



BRAND GUIDE 2020

FEEDING YOUR LOVE OF THE OUTDOORS SINCE 1985.





CONTENTS

With the contents of the Brand Standards manual, our intent is to identify and solidify the key elements of the GSI brand tone, look and feel for anyone who designs, develops, packages, markets, supports or sells our products. On these pages, we distinguish our unique brand voice and personality, defining our messaging strategy as well as establishing clear design and communication guidelines for messaging, logo usage, typography, and correct color palette. Think of this book as your Scout Handbook to help you make sure every communication – online, video, print, in person, or otherwise – is seamless and true to the brand. Our brand identity program is administered through the Department of Marketing and Design; however, the strength of our brand identity requires the cooperation of all members of the organization. General questions about the program should be directed to the Marketing Department.

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A close-up photograph of a hand using blue-handled tongs to pick up a sausage from a pan. The pan contains a colorful mixture of sautéed vegetables, including green leafy herbs, red tomatoes, yellow corn, and onions. The background is blurred, showing a wooden surface and a red object. The text "FEEDING YOUR LOVE OF THE OUTDOORS SINCE 1985" is overlaid in white, bold, sans-serif font on the left side of the image.

**FEEDING YOUR
LOVE OF THE
OUTDOORS SINCE
1985**

GSI OUTDOORS – Spokane, WA

g-s-i: abbreviation for gear solutions + innovations
outdoors | adverb [out-dawrz, -dohrz] : in or into the open air

At GSI Outdoors, we love having fun outdoors and bringing people together with food. Our affinity for food, fun, and adventure has inspired us to create Gear Solutions + Innovations for the outdoors.



Brand Identity

It's not always easy to find your identity, but we've found ours.



Brand Identity





About Us

In 1985, siblings from British Columbia- Don, Ian and Kathy Scott made their way down the west coast to San Diego where they founded GSI Outdoors. Since moving to Spokane, Washington in 1995, GSI Outdoors has only continued to grow and expand into the design, manufacturing, sales, and marketing of a vast line of Gear, Solutions + Innovations from here in the wild and verdant Rocky Mountain foothills of the Inland Northwest. What began as a small distribution company selling blue enamel tableware has expanded into an incredible array of outdoor cookware, eating and drinking products that are technical, innovative and fun.

GSI Outdoors is in the business of making cookware and dining products that adapt the comforts of home to active outdoor lifestyles at the campsite, bivy, base camp and everywhere in between. Our passion is food- food as a way of bringing people together, food as a way of having fun in the outdoors and food as a connection to the world around us. Our affinity for sharing great food in the great outdoors drives everyone at GSI Outdoors to create incredible Gear, inspired Solutions and never-ending Innovations for getting out into the spaces we love so much with the people we hold dear. We insist on Innovation with a capital "I", Innovation which introduces inventive, imaginative, and most of all enjoyable products that celebrate those values which we cherish. After all, the only thing better than being in the outdoors is being in the outdoors with great food and wonderful people.

GSI Outdoors is still that same small, privately-held, family company. We have no obligation to an anonymous group of shareholders, a corporate board or anyone but our customers, our reps and each other. It is this freedom that so epitomizes the outdoors and grants us the flexibility to be more responsive to the needs of our customers who love the backcountry as much as we do. GSI Outdoors proudly distributes products worldwide.



Brand Identity

BRAND IDENTITY

Company Core Values

GIVING BACK - SUSTAINABILITY - INTEGRITY

Here at GSI, we love having fun outdoors and bringing people together outside. What you may not know is how much we love using our affinity for the outdoors as a catalyst for giving back and doing better.

Because making effective changes and doing more today is essential to do now for all future generations to come. We are about doing what is right to protect this planet we all call home and making the world a better place.

We are honored to work with and help support organizations that stand for what we believe in for a better outdoor tomorrow. We hope to continue to improve each other and the status of our planet Earth.

Giving Back

Our #GSIGIVESBACK efforts are aimed to foster environmental stewardship, sustainable water projects, and a love for outdoor recreation in children who may not normally be able to access the natural world. These organizations are working to preserve access and promote a better future for our local communities and our nation as a whole, and we are pleased to support their great work.



LEAVE NO TRACE
CATHOLE TROWEL



THE SAM PROJECT
CLEAN WATER FOR ALL



OUTDOORS EMPOWERED
TEACHING CHILDREN ABOUT THE OUTDOORS

Sustainability

Sustainability is a continually evolving process as we look at new organizations, methods, and materials. Starting with our design team, to our suppliers, to using as many recycled, recyclable, and environmentally friendly materials as possible. We look at every aspect to see where we can help minimize the impact on the surrounding environment.



SUSTAINABLE PRODUCT DESIGN DESIGNED TO LAST

GSI is in the business of making quality outdoor gear that lasts. Having quality gear that lasts generations and stays out of the landfill is one of the best ways to reduce impact.



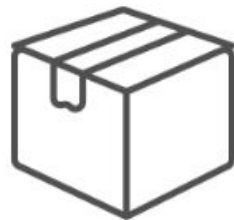
SUSTAINABLE SUPPLY CHAINS SUPPLY CHAIN AWARD

We are proud to work with supply chains that have similar forward thinking environmental sustainability goals. Recently one of our suppliers was honored with the Distinguished Green Shipping Award.



SUSTAINABLE GOALS DECREASE PRODUCT PACKAGING

Our design team works hard to create recyclable product packaging. As we strive to do better, we are working towards decreasing all packaging by 30% and decreasing the overall weight of packaging materials.



SUSTAINABLE PACKAGING SHIPPING MATERIALS

To help decrease our footprint we use shipping boxes from recycled material. We also measure and manage the package-to-product ratio for carton efficiency, do not use staples, and working towards using paper tape vs vinyl tape.



SUSTAINABLE PRODUCT PARTS

On occasion there may be something that breaks. We'd rather you fix your gear than it end up in the landfill. That is why we keep a vast supply of small components on hand for all of our products.



Brand Identity

BRAND IDENTITY

Integrity

At GSI, we strive to have happy, healthy, and knowledgeable employees. We believe having a happy family who loves what they do and appreciates what their company represents is an equation for success.

We also extend our values and best work practices to our supply chains by putting on seminars, training sessions, and taking surveys. The GSI company owners personally tour factories consistently to ensure working conditions are clean, safe, fair, and nondiscriminatory.



RESPONSIBLE PRACTICES

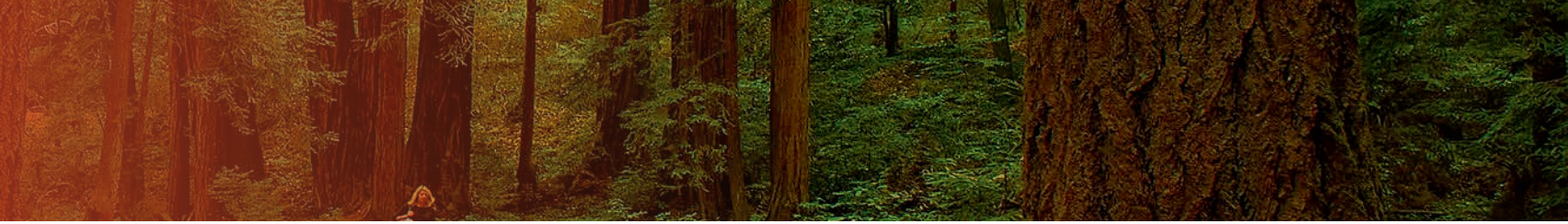
As we work to exceed industry standards of minimizing impact of our products on the natural environment, we also voluntarily put our products through rigorous testing (FDA, Prop 65, RoHs, UL, EU, CSA, JIA) to ensure our products exceed consumer health and safety standards across

SAFE MATERIALS

Our family owned business chooses to use only materials that are safe for consumers, employees, and the environment. GSI Outdoors has adopted and complies with the Afirm Restricted Substance List.

HAPPY FAMILY

All employees and supply chains have a healthy and safe environment, fair compensation, lawful hours of work, nondiscrimination, and no child labor, harassment or abuse.





Messaging Strategy

There are messages and there are strategies - we have both.



Messaging Strategy



MESSAGING STRATEGY



Brand Tone

The GSI community is all about people. About real people having real adventures. Our goal is to create inspiring, authentic, fun, and spontaneous content that is consistent and clear throughout all channels. A message with our product that tells a story our customers can relate to and be inspired by no matter their level of expertise.

How do we accomplish that? By talking to people and showing adventures how we would in everyday life. Connecting with nature in ways that reflect their individual tastes, needs, and values. Inspiring their dreams and passions; framing our branding messages to connect with them at their level. Down to earth, attainable, fun, spontaneous and inspiring.



Messaging Strategy



MESSAGING STRATEGY



Product

Mother Nature is a total overachiever. She is methodological and has a knack for nurturing exploration, inspiring reverence, and demanding respect. She can also serve up fun, experience, and adventure without blinking an eye. And, she does not discriminate. Well, we at GSI Outdoors like her model. That means our product should deliver premium quality at an attainable price regardless if the consumer is solo trekking between tea houses in the mountains of Nepal, rolling up in the family wagon for a long weekend in Yosemite, cheersing around a bonfire after a long day of pond hockey or looking for an excuse to have an outdoor meal with friends under the stars. It also means that our tone and messaging should be the same. As a company, we are committed to helping people, no matter their level of expertise, connect with nature in ways that reflect their individual tastes, needs, and values. Ultimately, we hope to help create lasting fun and positive memories with premier gear that speaks technical for anyone to understand with lots of personality. Dear Mother Nature, we'll have what you're having.



Visual Guidelines

Visual guidelines are like SUPER important to us.



Visual Guidelines

Logo Artwork Options

VISUAL GUIDELINES



PRIMARY LOGO: COLOR

Use this version for all corporate communications including, but not limited to stationary, brochures, catalogs, advertising, and the Web.



PRIMARY LOGO: WHITE

Use this version on color backgrounds.



PRIMARY LOGO: BLACK

Use this version if the application does not support PMS or CMYK color models.



PRIMARY LOGO: WHITE

Use this version on black backgrounds.



10 mm



10 mm

MINIMUM SIZE

The full GSI Outdoors logo should never be smaller than 10 mm in width.



Logo Violations



Do not change logo colors



Do not outline logos



Do not alter logo to remove "Outdoors"



Do not stack the tree bug and logo type



Do not change fonts in logo



Do not repeat any version of the logo in patterns



Do not alter or remove elements from the logo



Do not mix brand colors, logo should always be one color



Visual Guidelines

VISUAL GUIDELINES

Applied Product Mark

THREE TREES

If the application requires a smaller image, then the '3 trees' graphic mark on its own can be used. The '3 trees' graphic mark can be used on products, caps, and accessories, used as a brand reminder in an elegant way to designate product categories, or repeated as a graphics pattern under certain circumstances with Creative Director or Marketing Director prior approval.



Product Mark: Black
Use this version if the application does not support PMS or CMYK color models, or where Chemical or Laser applications apply.



Product Mark: White
Use this version on colored product only.



Product Mark: Pantone 447 C
Use this version on stainless steel and light colored product only where Chemical or Laser applications do not apply.



