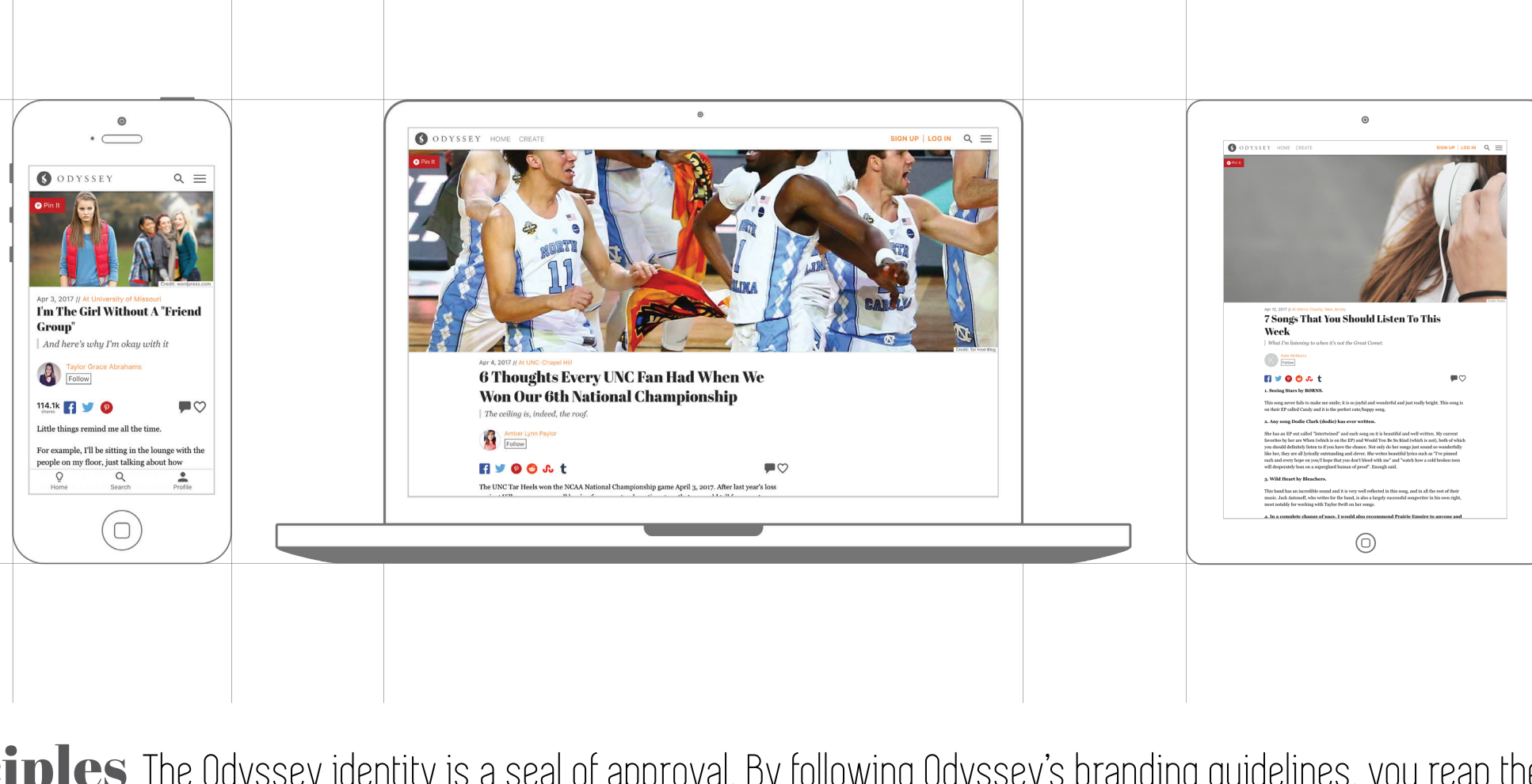


# Brand Identity Guidelines



**Principles** The Odyssey identity is a seal of approval. By following Odyssey's branding guidelines, you reap the benefits of our identity & contribute to it's strength. Our branding is a very valuable asset & consistency within it's usage is crucial amongst our visuals & platforms. Odyssey's values should be evident wherever Odyssey is encountered, whether online or print/marketing materials. The strength of the Odyssey will grow as long as these guidelinees are managed properly. Please do not alter our branding in any way. Follow these guidelinees to fit Odyssey branding in the correct environment intended.

