



frontier

CONTENTS

frontierfrontier

1. Brand Foundations
2. Brand Elements
3. Brand in Action

Brand Foundations

THE BIG IDEA

CONCEPT

Front Runners

We believe in treading an uncommon path – blurring the line between function and style. Frontier is rooted in risk-taking and offering wardrobe staples that fit seamlessly into people's lives. Outdoor wear isn't just for climbing mountains – it's for living in.

Every day, the Frontier community is pushing forward, envisioning a way of living for the future. You'll find us out front.



KEYWORDS

Utilitarian

Practical, dependable, functional

Frontier believes the outdoors are for everyone. You don't need to be an athlete to enjoy a hike, or a pair of well-made boots. Our products are built to navigate dirt, concrete and anything in-between.

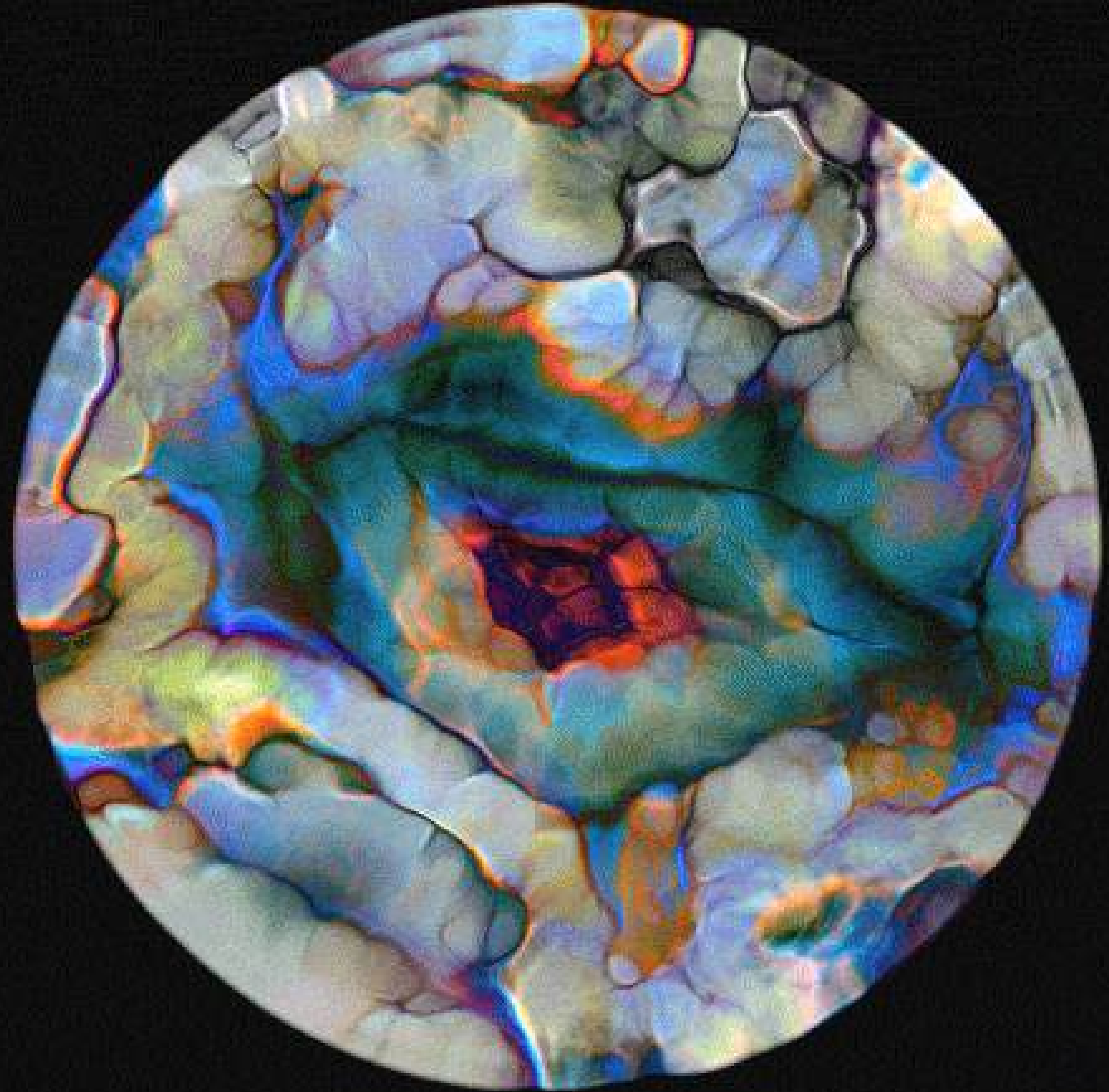


KEYWORDS

Future-Forward

Visionary, Inventive, Forward

We are front-runners, leaders of the pack, trailblazers. We believe in pushing boundaries and exploring uncharted territory.

