OUTDOORZE

MOODBOARD

Nature-first. Adventure-ready.

Rooted in Vancouver Island.

Built with purpose.

Keep Exploring.



ICONOGRAPHY &

LOGO APPLICATIONS

The mountain mark leads with clarity

Versatile across labels and digital platforms

Consistent presence across every adventure

Keep Exploring.



COLOUR & TYPOGRAPHY

A coherent palette and strong typography create clarity, consistency, and recognition.

BRAND PALETTE

#244936	#538065	#2F5F73	#C59A36	#F5F0E8

TYPEFACE

Montserrat

Clean, modern, and built for legibility across every adventure.

HEADLINE

THIS IS A HEADLINE

BODY TEXT

This is body copy. Montserrat Regular is clear, approachable, and easy to read in every context.

ACCENT

KEEP EXPLORING.



TEXTURES & GRAPHIC LANGUAGE

Natural textures ground our identity

Topo lines guide the eye and add depth

Weathered paper and tactile surfaces bring authenticity

A consistent layout system keeps every brand unified

Keep Exploring.



MERCHANDISE & TOUCHPOINTS

Bringing the trail experience to everyday life

Consistent identity across every touchpoint

Tangible connections that inspire loyalty

Designed for adventure, built to last

Keep Exploring.



DIGITAL PRESENCE

A CONSISTENT STORY EVERYWHERE

Immersive website built for discovery and inspiration

Mobile-first experience that connects on every device

Editorial social content that sparks engagement and loyalty

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KEEP EXPLORING.

Brand in Action

Real places. Real moments.
Our brand comes to life
in every adventure.

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outdoorze.ca