



PINERIDGE OUTDOORS



VISUAL

IDENTITY

GUIDELINES

TABLE OF CONTENTS

Brand Story	03	Brand Logo	04
Colour Scheme	05	Typography	06
Icons Variations	07	Logo Variations	08
Logo Usage	09	Apparel	10
Icons	12	Brand Advertisement	13
Tag & Patch	14		

BRAND STORY

Pine Ridge Outdoors is inspired by the quiet strength of nature.

Rooted in forests, ridgelines, and rugged terrain, Pine Ridge creates outdoor apparel built for durability, function, and timeless style. Our designs are made for those who seek meaningful adventure the early starts, long trails, and moments of calm found far from the noise.

Pine Ridge Outdoors stands for authenticity, resilience, and a deeper connection to nature — gear you can rely on wherever the trail leads.



BRAND LOGO

Inspired by mountains and forests, the Pine Ridge Outdoors logo reflects strength and freedom. It represents the spirit of adventure and a deep connection to the outdoors.



The logo features rugged mountain peaks and evergreen trees, symbolizing endurance, stability, and connection to the outdoors. Strong typography reinforces confidence and reliability, core values of Pine Ridge Outdoors.

Designed to express strength and resilience, the mark reflects a deep connection to the outdoors through bold, balanced visual elements. Confident typography and a structured composition convey reliability and durability, capturing the core values and adventurous spirit of Pine Ridge Outdoors.

COLOUR SCHEME

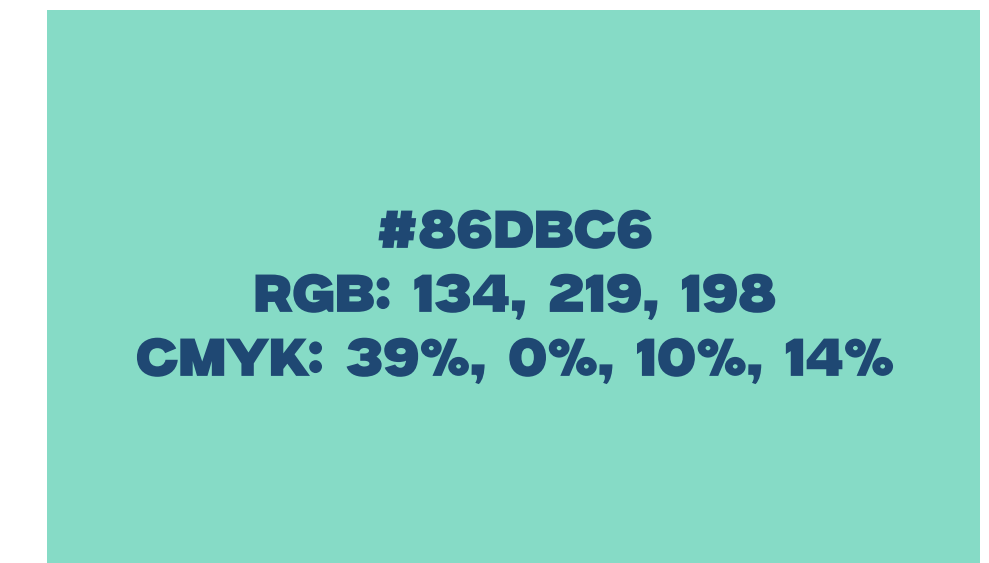
Each color is chosen to feel grounded and enduring, avoiding trends in favor of shades that feel natural in every environment.

PRIMARY COLORS



The deep blue and vibrant teal represent trust, stability, and exploration. Together, they form a balanced foundation that feels strong, modern, and rooted in the outdoors.

SUPPORTING COLOR



The fresh green adds energy and a natural accent to the palette. It brings contrast and vitality while reinforcing the brand's connection to nature.

TYPOGRAPHY

Plays a key role in expressing the Pine Ridge Outdoors identity. Bold, clear, and functional typefaces are used to ensure readability while reinforcing a strong, adventurous character

MILKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA
ALIQUA. UT ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION**

