Brand Guidelines

yukon
charlie's ®

The purpose of the brand guidelines is to provide direction and promote consistency for managing and maintaining the Yukon Charlie's brand.

Core Values

Lighthearted: To play, make memories, and be whimsical. We work hard and take our products seriously but we don't take ourselves too seriously.

Iconic: To be recognized, revered, and respected by consumers, customers, and competition alike.

Family: Family is diverse; made up of all shapes, sizes, colors, ages, and preferences. Life is best enjoyed with those we love, those chosen, and those born into that we call family.

Explore: Trying something new can be intimidating, putting on a pair of snowshoes shouldn't be one of them. From the backyard to the backcountry, we're with you every step of the way.

LIGHTHEARTED	**ICONIC**
FAMILY	**EXPLORE**

01 The Brand

Who We Are

Everything we do at Yukon Charlie's is designed to get you outside and experience winter. For the curious in nature, to the backyard explorers and backcountry enthusiasts, we've designed our gear with every exploration in mind.

Our Why

Provide quality gear that supports any exploration, is accessible to all, and inspires the novice and backcountry enthusiasts to get outside and experience winter.

Is vs Isn't

Yukon Charlie's is diverse, playful, iconic, friendly, inclusive and accessible.

Yukon Charlie's is NOT conventional, stodgy, ordinary, harsh, exclusive or intimidating.

Yukon Charlie's Is:	Yukon Charlie's Is NOT:
A Diverse Family	Conventional
Playful	Stodgy
Iconic	Ordinary
Friendly	Harsh
Inclusive	Exclusive
Accessible	Intimidating

Elevator Speech

Yukon Charlie's offers premium snowshoes and winter products that make it easy to get outside and experience winter. From our entry-level snowshoes to our technical collection, we create quality gear everyone can enjoy no matter the exploration.

02 Logos

Brand Mascot:
Charlie the Caribou

Yukon Charlie's brand is complimented by the added element of a brand mascot: Charlie the Caribou. Why a caribou?

Caribou have wide, fur-covered feet that help them stay warm and move through diverse terrain. Their concave shaped hooves are adapted for deep snow holding the caribou up like **snowshoes**.

Caribou migrate farther than any other known land animal **(Explore)**. They stay together in herds, moving almost constantly **(Family).**

Primary Logo:

This is the primary Yukon Charlie's logo.

The numbers on the right signify the order of preference. Use in order as you consider background and application.

Minimum size:
Stacked: 1.25" (90 px) wide
Horizontal: 2.45" (177 px) wide

Primary Logo:
Color Exception: One-Color Use

The one-color logo variation was created for single color printing, photographs, and branded color backgrounds.

The approved logo and background color pairings are shown to the right. As an example, on the Cardinal (red) background, the approved color is white.

