



# RUGD

O U T D O O R S

VISUAL IDENTITY GUIDELINES





# OUR STORY

RUGD is an outdoor supply company situated in Vik, Iceland, that was established in 1980 and specializes in the toughest outdoor gear and clothing made from eco-friendly materials.

Our company is built on the idea that quality outdoor products should not be disposable, but rather should last generations. We understand the importance of preserving the outdoors and as such we strive to provide our customers with products that will last them a lifetime.

Our brand is positioned to target outdoor enthusiasts who are looking for durable equipment and apparel that can withstand the test of time. Our vision is to continue to create high-quality products that will ensure a sustainable future for the outdoors and our customers.



## LOGO



Our logo is an integral part of our brand and identity. We never alter, modify or recreate it, as this would dilute the value that it holds. Our logo helps clients identify us through a range of visual cues, making it essential that it is used in its entirety.

To ensure its consistency, the logo should always be taken from the electronic files provided as .ai, .eps and .png formats. We provide instructions for its use in all forms of communication, both digital and printed. We take pride in our logo and understand its importance for our brand.

### Minimum Size

Our logo is designed to reproduce well at a small size, making it ideal for use in a variety of mediums. However, when possible, we recommend using it in larger sizes than 1.25cm in width for print or 80 pixels in width for digital. This will ensure the logo is visible and clearly legible, helping to maximize the impact of its design.

### Clear Space

Gray area indicates clear space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'O' (equal to the height of O in the word GROUP, known as the 'cap-height'. The width is equal to the height)

PRINT



1.25cm

DIGITAL



80px





# LOGO USAGE

## Full Color Logo

Always use our full-color logo wherever possible. Always make sure that the backdrop colour or image and our logo have enough contrast. To make sure the logo is seen in the event of a cluttered background, we include the light brown background.



Logo on a image with empty space



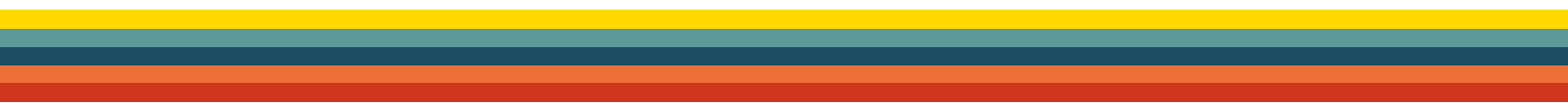
Logo with background on a busy image

## Monochrome Logo

Our one-colour logo should be used only when necessary due to printing and display restrictions.



Monochrome logo





# INCORRECT USAGE



Do not stretch



Do not skew



Do not stylize ex. drop shadow/  
bevel, emboss



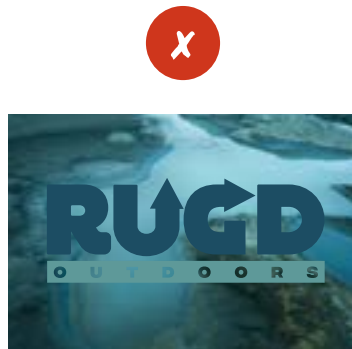
Do not recreate with different  
fonts



Do not recolor



Do not outline



Do not use on a busy  
background



# COLOR PALETTE

We use Pantone or CMYK values for print applications and use RGB or HTML values for digital applications.

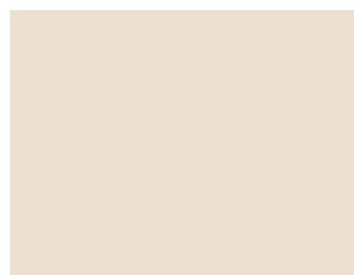
## Primary Colors



**PANTONE** 7477C  
**HEX** #1C4D63  
**C**94 **M**62 **Y**24 **K**26  
**R**28 **G**77 **B**99



**PANTONE** 122-13C  
**HEX** #5E9999  
**C**65 **M**25 **Y**39 **K**1  
**R**94 **G**153 **B**153



**PANTONE** 9202C  
**HEX** #EBE0D2  
**C**5 **M**33 **Y**99 **K**0  
**R**240 **G**175 **B**32



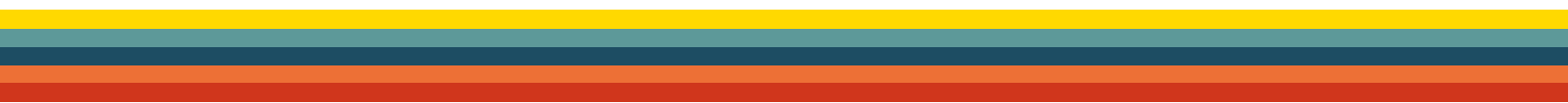
**PANTONE** Medium YellowC  
**HEX** #FFD900  
**C**2 **M**12 **Y**100 **K**0  
**R**255 **G**217 **B**0



**PANTONE** 485C  
**HEX** #DA291C  
**C**13 **M**93 **Y**100 **K**3  
**R**207 **G**54 **B**28



**PANTONE** 9202C  
**HEX** #ED7036  
**C**0 **M**64 **Y**86 **K**1  
**R**237 **G**112 **B**54





# TYPOGRAPHY

## INTEGRAL CF BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

Used for taglines and marketing text designed for visual emphasis as a part of social media graphics, video and other multimedia applications

## CERA

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

used for all other forms of standard body text, ranging from stationery, website design, brochures and all forms of general correspondence.



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O U T D O O R S





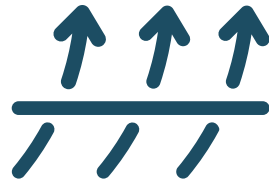


**TAGLINE**

**TOUGH  
GEAR FOR  
TOUGH  
TERRAIN**



# ICONS



# SHIRT



# PRODUCTS



# LABELS / TAGS





# RUGD

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[rugdoutdoors.is](http://rugdoutdoors.is)

