

Graphic Standards and Usage Manual

Base Camp Limited



Quality. Excellence.





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About our Company

Innovation, quality and an appreciation of the outdoors comprise the cornerstone of the Base Camp Limited. In conjunction with innovative design and exceptional customer service, Base Camp offers premium-quality clothing, accessories and gear for men and women that complement today's modern outdoor lifestyle. Whether it's classic outerwear, legendary down or casual denim and khakis, Base Camp offers a full range of styles to complete the casual wardrobe.

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Color Specification

The logo should be used only with the approved colors. Variations in *CMYK* and *RGB* should follow the guidelines below.

4



Pantone Reflex Blue C

C: 100
M: 73
Y: 0
K: 2

R: 0
G: 84
B: 164



Pantone Red 032 C

C: 0
M: 90
Y: 86
K: 0

R: 239
G: 65
B: 53

Typography

The logo should only be used with these approved fonts. Usage of the correct typeface is also required, as displayed below.



5

Bauhaus 93

Garamond - Regular

Staging

The Base Camp Limited logo has a very specific placement of elements. Deviation is not recommended unless in an approved manner, see page 12.

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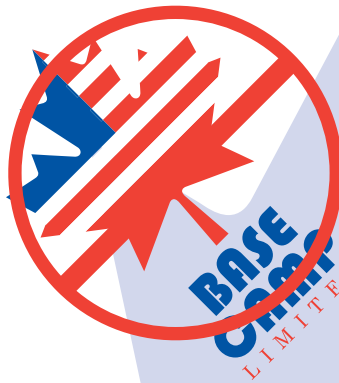
Logo

**BASE
CAMP**
LIMITED

Typography

Unaccepted Use

As described below, these are examples of how the logo should not be used.

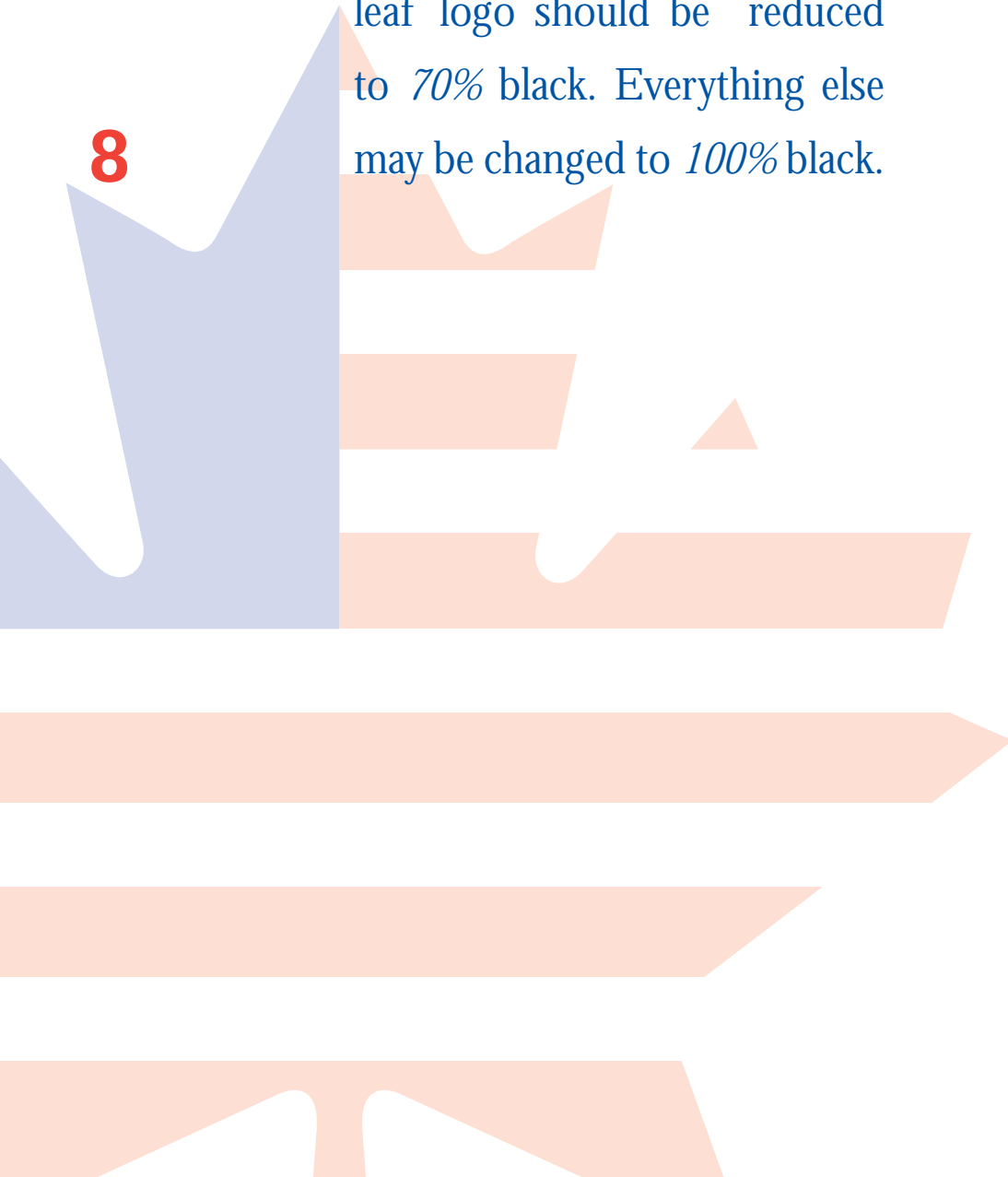




In Black and White

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When restricted to black and white, the blue portion of the leaf logo should be reduced to *70%* black. Everything else may be changed to *100%* black.



In Reverse

When placed on a dark color other than blue, the logo may be kept its original colors. However when placed on blue, the blue portions of the logo should be reduced to *70%* blue. The red portions may stay *100%* red.

When placed on a black background, the blue portion of the leaf should be reduced to *30%* black, the red stripes should be *60%* black. The typography should be turned to pure white.

Variations - Trademark

The following are accepted variations upon the trademark. Altering the logo in any way is prohibited. Refer to page 7 for examples of unaccepted usage.

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Variations - Single and Stacked Sigs

Stacked



11

Single



