

VISUAL IDENTITY GUIDELINES

Designed for exploration. Your adventure starts here.



Grizz
OUTDOORS



Grizz Outdoor is *true escape*.

True escape is Grizz Outdoor.

Brand Statement

Grizz Outdoors creates rugged, high-performance gear for those who move confidently between the city and the wild. We believe adventure is not a break from life—it's part of it. Our

designs fuse technical durability with modern aesthetics, keeping you ready wherever the path leads.

Chase the Grizzly Energy.



Tone of Voice

Voice: Aspirational, Grounded, and Clever. We speak as the seasoned guide who also understands a tight deadline.

Tone: Invigorating yet Confident. Inspiring without being preachy. Knowledgeable but not intimidating. A touch of poetic contrast between urban and natural elements.

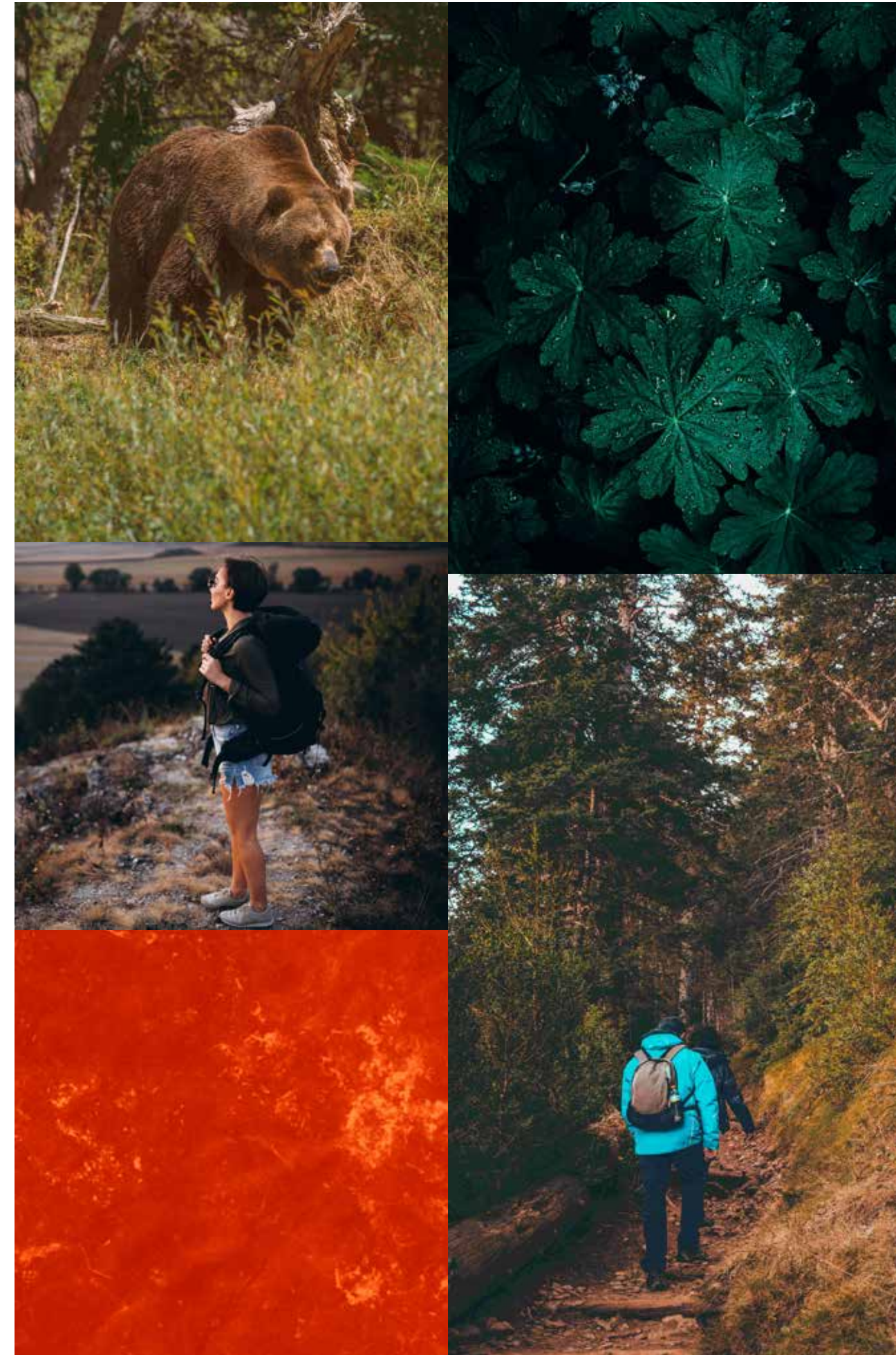
Your Escape, Engineered.



