



MOUNT
OUTDOORS

VISUAL IDENTITY GUIDELINES

OUR BRAND STORY

At MOUNT Outdoors, we believe that the best version of ourselves is discovered beyond city limits. Nature is more than an escape—it's where we reset, challenge ourselves, and find new perspectives. Whether it's a morning trail run, a weekend hike, or a backcountry expedition, adventure isn't just a destination—it's a way of life.

Our community is made up of ambitious, environmentally conscious explorers—young professionals aged 21 to 34 who balance their fast-paced urban lives with a passion for the outdoors. From daily commutes on two wheels to multi-day treks through untouched landscapes, they seek experiences that keep them active, grounded, and connected to nature.

MOUNT Outdoors is built for those who demand both style and performance. Our gear is designed to transition effortlessly between city streets and remote trails, blending urban aesthetics with rugged durability. Every piece is crafted to withstand the elements while ensuring maximum comfort and functionality. Whether you're scaling a peak, cycling through cityscapes, or gathering around a campfire under the stars—MOUNT is with you, every step of the way. Because adventure isn't just out there—it's in you.



WORDMARK & TAG SYMBOL

- The MOUNT wordmark is only for tags attached to apparel and gear.
- Use the PMS four-spot color version for all digital media and printed materials whenever possible.
- The black/grayscale version is only allowed when the color version would be obscured or printed on textured/molded surfaces.
- The wordmark must not be used in any way other than on approved tags and labels.

PMS - FOUR SPOT COLOUR & BLACK



MOUNT
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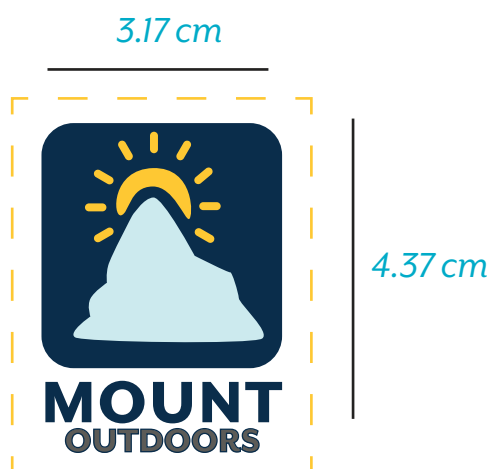


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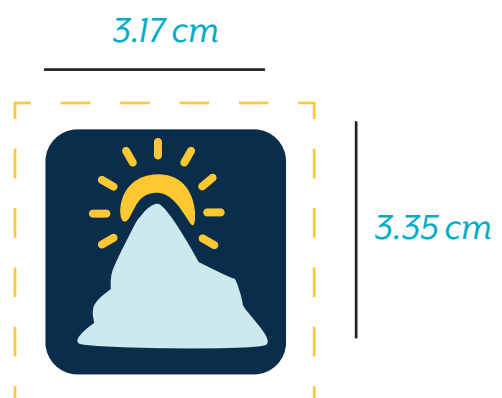


MOUNT
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Size of The Logo



The minimum size the logo type should be reproduced.



WORDMARK DON'TS

The Mount Outdoor symbol must not be used as a decorative element. It should never be altered, repeated, or incorporated into patterns or other design materials.

The grayscale or white version of the Mount Outdoor wordmark should only be used on appropriate contrasting backgrounds and should not be placed on solid or transparent areas where visibility is compromised.

DO NOT change the colours



DO NOT squish the wordmark

DO NOT stretch the wordmark

**MOUNT
OUTDOORS**



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COLOUR SCHEME

*The Mount Outdoors color scheme reflects a balance between adventure and tranquility. The **Deep Navy Blue** represents the vastness of the night sky and the rugged, untamed wilderness. The **Soft Ice Blue** embodies the crisp, serene beauty of snow-capped peaks, evoking a sense of calm and resilience. The **Golden Sunburst** symbolizes warmth, optimism, and the spirit of exploration, much like the rising sun over the mountains. Together, these colors create a harmonious palette that resonates with outdoor enthusiasts, inspiring a deep connection to nature and the freedom of the great outdoors*

PRIMARY COLOURS



Hex: #0A2D4B
RGB: (10, 45, 75)
HSL: (207, 77%, 17%)
CMYK: 87% 40% 0% 71%
Name: Deep Navy

