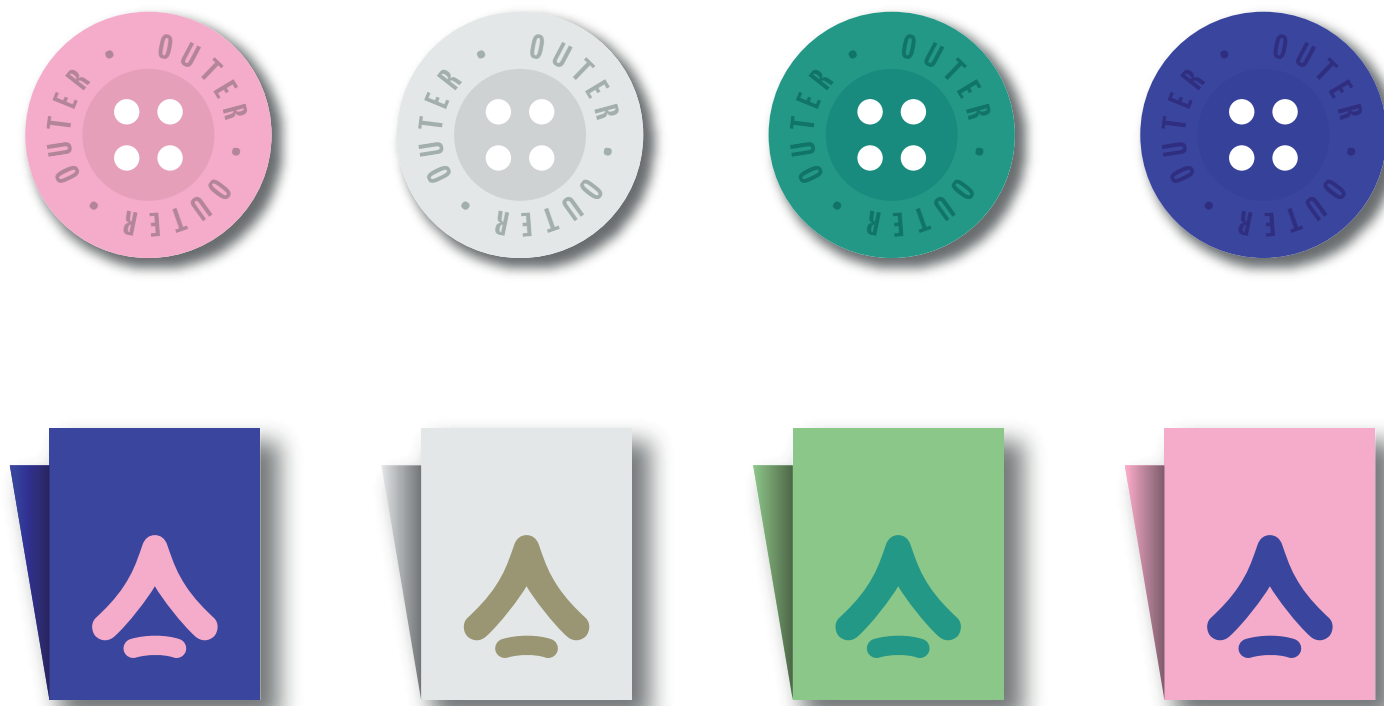
# Care Trims and Labels

Our core trims and labels to be used where stated in each garments tech pack.  
To be used on core ranges only  
not for seasonal garments.



# AW23 Trims and Labels

Our seasonal trims and labels to be used where stated in each garments tech pack. To be used on AW23 ranges only not for core garments.



# Need Help?

If you need assistance with any part this brand guide, logo set and colour palette, I'm here to help.

[adam@oakfold.co.uk](mailto:adam@oakfold.co.uk)

[www.oakfold.co.uk](http://www.oakfold.co.uk)