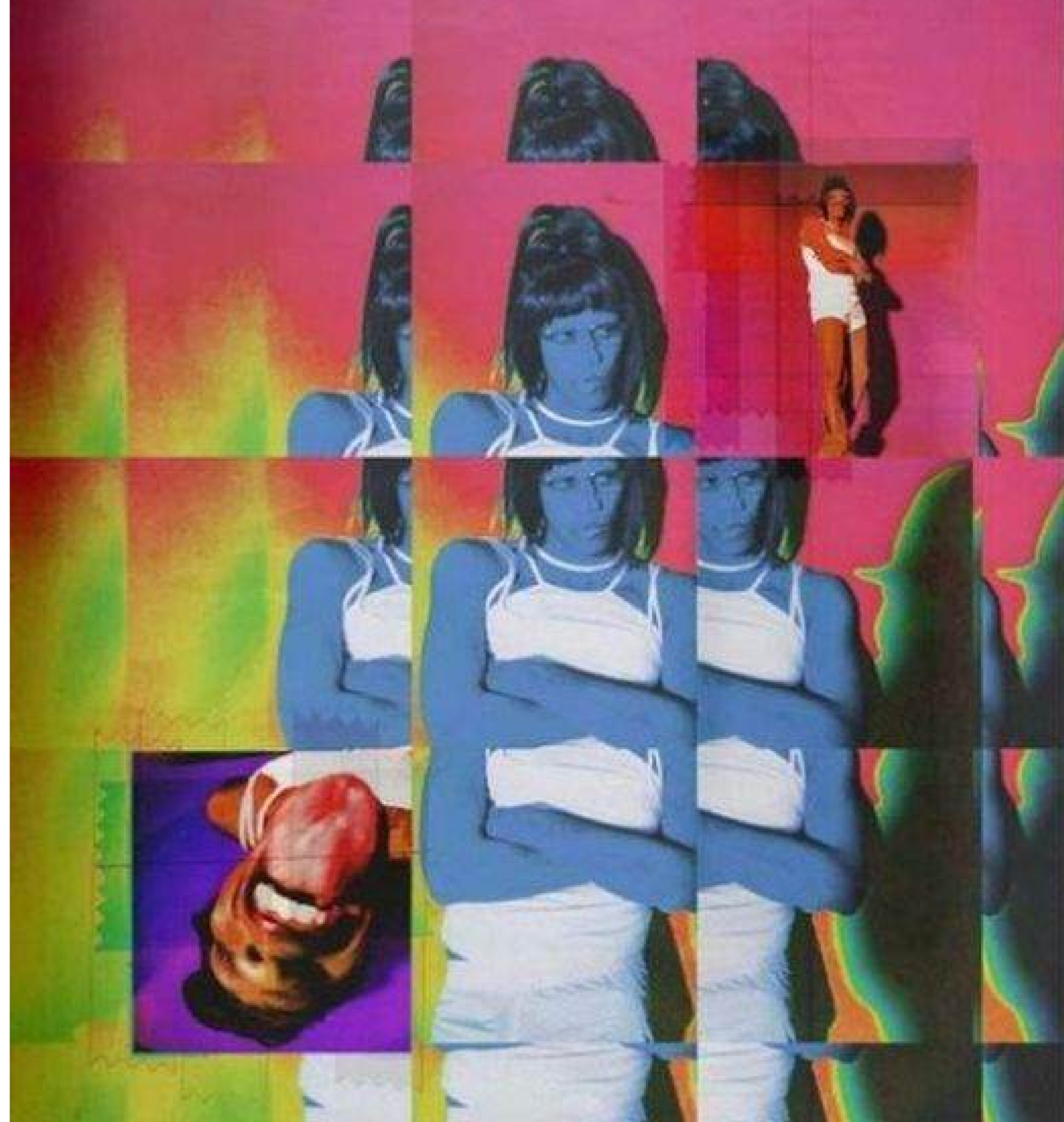


KEYWORDS

Experimental

Fun, playful, edgy

We walk the line between nature-made and human-made. Our products are composed of natural and fabricated materials and our identity reflects this dichotomy. Frontier is the bridge between the natural and built environments.



KEYWORDS

Connected

Natural, warm, stewardship

Similar to nature, Frontier contains multitudes. We draw inspiration from the natural world, looking from the micro-scale to the macro-scale. We maintain our connection to the planet by sourcing environmentally-friendly materials and prioritizing Earth and the people who call it home.



KEYWORDS

Youthful

Underground, stylish, urban

Natural forms meet urban grit to create Frontier. Our designs elevate outdoor gear and appeal to those who put style at the forefront.