INTER

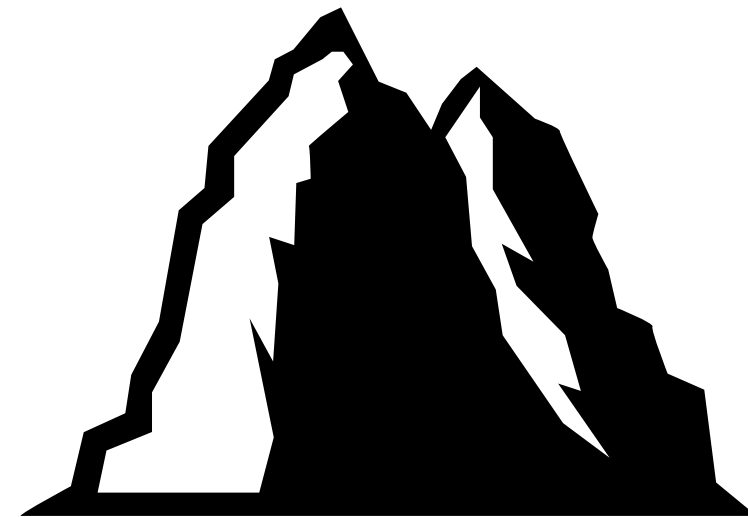
abcdefghijklmnopqrstuvwxy

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

ICONS VARIATIONS

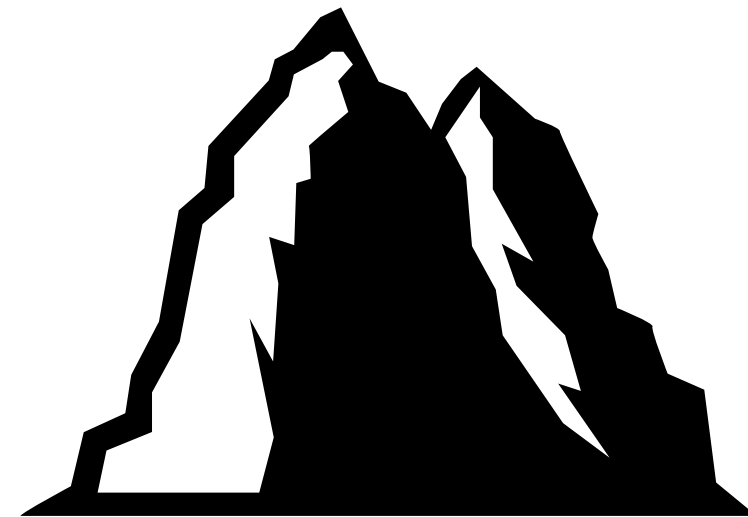
This page outlines the approved icon variations designed to ensure consistency, clarity, and flexibility across all brand applications.



These icons are the approved visual marks of the brand and should be used consistently across all applications. Each variation is optimized for different contexts, color environments, and scales while maintaining the core identity and recognizability of the brand. No unapproved modifications, distortions, or color changes should be applied.

ICONS VARIATIONS

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LOGO VARIATIONS

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ON WHITE BACKGROUND



The primary logo for light backgrounds, ensuring clear visibility and brand recognition.

ON DARK BACKGROUND



A high-contrast version designed for dark backgrounds to maintain clarity and impact.

LOGO USAGE

Guidelines for correct logo usage across all marketing materials to ensure consistency and brand integrity.

ALLOWED



Use the logo exactly as provided, maintaining its original proportions, colors, and spacing.

NOT ALLOWED



Do not alter the logo's layout, scale elements independently, recolor, or modify any part of the mark.

APPAREL

Showcasing Pine Ridge Outdoors apparel across marketing materials, highlighting durability, comfort, and rugged style for outdoor adventures.



PINERIDGE OUTDOORS



APPAREL

Showcasing Pine Ridge Outdoors apparel across marketing materials, highlighting durability, comfort, and rugged style for outdoor adventures.



PINERIDGE OUTDOORS

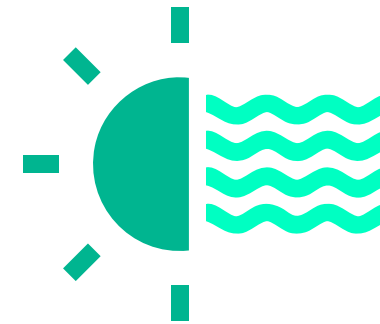


ICONS

Representing Pine Ridge Outdoors gear through purposeful iconography, reflecting performance, versatility, and reliability for every season, terrain, and adventure length.



Backpack



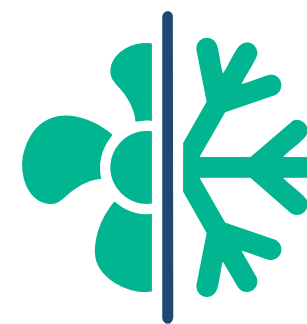
Sunny



Walking



Camp



Winter



Hiking



Camp Fire



Rainy



Running

BRAND ADVERTISEMENT

Representing Pine Ridge Outdoors gear through purposeful iconography, reflecting performance, versatility, and reliability for every season, terrain, and adventure length.

Capturing the spirit of Pine Ridge Outdoors through bold, immersive brand advertising that celebrates freedom, resilience, and connection to nature. Each visual narrative reflects durability, comfort, and rugged authenticity—designed to inspire exploration and position the brand as a trusted companion for every outdoor journey.



Built for Every Condition

Crafted for explorers who move confidently through mountains, rain, wind, and wilderness

Embracing every challenge with strength, resilience, and purpose

[Learn More](#)

PINE RIDGE
OUTDOORS

PATCHES & TAGS

Showcasing Pine Ridge Outdoors branding through apparel patches and tags, highlighting craftsmanship, authenticity, and rugged identity across every garment and outdoor experience.

