



Brand Guidelines



About the Brand

The visionary behind Nomadia was a passionate mountaineer and explorer, driven by the exhilaration of discovering uncharted trails. Inspired by this spirit of adventure, our mission is to equip fellow hikers with premium, high-performance gear, ensuring they experience the same thrill of exploration with confidence and ease.



Iconography

Nomadia Outdoors: A brand for Adventure and Exploration

Mental and Physical well-being



Weather



Activity



Colour Scheme

Our brand's primary color palette is a reflection of the untamed beauty of the outdoors, with deep sky blue and YelloCream at its core. Forest Green embodies the lush Complementing this, Creamy Cream offers a warm, inviting contrast—symbolizing the comfort and serenity that balance the thrill of outdoor exploration. Together, these colors strike a perfect harmony between adventure and warmth, crafting a distinctive and memorable brand identity that resonates with outdoor enthusiasts and explorers alike.

RGB: 16, 231, 190
HEX: #dbcc06
CMYK: 93%, 0%, 18%, 9%

RGB: 16, 231, 190
HEX: #0c5f9c
CMYK: 93%, 0%, 18%, 9%

RGB: 15, 164, 132
HEX: #0fa484
CMYK: 91%, 0%, 20%, 36%

A B C

X Y Z

Font: Futura Extra Bold

Futura Extra Bold is a strong, modern choice that conveys confidence and reliability perfect for an outdoor brand. Its bold, geometric design ensures high visibility, while a complementary secondary font can enhance readability and balance.

**TYPO
GRAPHY**

WINTER CAP



T-SHIRT



T-SHIRT

SPECIAL EDITION



BAG



Ensure brand consistency and adaptability across different platforms. Primary, secondary, and simplified versions enhance recognition, whether on digital media or outdoor gear. This flexibility maintains a strong, cohesive brand presence in all applications.

Logo Variation



nomadia

Elevate Every Expedition

1

2



nomadia

Elevate Every Expedition



nomadia

Elevate Every Expedition

3

Logo Usage

1. Do not use shadows
2. Not stretch, squeeze logo
3. Do not change logo
4. Do not change colors



Don't add stroke



Don't add shadow



Don't change color



Don't change squeeze



How to Use

1. Provide ample space around the logo.
2. Ensure legibility by not altering the logo.
3. Use full-colour logo on light backgrounds; white logo on dark

The World Awaits

At Nomadia, we believe that every journey into the wild is an opportunity for discovery, growth, and adventure. Our founder's passion for exploring uncharted trails serves as the foundation of our brand, inspiring us to create gear that empowers every hiker, adventurer, and outdoor enthusiast. We are committed to providing high-performance equipment that blends durability, innovation, and comfort, ensuring that every step taken in the great outdoors is met with confidence. Whether navigating rugged terrains or uncovering hidden paths, we strive to fuel the spirit of exploration, enabling our community to embrace the thrill of the unknown and forge unforgettable experiences in nature.

THANK YOU

Visual Identity Guidelines