Discover the foundation



Wordmark & Logomark



Colours



Typography



Grizz
OUTDOORS

Logo

The Grizz Outdoors logo is a considered balance of strength, precision, and exploration. The geometric landscape icon draws from mountains and layered terrain, symbolizing resilience, movement, and the environments the brand is built to perform in.

Together, the mark represents Grizz Outdoors' core philosophy: **rugged performance grounded in thoughtful, modern design**—ready for life between the city and the wild.

Overview

The Grizz Outdoors logo system is designed for flexibility across environments and platforms, ensuring clarity, consistency, and strong brand recognition in every application.



Logomark

Primary Logomark Sizing

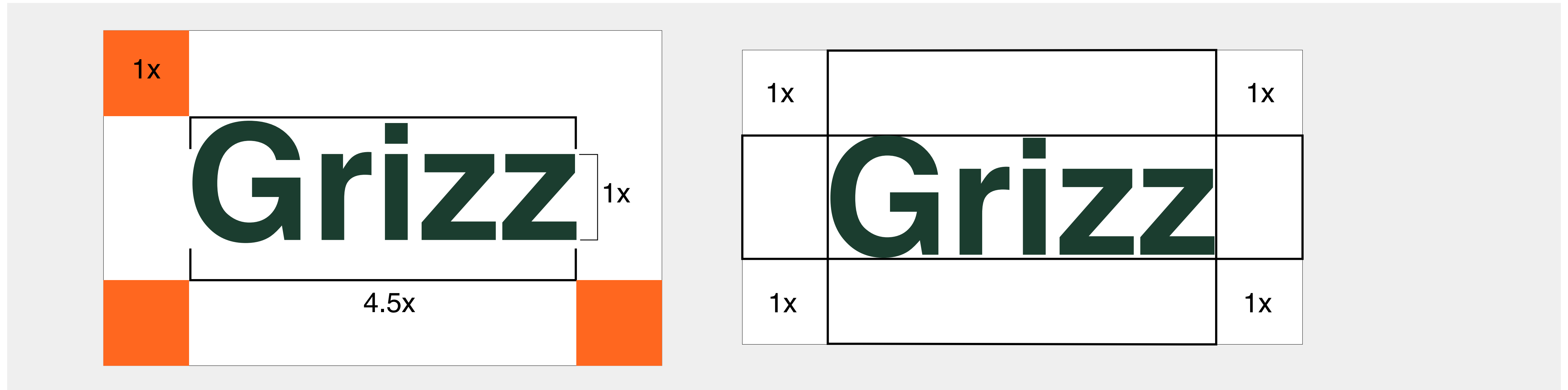
Clear space establishes the minimum required area around the Grizz Outdoors logo. This space ensures consistent legibility and prevents visual interference in all applications.



Wordmark

Wordmark Sizing

The Grizz Outdoors logo is designed to remain clear and consistent across light, dark, and colored backgrounds. Approved color variations ensure legibility and brand integrity in all applications.



Secondary Logomark

The Grizz Outdoors secondary logo is designed to remain clear and consistent across light, dark, and colored backgrounds. Approved color variations ensure legibility and brand integrity in all applications.



Logomark

The Grizz Outdoors logo is designed to remain clear and consistent across light, dark, and colored backgrounds. Approved color variations ensure legibility and brand integrity in all applications.



Logomark Usage

Misuse

Don't apply dropshadow



Don't remove OUTDOORS



Don't apply any effects



Don't rotate the logo



Don't stroke the logo



Don't slant or stretch the logo



Logomark on imagery

Dos

The Grizz Outdoors logo must maintain strong contrast when placed on imagery or colored backgrounds to ensure legibility and brand clarity. Approved logo color variations should be used based on background tone, avoiding busy or low-contrast areas that compromise visibility.

