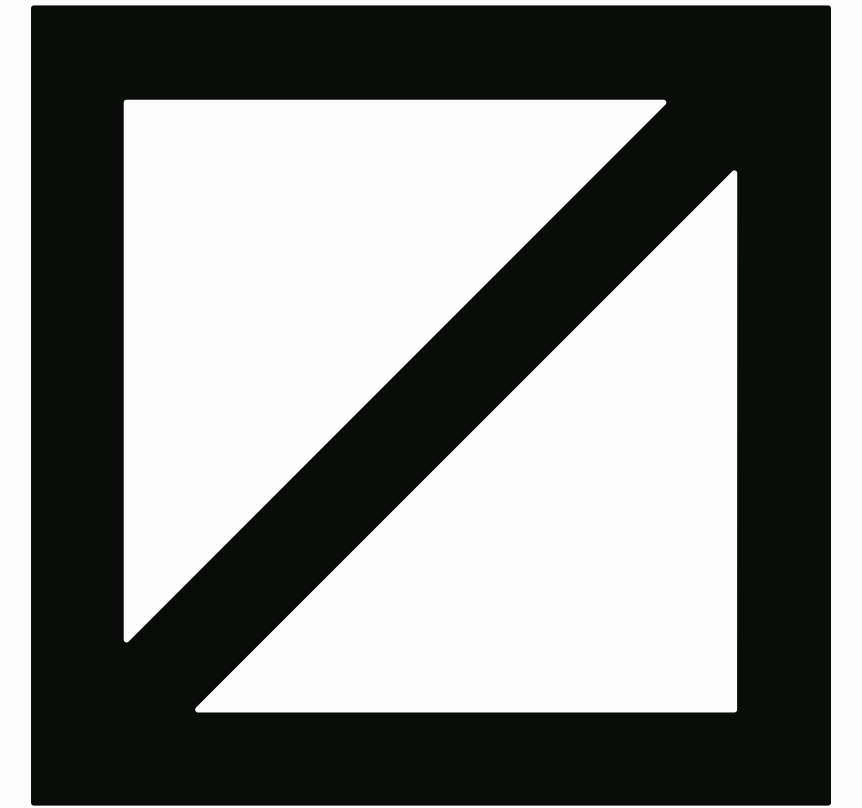
 **EVERGOODS**



BRAND IDENTITY
GUIDELINES

INTRODUCTION

WELCOME

Placeholder text for the introduction section, consisting of several lines of blurred text.



BRAND STRATEGY / POSITION

2.1

WHO WE ARE

EVERGOODS is a sustainable lifestyle brand focused on environmental design, thoughtful materials, and lasting performance.

Designed in Boulder, Colorado, we work closely with our manufacturing partners with a strong commitment to integrity, comfort, and timeless style.

Our designs are made to integrate seamlessly into life. They are versatile, durable, and reflect the earthy values of a modern tribe. We focus on quality, utility, and time, creating products for living that align to the demands of modern life.

From our beloved customers, we're committed to feedback and their input for updates.

We design for people who expect more and who recognize the difference.



WHY WE EXIST

EVERGOODS exists to provide the
most reliable, durable, and
functional gear for outdoor
adventure, exploration, and
work performance.

We create products that help
people explore, travel, and
work in the most demanding
environments. Our products are
designed to be reliable, durable,
and functional, with a focus on
quality, performance, and value.

Our goal is to provide the most
reliable, durable, and functional
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BRAND STORY

EVERGOODS was founded in 2015 by a group of designers who were passionate about creating a brand that was both functional and stylish. The brand's mission is to provide high-quality, durable, and affordable outdoor gear for everyone who loves the outdoors.

Our commitment to sustainability is at the heart of everything we do. We use only the highest quality materials and employ ethical manufacturing practices. We also strive to minimize our carbon footprint and reduce waste throughout our production process.

Every product is meticulously tested to ensure it meets our rigorous standards for performance and durability. We believe in the power of innovation and are constantly looking for ways to improve our products and our brand.

