



BRAND IDENTITY STANDARDS

The Orvis name – and our visual identity – is one of our company’s key assets. Consistent use of the Orvis name ensures recognition of our unique brand of products and services worldwide. A strong and consistently applied brand identity system will allow us to be recognized and established in a highly competitive marketplace while at the same time instilling pride of ownership among all our associates. This guide will provide the framework for using the brand identity in a way that consistently projects the Orvis image based on our heritage, tradition and authenticity.

ORVIS LOGO

The Orvis logo is based on the tradition and heritage that have served Orvis for over 150 years. It reflects the simple, classic nature that embodied the original store when Charles F. Orvis created the company in 1856. It represents a level of taste that is found in our customers and exudes the quality they have come to trust over time.



ORVIS LOGO

The Orvis logo is composed of special lettering and must never be re-created, typed or re-drawn. Reproduce the logo only from authorized printed or electronic reproduction art. You may obtain this art from the Orvis Advertising Department or at our website www.orvis.com/branding.



LOGO SPACE

To maintain its emphasis and presence, the logo must be surrounded by white (empty) space. In all instances, the logo must be positioned with at least the minimum amount of white space surrounding the logo which is equal to the cap height of the 'V' in Orvis as illustrated below.



LOGO COLORS

The selection and application of color are important in maintaining a uniform and consistent brand image. The primary color for the logo is Orvis Field Green (Pantone 575U). The drop shadow and tagline are set using Orvis Gray (Pantone Warm Gray 6U). Orvis Field Green is the preferred color when only one-color printing is available. The logo may be printed in black, using the black version of the logo, which includes the shadow and tagline set at 40% screen of black.



2-color logo in
Orvis Field Green
and Orvis Gray



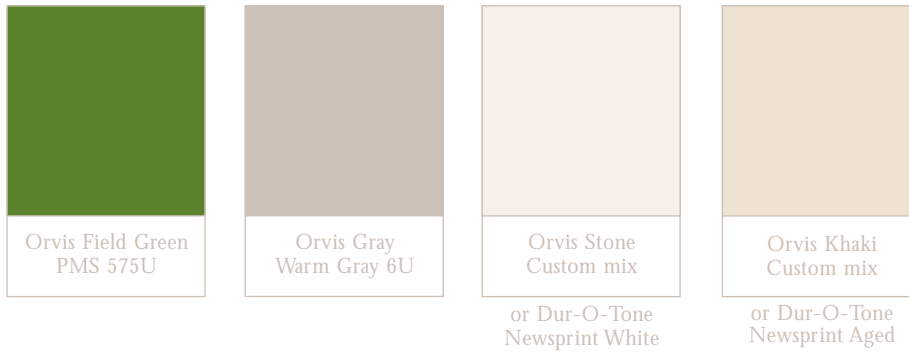
One-color logo in
Orvis Field Green



One-color logo in black

CORPORATE COLORS

There are four colors that make up the Orvis corporate color palette. Orvis Field Green and Orvis Gray have been specified from Pantone PMS uncoated color chips. Orvis Stone and Khaki are custom color chips and will be provided by the Orvis Advertising Department. These chips are based on the closest possible ink match to Dur-O-Tone Newsprint White and Newsprint Aged, respectively, by French Paper Co.



	On Dur-O-Tone Newsprint white:	On White Stock:	On Kraft:
One-Color Printing	Orvis Field Green	Orvis Field Green	Orvis Field Green
Two-Color Printing	Orvis Field Green Orvis Gray	Orvis Field Green Orvis Gray	Orvis Field Green Orvis Gray
Three-Color Printing	Orvis Field Green Orvis Gray Orvis Khaki**	Orvis Field Green Orvis Gray Orvis Khaki*	
Four-Color Printing		Orvis Field Green Orvis Gray Orvis Khaki Orvis Stone	

* When printing Three-colors on white stock, Orvis Khaki should be printed at 55% screen to match Orvis Stone, thus creating a 4-color effect.

** There is a special custom formulation to render Orvis Khaki color on the Newsprint White Substrate.

LARGE SIZE USAGE

When using the Orvis logo in applications that are 1.5 inches and larger, the logo must be set with the drop shadow and “Sporting Traditions Since 1856” tagline. These large use logos are available from the Orvis Advertising Department, or at our website www.orvis.com/branding.