Should there be a request to use the full-color primary logo (page 12) on a photograph, please contact the Yukon Charlie's Account Lead within the Marketing department.
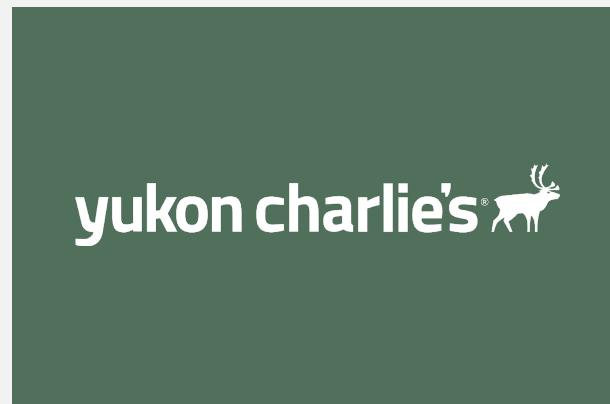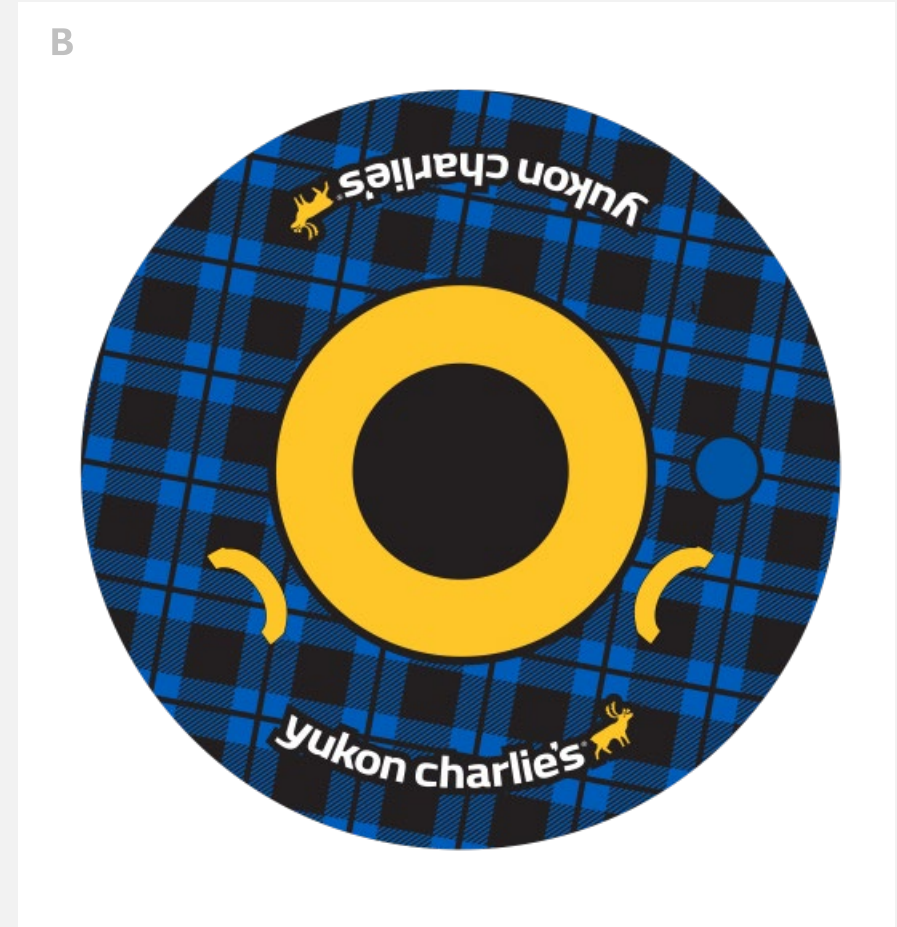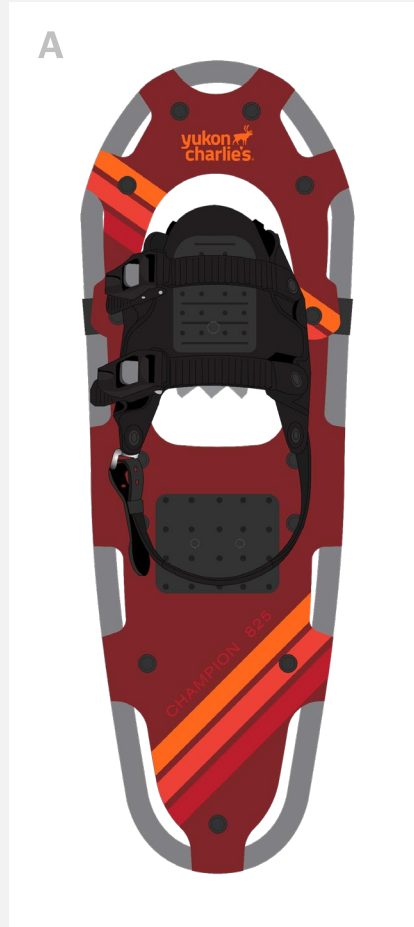
Primary Logo:
Color Exception: Product Design

