OUTDURO

MOTO ADVENTURES & CAMPING

Brand Guidelines

LOGO FREE SPACE

The height of letter “O” should be the the minimum free space around the logo, free from other logos, texts, edges and graphic elements. The same rule applies to badge logo.



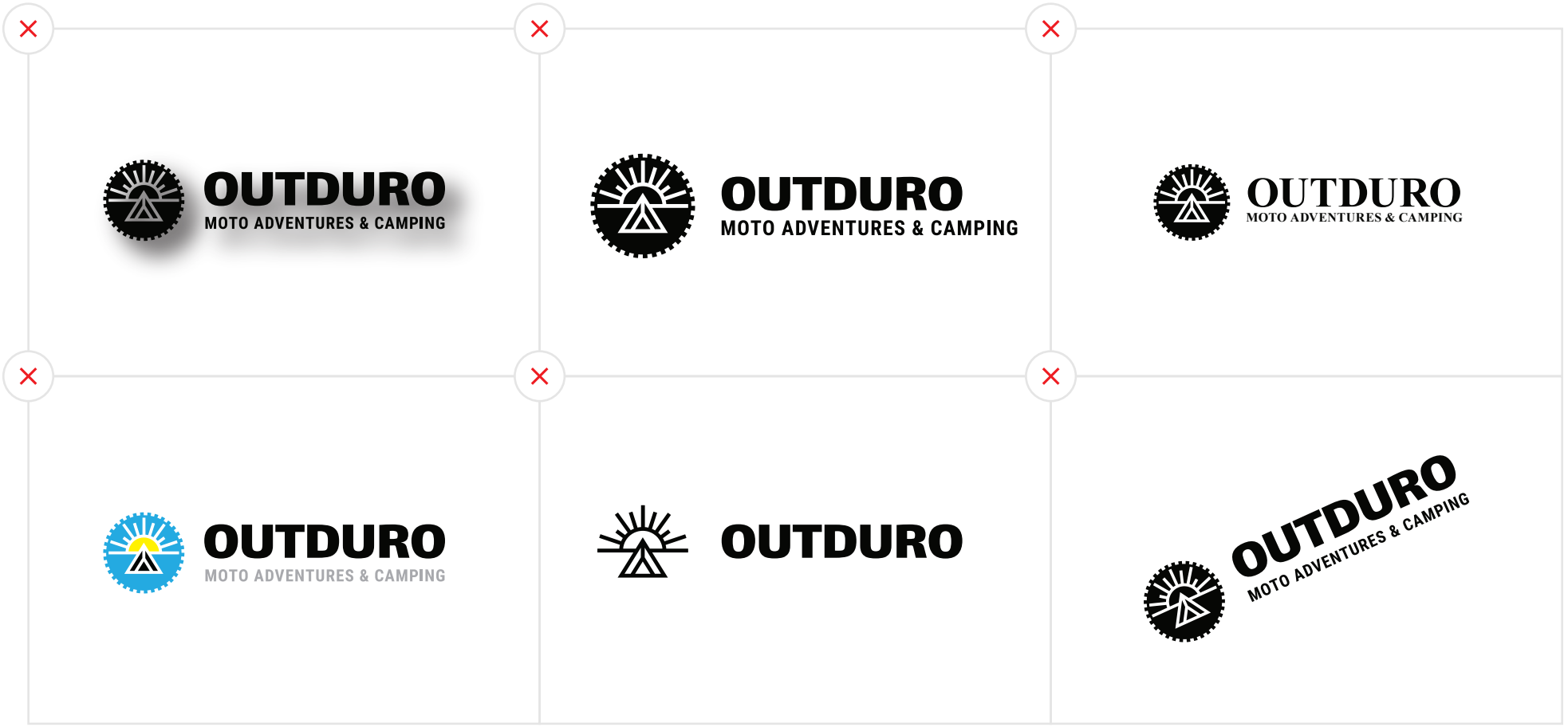
LOGO COLOR VARIATIONS

Logo variations should be used as shown in examples. On off-brand clolor backgrounds use either fully black or fully white logo depending on the contrast. Do not switch or change colors of the logo.



DON'TS

Do not add effects to the logo, don't change proportions or position between logo elements, don't change logo text font, don't change colors, do not remove or add elements, do not rotate the logo.



BRAND COLORS

OUTDURO color palette consists of 4 colors, white, black, light sand brown and dark brown. Colors are fit to be combined with each other in different variations and no strict rules applies to it as long as the specific tones are used.

WHITE	BLACK	LIGHT SAND	DARK BROWN
#FFFFFF	**#000000**	**#D3A76C** C 17 M 34 Y 65 K 0 PANTONE 7509 C	**#382C1F** C 58 M 63 Y 76 K 66 PANTONE BLACK 4 C

FONTS

In OUTDURO materials there are 4 fonts in total that can be used.

Caveat Brush is used for sub-headings.

DOWNLOAD

Caveat Brush

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Rubik Bold is used for titles.

DOWNLOAD

Rubik Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Rubik Dirt is an stylized alternative for Rubik Bold and also is used for titles.

DOWNLOAD

Rubik Dirt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Roboto Condensed is used for body text.

DOWNLOAD

Roboto Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

OUTDURO BRAND STYLE REFERENCES



