



VISUAL IDENTITY GUIDELINES

**TERRATRAIL
OUTDOORS**

CONTENTS

PAGE NO-2	BRAND STORY
PAGE NO-3	LOGO OVERVIEW
PAGE NO-4-5	LOGO USAGE
PAGE NO- 6	COLOR SCHEME
PAGE NO- 7	TYPOGRAPHY
PAGE NO- 8-9	GEARS
PAGE NO- 10	ADVERTISEMENT
PAGE NO- 11	TAG & PATCH
PAGE NO- 12	ICONS

BRAND STORY

OUR MISSION TerraTrail Outdoors equips explorers with high-performance gear designed for the wild. We believe that with durable equipment, no trail is too rugged and no peak is unreachable.

OUR AUDIENCE We design for the modern hiker and mountain enthusiast who values quality and functionality. TerraTrail is for those who demand gear as resilient as their own spirit.





BRAND LOGO

The TerraTrail Outdoors logo is designed to reflect the spirit of exploration and the resilience of nature. It is a combination mark that balances bold typography with a meaningful icon.

THE SYMBOLISM:

The Triangle: Represents a mountain peak, symbolizing the ultimate goal and the stability required to reach it.

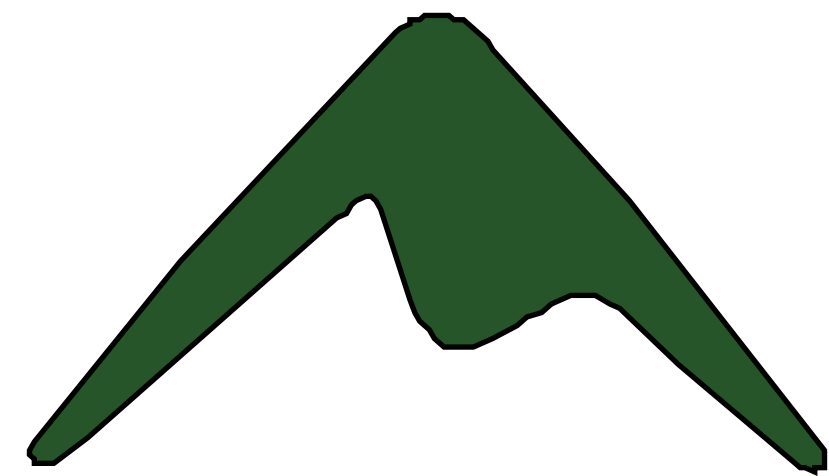
The Trail Lines: The horizontal lines inside the triangle represent the "path" or trail, signifying the journey and continuous progress of an adventurer.

The Typography: Using a bold font for "TERRA" and "TRAIL" emphasizes strength, while the lighter weight for "OUTDOORS" adds a modern, airy feel.

TER  TRAIL
OUTDOORS

ICON USAGE

BRAND ICON



**TERRA TRAIL
OUTDOORS**

For Social Media & Watermark

VARIATION



SOLID BLACK



SOLID WHITE

LOGO USAGES

To preserve the integrity of the Terra Trail Outdoors identity, the logo must always be used in its intended form. Avoid stretching, recoloring, rotating, or altering proportions, as improper usage weakens brand recognition and consistency.