This is the primary Yukon Charlie's logo for product design. **Product design is the <u>only</u> instance in which the logo color can change from the approved guidelines.**

The reason for this is to create a cohesive and high-end visual product. There are two ways this can happen:

1. The entire logo can change to one color to match the product design (See A)

2. Just Charlie the Caribou's color can change to match the product design. In this instance, the wordmark <u>must</u> remain black or white (See B)

A

B

C

Primary Logo:
Clear Space

It is important to maintain a minimum amount of space, or area of isolation, between the logo and other surrounding text and graphics. It keeps the logo from being crowded and ensures visibility and impact.

The clear space around the logo must be equal to or greater than the height of the "n" in the logo (See A and B).

Graphics and type should not cross into this area (See C). In addition, this is the minimum amount of space that the logo can be placed from any edge.

Secondary Logo:

The secondary logo is a **lighthearted** expression of the wordmark and Charlie the Caribou. There are two ways the secondary logo can be used:

1. When the primary logo is visible in the same space. Examples include:

    *   Snowshoes (Primary logo on the snowshoe product, secondary logo on the hangtag)
    *   Amazon A+ Content (Primary logo in the header, secondary logo in the footer)

2. As an extension of the brand for company memorabilia and promotional items. Examples include:

    *   Stickers
    *   Brand gear such as beanies or jackets

Minimum size: 1.5" wide

The numbers below signify the order of secondary logo color preference. Use in order as you consider background and application.

1. Hero Blue, 2. White, 3. Black

Secondary Logo:
Clear Space

It is important to maintain a minimum amount of space, or area of isolation, between the logo and other surrounding text and graphics. It keeps the logo from being crowded and ensures visibility and impact.

The clear space around the logo must be equal to or greater than the width of the front legs in the secondary logo (shown as "x" on example A and B)

Graphics and type should not cross into this area. In addition, this is the minimum amount of space that the logo can be placed from any edge.

A

B

C

Small Use Logo:

The small use logo was created for applications that require for the primary logo to be smaller than the approved minimum size.

The small use logo <u>must</u> be rendered between the size range below. Anything larger should use the primary logo (which includes Charlie the Caribou), anything smaller is unacceptable logo use.
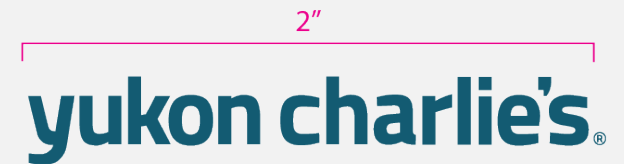
<u>Horizontal:</u>
1.25" (90px) wide to 2" (150px) wide

<u>Stacked:</u>
0.75" (54px) wide to 1.24" (89px) wide

The numbers below signify the order of small use logo color preference. Use in order as you consider background and application.

1. Hero Blue, 2. White, 3. Black

1.25"

yukon charlie's

2"

yukon charlie's

0.75"

yukon charlie's

1.24"

yukon charlie's

Measurements above are not to scale

A

B

Small Use Logo:
Clear Space

It is important to maintain a minimum amount of space, or area of isolation, between the logo and other surrounding text and graphics. It keeps the logo from being crowded and ensures visibility and impact.

The clear space around the logo must be equal to or greater than the height of the "n" in the logo (See A and B).

Graphics and type should not cross into this area (See C). In addition, this is the minimum amount of space that the logo can be placed from any edge.

C

Unacceptable Logo Use

Proper use of the Yukon Charlie's logos creates a consistent presence across all materials and touch points. Do not alter the Yukon Charlie's logos in any way.

a. Do not crop the logo

b. Do not change the transparency of the logo or apply effects

c. Do not use different colors outside of the approved guidelines

d. Do not change the size or position of Charlie the Caribou and wordmark

e. Do not distort the logo

f. Do not outline the logo

20

03 Visual Elements

Brand Colors:
Primary Color

The primary colors consists of Yukon Charlie's Blue (or Hero Blue), black and white. The Hero Blue is seen in the logo and will be the most prominent color on all brand elements including advertising, packaging, and catalogs.

