



ALPHA  
OUTDOORS

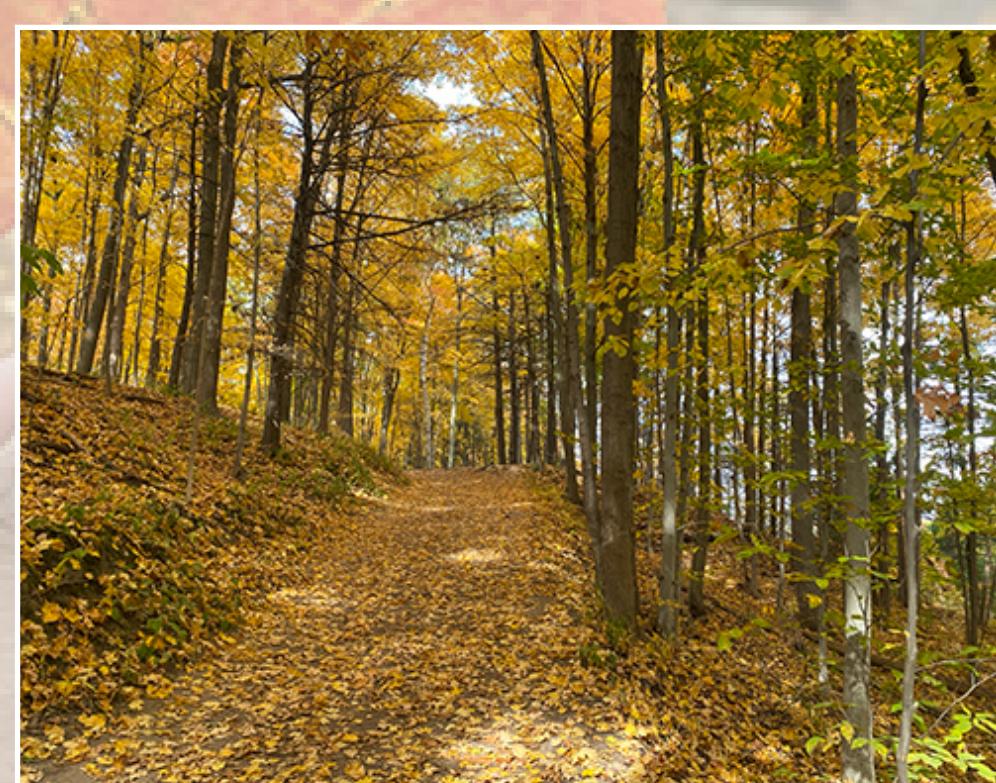
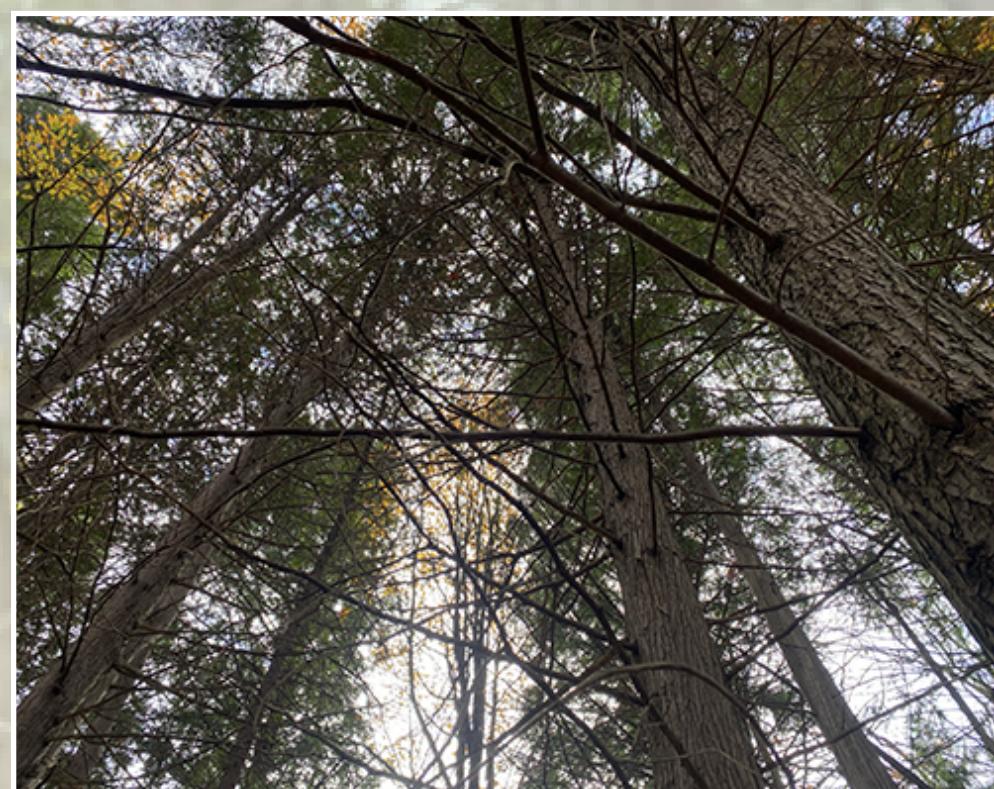
# OUR BRAND STORY

