

Visual Identity Guidelines

VAGARI
Outdoors

Our Brand Story

Here at VAGARI, our mission is to make things that make people want to move. It all starts with our logo, which speaks to the idea that:

"Our best selves can be achieved when we stay in motion. We all should strive for adventure beyond our closed, confined spaces; and to be ecologically responsible while taking full advantage of the opportunity to recharge, both physically and mentally." - D. Pandey, Founder & CEO

The target demographic of VAGARI is the environmentally conscious young professional who needs a break from the stress of urban life and wants to attain a balance between their physical and inner realities. This group usually spends most of their time engaging in activities such as walking, hiking, and biking two or three times a week and also plans a multi-day canoe or camping trip into more remote provincial park locations at least once a year.

Designed for whatever gets thrown at it, our unparalleled range of urban chic and athletic apparel and gear is ready for anywhere and everywhere, doesn't matter if deep in the luscious forests of Southern Ontario or practising yoga at the local park.

Wordmark

The wordmark should not be used in ways other than outlined on this page:

- The black / grayscale version of the wordmark can only be used in circumstances where the colour version risks being obscured or when printed on a textured surface, or molded shape.
- Leave a minimum of 0.2 inch of space on each side.
- Minimum dimensions for wordmark is 1.3 inches by 0.3 inches.
- **DON'T** Change colours away from the brand specified ones.
- **DON'T** Outline.
- **DON'T** Skew or Distort.
- **DON'T** Add any Effects . (For example: Drop Shadow)
- **DON'T** Duplicate to create patterns or other materials.



VAGARI
Outdoors



VAGARI
Outdoors



VAGARI
Outdoors



VAGARI
Outdoors



VAGARI
Outdoors



VAGARI
Outdoors



Colours

Our colours are a key element our urban chic, athletic aesthetic brand story. The VAGARI hues of Robust Orange, Showtime, and Driftwood Tan depict our relentless pursuit in helping people lead a more movement-filled and action-oriented lifestyle.

The colours work well with the colours of nature, as they represent different aspects of the outdoors. Namely, the Sun, the Night Sky, and the Earth.



Robust Orange

RGB: 191, 97, 63

Hex: BF613F

Showtime

RGB: 56, 48, 64

Hex: 383040

Driftwood Tan

RGB: 217, 200, 180

Hex: D9C8B4

Typography

Our brand font for all typographical elements is Hyperspace Race. It's very evident how versatile this font truly is in each layout. Though there is an infinite number of variations possible due to it being a variable font, only use the "Bold" preset for Body Copy and "Bold Italic" preset for Marketing Text and Quotations. The Marketing Text should always be in caps.

For the wordmark always use the "XWide Bold Italic" and "Wide Regular" presets for "VAGARI" and "Outdoors" respectively.

VAGARI
Outdoors

VAGARI

WAKE UP! GET UP!!
GET OUT THERE!!!

Hyperspace Race (XWide Bold Italic)

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
! @ # \$ % ^ & * ()

Hyperspace Race (Wide Regular)

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
! @ # \$ % ^ & * ()

Hyperspace Race (Bold)

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
! @ # \$ % ^ & * ()

Hyperspace Race (Bold Italic)

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