

# BRAND GUIDELINES

Designed for Ember Cairn

Created by Nick Săvescu

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# WHAT WE STAND ON

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Why We Exist

Why It Matters

What We Believe

Where We're Headed

How We Speak

## WHY WE EXIST

Ember Cairn exists to build outdoor gear that earns its place in the wild.

We design for durability, repairability, and long term ownership, creating products that endure, age with use, and reduce the need for replacement.

We believe sustainability begins with restraint, responsibility, and building things that last.

Why We Exist

Why It Matters

What We Believe

Where We're Headed

How We Speak

## WHY IT MATTERS

Outdoor gear has become disposable. Designed for seasons. Replaced without thought. We take a different approach.

Every product we create is built to remain in service for years. This reduces waste, extends material life, and respects the environments our gear enters.

It matters because the wild does not need more products. It needs better ones.

# WHAT WE BELIEVE

## BUILT TO ENDURE

Outdoor gear has become disposable. Designed for seasons. Replaced without thought. We take a different approach.

## MOVE WITH PURPOSE

Exploration is not consumption. It is movement with care. Our products support presence over performance.

## RESPECT THE WILD

Nature is not a backdrop. It is a living system. Every material choice and design decision reflects that responsibility.

## KEEP IT IN SERVICE

What you carry into the wild should justify its existence. Built for repair and long term use, our products endure.

Why We Exist

Why It Matters

What We Believe

Where We're Headed

How We Speak

Why We Exist

Why It Matters

What We Believe

Where We're Headed

How We Speak

## WHERE WE'RE HEADED

We are building slowly and deliberately. Expanding only where it makes sense. Refining what we release. Improving what already exists.

Our growth will be deliberate, product by product, built on durability rather than volume, guided by responsibility and long term impact.

We are not here for seasons. We are here for decades.

