



DROP Trek

O U T D O O R S

*Because the wild doesn't wait.
Neither do we.*

TABLE OF CONTENTS

1	Brand Story
2	Logo Concept
3	Color Scheme
4	Typography
5	LogoType Usage
6	Incorrect Usage
7	Merchandise

OUR STORY

DropTrek is built for those who see the outdoors as a way of life, not an escape. Designed for modern explorers who value both performance and style, our gear supports every journey—from challenging trails to everyday adventures. We combine durable construction, refined design, and sustainable practices to create products that move with you and respect the environments you explore. At DropTrek, we believe true adventure is about confidence, responsibility, and the freedom to keep moving forward—wherever the path leads.



LOGO CONCEPT

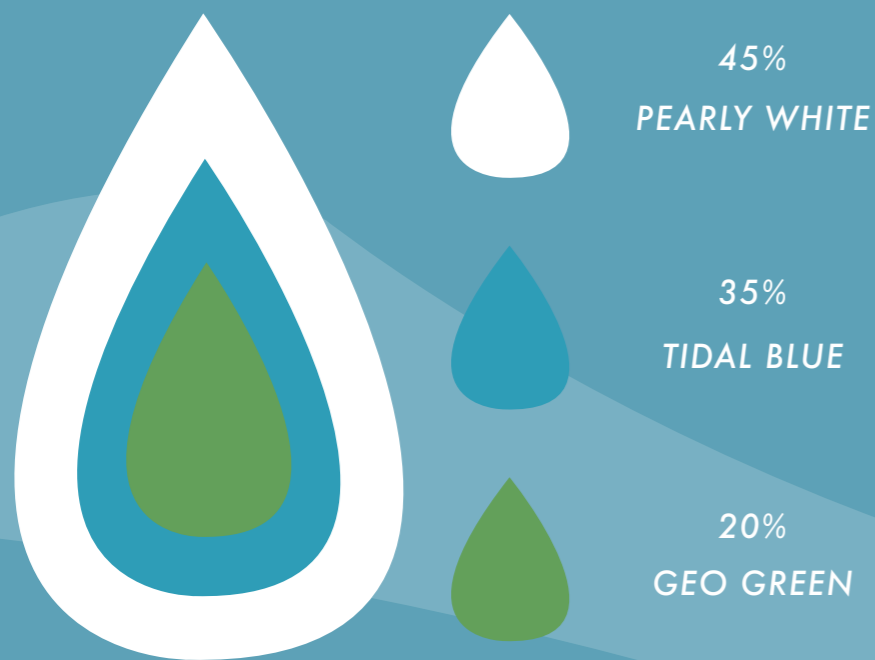


DROP **Trek**
O U T D O O R S

The DropTrek logo represents movement, resilience, and a strong connection to the natural world. Inspired by the fluid form of a water drop, the symbol reflects progress, adaptability, and the rhythm of outdoor journeys. Its clean, modern structure communicates reliability and performance, while the minimal design ensures versatility across apparel, gear, and digital platforms. Together, the logo's form and balance express DropTrek's identity as a brand built for purposeful exploration, conscious adventure, and modern outdoor lifestyles.

COLOR SCHEME

The DropTrek color system is designed to reflect nature, movement, and clarity while maintaining a modern, premium outdoor aesthetic. The palette is structured around one dominant primary colour supported by secondary and accent colours that provide contrast, flexibility and visual balance across all brand applications



PRIMARY COLOR

PEARLY WHITE

C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF

SECONDARY COLOR

TIDAL BLUE

C: 75% R: 47
M: 25% G: 157
Y: 25% B: 183
K: 0% #2f9db7

SECONDARY COLOR

GEO GREEN

C: 66% R: 100
M: 18% G: 59
Y: 84% B: 189
K: 2% #649f59

TYPOGRAPHY

FUTURA

The Brand Typeface

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () _ `

Futura is chosen for its clean, geometric structure, which balances rugged confidence with modern simplicity. The typeface's timeless appeal makes it versatile across digital, print, and gear applications, while its crisp lines maintain readability in diverse settings. For DropTrek, Futura reflects a brand that is forward moving, adventurous, and rooted in the principles of purposeful exploration and sustainability.

FONT USAGE

MAIN TITLE: Condensed Medium / All Caps

BODY COPY: Regular / Case Sensitive

MARKETING & TAGLINES: *Medium Italics*

LOGO & USAGE

PRIMARY LOGO



The primary DropTrek logo combines a modern wordmark with a droplet-inspired symbol that represents nature, water, and outdoor exploration. This version should be used as the main brand identifier across digital platforms, apparel, packaging, and marketing materials whenever space allows.

CLEAR SPACE

To ensure visibility and legibility, a minimum clear space must be maintained around the DropTrek logo. The clear space should be equal to the height of the droplet symbol on all sides. No text, imagery, or graphic elements should enter this protected area.

ALTERNATE MARK

The alternate mark features the standalone droplet symbol containing a mountain landscape. This variation is ideal for compact applications such as icons, tags, patches, social media avatars, and situations where the full wordmark is not practical. The trademark variation should be used only in approved formats and proportions.



INCORRECT USAGE

INCORRECT USAGE

Do not stretch, distort, or rotate the logo

Do not change colours outside the approved palette

Do not place the logo on busy or low-contrast backgrounds

Do not add effects, shadows, or outlines

Do not recreate or modify the logo



ICONOGRAPHY

The DropTrek icon system is built using geometric forms and consistent style forms and consistent stroke weights to ensure clarity, scalability, and cross-cultural recognition. Each icon communicates function through universal visual cues rather than decorative detail



WET CONDITIONS



HIKING



1 DAY TRIP



COLD CONDITIONS



WALKING



2 - 4 DAY ADVENTURE



HEAT CONDITIONS



RUNNING



5+ DAY EXPEDITION

MERCHANDISE

APPAREL



PRODUCT TAGS

