



European Outdoor Group™

2025

Brand Guidance

# European Outdoor Group 2025

**The EOG is the voice and collaboration platform for the European outdoor sector.**

## **Vision:**

We are the voice of the European outdoor sector: Our vision is to do global, profitable business in a way that gives back more than we take – from nature and people.

## **Mission:**

Doing Business Right. We undertake market leading research, organise and support trade shows and industry events, sustainability and social responsibility initiatives, work to support conservation and encourage and enable European citizens to get active outdoors and, last but not least, we represent our sector to the European Commission, NGO's and other stakeholders.

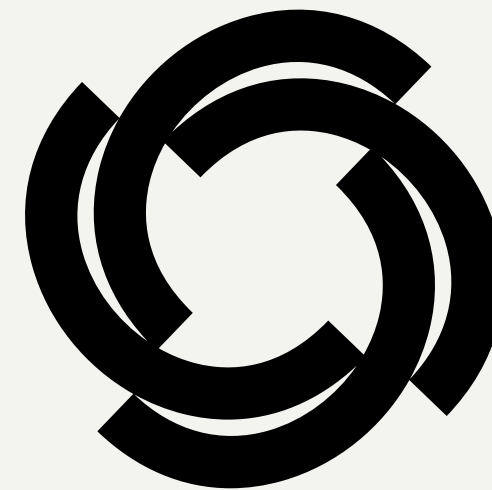
# EOG Branding

# Logo.

The mark is built from four interlocking, intersecting forms representing the EOG, the outdoor industry, the environment, and the outdoor community. Together they create a circle, the simplest and strongest symbol of unity, resilience and shared strength.

This is a clear expression of “stronger than the sum of our parts.” It shows EOG in equal partnership with its stakeholders. The organisation does not exist in isolation, its role and its strength come from these elements being locked together.

The geometry has movement built in; the four parts are now tightly interlocking, creating one continuous, unified shape with no beginning or end, which signals adaptability and progress. This is not a static badge but a system that reflects how EOG works: business, people and nature interwoven into something balanced, durable and collective.



**European  
Outdoor  
Group™**

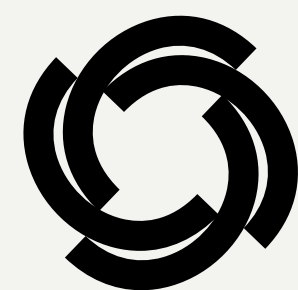
Logo.



Logo.



Lockup.



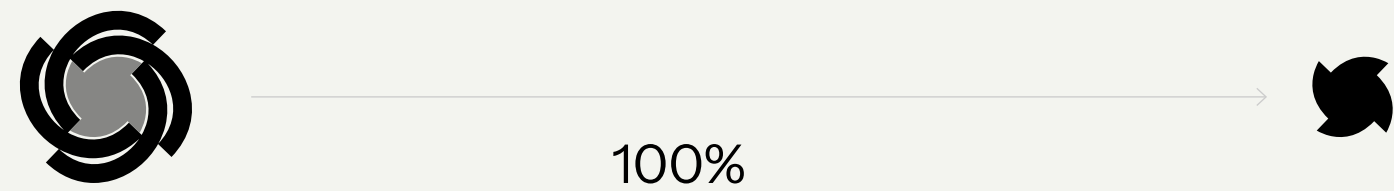
**European Outdoor Group<sup>TM</sup>**

Together we accomplish more.

Logo Colours.



Whitespace.



Minimum sizes.

Mark



WxH: 40 pixels

Lock-up



Width: 200 pixels



When to use.

Logo



Use this logo when horizontal space is limited, or the brand needs to sit alongside other brands.

Lock-up



If space allows, create structure in layouts using the horizontal lock-up.

Sub-brands.