# HOW WE SPEAK

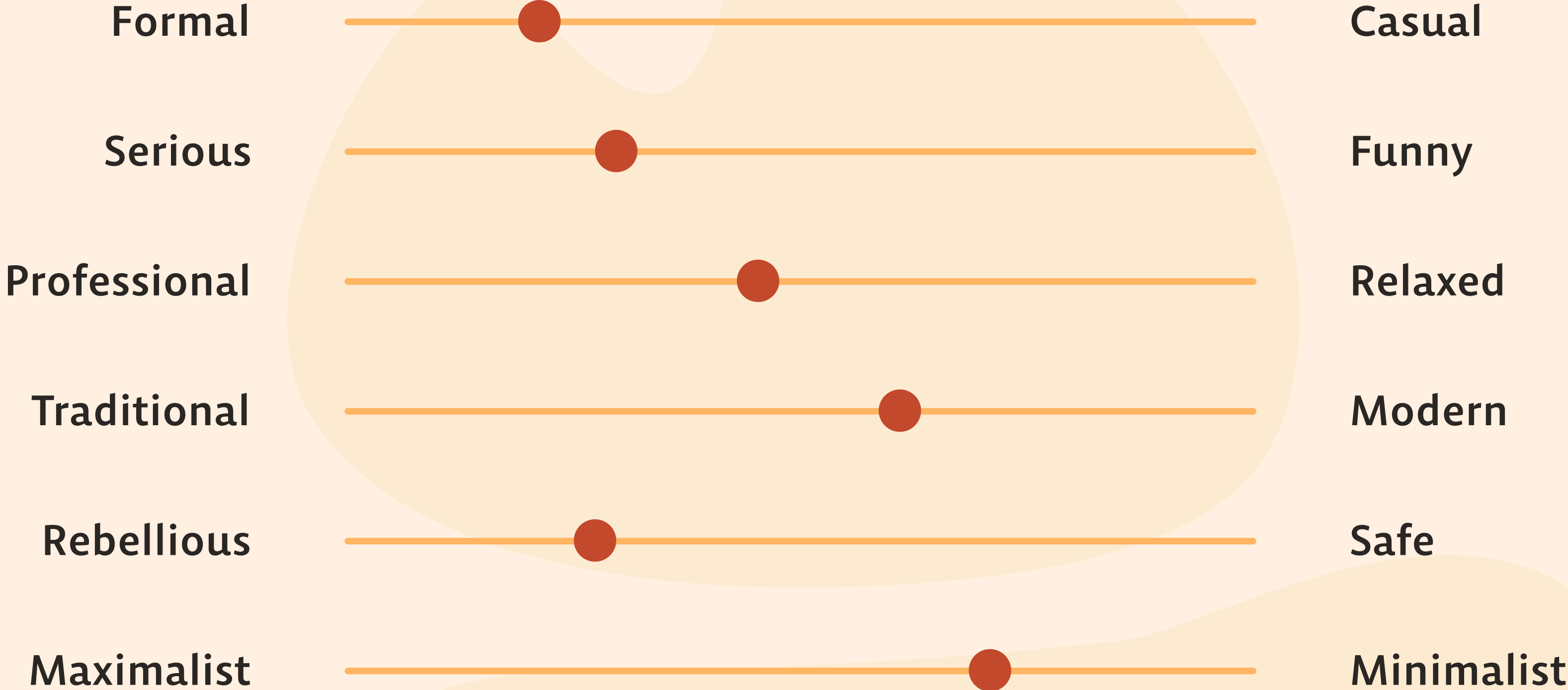
Why We Exist

Why It Matters

What We Believe

Where We're Headed

How We Speak



# LOGO GUIDELINES

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# PRIMARY LOGO DESIGN

The primary logo for Ember Cairn reflects the brand's commitment to endurance and responsible exploration. Inspired by stacked cairn stones used for guidance in the wild, the symbol represents balance, stability, and human presence within natural systems.

The bold, grounded typography reinforces durability, creating a confident, functional mark built to endure across real world applications.



**EMBER CAIRN**

Endure. Explore. Respect.



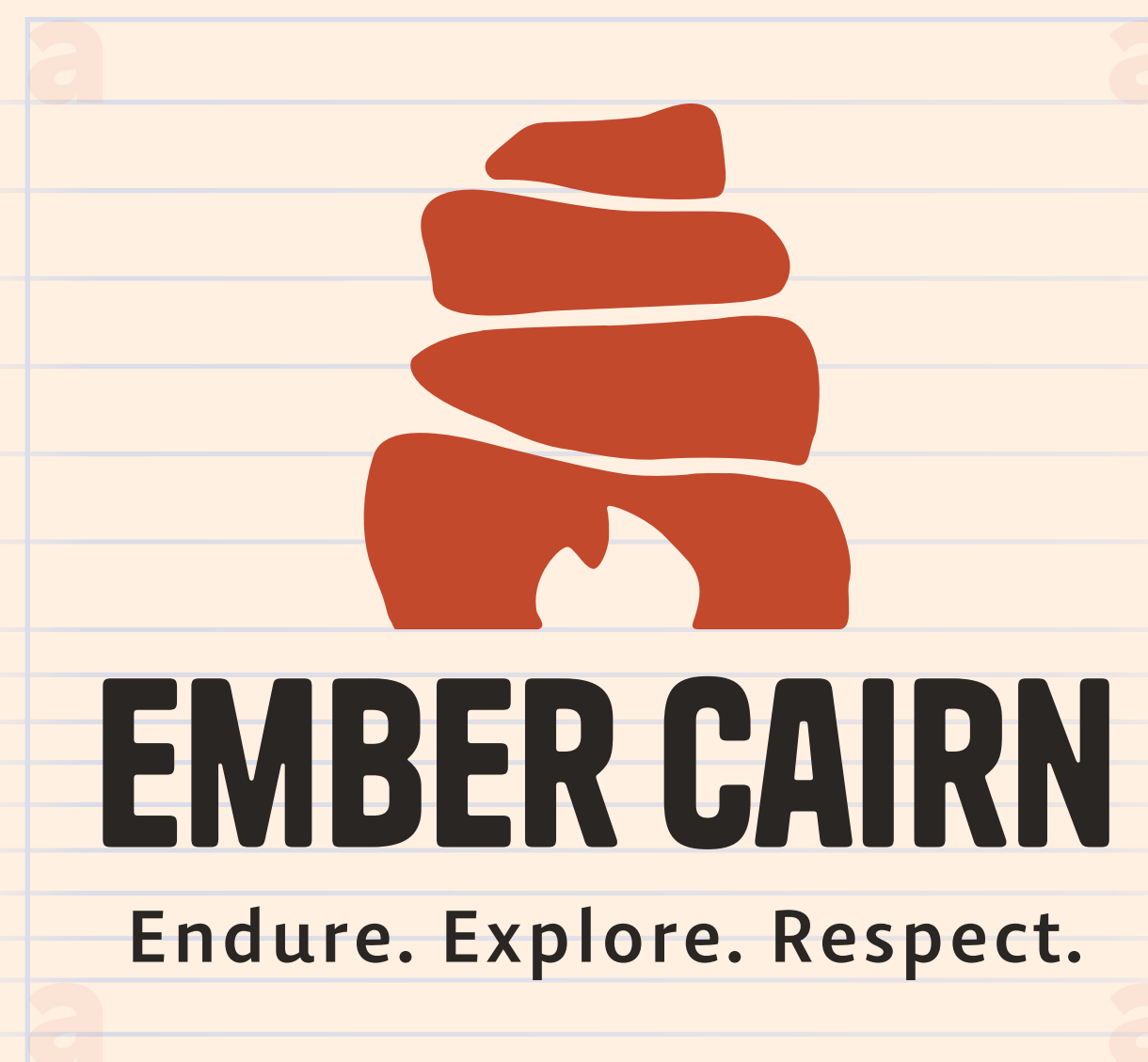
**EMBER CAIRN**

Endure. Explore. Respect.