With over 10 years of experience, we have built a loyal following of customers who trust us to provide them with the best outdoor gear available. We are proud to be a part of their outdoor adventures.



MISSION STATEMENT

EVERGOODS is a lifestyle brand that
focuses on creating a sense of
community and belonging. We
are committed to providing our
customers with the highest quality
products and services. Our mission
is to create a sense of community
and belonging. We are committed
to providing our customers with the
highest quality products and services.



BRAND		
2.5 BRAND VALUES	DESIGN	Design is an important part of what makes a brand successful. It's the visual identity that makes a brand memorable. Design is also a powerful tool for communication. It can help a brand tell its story and connect with its audience. Design is also a way to differentiate a brand from its competitors. It can help a brand stand out and be remembered. Design is also a way to create a sense of community and belonging. It can help a brand build a loyal following.
At Evergoods, design is an integral part of our business. We believe that design is a powerful tool for communication and differentiation. It's a way to tell our story and connect with our audience. It's also a way to create a sense of community and belonging. We believe that design is a powerful tool for communication and differentiation. It's a way to tell our story and connect with our audience. It's also a way to create a sense of community and belonging. We believe that design is a powerful tool for communication and differentiation. It's a way to tell our story and connect with our audience. It's also a way to create a sense of community and belonging. We believe that design is a powerful tool for communication and differentiation. It's a way to tell our story and connect with our audience. It's also a way to create a sense of community and belonging. We believe that design is a powerful tool for communication and differentiation. It's a way to tell our story and connect with our audience. It's also a way to create a sense of community and belonging. We believe that design is a powerful tool for communication and differentiation. It's a way to tell our story and connect with our audience. It's also a way to create a sense of community and belonging.	FEEL	Design is an important part of what makes a brand successful. It's the visual identity that makes a brand memorable. Design is also a powerful tool for communication. It can help a brand tell its story and connect with its audience. Design is also a way to differentiate a brand from its competitors. It can help a brand stand out and be remembered. Design is also a way to create a sense of community and belonging. It can help a brand build a loyal following.
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BRAND POSITIONING

EVERGOODS is a brand that represents a lifestyle of adventure, exploration, and discovery. It is a brand that is built on the foundation of quality, durability, and functionality. The brand is positioned as a premium, high-end outdoor gear brand that is designed to meet the needs of the most demanding outdoor enthusiasts. The brand is built on the foundation of quality, durability, and functionality. The brand is positioned as a premium, high-end outdoor gear brand that is designed to meet the needs of the most demanding outdoor enthusiasts.

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BRAND
LANGUAGE

CONSUMER BRANDS WITH A STRONG AND
DISTINCTIVE BRAND IDENTITY ARE
ABLE TO ATTRACT AND RETAIN
LOYAL CUSTOMERS. A BRAND'S
IDENTITY IS THE SET OF ELEMENTS
THAT DEFINE IT AND MAKE IT
DIFFERENTIATE IT FROM OTHER
BRANDS. A BRAND'S IDENTITY
IS THE SET OF ELEMENTS THAT
DEFINE IT AND MAKE IT
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BRANDS.