HEX #C2CC00  
RGB 194, 204, 0  
CMYK 32, 4, 99, 0



HEX #676928  
RGB 103, 105, 40  
CMYK 57, 40, 95, 32



HEX #5986A5  
RGB 89, 134, 165  
CMYK 68, 37, 22, 6



HEX #243644  
RGB 36, 54, 68  
CMYK 87, 66, 49, 52

Sub-brands.

Primary logos:



To be used only if needed:



Sub-brands.



**State of Trade  
Report**



**State of Trade  
Report**



**Single Use  
Plastics Project**



**Single Use  
Plastics Project**



**Impact Accelerator  
Fund**



**Impact Accelerator  
Fund**



**Sustainability Data  
Exchange Project**



**Sustainability Data  
Exchange Project**

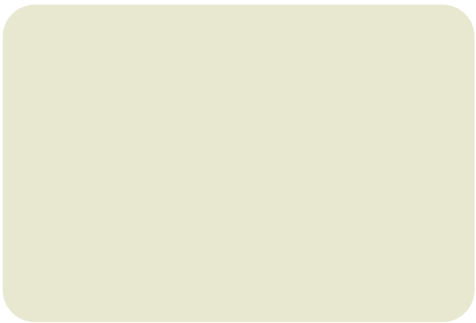


**Outdoor Market  
Intelligence Service**



**Outdoor Market  
Intelligence Service**

Colour Palette.



HEX    #E8E7D2  
RGB    232, 231, 210  
CMYK    11, 7, 21, 0



HEX    #A6A879  
RGB    166, 168, 121  
CMYK    39, 24, 57, 7



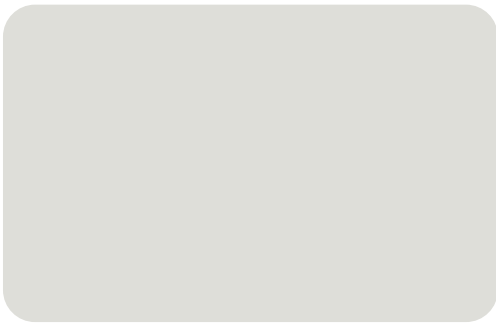
HEX    #09151C  
RGB    9, 21, 28  
CMYK    96, 77, 58, 81



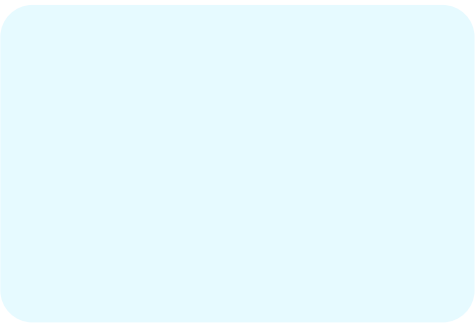
HEX    #243644  
RGB    36, 54, 68  
CMYK    87, 66, 49, 52



HEX    #6592E0  
RGB    101, 146, 224  
CMYK    64, 38, 0, 0



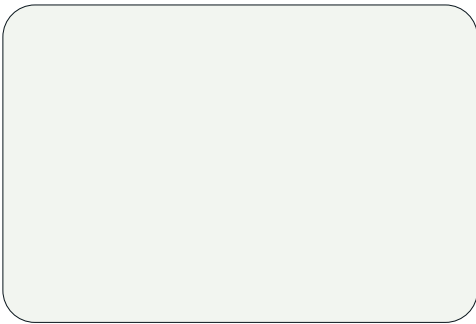
HEX    #DDDED8  
RGB    221, 222, 216  
CMYK    16, 10, 16, 0