# PRIMARY LOGO CLEARSPACE

A protected area must surround the Ember Cairn logo to preserve legibility and visual balance. This space is measured using the height of the tagline type and applies to all sides of the mark. No text or graphic elements may enter this boundary.

Minimum size: 48 mm in print and 180 px for digital use. The logo must always scale proportionally.



Minimum sizing:  
~48mm / 180 px



## SECONDARY LOGO DESIGN

The secondary logo adapts the primary mark into a horizontal configuration for space-sensitive applications. It maintains the same visual hierarchy while optimizing legibility in wider layouts.

This variation ensures flexibility across packaging, digital headers, and narrow-format placements while remaining consistent with the primary identity.



**EMBER CAIRN**

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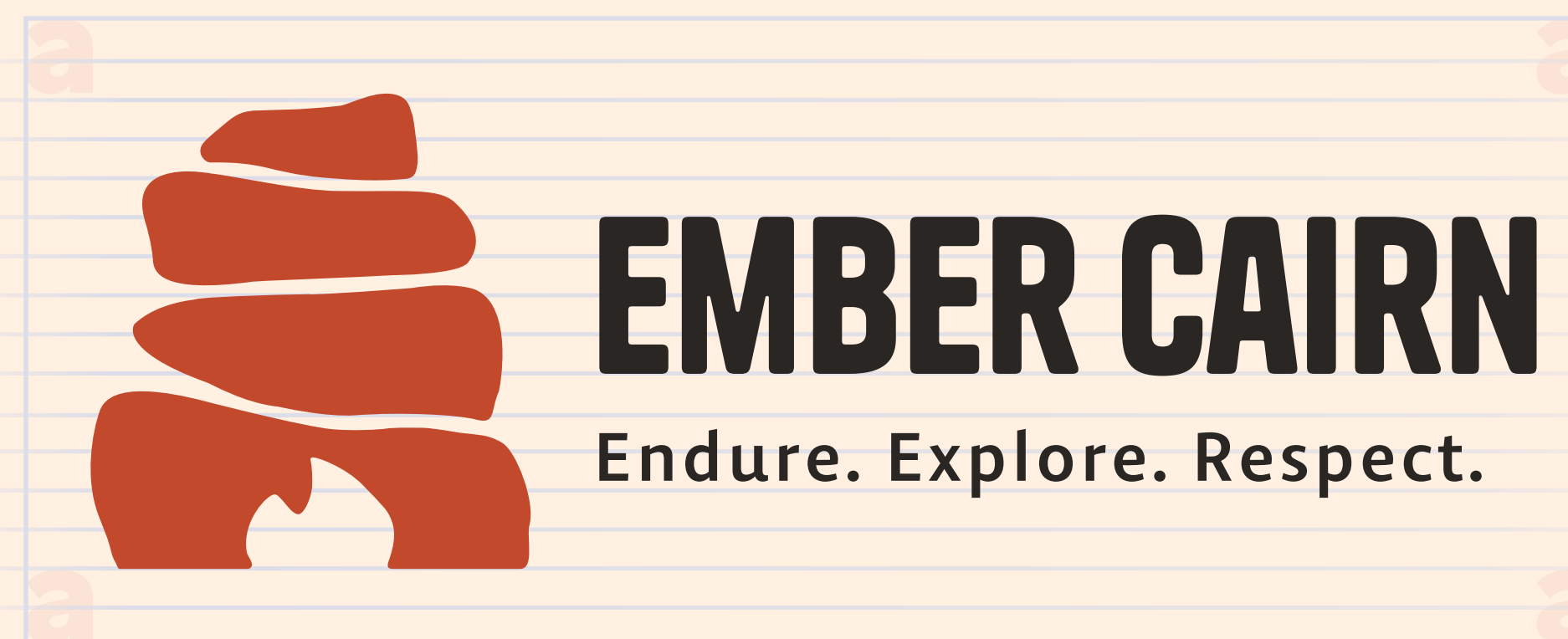
**EMBER CAIRN**

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# SECONDARY LOGO CLEARSPACE

The secondary logo requires clearspace equal to the height of the tagline type on all sides. This measured space protects legibility and preserves visual balance in horizontal applications.