Minimum Size
The full 3"3 Trees" logo should never be smaller than 10 mm in width.



No Vertical Treatment
The three trees logo should never be turned vertically.



Applied Product Mark

THREE TREES W/ GSI OUTDOORS

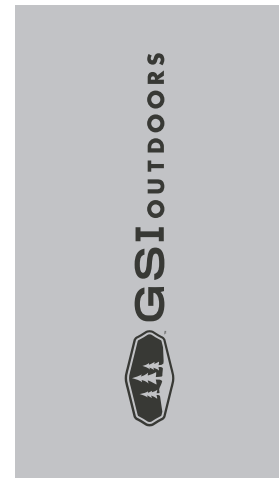
Our logo is to be used only as indicated on the previous page. Most importantly, the '3 trees' graphic should never be altered in any way. Do not use transparent or outline versions of the logo unless you receive prior permission from either the Creative Director or Marketing Director. The GSI Outdoors logo with both the '3 trees' graphic and our full name "GSI Outdoors" should be used for all applications (with the exception of GSI Outdoor products themselves) until such a time that the '3 trees' icon can stand on its own in terms of brand recognition.



Product Mark: Black
Use this version if the application does not support PMS or CMYK color models, or where Chemical or Laser applications apply.



Product Mark: White
Use this version on colored product only.



Product Mark: Pantone 447 C
Use this version on stainless steel and light colored product only where Chemical or Laser applications do not apply.

GSI OUTDOORS BOTTOM MARK

This logo is to only be used as a bottom mark on product.



Visual Guidelines

VISUAL GUIDELINES

Applied Product Mark

Product Series and Name

The full 3"3 Trees" logo should never be smaller than 10 mm in width.

SANTOKU
KNIFE SET



Product Mark: Black

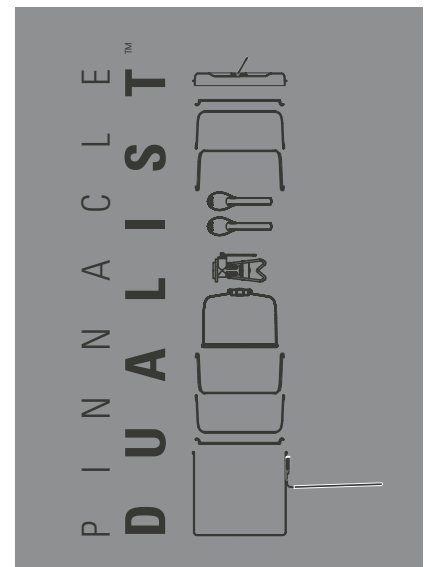
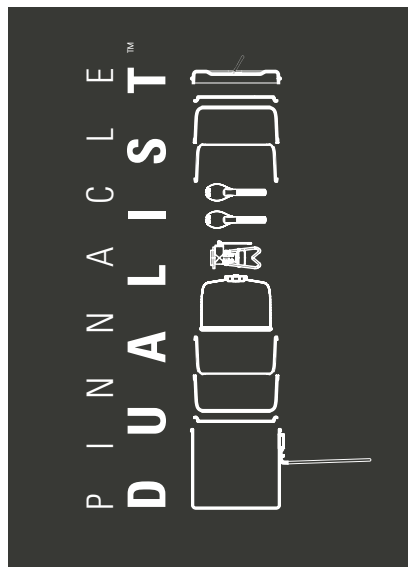
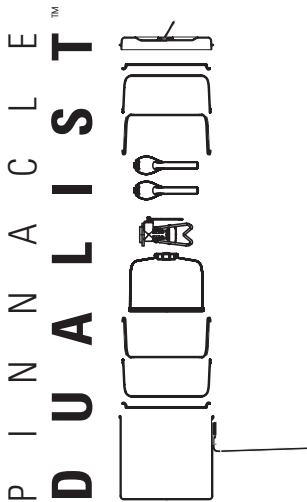
Use this version if the application does not support PMS or CMYK color models, or where Chemical or Laser applications apply.

Product Mark: White

Use this version on colored product only.

Product Mark: Pantone 447 C

Use this version on stainless steel and light colored product only where Chemical or Laser applications do not apply.





Minimum Clear Space Rule

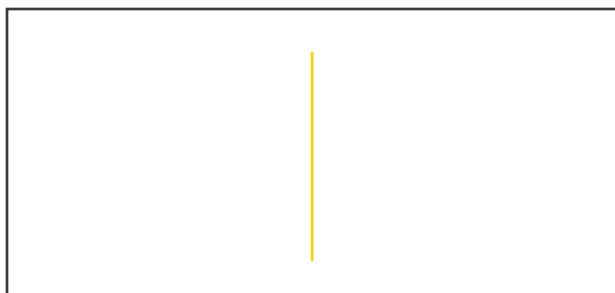
The logo mark should have space around it to not feel crowded. Utilize the "I" as a space guide when placing the logo mark.



Logo in a Fixed Space

Step 1

Find the center of the space.



Step 2

The logo mark should have a comfortable amount of space around it. Utilize the "I" as a space guide when placing the logo mark.



Step 3

Scale the logo to the desired size, without violating the clear space rules.



Step 4

Final placement using clear space and centering.



**Pinnacle Stoves and Fuel Cartridges sold separately*

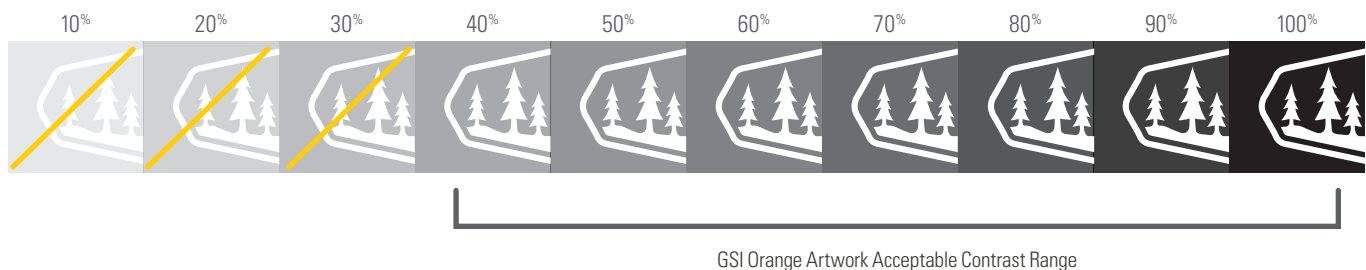
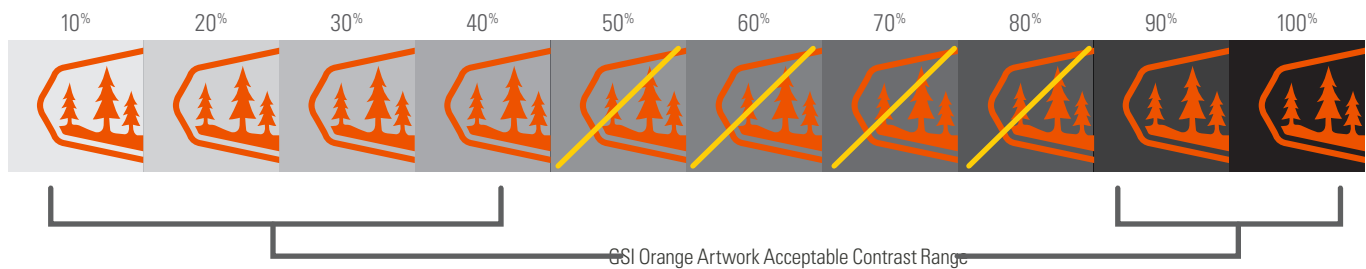


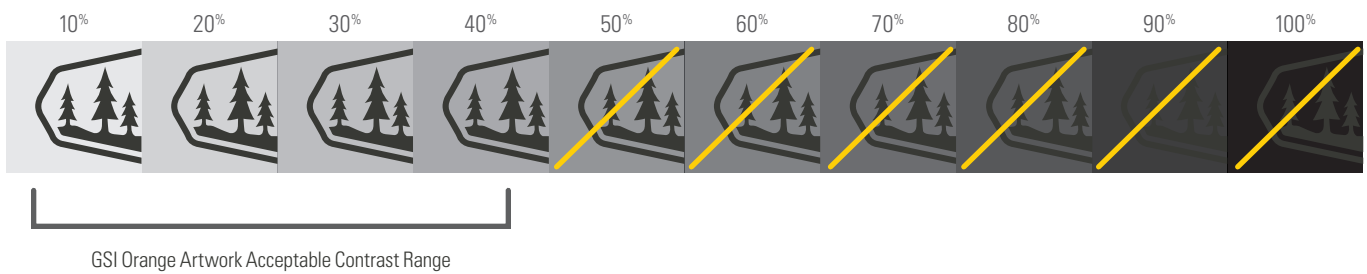
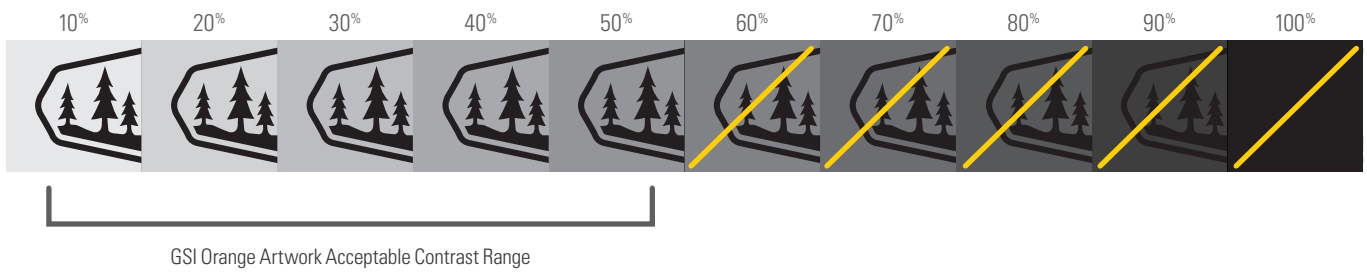
Visual Guidelines

VISUAL GUIDELINES

Color Contrast Guidelines for Choosing Logo Color

Where possible, the GSI Logo should be shown in 166C (GSI Orange). In cases where GSI Orange is hard to read white should be used. Black and 447C (GSI Grey) are also shown as options, but in all but rare cases the logo should appear in Orange or White. The guide below is to assist in making the best decision for maximum readability when the logo appears on a background tone or a photograph. Note that high areas of contrast are best. When the background tone and the logo have a similar value the readability of the logo suffers.