Yukon Charlie's Blue (Hero Blue)

CMYK: 93, 56, 40, 19
PMS: 7469 C
HEX: #035970
RGB: 3, 89, 112

Brand Colors:
Secondary Colors

The secondary colors are inspired by our core value: **Explore**. They are introduced to enhance the visual brand and provide a natural, earthy, and well-rounded palette.

These colors are a strong starting point for product design. They are also intended to provide visual interest and hierarchy in various marketing materials such as advertising and social design.

Legibility and contrast should always be considered when applying color.

Reminder: The secondary color palette may not be used as the logo color except in the instance of product design.
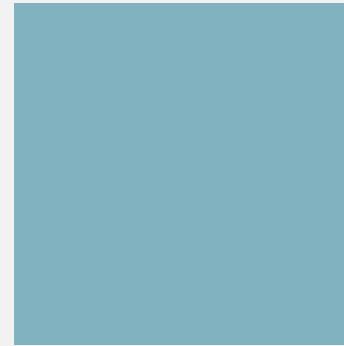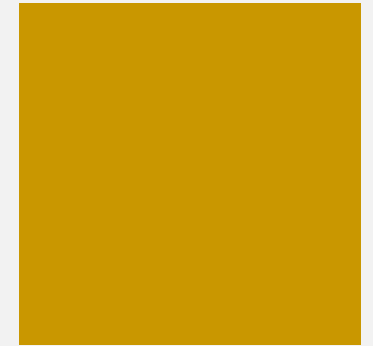
Bluebird Day

CMYK: 50, 17, 20, 0
PMS: 2205
HEX: #81B2C0
RGB: 129, 178, 192

Cardinal

CMYK: 26, 96, 93, 23
PMS: 7627
HEX: #992525
RGB: 153, 37, 37

Aspen Leaf

CMYK: 22, 39, 100, 2
PMS: 110
HEX: #C99700
RGB: 201, 151, 0

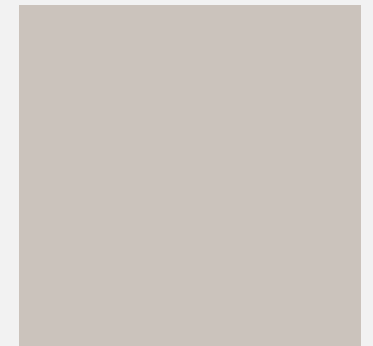### Pine

CMYK: 69, 39, 66, 21
PMS: 2407
HEX: #50705B
RGB: 80, 112, 91

Canyon

CMYK: 16, 62, 96, 3
PMS: 7570
HEX: #CB742F
RGB: 203, 116, 47

Fog

CMYK: 21, 20, 23, 0
PMS: Warm Gray 2
HEX: #CBC3BC
RGB: 203, 195, 188

Typography:

There are two primary typefaces that represent the Yukon Charlie's brand. League Gothic is a bolder, stylized typeface used in stylized applications to draw the attention of the viewer. It is best used for headlines, social callouts, and advertising campaigns.

Bernino Sans Narrow is a refined typeface used to communicate both longer amounts of information as well as headlines and call-outs. When used in different font sizes and weights, it creates a cohesive design for many elements such as the website, marketing materials, and detailed information on packaging.

Bernino Sans Narrow

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

League Gothic

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADER 1 LEAGUE GOTHIC 36PT/200PT WITH TRACKING AT 40

H1

Header 2 Bernino Sans Narrow Extrabold 26pt/32pt.

H1

Subhead Bernino Sans Narrow Semibold 16pt/24pt.

SH

Paragraph Style 1: Bernino Sans Narrow. Depending on the sizing, this variant may need added line spacing.
10pt/16pt.

P1

Paragraph Style 2: Bernino Sans. Paragraph use is the only time you can break from using the Narrow variant of the font.
10pt/14pt.

