CAMP DADDY

THERE'S MORE OUTSIDE

01 THE LOGO

CAMP DADDY cut out of a solid plate, like a stamped equipment tag. It is one color and one connected shape, so it can be stitched, printed, laser engraved or cut from metal. The small notch at the top of the A, P and D keeps their centers attached when the plate is cut. Always use the supplied files. Never retype the name.

02 ANY COLOR, ONE COLOR

CAMP DADDY

BLACK ON LIGHT

CAMP DADDY

BONE ON DARK

CAMP DADDY

WHITE ON ANY DARK COLOR

The logo is always a single color. Pick whichever contrasts best with the material: black, white, bone, steel, or the thread or ink color of the product. Never use two colors inside the logo.

03 VERSIONS

CAMP DADDY

MAIN LOGO / USE THIS FIRST

CAMP DADDY
THERE'S MORE OUTSIDE

WITH SLOGAN / LARGE USES ONLY

CAMP DADDY

LETTERS ONLY / WHEN A SOLID PLATE IS TOO HEAVY

CAMP DADDY

METAL CUT / WIDER NOTCHES

04 MAKING IT

HATS	Main logo, 3.5 to 4.5 in (90 to 115 mm) wide on the front. Ask your embroiderer to stitch the plate and leave the letters as the hat color. For a lighter hat, use the letters-only version.
SHIRTS AND PRINT	One ink. Main logo on the chest at 3 in (75 mm) or larger; the slogan version on the back or large prints.
LASER ENGRAVING	Engrave the plate and leave the letters unburned, or reverse it. Works at any size down to 1.5 in (38 mm) wide.
CUT METAL	Use the metal-cut files. They have wider notches so the letter centers stay attached. Cut no smaller than 4 in (100 mm) wide, and ask your cutter to confirm for their machine.

05 THE ICON

CD CD CD CD CD CD

PROFILE PICTURES, FAVICON, HAT SIDES, SMALL TAGS

06 THE SLOGAN

THERE'S MORE OUTSIDE

There's more outside. Set in capitals in Barlow Condensed, letter-spaced. Use it on its own line under the logo, at the end of videos, and on the website. Keep it off the main logo on hats and small items.

07 CLEAR SPACE AND SIZE

CAMP DADDY

CLEAR SPACE

Leave empty space at least as tall as the letters on every side.

SMALLEST SIZE

Screen 200 px wide. Print 1.5 in (38 mm) wide. Smaller than that, use the icon.

08 COLOR

BLACK
#141414
RGB 20 20 20

Logo, text, dark backgrounds

BONE
#EDE6D6
RGB 237 230 214

Backgrounds, logo on dark

STEEL
#8C9196
RGB 140 145 150

Small labels and details

09 TYPE

CAMP DADDY

ARCHIVO EXPANDED BLACK — Logo only. Never for headlines.

GEAR, BUILDS AND TRIPS.

BARLOW CONDENSED — Headlines, labels, the slogan. Capitals.

We wired the van and took it camping.

MANROPE — Body text, reviews, captions.

10 PLEASE DON'T

CAMP DADDY

STRETCH IT

CAMP DADDY

USE TWO COLORS

CAMP DADDY

ADD EFFECTS

CAMP DADDY

TILT IT