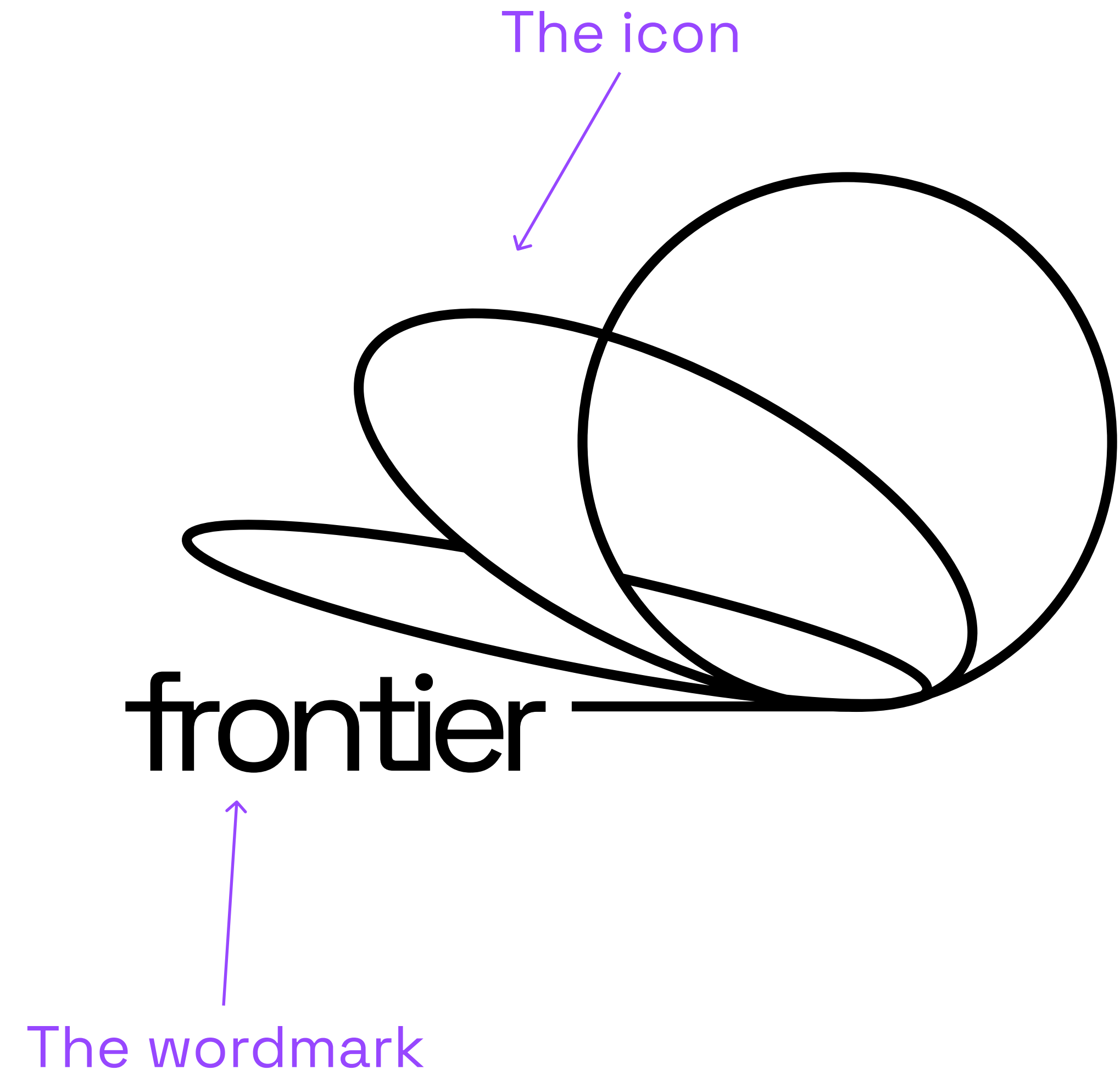
Brand Elements

WHAT MAKES UP THE VISUAL IDENTITY

Logo Elements

Our logo has two elements that can be separated and used as stand alone elements for different applications.

The wordmark is simple and clean, making it the best option for applications in need of a simple mark. Meanwhile, the icon, which is a pictorial representation of the shadows made by the sun throughout the day, can be extracted and used as a decorative mark for a less branded feel.

