



*Embrace
The
Wild.*

VISUAL IDENTITY

GUIDELINES



OUR BRAND STORY

Built for the Wild, Engineered to Endure

At ForgeWild, we craft gear for those who push boundaries—where the trail ends, real adventure begins. Designed for the rugged demands of the outdoors, our bags, jackets, footwear, and equipment are built to withstand the toughest environments, from rocky ascents to remote backcountry trails.

We believe the wild isn't just a destination; it's where we are tested, strengthened, and truly alive. Every piece of ForgeWild gear is engineered for durability, comfort, and performance, empowering explorers to go further, climb higher, and embrace the unknown.

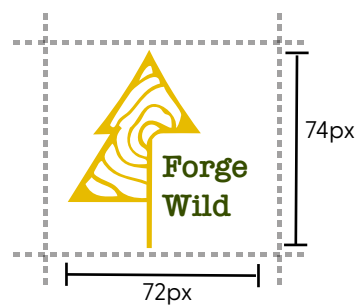
No shortcuts. No compromises. Just pure, tested, and trusted gear for those who forge their own path.

WORDMARK

These are the only acceptable versions of the ForgeWild logotype. Use the full-color primary version whenever possible; opt for black or white versions only if legibility is compromised. The primary logotype should not be scaled below 1" (72px) in width, the symbol logo should not be scaled below 0.5" (36px). The symbol logo may serve as a placeholder in grid-style elements across websites, retail installations, or



LOGO VARIATIONS + SYMBOLS
FOR GEAR TAGS , APPAREL, ICONS



LOGO VARIATIONS + SYMBOLS
FOR GEAR TAGS , APPAREL, ICONS



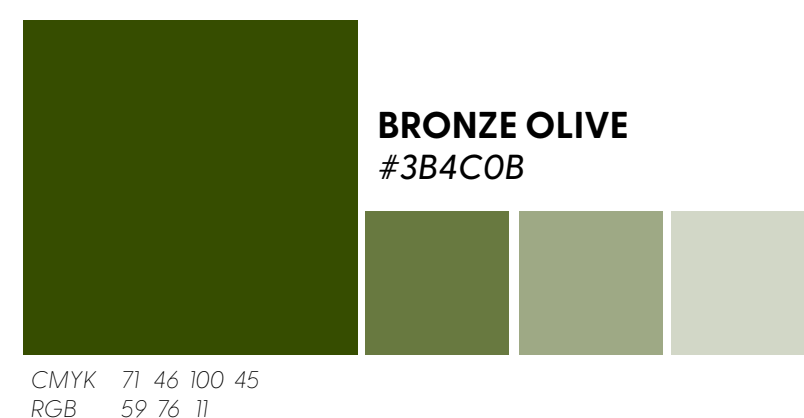
AVOID ALTERATIONS

- No Effects – No shadows, gradients, or 3D effects.
- No Distortion – Do not stretch, skew, or resize improperly.
- No Off-Brand Colors – Use only approved brand colors.
- No Contrast Issues – Ensure clear visibility on all backgrounds.

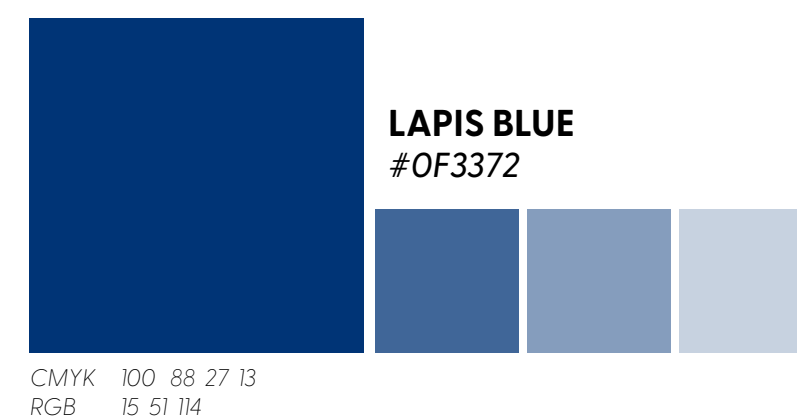
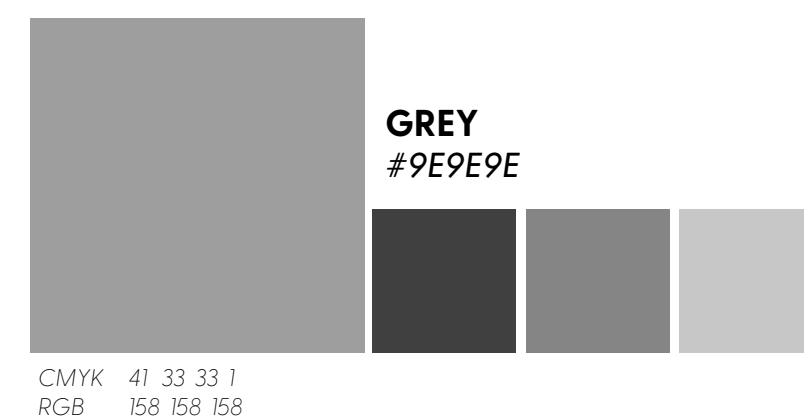