2.8

CORE CONSUMER



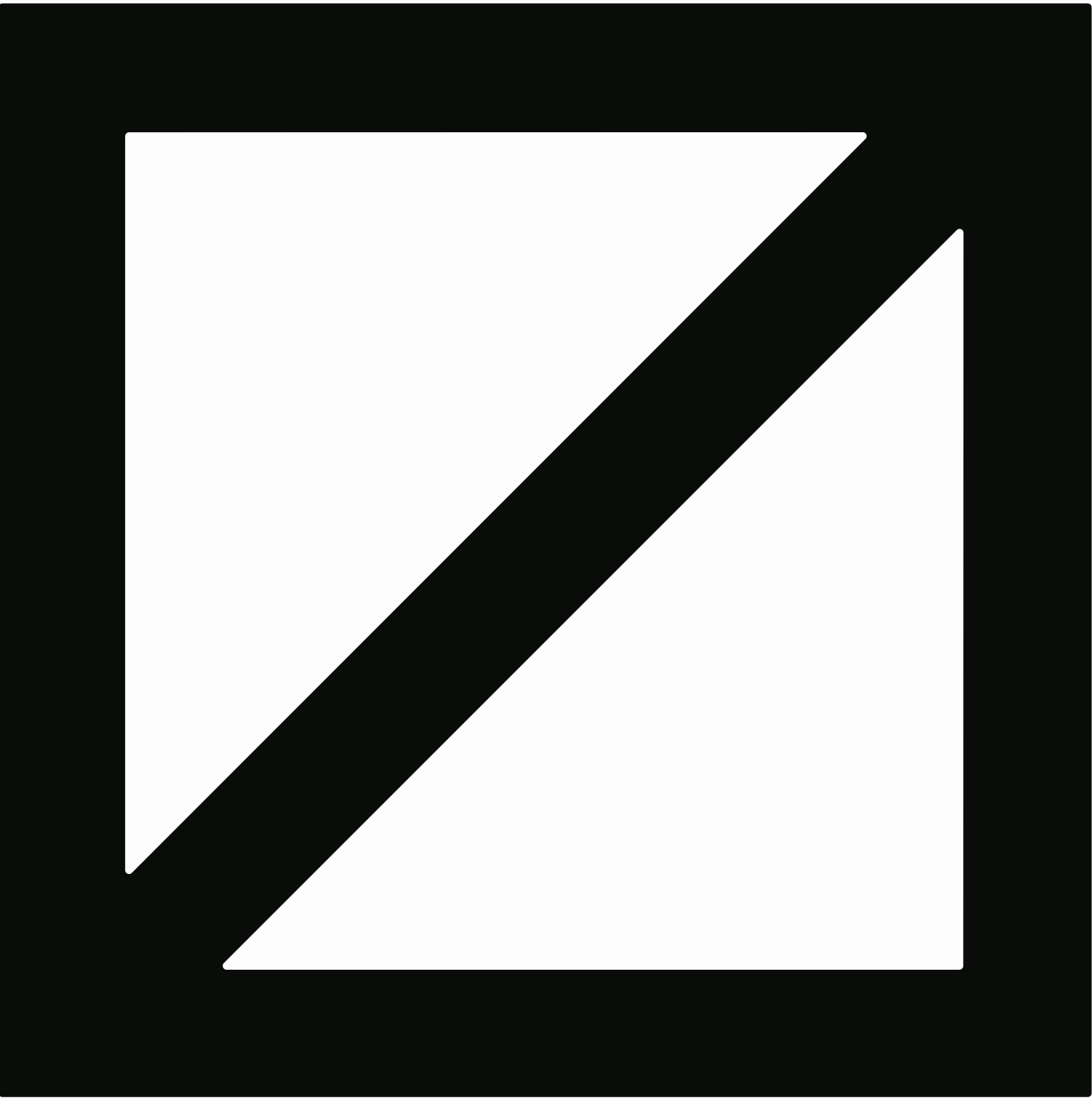
3.0

LOGO

BRAND SYMBOL

The EVERGOODS logo features a stylized, minimalist design that combines the letters 'E' and 'G' into a single, cohesive symbol. The design is clean and modern, reflecting the brand's commitment to quality and innovation.

Below this is a series of paragraphs, all of which are blurred and illegible.



LOGO CLEARANCE

Logo Width
The logo width should be 10% of the page width. The width of the logo should be 10% of the page width. The width of the logo should be 10% of the page width.

Logo Height
The logo height should be 10% of the page height. The height of the logo should be 10% of the page height. The height of the logo should be 10% of the page height.

Logo Spacing
The logo should be centered horizontally and vertically on the page. The logo should be centered horizontally and vertically on the page. The logo should be centered horizontally and vertically on the page.

Logo Color
The logo should be black. The logo should be black. The logo should be black.

Logo Font
The logo should be in a sans-serif font. The logo should be in a sans-serif font. The logo should be in a sans-serif font.

Logo Size
The logo should be 100px wide and 100px high. The logo should be 100px wide and 100px high. The logo should be 100px wide and 100px high.

