

BRAND GUIDELINES



MISSION & TAGLINE

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.



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THROUGH
OUTDOOR RECREATION

LOGO SPACING GUIDE:



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.



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

LOGO SIZING GUIDE:



To ensure that logo is legible, it should not appear smaller than the suggested minimum size.



VERTICAL LOGO USE:



HORIZONTAL LOGO 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.

BRAND LOGO USE



CORRECT LOGO USAGE:



INCORRECT 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 add elements



*Do not use against busy photo**



Do not use color on dark

BRAND LOGO USE



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BRANDING SWATCHES

EVERGREEN

Pantone 357 C
C85 M40 Y91 K39
R26 G86 B50

DEEPWATER BLUE

Pantone 294 C
C100 M86 Y29 K23
R0 G46 B109

EARTHY ORANGE

Pantone 716 C
C4 M64 Y100 K1
R236 G119 B0

FOREST GREEN

Pantone 370 C
C66 M20 Y100 K4
R102 G153 B51

LAKE BLUE

Pantone 7462 C
C100 M71 Y22 K5
R0 G85 B137

GRASSY GREEN

Pantone 376 C
C56 M3 Y100 K0
R128 G188 B0

SKY BLUE

Pantone 7461 C
C96 M42 Y6 K0
R0 G124 B187

ROCK GREY

Pantone 446 C
C71 M57 Y61 K44
R61 G70 B68

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.

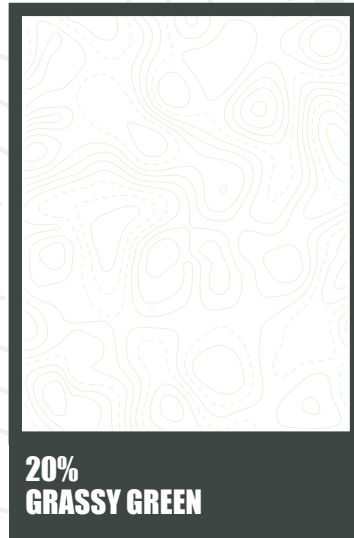
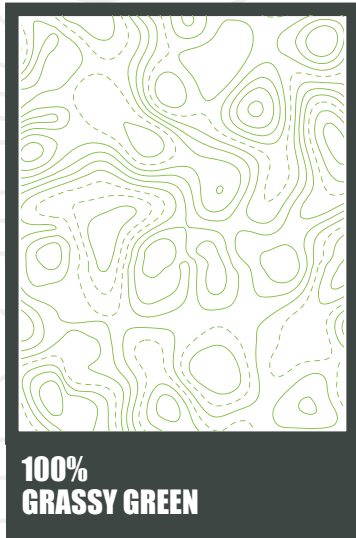




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OTHER DESIGN ASSETS

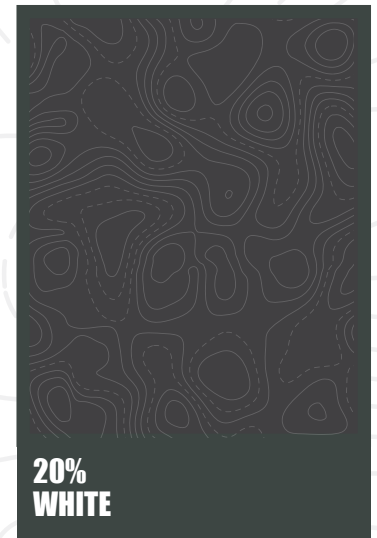
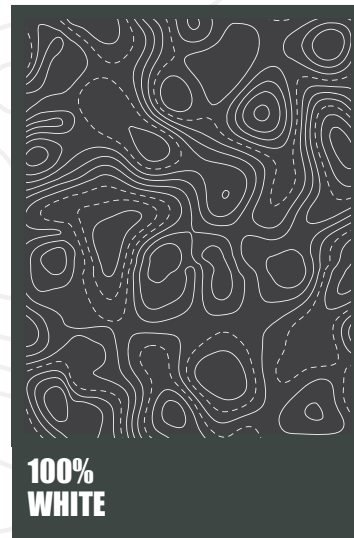


TOPO MAP GRAPHICS

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.



PROGRAM ICONS



KAYAKING



WATER SKIING



CYCLING/BIKING



ROCK CLIMBING



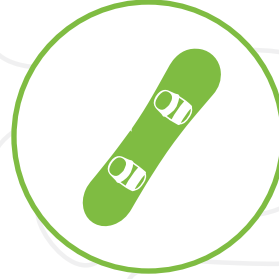
HIKING



YOGA



DOWNHILL SKIING



SNOWBOARDING



NORDIC SKIING



SNOWSHOEING



ALPINE PROGRAMS



NORDIC PROGRAMS



WEEKEND EXCURSION

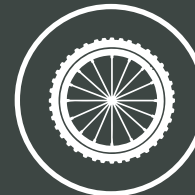


MILITARY



CAMPS

OTHER ACCEPTABLE ICON SETUPS:
ANY BRAND COLOR SWATCH CAN BE USED
DEPENDING ON NEED IN THE DESIGN.



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ABILITY IN
ACTION

SHARE THE
AWESOME

EXERCISE YOUR
ABILITIES

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.



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