COLOR SCHEME

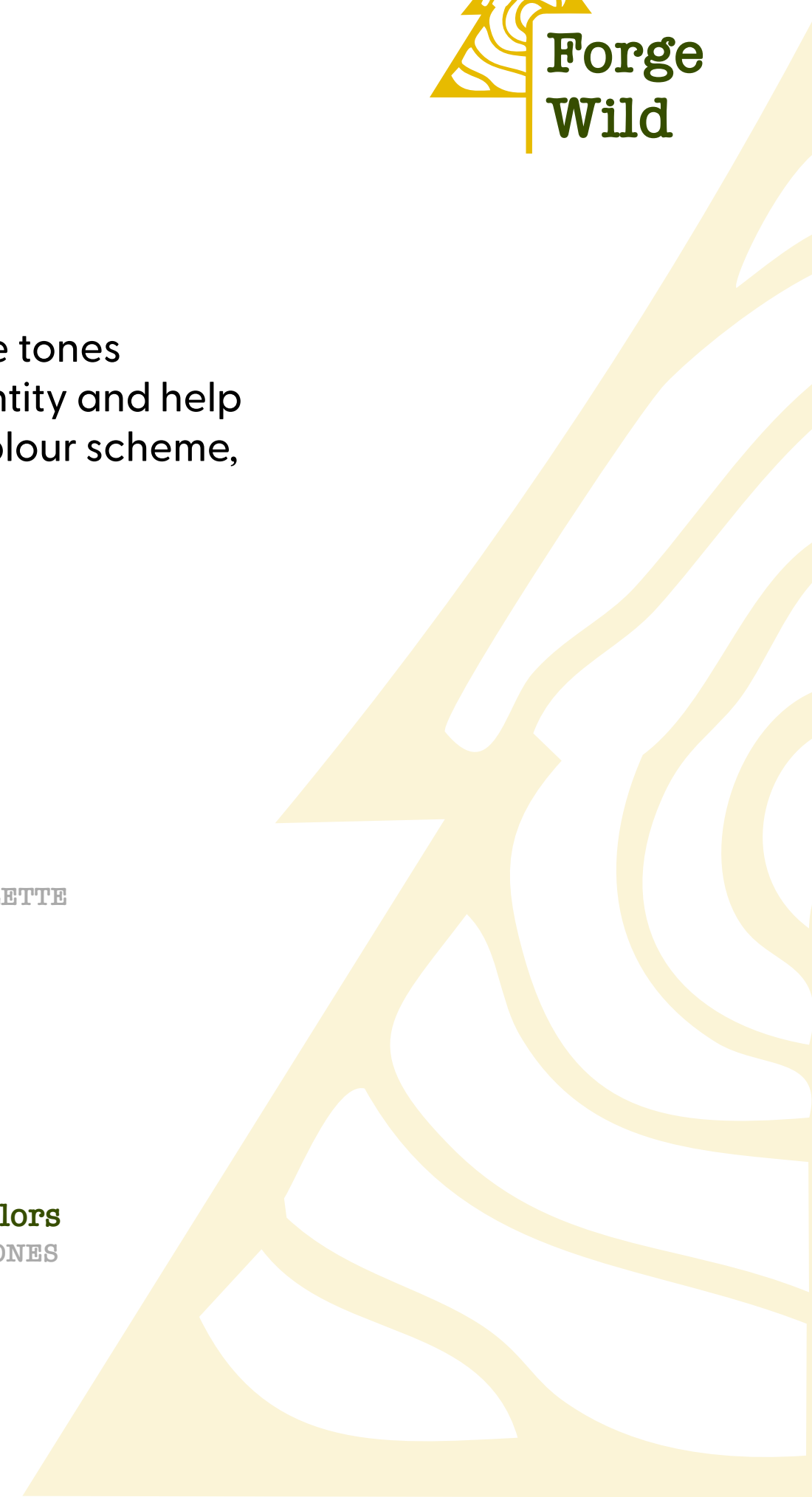
To maintain brand consistency, it's crucial to use the primary burnt orange and complementary blue tones prominently across all gear and marketing materials. These colours are essential to the brand's identity and help create visual impact. The supplementary colours are meant to support and accentuate the main colour scheme, enhancing the overall look of digital assets without overpowering the core brand palette.



