



STYLE GUIDE 2026

- Jim Holland, Co-Founder

23-24

4-7



LOGO

At Backcountry we have four logos that we use. Our primary - horizontal logo is our most common logo and should be used whenever possible. We have two secondary logos. The vertical logo is to be used in place of the primary logo when the goat is too small/illegible or needs to be seen from far distances. The stacked logo is found on our hangtags and on our product. Our tertiary logo is our Goat emblem. It is best used as a second instance when the primary logo is already present. It is also found on the exterior of our products.



PRIMARY HORIZONTAL



SECONDARY VERTICAL



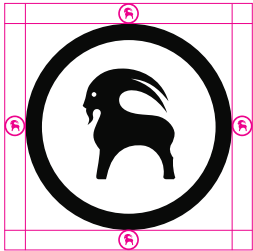
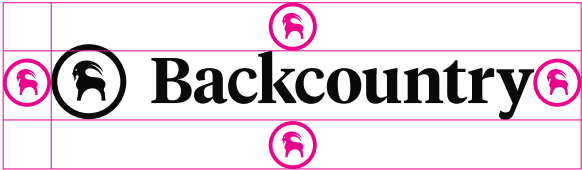
SECONDARY STACKED



TERTIARY GOAT

LOGO CLEAR SPACE

To preserve the integrity and visual impact of our logo and wordmark, it is essential to maintain adequate clear space around it at all times. Clear space ensures that the logo remains legible, prominent, and free from visual clutter caused by surrounding text, graphics, or other design elements. A buffer zone protects our logo's visibility and reinforces its status as a core element of our brand identity. Proper spacing helps the logo breathe and maintains a clean, premium look in all applications, whether digital, print, or product-based.



LOGO VIOLATIONS

We take immense pride in our logo, though we're not opposed to letting it take on a more rugged, distressed look when it reflects the spirit of outdoor pursuits. However, blatant misuse—such as skewing, stretching, or misordering the lockups—isn't something we stand for. Our focus is on keeping it authentic, true to the core, and always on brand.



Color

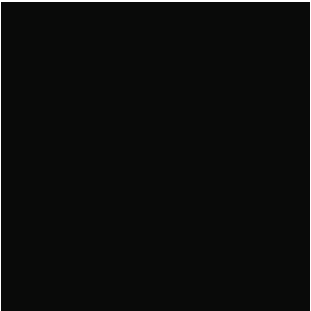
8-9



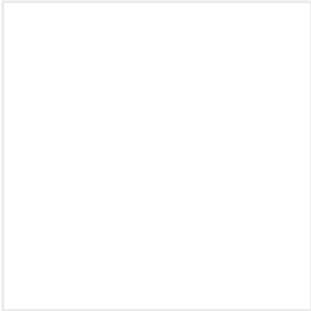
COLOR

Our color palette is inspired by our favorite place: the great outdoors. Earth tones and vibrant pops of color reflect the essence of our passions—whether it’s the rich hues of nature or the epic views from the top of a summit. When we step outside our brand colors, we work closely with our product team to ensure that every shade stays true to our vision. We often draw from our own products or seasonal color palettes to keep everything grounded in our unique aesthetic.

PRIMARY COLORS



HILO BLACK
HEX 121212
CMYK 74 68 66 86
RGB 18 18 18
(FOR PRINT USE: 60 40 40 100)



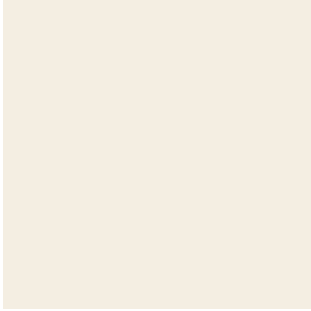
WHITE
HEX FFFFFFFF
CMYK 0 0 0 0
RGB 255 255 255



