

TRUE NORTH

Outdoor Adventure

TRUE NORTH OUTDOOR ADVENTURE IS an established outdoor outfitter for 25 years, but as the business grows and focuses have shifted the company has tried to push products for a younger, more extreme outdoor enthusiast. True North aims to supply outdoor goers with everything they need, from tents to climbing gear to clothing, with the intention of helping customers enjoy what they love most.

The most significant aspect of the design are the 'T' and 'N', which have been converted to simplistic representations of outdoor equipment: an ice pick and tent. The objects help remind you that this is a place for adventure, but the simplistic look of the design displays sophistication and class. This isn't just outdoor equipment, it's the best outdoor equipment.

The typeface, Lucida Sans, has doesn't try to show off. It is bold, but not over the top. It gets the job done in the most simple way possible.

The 'T' and 'N' are combined to form the stand alone logo, which is key for creating a recognizable logo that can be placed anywhere at any size. The brand now how a staple.