Minimum size: 32 mm in print and 120 px for digital use. The logo must always scale proportionally.



Minimum sizing:  
~32mm / 120 px



# BRAND MARK LOGO DESIGN

The brand mark is derived directly from the primary cairn symbol. The top stone is paired with a grounded ember form, drawn from the flame silhouette in the full logo.

The flame is intentionally wide and grounded rather than tall or aggressive. It represents sustained heat, not spectacle. Endurance, not intensity.

Designed for small-scale and standalone applications.

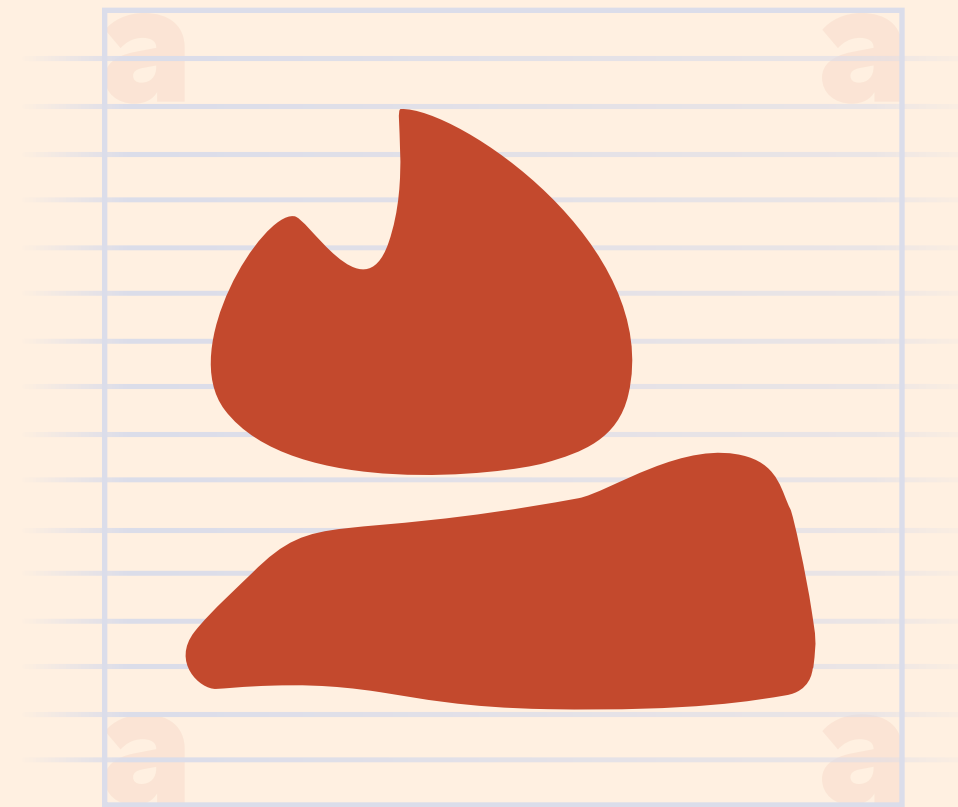


# BRAND MARK LOGO CLEARSPACE

The brand mark adheres to the same spacing system. A clearspace of 2x must be maintained on all sides to preserve clarity and visual integrity.

No text, imagery, or graphic elements may enter this area. The mark must always scale proportionally.

Minimum size: 20 mm (print) and 72 px (digital).



Minimum sizing:  
~20mm / 72 px



## **WORDMARK LOGO DESIGN**

The wordmark presents the Ember Cairn name in its most direct and typographic form. Built from the core type system, it emphasizes clarity, weight, and structural balance.

Used when symbol recognition is already established or when a clean, text-led application is required, the wordmark reinforces the brand's grounded and durable character.