GEARHEAD GREEN
HEX 36827F
CMYK 79 32 49 0
RGB 54 130 127



BURNT ORANGE
HEX DB6626
CMYK 10 72 100 1
RGB 219 102 38



SANDSTONE
HEX F4EDE1
CMYK 4 5 10 0
RGB 242 236 225

SECONDARY COLORS



GEARHEAD GREEN
HEX 39A8A4
CMYK 73 13 40 0
RGB 57 168 164



MOAB RED
HEX 9E4026
CMYK 25 83 95 20
RGB 158 64 38



GOAT GOLD
HEX D68C26
CMYK 14 49 100 1
RGB 214 104 214



SALE RED
HEX B20000
CMYK 0 92 93 0
RGB 239 59 40

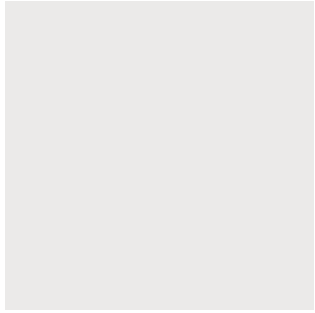
GREYS



DARK GREY
HEX 333333
CMYK 69 63 62 58
RGB 51 51 51



MEDIUM GREY
HEX CACACA
CMYK 20 15 16 0
RGB 202 202 202



LIGHT GREY
HEX E8E5E5
CMYK 7 6 6 0
RGB 232 229 229

10 - 14



TYPOGRAPHY

Tiempos Headline

Tiempos Headline is our logo and brand font. Like its name indicates, we use this as our headline font for all of our full-price and brand campaigns. Tiempos has many font weights including medium, semi-bold, bold, and black (though we primarily use semi-bold). Note: we never use Tiempos in all caps.

LIGHT
Venture Beyond

REGULAR
Venture Beyond

MEDIUM
Venture Beyond

SEMI-BOLD
Venture Beyond

BOLD
Venture Beyond

BLACK
Venture Beyond

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

TYPOGRAPHY

FLAMA

Flama is Backcountry’s most versatile font. It is most commonly used for body copy and basic weights. It is also used as our sale/ promotional font within headline placement.

LIGHT

Venture Beyond

BOOK

Venture Beyond

BASIC

Venture Beyond

MEDIUM

Venture Beyond

SEMI-BOLD

Venture Beyond

BOLD

Venture Beyond

EXTRA BOLD

Venture Beyond

BLACK

Venture Beyond

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

TYPOGRAPHY

FLAMA CONDENSED

Flama Condensed is one of our secondary fonts, it is used for subheads, eyebrows and short descriptors. It is always to be used in all caps. It has a variety of weights but our most used weight it medium.

LIGHT
Venture Beyond

BOOK
Venture Beyond

BASIC
Venture Beyond

MEDIUM
Venture Beyond

SEMI-BOLD
Venture Beyond

BOLD
Venture Beyond

EXTRA BOLD
Venture Beyond

BLACK
Venture Beyond

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

TYPOGRAPHY

BRIGHT TOPIC

Bright Topic is our special use font. It is used for Gearhead Callouts to showcase a more personal touch—akin to notes jotted down in a field journal.

Due to its handwritten nature, it provides a unique aesthetic that should be used sparingly. We try to keep it short and sweet, and never more than a few words.

REGULAR
VENTURE BEYOND
BOLD
VENTURE BEYOND

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



PURSUIT IMAGERY

The images we use represent our brand motto—venture beyond. Every frame we select is chosen with intent. Each image conveys a message to our customers about who we are. Our imagery should represent the beauty, awe, joy, and rawness of being outdoors.

The photography should be elevated, inspiring, and best-in-class. Backcountry sets the bar on exceptional imagery because we strive for exceptional experiences outside.



STUDIO IMAGERY

In studio, we utilize backgrounds, props, color, sets, movement, and lighting to highlight and accentuate the key features of our gear and apparel. Like our pursuit imagery, our studio imagery is elevated and intentional—always ensuring the gear we sell is at the forefront.

When possible, we bring the outside in—capturing the essence of the outdoors in colors, elements, or ambiance.



