



Brand Style Guide & Guidelines



2023



Wayfinder

3

Our Purpose

Reason for Being
AOG Goals

4

Voice & Tone

How AOG Speaks
AOG Point of View
How We Speak

6

Brand Identity

Artemis
Our Logos
Logo Contrast
AOG Logo w/ Partner Logos

11

Color Palette

AOG Palette
Primary Logo Colors
Tertiary Logo Colors
Emblem Logo Colors

14

Topography

Primary Type
Secondary Type
Logo Type

A cyclist in a blue and white jersey is riding a road bike on a dirt road. The road is flanked by a line of utility poles that recede into the distance. The scene is set in a hazy, open landscape under a warm, golden light, suggesting sunrise or sunset. The overall mood is one of adventure and endurance.

Our Purpose

Reason For Being:

To inspire great memories that nurture the mind and body—
one adventure, one hike, one ride, one glide—at a time.

Goal:

Prepare and connect our customers with nature.

Offer a fair price and customer experience through tenacity and curatorial expertise.

Engage with customers with integrity and holistically.





Tone and Voice

We are outdoor enthusiasts—mountains, oceans, rivers, and forests —are our homes away from home. We are the doers of adventure bucket lists and the connoisseurs of outdoor gear and apparel. Though experts, we share our knowledge through conversation, not instruction. We're not just adventurers and gearheads but friends and neighbors whose contagious passion and conversational expertise inspire you to be the doer of your own adventure buck list.



Our Point of View

“You never really understand a person until you consider things from [their] point of view.”

Harper Lee

Passion

We are passionate about nature's joy and healing power and openly share that passion with others.

Adventure

We are thankful for outdoor adventures; they take us out of our comfort zone and help us grow on this journey called life.

Memories

We are all about sharing the memories of our outdoor adventures to inspire others to create outdoor memories of their own.

Expertise

We are outdoor gear experts with experiences we willingly share to support our customers' outdoor interests, needs, and adventure dreams.

Optimism

We believe in ourselves and our future., remaining energized and upbeat about nature, weather, and human ingenuity to solve difficult challenges.

Diversity

We leverage the power of diversity by attracting and engaging employees with varied identities and perspectives to best serve the cultural richness of our customers and communities.

Equity

We promote products and services that remove barriers and inspire people of all ages, ethnicities, abilities, and income levels to experience nature.

Inclusion

We welcome all who venture outside regardless of race, gender, sexuality, or mobility, celebrating and accepting people's differences in our work and play.



How We Speak

When it comes to our written and verbal conversations, we engage as:

Conversational	Informal but not sloppy
Passionate	Keen but not fanatical
Friendly	Welcoming but not overbearing
Experts	Highly skilled by not elitist
Weird	Uncanny but not inappropriate
Fun	Entertaining but not silly



πότνια θηρῶν
*"The mistress of animals...
She of the wild"*
Homer



Artemis

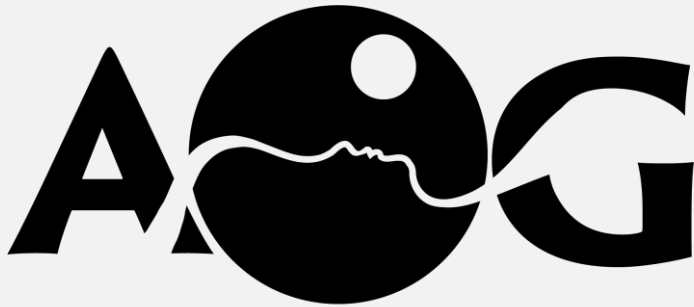
Our logos are inspired by the Greek goddess Artemis, To the Greeks, Artemis was the protector of nature and wild animals, Envisioned by sculptors, poets, and painters as a woman and athlete surrounded by nature and wild beasts with the moon above her head. As a token presence, she inspires us to seek out nature for spiritual and physical well-being – preserving the wild places of our explorations for those yet to follow.