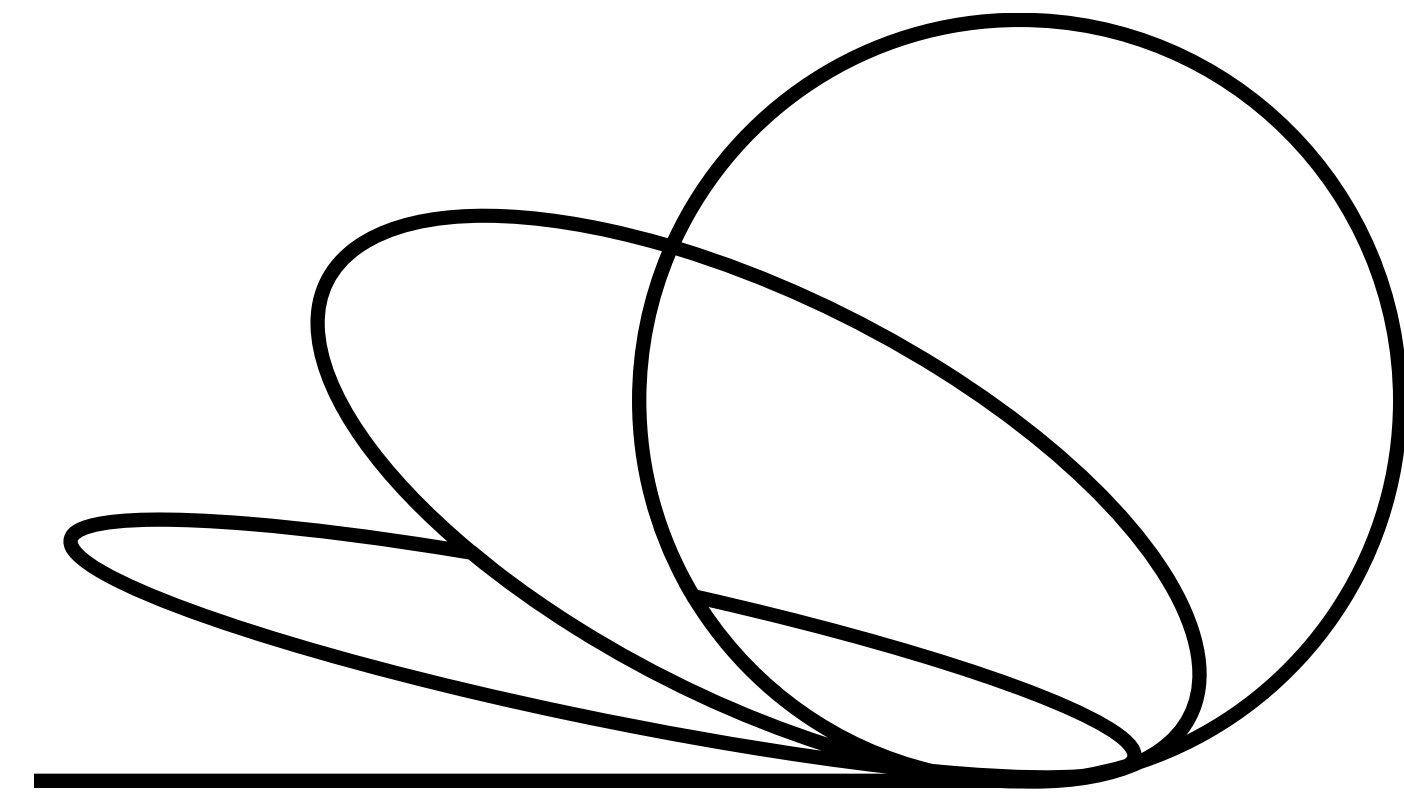


LOGO LOCKUPS



Combination Mark

The Combination Mark is the primary logo and should be used in most applications. The Alternative Mark should only be used when there is low legibility.



