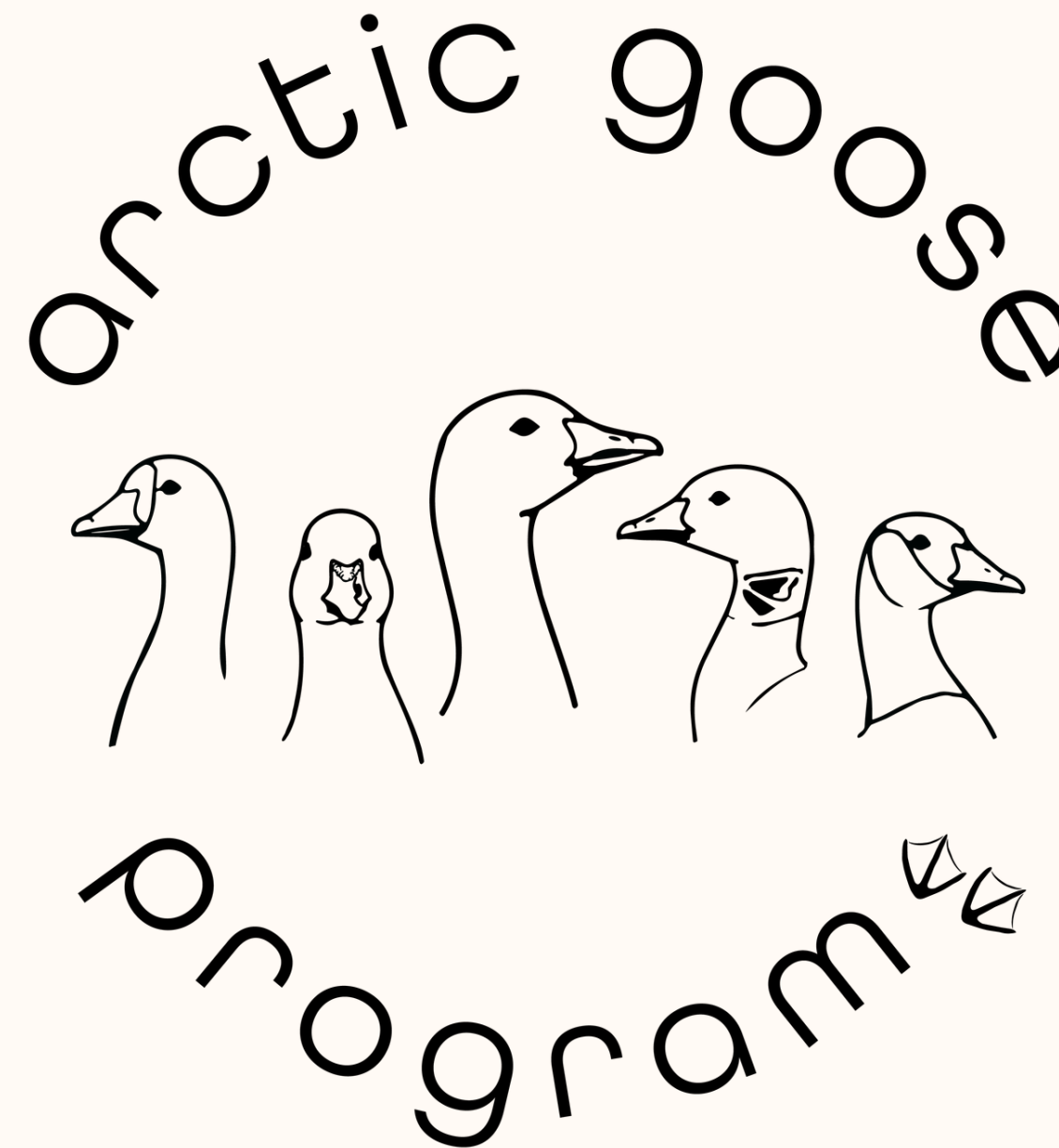


Brand Guidelines

Designed for Arctic Goose Program
by Amy LeClair RGD

amy LECLAIR
Graphic Design & Brand Studio **RGD**



LOGO CONCEPTS

This logo was designed to feel clean, modern, and inspired by the Arctic.

Primary Logomark

The main logo (crest) is the full version of the brand. It has a stronger, more complete look that helps create a sense of identity and tradition. This version works well for larger uses like sweaters, signage, patches, or anything meant to stand out.

Secondary Logomark

The secondary logo is a simpler version that uses the same core elements in a more minimal way. It's designed for smaller or more flexible uses like tags, social media, packaging, or embroidery.

