

 **TREKKO**

OUTDOOR APPAREL COMPANY

BRAND BOOK

HELLO THERE!

THIS PRESENTATION CONTAINS THE
SET BRAND GUIDELINES FOR TREKKO.

INCLUDED ARE RULES AND EXAMPLES
OF APPLICATIONS THAT WILL HELP
YOU UNDERSTAND THE BRAND'S
VISUAL GUIDELINES AS WELL AS
VOICE AND PERSONALITY.





1

LOGO

TREKKO LOGO IS BASED ON THE THICK AND BOLD FONT AND TWO CHEVRONS.

IT USES A CLEAN TYPOGRAPHY APPROACH TO GIVE THE COMPANY A SLEEK, SIMPLE, AND SAVVY LOOK.

» TREKKO

ONLY ALLOWED VARIATIONS



ORIGINAL



SHORT



INVERT



INVERTED SHORT



ON DARK BACKGROUND



ICON BADGE

NOTE: ANY OTHER MODIFICATION OR CHANGES TO THE LOGO ARE NOT ALLOWED

CLEAR SPACE

TREKKO ICON AND LOGO SHOULD ALWAYS BE SURROUNDED BY AT LEAST 1 CM/ PROPER CLEAR SPACE FOR PROPER VISUAL DISTRIBUTION DURING APPLICATION.



2

TYPOGRAPHY

HERE ARE THE FONTS AND WEIGHTS TO USE FOR TREKKO VARIOUS COLLATERALS.

MONUMENT BOLD

* LOGO & HEADING

MULI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - = ! @ # \$ % ^ & * () _ +

MULI BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 - = ! @ # \$ % ^ & * () _ +



C

4

LINE HEIGHT: 1.2

THE QU

BROWN

FOX

LETTER SPACING: 0

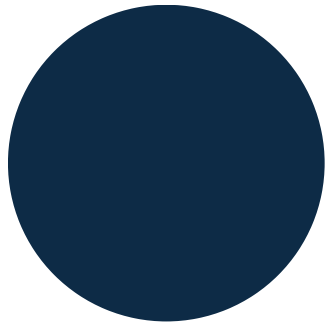
SPACING

WHEN USING THE FONT FOR TREKKO,
ALWAYS KEEP PROPER GAP BETWEEN
THE WORDS AND THE LINES. NO
OVERLAPPING OF CHARACTERS OR
LINES SHOOULD BE DONE.

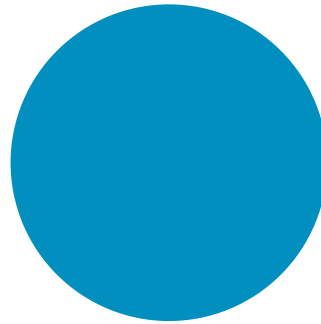
5

COLOR PALETTE

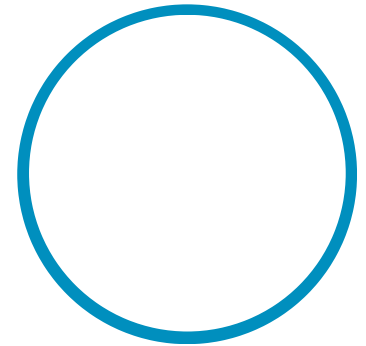
THERE ARE 3 MAIN COLORS THAT ARE USED FOR TREKKO, ARE GIVEN BELOW IN HEX CODE. THESE COLOURS CAN BE USED TOGETHER, HOWEVER NO CHANGES TO ORIGINAL HEX CODE, OR OPACITY IS ALLOWED.



#0D2B46



#008FBE



#FFFF



THANK YOU.