**EMBER CAIRN**

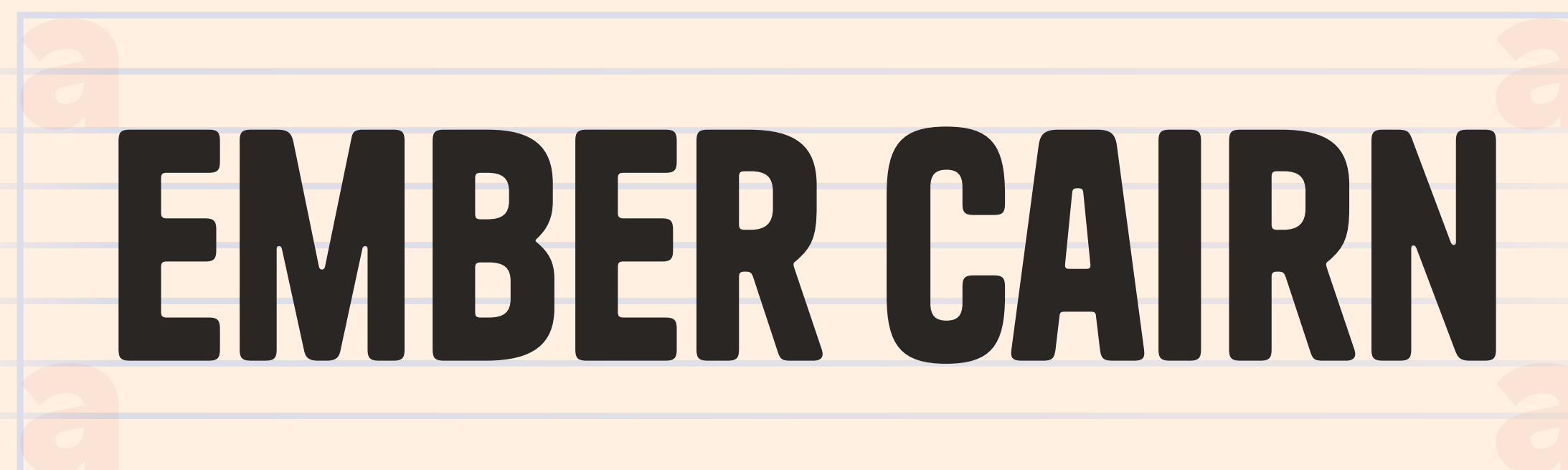
**EMBER CAIRN**

# WORDMARK LOGO CLEARSPACE

The wordmark follows a proportional spacing system. Its total height equals  $4x$ , with a required clearspace of  $2x$  on all sides.

This space ensures clarity and prevents visual interference.

Minimum size: 15 mm (print) and 56 px (digital). The wordmark must always scale proportionally.



Minimum sizing:  
~15mm / 56 px

**EMBER CAIRN**

# ALTERNATE LOGO DESIGN

The alternate logo is an EC monogram formed from stone-inspired segments derived from the primary identity. It condenses the brand into a bold, structural mark that reflects endurance and balance.

Used in compact or emblematic applications, it provides a distinctive graphic presence while remaining consistent with the core system.

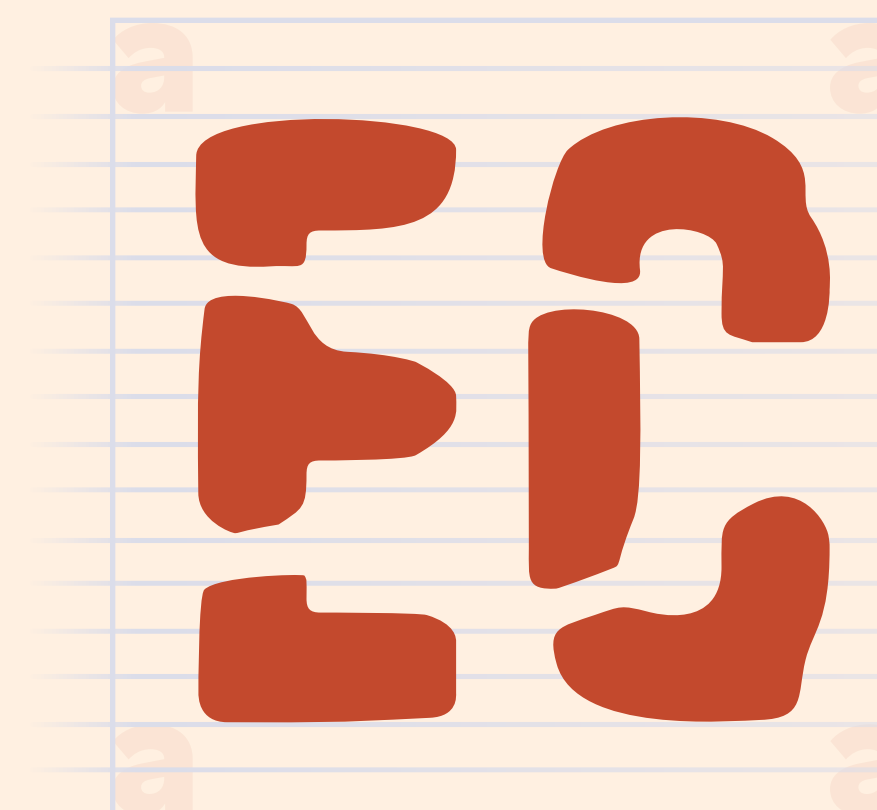


# ALTERNATE LOGO CLEARSPACE

The alternate EC monogram follows the same proportional spacing system as the core identity. A minimum clearspace of 2x must surround the mark on all sides.