1.5 inch minimum



1.5 inch minimum



1.5 inch minimum

* In one color printing Orvis Field Green is always preferred. In cases where only black ink is available, such as newspaper advertisements, the one-color black version of the logo may be used. Never reverse the logo out of black.

SMALL SIZE USAGE

When using the Orvis logo in applications that are between 1.5 and 1-inch widths, a smaller version of the logo must be used. The smaller logo is set without the drop shadow or “Sporting Traditions since 1856” tagline. The minimum use of the smaller logo is one inch in width.

The small Orvis logo is a separate piece of art from the large use version and is available from the Orvis Advertising Department or at our website www.orvis.com/branding.



ORVIS®

1.5 inch maximum



ORVIS®

1 inch minimum



ORVIS®*

1.5 inch maximum



ORVIS®*

1 inch minimum

** In one color printing Orvis Field Green is always preferred. In cases where only black ink is available, such as newspaper advertisements, the one-color black version of the logo may be used. Never reverse the logo out of black.*

REVERSED LOGOS

The only color in which to reverse out the Orvis logo is Orvis Field Green. In this case, the lettering and the drop shadow must be reversed to white. Do not reverse the logo out of a photograph. In an instance where Orvis Field Green is not available, such as a black and white advertisement, a white band must be designed in which to place the logo with 1X space (with 'X' being the height of the 'V' in Orvis) above and below the logo and the white band running the width of the page.



The Romans had cheering throngs to welcome them home.
The Vikings, enormous fires.
The Brooklyn Dodgers, ticker tape parades.

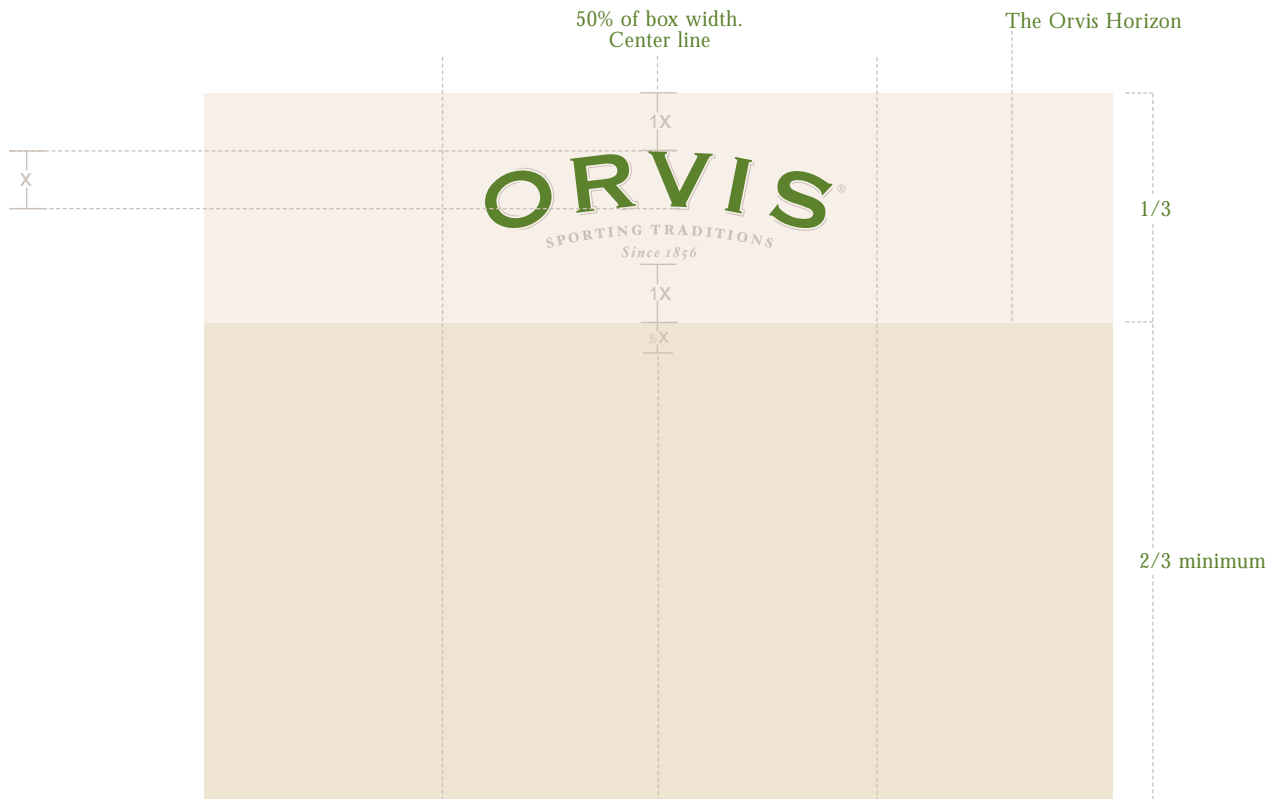
We have dogs.