Do use approved logo color variations that provide clear contrast against imagery or colored backgrounds.

Do place the logo on calm, uncluttered areas of images to maintain legibility.



Good contrast

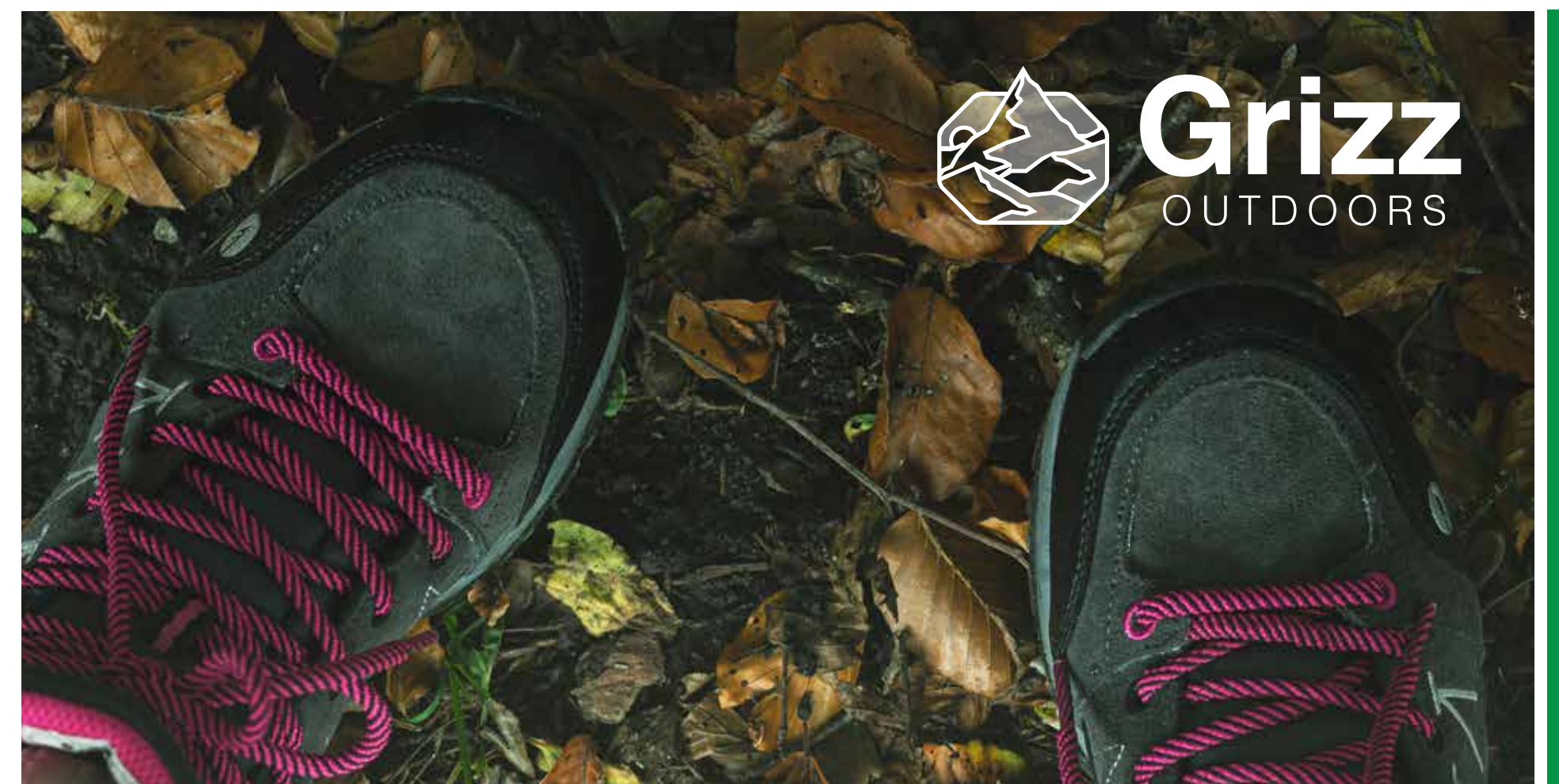


Photo does not interrupt the logo

Logomark on imagery

Don'ts

The Grizz Outdoors logo must maintain strong contrast when placed on imagery or colored backgrounds to ensure legibility and brand clarity. Approved logo color variations should be used based on background tone, avoiding busy or low-contrast areas that compromise visibility.

