

BivWack
O U T D O O R S



BRAND GUIDELINES



EXPERIENCE

Life is better spent outdoors. When it comes to enjoying the trail and beyond, BivWack Outdoors believes there's only one way to do it: simple as possible. Our mission is to encourage more people to get outside and to enjoy the experiences of the great outdoors.

Our definition of success is to motivate change by inspiring more people to get outside. We do this by sharing tales from the trails, trip ideas, and tips on how to make your experience more enjoyable.

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ABOUT

BivWack Outdoors

a brand of products designed to keep your experience simple as well as motivated.

Defined

Bivouac: noun

a temporary camp without tents or cover, used primarily by soldiers or mountaineers.

BivWack Outdoors: noun

a method of enjoying the outdoors unlike anything else, based on simplicity and minimalism



PRIMARY LOGO

BivWack Outdoors primary logo is a character icon and a watermark. The icon is a silhouette head of a raccoon representing nature's ultimate experience taker. Raccoons are known for their skills, adaptability, and resilience in the great outdoors. It's more than the idea of surviving the great outdoors: it's living it. The main lettering style of the logo has a bold and empowering font that represents the initial characteristics of BivWack's mission to motivate and inspire people. Following that is the elongated word "Outdoors," emphasizing the true inspiration of BivWack's mission.

This is the primary logo used across primary brand applications. The trademark helps audiences easily identify BivWack Outdoors storefront, products, web presence, ads, and other materials. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



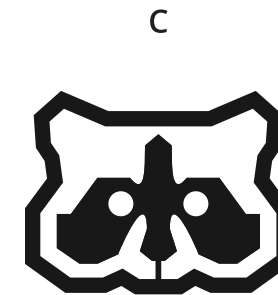
SECONDARY LOGO

BivWack Outdoors secondary logo can be used as an alternative to the primary logo, but should never be used directly next to the primary logo, as it will look repetitive and isn't a good use of the brand elements.

Horizontal logo (A) can be used if the allocated space is too tight to fit the primary logo vertically.

The typeface logo (B) can be used if emphasis on the company name is needed.

The raccoon icon logo (C) can be used as an accent element if the layout already has the company name as part of the header title.



LOGO USAGE

Logo usage



Exclusion zones
Always allow a minimum space around the logo.



Minimum size for vertical layout
The logo minimum width is 77x59px or 6.5x5mm.



Minimum size for vertical layout
The logo minimum width is 270x230px or 23x20mm.



Minimum size for horizontal layout
The logo minimum width is 450x130px or 38x11mm.



Maximum size
There is no maximum size defined for this logo.

UNACCEPTABLE USAGE

It is extremely important for brand success that the logotype BivWack be displayed correctly. This includes always using the correct typefaces, color and the correct relative positioning and size of all elements. Below is a list of things you should not do with the logotype and its elements.

1. Do not distort any portion of the logotype or signature.
2. Do not remove any element of the logotype such as, part of the wordmark.
3. Do not tilt or rotate the logotype to any degree.
4. Do not rearrange any elements of the logotype.
5. Do not alter the size of any of the individual elements of the logotype.
6. Do not alter the size of the signature in relation to the logotype.
7. Do not change the typeface of any part of the logotype, tagline or signature.
Do not try to build the logotype on your own.
8. Don`t add dropshadows.
9. Do not make any part of the logotype any color other than the acceptable color options.



Open Sans ExtraBold

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Semiotics aesthetic freegan pour-over jianbing.

Open Sans SemiBold

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Semiotics aesthetic freegan pour-over jianbing.

COLOR PALETTE



Color Usage

The color usage for BivWack Outdoors is fairly minimal. The logo will mostly be used in a black or white background, but can also be used in alternated backgrounds colors



PHOTO BACKGROUND

There are a couple ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo types aren't obstructed by the image.

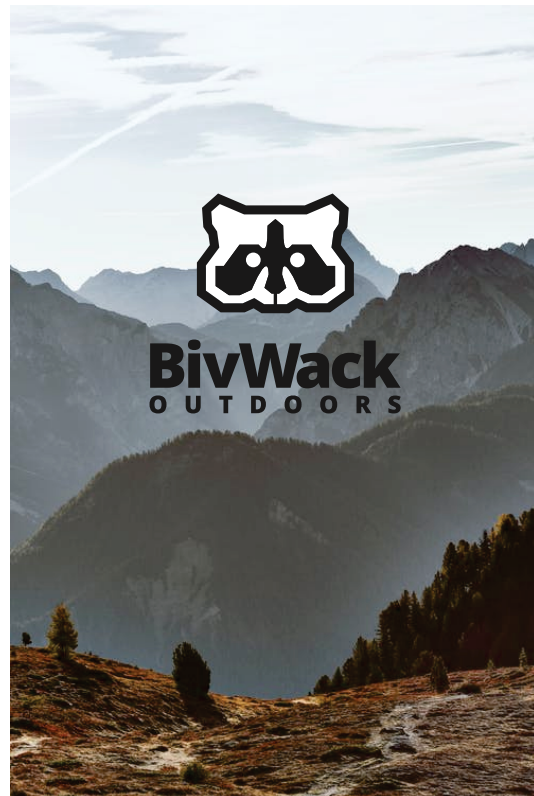
In most cases , a solid white or solid black logo can either be used on top of a background image.

Tips:

Photos with shallow depths-of-field work best.

Avoid busy images with too much detail.

Applying a darker transparent overlay on an image helps make text more readable





CONTACT YOUR DESIGNER

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