MISSION STATEMENT:

To enrich the quality of life for children and adults with disability through outdoor recreation.

TAGLINE:

Transforming lives through outdoor recreation

HISTORY:

The Outdoors for All Foundation began in 1978 with fifteen children with disabilities learning to downhill ski at The Summit at Snoqualmie. After a successful first season, the program was incorporated as a 501 (c) (3) nonprofit organization in 1979 and originally called the Ski for All Foundation.

Because of its history, Outdoors for All may best be known for winter season instruction in sports like snowboarding, snowshoeing, cross country and downhill skiing. Besides these snow-based activities, Outdoors for All also provides instruction and outdoor activities including cycling, hiking, river rafting, kayaking, day camps, water skiing, rock-climbing, camping and customized group events.

Outdoors for All is a customer driven organization where each year more than 2,400 children and adults with disabilities exercise their abilities thanks to the training and support of more than 700 volunteers.
To ensure that logo is legible, it should not appear smaller than the suggested minimum size.

Maintain a consistent clearance around logo. This will help keep maximum legibility and brand impact.

Only use Forest Green and Evergreen color combination for the main logo when using dual colors. Only use the approved dual green color logo, black, Rock Grey and white for logo use. Do not use secondary colors for logo. See next page for proper coloring use.
NOTE ON USE OVER A COLORED BOX:
You may use the Outdoors for All mark over a brand color box. The box can be solid or can be opaque. The opacity should never be less than 75%. The logo/mark itself should NEVER be opaque.
CORRECT LOGO USAGE:

- Do not add shadow
- Do not manipulate colors
- Do not crop
- Do not add effects or shear
- Do not stretch or squish
- Do not outline
- Do not move elements
- Do not add text
- Do not use against busy photo
- Do not use color on dark

INCORRECT LOGO USAGE:
**TYPOGRAPHY | Fonts**

**IMPACT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
[ ] * + & % $ # “! < = ?

**MYRIAD PRO CONDENSED**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
[ ] * + & % $ # “! < = ?

**ARIAL REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
[ ] * + & % $ # “! < = ?

**ARIAL NARROW**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
[ ] * + & % $ # “! < = ?

**IMPACT** font should be used for headers and subheaders. Most headers should be all caps. Subheaders, lower case.

**MYRIAD PRO CONDENSED** should be used for body of text and majority of print content, including the foundation footer. You may also used bold or italic versions.

**ARIAL REGULAR & NARROW** should be used in electronic, on-line, web and email applications. Arial fonts are common across all operating platforms and will give consistency in content delivery.

Use “narrow” where possible and “regular” as default when not available. “Narrow” is closest to Myriad Pro Condensed.
TOPO MAP GRAPHICS

The Topo Map graphic is used mainly as a background within branding applications. When using behind text, in most cases, the topo graphic should not exceed 20%. Between 8% and 15% is the ideal to make sure content can be read. This also applies to putting topo graphic over images. Keep the opacity low so it is used in a subtle manner.

Although other branding colors can be used for the topo map graphic, it is recommended the three included colors on this page are what you should stick to for consistency. These colors include: Grassy Green, Rock Grey and White. Use Grassy Green with summer themed designs utilizing the green palette of brand colors and the Rock Grey in winter themed applications.

NOTE: Always do test prints when ordering print materials so you can adjust the opacity as needed in each application.
WEEKEND EXCURSION MILITARY
KAYAKING  WATER SKIING  CYCLING/BIKING  ROCK CLIMBING  HIKING
YOGA  DOWNHILL SKIING  SNOWBOARDING  NORDIC SKIING  SNOWSHOEING
ALPINE PROGRAMS  NORDIC PROGRAMS  WEEKEND EXCURSION  MILITARY  CAMPS
OTHER ACCEPTABLE ICON SETUPS:
ANY BRAND COLOR SWATCH CAN BE USED DEPENDING ON NEED IN THE DESIGN.
OTHER DESIGN ASSETS

GRAPHIC/SOCIAL BLOCKS

These graphics can be used in conjunction with images and in design layouts to help bring attention to tagline as well as other related social hashtag phrases commonly used by Outdoors for All. These include: #abilityinaction, #sharetheawesome and #exerciseyourabilities

The Graphic/Social blocks can be used in both design capacities of having transparent lettering OR a solid color. Care should be used when using graphic/social blocks so you don’t lose the message in the image. Choose solid or transparent lettering where appropriate. It is also advised you use the Outdoors for All logo in conjunction with these social blocks to make sure to utilize both a brand logo and the social/graphic block.