**Standard Specification** The primary use for the Odyssey logo is the 2-color version. When color, imagery or printing prohibits this, it may be used in all grey or reversed out to white. An opacity level of 60%-80% can be utilized on images to ensure clarity & concept. The logo can appear on color, illustration, or photographic backgrounds as long as the integrity of the branding is not diminished.

## Standard Usability

There are two primary uses of the Odyssey brand, "stacked" and "straight". The Odyssey flame will always be the only element in color on a white background. However, Odyssey utilizes multiple variations.



To the right are additional versions of the Odyssey brand that demonstrate how our branding can be used/seen in secondary forms.



## Wordmark Usage

- The Odyssey logo consists of the flame icon & the standalone wordmark.
- The primary logo/colors should always be used unless a color background or photograph is being utilized.
- When used on a color background the Odyssey text inverts
- When the logotype is to be used in one color, the Pantone 425c is to be utilized in full.

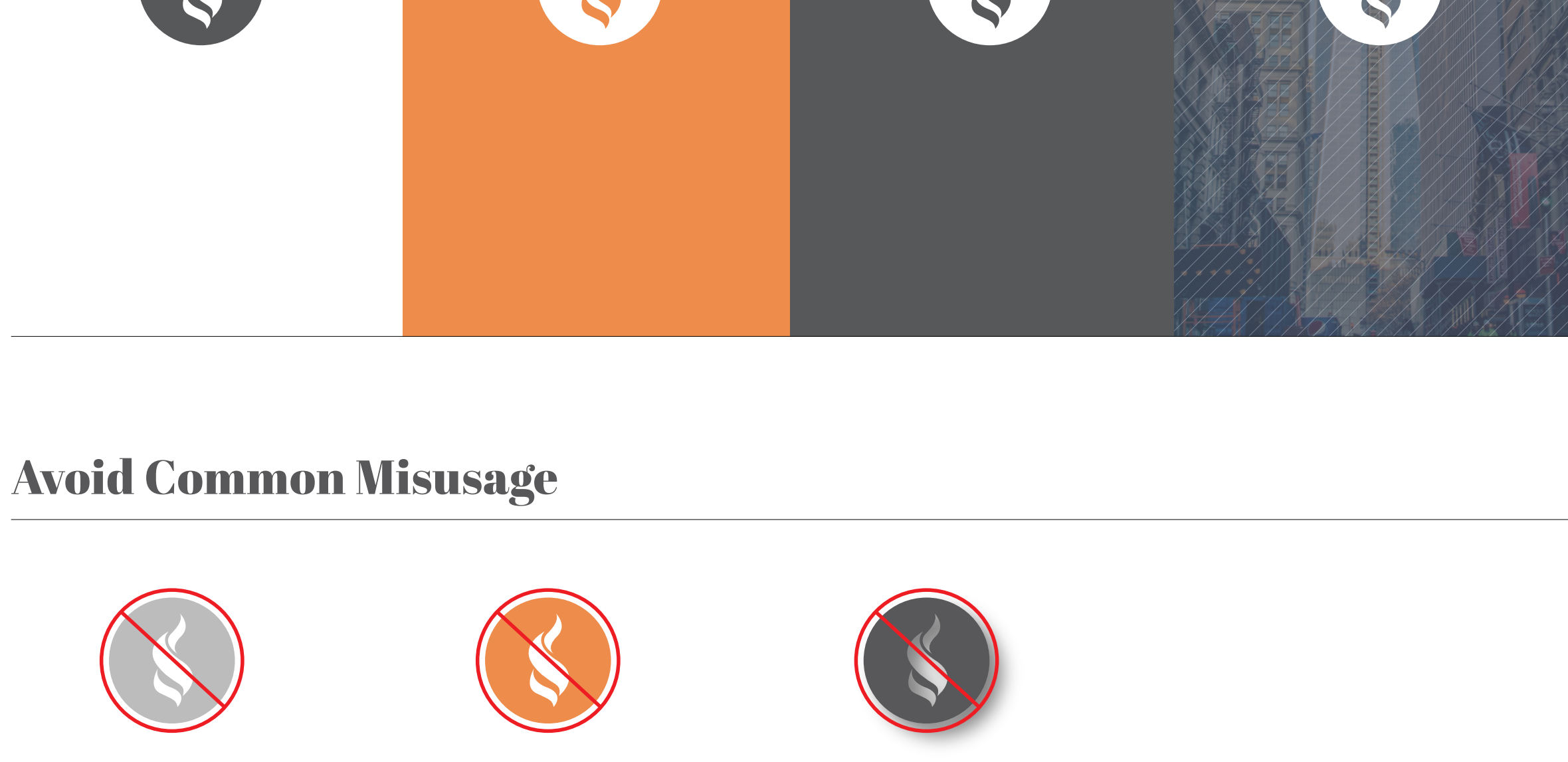


## Icons & Proportions

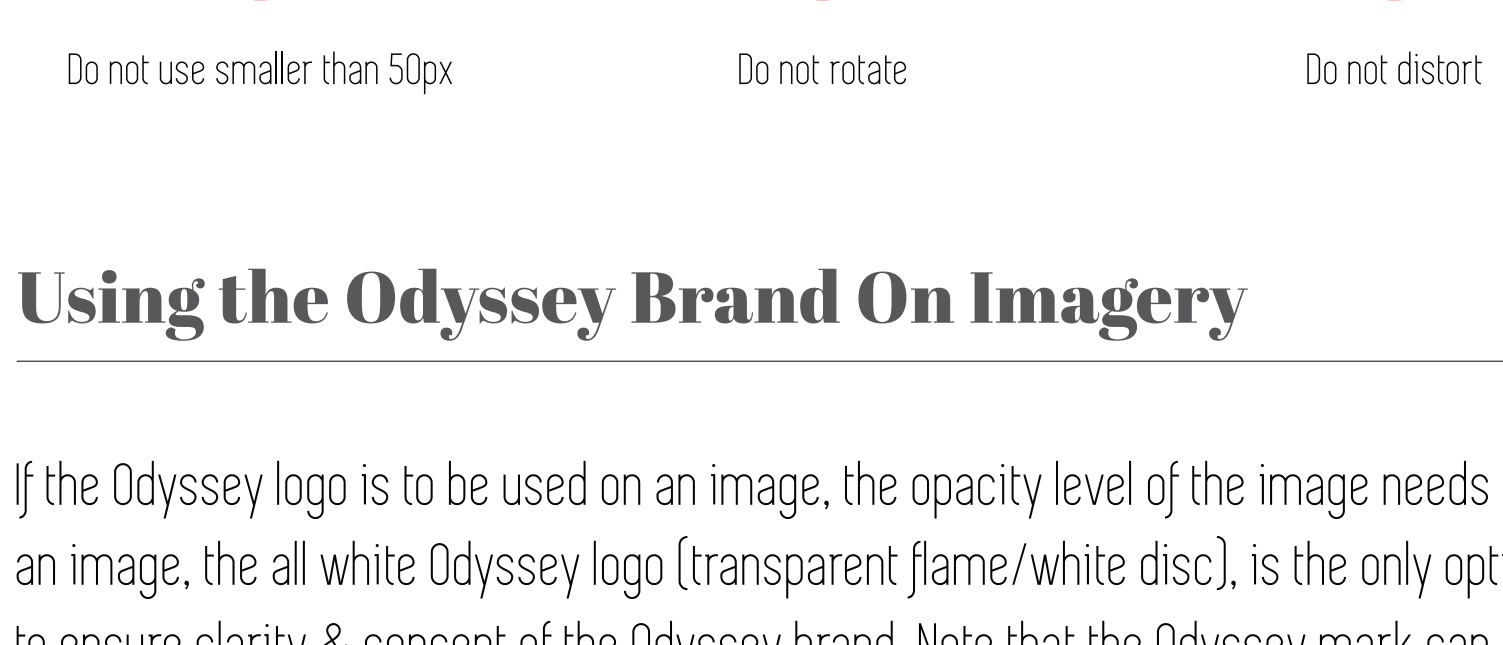
- To standardize the use of the icon, four sizes are provided for most uses.
- 16 pixels for favicon use (32x32 can also be utilized)
- Minimum of 50 pixels high for web banners & email headers
- Minimum of .850" high for printed materials
- Minimum of 70 pixels high for web pages and social use (maximum of 200px)



- To standardize the use of color & the icon, 2 colors are provided. White can also be utilized if needed.
- 1. Pantone 7576C | C.9 M.56 Y.77 K.0 | R.225 G.133 B.79 | #E1854F
- 2. Pantone 425C | C.0 M.0 Y.0 K.77 | R.95 G.96 B.98 | #5F6062

