

Visual Identity Guidelines



OUR BRAND STORY

Some paths are well-worn, carved by generations of footsteps. Others? They're waiting to be discovered. **Sole Trek Outdoors** is for those who crave the thrill of the unknown—the explorers, the risk-takers, the ones who believe adventure begins where the trail ends.

Founded by Ugochukwu Mike-Ejezie, an outdoor enthusiast with a passion for uncharted experiences, **Sole Trek Outdoors** was born from the desire to bridge gap between adventure and sustainability.



SYMBOL & LOGO VARIATIONS

The SoleTrek Outdoors logo includes the symbol and wordmark, typically with the symbol on the left or above if space is limited.

Logos and wordmarks must use PMS colors unless greyscale is necessary. The symbol can appear on apparel, tags, and labels, The wordmark can be used alone in certain situations, such as at the end of advertisements or on apparel.

COLOUR / GREYSCALE

Primary version



Greyscale Primary version



Secondary version



SYMBOL & LOGO VARIATIONS

The SoleTrek Outdoors logo requires clear space equal to the symbol's thickness for balance and visibility.

Rooted in durability and exploration, the logo reflects trust and adventure. Consistent visuals ensure brand strength and impact. The watermark shifts to white for contrast when needed.

MINIMUM SIZE & CLEAR SPACE



Adaptive Visibility for Seamless Branding



LOGOTYPE DON'TS

The SoleTrek Outdoors logo must not be altered in color, proportions, or font. Avoid adding effects like shadows, gradients, or outlines. It should never be rotated, stretched, or distorted. Ensure it remains visible by not placing it on low-contrast backgrounds without adjustment. The wordmark and symbol should not be separated and should maintain brand integrity.

LOGOTYPE DON'TS



COLOUR SCHEME

The SoleTrek Outdoors color palette reflects adventure and resilience. Deep Trek Blue symbolizes exploration, Summit Gold represents achievement, and Glacier White adds clarity. Trailwood Brown evokes nature's endurance, while Evergreen Trail connects to the wilderness. Together, they create a timeless aesthetic.

PRIMARY COLOURS



Deep Trek Blue

HEX: #544B82
RGB: (84, 75, 130)
CMYK: (90%, 75%, 42%, 32%)



Summit Gold

HEX: #FFB94A
RGB: (225, 155, 74)
CMYK: (0%, 31%, 81%, 0%)



Glacier White

HEX: #FFFFFF
RGB: (225, 225, 225)
CMYK: (0%, 0%, 0%, 0%)

SECONDARY COLOURS



Evergreen Trail

RGB: (39, 64, 39)
HEX: #274027
CMYK: (77%, 48%, 55%, 85%)



Trailwood Brown

RGB: (73, 47, 0)
HEX: #492F00
CMYK: (50%, 66%, 94%, 61%)

STANDARD TYPOGRAPHY

SoleTrek Outdoors uses bold, modern sans-serif typography to reflect strength, adventure, and clarity. A secondary font adds rugged character. This combination ensures versatility and impact, reinforcing the brand's independent spirit across all platforms.

RALEWAY

Raleway bolds

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$1 &*()

Merriweather Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$1 &*()

TAGLINES

**Forge Your
Own Path**

Marketing Text

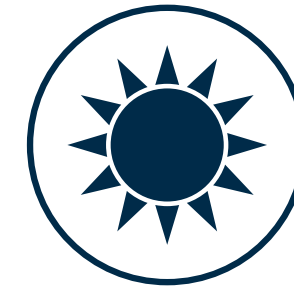
**Boots
Belts
PANTS
Backpack**

BRAND ICONOGRAPHY

Here is a look at the iconography set for **Sole Trek**. These icons represent the value, purpose, and features of our products. Please follow the outlined style for consistency and use a single color for all applications.



Rainy/Wet



Warm/Humid



Cold/Snow



Walking



Hiking



Running



Single Day



2-4 Days



5+ Days

BRAND ICONOGRAPHY

Here's an extended look at the SoleTrek iconography set, representing our brand's values and product features. Maintain consistency by following the outlined style and using a single color.

We've added three icons to highlight:

- Outdoor Adventures
- Fitness & Nutrition
- Mental & Physical Well-Being



Outdoor Adventures



Fitness



Physical
well-being

BRAND PATCHES & TAGS

SoleTrek Outdoors Patches & Tags are built on the foundation of adventure and durability, adding a distinctive touch to your gear while showcasing our commitment to quality and the great outdoors.



BRAND APPAREL DESIGN

This T-shirt design is a perfect example of how our brand identity has been seamlessly incorporated. Every element, from the color scheme to the typography and graphics, reflects our brand's core values and aesthetic. The design aligns with our visual identity by maintaining consistency in style, tone, and messaging, ensuring it resonates with our audience. Whether through bold logos, signature patterns, or unique illustrations, this piece serves as a wearable extension of our brand, reinforcing recognition and connection with our community.

