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## Visual Identity Guidelines



At SideWinder Outdoors, we are driven by a passion for adventure and discovery. Our brand is dedicated to equipping explorers, hikers, and travelers with the best apparel and gear designed for the lush, untamed beauty of rainforests. We believe every journey into the wild should be met with confidence, comfort, and resilience.

The name 'SideWinder' comes from the unique sidewinding movement of certain snakes, symbolizing agility, adaptability, and the ability to navigate even the toughest terrains—just like our gear.

SideWinder Outdoors is crafted for adventurous individuals between the ages of 18 to 35; those who seek thrilling experiences in the heart of nature. Whether you're a young explorer eager to embark on your first trek or a seasoned traveler chasing the next great adventure, our gear is designed to enhance your journey. Our customers value sustainability, functionality, and the ability to seamlessly transition between urban life and the deep wilderness.

Our community consists of nature enthusiasts who seek more than just an escape. They seek a deeper connection to the rainforest's wonders. Our apparel and gear are engineered to be lightweight, breathable, and durable, perfect for humid climates and unpredictable conditions. The Sidewinder emblem represents adaptability, and a fearless approach to exploration, embodying the untamed spirit of the rainforest.

**“More Trees, More Life.  
One Tree. A hundred lives”**

**- CEO of SideWinder Outdoors**

# Logo Guidelines

The Sidewinder Outdoors logo is the cornerstone of our brand identity, symbolizing adventure, resilience, and a deep respect for the natural world. It serves as a visual representation of our commitment to exploration and sustainable outdoor experiences. To maintain consistency and brand recognition, it is essential that the logo is used correctly across all applications. This section provides clear guidelines on logo variations, proper spacing, minimum size requirements, and incorrect usage. Adhering to these rules ensures that our brand remains strong, cohesive, and instantly recognizable, reinforcing the trust and authenticity that SideWinder Outdoors stands for.



For Darker Backgrounds  
logo hex - #f7e9c2



For Lighter Backgrounds  
logo hex - #1b2a19



For black and white  
print ONLY

## Simplified Logo

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## Clear space

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Clear space should be at least X-height of the “S” in “Sidewinder” on all sides.



## Minimum size

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Digital display size should be no smaller than 100px in width.



No smaller than 100px



## Refrain from

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Do not Squish, Stretch or Rotate the logo.



Do not use colors outside the brand color palette.



Do not apply shadows, gradients, or effects that alter the logo.



Do not place the logo on low-contrast or cluttered backgrounds.



Do not change the font in the logo.

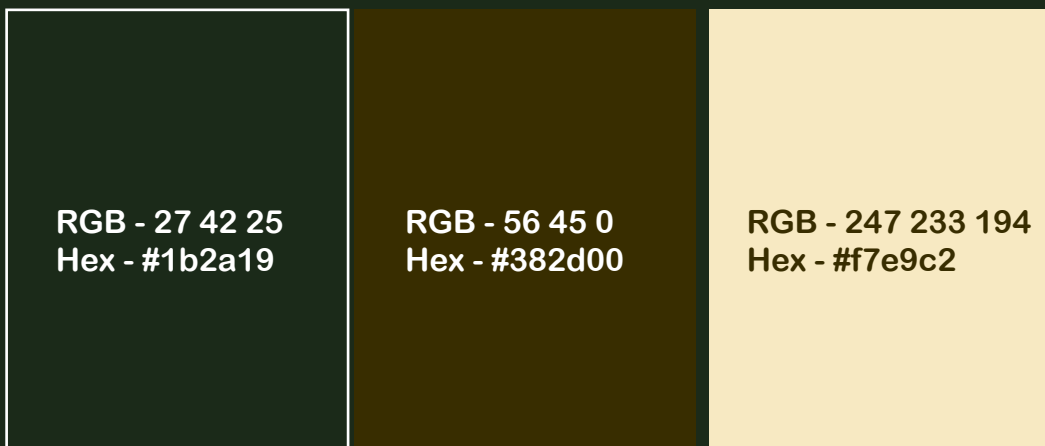
# Color Palette

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The SideWinder Outdoors color palette is inspired by the rich tones of the rainforest, reflecting the brand's connection to nature and adventure. The primary colors—deep green, earth brown, and light beige—represent dense foliage, rugged terrain, and natural light filtering through the canopy. The secondary colors—jungle green and moss green—add depth and versatility to the brand's visual identity. These colors should be used consistently across all branding materials to maintain a cohesive and recognizable look, reinforcing our commitment to exploration and the great outdoors.

## Primary Colors

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## Secondary Colors

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# Typography

Typography plays a crucial role in establishing the brand's voice and personality. SideWinder Outdoors uses Arial Rounded MT Bold for headlines, ensuring a strong yet approachable feel that aligns with our adventurous spirit. Source Sans Variable is used for body text, providing readability and versatility in both digital and print formats. Consistent use of typography enhances brand recognition and ensures clear communication across all platforms. To maintain visual harmony, always follow the specified type hierarchy, spacing, and formatting guidelines.

## Arial Rounded MT Bold

(For Headings and taglines)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9

., ! ? + = - & \$ @ # ( ) { } [ ]

ONE TREE.  
HUNDRED LIVES.

## Source Sans Variable

(For Body text)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9

., ! ? + = - & \$ @ # ( ) { } [ ]

# Iconography

Icons are an essential part of the SideWinder Outdoors brand, providing clear, visual communication while enhancing the overall aesthetic. Our iconography follows a clean, minimal, and functional style, reflecting the brand's adventurous yet approachable nature. Icons should have consistent stroke weights, rounded edges where applicable, and align with the brand's earthy color palette. They are used to support navigation, highlight key features, and create a seamless user experience across digital and print applications. When incorporating icons, ensure they complement the surrounding design elements and maintain clarity at various sizes.

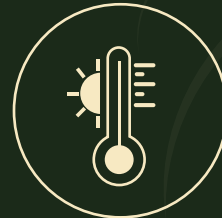
Wet/Rainy



Cold/Snow



Heat/Warm



Walking



Running



Hiking



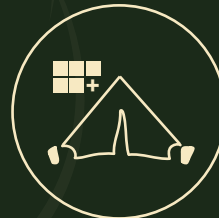
One Day



Two to four days



Five days or more



Outdoor  
Adventures



Fitness and  
Nutrition



Mental & Physical  
well-being



# Mockups

Mockups play a crucial role in visualizing how the Sidewinder Outdoors brand comes to life across different mediums. Whether applied to apparel, packaging, digital interfaces, or signage, mockups help ensure that branding elements maintain consistency and impact in real-world applications. When creating mockups, use high-quality imagery and adhere to brand guidelines for logo placement, color accuracy, and typography. Every application should reinforce the brand's adventurous, nature-focused identity while remaining clear and engaging for the audience.





ONE TREE.  
HUNDRED LIVES.



Protect what lets you live