Call 1 800 333 1550 or
www.orvis.com for our catalog

The Orvis logo is positioned at the bottom right of the advertisement. It includes the word "ORVIS" in a serif font, with "SPORTING TRADITIONS" and "Since 1856" below it. A vertical line with "1X" at the top and bottom indicates the height of the 'V' in Orvis. A horizontal dashed line with "X" on the left indicates the height of the logo's bounding box.

ORVIS HORIZON

The Orvis Horizon is an integral part of the Orvis identity. It provides a consistent look across all packaging, business papers and other marketing communications. It anchors the Orvis logo in a band across the top of the package creating the 'horizon'. The horizon is distinctive and creates a focal point for the eye that is comfortable with our customers. It is a neutral background that does not compete with the logo, it creates a negative space that draws attention to the Orvis identity.



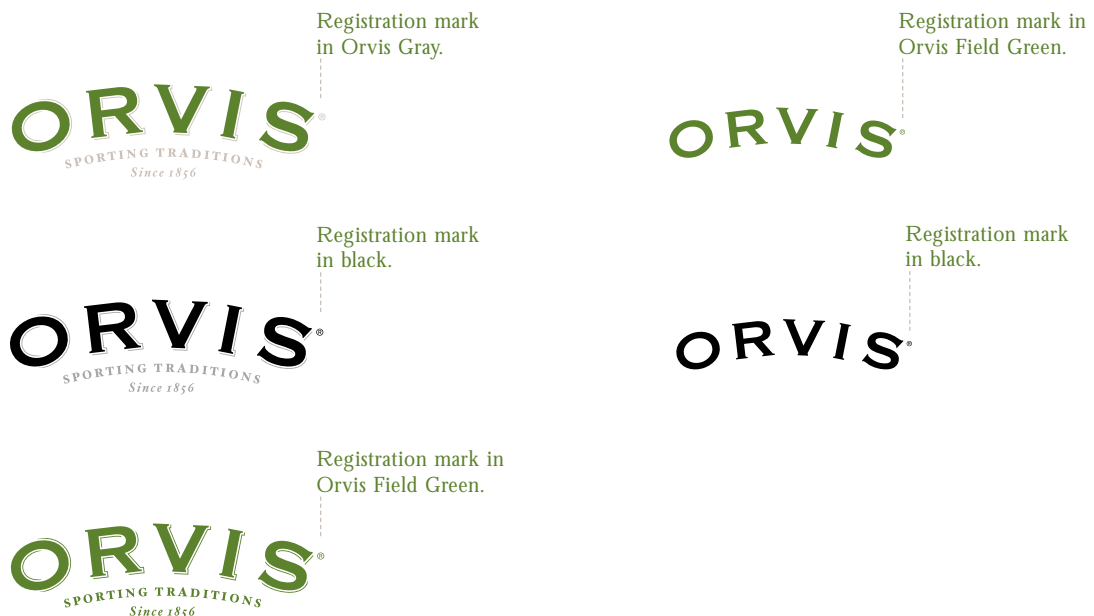
CROSSED RODS EMBLEM

The crossed rods and creel emblem is an important and recognizable part of the Orvis tradition and heritage and may be used in conjunction with the Orvis logo in special applications only. Its usage must be approved by the Orvis advertising department. The Orvis logo and crossed rods and creel emblem together is a separate piece of artwork that must be obtained from the Orvis advertising department. The artwork should never be used at less than 1.5 inches in length.



REGISTERED TRADEMARK NOTICE

The registered trademark symbol is integral to the authorized artwork for the Orvis logo. It should not be typeset or positioned as a separate element. Note the color treatments for the different logo applications.



