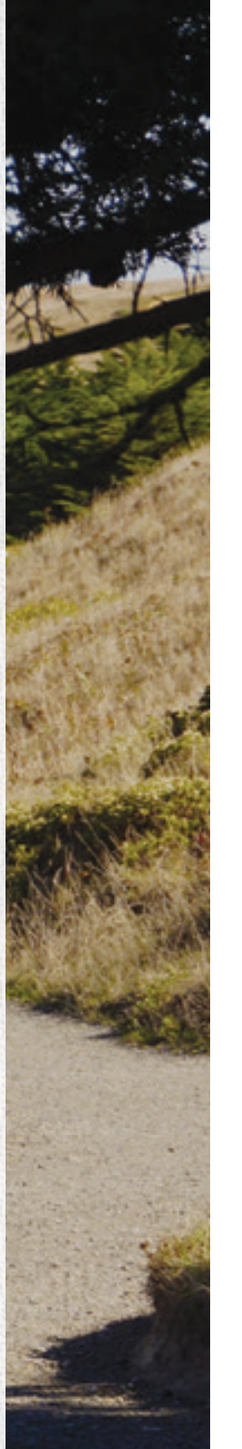
Hibear Co™

CLIMB HIGH

THE ALL-DAY ADVENTURE FLASK

A BRAND GUIDE



CONTENTS

03 / THE WHY
05 / INTRODUCTION

06 / **LOGO**
07 / PRIMARY LOGO MARK
08 / POSITIONING & CLEARSPACE
09 / SECONDARY LOGO MARK
10 / ACHROMATIC LOGO MARK
11 / DO'S AND DONT'S

13 / **TYPOGRAPHY**
14 / PRIMARY LOGO MARK
15 / SECONDARY TYPEFACE
16 / ACCENT TYPEFACE
17 / COPY LOCKUP

18 / **COLORS, ICONS & PATTERNS**
19 / COLOR PALETTE
20 / ADVENTURE FLASK PALETTE
21 / ICONS & PATTERNS

22 / **IMAGERY**
23 / PHOTO TONE
24 / IMAGERY SAMPLES

25 / **OUR VOICE**
26 / OVERVIEW
27 / CORE COMPONENTS
28 / BRANDING SAMPLES

ADVENTURE TRAVEL NEEDED A BETTER BOTTLE

Inspired by our travels around the world; from GA to ME on the Appalachian Trail, deploying to the Horn of Africa, to backpacking through South America. We learned a thing or two about carrying stuff on our backs. So we know how valuable bag space is and wanted to do something about it.

THAT'S WHY WE CREATED THE

ALL DAY ADVENTURE FLASK

Hibear
Hibear

WE SET OUT TO CREATE THE ULTIMATE SOLUTION FOR ADVENTURE TRAVEL TO PACK LESS AND DO MORE. **REVOLUTIONIZING THE INSULATED BOTTLE** TO KEEP YOU CHARGING HARD WITH UNMATCHED VERSATILITY THAT YOU CAN USE ALL DAY AND TAKE ANYWHERE. DESIGNED FOR TRAVELING THE WORLD BUT BUILT FOR THE EVERYDAY ADVENTURE; FROM CAMPERVAN TO PORTALEDGE. **THIS IS NOT YOUR AVERAGE WATER BOTTLE!**

