

VISUAL IDENTITY

GUIDELINES



ROAM RIDGE
O U T D O O R S

Where Every Path Begins

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BRAND STORY

Roam Ridge Outdoors was born to explore beyond comfort. Inspired by rugged landscapes, the brand stands for freedom and resilience. Every product supports journeys that challenge limits and embrace nature.

Rooted in outdoor culture and modern design, Roam Ridge Outdoors blends functionality with refined aesthetics, empowering confident movement through terrain.



BRAND LOGO



The Roam Ridge Outdoors logo represents exploration, progress, and freedom through a balanced, dynamic form. It reflects a modern outdoor mindset focused on movement, optimism, and discovery, encouraging journeys beyond limits and embracing new horizons.

COLOR PALETTE

Our color palette is inspired by the outdoors—combining deep, grounded tones with bold, high-visibility accents. These colors reflect strength, energy, and a connection to nature, forming a versatile system that works across all brand touchpoints.

PRIMARY

Strong and dependable, built for performance in all conditions.

#2E0854
RGB(46, 8, 84)
HSL(266°, 83%, 18%)

PRIMARY

Bold and energetic, designed to stand out and inspire movement.

#FF9F1C
RGB(255, 159, 28)
HSL(37°, 100%, 55%)

SUPPORTING

Natural and grounded, reflecting durability and the outdoors.

#A86B28
RGB(168, 107, 40)
HSL(32°, 60%, 41%)

TYPOGRAPHIC STANDARDS

Headlines

Sofia Sans Extrabold

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut

Taglines

AusterVar Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut

Body and Marketing

Sofia Sans Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut

LOGO VARIATIONS



The primary logo represents the brand in its most refined and balanced form, establishing a clear visual foundation while ensuring strong recognition, consistency, and harmony across various applications and communication platforms.

