



**VITALITY**  
**OUTDOORS**

**VISUAL IDENTITY GUIDELINES**



# 01.

## OUR BRAND STORY

The Vitality Outdoors brand caters to the needs of dynamic individuals who lead vibrant, primarily urban lifestyles. The Vitality logo embodies the notion that:

“Our deepest connections with ourselves often unfold amidst nature's embrace. Amidst the hustle and bustle of city living, solace and rejuvenation await just beyond our doorstep, within the lush greenery of parks and untouched natural sanctuaries. Embracing the spirit of adventure in these untamed spaces, we strive for ecological mindfulness and seize the chance to recharge our bodies and minds in the great outdoors.”

—ARJUN TEJANI, Founder & CEO

The target audience for Vitality Outdoors comprises educated, environmentally-conscious individuals aged 21 to 34. This demographic actively participates in outdoor pursuits such as strolling, trekking, and cycling two to three times weekly on average. Additionally, they embark on multi-day excursions, whether by canoe or backpacking, to more secluded natural destinations at least once annually.

Designed to meet the needs of this target demographic, Vitality-branded apparel and equipment are equally suited for urban jaunts and rugged wilderness adventures. The brand exudes an urban-chic, sporty vibe. Devoted patrons seek out Vitality products for their assurance of superior quality, craftsmanship, and resilience, enabling them to maintain an active, healthy lifestyle while exploring the myriad natural wonders of Southern Ontario.



# 02.

# LOGOTYPE

## **PMS - TWO COLOUR & BLACK / GRAYSCALE**

These designated versions of the Vitality Outdoors logotype are the exclusive acceptable choices. Here are the guidelines for using the logotype as outlined on this page:

The preferred option is to utilize the PMS full-color version of the logotype in all digital media and on printed marketing materials whenever feasible.

The black/gray-scale version of the logotype is permissible only in situations where the PMS full-color version may risk being obscured or when printed on distinct textures or molded shapes.



The minimum size the logotype should be reproduced.



Clear space requirement between the logotype and the edge of items, text or other logos.

# 03.

## Modifications to Avoid



Our logo embodies our dedication to excellence, serving as a beacon for our loyal customers. It must be utilized in accordance with these guidelines to maintain its status as a potent symbol of the top-tier, high-performance apparel and gear we produce. Under no circumstances should the logo be modified. Avoid the following:

- Reversing the PMS colors
- Outlining the logo
- Changing the color of the logo
- Stretching or compressing the logo
- Applying drop shadows, bevels, or other effects
- Skewing or distorting the logo



# 04.

## TAG SYMBOL

### PMS - ONE COLOUR APPAREL AND GEAR TAGS

The Vitality Outdoors symbol is reserved solely for use on tags attached to apparel and gear. Here are the guidelines for using the symbol as outlined on this page:

The symbol is restricted to use solely on tags attached to apparel or gear. Avoid combining the logotype and symbol in any media or printed materials.



VITALITY DARK  
PMS 7463  
RGB 0 43 73  
# 002b49



HONEY SUNLIGHT  
PMS 1225  
RGB 255 200 68  
#ffc844



LIME LEAF  
PMS 374  
RGB 194 231 107  
#c2e76b



05.

# TYPOGRAPHY

Mr Eaves XL San OT

abcdefghijklmnopqrstuvwxy

0123456789

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

Our brand utilizes the Mr Eaves XL San OT font family for all typographical elements featured in this document. Its adaptability is showcased across various layouts. While there are multiple variations of the Mr Eaves font family accessible through the Adobe font manager, only Mr Eaves XL San OT is sanctioned for use within our brand.

**Mr Eaves XL San OT Heavey or Ultra**

**abcdefghijklmnopqrstuvwxy**

**0123456789**

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

For taglines and marketing text designed for visual emphasis as a part of social media graphics, video and other multimedia applications, exclusively use Mr Eaves XL San OT Heavey, or Ultra and set in all caps. No other varieties of Mr Eaves XL Sand OT should be used.



# 06.

# COLOUR SCHEME

## PRIMARY COLOURS



VITALITY DARK  
PMS 7463  
RBG 0 43 73  
# 002b49



VITALITY LIGHT  
PMS 313  
RBG 0 143 190  
# 008fbe

Color plays a crucial role in strengthening our brand narrative of urban chic and athletic aesthetics. The lively tones of Lime Leafis enhanced by the addition of Honey Sunlight, Vitality Dark, and Grey Ghost. Together, this palette is crafted to visually echo the adventurous spirit of individuals who embody an active urban outdoor lifestyle.

## SECONDARY COLOURS



HONEY SUNLIGHT  
PMS 1225  
RBG 255 200 68  
#ffc844



LIME LEAF  
PMS 374  
RBG 194 231 107  
#c2e76b



GREY GHOST  
PMS 431  
RBG 91 102 112  
#5b6670



STEEL FROST  
PMS 429  
RBG 162 169 173  
#aza9ad

The supplemental colors are exclusively intended for flat color graphics, tags on apparel and gear, and digitally enhancing captivating visuals that uphold the essence of the Fraîcheur brand.