This protected area preserves clarity, balance, and visual impact across applications. No text, imagery, or graphic elements may enter this space.

Minimum size: 20 mm (print) and 72 px (digital). The logo must always scale proportionally.



Minimum sizing:  
~20mm / 72 px



# LOGO SUITE



**EMBER CAIRN**

Endure. Explore. Respect.



# EMBER CAIRN



**EMBER CAIRN**

Endure. Explore. Respect.

# LOGO MISUSE

The Ember Cairn mark represents endurance and reliability.

Consistency strengthens recognition and trust.

Use the logo only as defined in these guidelines.

Improper use weakens the brand's clarity and impact.

Protect the mark. Preserve its strength.



# COLOR GUIDELINES

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# COLOR PALETTE

The Ember Cairn palette is rooted in nature and shaped by the outdoors.

Deep evergreen reflects forest and resilience.

Warm copper and sandy tones evoke firelight and earth.

Graphite and antique white provide balance and clarity.

Together, these colors create a grounded, durable, and recognizable identity across all applications.

## EVERGREEN

HEX #0E2A1F  
RGB 14, 42, 31  
HSB 156°, 67%, 16%  
CMYK 67%, 0%, 26%, 84%

## SANDY BROWN

HEX #FFB563  
RGB 255, 181, 99  
HSB 31°, 61%, 100%  
CMYK 0%, 29%, 61%, 0%

## EMBER CLAY

HEX #C4492D  
RGB 196, 73, 45  
HSB 11°, 77%, 77%  
CMYK 0%, 63%, 77%, 23%

## CHARCOAL

HEX #2B2723  
RGB 43, 39, 35  
HSB 30°, 19%, 17%  
CMYK 0%, 9%, 19%, 83%

## SAILCLOTH

HEX #FFF1E1  
RGB 255, 241, 225  
HSB 32°, 12%, 100%  
CMYK 0%, 5%, 12%, 0%

# COLOR USE

The Ember Cairn palette functions within a structured contrast system.

Approved combinations marked WCAG AA may be used for body text and interface elements. Combinations labeled Large Text Only must not be used for small or long-form content.

Decorative pairings are reserved for visual accents, merchandise, and non-essential applications.

Always verify contrast compliance before final production to maintain accessibility standards.

EMBER CAIRN WCAG AA  
EMBER CAIRN WCAG AA (Large Text Only)  
EMBER CAIRN WCAG AA (Large Text Only)

EMBER CAIRN WCAG AA  
EMBER CAIRN WCAG AA  
EMBER CAIRN Graphic Use Only  
EMBER CAIRN Graphic Use Only

EMBER CAIRN WCAG AA (Large Text Only)  
EMBER CAIRN WCAG AA (Large Text Only)  
EMBER CAIRN Graphic Use Only

EMBER CAIRN WCAG AA  
EMBER CAIRN WCAG AA (Large Text Only)  
EMBER CAIRN Large Text Only

EMBER CAIRN WCAG AA  
EMBER CAIRN WCAG AA (Large Text Only)

# EXTENDED COLOR SYSTEM

The extended system builds depth around the core palette.

These shades enable layered backgrounds, environmental surfaces, and flexible compositions while maintaining brand cohesion.

Primary colors remain dominant. Extended tones support structure and atmosphere.

Extended tones follow primary contrast rules. Use for surfaces and support elements only.

