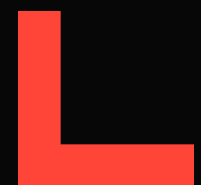




Our Story.

At Sunrise Outdoors, our story is rooted in the simple joy of nature's embrace. Born from a passion for exploration and adventure, we believe in the transformative power of the great outdoors. Our journey began with a shared love for sunrise hikes, where every dawn brings renewed energy and inspiration. From those early morning moments to the vast wilderness beyond, we are dedicated to crafting gear that empowers individuals to connect with nature, explore new horizons, and embrace the beauty of the world around us. Welcome to Sunrise Outdoors, where every dawn holds the promise of adventure.

"Find your rhythm in nature's symphony, where every tree whispers secrets and every stream sings of freedom."



Our Logo.

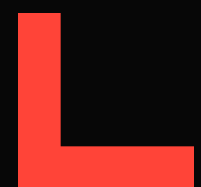
Our logo is a captivating fusion of two mountains cradling a radiant sun, all elegantly ensconced between the words "SUNRISE" and "OUTDOORS." This meticulously crafted design embodies the essence of our brand, evoking a sense of awe and wonder for the great outdoors. It serves as a visual testament to the boundless adventures and transformative experiences that await those who embrace nature's embrace. With its seamless integration of natural elements, our logo invites all to embark on journeys of discovery and immerse themselves in the beauty of each sunrise.

Color



Spacing requires at least 0.5x the logo's size in clear space between the logo and other visual elements.

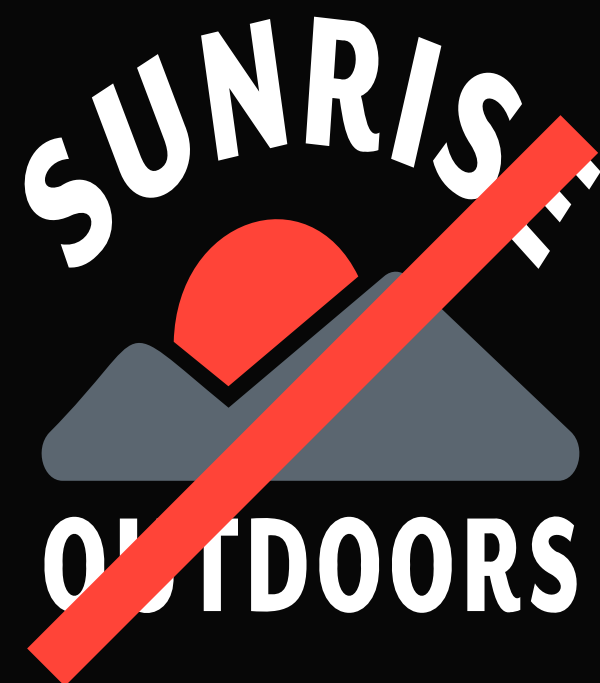
Unicolor



Incorrect Usage.



Do not change colors



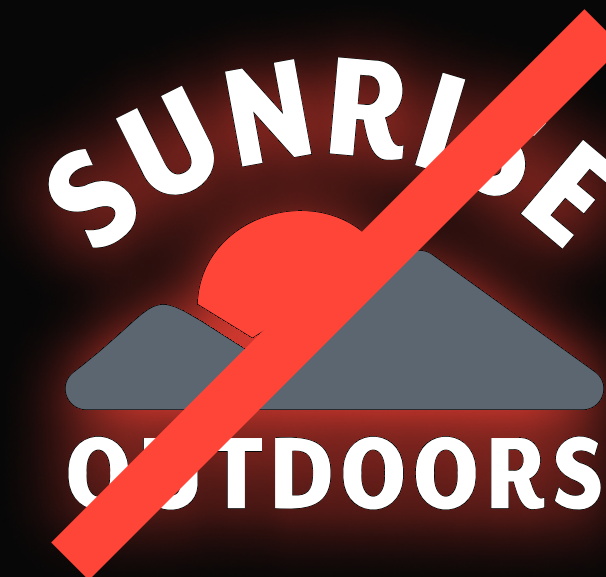
Do not distort the logo



Do not use outlines of the logo



Do not change the form of the logo



Do not add shadows or any other effects



Correct Usage.



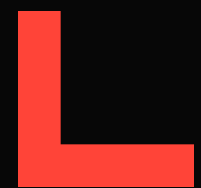
Preferred usage



Must be used with good contrast



Light background usage



Color Scheme.

These colors reflect the essence of Sunrise Outdoors and its connection to the natural world, inspiring individuals to embrace adventure and discover the extraordinary in nature. The usage is as follows:

1. Raven Black and Gravel Gray for titles and paragraphs. Pure Icy White can be used for both when on a dark background.
2. Tomato Red and Gravel Gray should be used for accents.
3. Tiger Orange for promotional texts only.

Tomato Red

R 255 G 68 B 56

#FF4438

Gravel Gray

R 92 G 102 B 112

#5B6670

Raven Black

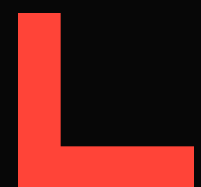
R 7 G 7 B 7

#070707

Pure Icy White

R 1 G 1 B 1

#FFFFFF



Typography.

Our primary font, Satoshi, is exclusively tailored for headings. Its sleek design and modern elegance make it perfect for capturing attention while maintaining readability. With Satoshi, headings become bold statements, reflecting the adventurous spirit of Sunrise Outdoors.

Satoshi

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

0123456789 !@#\$%^&*()

Satoshi



Typography.

Inter, our secondary font, is chosen for its versatility and readability in paragraphs. Its clean, modern design ensures clear communication while maintaining visual consistency. With Inter, paragraphs are presented with clarity, enhancing the reading experience. In combination with Satoshi, Inter completes our typographic palette for a seamless visual experience.

Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

0123456789 !@#\$%^&*()

Inter



Taglines & Marketing Text.

Our marketing text encapsulates the essence of Sunrise Outdoors, inviting individuals to discover, embrace, and experience the thrill of adventure in nature. Complementing this, our taglines are concise yet powerful statements strategically utilized across all marketing channels, reinforcing our brand identity and resonating with outdoor enthusiasts, igniting their passion and inspiring them to explore the wonders of the natural world with us.

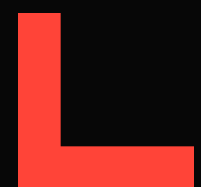
BREATH IN FREEDOM

**PANTS THAT
SET YOU FREE**

**SHOES THAT
MAKE YOU SOAR**

**JACKETS THAT
GIVE YOU WINGS**

**TENTS THAT
KEEP YOU COZY**





SUNRISE
OUTDOORS