



**BRAND  
STANDARDS  
2021**

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®



THE ORVIS COMPANY, INC.

# 01 CORPORATE IDENTITY

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THE ORVIS LOGO AND COLOR PALETTE

LOGO USAGE

LOGO LOCK-UPS

INCORRECT APPLICATIONS

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# THE ORVIS LOGO

## BRAND COMMUNICATION USAGE

The Orvis logo is based on the tradition and heritage that have served Orvis for over 150 years. It reflects the simple, classic nature that embodied the original store when Charles F. Orvis created the company in 1856. It represents a level of taste that is found in our customers and exudes the quality they have come to trust over time.

The Orvis logo is a modified version of Copperplate Bold.

## PRIMARY LOGO

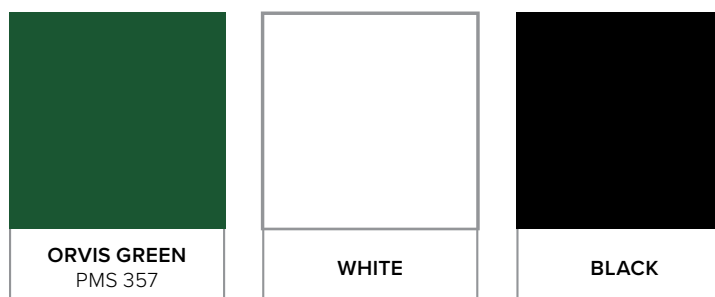
For all Brand Communications

ORVIS®

The Orvis logo is composed of special lettering and must never be re-created, typed or re-drawn. Reproduce the logo only from authorized printed or electronic reproduction art.

## PRIMARY LOGO COLORS

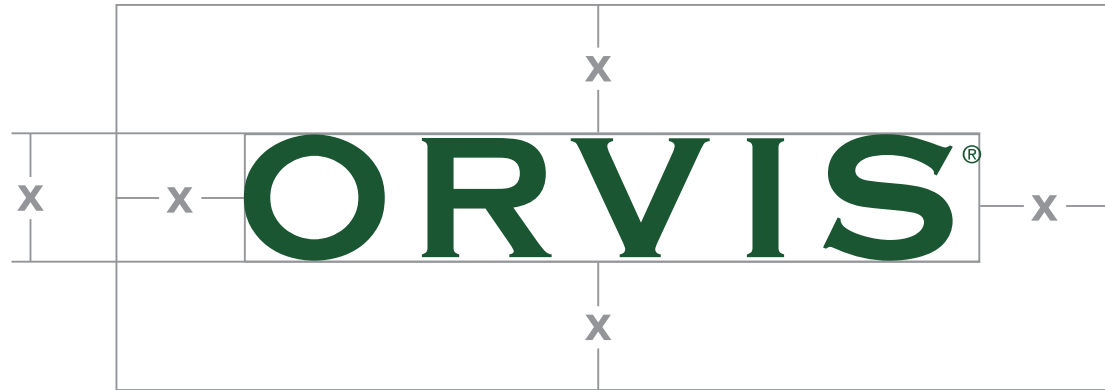
The selection and application of color are important in maintaining a uniform and consistent brand image. The primary color for the logo is Orvis Green (Pantone 357). The logo also may be printed in black or white. Approval from The Orvis Brand Design department is required for all exceptions.



# LOGO USAGE

## CLEAR SPACE

To maintain its emphasis and presence, the logo must be surrounded by white (empty) space. The logo must be positioned with at least the minimum amount of white space surrounding the logo which is equal to the cap height of the 'V' in Orvis as illustrated here.



## CENTERLINE

The logo centerline is determined by measuring from the "O" to the "S" in Orvis, and does not include the registered trademark symbol. Use this as a reference point when centering logo on all brand communications.



## MINIMUM LOGO SIZES

Minimum size for the Orvis logo should be no smaller than 1 inch wide in all brand communications.



## LOGO LOCKUPS

### STORE LOCATION AND WEB URL LOCK-UP EXAMPLE

Store locations and URLs should be uniform spaced when used in conjunction with the Orvis logo.

Use these guidelines when typesetting.

**Typeface:** Proxima Nova Semibold

**Tracking:** 50



# INCORRECT USES

## LOGO DON'TS

Consistent use of the Orvis logo ensures recognition and familiarity with our brand identity.

These are some examples that do not comply with the Orvis standards, and should be avoided.



Do not outline the elements or create logo variations.



If placing on a photo, always ensure legibility of logo



Do not use the logo with any unapproved colors.



Never set type above the Orvis logo as a lock-up.



Do not warp or stretch the logo. Always scale uniformly.



Never set type too close or off-center to the Orvis logo.



Avoid using a drop shadow or other special effects.



Do not attempt to distort or render the logo in three dimensional form.

# BRAND COLORS

These are the main colors that make up the Orvis corporate color palette. In keeping with our vision, we've constructed a set of givens to align around a core color set to help guide us in our fundamental brand, marketing, and product efforts for the foreseeable future.

## BRAND VISION

Inspire the world to love the adventure and wonder in nature.

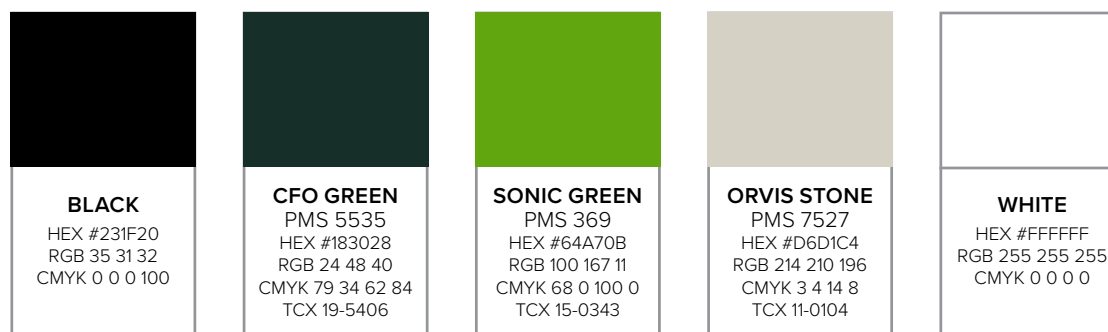
## GIVENS

- Be proud of our heritage
- Distinguish ourselves from other similar green-branded companies
- Minimize risk & expense
- Develop a set of Color Standards that can play across the house—from business to business, core to accent
- Consider retail rack impact—distinguish and recognize at a distance, be a brand badge
- Consider that colors execute differently with different materials/fabrications/mediums (difference between catalog and signage at Retail for example)

## BRAND PRIMARY COLOR



## BRAND SECONDARY COLORS








# BRAND COLOR EXTENSIONS

The color groupings attached are not intended to simply limit choice—  
They are starting points and guardrail paths for color discovery now and into the future.

## THE WATER

Water is essential for life, but in our case  
it's the blood of the brand.

 <b>DRAGONFLY</b> PMS 7477 HEX #244C5A RGB 36 76 90 CMYK 86 29 21 67 TCX 19-4826	 <b>DARK CITRON</b> PMS 7495 HEX #8F993E RGB 143 153 62 CMYK 42 5 98 29 TCX 16-0435	 <b>SONIC GREEN</b> PMS 369 HEX #64A70B RGB 100 167 11 CMYK 68 0 100 0 TCX 15-0343
 <b>SALT FLAT</b> PMS 7716 HEX #008080 RGB 0 128 128 CMYK 87 20 47 2 TCX 17-5126	 <b>FRESHWATER</b> PMS 7460 HEX #0086BF RGB 0 134 191 CMYK 100 6 2 10 TCX 18-4535	 <b>STEELHEAD</b> PMS 877 HEX #8A8D8F RGB 138 141 143 CMYK 45 34 34 0 TCX 17-5102


## THE FIELD

Where our love of the outdoors,  
our incomparable bond with our dogs,  
and our need of wild places intersect.

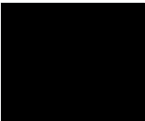




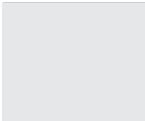

 <b>GROUSE</b> PMS 463 HEX #744F28 RGB 116 79 40 CMYK 14 54 95 62 TCX 18-1048	 <b>DARK KHAKI</b> PMS 7771 HEX #4E4934 RGB 78 73 52 CMYK 35 38 86 77 TCX 19-0516	 <b>TB BLAZE ORANGE</b> PMS 151 HEX #FF8200 RGB 255 130 0 CMYK 0 60 100 0 TCX 15-1263
 <b>CFO GREEN</b> PMS 5535 HEX #183028 RGB 24 48 40 CMYK 79 34 62 84 TCX 19-5406	 <b>SAGE MOSS</b> PMS 5773 HEX #899064 RGB 137 144 100 CMYK 29 10 52 32 TCX 17-0525	 <b>SNOW</b> CUSTOM MIX HEX #F2ECE1 RGB 242 236 224 CMYK 4 5 10 0 TCX 11-0103

## THE FIRE

The origin of our traditions where stories  
of adventure and wonder stir our curiosity,  
our history is written, and our spirit restored.

 <b>BRICK</b> CUSTOM MIX HEX #900 RGB 182 29 34 CMYK 15 100 100 15 TCX 18-1761	 <b>SUNSET</b> PMS 1665 HEX #DC4405 RGB 220 68 5 CMYK 0 79 100 0 TCX 17-1461	 <b>GOLD</b> PMS 1235 HEX #FFB81C RGB 255 184 28 CMYK 0 31 98 0 TCX 15-1062
 <b>ORVIS GREEN</b> PMS 357 HEX #215732 RGB 33 87 50 CMYK 92 18 94 61 TCX 19-6050	 <b>CAFE</b> PMS 7504 HEX #94795D RGB 148 121 93 CMYK 17 36 52 38 TCX 17-1320	 <b>ORVIS STONE</b> PMS 7527 HEX #D6D2C4 RGB 214 210 196 CMYK 3 4 14 8 TCX 11-0104

## GRAY PALETTE

 <b>BLACK</b> HEX #231F20 RGB 35 31 32 CMYK 0 0 0 100	 <b>SLATE</b> PMS 447 HEX #373A36 RGB 55 58 54 CMYK 50 30 40 90 TCX 19-4305	 <b>GRAY DARK</b> WARM GRAY 10 HEX #796E65 RGB 121 110 101 CMYK 24 34 35 60 TCX 18-1112	 <b>ORVIS GRAY</b> COOL GRAY 7 HEX #97999B RGB 151 153 155 CMYK 20 14 12 40 TCX 16-3915	 <b>GRAY LIGHT</b> COOL GRAY 4 HEX #BBBCBC RGB 187 188 188 CMYK 12 8 9 23 TCX 14-4103	 <b>GRAY LIGHTEST</b> HEX #E6E7E8 RGB 230 231 231 CMYK 0 0 0 10 TCX 14-4002	 <b>WHITE</b> HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0
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THE ORVIS COMPANY, INC.

# 09 RETAIL DEALER GUIDELINES

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AUTHORIZED DEALER SIGNAGE

EXAMPLES OF INCORRECT DEALER LOGOS

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## AUTHORIZED DEALER SIGNAGE

### LOGO GUIDELINES

As an Authorized Orvis dealer, you are welcome to use the Orvis logo, according to the guidelines in this document, in your marketing and commerce efforts, with the goal of advertising your business as a retail source for Orvis products, or of advertising the Orvis products that you carry as being of Orvis manufacture. You are also welcome to use our current Authorized Orvis Dealer logo shown here for those same purposes. For special situations (custom-designed signage, displays, etc.), please contact your Orvis Regional Business Manager to discuss logo usage options.



## EXAMPLES OF INCORRECT DEALER LOGOS

Although some of the following examples may appear on Orvis paraphernalia and logo wear, they do not comply with the Orvis authorized dealer standards for official signage.