Don't place the logo on busy, high-detail, or low-contrast areas.

Don't alter logo colors outside the approved palette or apply effects that reduce clarity.



Low light



Photo interrupts the logo



Brand Color Scheme

Our palette is not merely decorative; it is a functional and philosophical system engineered to reflect the dual nature of the modern adventurer.

It bridges two worlds: the composed, sophisticated environment of the urban professional and the raw, dynamic energy of the untamed wilderness.

Signature Colors

Our palette is not merely decorative; it is a functional and philosophical system engineered to reflect the dual nature of the modern adventurer.

Forest Base

HEX: #0B3D2E

RGB: 11, 61, 46

CMYK: 82, 0, 25, 76

Pantone: PANTONE 5463 C

Charcoal

HEX: #2C2C2C

RGB: 44, 44, 44

CMYK: 0, 0, 0, 83

Pantone: PANTONE Black 7 C

Ember Orange

HEX: #D86F33

RGB: 216, 111, 51

CMYK: 0, 49, 76, 15

Pantone: PANTONE 1585 C

Foundation Colors

Our palette is not merely decorative; it is a functional and philosophical system engineered to reflect the dual nature of the modern adventurer.

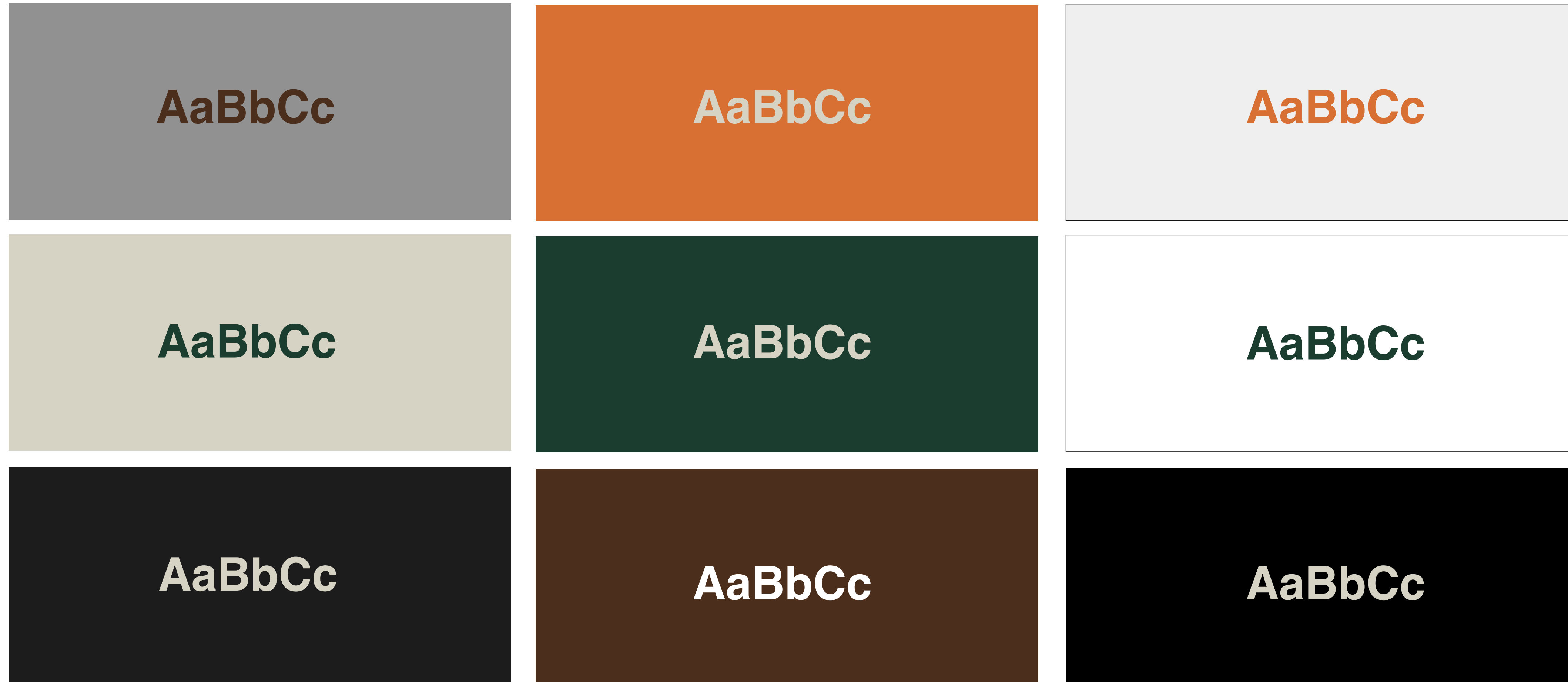
Urban Gray
HEX: #A3A3A3
RGB: 163, 163, 163
CMYK: 0, 0, 0, 36
Pantone: PANTONE Cool Gray 7 C