LOGO

ACONCAGUA
DENALI
MT. EVEREST
KILIMANJARO
PUNCAK JAYA
VINSON MASSIF
MT. ELBRUS

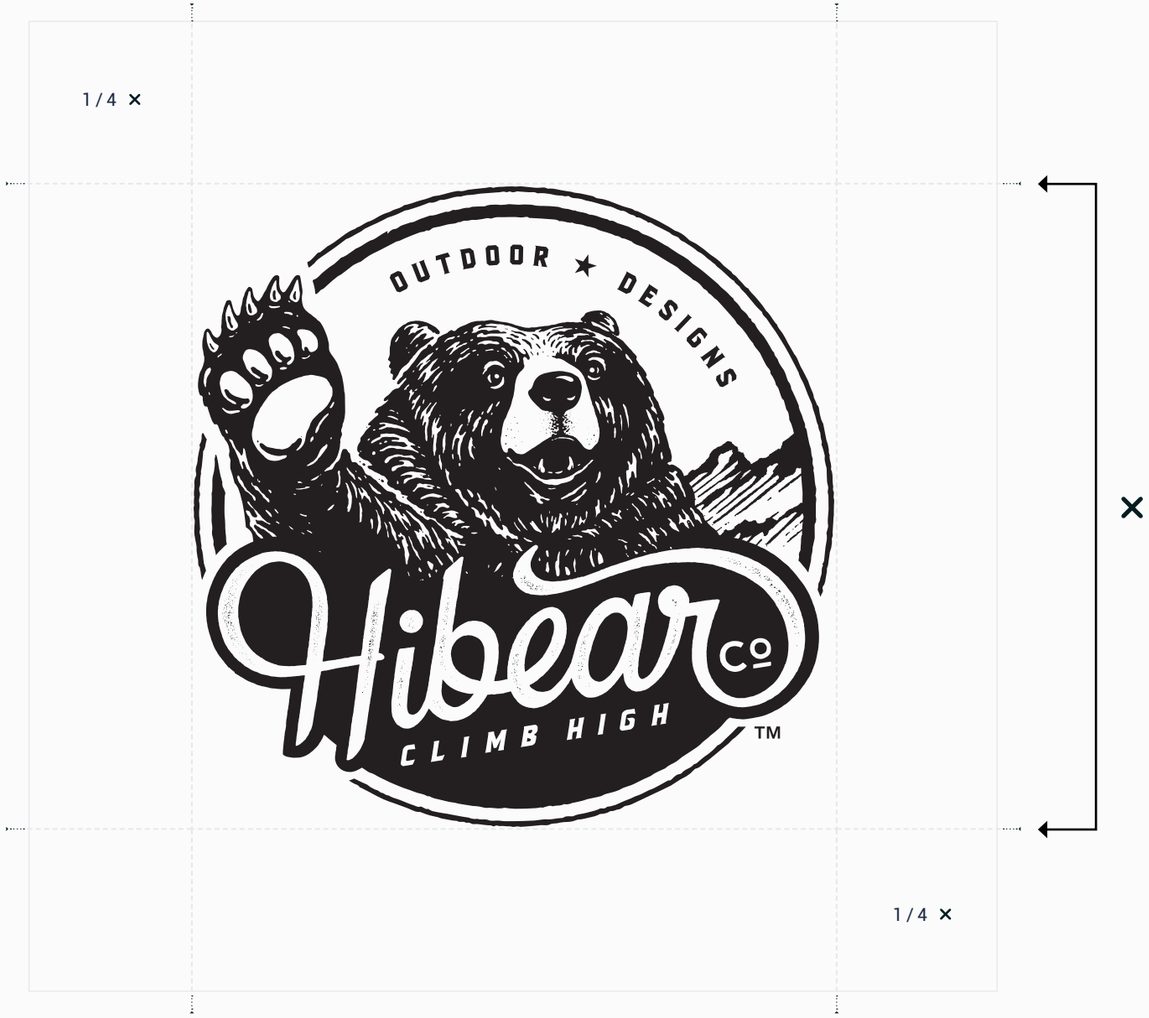
PRIMARY LOGO MARK

The Hibear Co. logo is our primary logo that would serve on basic mediums of packaging, letterheads, signage, web, etc. The bear is representative of the qualities we at Hibear Co. value to the highest levels. Because of its detailed nature it will not be used on Hibear products like the Adventure Flask or for embroidery as the detail may be too detailed to render cleanly.

This is the element of our identity that requires the greatest consistency in its use and includes rules of application.

POSITIONING & CLEARSPACE

To be real sure our logo is easy to read and not muddled by other elements on the page, a bit of clearspace should always surround the logo. Our clearspace is equal to 1/4 the diameter of the logo height.



SECONDARY LOGO MARKS

Hibear Co. uses various marks and stamps relating to and paying hommage to the postage aesthetic from the past and the present.