## EVERGREEN

HEX #0E2A1F  
RGB 14, 42, 31  
HSB 156°, 67%, 16%  
CMYK 67%, 0%, 26%, 84%

## FOREST EDGE

HEX #1F4D3A

## MOSSWOOD

HEX #2E6B50

## FERNBRUSH

HEX #4FA37A

## STONE FERN

HEX #89C2A8

## SANDY BROWN

HEX #FFB563  
RGB 255, 181, 99  
HSB 31°, 61%, 100%  
CMYK 0%, 29%, 61%, 0%

## TRAIL SAND

HEX #FFC885

## CANYON DUST

HEX #FFD9A6

## DUNE LIGHT

HEX #FFE6C4

## DESERT HAZE

HEX #FDEBD2

## EMBER CLAY

HEX #C4492D  
RGB 196, 73, 45  
HSB 11°, 77%, 77%  
CMYK 0%, 63%, 77%, 23%

## CAMP EMBER

HEX #D6644C

## CLAY RIDGE

HEX #E27F69

## CINDER FADE

HEX #EC9E8C

## WARM ASH

HEX #F5C1B4

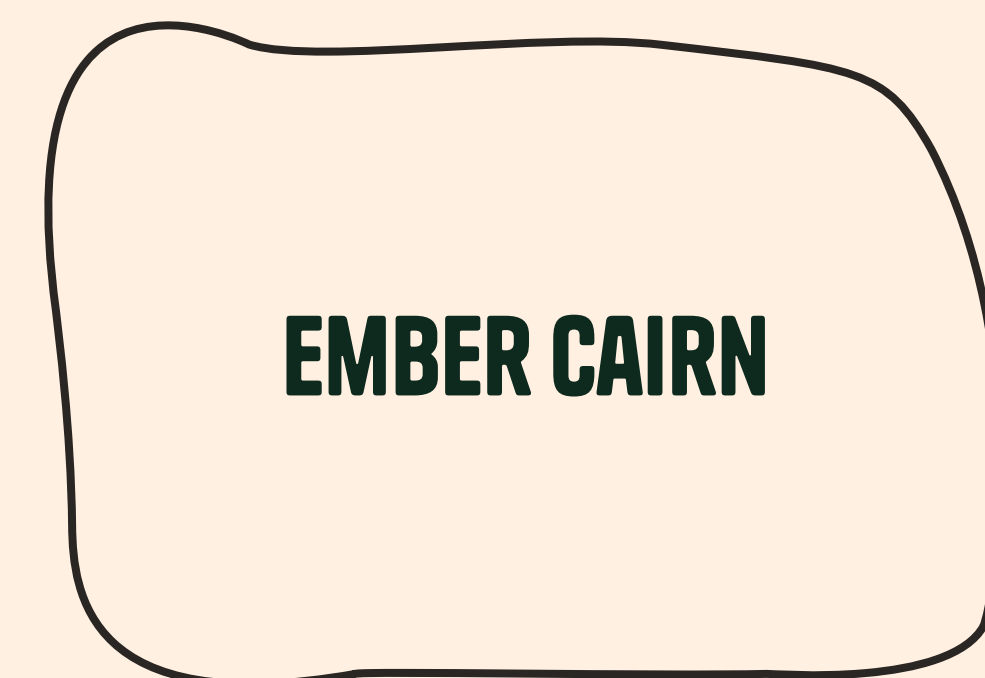
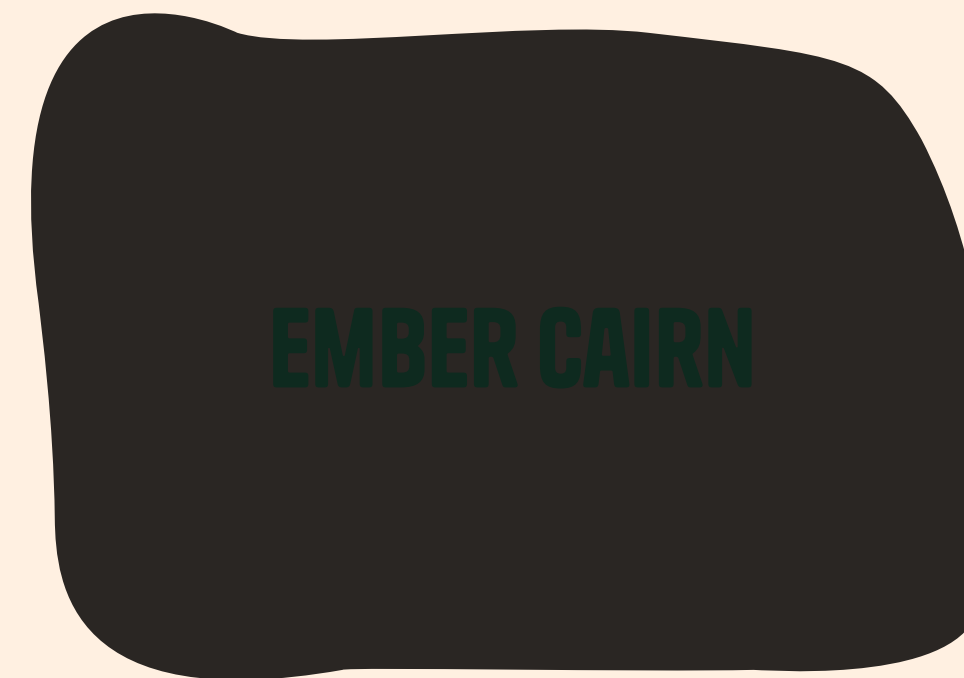
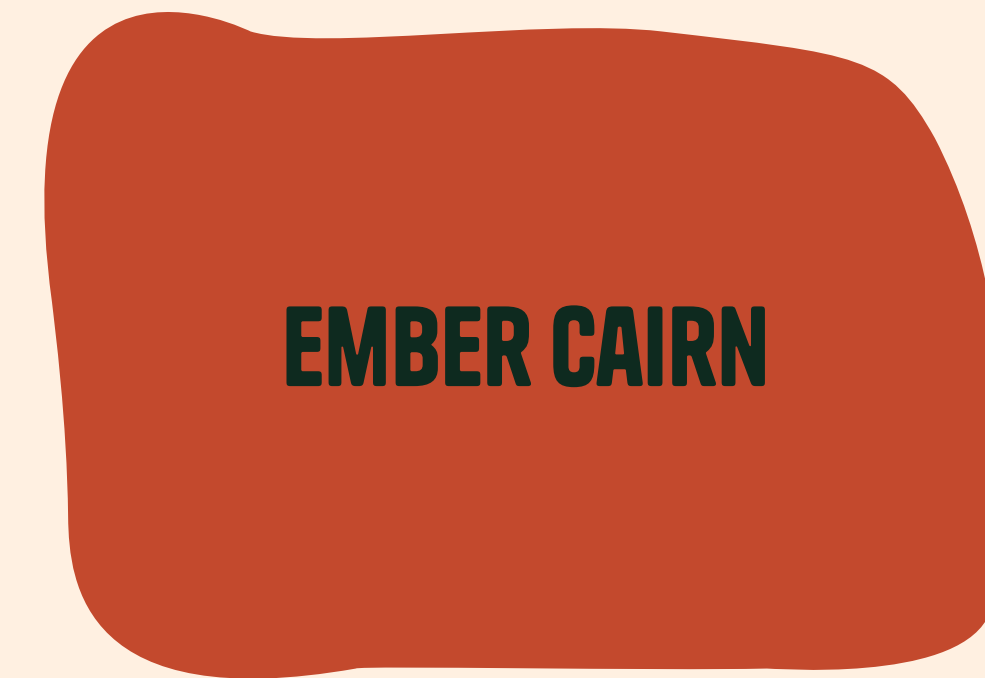
# COLOR MISUSE