Neutral Sand
HEX: #D6D2C4
RGB: 214, 210, 196
CMYK: 0, 2, 9, 16
Pantone: PANTONE Warm Gray 1 C

Earth Brown
HEX: #4B2E1C
RGB: 75, 46, 28
CMYK: 0, 39, 63, 71
Pantone: PANTONE 476 C

Foundation Colors

Our palette is not merely decorative; it is a functional and philosophical system engineered to reflect the dual nature of the modern adventurer.



Aa Bb Cc

Aa Bb Cc

Brand Typography

Our palette is not merely decorative; it is a functional and philosophical system engineered to reflect the dual nature of the modern adventurer.

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Overview

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Helvetica
& *Didot*

Glyphs

Our palette is not merely decorative; it is a functional and philosophical system engineered to reflect the dual nature of the modern adventurer.

Helvetica

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Didot

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Usage

Our palette is not merely decorative; it is a functional and philosophical system engineered to reflect the dual nature of the modern adventurer.

H1
220px,
264% line height,
-2% leading

Huge

H3
96px,
115% line height,
-2% leading

Medium

H2
156px,
187% line height,
-2% leading

Large

H4
48px,
58% line height,
-2% leading

**Callout text.
Mastering sound
engineering for
product longevity.**

Usage

Our palette is not merely decorative; it is a functional and philosophical system engineered to reflect the dual nature of the modern adventurer.

Body
24px,
29% line height,
-2% leading

Paragraph text medium.

Body
16px,
19% line height,
-2% leading

Paragraph text small

Text lockups

A few examples on how to combine our headline and paragraph styles.

EYEBROW HERE

Lorem ipsum

Sound engineering

Lorem ipsum dolor sit amet consectetur. Leo pellentesque risus nisl enim. Egestas duis arcu arcu mauris odio. Augue turpis etiam non augue porttitor.

EYEBROW HERE

Lorem ipsum

Lorem ipsum dolor sit amet consectetur. Leo pellentesque risus nisl enim. Egestas duis arcu arcu mauris odio. Augue turpis etiam non augue porttitor. Vel massa aliquam porttitor adipiscing massa. Nullam semper est ac arcu.

**Lorem ipsum dolor sit amet consectetur.
Cras fusce ipsum ultrices *feugiat* lectus.
Odio pulvinar urna vestibulum
volutpat ut nisl sem.**

Lorem ipsum dolor sit amet consectetur. Lacus molestie porttitor platea augue euismod curabitur. Bibendum nam volutpat odio vitae massa risus lacus. Enim malesuada non et diam condimentum donec. Velit a purus lectus metus. Massa egestas viverra justo arcu amet egestas eget.

Lorem *ipsum*

Lorem ipsum dolor sit amet consectetur. Leo pellentesque risus nisl enim. Egestas duis arcu arcu mauris odio. Augue turpis etiam non augue porttitor.