Each marking is accompanied by worn and weathered versions to convey time past and vision forward.

ACHROMATIC LOGO MARKS

Achromatic versions (black and white), differ slightly from the main logo due to usage of only one color.

They can also exist without the tag line, all the guidelines and rules for safe space etc. are the same as for the normal colored version.

B/W version can be used only when printing only in B/W.

DO'S & DONT'S

ON BACKGROUNDS OR SOLIDS

Proper usage:

Acceptable on light - solid, gradient or patterned backgrounds - white/grey.

Acceptable on fairly uniform dark backgrounds.

Incorrect use of logos:

Don't use logos in a way that makes it ilegible - e.g. dark logo on dark background, logo on complicated backgrounds.

The Primary logo should never be used in a reversed scenario as to make it appear as a negative.

DO'S & DONT'S

USAGE RULES

There are a few rules to follow when using the Hibear Co. logo in any design situation.

DO NOT ADD ANY SPECIAL EFFECTS

DO NOT SQUASH THE LOGO IN ANY WAY

DO NOT COLOR WITH ANY COLOR NOT SPECIFIED IN GUIDE

DO NOT ANGLE THE LOGO IN ANY WAY

TYPOGRAPHY

MT. EVEREST
ACONCAGUA
DENALI
KILIMANJARO
PUNCAK JAYA
VINSON MASSIF
MT. ELBRUS

PRIMARY FONT

Hibear's primary font is Maitz.

The font is mainly used sparingly for headers, subheaders and accents when appropriate.

It's treatment can be in either the Normal or All Caps format.

The Maitz font family comes with one style.

Maitz Font

AaBaCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
!@#$%^&*()_+-=[]{};\,./:|<>?

Font Styles

Regular //AaBbCcDdEe123

SECONDARY FONT

Hibear's secondary font is Roboto.

The font is versatile, clean and easliy read. All body copy should use this typeface.

The Roboto font family comes with 16 styles.

Roboto Font

AaBaCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Font Styles

Regular //AaBbCcDdEe123

Regular //AaBbCcDdEe123

Regular //AaBbCcDdEe123

Regular //AaBbCcDdEe123

Regular //AaBbCcDdEe123

Regular Italic //AaBbCcDdEe123

Medium //AaBbCcDdEe123

Medium Italic //AaBbCcDdEe123

Bold //AaBbCcDdEe123

Bold Italic //AaBbCcDdEe123

Black //AaBbCcDdEe123

Black Italic //AaBbCcDdEe123

Condensed //AaBbCcDdEe123

Condensed Italic //AaBbCcDdEe123

Bold Condensed //AaBbCcDdEe123

Bold COndensed Italic //AaBbCcDdEe123

Roboto supports most languages

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

ACCENT FONT

Hibear's alternate font is Blacktroops The font is only used sparingly for subheaders and accents when appropriate.

This typeface should only be applied using the uppercase letterset.

Blacktroops font family comes with 2 styles.

Blacktroops Font

AABACCDDEE123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!$&',."?

Font Styles

REGULAR // ABCDE123

REGULAR // ABCDE123

COPY LOCKUP

Hibear employs various rules for typography usage and layout.

To the right are just a few acceptable combinations.

PACK LESS. DO MORE. GO HIBEAR.

This is NOT your average water bottle.

With 10x more function than your average bottle, we redefined possibility - allowing you to expand your outdoor enjoyment while minimizing your gear. Whether a steaming cup of coffee at first chair, or a cocktail by campfire, the Hibear adventure flask is the tool for fueling your adventure.

COLORS
ICONS & PATTERNS

COLOR PALETTE

Hibear Co.'s main colors are Dark Slate Blue and Light Créme.

Dark Slate is mainly used for typography.

100%	100%	100%	100%
Pantone: 5463C CMYK: 85,66,62,75 RGB: 6,29,33 HEX: #061D21	Pantone: 533C CMYK: 90,79,46,48 RGB: 32,44,67 HEX: #202C43	Pantone: 420C CMYK: 20,17,15,0 RGB: 202,200,203 HEX: #CAC8CB	Pantone: 414C CMYK: 39,31,37,1 RGB: 162,162,155 HEX: #A2A29B
75%	75%	75%	75%
50% / 25%	50% / 25%	50% / 25%	50% / 25%

ADVENTURE FLASK PALETTE

FOCUS: Create a signature outdoor feel using the best colors and material to maximize durability, visual and physical feel - hit sense and inspire.