Our Logo

Logo, Four Ways:

The Artemis Outdoor Gear & Exchange logo comes in four forms:



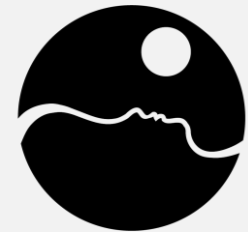
Primary Logo:

This is the AOG letter logo. This is our primary graphic device and should be the first choice when choosing a graphic element to represent the AOG brand on the web and in print.



Secondary Logo:

Our emblem logo is secondary to the letter logo, except for stickers, patches, and swag.



Tertiary Logo:

Our symbol logo should only be used after introducing the primary logo, except for stickers, patches, and swag.



Store Sign Logo:

Our store sign logo is for store front usage exclusively.

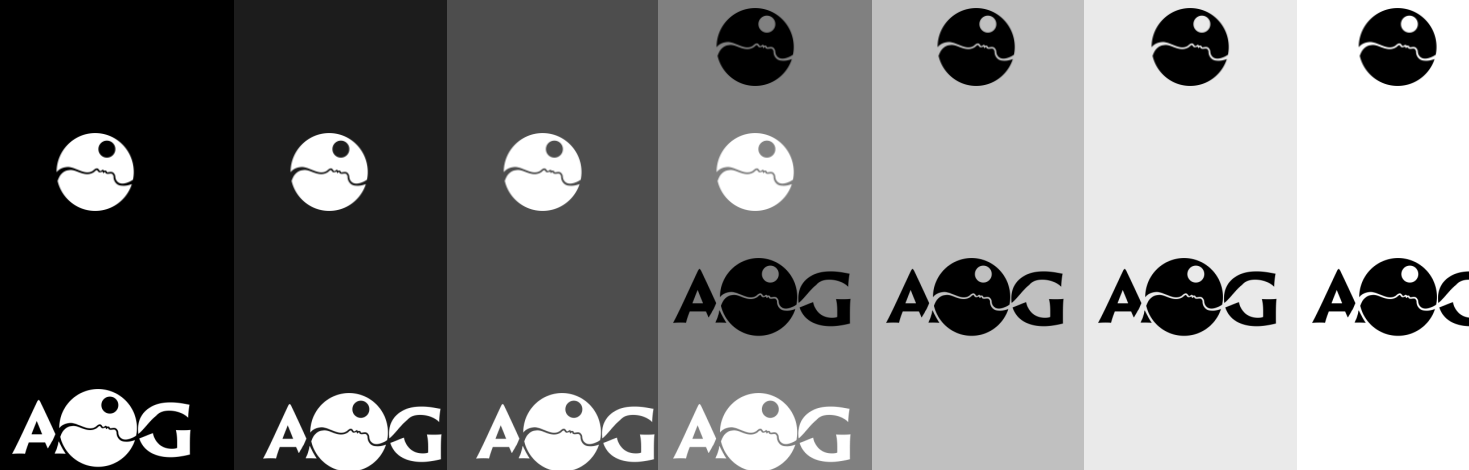


Logo Contrast Matters

When using our AOG and symbol logos, high contrast matters.

Only use our AOG and symbol logos against a solid color, black or white
– no gradients or textures.

When determining the color of these branding marks, maximize contrast based on the value of the background.



Our Logos with Partner Logos

In use with non-AOG logos, the AOG logo should always be set apart from the other logos and appear before or above the other logos.



Our Color Palette

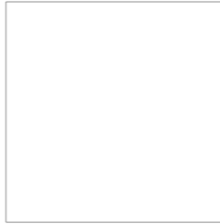
A Balance of Structure & Flexibility

Primary Colors

Structure: Our dark blue is the sky of our emblem logo. All other primary and accent colors are derived from this color



PMS Dark Blue C:
R: 0 G: 39 B: 149
C: 100 M: 74 Y: 0 K: 42
#: 002795



PMS White
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
#: FFFFFFFF



PMS Black:
R: 0 G: 0 B: 0
C: 0 M: 0 Y: 0 K: 100
#: 000000



PMS 2332 C
R: 140 G: 140 B: 140
C: 0 M: 0 Y: 0 K: 45
#: 8C8C8C



PMS 2336 C:
R: 77 G: 77 B: 77
C: 0 M: 0 Y: 0 K: 70
#: 4D4D4D



PMS Black 4 C
R: 40 G: 15 B: 5
C: 0 M: 62 Y: 87 K: 84
#: 280F05

Accent Colors

Flexibility: We embrace a rainbow of colors. There are only two rules:

1. High contrast (especially when adjacent to a primary color).
2. Complementary, triadic analogous, tetradic, shades, monochromatic, or compounds of our dark blue.

