





OUR BRAND STORY

Reach Outdoors is a brand built to inspire exploration, connection, and adventure in the great outdoors. Founded on the belief that nature is a pathway to self-discovery and joy, Reach Outdoors empowers individuals to break free from daily routines and embrace the beauty of the natural world.

Designed for adventure seekers, nature lovers, and wellness enthusiasts, our products combine durability, comfort, and sustainable materials to seamlessly transition from urban life to rugged landscapes. At its core, Reach Outdoors values connection, inclusivity, sustainability, and the spirit of adventure.

More than just a brand, Reach Outdoors is a call to step outside, explore, and create memories that last a lifetime.

LOGO

These are the only acceptable versions of the Reach Outdoors logo. The logo may only be used on tags affixed to apparel and gear. The logo should not be used in ways other than outlined here on this page:

- It is preferred that the logo PMS is used wherever possible in all digital media and on printed marketing materials. The symbol can only be used on tags and labels found on the inside, or attached to branded items.
- The grey-scale logo can only be used in circumstances where the other color versions risk being obscured, or when printed on a distinct texture, or molded shape.
- The logo can only be used on a tag affixed to apparel or gear.

PMS - FOUR SPOT COLOUR & BLACK / GRAYSCALE

PMS - FOUR SPOT COLOUR APPAREL AND GEAR TAGS





DO'S

- Our logo serves as a reflection of our dedication to excellence. Our devoted clients are looking for it. It must be worn in accordance with these rules and remain a potent representation of the exceptional, high-performing apparel and accessories that we produce. The logotype should never be altered, regardless of the circumstance.



➡ DONT'S

Do not

- Change the PMS colours
- Outline the wordmark
- Recolour the wordmark
- Stretch or compress the wordmark
- Add a drop shadow or other effects
- Skew or distort the logotype

1



2



3



4



5



6



➤ COLOR SCHEME

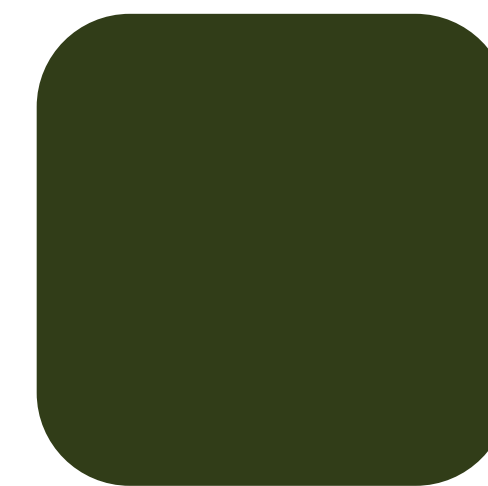
• Color plays a vital role in reinforcing Reach's bold, adventurous brand identity. The Deep Navy Blue and Dark Olive-Green serve as the foundation, evoking strength, resilience, and a deep connection to nature. These primary colors set the tone for a brand that thrives in rugged environments and urban exploration alike.

• The supplementary colors—Dark Brown, Turquoise complement the core palette, adding warmth and vibrancy. These shades are reserved for flat color graphical elements, apparel tags, and digital accents that enhance the Reach brand's visual storytelling. Together, the color scheme reflects the dynamic spirit of those who push boundaries and embrace an active, outdoor-driven lifestyle.

• PRIMARY COLORS

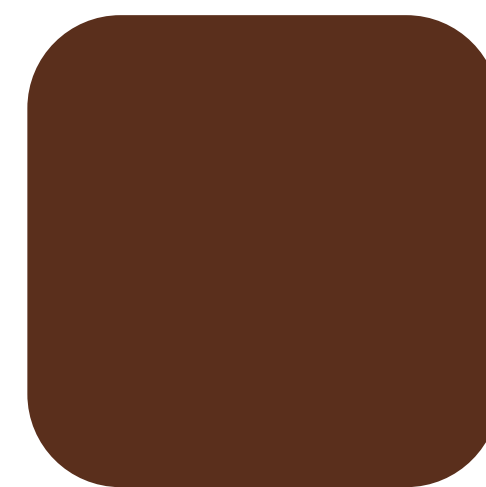


Deep navy blue
#092B49
R G B: 9, 43, 73



Dark olive-green
#323D12
R G B: 50, 61, 18

• SUPPLEMENTRY COLORS



Dark brown
#5B301D
R G B: 91, 48, 29



Turquoise
#2BC8D8
R G B: 43, 200, 216



TYPOGRAPHY

- Our brand's exclusive typeface for all text elements is Mr Eaves XL San OT, as showcased throughout this document. While the Adobe Font Manager offers various styles within the Mr Eaves family, only Mr Eaves XL San OT is authorized for use in our branding.

Mr Eaves XL San OT
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Reg
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Mr Eaves XL San OT Bold or Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
! # \$ % ^ & * ()



TYPOGRAPHY

- For visually impactful tagline and marketing text in social media graphics, videos, and other multimedia applications, always use Mr Eaves XL San OT Heavy or Bold in all caps. Avoid using any other styles.

- EXAMPLE TAGLINE

Carry the
wild
with **you**

- EXAMPLE MARKETING TEXT

Made for
Comfort
and **Durability**