THOUGHTFUL: Concentrate on the small details. Add meaningful details which are to be discovered.

ALPINE GLOW

100%

Pantone: PQ-19-1725TCX
CMYK: 44,81,60,49
RGB: 91,44,53
HEX: #5C2C35

75%

50% 25%

BIG BLUE

100%

Pantone: PQ-533C
CMYK: 90,79,47,49
RGB: 31,43,65
HEX: #1F2A44

75%

50% 25%

SUGAR PINE

100%

Pantone: 18-0322 TPX
CMYK: 63,47,75,35
RGB: 83,89,66
HEX: #545A3E

75%

50% 25%

NIGHT HIKE

100%

Pantone: PQ-BlackC
CMYK: 67,65,66,67
RGB: 45,41,39
HEX: #2D2926

75%

50% 25%

POW DAY

100%

Pantone: PQ-CoolGray1C
CMYK: 14,10,13,0
RGB: 217,217,214
HEX: #D9D9D6

75%

50% 25%

CALIFORNIA GOLD

100%

Pantone: PQ-18-0940TCX
CMYK: 35,56,95,20
RGB: 145, 103, 47
HEX: #91672F

75%

50% 25%

IT'S ON*RANGE

100%

Pantone: 1655C
CMYK: 0,85,100,0
RGB: 247,78,30
HEX: #FC4C02

75%

50% 25%

APPAREL PALETTE

Hibear Co.'s apparel palette will be one that changes from time to time, reflecting the time of year or current trends. It should always have a relationship to the brand colors of Hibear and in no way compete with the tone and voice it conveys.

