

**BASE
CAMP
LTD**

G R A P H I C S T A N D A R D S G U I D E M A N U A L

THE LOGO

INTRODUCTION

This logo was developed for Base Camp Limited, an outdoor apparel store. Inside this book are guidelines of how to creatively use Base Camp Limited logo.

STRATEGY

The objective of this logo was to create a design that represented the quality and innovative structure of the outdoor apparel that Base Camp Limited produces. The logo emphasizes stability in structure and ruggedness. Even through the worst circumstances, Base Camp Limited's products will last no matter what mother nature has to offer. This logo reflects the objective behind Base Camp Limited's products. Through the color, shape and texture of the logo you will find the concept of outdoor lifestyle.



STYLE OF LOGO

FONT STYLE

FarCry Extrabold

(note Far Cry Extrabold font has been manipulated in logo design)



COLOR CHOICES

PANTONE COLORS

Pantone 440

Pantone 111

RGB COLORS

R-63 G-62 B-41

R-197 G-167 B-1

CMYK COLORS

C-82 M-76 Y-100 K-30

C-0 M-11 Y-100 K-27

If using logo in black use 100% black

SPOT



RGB



CMYK



STAGING

WHAT TO DO

When using the logo always use a quarter of the logo's width to measure white space around the logo. Do not use any white space smaller than a quarter of the logo's length.



WHAT NOT TO DO

This is an example of what not to do with the white space outside of the logo. The logo's white space needs to be evenly distributed around the whole logo.



STRETCHING

It is crucial to not stretch the logo when using it. Whether that be the type or the reverse knockout block logo, the shape must not be reconstructed in any way or else it will lose the style and concept behind the logo.



EXAMPLES



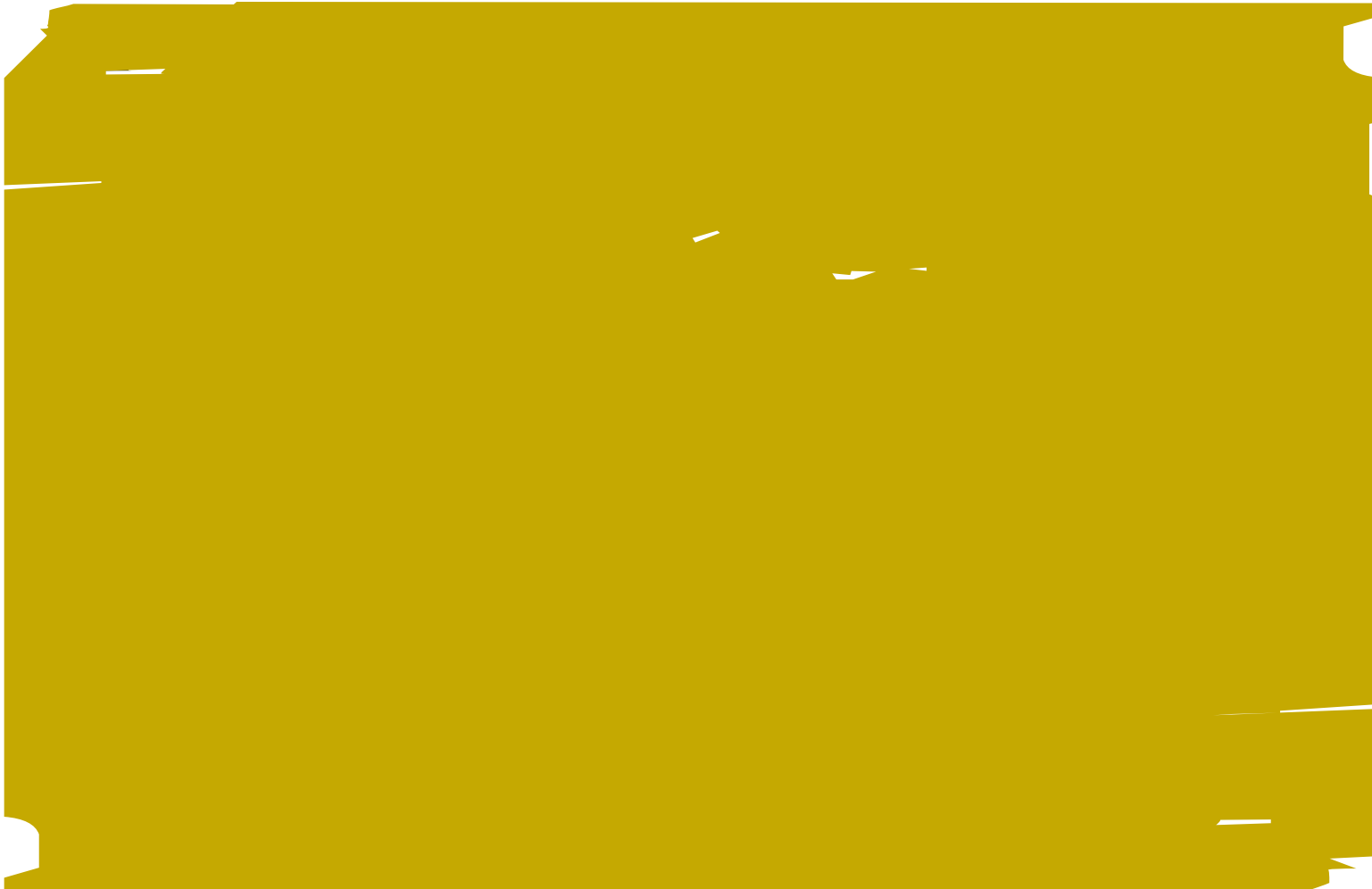
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