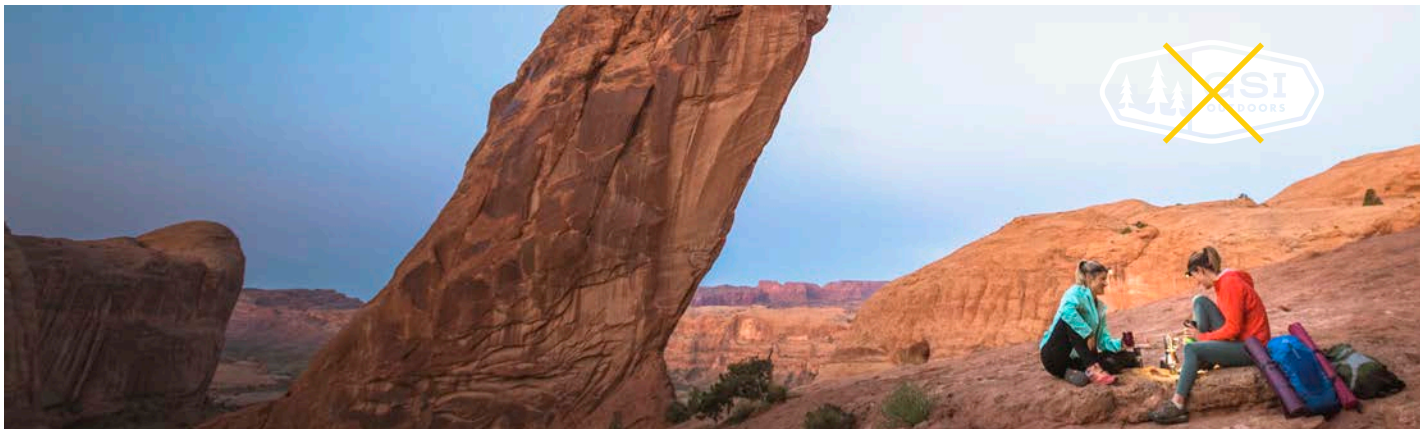


Visual Guidelines

Logo Placed on Photography

Using the rules outlined on the previous page, the examples below show the best use of the logo on a photograph. See that the white logo is too light for the background and the GSI Orange flag with the white logo is preferred. The logo and flag should always be placed on the left side of the photograph.

VISUAL GUIDELINES







Visual Guidelines

Brand Font

Univers typeface is a key element to our brand and should be used consistently across all communications to reinforce our brand look and feel.

PRODUCT NAMES

Univers Light Condensed (ALL CAPS) + Univers Bold Condensed (ALL CAPS)

ABC **ABC**

HALULITE **1.1 L BOILER**

TITLES / SUBTITLES

Univers Light Condensed or Univers Bold Condensed

Abcd or **Abcd**

HARD ANODIZED ALUMINUM

TEXT / TAGLINES

Univers Light Condensed
Univers Light Condensed Oblique (additional languages)
Univers Bold Condensed

Abcd or **Abcd**

Ultralight 1.1 liter Boiler weighs just 8.6 oz/244 g.
Convenient folding handle locks into place for cooking and secures entire set for transport.
Includes Mesh stuff sack.

NUMBERS

Univers Light Condensed
Univers Bold Condensed

1234 or **1234**

1.1 5.0" x 4.8" x 5.1"
Liter 127 x 122 x 130 mm



Brand Colors

Our color story is simple: we have limited the GSI Outdoors color palette to four colors chosen for their sophistication and harmony with the outdoors, and developed specific color sets for each user segment that are in line with the palette associated with the overall product color story.



GSI Orange
Pantone 166 C
Pantone 00-00C (Process)

CMYK 0/00/000/0
RGB 000/00/0

GSI Dark Gray
Pantone 447C
Pantone 179-14C (Process)

CMYK 50/30/40/90
RGB 55/58/54
HEX 373A36

GSI Light Gray
Pantone 427C
Pantone 179-4C(Process)

CMYK 7/3/5/8
RGB 208/211/212
HEX D0D3D4

Product Colors



Black
Pantone 000 C
CMYK 0/00/000/0

Fair Aqua
Pantone 000 C
CMYK 0/00/000/0

Mariner
Pantone 000 C
CMYK 0/00/000/0

Olive
Pantone 000 C
CMYK 0/00/000/0

Fuchsia
Pantone 000 C
CMYK 0/00/000/0

Purple
Pantone 669 C
CMYK 0/00/000/0

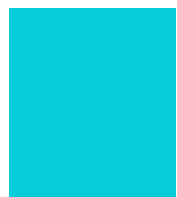
Forest Green
Pantone 349 C
CMYK 0/00/000/0



Sand
Pantone 2325 C
CMYK 0/00/000/0



Navy
Pantone 2758 C
CMYK 0/00/000/0



Sky Blue
Pantone 000 C
CMYK 0/00/000/0



Dark Fuchsia
Pantone 7657 C
CMYK 0/00/000/0



Red Grape
Pantone 7641 C
CMYK 0/00/000/0



Red
Pantone 000 C
CMYK 0/00/000/0



White
Pantone 000 C
CMYK 0/00/000/0



Blue
Pantone 2325 C
CMYK 0/00/000/0



Stainless
Pantone N/A
CMYK 0/00/000/0



Product Guide

We are like, SO creative and we design stuff.



Product Guide

Materials

List of materials used

Sustainable Materials

List of materials used



Design

List of materials used



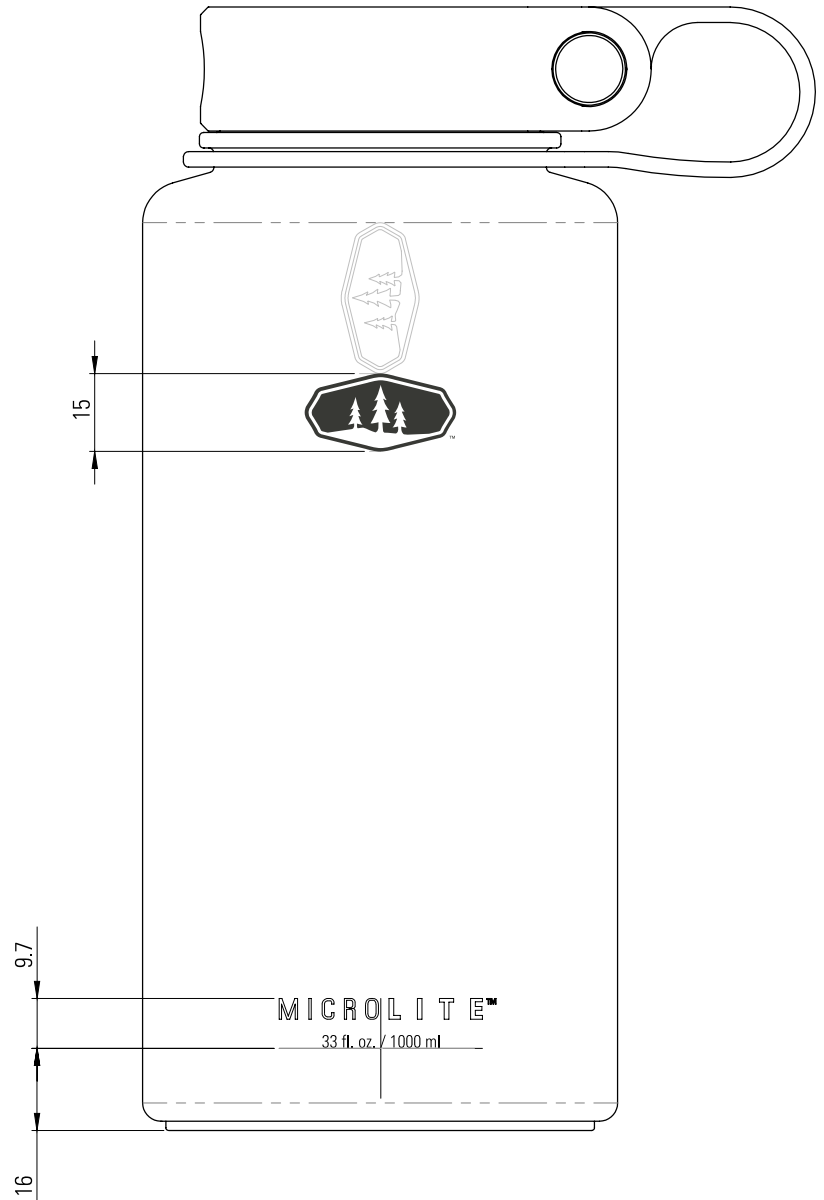
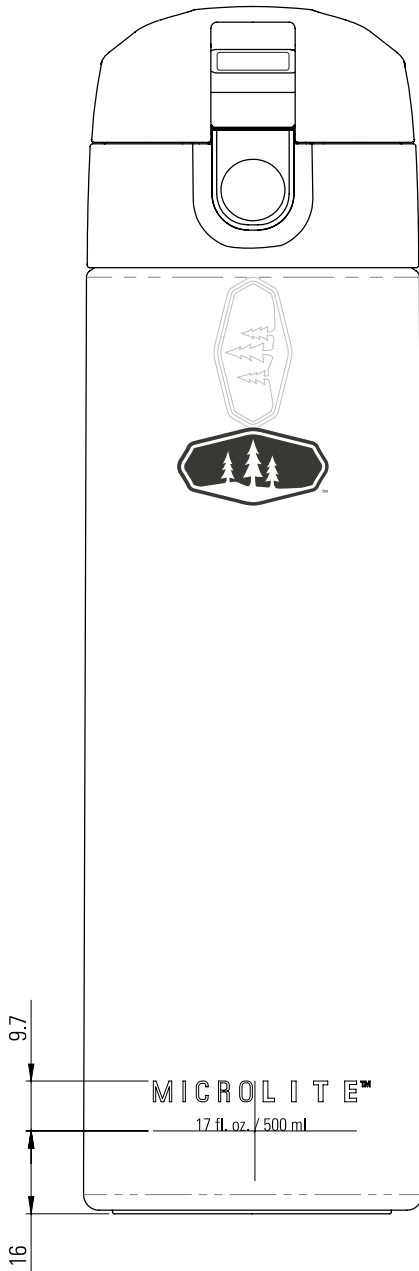
Product Guide

Logo Placement

For all MICROLITE bottles, use the following placement rules:

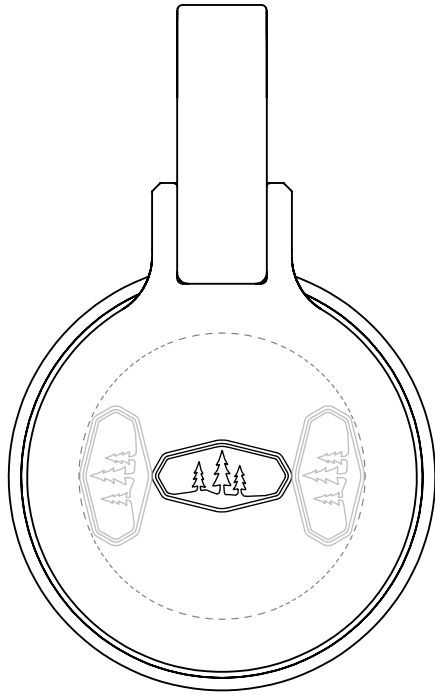
1. Three Tree Bug is 15mm tall for all bottle sizes.
2. Three Tree Bug is spaced from top edge of primary surface by 1 Tree Bug logo of same size set vertically.
3. MICROLITE logo with volume measurement is 9.7mm tall with 4mm font height for logo and 2.5mm font height for volume measurements.
4. Bottom of volume measurements should be placed 16mm up from the table surface.