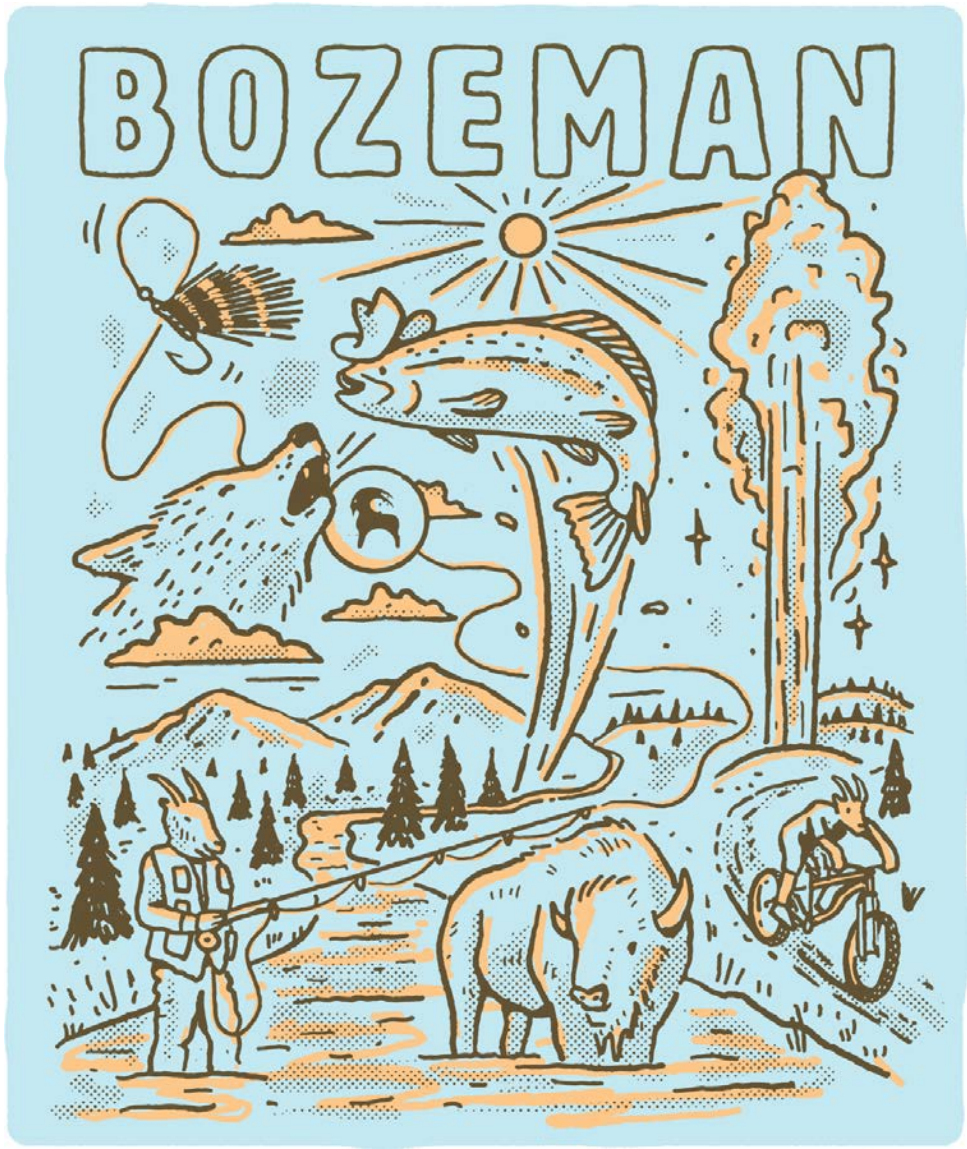
18-19



ILLUSTRATIONS

What are the outdoors if not fun? Our illustrations capture the spirit of adventure and the feel-good moments that define life outside. From playful icons to expressive linework, they help communicate the Backcountry vibe across every touchpoint — from retail print media and apparel graphics to social media and email campaigns.

While illustrations often play a supporting role alongside photography and typography, they remain a distinctive expression of Backcountry's passion for the outdoors. Their use adds warmth, personality, and a sense of discovery to our visual identity.