P2

Typography:

Typography shown to the right is Bernino Sans and Leagues Gothic headline and paragraph styles. The styles should be used as a starting point and scaled appropriately for each application.

Typography:
Examples

The typographic posters are an example of League Gothic in a prominent role of visual interest and Bernino Sans Narrow providing support.

The website header and banner is an example of using solely Bernino Sans Narrow to create a cohesive and visually interesting aesthetic through different font sizes and weights.
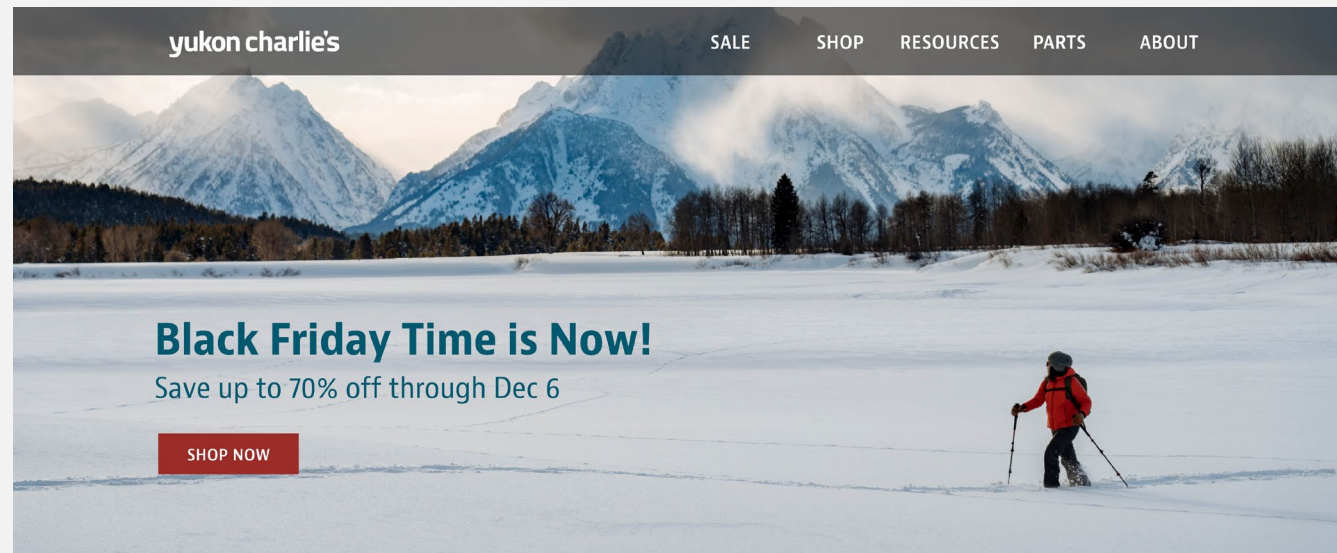
Graphic Elements:
Charlie the Caribou and Texture

Charlie the Caribou may also be used as a standalone brand element. The guidelines are as follows, Charlie the Caribou:

- can be used at various opacities and placements

- can be used directly next to other elements (no clear space rule)

- can NOT be used in place of the logo

- can NOT be cropped to the point the head is not visible

Texture is another graphic element of the brand. Texture can build up a design by adding layers that create more **natural** feel that is less overly clean and modern. Adding a low opacity graininess or a screen of a topographic map are good examples of texture use.

Photography:
Lifestyle

The photography style is best described as **Playful** and **Adventurous.**

Yukon Charlie's photography should capture the wonderous and fun elements of being outdoors in the winter season. There should be a stronger focus on the people, their joy and faces, and the product should be shown primarily as the vehicle for fun.