PRODUCT GUIDE

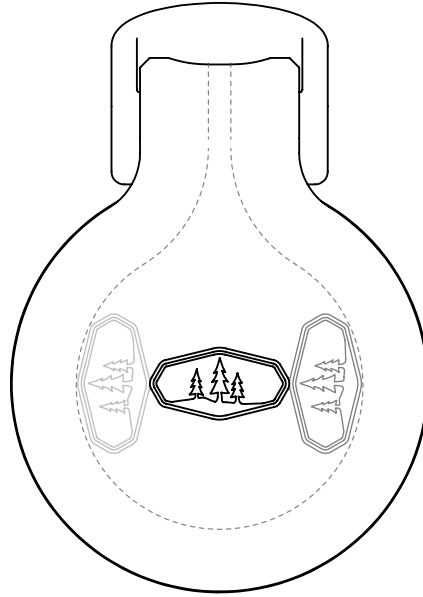




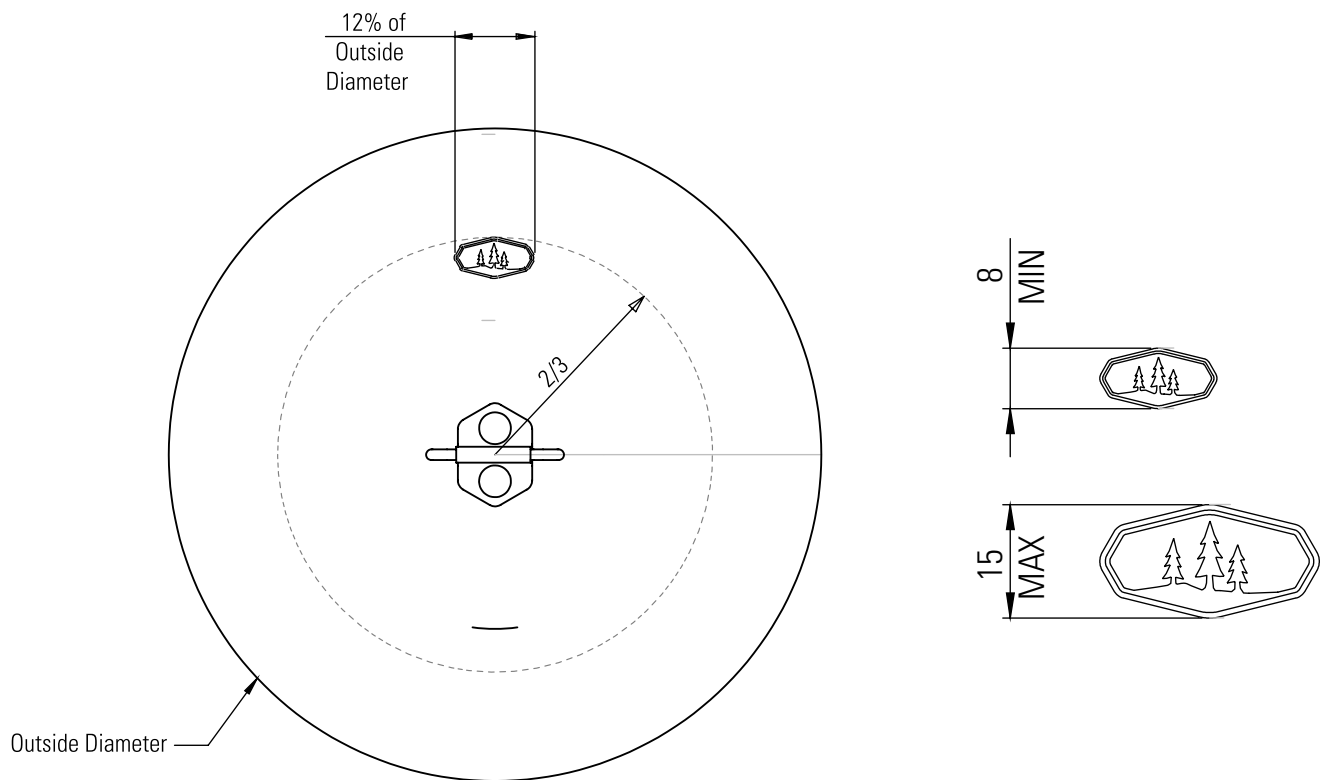
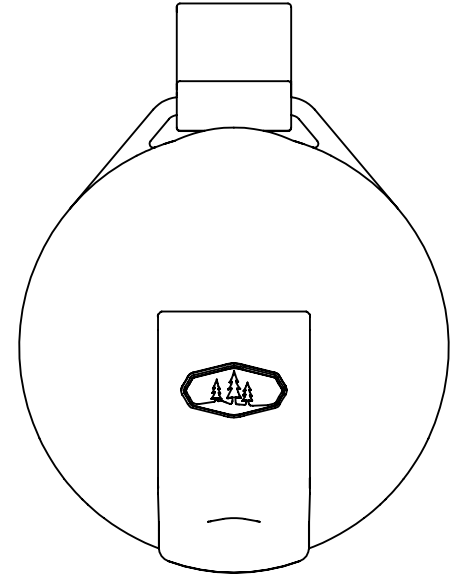
Center Three Tree Bug logo on the primary surface of a lid with uninterrupted center. Scale logo to fit one vertical Three Tree Bug on each side of the horizontal Three Tree Bug as shown.



Center Three Tree Bug logo about the diameter of the primary surface, even when part of the primary surface extends beyond the major diameter.



When the primary surface is interrupted, center logo on the vertical, then proportionally place on a primary surface for the horizontal. In this instance, the logo is placed on the flap of the lid rather than the recessed portion of the lid. Recessed area of lid would be considered a secondary surface.



Logo placement on lids with a handle uses the following rules:

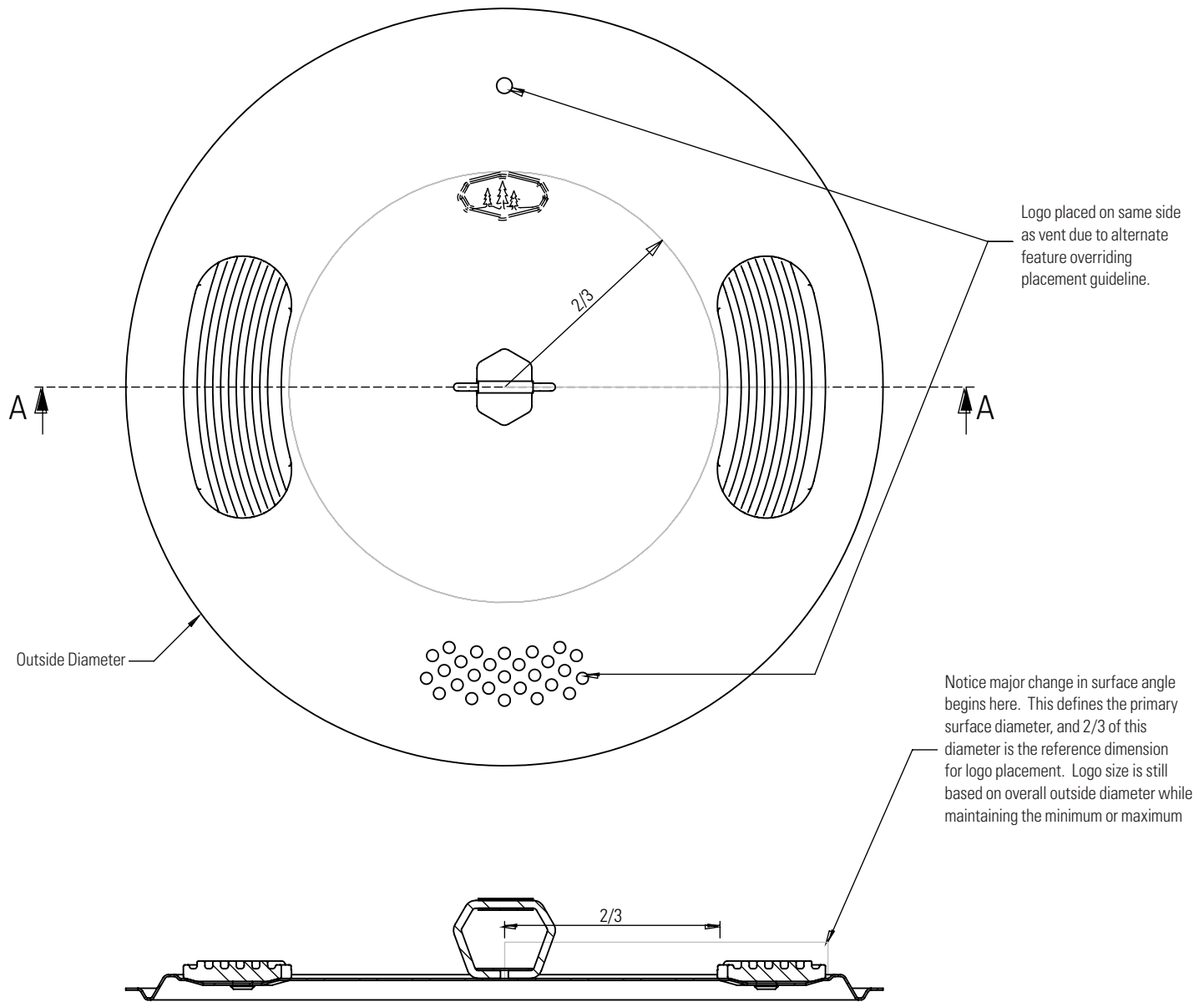
1. The top radius of the logo is tangent to a concentric circle whose radius is 2/3 that of the primary surface.
2. Logo must be parallel to the handle, or opposite of a vent if present.
3. Logo width is 12% of the outside diameter of the lid.