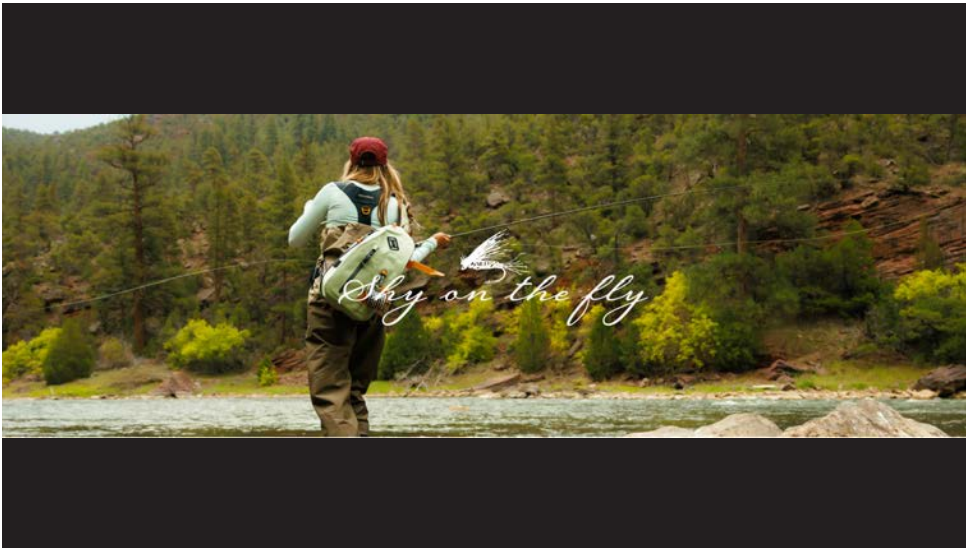
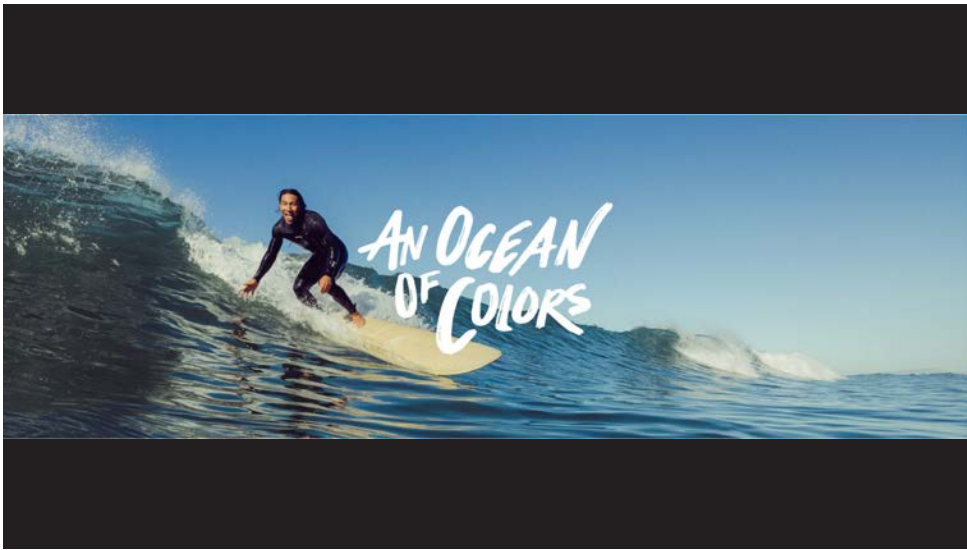


 VENTURE
BEYOND
© BACKCOUNTRY FILMS



FILMS

It's proven that stories activate responses. At Backcountry, we leverage storytelling as a way to connect with our customers on a deeper level. Through resonant content, we highlight gear and apparel in situ—on mountain, in water, over snow—where it's meant to be used. Films are a way to engage existing customers and draw new, potential customers in by offering a unique medium that offers a spectrum of benefits.



GEARHEAD VIDEOS

Gearhead Videos are a core expression of the Backcountry brand—authentic, expert-driven, and rooted in real-world experience. In each video, our Gearhead Experts review, test, and curate the gear and apparel they trust most for the outdoors. From in-depth product comparisons to field tests and “how-to” breakdowns, these videos are designed to help customers make confident, informed choices.



