



VISUAL IDENTITY GUIDELINES

— L O N E P E A K O U T D O O R S —

TABLE OF CONTENTS

03 BRAND STORY

04 BRAND LOGO

05 LOGO VERSIONS

06 LOGO RULES

08 COLOR SCHEME

09 APPARELS

11 TYPOGRAPHY

12 TAG & PATCH

13 ICONS

14 ADVERTISEMENT

BRAND STORY

An opening overview that establishes the purpose, character, and direction of the Lonepeak Outdoors brand.

03

Lonepeak Outdoors represents independence, resilience, and the pursuit of remote places. Inspired by solitary peaks and untamed terrain, the brand creates outdoor apparel designed for performance, durability, and timeless appeal.

Built for those who value self-reliance and intention, Lonepeak stands for quiet confidence and gear that endures wherever the journey leads.



BRAND LOGO

The Lonepeak Outdoors logo represents independence, strength, and life in the wild.

04

The mountain outline represents elevation and challenge, while the bear symbolizes strength, courage, and self-reliance. Together, they create a powerful emblem that reflects the rugged and adventurous spirit of Lonepeak Outdoors.



LOGO VERSIONS

The Lonepeak Outdoors logo versions are designed to adapt across environments while reflecting strength, simplicity, and outdoor authenticity

05



PRIMARY LOGO

The primary logo represents the core identity, delivering strong recognition and a consistent visual foundation across all brand expressions.



SECONDARY LOGOS

Secondary logos provide flexible alternatives, ensuring clarity and consistency when layout, scale, or application requirements vary.



LOGO RULES

The Lonepeak Outdoors logo is applied with clarity and balance to maintain a consistent and recognizable visual presence

06

ACCEPTABLE

The acceptable logo maintains intended structure and balance, ensuring the brand appears clear, consistent, and visually aligned.



LOGO RULES

The Lonepeak Outdoors logo is applied with clarity and balance to maintain a consistent and recognizable visual presence

07

NOT ACCEPTABLE

Non-acceptable logo treatments intended presentation, reducing clarity and weakening overall brand consistency and recognition



COLOR SCHEME

The Lonepeak Outdoors color palette is inspired by natural landscapes and raw terrain.

08

PRIMARY COLORS

The primary colors reflect strength, reliability, and the outdoor spirit of Lonepeak Outdoors. They form the core visual identity and ensure strong brand recognition.

#1e3a8a
RGB(30, 58, 138)

#88c932
RGB(138, 202, 70)

SUPPLEMENTARY COLORS

The supplementary colors add balance and flexibility to the palette. They support the primary colors while adding depth and visual harmony.

#95b5f9
RGB(149, 181, 249)

#d6f2aa
RGB(214, 242, 170)

Apparels

Lonepeak Outdoors apparel reflects the brand's rugged, adventurous spirit, combining functional design with a modern outdoor aesthetic for a consistent and authentic visual presence

09



Apparels

Lonepeak Outdoors apparel reflects the brand's rugged, adventurous spirit, combining functional design with a modern outdoor aesthetic for a consistent and authentic visual presence

10



TYPOGRAPHY

Lonepeak Outdoors typography is crafted for clarity and versatility, balancing ruggedness with simplicity to embody the adventurous, authentic spirit of the outdoors



HEADLINES AND TAGLINES

Aa OWNERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY AND MARKETING

Aa NOTO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TAG & PATCH

Lonepeak Outdoors tags and patches are designed for impact and adaptability, combining boldness with subtlety to reflect the genuine, enduring character of the brand.

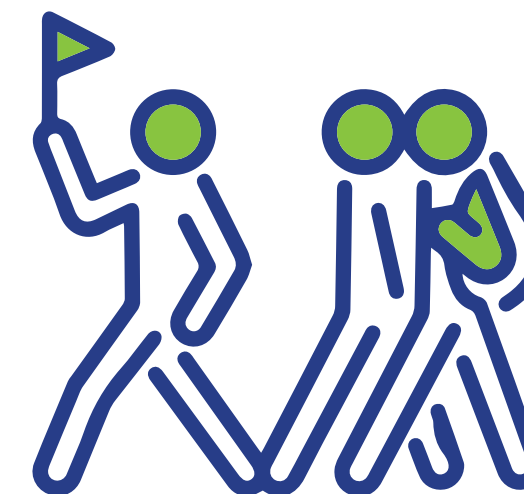
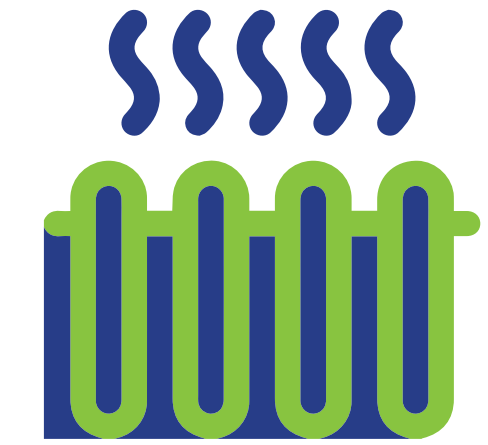
12



ICONS

Lonepeak Outdoors icons are crafted for clarity and purpose, blending simplicity with character to guide and inspire every outdoor journey.

13



ADVERTISEMENT

Lonepeak Outdoors advertisement are designed to captivate and resonate, combining bold storytelling with a genuine, adventurous spirit that reflects the essence of the brand.

14



EXPLORE YOUR WILD

GEAR UP FOR ADVENTURE

Discover durable apparel & equipment built for the rugged wilderness. Quality you trust, wherever the trail takes you.

SHOP NOW