

# WILD PULSE

OUTDOORS



## VISUAL IDENTITY **GUIDELINES**



# OUR BRAND STORY

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## BRAND MEANING

WildPulse Outdoors, a renowned outdoor apparel and gear brand, is spread across Canada, dedicated to enhancing the overall outdoor experience. The brand embraces the idea of venturing off the beaten path and embarking on adventurous journeys. The very name, WildPulse, resonates with individuals who are enthusiastic about exploring the wild and always thrilled to engage in adventurous activities, embodying a pulsating sense of wilderness.

## TARGET GROUP

WildPulse Outdoors caters to a target demographic of free-spirited individuals aged 20 to 40 years. These outdoor enthusiasts revel in activities like hiking, walking, biking, and camping whenever they can throughout the week, driven by their passion for the wild and adventure, making every heartbeat resonate with the call of the wilderness.



# LOGO ICON

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## ICON MEANING

Create a pulse design that incorporates the letter "w" connected to the word "pulse," capturing the essence of wildness in the brand logo named "WildPulse."

## ICON USAGE

Ensure that the icon is consistently aligned either to the left or right, as demonstrated on this page.



# FULL LOGO & SPACING

Ensure proper usage of the WildPulse Outdoors wordmark, adhering to the specified sizing and spacing guidelines outlined below:



## SPACING

Regardless of size, it is imperative to maintain the designated clear space (height of the "Outdoor" text) between the logotype and the edges of items, text, or other logos.

## LOGO VARIATIONS



The grayscale version of the logo should be exclusively employed when printing, as the colorless document or colored version poses readability challenges



Use the white variant of the logo exclusively for images such as banners and digital designs

# LOGO DONT'S

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The WildPulse Outdoors logo should not be used in any form as shown below



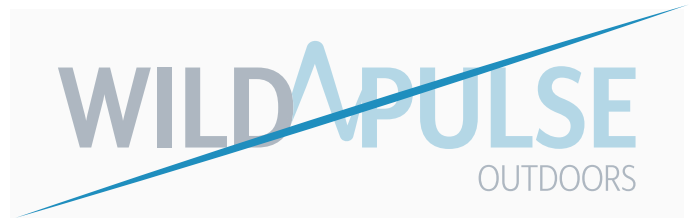
**Avoid rotating, skewing, or stretching the logo**



**Do not remove any part of the logo**



**Refrain from applying drop shadows to the logo**



**Do not decrease the opacity of any element**



**Avoid outlining the logo**

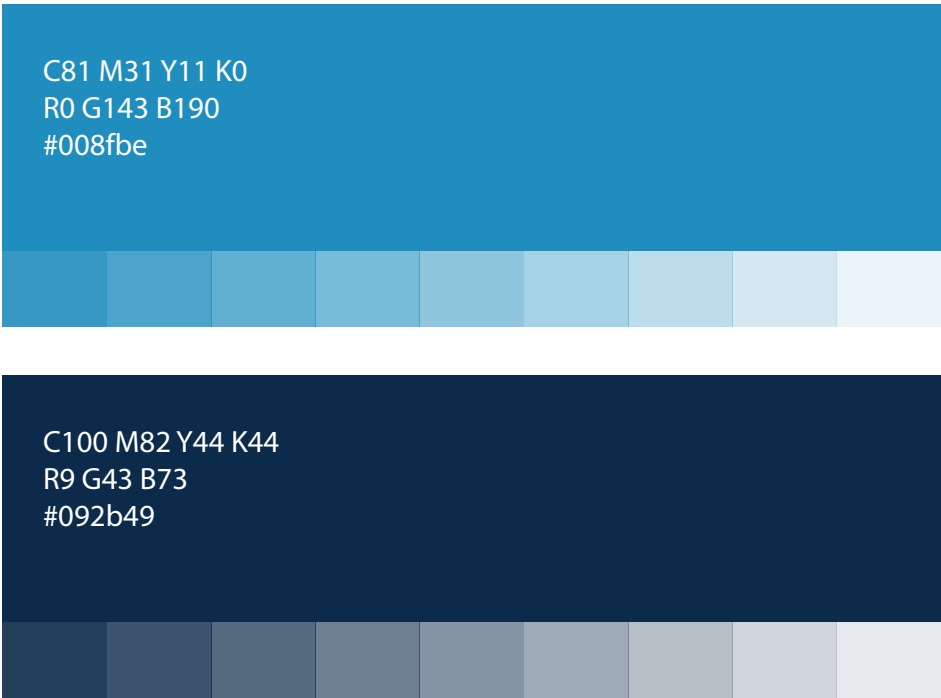


**Do not alter the color style of any element.**

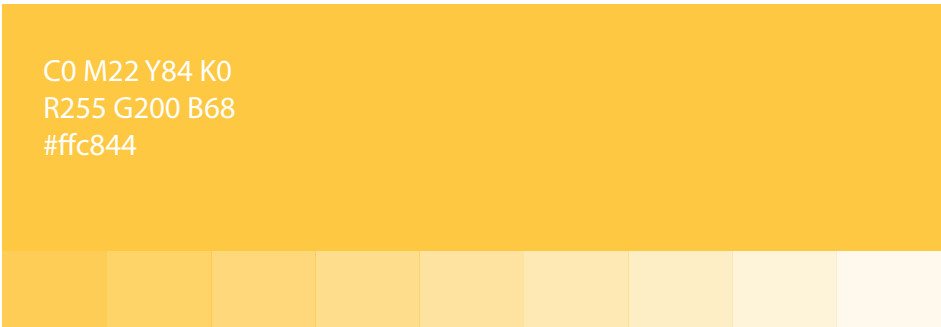
# COLOUR SCHEME

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## PRIMARY COLOURS



## SECONDARY COLOUR



WildPulse Outdoors has carefully chosen its colors for a  
standout presence in the outdoor market.

Above are the primary colour palette followed by the secondary  
colour. When using brand colors, prioritize the weight of the  
primary color over the secondary color for effective brand com-  
munication.

# TYPOGRAPHY

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## Mr Eaves XL San OT

Aa

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+

Aa

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+

WildPulse Outdoors has chosen the Mr Eaves XL San OT font as it complements the brand's personality and is suitable for the target geography.

**HEADLINES SHOULD ALWAYS BE IN THE HEAVY VARIATION OF THE FONT**  
WHILE THE BODY TEXT SHOULD BE IN THE REGULAR VARIATION.