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Introduction

Welcome to Dhiman Outdoors, where adventure meets innovation! Established with a vision to redefine outdoor experiences, Dhiman Outdoors is committed to providing unparalleled products and services that inspire individuals to explore the great outdoors.

As we embark on this journey, our sights are set on a future filled with boundless possibilities. Guided by our passion for adventure and a drive for excellence, we aim to become a leading name in the outdoor industry, known not only for our exceptional products but also for our dedication to customer satisfaction and environmental stewardship.

In the coming years, we envision Dhiman Outdoors expanding its product line to encompass a diverse range of outdoor gear and accessories, tailored to meet the evolving needs of outdoor enthusiasts worldwide. Through continuous innovation and meticulous attention to detail, we strive to develop cutting-edge solutions that enhance the outdoor experience and inspire a sense of wonder and exploration.

Moreover, sustainability lies at the core of our ethos. As we grow, we remain committed to minimizing our environmental footprint and promoting responsible practices throughout our operations. From sourcing eco-friendly materials to implementing energy-efficient processes, we are dedicated to preserving the natural beauty of our planet for genera-

Brand Archetype



Dhiman Outdoors embodies the archetype of The Explorer. As adventurers at heart, we are driven by the relentless pursuit of discovery and the thrill of exploration. Just like the intrepid explorers who charted uncharted territories and pushed the boundaries of human potential, we seek to inspire individuals to embark on their own journey of self-discovery and outdoor exploration.

With a spirit of curiosity and a thirst for adventure, we encourage our customers to step outside their comfort zones and embrace the unknown. Whether it's conquering a towering peak, navigating rugged terrain, or simply immersing oneself in the tranquility of nature, Dhiman Outdoors empowers individuals to unleash their inner explorer and forge unforgettable memories in the great outdoors.

2 Logo

DHIMAN OUTDOORS

In the heart of our brand, the Dhiman Outdoors logo stands tall, A symbol of adventure, resilience, and the call of the wild's call. With each curve and line, it speaks of journeys yet to unfold, Guiding explorers through nature's embrace, fearless and bold.

Logo Versions





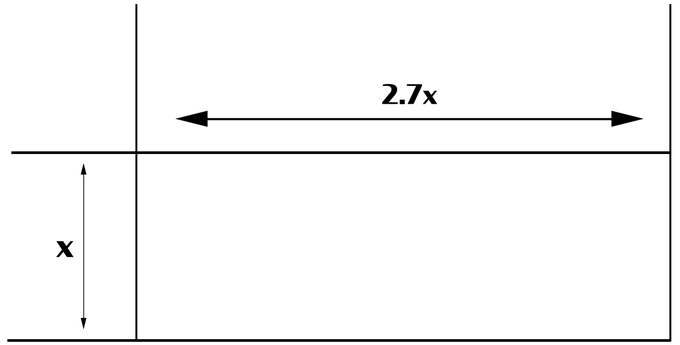
Primary Logo: Our flagship representation, meticulously crafted to embody the essence of Dhiman Outdoors. This version serves as the cornerstone of our brand identity, instantly recognizable and synonymous with quality, adventure, and innovation.

Secondary Logo: Simplified yet striking, the monochrome version of our logo maintains clarity and legibility across various mediums and backgrounds. Ideal for applications where color may be limited or to evoke a sense of timeless sophistication.

3 Guidelines

Logo Proportions

In the symphony of design, the proportions of the Dhiman Outdoors logo dance with harmony and purpose. Crafted with meticulous attention to detail, each element is carefully balanced to evoke a sense of balance, stability, and visual appeal.



Clear Space



The proportions of our logo are not merely arbitrary; they are a reflection of our commitment to excellence and precision. Every line, curve, and space is thoughtfully considered, ensuring that the logo maintains its integrity and impact across various scales and applications.

Minimun Size



As guardians of our brand identity, we recognize the importance of proportion in conveying professionalism, reliability, and trustworthiness. Whether emblazoned on packaging, signage, or digital platforms, the Dhiman Outdoors logo stands tall and proud, a beacon of quality and authenticity in a crowded marketplace.



Do not distort or alter the proportions of the logo



Do not add contours to the logo



Do not add a drop shadow to the logo



Do not make the logo bolder



Do not change any elements respective to each other

Logo Misuse

At Dhiman Outdoors, we take great pride in our brand identity, including our logo, as it represents our values, products, and commitment to excellence. To ensure the integrity and consistency of our brand, it's essential to prevent any misuse or alteration of our logo. Here are guidelines to safeguard against logo misuse:

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Color

Color Pallete

At Dhiman Outdoors, color is more than just a visual element; it's a reflection of our brand personality, values, and the vibrant spirit of adventure that defines us. Our carefully curated color palette embodies the essence of the great outdoors, evoking feelings of excitement, serenity, and exploration.



#99bc85

#d0e7d2

#b0d9b1

#79ac78

#618265

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Typography

Typography is the silent storyteller of the Dhiman Outdoors brand, weaving together words and emotions to create a narrative that resonates with our audience. As guardians of the outdoor spirit, we understand the power of typography to evoke a sense of adventure, authenticity, and connection with nature.



Primary font
Condor

Aa

FIRA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
avcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Secondary font
Condor

Aa

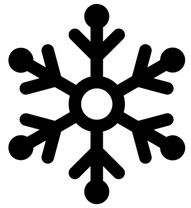
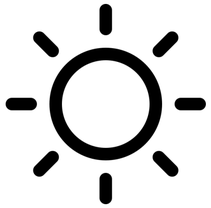
FIRA EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
avcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

6 Icons



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Weather			
Activity			
Duration			

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Logo Usage

DHIMAN Outdoors iconography is used for informative purposes on our apparels and products to give wanderers an instant recognition of the feature of the product. Please follow the icon style above and limit usage to one colour only for legibility.






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