Alpha Outdoors appeals to young adults who live an adventurous and free-flowing lifestyle. They appreciate wherever the path may take them and aren't afraid to try new things.

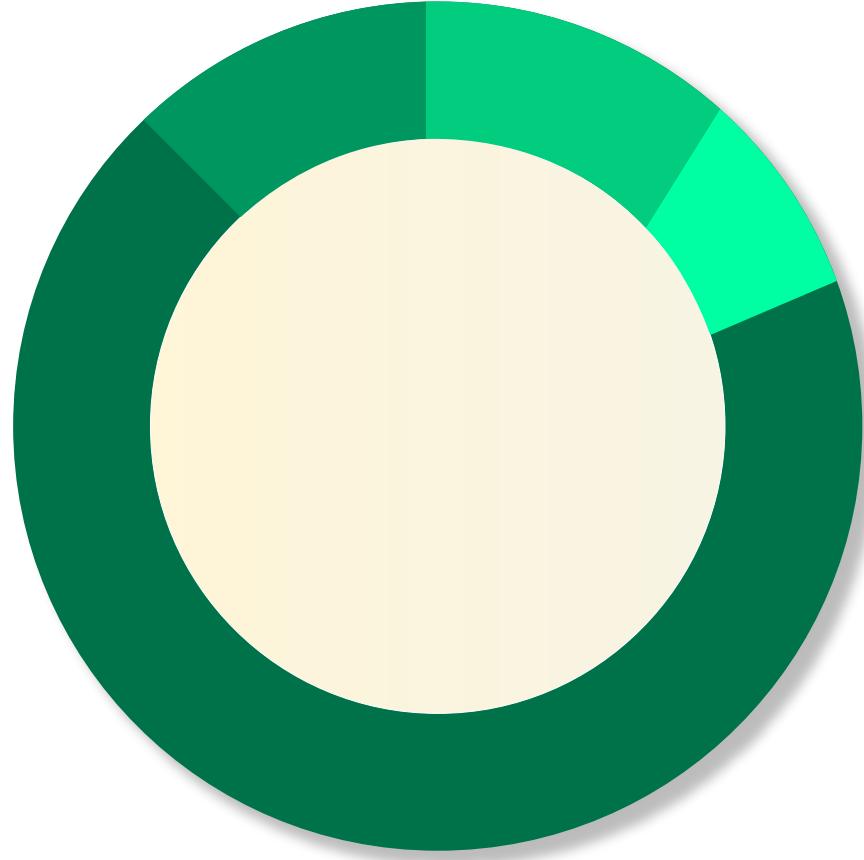
"The world is an amazing place to get lost in. There are a large number of trails and conservation areas in Ontario to find your adventure in. A chance to find your path and clear your mind with the peaceful and refreshing recharge of bright, crisp fall leaves and soft, textured earth. Every and any path being the right one to take. The outdoors of Ontario are waiting for your adventure."

The target audience of Alpha Outdoors is professional, free-spirited 20-40 year-olds with adventurous and creative minds. This demographic participates in walking and hiking four to five times a week, constantly seeking new trails or paths to explore. At least twice a week, they venture off the beaten path to discover hidden sights and create their own trails.