INCORRECT APPLICATIONS

Consistent use of the Orvis logo ensures recognition and familiarity with our brand identity. These are some examples that do not comply with the standards, and should be avoided:



Never use the full size Logo below 1.5 inches.



Never set a box, oval or other shape around the Orvis logo.



Do not modify the position of the line "Sporting Traditions Since 1856" in any way.



Do not set words too close to the Orvis logo.



Do not reverse the logo out of Orvis Green or Black to a color other than white.



Except in Generic Packaging, never set the small logo larger than 1.5 inches or smaller than 1 inch.



Never reverse out of a photo.



Never place on a photo.

TYPOGRAPHY

Typography is a major element to an effective, cohesive and consistent identity. Clarendon Bold is to be used primarily for packaging, signage applications and large catalog headlines, while Bembo and Copperplate are to be used for catalog body text. Please refer to the packaging and catalog typography sections of this guide for specific uses and guidelines. These fonts are available in both Macintosh and PC versions from Adobe Systems Inc. (www.adobe.com)

Clarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bembo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bembo Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Copperplate 33bc *Caps and Small Caps*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Copperplate 32bc *Caps and Small Caps*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY

Catalog | Preferred Type

Primary type, such as product descriptions are set in Bembo (description) and Bembo Italic (color and size choices) at 9.75 points. Product name and item number/price are set in Copperplate 33bc at 8.5 points with 11 points of letter spacing. Please see Orvis Advertising Department for complete catalog typography specifications.

catalog headline

TYPEFACE Clarendon Bold
POINT SIZE 18 pt
lowercase

TYPEFACE Copperplate33bc
POINT SIZE 8.5 pt
LEADING 11 pt
All caps

G. SUPERCORDS

New. The fabric alone is costly and it's worth it—it's a lot denser than ordinary corduroy and much more durable. It will outlast two pairs of regular corduroys; It's rugged yet appropriate with a sport coat. An independent label. 5 colors olive, beige, brown, tan, navy. Even sizes 32–44 Inseams finished up to 35" or cuffed up to 34" at no extra charge. 100 percent cotton. Dry clean only. USA of English fabric.

25M53 | *pleated* | \$125

S7106 | *plain* | \$125

TYPEFACE Bembo Bold
POINT SIZE 9.75 pt
LEADING 11 pt
U & lc

TYPEFACE Bembo
POINT SIZE 9.75 pt
LEADING 11 pt
U & lc

TYPEFACE Copperplate33bc
POINT SIZE 8 pt
LEADING 11 pt
All caps

TYPEFACE Bembo Italic
POINT SIZE 9.75 pt
LEADING 11.5 pt
Lower case

A special style named "priceline | space" has been created to the size " | " character. There must be one em space before and after the " |," and the style should be applied to both em spaces and the " |." Style is 8pt Bembo. Slash mark is shift-\.

Packaging Typography

For more details, please see page marked Typography | Packaging | Product names and Sub-Brand Applications.