Primary Colors
ESSENTIAL BRAND PALETTE



Supplementary Colors
SUPPORTIVE BRAND TONES





TYPOGRAPHY

"TYPOGRAPHY PLAYS A CRUCIAL ROLE IN MAINTAINING BRAND CONSISTENCY.
USE THESE FONTS TO ENSURE OUR PRODUCTS AND MARKETING MATERIALS
ARE EASILY RECOGNIZABLE."

GREYCLIFF CF MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()

GREYCLIFF CF MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()

AMERICAN TYPEWRITER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()

GREYCLIFF CF MEDIUM

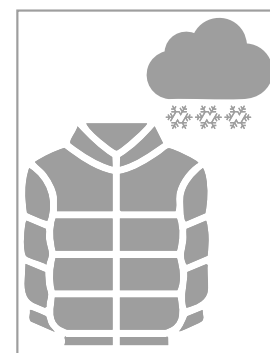
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()

ICONS

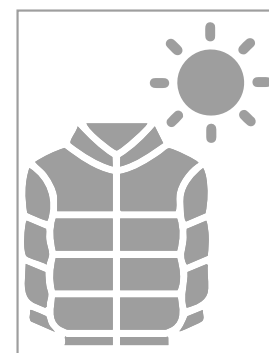
EXPLORE THE ICONOGRAPHY SET FOR HIDDEN TREK OUTDOORS CO. THESE ICONS REPRESENT OUR BRAND'S VALUES, PURPOSE, AND PRODUCT FEATURES. MAINTAIN THE OUTLINED STYLE AND USE A SINGLE COLOR FOR CONSISTENCY.



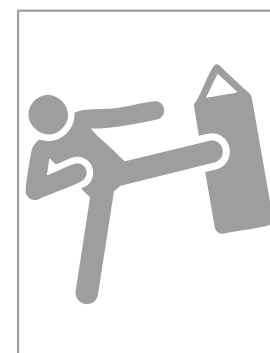
RAINY/WET
Weather



COLD/SNOWY
Weather



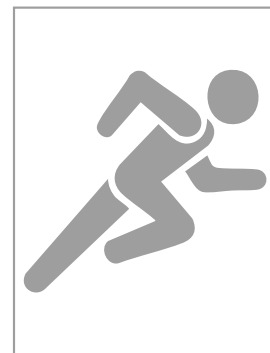
WARM/HUMID
Weather



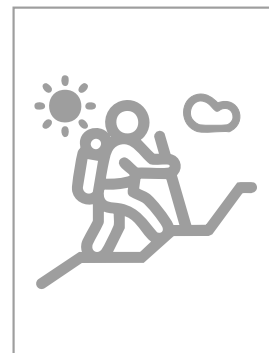
HIGH INTENSITY
Activity



CASUAL
Activity



HIGH INTENSITY
Activity



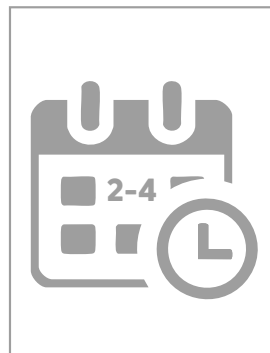
HIKING
Activity



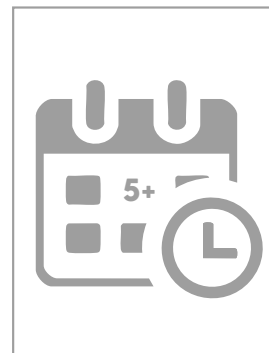
ADVENTURE
Activity



SINGLE DAY
Trip Duration



OVERNIGHT
Trip Duration



MULTIPLE NIGHTS
Trip Duration



MENTAL HEALTH
weather



Patches, Tags & T-shirt