The colors shown here are just a few examples of the high-contrast colors we love.



PMS 7449 C
R: 73 G: 29 B: 65
C: 0 M: 60 Y: 11 K: 71
#: 491D41



PMS 246 C
R: 226 G: 0 B: 189
C: 0 M: 100 Y: 16 K: 11
#: E200BD



PMS 2347 C
R: 226 G: 11 B: 14
C: 0 M: 95 Y: 94 K: 11
#: E20B0E



PMS 2018 C
R: 251 G: 121 B: 0
C: 0 M: 52 Y: 100 K: 2
#: FB7900



PMS 7753 C
R: 200 G: 162 B: 20
C: 0 M: 19 Y: 90 K: 22
#: C8A214



PMS 2319 C
R: 136 G: 87 B: 41
C: 0 M: 36 Y: 70 K: 47
#: 885729



PMS 2411 C:
R: 19 G: 72 B: 7
C: 19 M: 0 Y: 90 K: 72
#: 134807



PMS 2424 C:
R: 8 G: 162 B: 8
C: 59 M: 0 Y: 95 K: 36
#: 43A208



PMS 2285 C:
R: 152 G: 226 B: 45
C: 33 M: 0 Y: 80 K: 11
#: 98E22D



PMS 2130 C:
R: 72 G: 115 B: 239
C: 70 M: 52 Y: 0 K: 6
#: 4873EF



PMS 2199 C:
R: 23 G: 190 B: 226
C: 90 M: 16 Y: 0 K: 11
#: 17BEE2



PMS 319 C:
R: 0 G: 238 B: 235
C: 100 M: 0 Y: 1 K: 7
#: 00EEEB



Our Primary & Tertiary Logos & Color

What Works for One Works for the Other

There is only one rule for our primary and tertiary logos, they should only be one color at a time. Otherwise, they look great in all our color possibilities.



Our Emblem Logo & Color

Balanced Structure and Flexibility Rules:

- The colors of the sky, moon, stars, and forest never change.
- The color of the bear and female silhouette and the words “Artemis Outdoor Gear & Exchange” should always match.



- The background color of the ring's exterior band should be black or white.
- When determining the color of the ring, maximize contrast based on the color of the background item (i.e., mug)
- The words “Palm Beach Gardens, Florida” should be white or black to contrast with the ring's color.



Primary Type Lato.

Lato

AOG turns to Lato as its primary topography because of its contemporary and relaxed vibe. Lato has clear legibility without being stiff.



Thin

Light

Regular

Semi bold

Black

Aa

Bb

Cc

Dd

Ee

Lato

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$\$%^&*()+

Lato

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$\$%^&*()+

Lato

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$\$%^&*()+

Lato

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$\$%^&*()+

Lato

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$\$%^&*()+



Secondary Type

Noto Serif

Regular

Aa

Noto Serif

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$\$%^&*()+

Semi bold

Bb

Noto Serif

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$\$%^&*()+

Black

Cc

Noto Serif

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$\$%^&*()+

Noto Serif

We choose a serif font for our secondary typography to complement Lato. Noto Serif is a laid-back, reliable font that conveys our trustworthiness as a provider of exceptional outdoor gear and service.



Logo Type

TRAJAN SANS PRO

BLACK AA

TRAJAN SANS PRO
BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$\$%^&*()+

Trajan Sans Pro

We choose Trajan Sans Pro type for the AOG and emblem logos. This all-capitals typeface is inspired by the Roman square capitals inscribed on Trajan's Column from ancient Rome. Steeped in history, Trajan Sans Pro conveys the stylized flare and modernity of Artemis Outdoor Gear & Exchange.

