




Athena
Outdoors



Visual Identity Guidelines



Brand Story

Athena Outdoors embodies the spirit of young urban professionals who thrive on an active lifestyle deeply rooted in nature. Our brand essence reflects the belief that true fulfillment lies in outdoor experiences. In the vast, untamed landscapes of southern Ontario, we find solace from urban hustle, discovering the boundless wonders of our natural world.

Founded by S. H. Ronald, Athena Outdoors beckons the environmentally conscious, educated individuals aged 21 to 34. Our community embraces outdoor activities like hiking, biking, and leisurely strolls, seeking rejuvenation amidst the rugged terrains of provincial parks and conservation areas. Beyond mere recreation, we embrace responsible exploration, cherishing every opportunity to reconnect with nature's tranquility.

Crafted for both style and endurance, Athena Outdoors offers premium apparel and gear suited for urban escapades and remote wilderness adventures alike. Our urban chic aesthetic seamlessly blends with athletic functionality, catering to those who demand quality and durability in their outdoor pursuits. With Athena, loyal customers find assurance in high-performance gear that accompanies them on every journey, empowering them to explore, thrive, and stay connected with the untamed beauty of Southern Ontario.

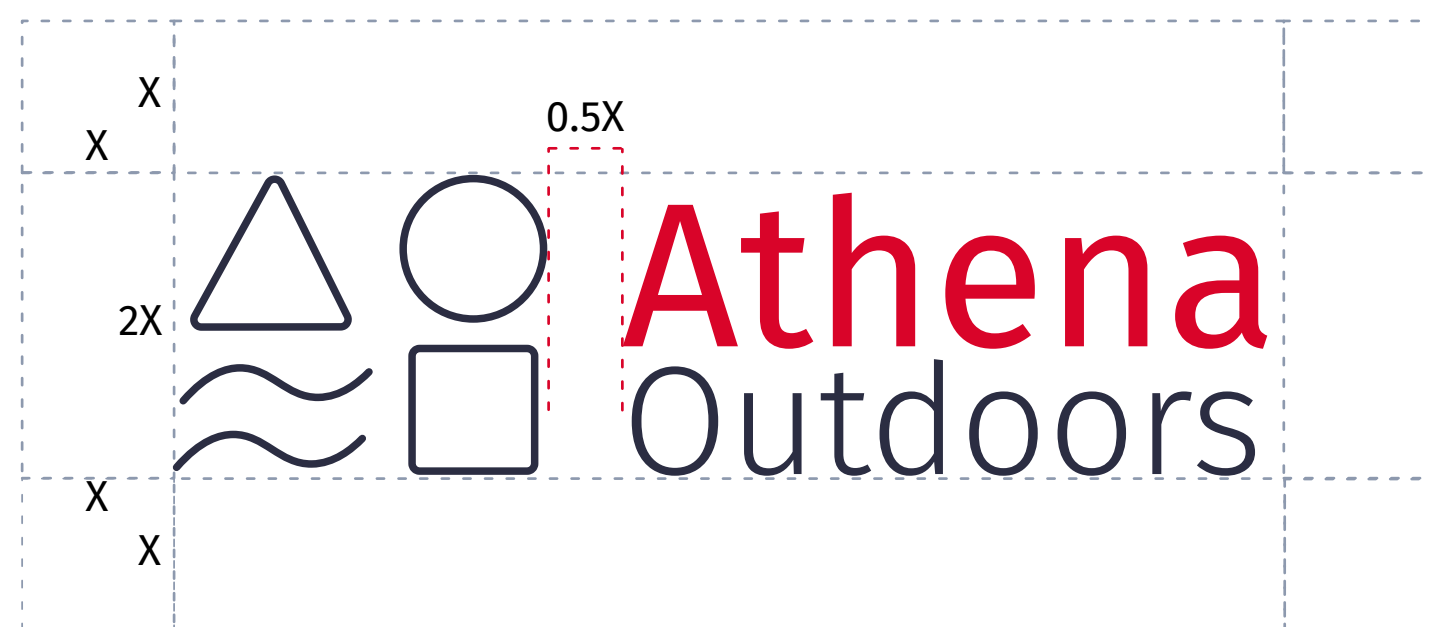




Logo & Tags

These are the only acceptable versions of the Athena Outdoors logotype. The Athena Outdoors symbol may only be used on tags affixed to apparel, gear and for highlighting certain aspects on website, app or other digital content. The logotype and symbol should not be used in ways other than outlined here on this page.

