



VISUAL IDENTITY GUIDELINES

Standards guiding the visual
and verbal identity of our brand

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BRAND STORY

Highpoint Outdoors is driven by a passion for exploration, adventure, and life beyond the ordinary. We create outdoor gear and experiences inspired by nature's toughest landscapes, designed for those who seek higher paths, deeper connections, and unforgettable journeys in every environment.



BRAND LOGO



The Highpoint Outdoors logo conveys strength, stability, and adventure through a structured, emblem-like design. It reflects a sense of achievement, resilience, and confidence, capturing the spirit of exploration while emphasizing reliability and a bold, enduring outdoor presence.

Its design evokes trust and inspiration, encouraging outdoor enthusiasts to embrace challenges, explore confidently, and connect deeply with the natural world.

LOGO VARIATIONS

Highpoint Outdoors logo variations ensure clarity and consistency across formats, maintaining strong brand recognition in different sizes, colors, and application constraints.



LOGO USAGE

ALLOWED LOGOS



High Point Outdoors logos represent our connection to nature, adventure, and exploration. The mountain elements symbolize strength and elevation, while the trees reflect our commitment to the outdoors and environmental appreciation.

Only the approved logo variations shown here may be used across all brand materials. These versions ensure consistency in color, proportion, and visibility across different backgrounds and formats.

Always maintain clear space around the logo and avoid altering its colors, shapes, or typography. Proper usage preserves brand recognition and ensures a strong, unified visual identity across all touchpoints.

LOGO USAGE

NOT ALLOWED LOGOS



**HIGH POINT
OUTDOORS**

Do not modify the logo's colors, proportions, or typography. Avoid adding effects such as shadows, outlines, or gradients that are not part of the approved design. The logo should never be stretched, compressed, rotated, or rearranged.

Do not separate or reposition individual elements, including the mountain icon, trees, or text. Additionally, avoid placing the logo on backgrounds that reduce visibility or contrast.

Only use the official logo files provided. Consistent and correct usage ensures a clear, professional, and recognizable brand presence across all platforms.

COLOR SCHEME

HEX: #395287

RGB: RGB(57, 82, 135)

DEEP, TRUSTWORTHY BLUE SHADE, COMMUNICATES STABILITY, STRENGTH, AND PREMIUM OUTDOOR BRAND FEELING

HEX: #C5D3EC

RGB: RGB(197, 211, 236)

VERY LIGHT TRUSTWORTHY BLUE SHADE, COMMUNICATES SOFTNESS AND A SUBTLE PREMIUM OUTDOOR BRAND FEELING

HEX: #4CB2D8

RGB: RGB(76, 178, 216)

BRIGHT AND REFRESHING BLUE TONE, EVOKES CLARITY, ENERGY, AND VIBRANT MODERN OUTDOOR SPIRIT

HEX: #D7F0F9

RGB: RGB(215, 240, 249)

ULTRA-LIGHT FRESH BLUE TONE, EVOKES PURITY, AIRINESS, AND A CLEAN, MODERN OUTDOOR SPIRIT

TYPOGRAPHY

HEADLINES AND BODY

FUTURA PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR MAGNA ALIQUA

TAGLINES AND MARKETING

RETRO FLORAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR MAGNA ALIQUA

MARKETING MATERIALS

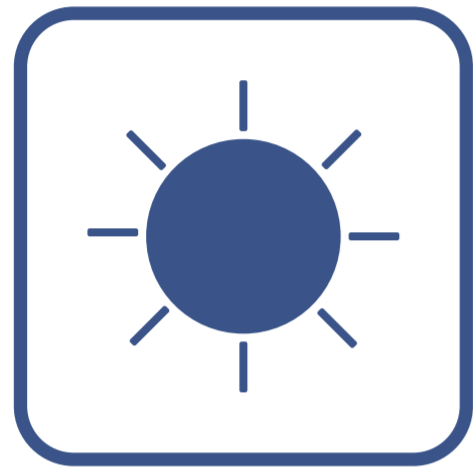


Durable, versatile apparel and accessories designed to enhance every outdoor adventure experience.

MARKETING MATERIALS



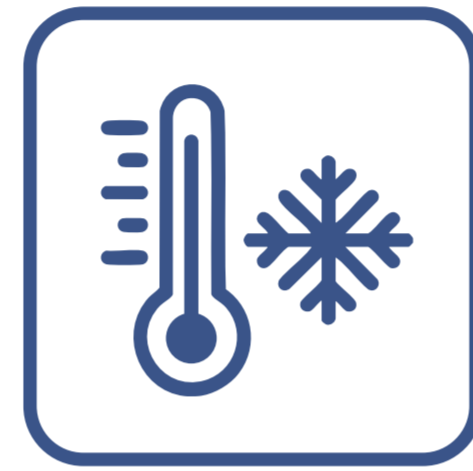
ICONS



Summer



Rainy



Winter



Walking



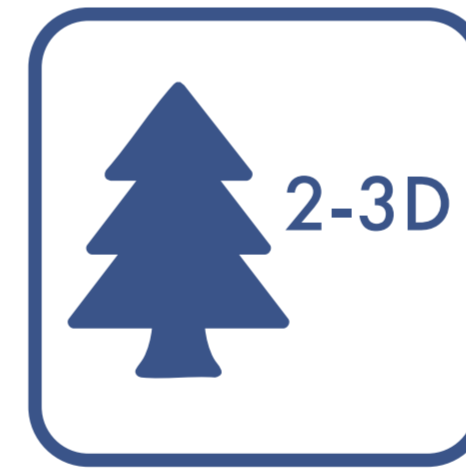
Running



Hiking



Hourly Trips



Few Days Trips



Long Days Trips

Highpoint Outdoors icons are built to feel dynamic and directional, reflecting movement, elevation, and progress. With sharp structure and purposeful form, they create a confident visual system that supports clarity while reinforcing the brand's driven, high-energy identity.

ADVERTISEMENT



An Outdoor
Experience
Worth Remembering

www.highpointoutdoors.com

Highpoint Outdoors advertisements are designed to energize and motivate, capturing the drive to push limits and reach new heights. Through striking visuals and confident messaging, each campaign communicates momentum, ambition, and a fearless spirit that defines the brand's bold outdoor identity.

LABEL & TAGS



Highpoint Outdoors tags and patches are designed to symbolize achievement and upward momentum. With clean structure and confident detailing, they act as strong brand signatures, reinforcing durability, ambition, and a distinct visual identity across every application