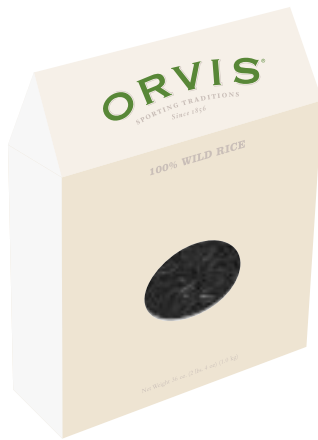


TYPEFACE Clarendon Bold
All Caps

TYPEFACE Clarendon Bold
U & lc

PACKAGING

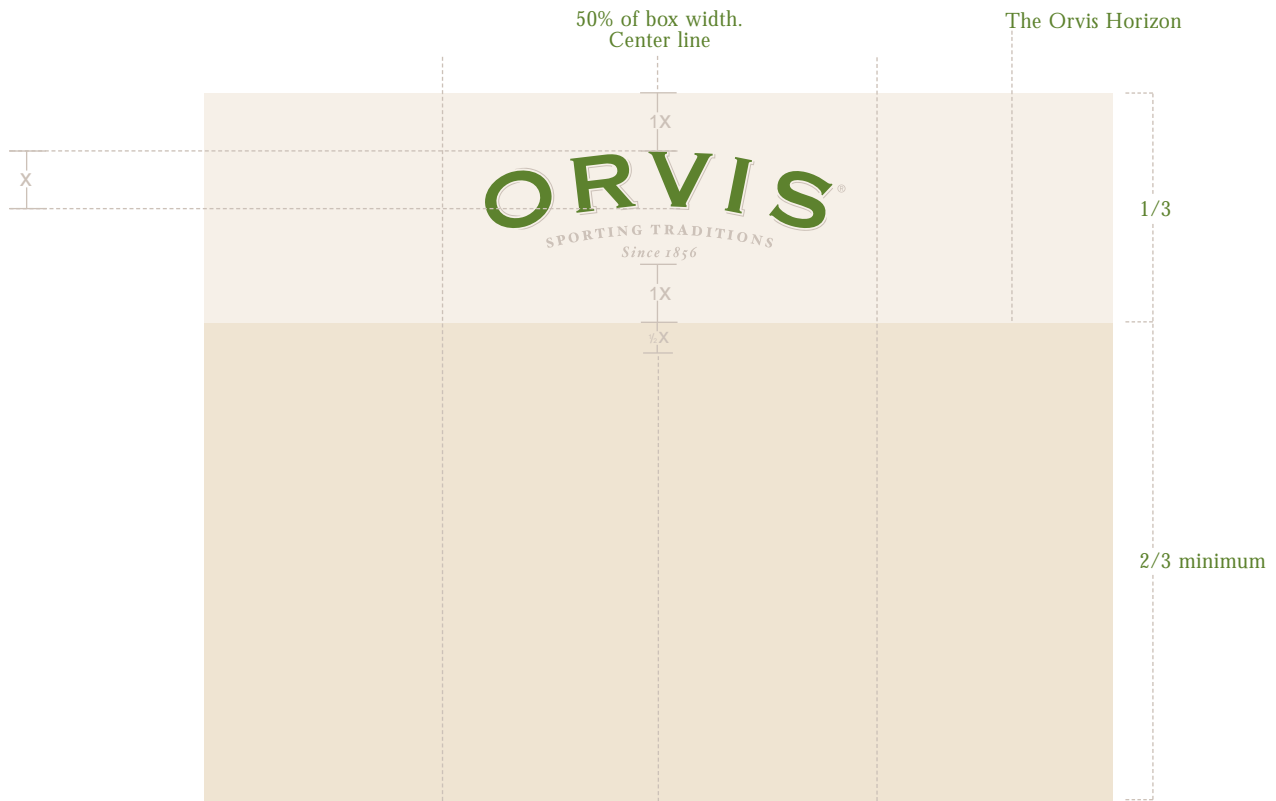
Packaging is a very important medium through which the Orvis personality is communicated. We sell products with a high level of quality and the box, bag or wrapping that our products are delivered in must maintain that same level of quality. Every time one of our customers receives an Orvis product – through the mail or at a retail store – the color scheme, typography and design of the packaging must consistently reinforce the brand identity.



ORVIS HORIZON

Packaging

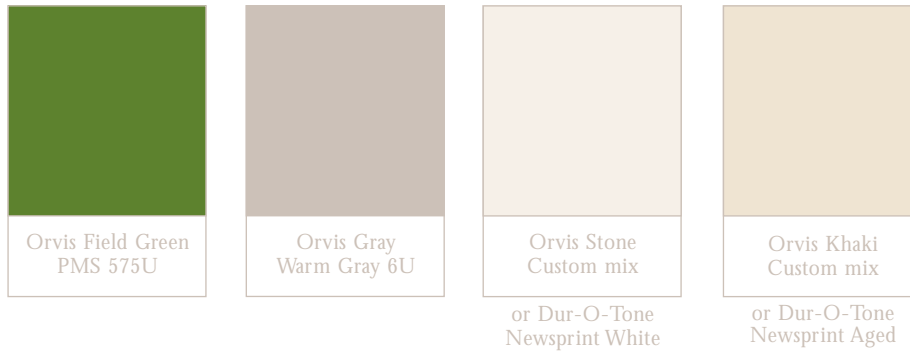
The Orvis Horizon is an integral part of the Orvis identity. It provides a consistent look across all packaging, business papers and other marketing communications. It anchors the Orvis logo in a band across the top of the package creating the 'horizon'. The horizon is distinctive and creates a focal point for the eye that is comfortable with our customers. It is a neutral background that does not compete with the logo and it creates a negative space that draws attention to the Orvis identity.



