



Boulder Forest.

The visual and verbal identity of BoulderForest.
How it looks, how it speaks, and how to keep it consistent.

BRAND GUIDELINES

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BRAND STORY

Our *roots.*

Bouldering is meditation in motion. The sport in its purest form — no rope, no harness, just you and the stone. A rare kind of stillness in the middle of physical effort, the moment where everything else falls away and only the wall remains.

BRAND STORY

Built by climbers, *for everyone.*

BoulderForest was founded by a group of climbers who wanted to give Luxembourg a bouldering gym that takes itself seriously. Not just walls and mats. A place designed with care.

The gym is open to everyone. Beginners, families, competition climbers. Saturday morning kids and the Tuesday night regulars.

Timber, natural light, greenery. The space is designed to feel like somewhere you want to be. The brand follows the same principle.

„Nature and sport, brought together in one visual language. Warm but not soft. Organic but structured.“

This document defines how that language is applied. On walls, on screens, on clothing, on signage. Use it as a reference, not a cage.

What drives *the brand.*

Four values shape every decision at BoulderForest. They apply to route-setting, to design, and to how we talk to people.

Nature

Climbing started outside. On rock, in forests, under open sky. BoulderForest brings that origin indoors through materials, colours, and atmosphere.

Community

BoulderForest is for everyone. Five-year-olds. First-timers. Seasoned crushers. No gatekeeping, no hierarchy. You walk in, you belong.

Craft

Route-setting is done by hand. So is the branding. When someone cares about the details, you notice. On the wall. On the sign. In the space.

Growth

Every boulder problem is a small project. You try, you fail, you figure it out. That process is what BoulderForest is built around.

LOGO

The
brandmark.

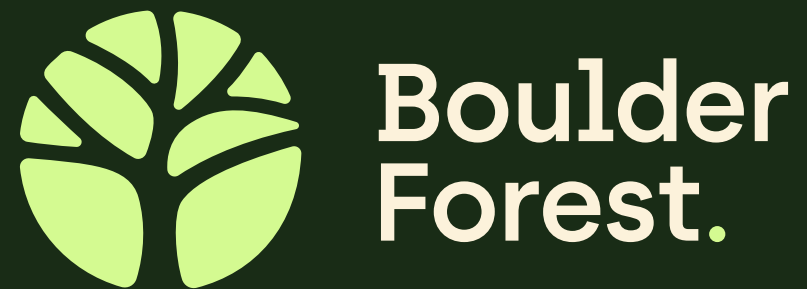


**Boulder
Forest.**

LOGO

The *brandmark.*

The BoulderForest mark combines three elements in one form: a globe, climbing holds, and a tree. The meaning unfolds on second look.



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Symbol + Wordmark

Symbol and wordmark appear together by default. Separating them requires a defined use case. Do not improvise.

Symbol Standalone

The symbol may appear alone where context is clear: favicons, app icons, embroidered merchandise, and in-gym signage.

Three elements *one mark.*



Globe

The circle represents the world. Openness, community, and the global nature of climbing.

Holds

The shapes within the mark are climbing holds. The core element of the sport, embedded in the symbol. Climbers recognise them immediately.

Tree

Between the holds, a tree emerges. Roots, branches, canopy. It represents nature, growth, and the outdoor origin of the sport.

Logo

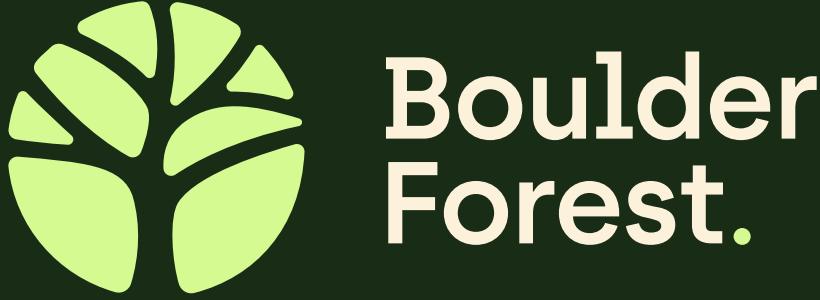
All three elements unified in a single symbol. Recognisable at first glance, meaningful at second.



HORIZONTAL LOCKUP



STACKED LOCKUP



MAIN LOGO



LOGOMARK

The four approved configurations of the BoulderForest logo, shown in the standard colourway.
No other arrangements or constructions are permitted.

LOGO USAGE

Logo *variants.*

The logo is approved for use on the following brand colours in the combinations shown. Do not create additional combinations.



Clear *space.*

Clear Space

Maintain clear space equal to half the symbol height on all sides. No text, graphics, or edges within this zone.



Minimum size: 32px symbol / 120px full logo [digital] — 12mm symbol / 40mm full logo [print]

Incorrect *usage.*

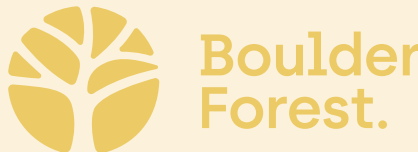
The following treatments compromise the integrity of the mark.
They are not permitted under any circumstances.



DO NOT STRETCH OR DISTORT



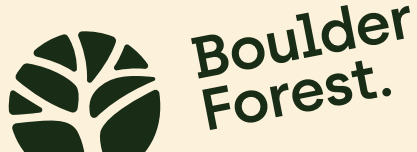
NO OTHER COLOUR COMBINATIONS



NO OFF-BRAND COLOURS



DO NOT REDUCE OPACITY



DO NOT ROTATE OR TILT



DO NOT SWAP THE TYPEFACE

COLOUR PALETTE

The colour *system.*

Forest Green #192C16
Primary — Carries the entire brand world



Moss Green #5D8F4D
Secondary — Quiet companion, second voice



Lime Green #D3FA8F
Accent — Impulse, contrast, signal



Paper #FCF3DB
Background — Calm, reading surface



Vulkan #E66533
Warmth — Ember.
Sandstone in the
last light.



Clay #87351D
Earth tone —
Warm, grounded,
familiar



Earth #250604
Depth — Sets the
dramatic full stop



Main
font.

Archia — Geometric construction with human warmth. Open counters, round terminals, neutral without being cold. Scales cleanly from small labels to large-format signage.

Archia

Ag
Medium · 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — !?@#€%&[]

Ag
Light · 300

Ag
Regular · 400

Ag
Semibold · 600

Secondary
font.

Fabric

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — !?@#€%&()

Fabric — A contemporary serif used as the brand’s accent voice. Italic only, reserved for emphasis within headlines and pull quotes. It brings warmth and rhythm to a system otherwise built on the geometry of Archia.

Ag
Regular Italic · 400

SPATIAL IDENTITY

The *space.*

A gym that feels like a place. Wood, light, green — the design doesn't end here. It lives here.



Boulder
Forest.

SPATIAL IDENTITY

Wayfinding *system.*

The brand extends into the physical space. The signage system guides visitors from entrance to final zone. Present when needed, invisible when not.



CONTACT

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credits

Created by Kaiwa.Studio
Luxembourg 2026

<https://kaiwa.studio>