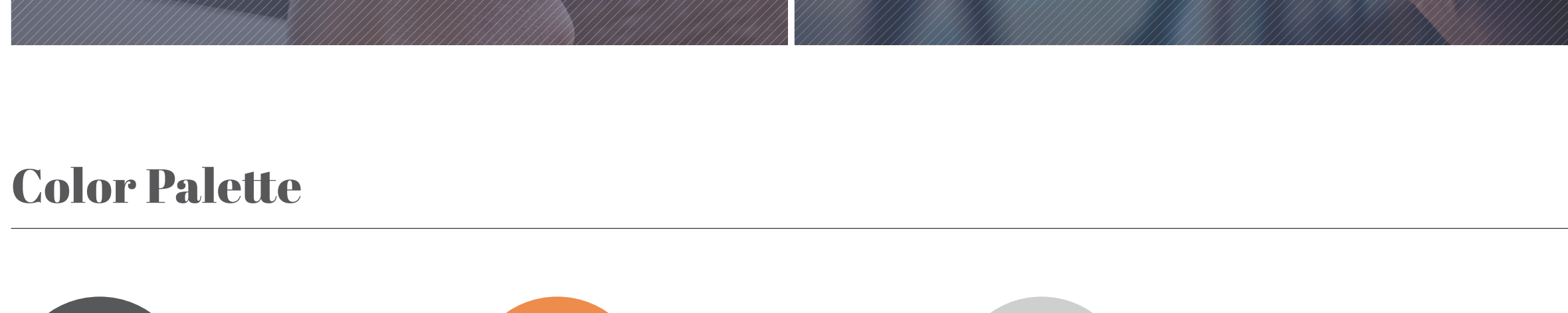


## Avoid Common Misusage

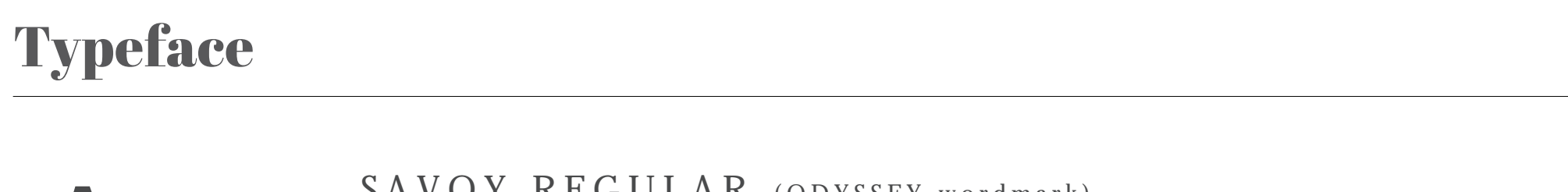


## Using the Odyssey Brand On Imagery

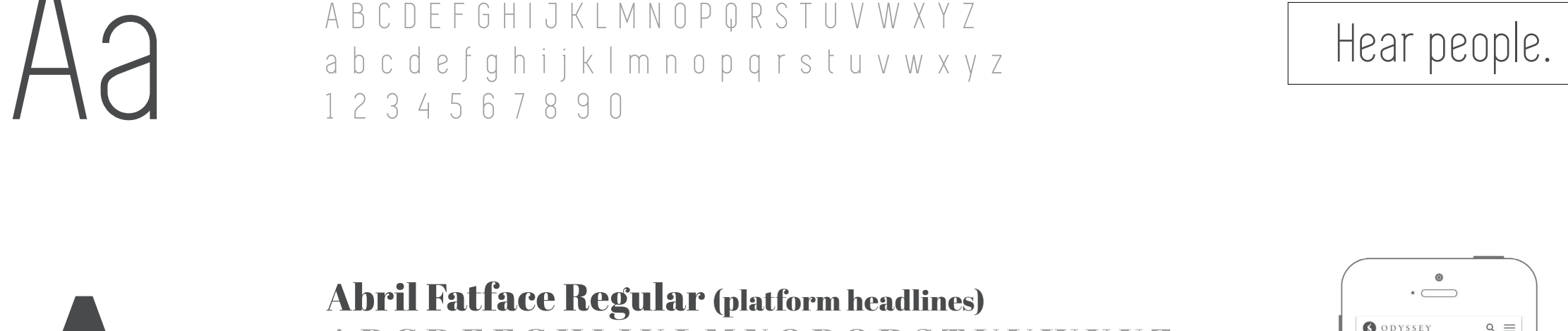
If the Odyssey logo is to be used on an image, the opacity level of the image needs to be from 60%-80%. When using the logo over an image, the all white Odyssey logo (transparent flame/white disc), is the only option. (As seen below) This is specifically utilized to ensure clarity & concept of the Odyssey brand. Note that the Odyssey mark can only live in the center of the image.