Product Guide

Logo Placement

PRODUCT GUIDE



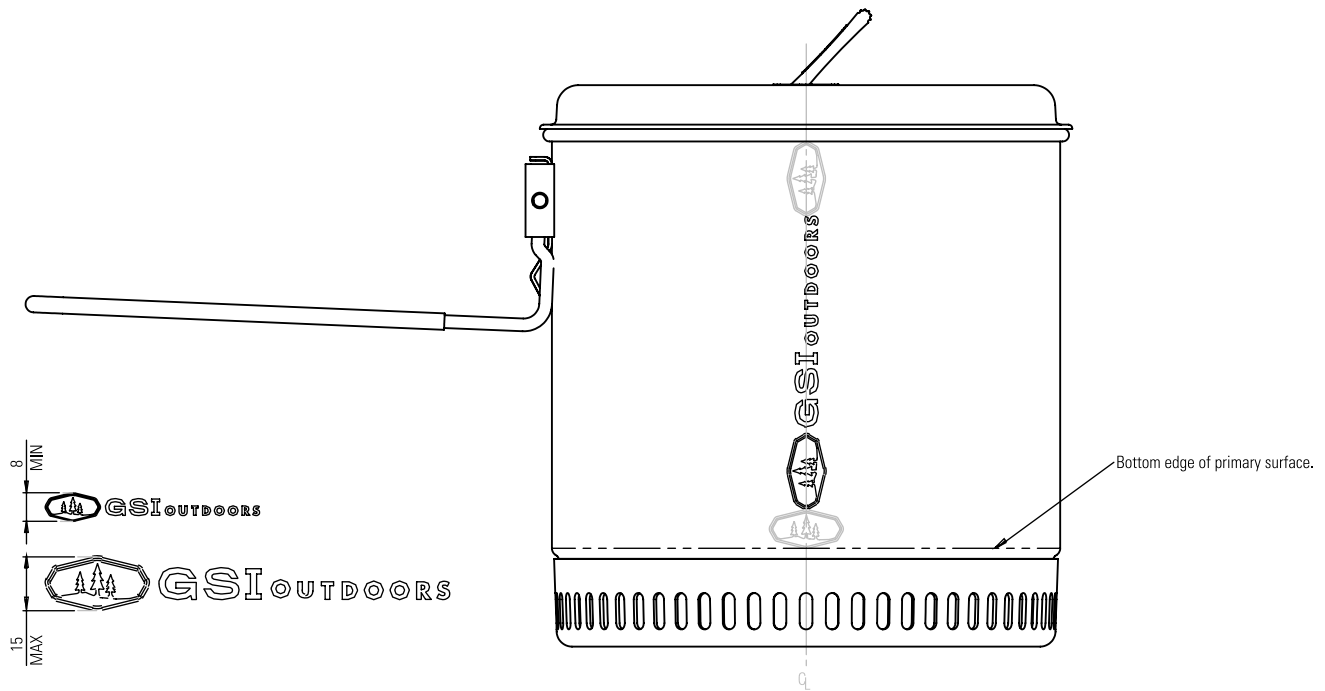


Molding Placement

When placing Tree Bug w/ GSI Outdoors logo on product, orientation is defined by product shape. If the product's primary dimensions are taller than it is wide, then logo should be in the vertical orientation. If the product is wider than it is tall, then the logo should be in the horizontal orientation.

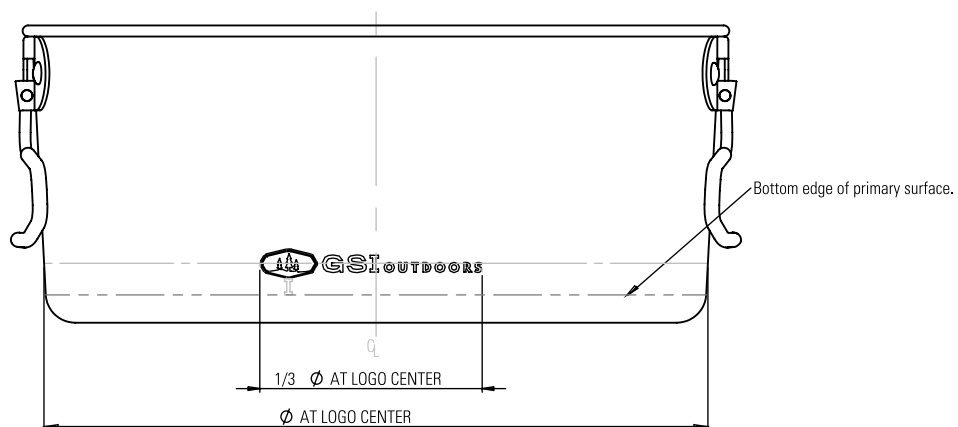
The following alignment rules shall be followed for vertical placement:

1. The Tree Bug (horizontal) is used to space the logo off the bottom edge of the primary surface.
2. The Tree Bug (vertical) is used to scale off the top edge of the primary surface up to the maximum height.
3. The minimum logo size is 8mm in height.
4. The maximum logo size is 15mm in height.
5. In the case of a single-handle pot or cup, the logo should be clocked 90° away from the user when held in the right hand so it displays outward.



The following alignment rules shall be followed for horizontal placement:

1. The letter "l" from the logo shall be used to space the logo off the bottom edge of the primary surface.
2. The long, right, vertical edge of the letter "l" in GSI shall be used to center the logo with the centerline of the product.
3. The logo height shall not exceed 10% of the overall product height unless it falls below the 8mm minimum height.

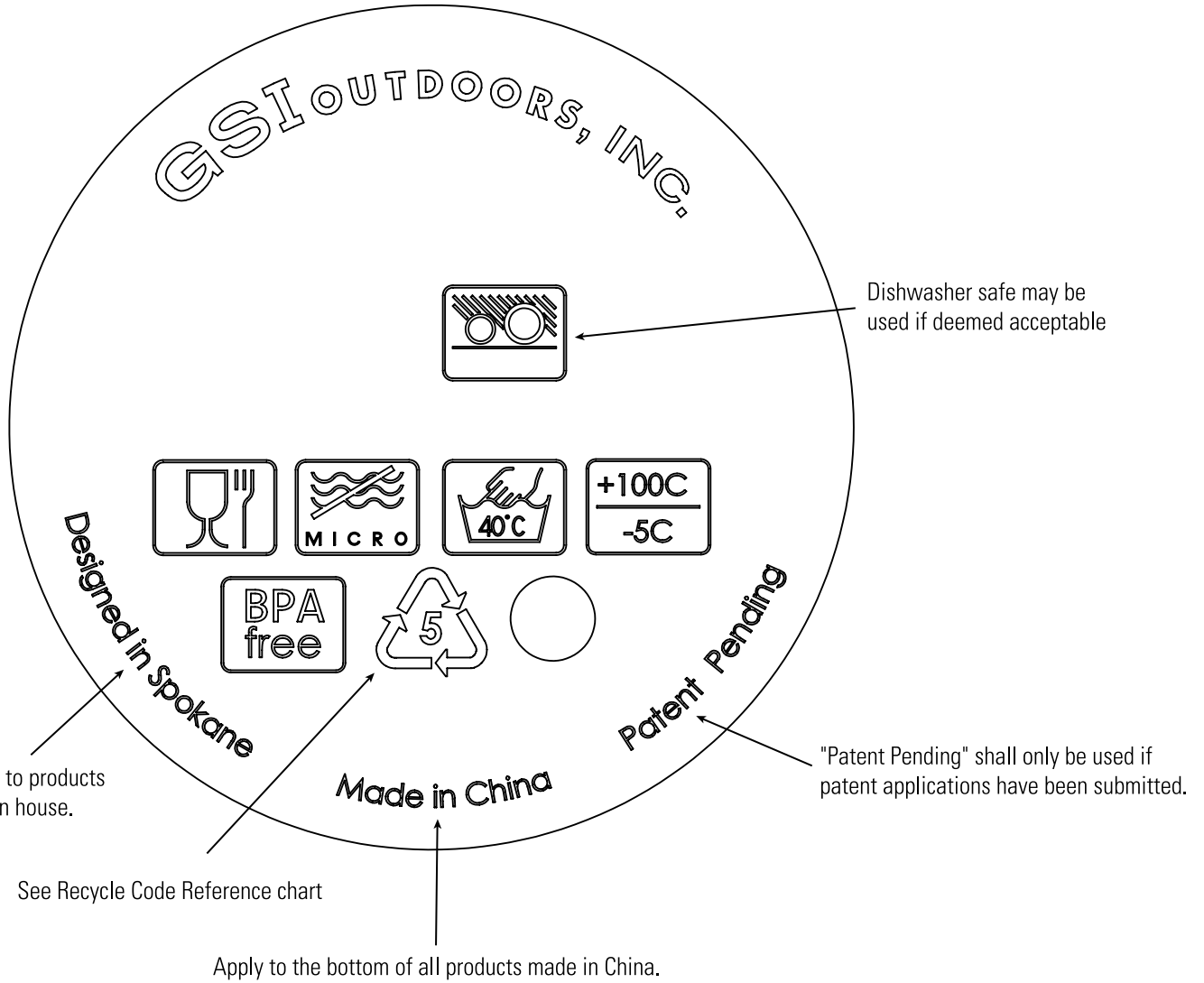




Product Guide

Care Icons

PRODUCT GUIDE



CODE NUMBER	ABBREVIATION	FULL NAME
1	PETE	Polyethylene Terephthalate (PET)
2	HDPE	High Density Polyethylene
3	V	Polyvinyl Chloride (PVC or simply Vinyl)
4	LDPE	Low Density Polyethylene
5	PP	Polypropylene
6	PS	Polystyrene
7	Other	Polycarbonate, overmolded parts, etc.





Creative Design

We are like SO creative and we also design stuff.



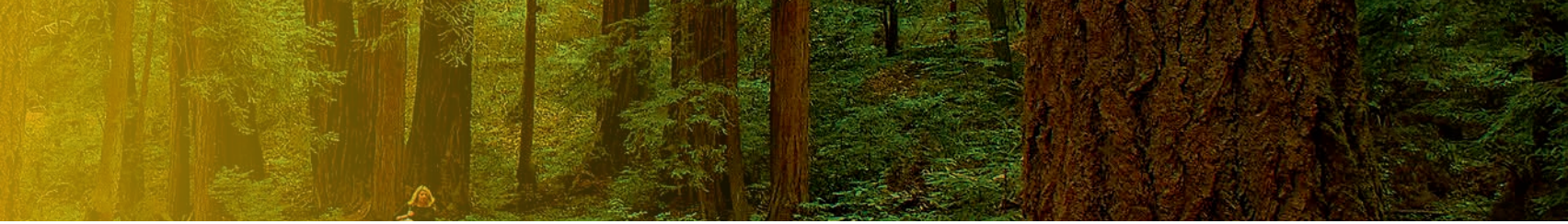
Creative Design

OR Trade Show

The GSI brand should be easily spotted and recognizable from anywhere on the trade show floor. Booth displays must be in line with all design principles set forth in this book. The booth should promote the outdoor lifestyle as well as highlight product innovations for each product category represented.

CREATIVE DESIGN





Regional/Rep Shows



Creative Design

Packaging

Product packaging should uniformly look and feel sophisticated yet be easy and pleasing to interact with. A refined color palette imparts a premium feel and careful application of color allows for easy visual delineation between line segmentations. Consistency in usage of approved colors, fonts, imagery, iconography, illustrations, terminology and logos in packaging is key to elevating our brand as well as fostering brand recognition and loyalty.

CLOSED BOXES

Large Box



For premium items

Small Box



For boxes below minimum frontal area threshold



Corporate logo is aligned left on packaging. Keep minimum distance around logo as shown above.

CREATIVE DESIGN

Material:

The typical close box is made of E-Flute corrugate, bright white, silk finish, coated on one side, PP flood coated with satin finish.

Translations:

Product descriptions and warnings will need French and German translations. Weights and measures will need to be in both standard and metric.

Legal panel to include:

Food Safe symbol where applicable, Green Dot symbol
Product number, name, GSI Outdoors address in the US and England, Origin of manufacturing and UPC.
You may also add "Please Recycle"

	#68183: Glacier Stainless Base Camper™ Medium
	© 2017 GSI Outdoors, Inc.
	1023 S Pines Rd Spokane WA 99206 USA
	PO Box 132 Wakefield, England WF1 1XJ
	Made in China. Fabriqué en Chine.

