

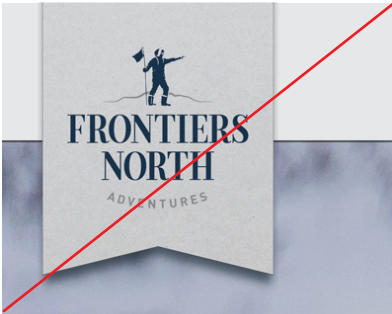


# FRONTIERS NORTH

ADVENTURES

# OUTDATED IMAGERY & ELEMENTS

Shown below are a number of outdated touchpoints, identities, and imagery. Please be on the look out for any materials that still utilize any of these elements, while discontinuing any further use.



ALL previous identities and banner graphic



Barn board texture



ALL outdated Tundra Buggy identities



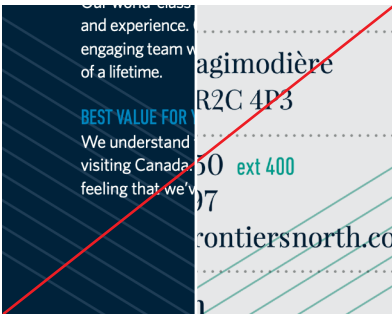
ALL outdated Tundra Buggy photography  
(Please update logo before using)



Buggy photography (driver-side door logos)



Buggy photography (rear deck logos)



Diagonal and dotted lines



ALL previous trip badges



ALL legacy identities

VERTICAL



FNA-ID-V-2C.EPS



FNA-ID-V-PMS3385-KO.EPS

HORIZONTAL



FNA-ID-H-2C.EPS



FNA-ID-H-PMS3385-KO.EPS

CREST



FNA-ID-CREST-2C.EPS



FNA-ID-CREST-2C.EPS



FNA-ID-CREST-1C-KO.EPS

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# LOGO VARIATIONS

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When applying the FNA identity, guidelines and standards must be met. Depending on aesthetics and available space, each logo style carries benefits. The logotype and icon should be kept together with the same proportions, unless otherwise approved by a brand manager.

If you're unsure what version of the Identity applies please contact a brand manager.

All logo variations have been created in the following file formats, as well as Process Black and Knock-out versions for black & white print runs. Please select the correct format when producing various branded materials.

**FOR PRINT:**  
**EPS (4CP & PMS)**  
**FOR ON SCREEN:**  
**PNG (RGB)**

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## VERTICAL / STACKED



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# IDENTITY ABUSE

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It's important to apply the FNA logo correctly to ensure its visual impact and overall integrity are not compromised or diluted. Always use the supplied artwork provided, and never manipulate the file in any way.

If you are unsure about file types, or if you do not have a file type that works with a specific application, please contact a brand manager. While not a complete list, the following examples illustrate a number of possible logo abuses that apply to all FNA logo variations:



# CLEAR SPACE

To ensure legibility, the identity must be surrounded by a minimum amount of clear space. This isolates the identity from competing elements such as photography, text, or background patterns that may detract attention and lessen the overall impact.

## VERTICAL

Minimum clear space for the vertical identity is equal to one line of text, proportional to identity size when applied to printed or digital materials.



## HORIZONTAL

Minimum clear space for the horizontal identity is equal to one line of text, proportional to identity size when applied to printed or digital materials.



## CREST

Minimum clear space for the crest identity is equal to the inner text holder, proportional to identity size when applied to printed or digital materials.



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# MINIMUM SIZING

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In order to maintain legibility, never reproduce the logo below the minimum sizes. Minimum sizing for both print and web are shown below. For some specialty print applications, such as, embroidery, engraving, etching, etc., the minimum size may not reproduce properly. Please consult a brand manager when proceeding with any unconventional printing methods if needed.

To standardize the use of the mark, three sizes are provided for most uses, based on the FNA icon:

A recommended minimum size of **12 mm** for printed materials, and an absolute minimum size of **8 mm** wide for various printed materials when needed. **50 pixels** wide for online ads, e-mail headers, web pages, etc.

If you have any questions about minimum sizing, please consult a brand manager.

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**FOR PRINT: RECOMMENDED, 12 MM**



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**FOR PRINT: ABSOLUTE, 8 MM**



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**FOR WEB: 50 PX**



*Travel with purpose*

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