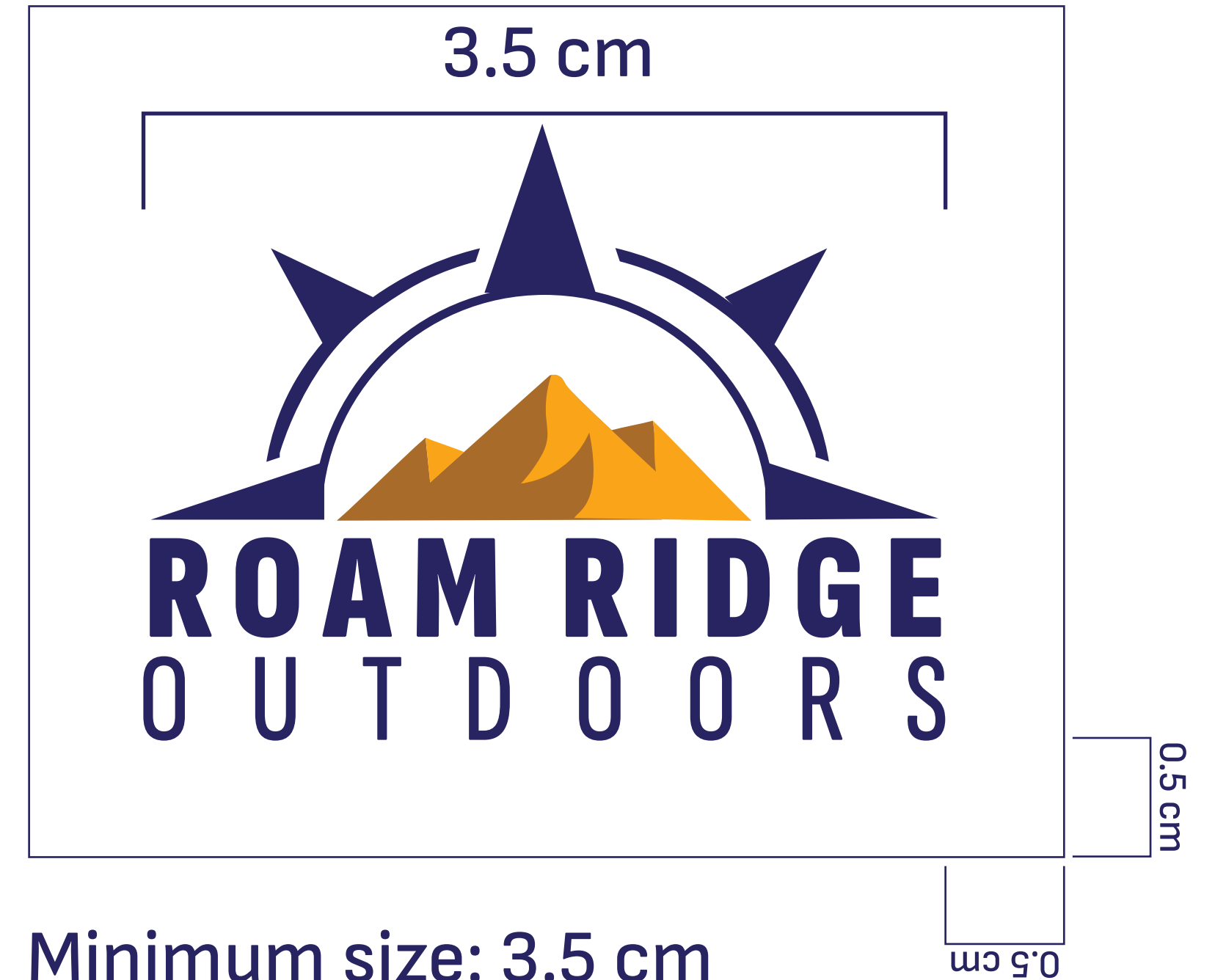
LOGO VARIATIONS



The reversed logo variations highlight adaptability within the visual system, allowing flexibility across different backgrounds while preserving clarity, balance, and a cohesive brand presence in every intended application.

LOGO USAGE

CORRECT USAGE



Minimum size: 3.5 cm
Minimum clear space: 0.5 cm

INCORRECT USAGE



APPARELS



PROMOTIONAL MATERIALS



WHERE THE WILD FEELS LIKE HOME

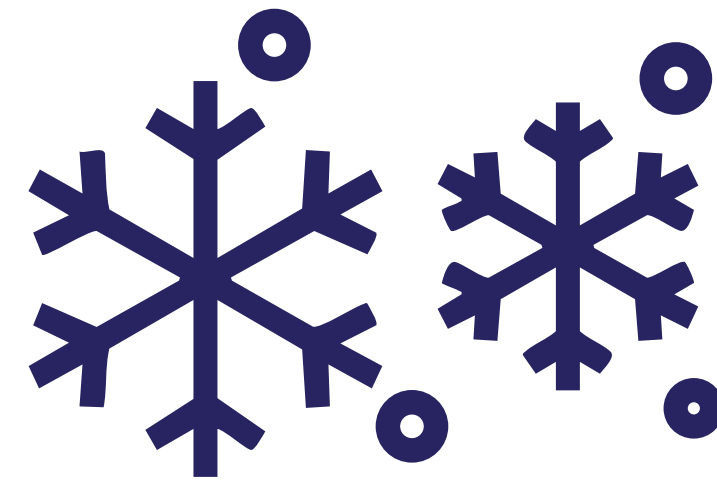
Built for those who choose the
outdoors over comfort



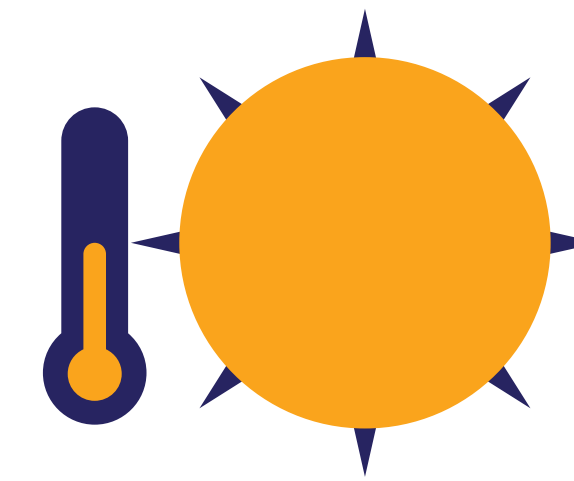
ICONS



Appropriate for cold conditions



Appropriate for cold conditions



Appropriate for warm conditions



Appropriate for walking



Appropriate for running



Appropriate for hiking



Appropriate for day trips



Appropriate for 2-3 day trips



Appropriate for 5+ day trips

TAG & PATCH