MAINTAIN CLEAR SPACE



USE HIGH RESOLUTION



NO STRECHING

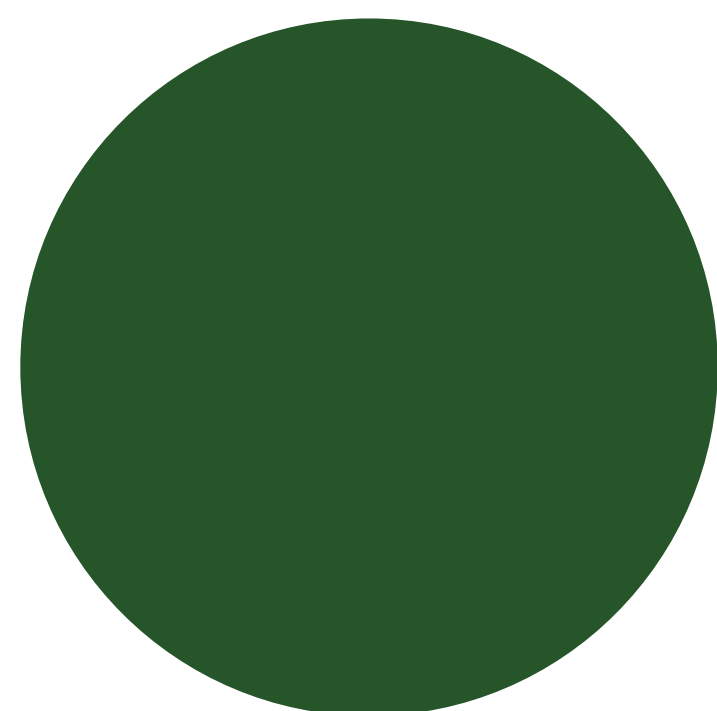


ENSURE HIGH CONTRAST

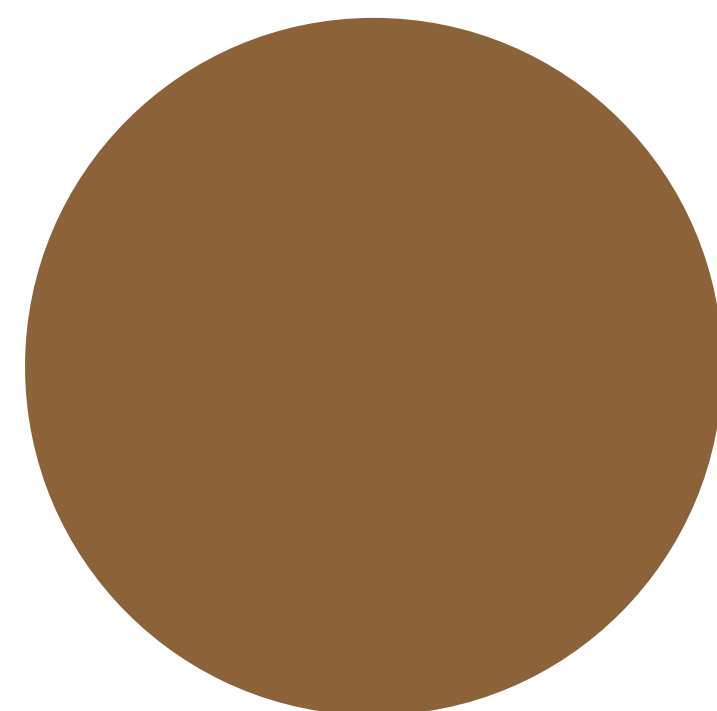


NO ROTATION

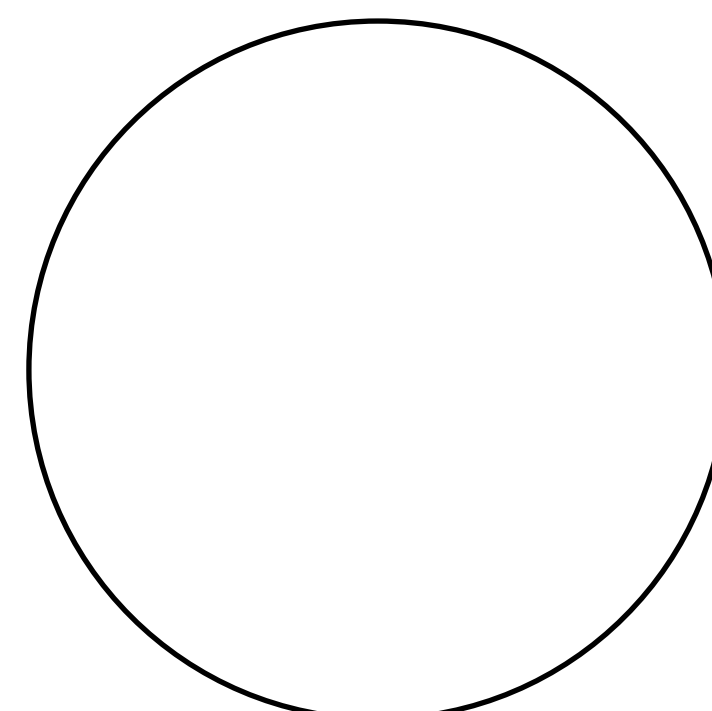
COLOR SCHEME



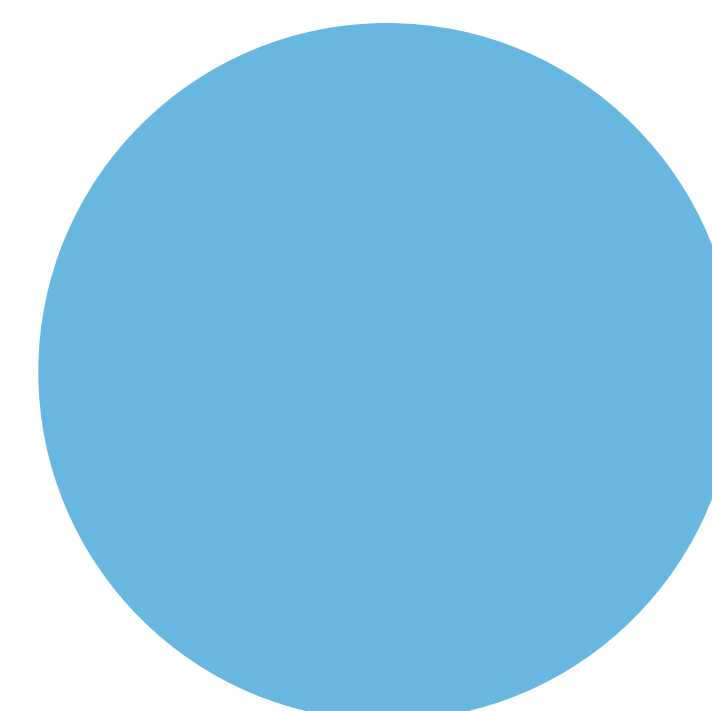
FOREST GREEN
#006400
SYMBOLIZES NATURE



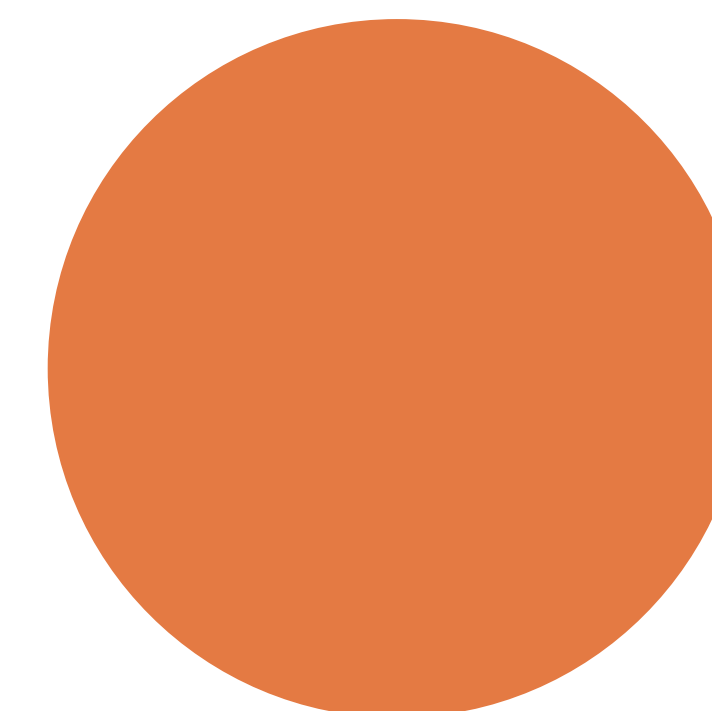
EARTH BROWN
#8C6239
REPRESENTS
GROUNDNESS



FLAT WHITE
#FFFFFF
COMPLIMENTS BOTH
PRIMARY COLORS



SKY BLUE
#67B7E0
EVOKES A SENSE OF
OPENNESS



SUNSET ORANGE
#E57A44
ADDS VIBRANCY

Primary Colors

Secondary Colors

TYPOGRAPHY

FONT - MONTSERRAT

TYPOGRAPHIC HIERARCHY (SCALE & SIZES)
SHOW THE DESIGNER EXACTLY HOW TO USE
DIFFERENT TEXT SIZES.

HEADLINES (H1): MONTSERRAT EXTRA BOLD
| 48PT+ | ALL CAPS

SUB-HEADERS (H2): MONTSERRAT SEMIBOLD
| 30PT | SENTENCE CASE

BODY COPY: MONTSERRAT REGULAR | 15PT -
18PT |
SENTENCE CASE

CAPTIONS: MONTSERRAT | 10PT - 12PT

RULES

MAINTAIN LINE SPACING | DON'T
STRETCH THE TYPE | HIERARCHY
AND SCALE | ALIGNMENT CONSIS-
TENCY | READABILITY & CONTRAST

GEARS



Terra Trail Outdoors marketing materials showcase rugged, functional apparel designed for explorers, blending durability, comfort, and modern outdoor style across diverse environments and everyday adventure-driven lifestyles.



GEARS



ADVERTISEMENT



Terra Trail Outdoors advertisements highlight the brand's adventurous spirit, emphasizing rugged, versatile design, functional appeal, and authentic outdoor lifestyle across campaigns that resonate with explorers and adventure enthusiasts alike.

TAG AND PATCH

Terra Trail Outdoors tags and patches exemplify careful design, material choice, and attention to detail, reinforcing brand identity with clarity, balance, and a cohesive, authentic outdoor-inspired aesthetic.



ICONS



Terra Trail Outdoors iconography illustrates core activity and environment cues, combining clarity, balance, and cohesive style to communicate diverse outdoor experiences, while maintaining a unified and recognizable visual identity.