PACKAGING COLOR

There are four colors that make up the Orvis packaging color palette. Orvis Stone and Orvis Khaki make up the background color for all packaging, while the Orvis logo is printed in Orvis Field Green and Orvis Gray. All type on the packaging is printed in Orvis Gray. Orvis Field Green and Orvis Gray have been specified from Pantone PMS uncoated color chips. Orvis Stone and Khaki are custom color chips and will be provided by the Orvis Advertising Department. These chips are based on the closest possible ink match to Dur-O-Tone Newsprint White and Newsprint Aged, respectively, by French Paper Co.

Ink



	On Dur-O-Tone Newsprint white:	On White Stock:	On Kraft:
One-Color Printing	Orvis Field Green	Orvis Field Green	Orvis Field Green
Two-Color Printing	Orvis Field Green Orvis Gray	Orvis Field Green Orvis Gray	Orvis Field Green Orvis Gray
Three-Color Printing	Orvis Field Green Orvis Gray Orvis Khaki**	Orvis Field Green Orvis Gray Orvis Khaki*	
Four-Color Printing		Orvis Field Green Orvis Gray Orvis Khaki Orvis Stone	

* When printing Three-colors on white stock, Orvis Khaki should be printed at 55% screen to match Orvis Stone, thus creating a 4-color effect.

** There is a special custom formulation to render Orvis Khaki color on the Newsprint White Substrate.

SUBSTRATE

The preferred substrate is Dur-O-Tone Newsprint White by French Paper Co. Exact substrate to be specified by Orvis Advertising Department. When Newsprint White is not available or economically feasible, another substrate may be specified on which Orvis Stone and/or Orvis Khaki ink will be printed. These custom colors have been specified as the closest possible ink match to Dur-O-Tone Newsprint White and Newsprint Aged, respectively.

COLOR MATCHING

Orvis Field Green and Orvis Gray have been specified from Pantone PMS uncoated color chips. Orvis Stone and Orvis Khaki are custom color chips and will be provided by Orvis Advertising Department. All colors are to match the color chips provided herein when printed. When printing on coated paper, printers are to custom mix an ink that will match the color of the uncoated PMS chip in all cases.

Print vendors are responsible for producing finished product in which ink and substrate (paper, plastic, etc.) combine to exactly match the specified color standards. Orvis reserves the right to reject work that is not within a very tight tolerance of this specification. Strict compliance with color standards will help to earn vendors preferred status for future work.

TYPOGRAPHY

Packaging | Product Names and Sub-brand Applications

While Orvis markets many products under different product sub-brands, it is important that these sub-brand names are portrayed in a way that adheres to the brand identity guidelines. When using sub-brands, the product name is centered under the Orvis logo, set in Clarendon Bold All Caps.

Always use the relationship of the logo to product name, to tagline and scale as a single unit.

Never stretch or condense.



3-COLOR PACKAGING EXAMPLES

The Product name should be centered directly under the Orvis logo with cap height at 1/2 X below the horizon. All packaging copy should be set in Clarendon Bold. Refer to the following examples for different packaging scenarios.



3-COLOR PACKAGING EXAMPLES

See-Through Packing

50% of box width.
Center line

Print to match
Orvis Stone or
Dur-O-Tone
Newsprint White.

TYPEFACE
Clarendon Bold
Centered
All caps

Print to match
Orvis Khaki or
Dur-O-Tone
Newsprint Aged.

TYPEFACE
Bembo
Centered
U & lc

1/3

2/3 minimum

2"

Soft Product Package

50% of box width.
Center line

Print to match
Orvis Stone or
Dur-O-Tone
Newsprint White.