When possible, the people in the photographs should be a **diverse** group, highlighting that Yukon Charlie's is **"Made for All."**

Photography:
Product

Product photography should highlight the quality and ease of use of every Yukon Charlie's product. Each item should be captured in a studio on a seamless white background to maintain a consistent look and feel. The studio image will need to be clipped to ensure all focus is on the product itself.
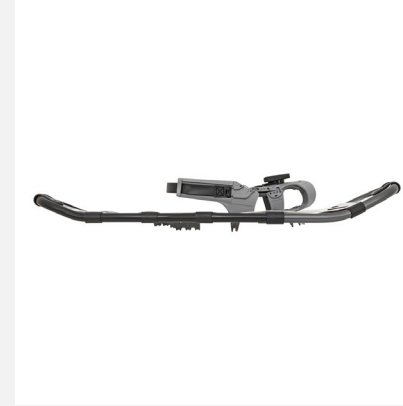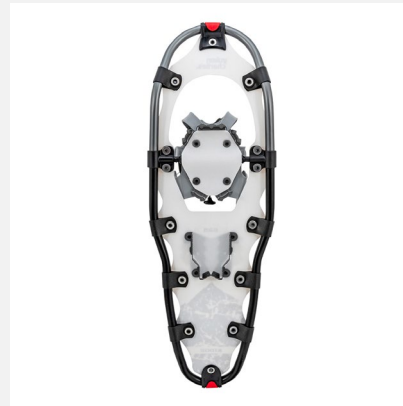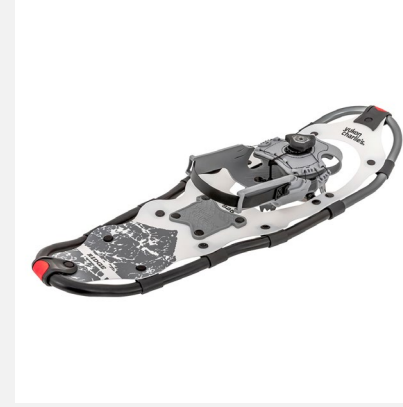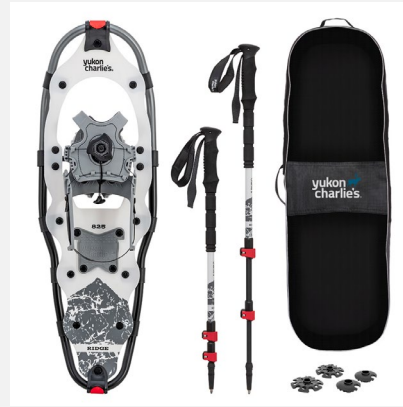
04 Packaging

Hangtags:

The Yukon Charlie's hangtags fit with the Explore core value and focus on natural elements such as textured paper and twine (a natural fiber) rather than a plastic fastener.

The hangtag is separated into two elements: The brand card and the product card.

- The brand card is universal for all hangtags. It is the first brand identifier and creates a cohesive appearance across the different product – especially in a retail space.

- The product card calls out the unique features for the individual product. The different features are highlighted using the colors from the secondary color palette.

The hangtags are designed in three languages. This is for **accessibility** as Yukon Charlie's is **"Made for All To Experience Winter."**

In the instance where sizing is limited, we "Try for Tri" (English, French, and Spanish), however, bilingual is also acceptable (English and French).

RIDGE SNOWSHOE KIT

WWW.YUKONCHARLIES.COM

EXPERIMENTEN EL INVIERNO™
HECHO PARA QUE TODOS

CONSTRUIDO PARA YUKON™

DISEÑADO EN DENVER

1-Pull Spin Binding with Toe Hold
Fixations à tirage et torsion avec serre-talon
Vinculante de giro de 1 tracción con sujeción del dedo del pie

Snow Motion Axle System
Système de traverse Snow Motion
Sistema de eje Snow Motion

6000 Aluminum Frame
Cadre en aluminium 6000
6000 marco de aluminio

HDPE Decking
Pont en PEDH
HDPE Decking

Forged Steel Front Crampon
Crampons avant en acier forgé
Crampón frontal de acero forjado

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Thank you!