Incorrect color combinations weaken clarity, hierarchy, and brand recognition.

Combinations that fail contrast requirements must never be used for text, UI elements, or informational graphics.

Unapproved color pairings, tonal collisions, or overuse of accent tones dilute the visual system and reduce brand impact.

Always follow approved contrast tiers and defined color roles to maintain consistency and accessibility.



# TYPOGRAPHY GUIDELINES

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# BRAND FONTS

Typography defines how the brand speaks.

Tanker delivers strength and presence in primary headlines. Its bold character anchors the visual identity.

Bespoke Sans provides clarity and structure across subheaders and body text.

Consistent weight, spacing, and hierarchy ensure readability across print, digital, and product applications.

## HEADER

Font Name: Tanker  
Style: Regular  
Kerning: 0%  
Tracking: 0%  
Line Height: 110%

## Subheader

Font Name: Bespoke Sans  
Style: Bold  
Kerning: 0%  
Tracking: 0%  
Line Height: 125%

## Body

Font Name: Bespoke Sans  
Style: Regular  
Kerning: 0%  
Tracking: 0%  
Line Height: 125%-150%

# TYPOGRAPHY USE & MISUSE

Typography defines structure and rhythm across the brand.

Clear hierarchy ensures content is easy to scan and understand.

Maintain approved weights, spacing, and tracking to preserve consistency and readability across all applications.

Correct use strengthens clarity. Misuse weakens impact.

## HEADLINE

### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CORRECT HIERARCHY, LEADING AND TRACKING

## HEADLINE

### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

INCORRECT HIERARCHY

## HEADLINE

### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TRACKING AND LEADING TOO TIGHT

## HEADLINE

### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TRACKING AND LEADING TOO WIDE

# SUPPORTING ELEMENTS

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# BRAND ICONS

The icon system supports the brand with simple visual symbols inspired by outdoor exploration and camp life.

Icons can appear in monochrome or in approved brand colors depending on the application.

Maintain consistent proportions and spacing when scaling or placing icons across layouts, packaging, and digital environments.



# BRAND PATTERN

The brand pattern is created from the Ember Cairn icon system, combining outdoor symbols into a cohesive visual texture.

It adds depth and character while reinforcing the brand's connection to exploration, camp life, and nature.

The pattern can be used across packaging, apparel, and digital environments as a supporting brand element.



# BRAND APPLICATIONS

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You have reached the end.

# BRAND GUIDELINES

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