Adhere strictly to spacing guidelines for Athena Outdoors branding. Follow designated color combinations for symbols and tags to maintain brand consistency. When using the symbol on tags, ensure all parts are one color from approved combinations. In cases where the full logotype is unclear, use approved color combos for symbol visibility.



Logo Spacing

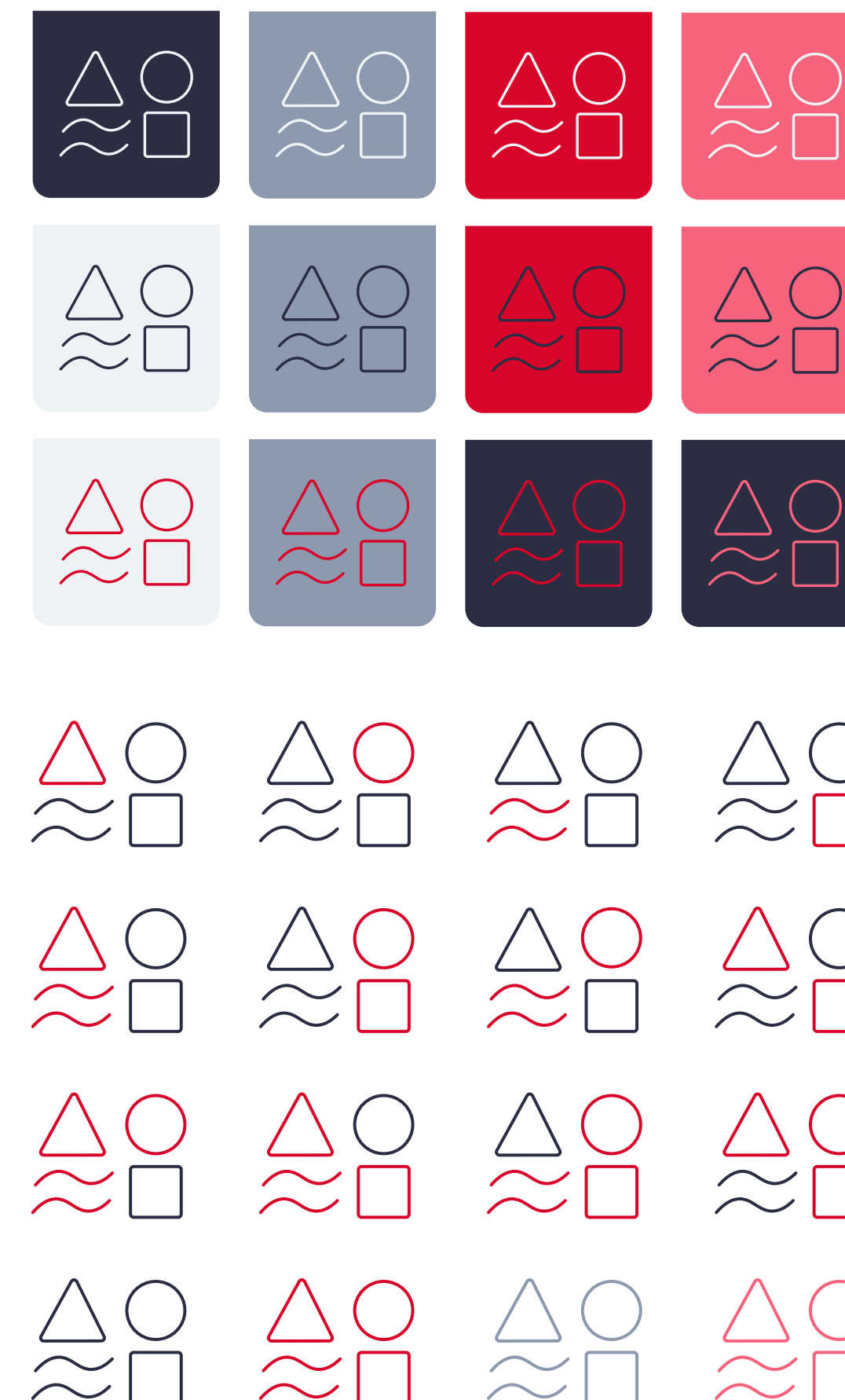


Greyscale Logotype

Tags with Symbol



Color Combinations for Logotype and Symbol





Logo Don't Do