Font Style

The font was chosen to feel both modern and northern-inspired. Its clean lines and sharp style reflect Arctic landscapes while still feeling polished and easy to read.

Goose Outline Design

The birds are drawn as simple outlines on purpose. This keeps the design:

- Clean
- Easy to recognize
- Timeless
- More versatile across different products and materials

Using outlines instead of detailed artwork also helps the logo stay clear whether it's printed, stitched, or engraved.

Overall

The full logo and simplified logo are designed to work together as one system. One creates a bold brand presence, while the other offers flexibility. Together, they create a strong, recognizable identity that feels inspired by nature, the North, and modern design.

PRIMARY MARK



SECONDARY MARK



ILLUSTRATIONS / WATERMARKS

Using the Illustration

The illustration is an extension of the logo, designed to support and strengthen the brand's visual identity.

As a Watermark

- Use large and subtle in the background.
- Apply low opacity or approved tints.
- Keep it secondary to all content and ensure readability.

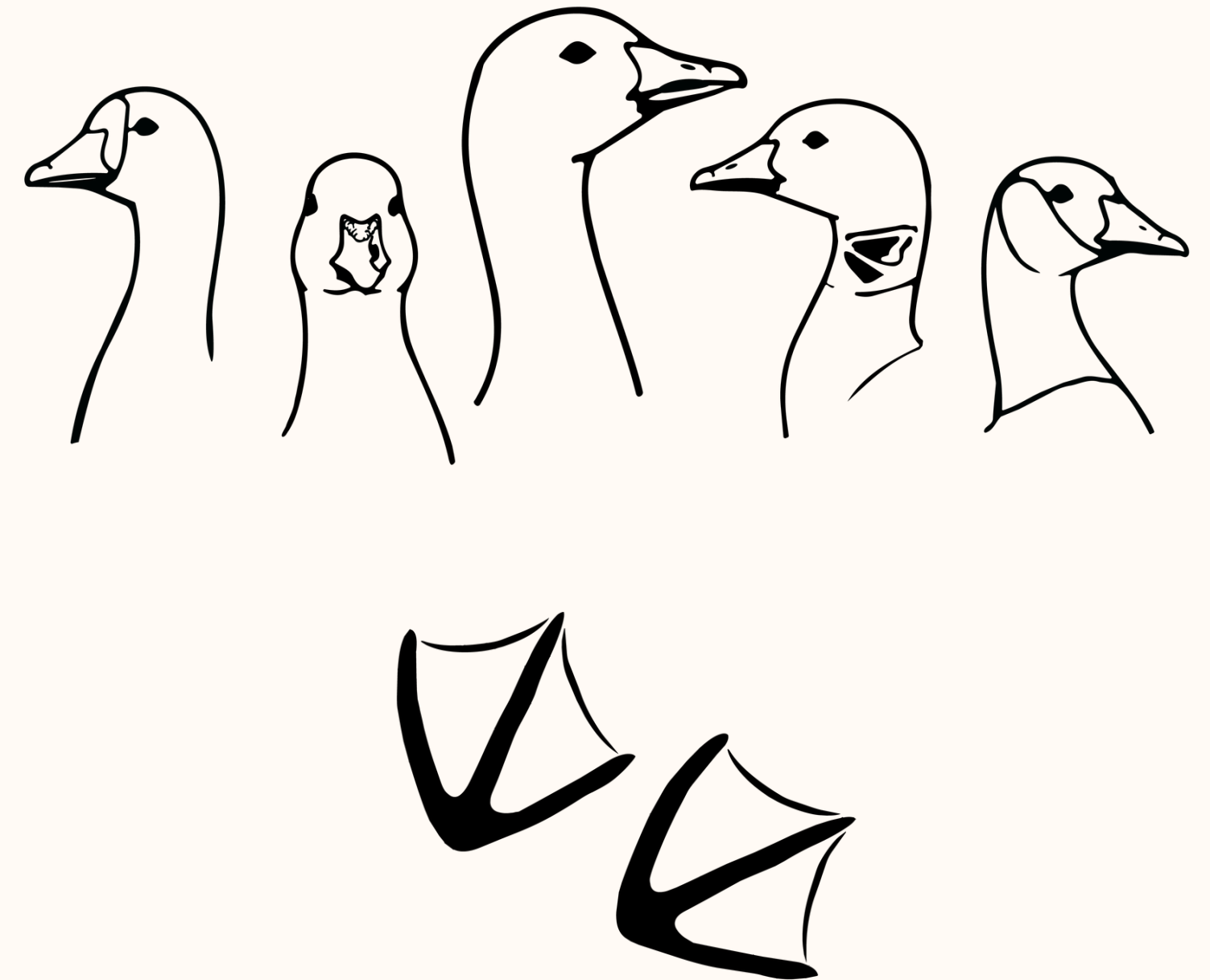
In Use

- Use as a supporting design element across layouts.
- Stick to brand colors and original proportions.
- Crop thoughtfully and use sparingly.