Pictorial Mark

frontier

Wordmark



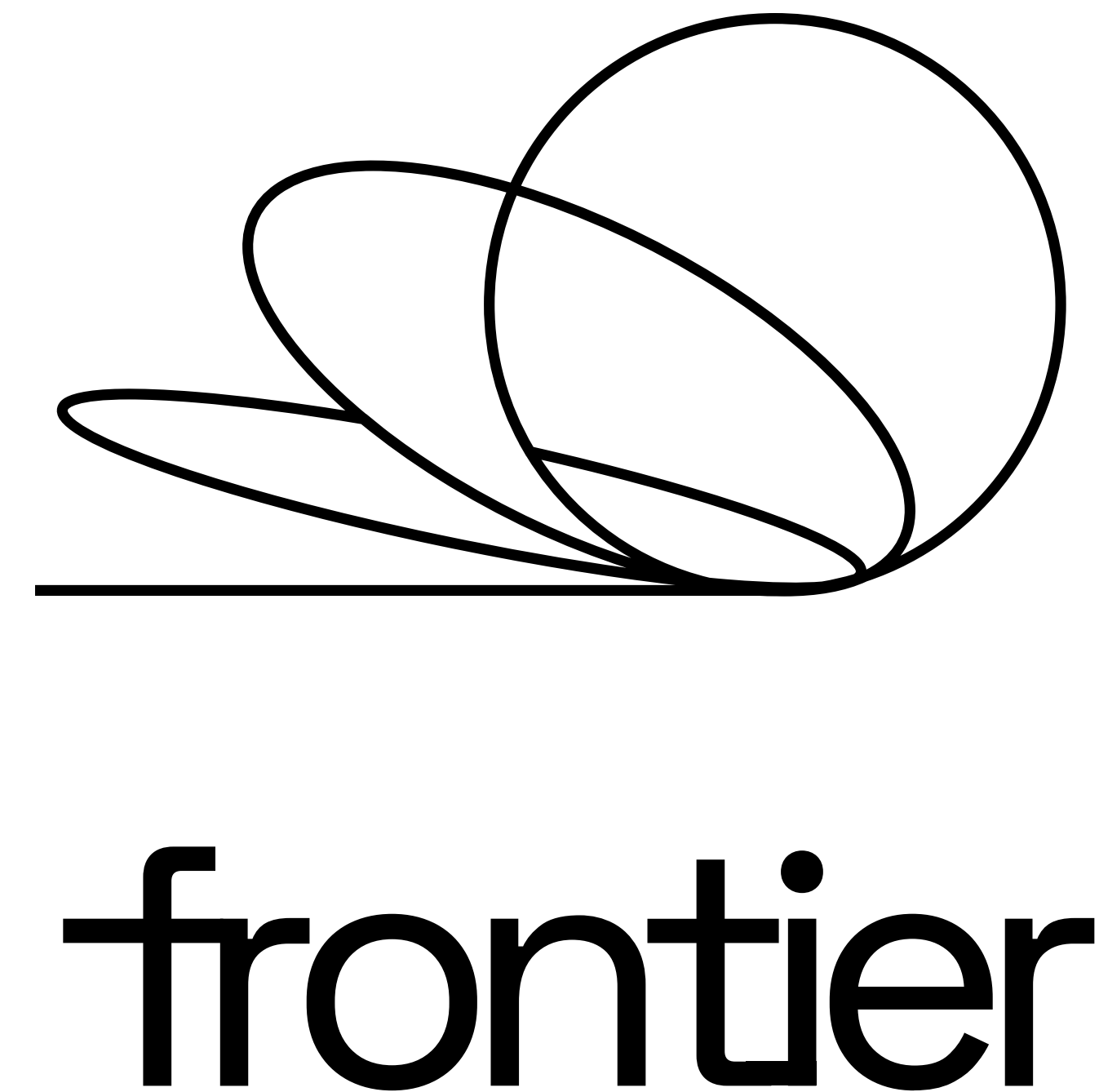
Alternative Mark

BRAND ELEMENTS

Logo Dos

DO

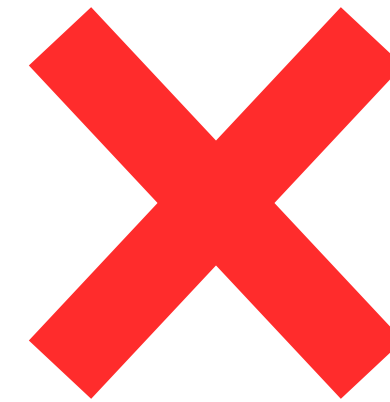
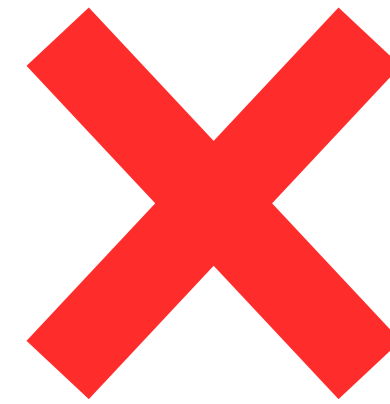
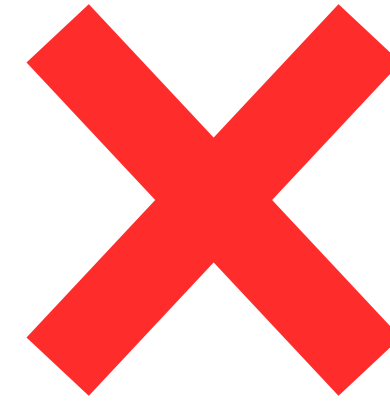
- Use black or purple
- Use beige on a dark colored background
- Use the icon as an image treatment