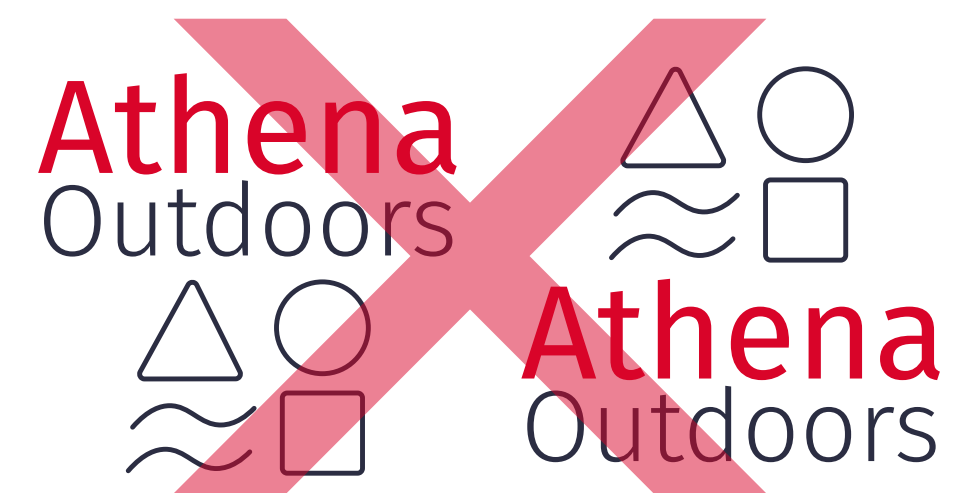
The logotype embodies our dedication to excellence, sought after by our loyal customers. It must adhere to these guidelines, remaining a potent symbol of our top-notch apparel and gear. Under no circumstances should the logotype be altered.



Don't stretch or compress the logo, changing its ratios



Don't Increase or decrease space between the elements



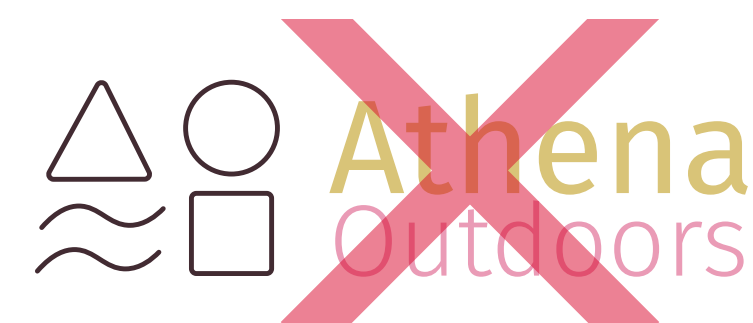
Don't change the position of logo in relation to the word type