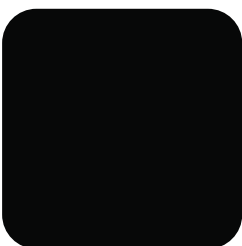


Hex: #74CFE7
RGB: (116, 207, 231)
HSL: (191, 72%, 68%)
CMYK: 50% 10% 0% 9%
Name: Soft Ice Blue

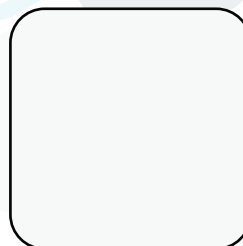


Hex: #FFC939
RGB: rgb(255, 201, 57)
HSL: hsl(43, 100%, 61%)
CMYK: 0% 21% 78% 0%
Name: Golden Sunburst

SUPLIMENTARY COLOURS



Hex: #231F20
RGB: (35, 31, 32)
HSL: (345, 6%, 13%)
CMYK: 0% 11% 9% 86%
Name: Dark Charcoal



Hex: #F7F9F9
RGB: (247, 249, 249)
HSL: (180, 14%, 97%)
CMYK: 1% 0% 0% 2%
Name: Soft White

TYPOGRAPHY

LOGO & LARGE BLOCK TEXT TYPE

Our brand's primary font is Mr Eaves XL Mod OT Heavy, chosen for its modern, clean, and versatile appearance, ensuring a strong and consistent visual identity.

The secondary font, Mr Eaves XL Mod OT Heavy Italic, adds emphasis and character, providing a dynamic contrast that enhances readability and brand expression.

Mr Eaves XL San OT Heavy

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$\$%^&*()

Heavy Italic

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$\$%^&*()

HEADINGS AND IMPORTANT COPY

Reg Italic

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$\$%^&*()

Bold

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$\$%^&*()

TAGLINES & MARKETING TEXT

GET^{UP}
GEAR **UP**
AND GET
OUTDOORS

MAKE A PATH
FIND YOUR WAY

Iconography



Rainy conditions



Warm conditions



Snow conditions



Walking



Running



Hiking



Day trips



2 - 4 day



+5 day



Outdoor adventures



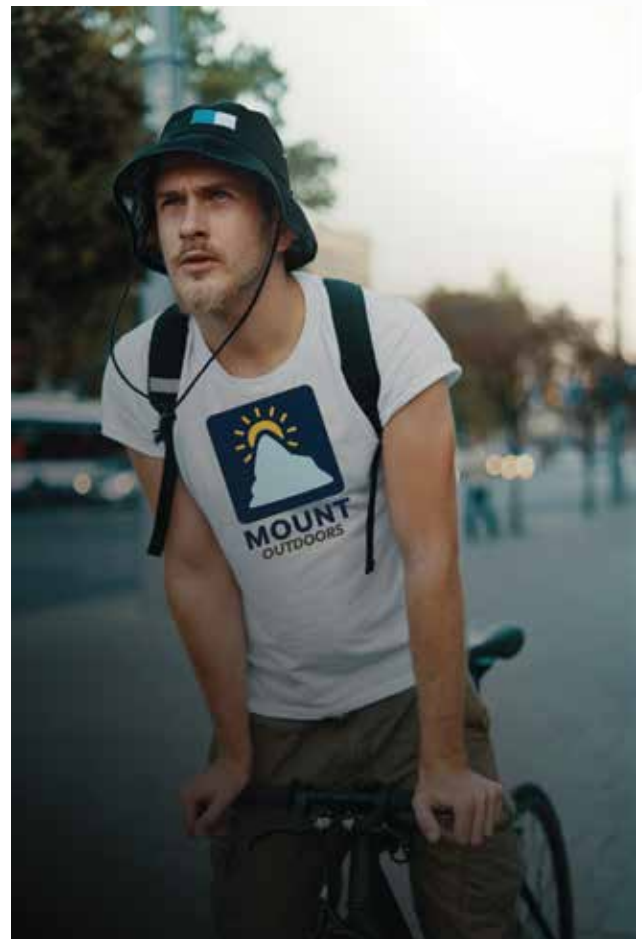
Mental well-being



Fitness and nutrition

Brand Integration

Our brand's signature style blends simplicity with elegance. Here's a curated guide to embody our modern, minimalist fashion identity from head to toe:



Brand Integration

Our brand celebrates individuality while promoting effortless, modern style. The key to embodying this look is balance: boldness in simplicity and confidence in subtlety. With these elements, anyone can showcase the timeless appeal of our brand's identity



Print Integration