100%

Pantone: 7607C
CMYK: 14,67,62,1
RGB: 207, 113, 98
HEX: #CF7162

75%

50%

25%

100%

Pantone: 5635C
CMYK: 47,23,45,1
RGB: 144,167,148
HEX: #90A794

75%

50%

25%

100%

Pantone: 7402C
CMYK: 7,12,46,0
RGB: 237,215,157
HEX: #EDD79D

75%

50%

25%

100%

Pantone: 7697C
CMYK: 73,37,27,2
RGB: 80, 135, 159
HEX: #50879F

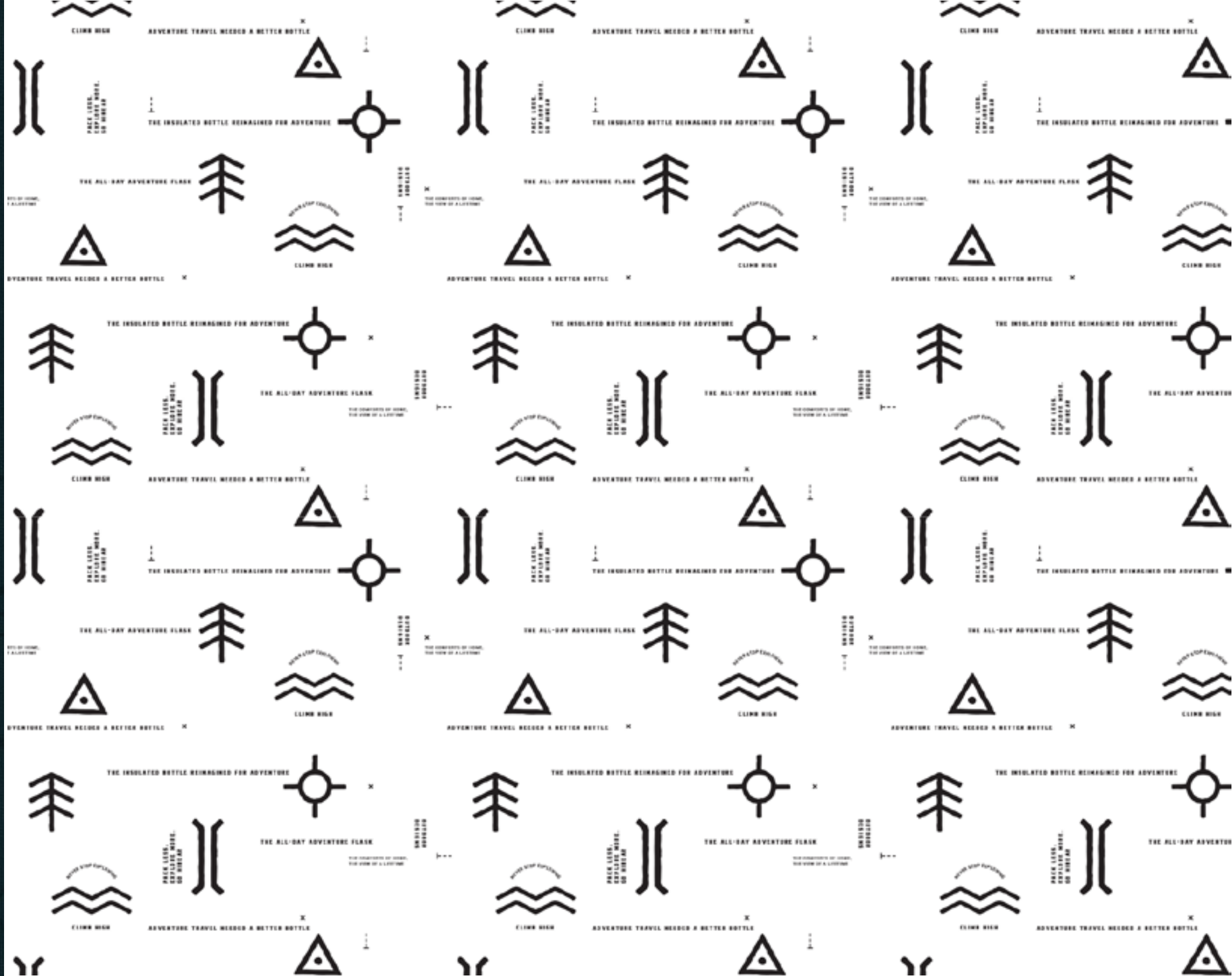
75%

50%

25%

ICONS & PATTERNS

Hibear Co. employs a series of icons and patterns that help to support the Hibear brand.



IMAGERY

ACONCAGUA
DENALI
MT. EVEREST
KILIMANJARO
PUNCAK JAYA
VINSON MASSIF
MT. ELBRUS

PHOTO TONE.

Photography is a major component of the Hibear brand because it gets to the heart of what Hibear is...the voice of adventure.

- *Shows epic outdoor scenes*
- *Gritty and Grainy*
- *Implies “slowing down” or relaxation*
- *Shows achievable adventure*
- *Candid moments in time*
- *Groups sharing time rogether*
- *Individuals in moments of reflection*

OUR VOICE

ACONCAGUA
DENALI
MT. EVEREST
KILIMANJARO
PUNCAK JAYA
VINSON MASSIF
MT. ELBRUS

CLIMB HIGH.

Adventure travel needed a better bottle so we built the Swiss army knife of insulated bottles to fuel, sustain, and celebrate type 2 fun. Too cool and tough to be called something as boring as a “water bottle.” Oh no this is an adventure flask; Earth's most versatile, insulated, easy to clean and rugged technical bottle.

Pack less. Explore more. Go Hibear.

EST.2017
OUTDOOR ★ DESIGNS
Hibear Co
CLIMB HIGH
DESIGNS INSPIRED BY ADVENTURE, PERFECTED WITH EXPERIENCE.
MARK TSIGOUNIS FOUNDER
720.593.0120
MARK@HIBEAROUTDOORS.COM
WWW.HIBEAROUTDOORS.COM

OXFORD DIVISION
THE BEARS OF JASPER
Hibear Co
Canon
A-1

Hibear Co.™
CLIMB HIGH

THE ALL-DAY ADVENTURE FLASK

A BRAND GUIDE