Logo Don'ts

DON'T

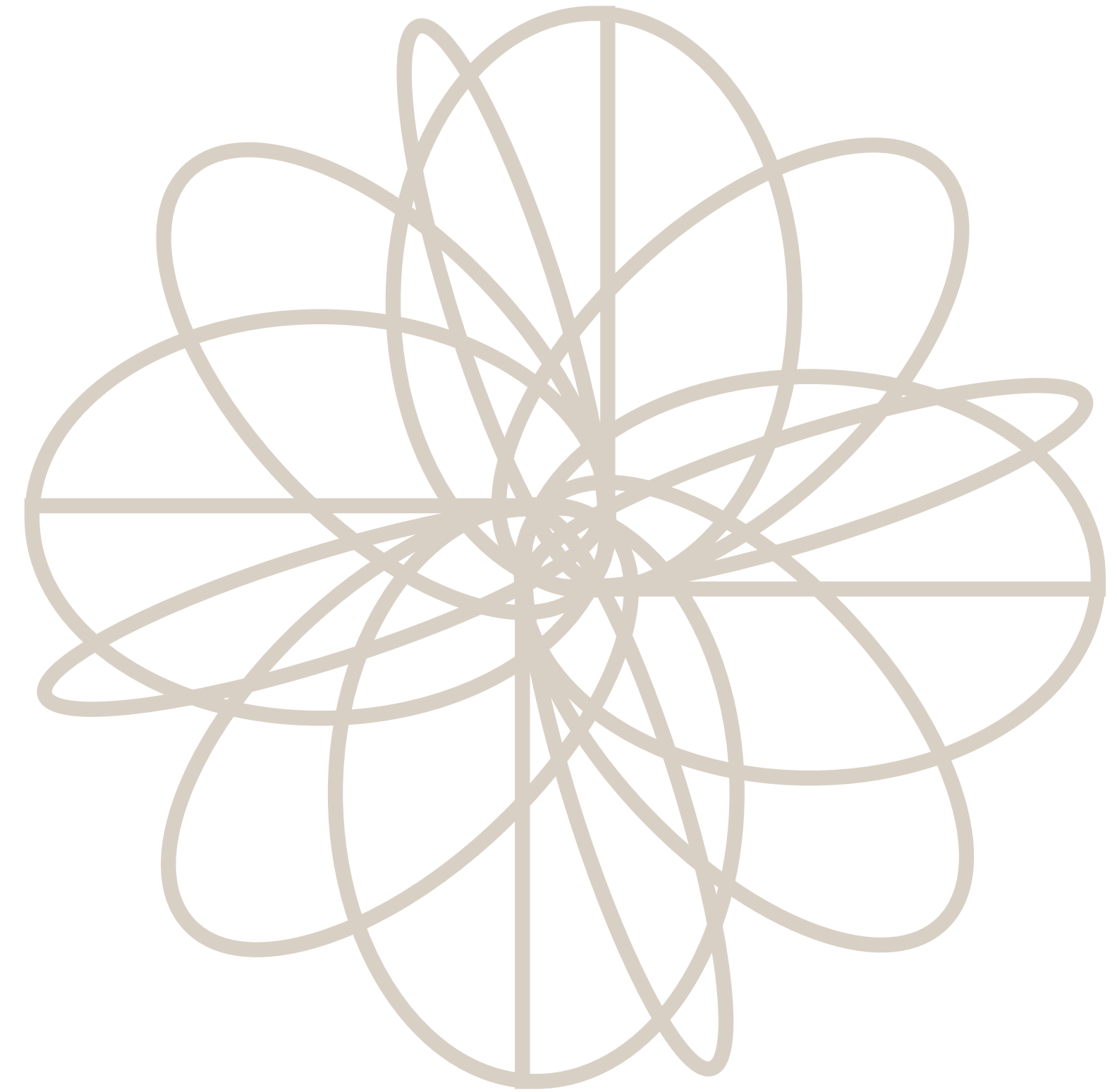
- Use more than 1 color on the logo
- Stretch the logo
- Fill in the circles on the icon
- Use a stroke on the wordmark



Emblem & Pattern

This emblem is an extension of the pictorial logo and can be used as a small, decorative element. It is not to be used in place of a logo.