Logo Placement
The logo should be placed in the top left corner of the page. The logo should be placed in the top left corner of the page. The logo should be placed in the top left corner of the page.



PADDING HEIGHT
LOGO HEIGHT x 1.5
17px x 1.5 = 25.5px

LOGO HEIGHT
17px

PADDING HEIGHT
LOGO HEIGHT x 1.5
17px x 1.5 = 25.5px

WIDTH
FRAME WIDTH · 0.3
(500px) · 0.3 = 150px

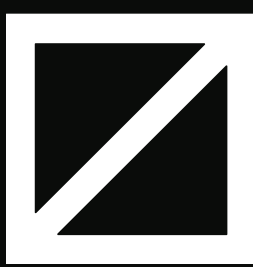


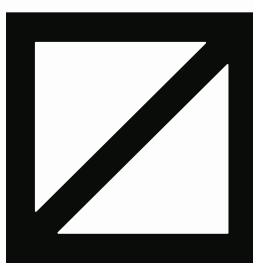
LOGO COLOR
USAGE

The primary version of the Evergoods logo is black and white, maintaining clarity, visibility, and consistent branding. The secondary, the colored, combination is high performance, for the consistent branding between retail and online environments.

The black and white version maintains the brand's consistent and consistent branding, allowing the consistent branding in various applications.

When using the logo in high performance, the black and white version should be used for consistent branding. A consistent white color should be used when necessary, while maintaining brand clarity.

 EVERGOODS

 EVERGOODS

LOGO DON'T

Respecting the integrity of our logo is crucial. Any alteration, including color changes, is strictly prohibited.

Do not alter the logo to reflect the age of the brand.

Do not use the logo in a distorted or skewed manner.

Do not alter the logo by adding shadows or other effects.

Do not tilt or rotate the logo.



Do not alter or use external colors



Do not add a stroke



Do not change the position / arrangement



Do not apply a gradient



Do not use any drop shadows or other effects



Do not use a different font



Do not distort or skew



Do not tilt or rotate

LOGO

3.4

LOGO

CO-BRAND

When combining with other brands, it is important to maintain the integrity of the logo.

Always use the logo and the company name in combination with other brands, and ensure it is the most visible one to avoid brand dilution.

Do not place other company logos or other marks overlapping the Evergoods brand.



TYPOGRAPHY

4.1
OVERVIEW



Urbanist

Thin

Extra Light

Light

Regular

Medium

Semi Bold

Bold

Extra Bold

Black

HIERARCHY

To ensure consistency and clarity, use the following hierarchy and font weights whenever writing or designing text.

This applies to all corporate communications, including internal reports and digital content.

A structured hierarchy establishes visual order, guiding the reader's eye and ensuring key messages stand out clearly and easily to recognize.

Lorem ipsum dolor sit
 amet, consectetur

Lorem ipsum dolor sit
 amet, consectetur

Lorem ipsum dolor sit
 amet, consectetur

_____ **Aa**
 -70%
 _____ **Aa**
 -80%
 _____ **a**

TYPOGRAPHY
DON'T

Do not use all lower case.

Do not use adjust the tracking.

Do not use add a stroke.

Do not use alternate colors.

Do not use a drop shadow.

Do not use italicize.

Do not mix font types.

lorem ipsum dolor sit
amet, consectetur.

Do not use
all lower
case.

Lorem ipsum dolor sit
amet, consectetur.

Do not use
adjust the
tracking.

**Lorem ipsum dolor sit
amet, consectetur.**

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add a
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**Lorem ipsum dolor sit
amet, consectetur.**

Do not use
alternate
colors.

Lorem ipsum dolor sit
amet, consectetur.

Do not use
a drop
shadow.

Lorem **ipsum** dolor sit
AMET, consectetur.

Do not mix
font types.

*Lorem ipsum dolor sit
amet, consectetur.*

Do not use
italicize.

5.0

COLOR

5.3

PRIMARY
COLORS



BLACK
#0A0D0B

WHITE
#FEFEFE