Back-up fonts

There may be occasions where our typefaces aren't available for use (such as when web-fonts have been blocked or are unavailable, digital newsletters, etc.). When this occurs, the following web-safe fonts can be used.

Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Baskerville Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

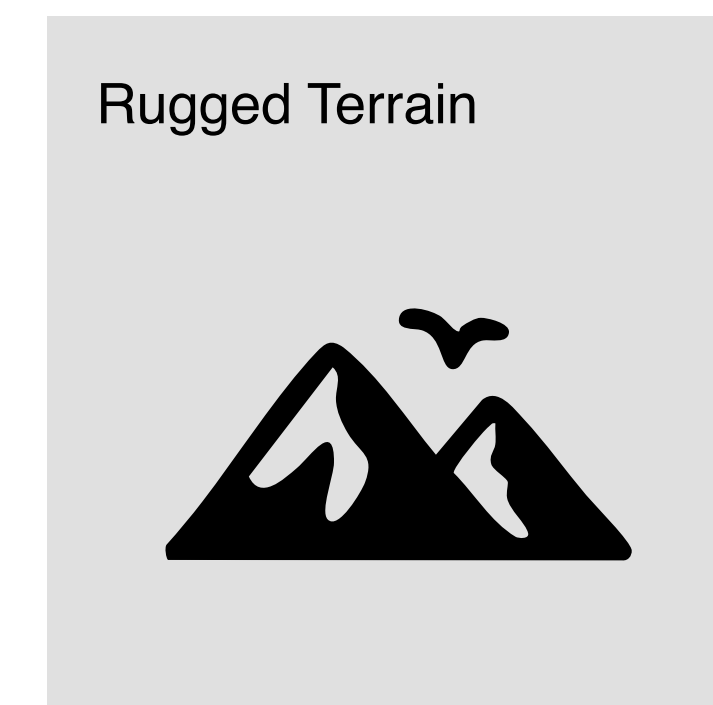