Alpha Outdoors designs with a laid-back, comfortable style and offers high-quality gear tailored to the needs of this audience. The brand allows customers to express their individuality, ensuring that each product reflects their unique personality. By combining quality, comfort, and style, Alpha Outdoors provides the best outdoor gear for every adventure, big or small.



## COLOUR PALETTE



### THE COLOUR SCHEME

DARK GREEN

Hex #007249

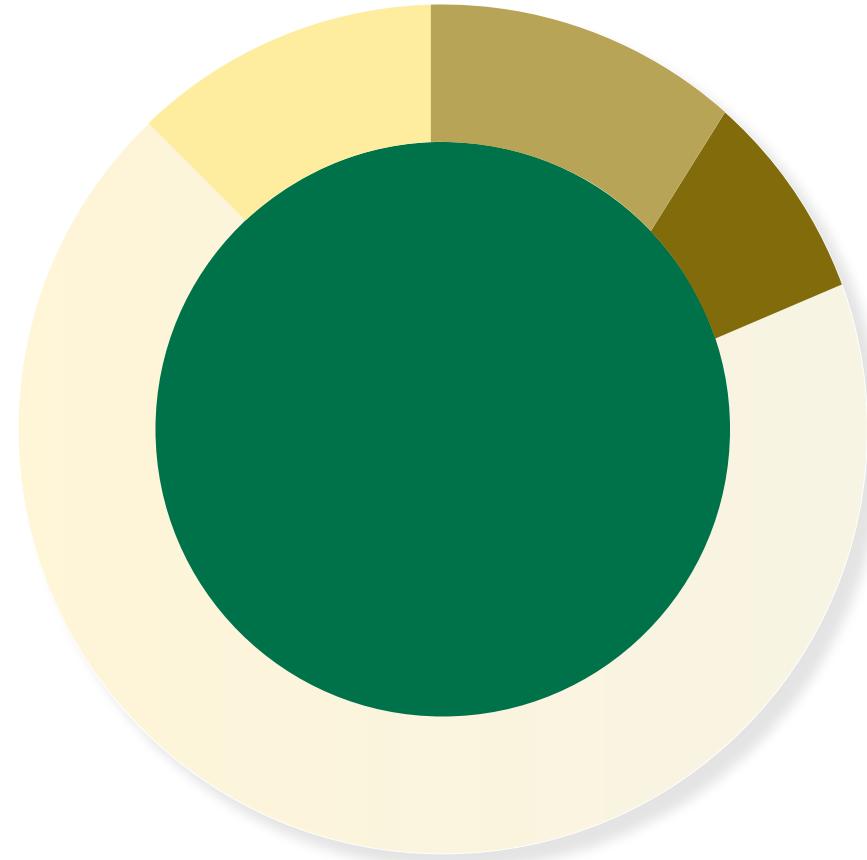
The supplementary colors are carefully selected to complement these primary tones, offering a dynamic contrast that highlights the adventurous spirit and unique personalities of Alpha Outdoors'

### THE COLOUR SCHEME

LIGHT CREAM OR IVORY

RGB #F8F4E3

The color scheme for Alpha Outdoors is designed to embody a sense of professional adventure while celebrating the free-spirited, creative nature of our audience.



# TYPOGRAPHY

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Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz

**OPEN SANS** OPEN SANS OPEN SANS

Aa Bb Cc Dd Ee Ff

## BRAND GUIDELINES

Typography usage adheres to a clear hierarchy, ensuring consistency in headers, subheaders, and body text.

Headlines are bold and impactful, grabbing attention with a focus on concise messaging, while body text remains simple and legible, ideal for conveying detailed information.

Whether it's used in digital formats like our website or on physical products, typography plays a crucial role in reinforcing Alpha Outdoors' commitment to quality, style, and functionality.

# WORDMARK

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A wordmark is a key component of Alpha Outdoors' brand Identity. It represents the brand's name in a distinctive typographic style, ensuring consistency and recognition across all platforms. The following guidelines define the correct usage of the Alpha Outdoors wordmark to maintain brand integrity.

## HOW TO USE LOGO:



## WHAT NOT TO DO:

