



**nTRADA**  
APPAREL

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**VISUAL  
IDENTITY  
+ BRAND  
GUIDELINES**



DESIGN + BRANDING BY



**BRANDING + DESIGN BY  
HUMAN NATURE STUDIOS**

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## THE NTRADA BRAND "EXPLORE THE UNEXPLORED"

nTrada is a play on the word "Entrada," which means an expedition or journey into unexplored territory. The brand encourages you to get outside your comfort zone and explore your world – both internal and external – to discover the importance of giving back to your Earth and community.

nTrada's core values are **COMMUNITY, GROWTH, and EXPLORATION.**



### **Our Mission**

To provide the outdoor lifestyle market with products made with recycled / sustainable materials, and to provide an apparel-buying experience that eco-conscious people can trust and enjoy.



### **Our Vision**

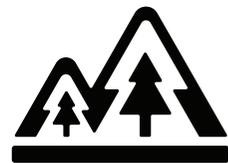
To be a positive influence on the earth and the outdoor community by creating a brand that will encourage its community to journey into unexplored territories in their life, to get out of their comfort zone, and to give back to the earth and others around us.

## THE PRIMARY LOGO

The primary logo is the logo that will be used most often for your brand. It has both a logomark (your company name) as well as a logomark (the symbol). Primary logos should speak to your brand's mission, vision, and values. The primary logo is your brand's first impression and needs to be flexible enough to use in various applications including black + white and color.



logomark



**nTRADA**  
A P P A R E L

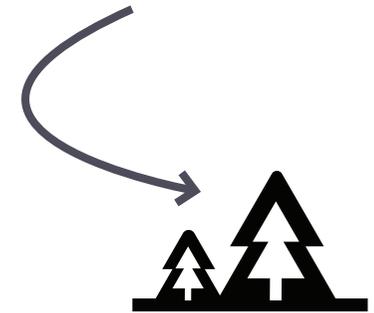
logotype

## CONCEPT STORYTELLING

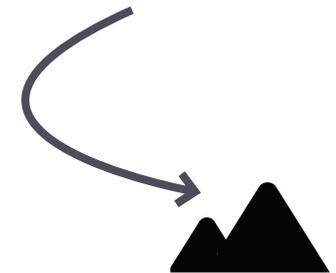


This logo concept uses two elements of nature - trees and mountains - to bring nTrada's values of growth, community, and exploration to life. The two trees represent togetherness, as well as the internal growth nTrada helps its community seek. The background mountains are a nod to exploration into unknown territory.

**COMMUNITY +  
INTERNAL GROWTH**



**EXPLORATION +  
NEW TERRITORY**



## COLOR WHEEL

Color is an integral part of brand identity and can have psychological and emotional triggers on your audience. Consistent use of color palette not only reinforces brand cohesiveness, but also communicates feelings to your audience. This is a key element in shaping how audiences feel about your company.

The color palette we chose here allows the brand to maintain a clean look while also giving it a bright and positive association. The colors are natural and can be found in nature – lakes, sunrises, sand/earth, and trees.

**YELLOW: POSITIVITY, ENERGY**    **TEAL: REFLECTION, BALANCE**    **GREEN: GROWTH, HARMONY**

Please follow the color wheel here to get an idea of how often each color should be used.



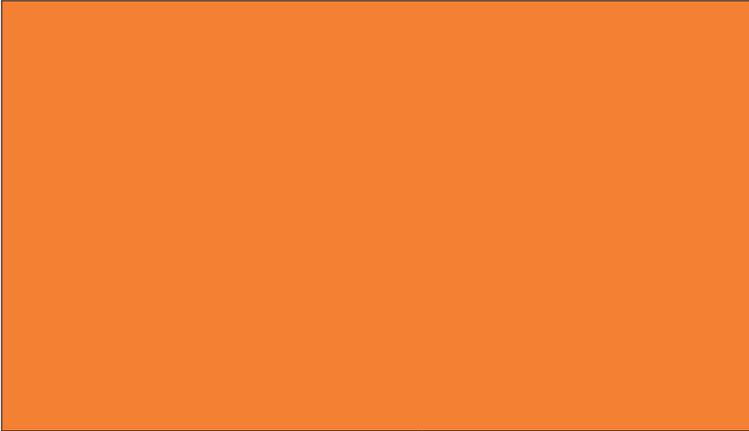
**COLOR CODES (PRINT = CMYK, DIGITAL = RGB, WEB = #HEX)**



<b>BLUE SPRUCE</b>	#00433D
C100 M48 Y67 K50	R0 G67 B61



<b>LAKE</b>	#71A397
C69 M15 Y43 K0	R113 G163 B151



<b>DAYBREAK</b>	#F28221
C0 M61 Y89 K0	R213 G125 B52



<b>SAND</b>	#E8E4D4
C10 M9 Y18 K0	R232 G228 B212

## SECONDARY LOGO VARIATIONS

Secondary logo variations are logos in which the logomark and logotype is arranged in a different composition. Secondary logos should be used in any context in which the primary logo does not fit or does not feel right.



## LOGOMARK / BRAND MARK

Your brand marks are a simplified version of your logo. They use the logomark from your primary and secondary logos to represent your brand in an abstract way. Please use suggested color combinations below when used on colored backgrounds.



## EXCLUSION ZONES



We've defined an exclusion zone that stops other graphic elements from interfering with the logo and ensures the logo is easy to read. They are already included in your final logo files.

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

## SIZING & LEGIBILITY

The logo should never be too small to read. It is not recommended to use the logo at less than 60 pixels in width. The favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces.



Large applications or applications in which all text is legible and easily read at a distance.



For medium applications as your brand-identifying mark.



For small applications such as Favicon, social media profile imagery, etc.

# KANIT BOLD

KANIT REGULAR with +200 tracking

### Kanit Light

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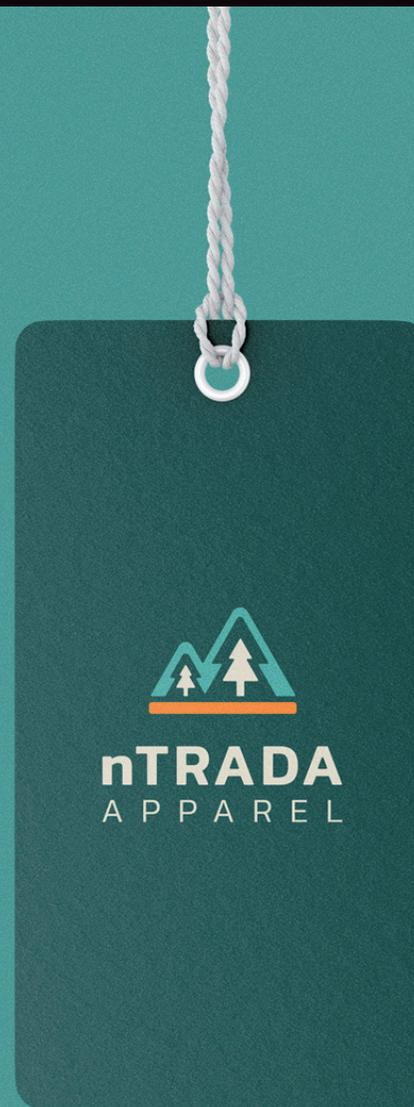
### Kanit Semi-Bold

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## BRANDING APPLICATIONS (HANG TAG)

These mock-ups are examples of how the new brand identity will look and feel when implemented on retail hang tags.

Please note - these images are suggestions only and not final designs. To start a hang tag project, contact Emily at [design@humanature-studios.com](mailto:design@humanature-studios.com)



## BRANDING APPLICATIONS (APPAREL)

These mock-ups are examples of how the new brand identity will look and feel when implemented on retail products such as sweatshirts and t-shirts.

Please note - these images are suggestions only and not final designs. To start a product design project, contact Emily at [design@humanature-studios.com](mailto:design@humanature-studios.com)





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For questions regarding the use of these guidelines, please reach out to:

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