TYPEFACE
Clarendon Bold
Centered
All caps

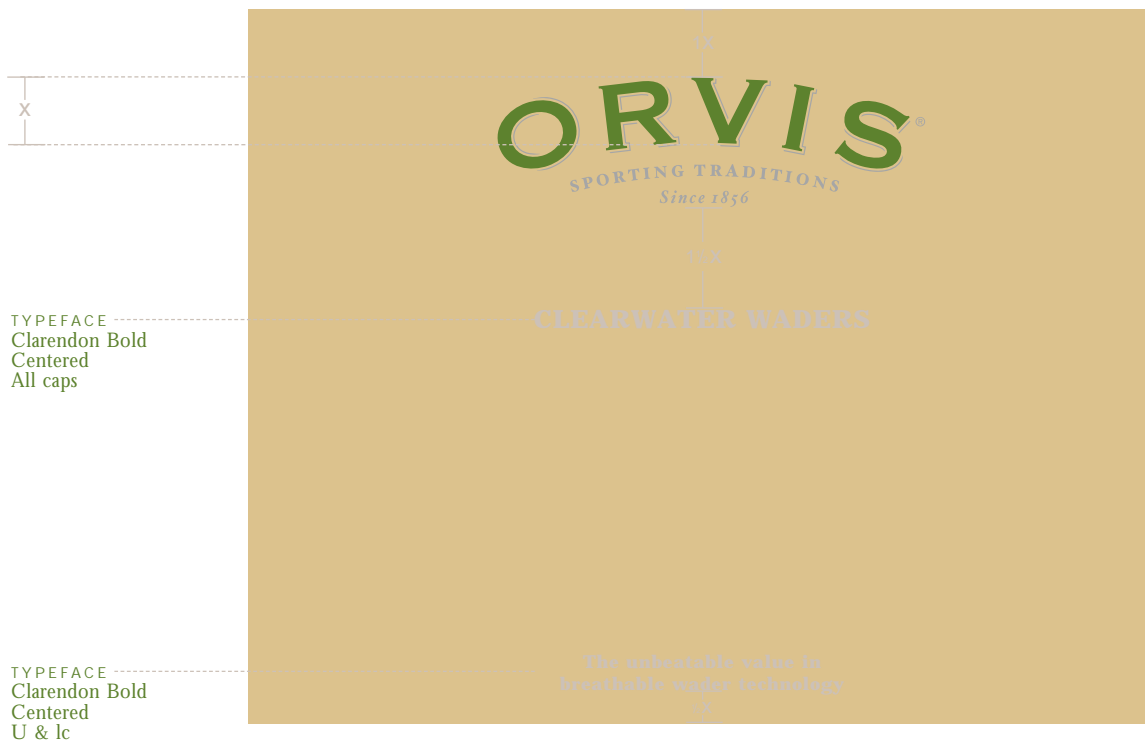
Print to match
Orvis Khaki or
Dur-O-Tone
Newsprint Aged.

TYPEFACE
Bembo (plain & italic)
Centered
U & lc

Copy block is flush left and no wider than the logo. Center left to right.

2-COLOR PACKAGING

When three- or four-color printing is not available for packaging, two color printing may be used. In this case, the Orvis logo is printed in Orvis Field Green and Orvis Gray while all type is printed in Orvis Gray. Refer to the specific sizing and spacing references below.



GENERIC PACKAGING

When producing Generic packaging, use the one-color Orvis logo in Orvis Field Green. The logo is centered horizontally and vertically on the side panel of the box so it is easily identifiable.