PRODUCT NAMES

Univers Light Condensed (ALL CAPS) +
Univers Bold Condensed (ALL CAPS)

ABC ABC

PRODUCT DESCRIPTIONS

Univers Light Condensed
Univers Light Condensed Oblique (additional languages)

abcd



GLACIER STAINLESS® BASE CAMPER™ MEDIUM

ingenious, indestructible, integrated, 18/8 stainless steel cookset
un ensemble pour cuisiner en acier inoxydable 18/8 ingénieux, indestructible et intégré

GSI Orange
Pantone 166 C

GSI Dark Gray
Pantone 447C

Light Gray
Pantone 477C
@20%
.1119 in. wide

Color and Elements

Closed box elements stay consistent from box to box with variations depending on size and shape. Basic color scheme remains the same using Pantone 166C and 447C as background colors and photos being CMYK



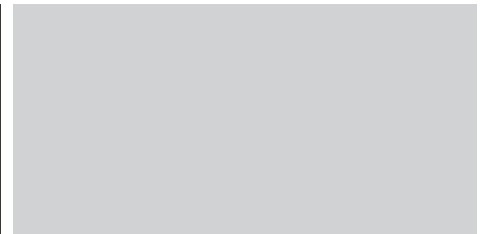
GSI Orange
Pantone 166 C
Pantone 00-00C (Process)

CMYK 0 / 00 / 000 / 0
RGB 000 / 00 / 0



GSI Dark Gray
Pantone 447C
Pantone 179-14C (Process)

CMYK 50 / 30 / 40 / 90
RGB 55 / 58 / 54
HEX 373A36



GSI Light Gray
Pantone 427C
Pantone 179-4C (Process)

CMYK 7 / 3 / 5 / 8
RGB 208 / 211 / 212
HEX D0D3D4

CREATIVE DESIGN

WARNINGS
In English, French and German



LIFESTYLE PHOTO
Outdoor or indoor locations with products and people



PRODUCT DETAIL PHOTOS
Show main features, artistic focus, studio shots





GLACIER STAINLESS™ BASE CAMPER™ MEDIUM

GLACIER STAINLESS™ BASE CAMPER™ MEDIUM
ingenieur, indestructible, intégré, 18/8 stainless steel cookset
un ensemble pour camper en acier inoxydable 18/8 ingénieux, indestructible et intégré

PRODUCT TECHNOLOGY
Exploded illustrations, include product callouts, weights and measures



LEGAL
Barcode, Addresses, Product code, Food safe, Green Dot symbol, Please Recycle



MAIN PRODUCT PHOTO
2/3 Shot, wide angle, Bright, with shadows and reflections, knocked out



Creative Design

Packaging Variations

Besides our iconic closed boxes, GSI Outdoors uses a variety packaging vehicles. These include, but not limited too, headers, wraps and stickers.

HEADERS



Hanging items

WRAPS



Open Stock Items

STICKERS



Open Stock Items

CREATIVE DESIGN

HEADERS

Typically 2 sided, 2 color, available in 2.5" and 5" wide form factors on a Polypropylene or cardboard substrate.

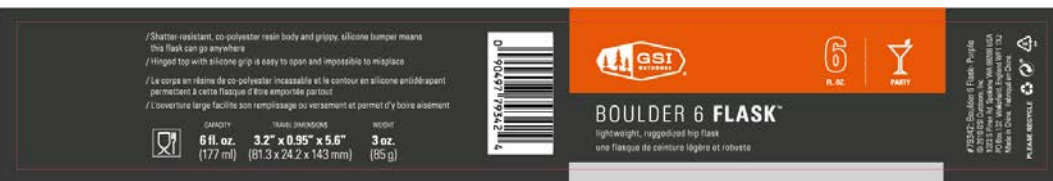


- GSI Orange
Pantone 166 C
Pantone 00-00C (Process)
- GSI Dark Gray
Pantone 447C
Pantone 179-14C (Process)
- Light Gray
Pantone 447C @ 20%



WRAPS

1 or 2 sided, 2 or 4 color, on a paper substrate



CREATIVE DESIGN

STICKERS

Typically 1 sided, 2 color, on a paper substrate



Sticker placed on front of product



Sticker placed on back of product

On some items a separate UPC sticker will be needed.





Creative Design

Instructions

Instructional booklets are used throughout the GSI Outdoors product line. Typically they are multi-page, multi-lingual documents that inform the customer how to use the product, explain product care and tell of certain warnings that need to be heeded. The booklets are printed on paper, two sided, accordin folded and are usually printed in two colors. Translations are in EU French, German and sometimes Japanese. English will be prominent.

Front

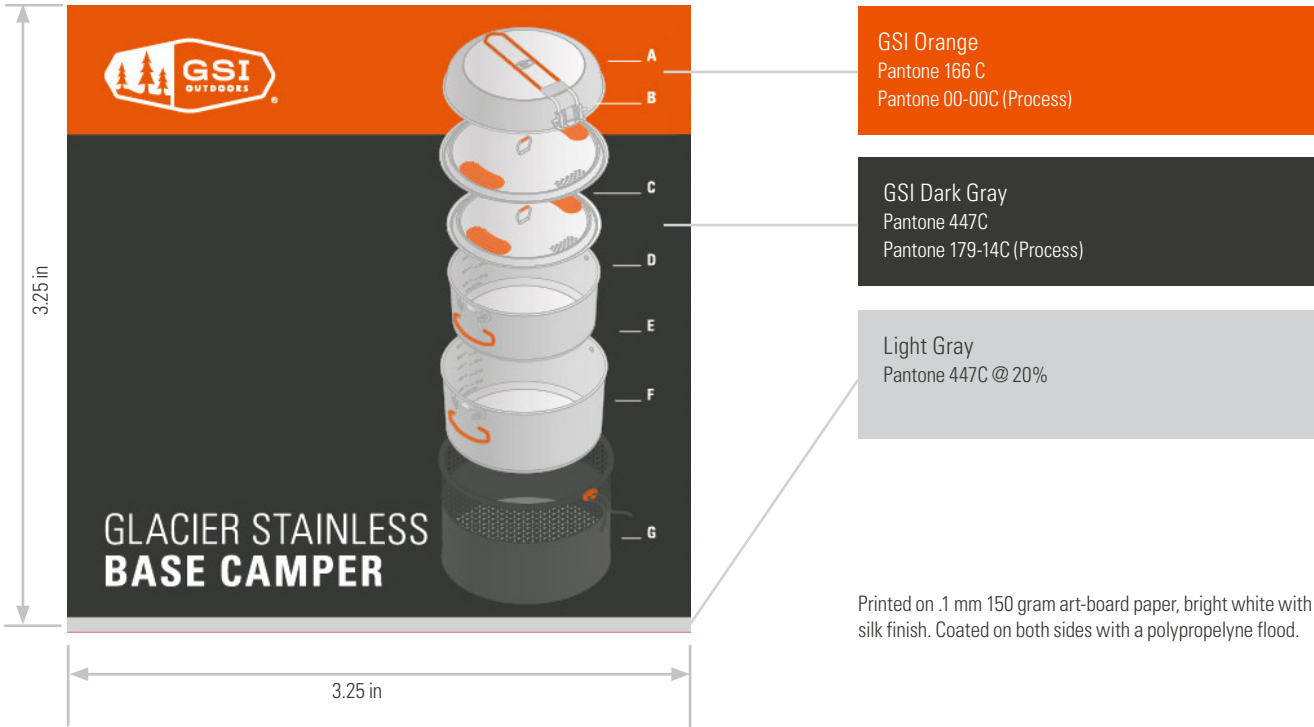


Back

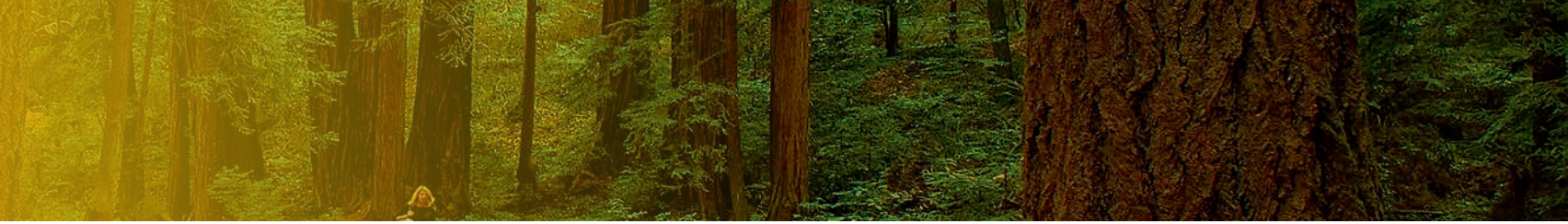


CREATIVE DESIGN

Actual size



Printed on .1 mm 150 gram art-board paper, bright white with silk finish. Coated on both sides with a polypropylene flood.





Advertising

Advertising is very complicated but don't worry we have it all figured out.



Advertising

Catalog

Our catalogs are another opportunity to foster brand recognition and reinforce our brand pillars - innovative, contemporary, relevant, and essential. To achieve this, our catalogs must be visually appealing, accessible, informative, accurate, and current. Thoughtful application of our design principles and messaging strategy is essential.



COVER



INTRO PAGES



Tableware

"Gather here Adventurers with grateful hearts! Tell us your adventures and share our corcospa set before us for we are all family at this table."

ADVERTISING



PREMIUM PRODUCT PAGES



PRODUCT PAGES



Photography: Studio

Product photography should reflect a simple, modern, and clean aesthetic, primarily taken straight on, and mixing full product and product detail shots.



ADVERTISING





Advertising

Photography: Lifestyle

The lifestyle approach allows each image to tell a story that resonates with our wide range consumer base. Each image should visually represent innovation and be contemporary, relevant, and essential- while remaining true to our brand principles of innovative, natural, authentic, and human. Ultimately, we want consumers to picture themselves doing the same activities and feeling the same way as the people in the photos - inspired, challenged, joyful, connected, relaxed- and associate all of this to the GSI OUTDOORS® brand.