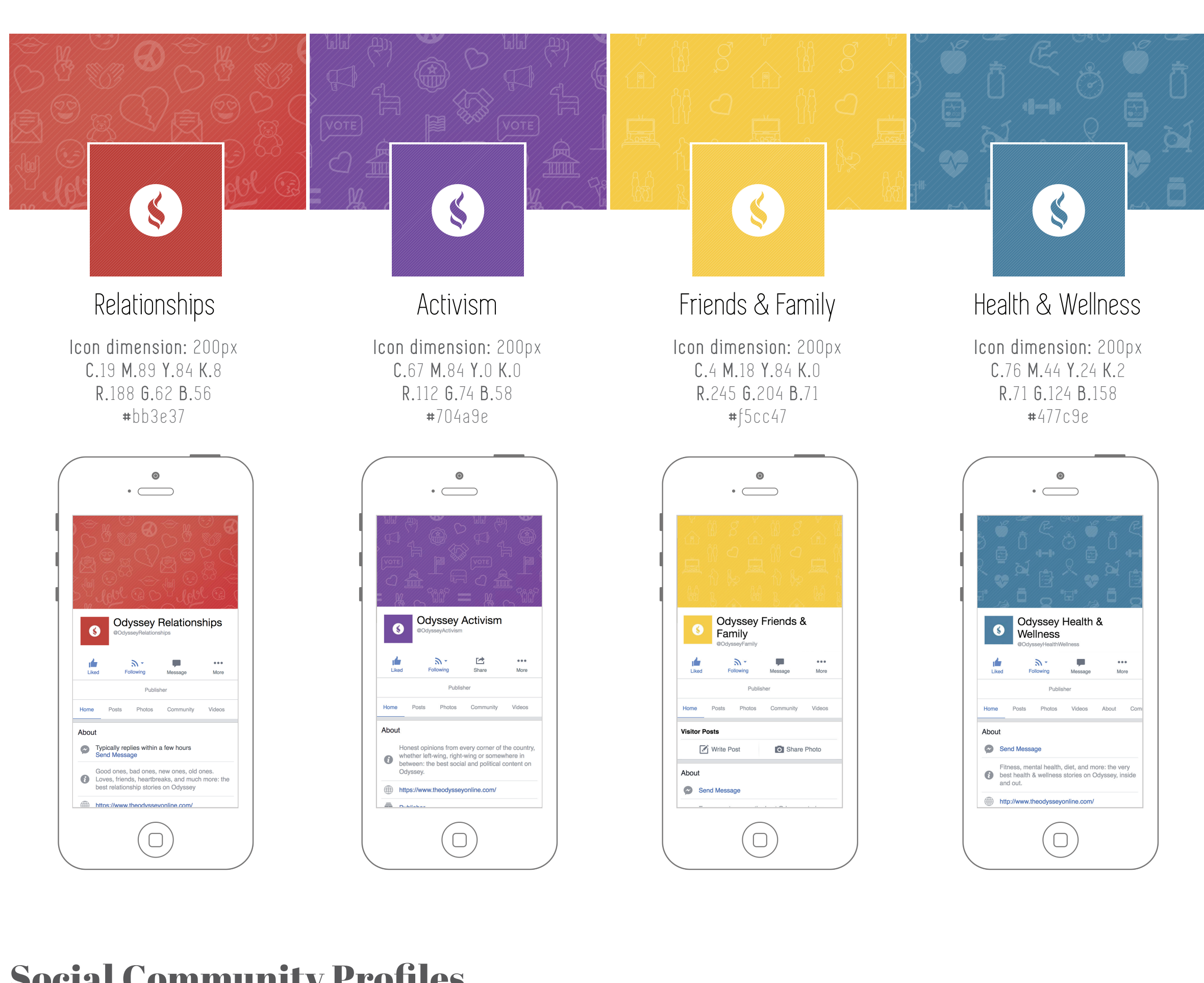
## Color Palette



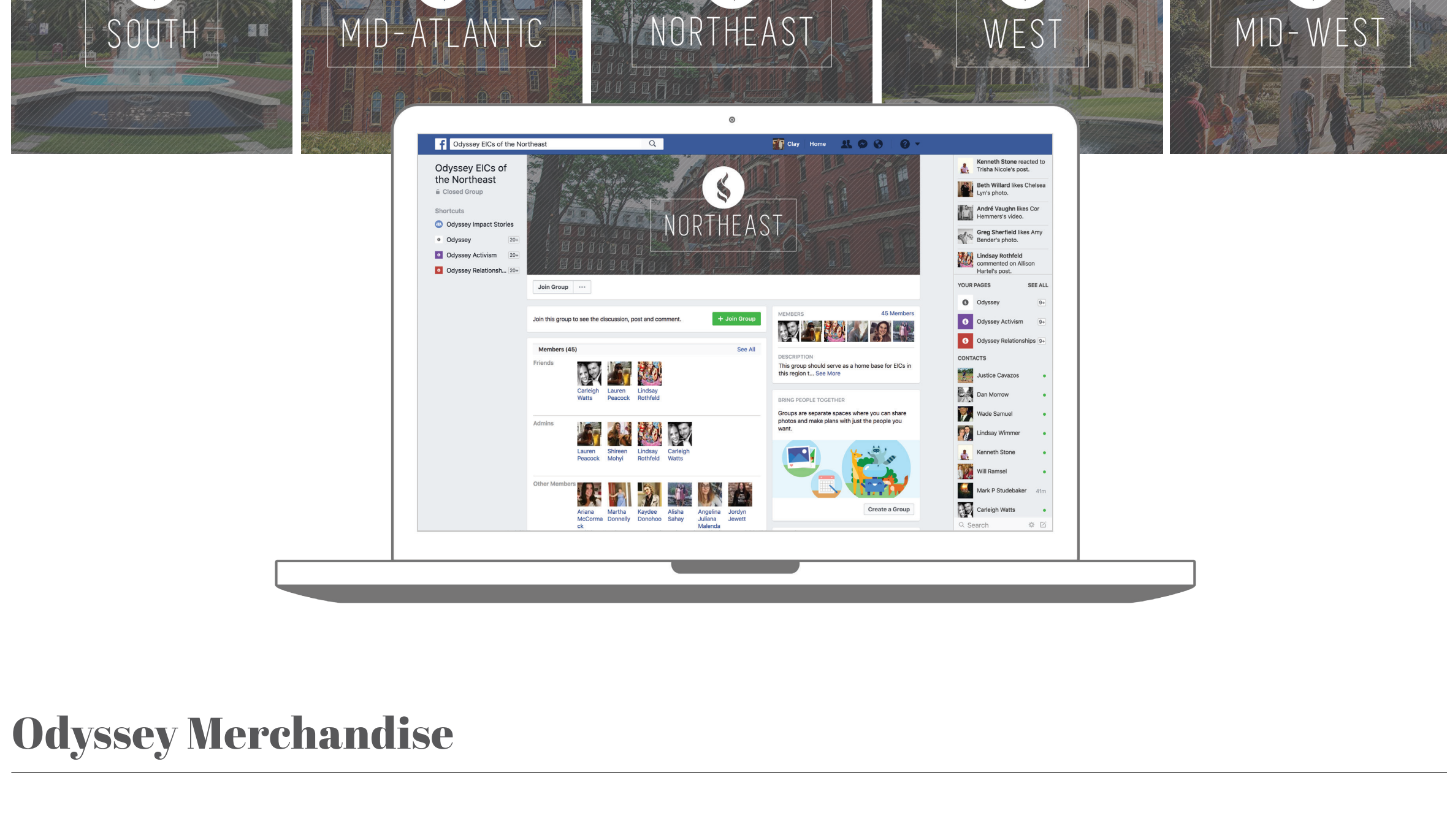
## Typeface



## Social Verticals



## Social Community Profiles



## Odyssey Merchandise



- Branding dimensions on apparel:
- Icon usage: 3in. (max) centered
- Full brand usage: 6in. (max) centered
- The all white icon is utilized on grey or darker tones
- The all grey icon is utilized on white or light tones

- Branding dimensions on Camelbaks:
- Icon usage: 1in. (max) centered
- Full brand usage: 2in. (max) centered