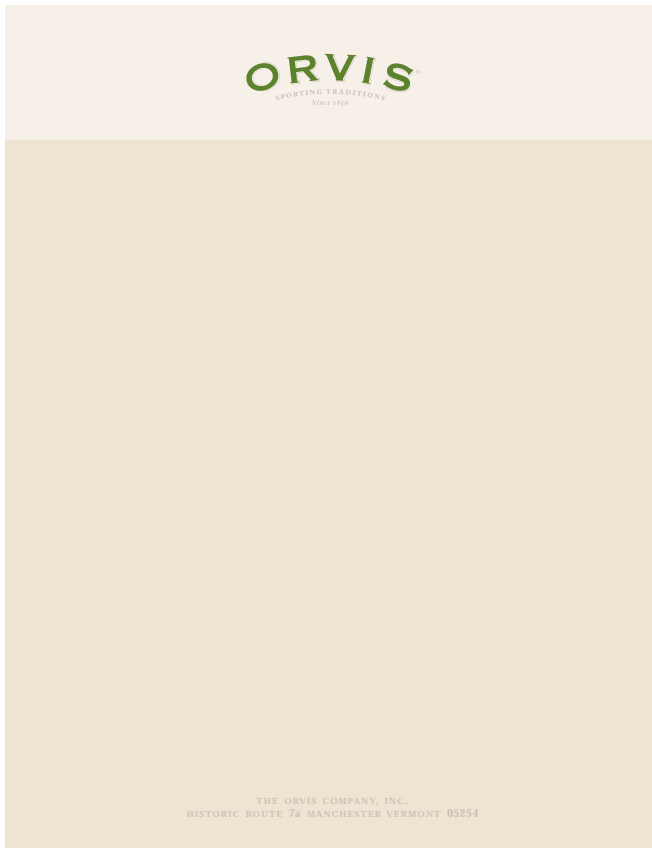


Oversized Packaging

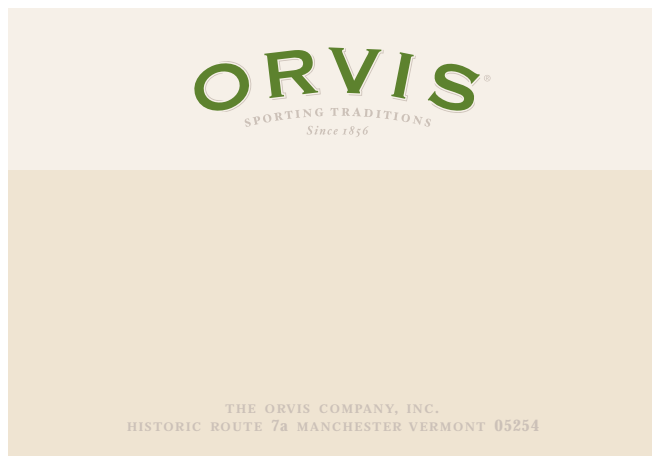
Logo is 50% of box width and centered horizontally and vertically on the side panel. Maximum logo width is 12 inches for boxes wider than 24 inches.

BUSINESS PAPERS

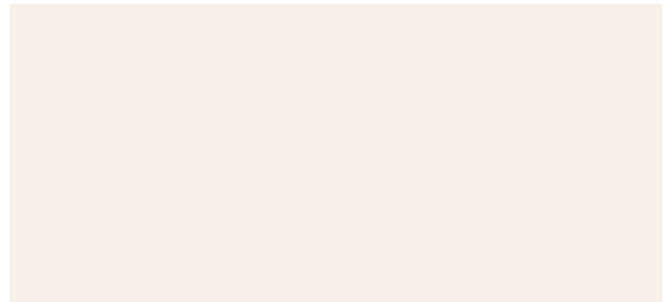
It is equally important to project a consistent brand image internally to our associates and business partners as it is externally to our customers. Here are representative samples of stationery and other business papers that will be developed and provided to all company locations as needed.



Letterhead



Mailing Label



Front of Envelope on French Paper Newsprint White



Back of Envelope



Business Card

INK FORMULAS

There are four colors that make up the Orvis corporate color palette. Orvis Field Green and Orvis Gray have been specified from Pantone PMS uncoated color chips. Orvis Stone and Khaki are custom color chips and will be provided by the Orvis Advertising Department. These chips are based on the closest possible ink match to Dur-O-Tone Newsprint White and Newsprint Aged, respectively, by French Paper Co.

In all cases, these ink formulations are GUIDELINES. Printers should always be supplied a swatch to match on press.

Orvis Stone	5% C 7% M 11% Y 0% K	96.5% TINT BASE 2.18% PMS YELLOW 0.58% PMS WARM RED 0.73% PMS BLACK
Orvis Khaki	9% C 13% M 21% Y 0% K	91.4% TINT BASE 5.60% PMS YELLOW 1.10% PMS WARM RED 1.90% PMS BLACK
Orvis Field Green	51% C 0% M 91% Y 51% K	PANTONE 575 U
Orvis Gray	0% C 9% M 11% Y 30% K	PANTONE WARM GRAY 6 U

CONTACT INFORMATION

For further information on Orvis Brand Identity and Packaging Design Standards, please contact the Orvis Advertising Dept.:

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The Orvis Company, Inc.
Historic Route 7A
Manchester, VT 05254
p:802-362-3622 f:802-362-0141
email: branding@orvis.com

For online assistance go directly to this exclusive-access section of our website using the URL listed below. You can download the correct logos, graphics, color information and more.

<http://www.orvis.com/branding>