Both the emblem and the pattern are supplemental and can be used on merchandise, stickers, or clothing tags in combination with a logo.



BRAND ELEMENTS

Space Grotesk Bold

Space Grotesk Regular

Space Grotesk Light

Typography System

SUBHEADLINES IN ALL CAPS AND BOLD

Body copy is the same font as the headlines. Make sure it is quite a bit smaller in size so the headlines stand out. You can use different weights to bring attention to words or sentences. Longer-form copy should be in green or black. Headlines can be in other colors, like red, gold, or pink.

Color Palette

PRIMARY COLORS



ELECTRIC PURPLE

Pantone: 814 C

CMYK: 61 | 73 | 0 | 0

Hex #: 9747FF



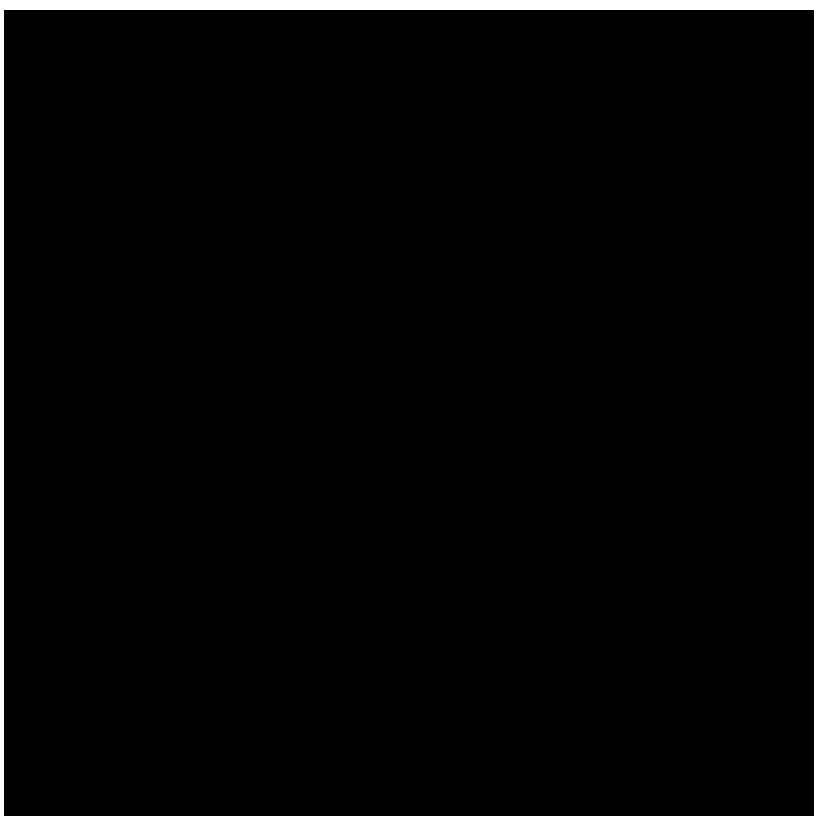
EARTHY BEIGE

Pantone: 7534 C

CMYK: 14 | 15 | 19 | 0

Hex #: DAD0C6

SECONDARY



DEEP BLACK

Pantone: 387 C

CMYK: 18 | 0 | 87 | 0

Hex #: 000000



NEON GREEN

Pantone: 387 C

CMYK: 18 | 0 | 87 | 0

Hex #: DFF740

Using the Colors

Beige is the main background color, except when text is layered on an image

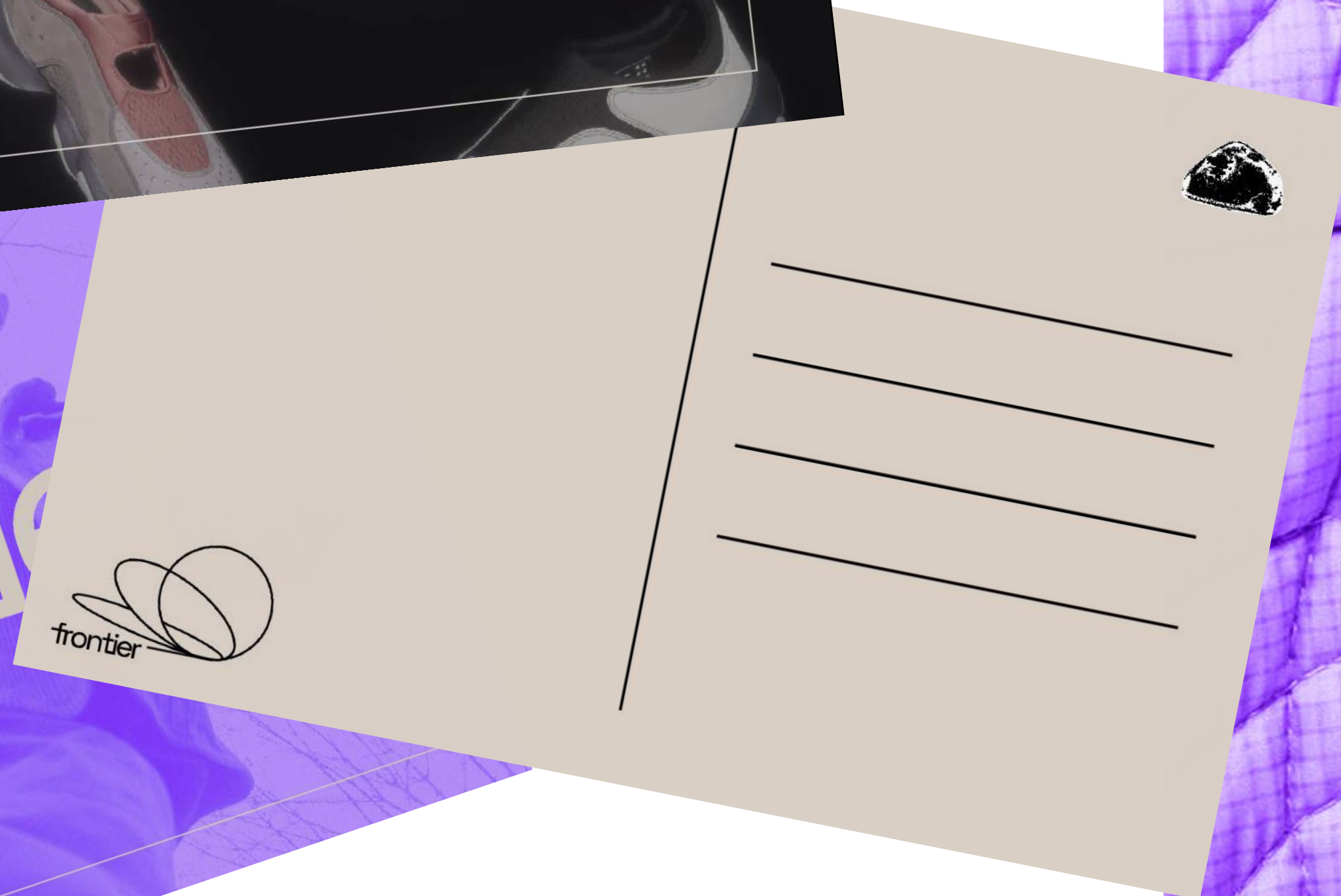
Use **limited colors** but pair with images of people to create a more organic feel.

<div>✓</div> <div>So legible!</div>	<div>✓</div> <div>Pretty Legible</div>	<div>✓</div> <div>OK Legibility</div>	<div>OK</div> <div>Not the Best</div>
<div>✗</div> <div>Hurts the Eyes</div>	<div>✗</div> <div>Can't See This</div>	<div>✗</div> <div>What's it Say?</div>	<div>OK</div> <div>Not the Best</div>
<div>✓</div> <div>Works Well!</div>	<div>✓</div> <div>Looks Good</div>	<div>OK</div> <div>Not the Best</div>	<div>✓</div> <div>So legible!</div>