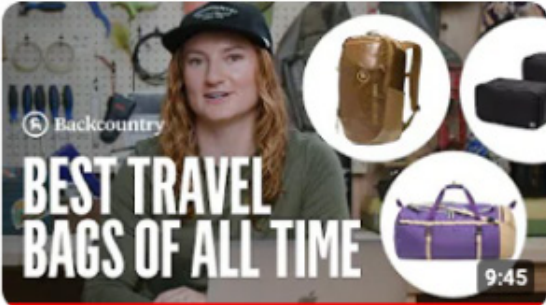
What To Do In Montana | Gearhead Adventure | Ep. 1



Best Sleeping Bags Of 2024 For Camping & Backpacking



Fjällräven Vidda Pro Trouser | Gearhead® Field Test



Adventure-Ready Duffels & Backpacks For Travel From Backcountry



5 Best Climbing Shoes To Try In 2024 🧗 For Bouldering, Trad & Sport



We Tested... These Are The BEST Climbing Harnesses Of 2024 💪

Everyone has a distinct voice that doesn't change—it's unique and all their own. Tone, however, is situational. You wouldn't use the same tone talking to your friends at a concert as you would with your boss in the office. Our brand voice remains constant, but our tone flexes depending on the channel. For example, e-commerce requires more clarity and detail since customers can't touch or try the product. Social, on the other hand, leans more informal, playful, and youthful.

How We Speak

We Are	We Are Not
Humble Experts	Condescending or exclusive
Witty & Sharp	Cheesy, steezy, or over-eager
Pursuit-Obsessed	
Inclusive & Open	“Granola Outdoorsy”
Approachable & Real	Judgmental or assumptive
	Overly technical or beginner-basic

Gearhead Rule

Use “Gearhead® Expert” correctly.

Use the full phrase on first mention in any asset. The trademark applies to the adjective, not the noun, and helps protect our brand. Example: “Connect with a Gearhead® Expert”—not “chat with a Gearhead.”

Our Voice

Conversational Expert

We’re your stoked, seasoned friend who knows the gear and the trail. We speak with passion, precision, and personality—never gatekeeping, never generic.

We’re the kind of person you’d follow into the woods without a second thought. The one you’d hope to sit next to on the lift—someone who shares their snacks, knows where the powder’s hiding, and keeps the vibes high between runs. We talk like we’re in it with you—because we are.

Tone Tips

Speak to the core user—but welcome everyone. We aim for our core users, but never alienate newcomers.

Be clever, not corny.

Trail humor, smart puns, and fresh neologisms (snowstalgalia, lotprès) are welcome.

Channel the chairlift convo.

Relaxed, spirited, and human—like talking to someone stoked to be there.

Never assume gender, ability, or expertise.

Use inclusive language, stay gear-forward, and don’t simplify for the sake of it.



Sample Tones by Channel

Loyalty Email (Warm, inclusive, with a nudge to engage)

You’ve been getting after it—gear dialed, goals crushed. As one of our most active community members, we’ve teed up something special for you. Log in to see what’s waiting.

VIP Email (Polished, premium-feeling, elevated tone, expert)

You’ve helped define what it means to Venture Beyond. As one of our most valued customers, you’re at the heart of everything we do. We’ve curated something exclusive for your next adventure—consider it our thanks.

Full-price line launch (premium-feeling, elevated tone, nod to activity and nature)

You’ve been first in the lift line and last to leave the skintrack. We see you. That’s why we designed a jacket to match your momentum.

Introducing the Cottonwoods—a winter shell made for stormy days, bootpacks, and the unexpected. Every seam, zip, and fabric choice was field-tested and built for those who earn their turns.

This isn’t a giveaway. It’s an upgrade. And it’s yours to explore.

Core Message:

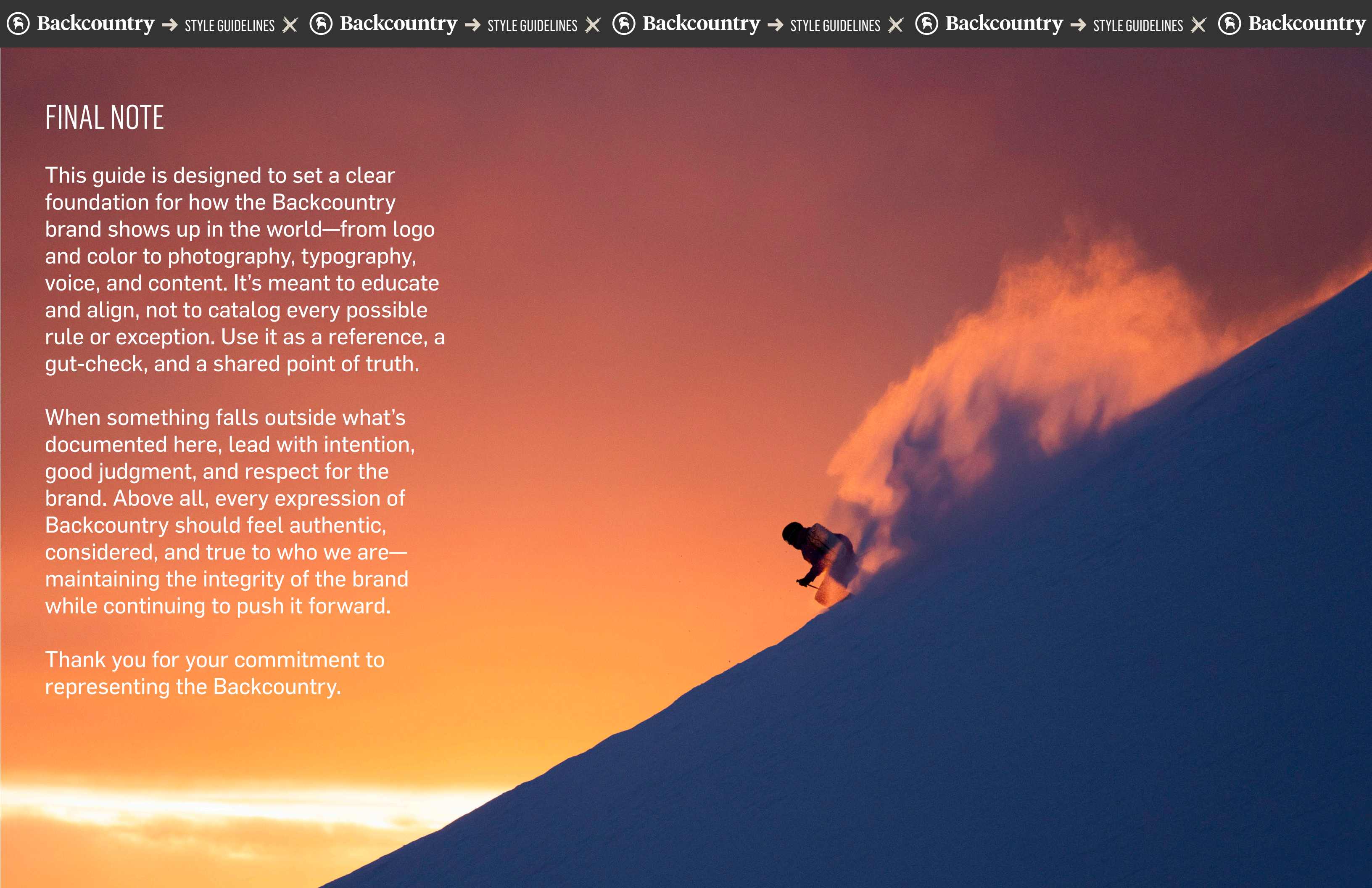
“Thanks for being part of the Backcountry community. We’ve got something special for you.”

Social Post (Public, playful, fast-scrolling tone)

You’ve been logging vert, exploring ridgelines, and rocking the Goat. It’s only right we hook it up.

Hit the link for something special—because Herd members like you make this all possible.





FINAL NOTE

This guide is designed to set a clear foundation for how the Backcountry brand shows up in the world—from logo and color to photography, typography, voice, and content. It’s meant to educate and align, not to catalog every possible rule or exception. Use it as a reference, a gut-check, and a shared point of truth.

When something falls outside what’s documented here, lead with intention, good judgment, and respect for the brand. Above all, every expression of Backcountry should feel authentic, considered, and true to who we are—maintaining the integrity of the brand while continuing to push it forward.

Thank you for your commitment to representing the Backcountry.



VENTURE
BEYOND