Do Not

- Distort, recolor, or overuse.
- Compete with text or the logo.

Keep it subtle—it should enhance, not overpower.



TYPOGRAPHY

Font Style

The font was chosen to feel both modern and northern-inspired. Its clean lines and sharp style reflect Arctic landscapes while still feeling polished and easy to read.

Heading Font - All Round Gothic

Use the primary brand typeface for all headlines, titles, and key statements. This font should create immediate recognition and set the tone of the brand through strong, consistent visual impact.

Best Uses:

- Main headings (H1, H2, H3)
- Hero banners
- Promotional campaigns
- Pull quotes or standout messaging

Guidelines:

- Maintain consistent sizing hierarchy
- Use approved weights only
- Prioritize readability with strong spacing
- Avoid overuse in long-form copy

Body Font - Avenirs

Use the secondary typeface for paragraphs, supporting copy, and informational text.

This font should prioritize clarity, legibility, and versatility across print and digital applications.

Because All Round Gothic is rounded, geometric, and visually distinctive, the best body font should be clean, highly legible, and more neutral to create balance.

Best Uses:

- Website body copy
- Brochures and print materials
- Email marketing
- Social captions
- Internal documents

Guidelines:

- Prioritize readability at all sizes
- Use regular or book weights for most applications
- Maintain consistent line spacing
- Avoid decorative styling

COLOURS

Color Strategy

An Arctic or tundra-inspired palette should feel crisp, expansive, grounded, and refined—drawing from snow, ice, stone, sky, and muted earth. The goal is to balance cool sophistication with natural warmth.

Primary Colours

Best used for:

- Headlines and titles
- Main website elements
- Packaging foundations
- Core marketing materials

Supporting Colors

Use supporting colors to add depth, flexibility, and visual interest without overpowering the primary palette. These should complement the brand and help organize layouts, accents, or secondary messaging.

Best used for:

- Backgrounds and sections
- Secondary graphics
- Calls to action or highlights
- Seasonal or campaign-specific design elements



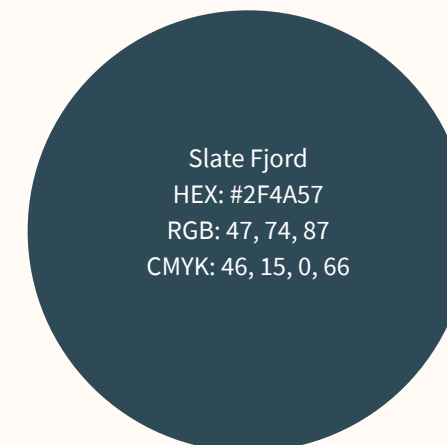
Glacier White
HEX: #F8FAFC
RGB: 248, 250, 252
CMYK: 2, 1, 0, 1



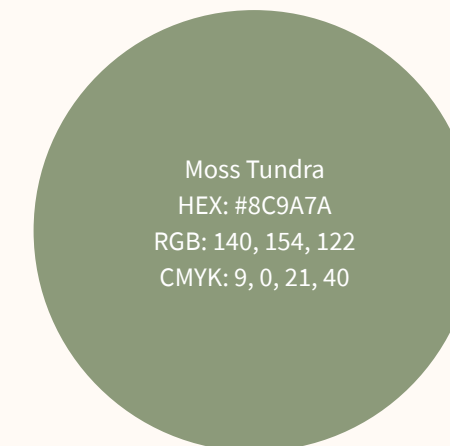
Ice Blue
HEX: #DDEFF7
RGB: 221, 239, 247
CMYK: 11, 3, 0, 3



Tundra Grey
HEX: #7D8A91
RGB: 125, 138, 145
CMYK: 14, 5, 0, 43



Slate Fjord
HEX: #2F4A57
RGB: 47, 74, 87
CMYK: 46, 15, 0, 66



Moss Tundra
HEX: #8C9A7A
RGB: 140, 154, 122
CMYK: 9, 0, 21, 40



Aurora Gold
HEX: #C9B27C
RGB: 201, 178, 124
CMYK: 0, 11, 38, 21

EVERYDAY USE