HEX    #E5F9FF  
RGB    229, 249, 255  
CMYK    12, 0, 2, 0

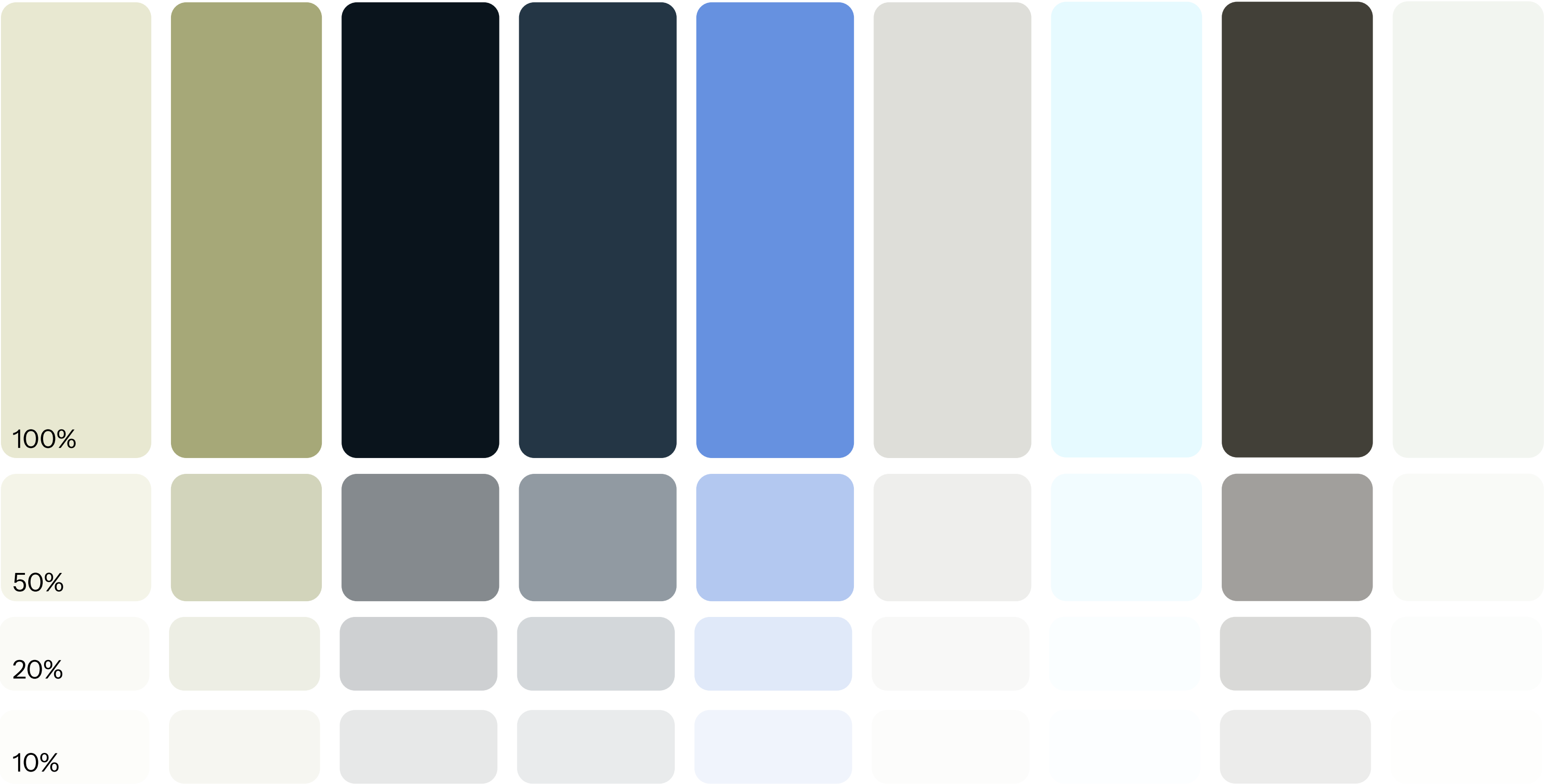


HEX    #423F39  
RGB    66, 63, 57  
CMYK    62, 55, 59, 60



HEX    #F3F4EF  
RGB    243, 244, 239  
CMYK    6, 3, 7, 0

Colour Palette.



Typography.