Don't change the position of the icons in the logo



Don't change the capitalization or font of the word type



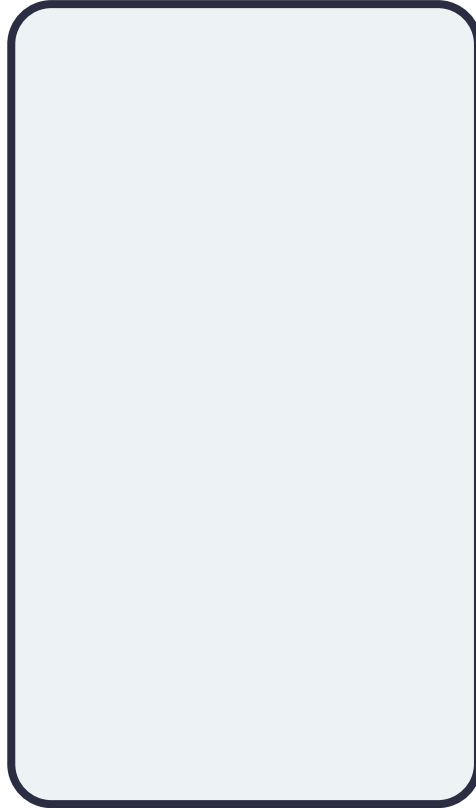
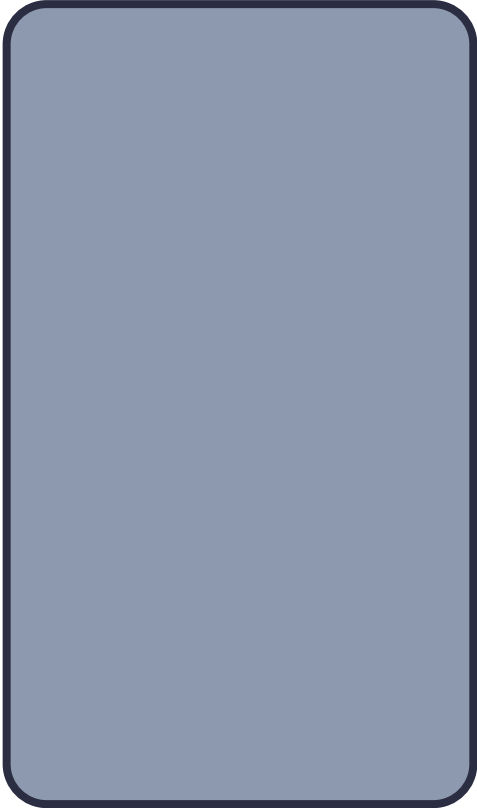



Don't alter the color of the logo and the word type



Color Palette

Color is instrumental in reinforcing our urban chic, athletic brand narrative. The Anti-flash White and Cool Gray are complemented by Space Cadet, Fire Engine Red, and Bright Pink (Crayola). Together, this color scheme is crafted to visually amplify the spirited essence of individuals who embrace an active urban outdoor lifestyle.

The supplementary colors should be used as accents, especially the Bright Pink (Crayola) should be used sparingly and for flat color graphical elements, tags on apparel & gear, and for digitally colorizing captivating visuals that strengthen the Athena Outdoors brand.

	Primary			Secondary	
NAME	Anti-flash white	Cool gray	Space cadet	Fire engine red	Bright Pink (Crayola)
COLOR					
HEX	EDF2F4	8D99AE	2B2D42	D90429	F7637C
RGB	237, 242, 244	141, 153, 174	43, 45, 66	217, 4, 41	247, 99, 124
CMYK	3, 1, 0, 4	19, 12, 0, 32	35, 32, 0, 74	0, 98, 81, 15	0, 60, 50, 3



Typography

Our brand font for all typographical elements is Fira Sans. Throughout this document, we employ the Fira Sans font family, showcasing its versatility across various layouts. While numerous variations of the Fira Sans font family are accessible via the Adobe font manager, usage is restricted to Fira Sans for this brand.

Only the font variations mentioned here has to be used. No other weight combinations are to be used. Kerning and character width should not be altered. Italicization can be used if necessary for emphasis.

Fira Sans Light

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
`1234567890-=~!@#\$%^&*()_+

Fira Sans Regular

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
`1234567890-=~!@#\$%^&*()_+

Fira Sans ExtraBold

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
`1234567890-=~!@#\$%^&*()_+

Fira Sans Ultra

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
`1234567890-=~!@#\$%^&*()_+