Keywords to remember:

HUMAN, SPONTANEOUS, RELATABLE, ENERGETIC

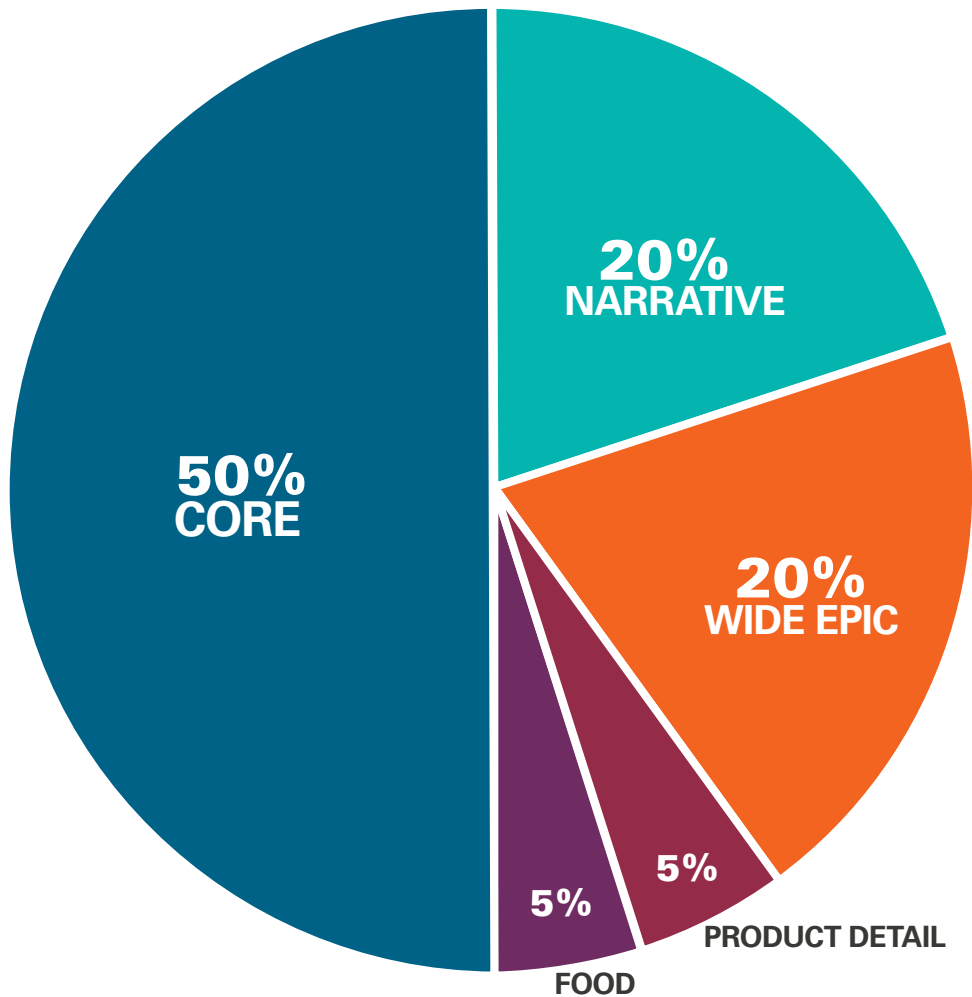
50% CORE
20% NARRATIVE
20% WIDE EPIC
5% PRODUCT DETAIL
5% CONTEXTUAL

IMAGE SELECTION

The "Perfect World" breakdown:

50% CORE
20% NARRATIVE
20% WIDE EPIC
5% PRODUCT DETAIL
5% FOOD

ADVERTISING





CORE

CORE images should have crisp, visible branding and be product focused. We should see talent enjoying the outdoors in realistic environments. Happy expressions, NOt camera-aware, NO posed looks and NO activities that seem unrealistic. Below are examples of CORE for reference.



WIDE EPIC



PRODUCT DETAIL



FOOD



ADVERTISING



Advertising

IMAGE RATING

5 STAR - Catalog cover and banner worthy. This includes authentic, human, spontaneous, relatable images with beautiful vista views, aspiring moments, a story, and golden sun lighting. With correct product placement and use and believable fun smiling energetic models. The majority of images tend to be landscape. For the cover image, the focus should be on the right

4 STAR - May not be "catalog cover" worthy but are still high-quality images. Includes rich aspiring moments, a story, golden sun, great product placement, beautiful vistas, interaction fun smiling energetic models, faces showing, great product placement and correct use of the product.

3 STAR - Up Close believable interactions and product-centered images. Worthy of catalog category pages, ads, trade show booth lifestyles; These are closer framed photographs, with good representation and correct product placement, tells a story, great lighting, real and spontaneous model interaction, food, and night shots. Images tend to be more vertical images.

2 STAR - Product-centered images. Overall great shots of products and interactions. Perfect for all media.

1 STAR - May not be the best product shot but includes scenic images with wide vistas and narrative images.



5 star



5 star



4 star



3 star



2 star



1 star

ADVERTISING



END USER

When shooting, directing or editing brand images, it is important to be aware of the ways the video footage will be used and what is being captured. Anticipating the end use will maximize utilization of the assets.

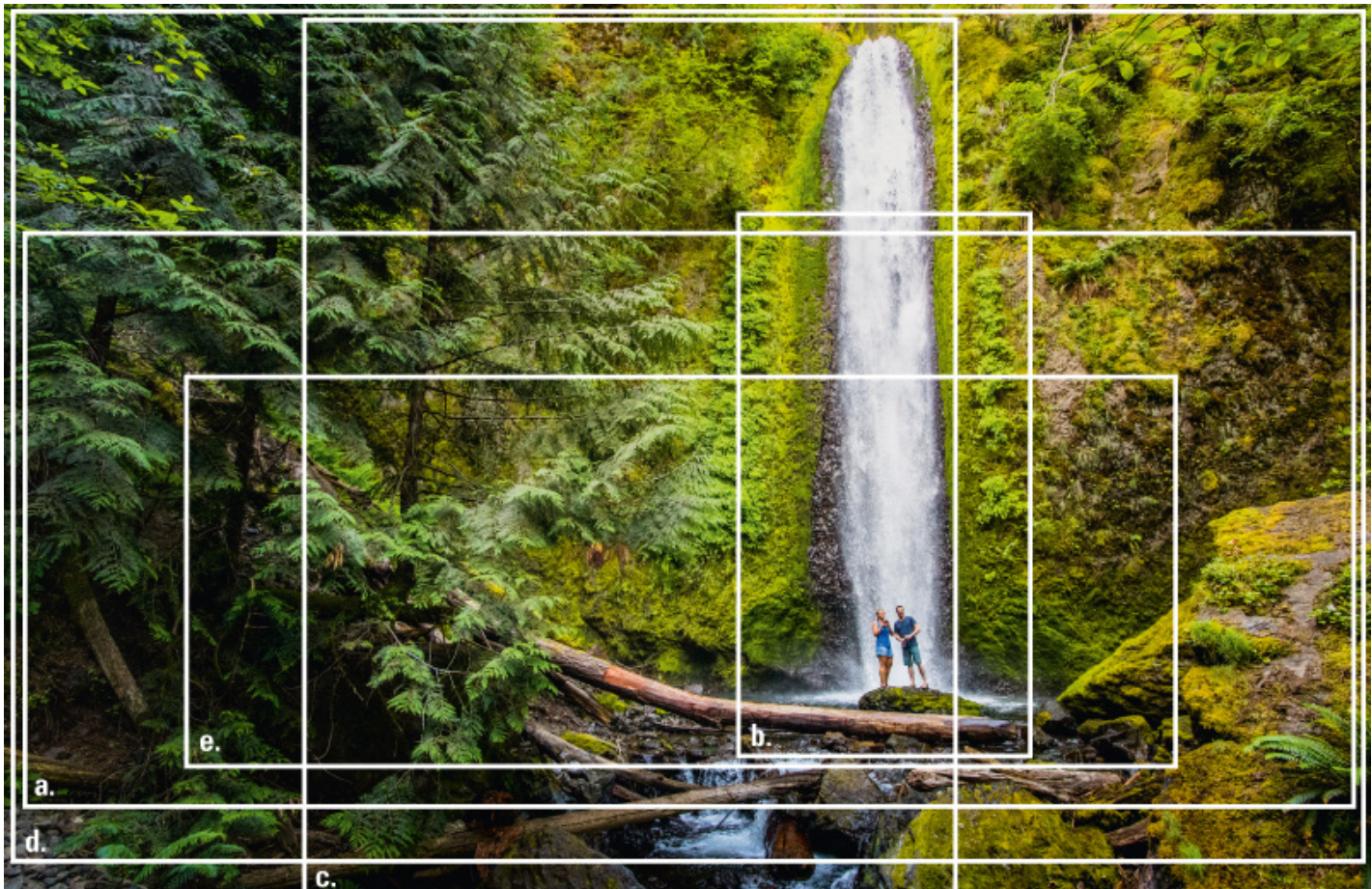
DIGITAL UTILIZATION: THREE KEY ASPECT RATIOS

Desktop: 1332 X 550

Tablet Portrait: 768 X 431

Mobile: 768 X 838

- a. E Comm Hero
1800 x 1200 PX
- b. Instagram
410 x 410 PX
- c. Full Page Print
8.5" x 11"
- d. Catalog Hero
18" 11.5"
- e. Tradeshow Banners
148" x 58"





Advertising

CASTING

Finding right talent for a photo shoot is key to it's success. Please consider the following attributes when choosing people for your shoot. At GSI Outdoors, we want to show people having an authentic outdoor experience. Choose people from a variety of backgrounds and ethnicities that have a love of the outdoors. The people you cast should have some experience being in the environments you place them.



ADVERTISING



CHARACTER

When choosing your cast, consider uniqueness. We would like all types of people represented, adding quirky unique looks will add to the authenticity of the shoot.



PERSONALITY

It's important that the models hired have the ability to project a positive, fun, and engaging personality.



DIVERSITY

Racial diversity is important to us and our photography should reflect inclusivity





Advertising

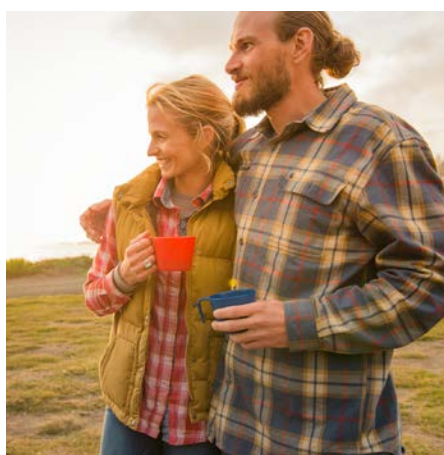
PHOTOGRAPHY STYLE

CLOTHING

We look for appropriate bright solid colored active clothing, jackets, and flannels.
Avoid: busy patterns, large logos, graphics, street wear, flip flops, or head ware that covers face.



GOOD



GOOD



NOT GOOD
Face hidden. Busy hat.

ADVERTISING

PROPS

Always use GSI Outdoors product or brands that align with our premier product. Premier brands include Arcteryx, Patagonia, Osprey, Deuter, Dakine, Big Agnes, Marmot, Black Diamond, Petzl, Helinox, RovR, etc..

Avoid competitor brand crossover products even if GSI Outdoors does not currently offer something similar. Crossover brands include but not limited to MSR (tents, lighting, snowshoes, ski poles, etc.), Hydro Flask (hydration packs, coolers, etc), Yeti (coolers, etc), CamelBak, Eureka, Solo Stove, Coleman (coolers, stoves, lanterns, etc.)

When using other brand products to fill the the scene, be aware of how products are placed. Position product and logos out of main focus.



GOOD



NOT GOOD
Is it a GSI or Bote ad?



NOT GOOD
Competitor brand tent.



FOOD

We are a premier brand with premier product and that goes to say we also have high standards when it comes to our food. When cooking, styling plates, and displaying or eating food think gourmet and fresh. Think a charcuterie board vs chips or a fire grilled Antipasto Mozzarella gouda Sandwich with Basil Pesto vs a peanut butter and jelly sandwich or Backpacker's Pantry Pad Thai with bright fresh veggies vs Nissin Cup Noodles. Though we understand the limits of the backcountry and being outside but choosing next level food it what we are looking for.



GOOD

TRASH

Though we understand trash is inevitable we try to keep it to a minimum at every shoot. Remove all trash from scene before camera ready. Replace chip bags with GSI Outdoors bowls, beer cans with reusable drinkware, glass wine bottles with canteen or bladder, food packaging with tiffins or plates. No clutter such as paper towels, grocery bags, food storage bags, food packaging, cans, bottles are allowed in shots.