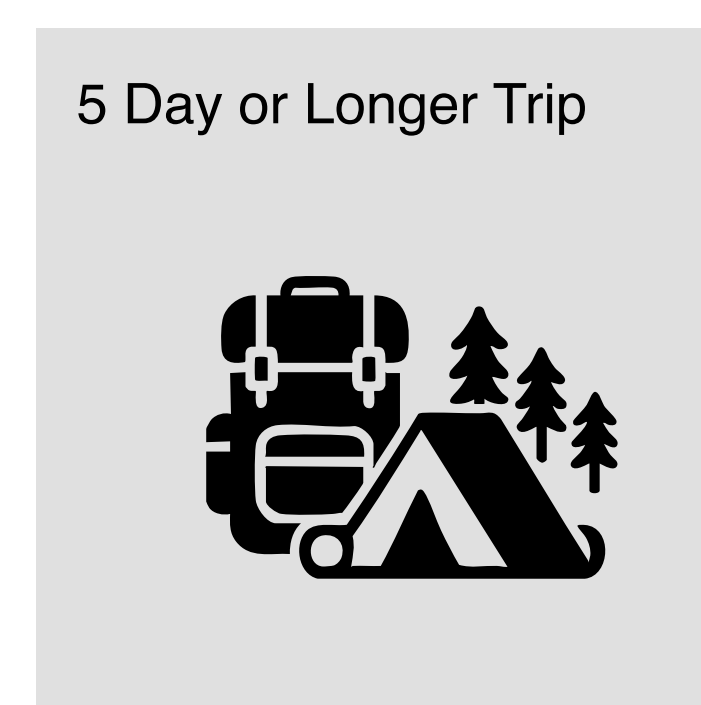
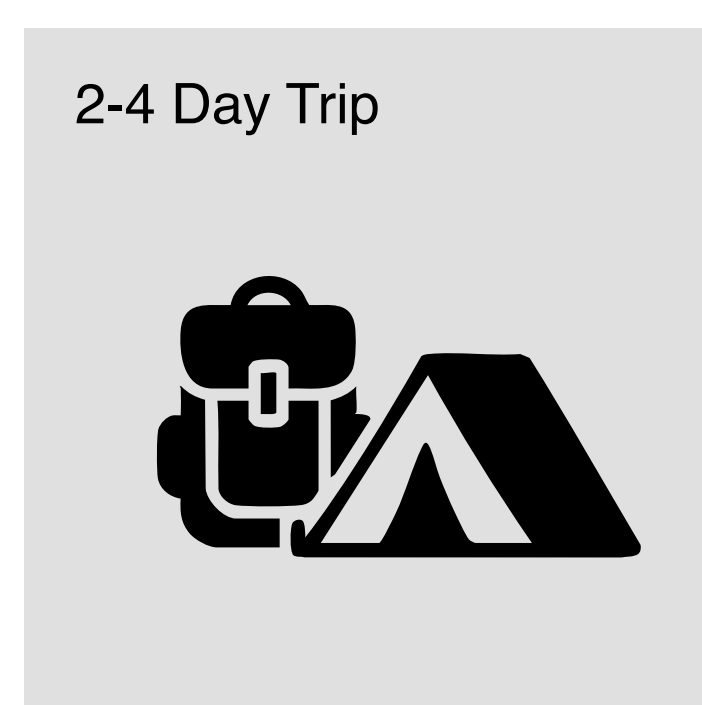
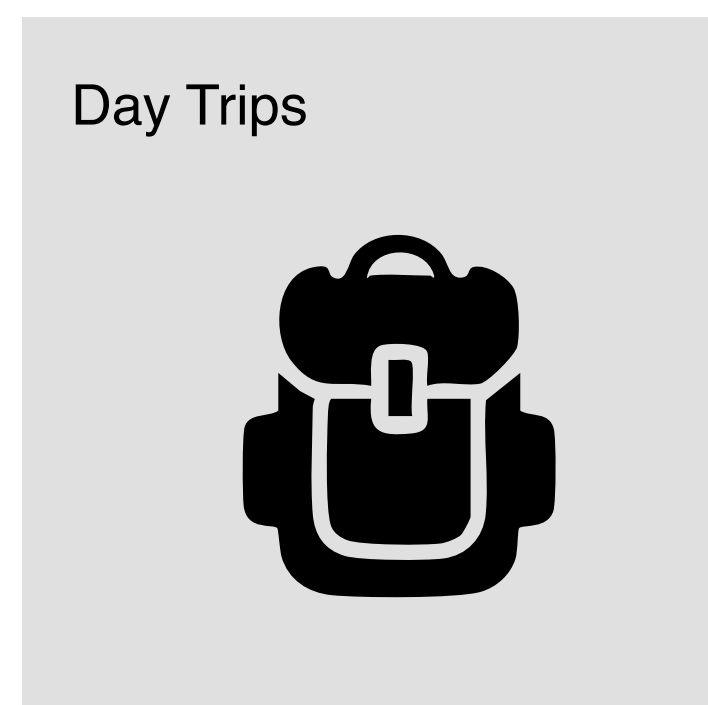
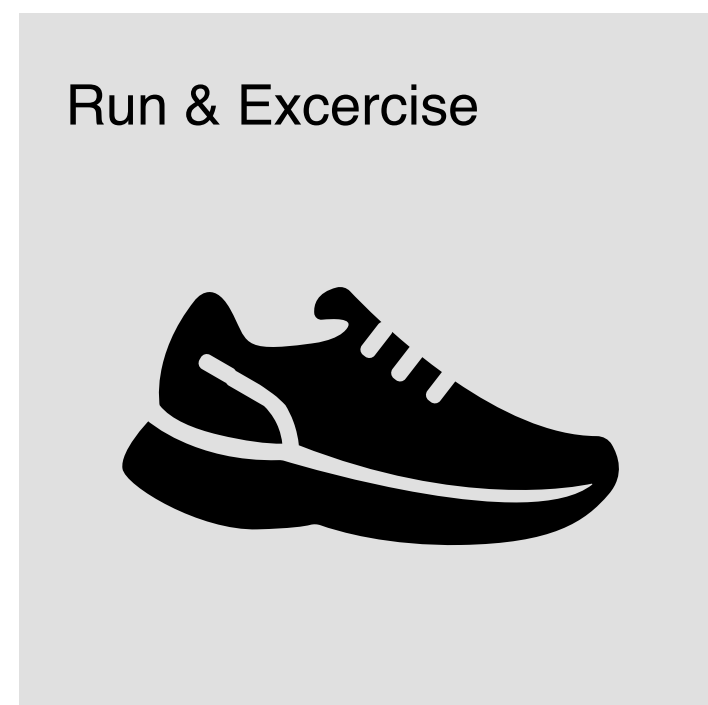
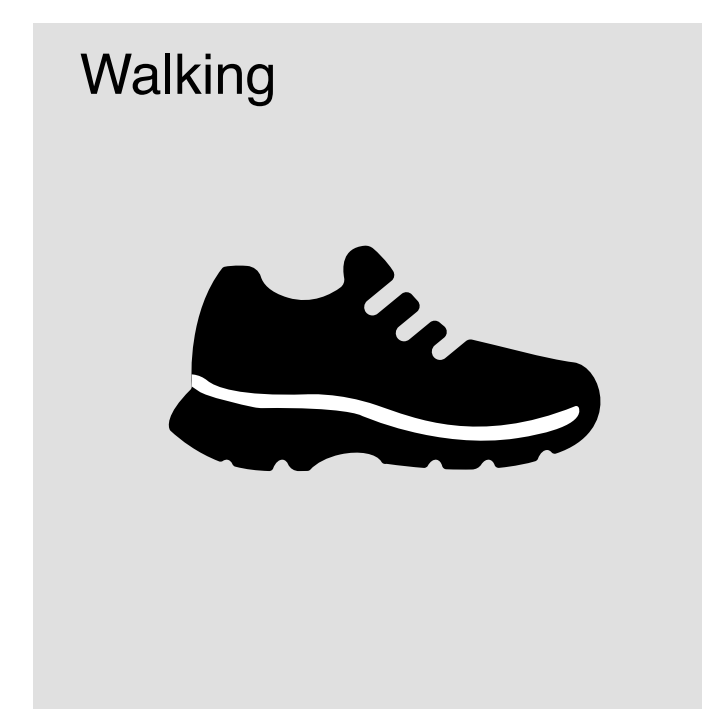
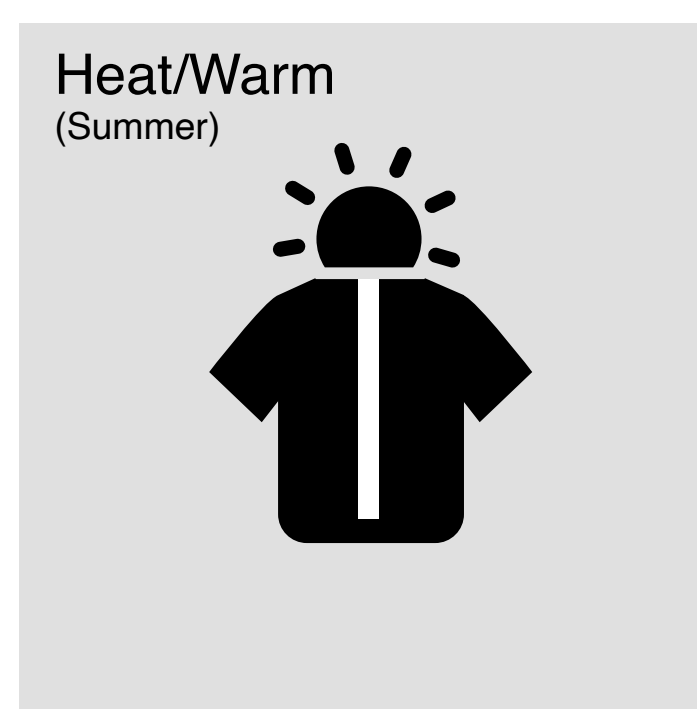


Brand Iconography

The Grizz Outdoors icon system is designed to visually communicate performance, environment, and terrain conditions with clarity and confidence. Each icon reflects the brand's core values: durability, adaptability, and exploration.

Icons

There may be occasions where our typefaces aren't available for use (such as when web-fonts have been blocked or are unavailable, digital newsletters, etc.). When this occurs, the following web-safe fonts can be used.



Tags



T-shirt



Social Media Ads



Apparels