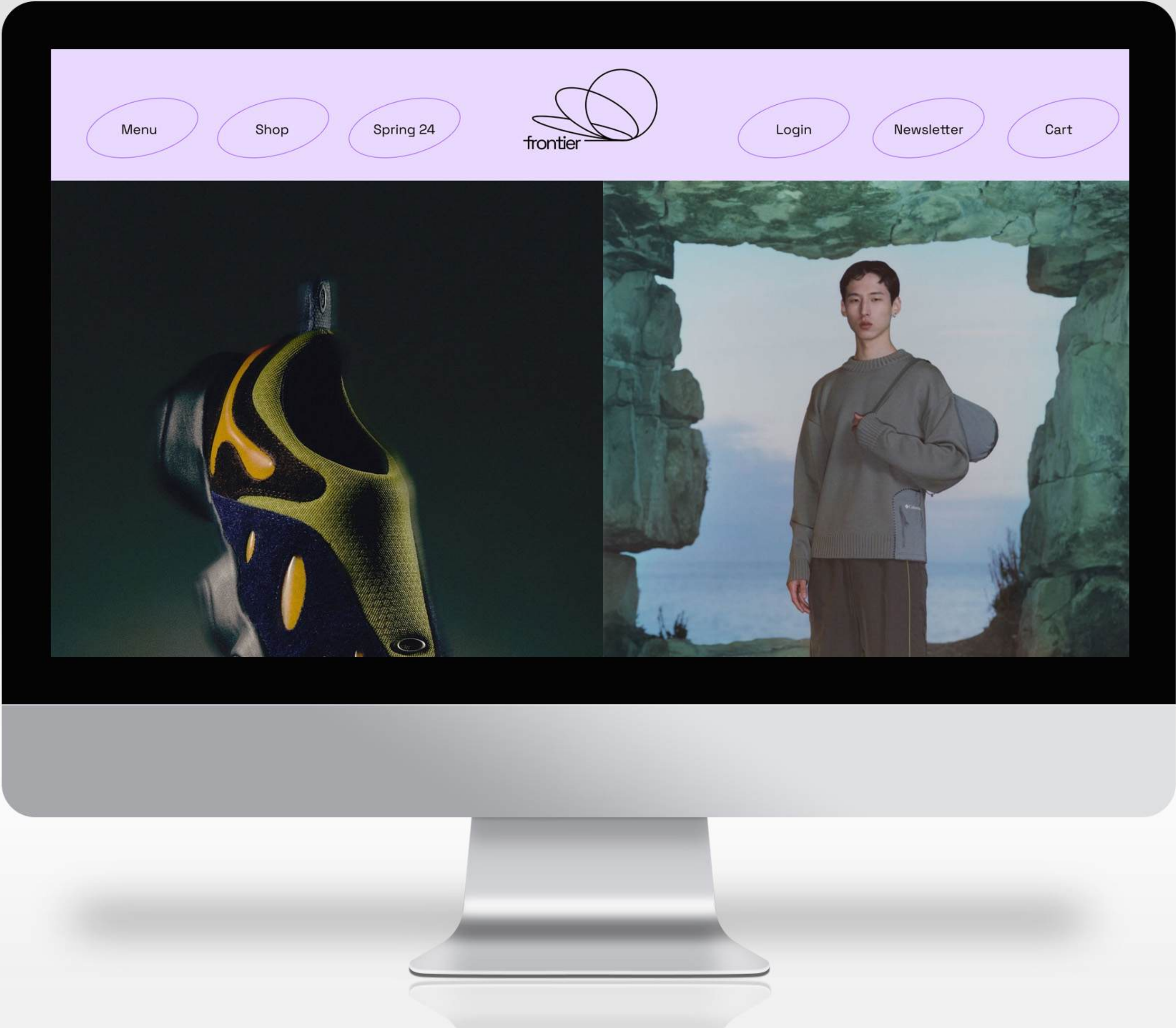
Brand in Action

HOW IT ALL COMES TOGETHER

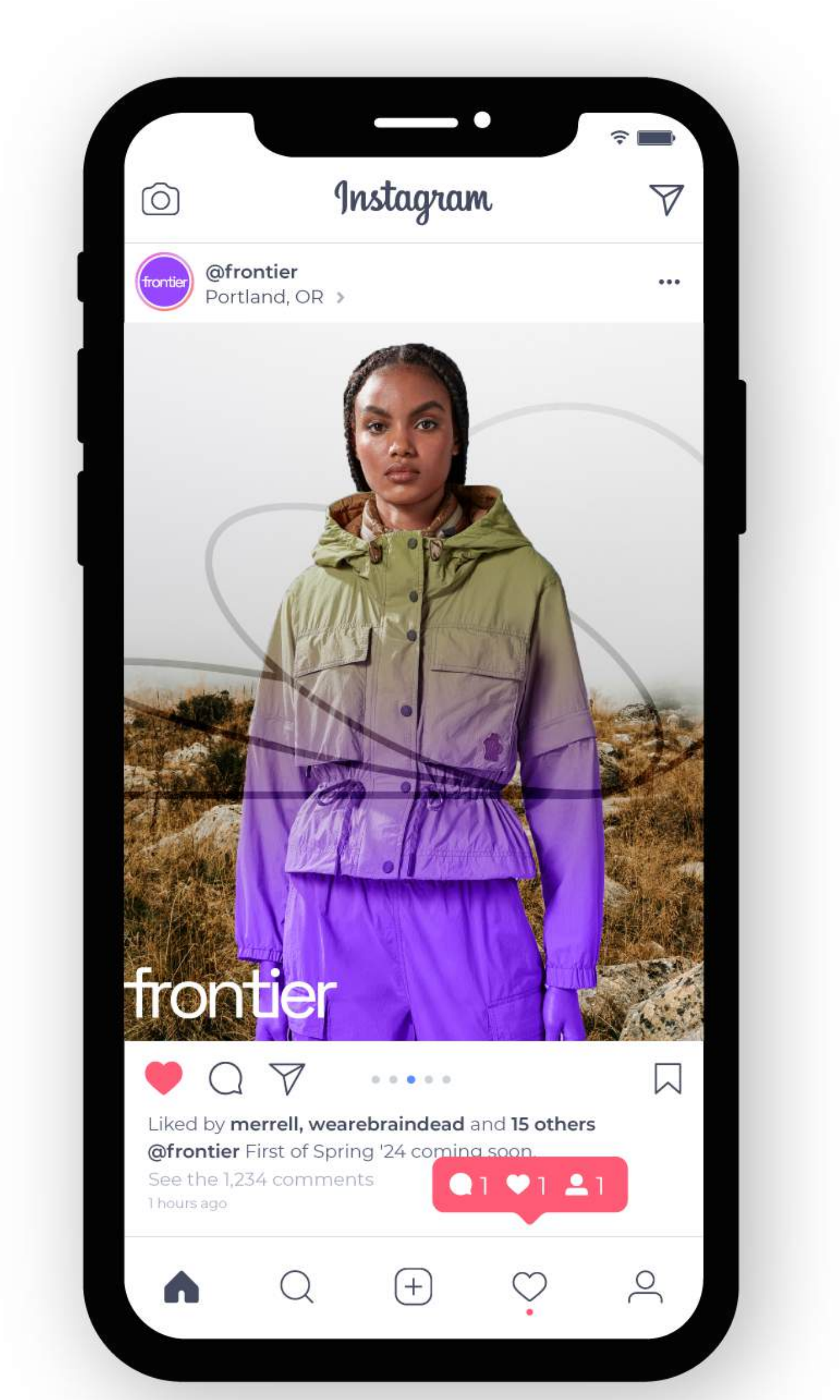
IN ACTION



IN ACTION



IN ACTION



IN ACTION





Thank You

COURTNEY & QUINN