Advertising

Photography Style

ACTIVITIES

Part of an outdoor story is the activity and adventure you are on. We are looking for realistic activities. Keep in mind GSI Outdoors product may be along for the ride during the adventure but the real story and connection with people is before, mid-break, and after. At camp, parking lot after biking, basecamp break from backcountry skiing, waterfall snack, apres, beach after SUP or canoeing, etc..

- Think
- Inclusive: our brand is for everyone. The activities should be as well.
 - Eco Friendly: avoid power sports. This goes back to being inclusive. biking vs motocross.
 - Aspiring: goal is to have consumers picture themselves in that scenario.

PRODUCT + LOGO POSITIONING

Set scenes to a believable story. Product Logo positioned slightly to the side and not straight on the camera is more compelling. Carry and use product how you normally would.



Photography Editing

As far as editing goes, photos should be warm (as opposed to cool), saturated with color and with a generous bias towards middle values (i.e. not so contrasty as to blow out the highlights and clog the shadows). Highlights should typically be soft and smooth as should the shadows (as opposed to hard and overly sharp). Shadows and highlights should still be distinct to allow the image to be dynamic. We aren't looking for 1970's soft-contrast or a gauzy, faded color. Curves are important to adding dynamism and allowing highlights to be bright and shadows dark without losing portions of the image. Avoid "clarity" values greater than +10. Lighting should bring the viewer into the photo and should suggest "golden hour".



Advertising

Videography: Lifestyle

GSI Outdoors uses video to connect with consumers by continuing the brands personality and message. Engaging followers with authentic, spontaneous, inspirational, relatable and colorful video that tells a story.

RATIO: When shooting, directing or editing video footage for the brand, it is important to be aware of the ways the video footage will be used and what is being captured.

- a. Website Hero
2560x1080
- b. Youtube Standard Video
1920x1080
- c. Instagram + Facebook Story
1080x1920



ADVERTISING



Videography: Studio

GSI Outdoors uses product video to connect with consumers by continuing the brands personality and message while educating them about the product technology and features. This is ultimately a sales tool.

LOGOS

Beginning of video: GSI flip logo

End of video: "feeding your love for the outdoors" logo loop

CONSISTENCY

Open to the product slide and title

Insert lifestyle footage if available

Show the key features and use of the product

Insert second lifestyle shot

(hold for 20 sec to allow for youtube end cards)

TEXT

basic 3D + drop shadow effect

key framing text to move with the video.

Use different styles of the font for accents

VIDEO SETTINGS

film in 60fps 1080p

edit at 23.976 fps

export at h.264/mono/target bitrate 10mbps

VIDEO COLOR

Clean white

medium to high contrast

vibrant colors

(mask out background when necessary or add white vignette)

TRANSITIONS

zoom/reposition/keyframe product to match/line up with the next shot

spiral blur effect (immersive VR)

basic push transition

MUSIC

lifestyle - "spirited away" or "momentum

cooksets and nesting product - "bass clap"

Java - "royal flush"

Stoves and related products - "Suede"

Misc products - "Badass"





Advertising

Social Media

GSI Outdoors uses social media to connect and inspire consumers with rich aspirational content. By continuing the brand's personality and message. Engaging followers with authentic, spontaneous, relatable and colorful content through rich and authentic imagery, video, and text. We create natural and fun photographs that tell a story and represent everyday use of our product in all kinds of adventure.

USER GENERATED CONTENT

We believe authentic content is the best way to share GSI Outdoors' adventure. What better way than to get that from the source: consumers.

GAW

GSI Outdoors welcomes all collaborations with like-minded brands that do not carry competing products. We are an established premier brand with quality gear that looks for similar rooted brands to collaborate with.



ADVERTISING





INFLUENCERS

GSI Outdoors ambassadors are adventures with a strong love for GSI Outdoors products. They represent the brand respectfully and legally while documenting and sharing fun adventures through photographs and video clips. Photos can be a variety of action, lifestyle, cooking, or food photography but should always feature gear and tell a story.

RELAXED VS POSED

GSI Outdoors is all about real people having real adventures. Featuring GSI products is important, but the GSI community is all about people. so relaxed, real emotions are more authentic and on brand than posed product photos. When you can, include humans (or dogs) interacting with the products versus products freestanding on their own. People in photos add a sense of movement and adventure.





Advertising

Social Media - Things to Avoid

OFF BRAND

Some off-brand photo types include photos with product labels still attached, photos shot indoors, or photos of intense/unattainable camping styles (fake camping location shots, survivalist primitive campsites, etc). Remember to follow Leave No Trace principles when camping and adventuring.

COMPETITOR PRODUCTS

We can't share images of a GSI pot on a JetBoil stove/ fuel, or a GSI French Press pouring into a Yeti mug. We avoid posting products made by competitors (think utensils, stoves, water bottles, mugs, other coffee brewing apparatuses). This includes competing brands with non-competing products (think coolers, tents, chairs). Brands to be aware of include JetBoil, MSR, SnowPeak, HydroFlask, Nalgene, Yeti, Coleman, etc.

You don't have to worry about brands without competing products: Arc'teryx, Big Agnes, Patagonia, Thermarest, Backpacker's Pantry, etc.

CLUTTERED CAMPSITES

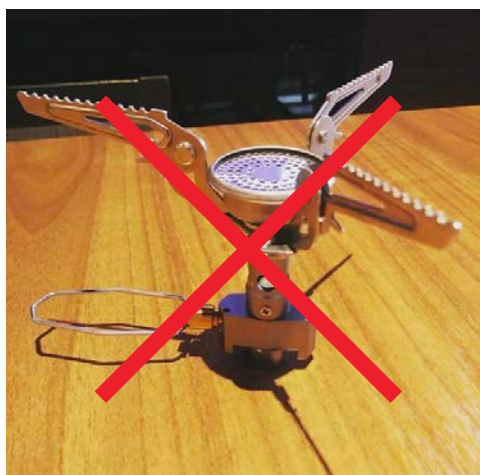
Camping can be messy, but avoid too much clutter or trash/packaging in your photos. Be aware of the background in your photos - avoid other campsites, vehicles, outhouses, etc.



POSED + NO STORY



COMPETITOR PRODUCT



INDOORS



PRODUCT LABEL



Website

Our website is the single most important technology vehicle for not only inspiring and engaging our customers, prospects, and employees but representing the overall brand. It is the first impression the consumer gets of our company. We aim to continue telling a consistent story using rich photography, video, content, and at the same time have a functional experience throughout the website. Every element discussed in this book is represented in some form or another on the site, so it is critical that the site adheres to all of the design guidelines and messaging strategies set forth here to stay in line with our brand foundation.



ADVERTISING













Series Guidelines

This is your guide to the GSI series - for serious.



Series Guidelines

Technology

Series:	Coating:	Surface:
<p>PINNACLE Previously unimaginable durability+performance</p> <p>Ultimate durability Ultimate efficiency Ultimate heat distribution Unimaginable performance</p>	<p> Teflon® with Radiance Technology</p> <p>Reaches temperature 25% faster Maximum heat distribution + evenness Three layer coating Unprecedented scratch + abrasion resistance Exceptional non-stick performance Made without using PFOA</p>	<p> Hard anodized aluminum</p> <p>Garnet hard surface won't scratch Non-reactive Fully formed before anodizing or coating Exceptionally even-heating</p>
<p>BUGABOO Exceptional blend of performance + value</p> <p>Excellent value High efficiency Even heat distribution</p>	<p> Teflon® Classic</p> <p>Two layer coating Good scratch+abrasion resistance Good non-stick performance Made without using PFOA</p>	<p> High-temperature painted aluminum</p> <p>Lightweight Even-heating Colorful, gloss finish Exceptional value</p>
<p>HALULITE Ruggedly-optimized ultralight</p> <p>Extremely lightweight Excellent reliability Ultimate efficiency Excellent heat distribution</p>	<p> Uncoated</p> <p>Impervious to scratching + abrasion Safe for all utensils Maximum thermal efficiency Completely fuss-free</p>	<p> Hard anodized aluminum</p> <p>Garnet hard surface won't scratch Non-reactive Fully formed before anodizing or coating Exceptionally even-heating</p>
<p>GLACIER STAINLESS Fire-proof, rust-proof, scout-proof</p> <p>Ultimate durability Ultimate reliability Fire-proof, dishwasher safe Free of bpa, PFOA, Phtalates</p>	<p> Uncoated</p> <p>Impervious to scratching + abrasion Safe for all utensils Maximum thermal efficiency Completely fuss-free</p>	<p> 18/8 stainless steel (304)</p> <p>Rust-proof, fire-proof Non-reactive Even-heating Exceptionally strong</p>
<p>ENAMELWARE Timeless outdoor kitchenware</p> <p>Heavy-gauge steel Old fashioned charm Timeless style</p>	<p> 1000^{°f} Porcelain enamel</p> <p>Twice kiln-hardened surface Bright color Classic speckled finish Acceptable non-stick performance</p>	<p> Three-ply steel construction</p> <p>Chip and scratch resistant Even-heating</p>

Materials:

<p>INFINITY</p> <p>Clean + green clear polypropylene</p> <p>Excellent clarity Extremely lightweight Good impact resistance High melting temperature Completely recyclable</p> <p>Chemically-inert Non-leaching</p>	<p>CASCADIAN</p> <p>Light, eco-friendly polypropylene</p> <p>Extremely lightweight Good impact resistance High melting temperature Completely recyclable</p> <p>Chemically-inert Non-leaching</p>	<p>ACETAL</p> <p>Strength above all else</p> <p>High surface hardness High impact resistance Dishwasher safe High melting temperature</p> <p>Chemically-inert Non-leaching</p>	<p>COPOLYESTER</p> <p>Clearly bpa-free</p> <p>Clear as glass High surface hardness Very good impact resistance Dishwasher safe</p> <p>Chemically-inert Non-leaching</p>	<p>NYLON 6-6</p> <p>Handles any heat</p> <p>Lightweight High impact resistance Dishwasher safe High melting temperature Safe for use with non-stick cookware</p> <p>Chemically-inert Non-leaching</p>	<p>SILICONE</p> <p>Supremely supple</p> <p>Extremely flexible Lightweight Extremely high melting temperature Safe for use with non-stick cookware</p> <p>Chemically-inert Non-leaching</p>
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Term Reference

N FORM

GSI Outdoors ambassadors are adventures with a strong love for GSI Outdoors products. They represent the brand respectfully and legally while documenting and sharing fun adventures through photographs and video clips. Photos can be a variety of action, lifestyle, cooking, or food photography but should always feature gear and tell a story.

TEFLON WITH RADIANCE TECHNOLOGY

GSI Outdoors is all about real people having real adventures. Featuring GSI products is important, but the GSI community is all about people. so relaxed, real emotions are more authentic and on brand than posed product photos. When you can, include humans (or dogs) interacting with the products versus products freestanding on their own. People in photos add a sense of movement and adventure.

TEFLON CLASSIC

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NESTING

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Series Guidelines

Term Reference

Anything you need to say about the topic





GSI Outdoors

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