## Headers & Highlights

# Instrument Sans Bold

Instrument Sans is a variable sans-serif which balances an abundance of precision with subtle notes of playfulness.

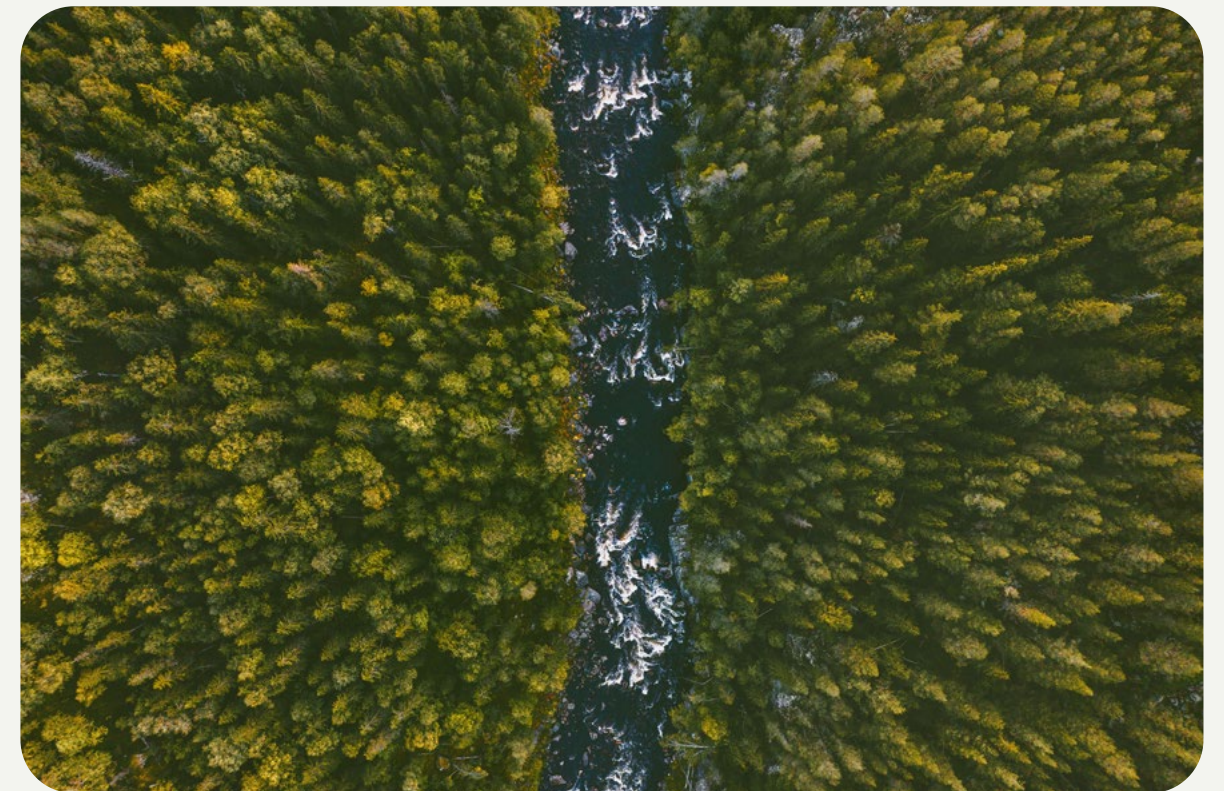
This font represents an orchestration of all of the best qualities in a sans-serif while featuring contemporary characteristics that make this typeface distinct.

## Body Copy

# Instrument Sans Regular

Instrument Sans was chosen to maintain an approachable and friendly perception of the EOG, while utilising the structure to maintain credibility and legibility of the corporate communications.

# Imagery.



Imagery should feature entirely natural landscapes, macro shots of nature and natural textures, as well as top down images of landscapes. People and structures should not be present.

The objective of the imagery is to venerate the calm and inspirational vistas that EOG brand users explore and wish to maintain as pristine.

# For more information:

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