

# OAKTIV



## BRAND GUIDE

# TABLE OF CONTENTS

<b>Category, Audience &amp; Brand Truth</b>	3	<b>Logo</b>	24
<b>Positioning</b>	4	<b>Symbol</b>	28
<b>Taglines</b>	12	<b>Colors</b>	30
<b>Mission Statement</b>	14	<b>Typography</b>	34
<b>Brand Story</b>	15	<b>Quotes</b>	36
<b>Target Demographic</b>	16	<b>Brand Elements</b>	38
<b>Personas</b>	17	<b>Photography</b>	42
<b>Brand Voice</b>	22	<b>Packaging</b>	48

## CATEGORY TRUTH

Outdoor living brands promote an idealized camping experience with professional set ups that promote a “deeper connection to nature.” Typically born out of a frustration with inconsistent gear and quality, they promise high-quality, beautiful, bespoke products.

## AUDIENCE

For those who might hesitate to camp or aren't sure where to start, outdoor living is a great way to “meet half way” from traditional camping while making the great outdoors accessible for all.

## BRAND TRUTH

Oaktiv creates high quality outdoor living products that are easy to use, uplevel the basic camping experience, and remove the unknowns from the outdoors for new to experienced campers. We make outdoor living a fun, accessible experience that can be created anytime, anywhere without extensive planning.



## Camping/Glamping

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For the modern person, Oaktiv is the great equalizer of outdoor camping. By making clever, efficient, and high-quality products that bring the comforts of home outside, Oaktiv provides a new reality where camping is for all. Particularly suited to seasoned travelers and families, Oaktiv's stylish, refined products help create awe-inspiring, immersive spaces anywhere, anytime.

# POSITIONING







## Potential Marketing Slogans

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**Glamping isn't just for a fancy occasion.**

**Make glamping the standard.**

**It's really that easy.**

**It's not camping, it's sleeping in your home outdoors.**

**Look forward to setting up camp.**

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# POSITIONING

A woman with long blonde hair, wearing a red hoodie and a red baseball cap, is sitting in the back of a dark-colored SUV with the trunk open. She is holding a drink and looking down at it. The car's interior is decorated with warm white string lights. A beige fringed blanket is draped over the back seat. In the foreground, a campfire is burning brightly. The background shows a forest of trees.

## RV/Car Camping

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RV camping offers a blend of adventure and comfort, embodying the spirit of freedom on the open road. For the more adventurous soul, car camping epitomizes spontaneous exploration and outdoor immersion, promoting a lifestyle of simplicity and versatility.



## Potential Marketing Slogans

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**Discover the Freedom of the Open Road: Your Ultimate RV Adventure Awaits!**

**Create Memories, Not Itineraries**

**Where Every Road Leads to Adventure.**

**From Coast to Coast, Your Gateway to Endless Exploration.**



**QAKTIV**

# POSITIONING



## Backyard Camping / Day at the Beach

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Backyard and beach camping are a delightful retreat, offering the perfect blend of nature and convenience.

It's an opportunity to create cherished memories and cultivate a deeper appreciation for the simple pleasures of life without straying too far from home.



## Potential Marketing Slogans

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**Where Every Night is a Staycation Adventure!**

**Escape Without Leaving Home**

**Nature's Playground, Your Backyard:  
Experience the Magic of Backyard Camping.**

**Find Your Escape Without the Travel**



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## Backpacking & Adventure

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Backpacking is a transformative journey of self-discovery, offering unparalleled opportunities for adventure and exploration. It's a chance to immerse oneself in the beauty of nature, free from the constraints of daily life. With each step, backpackers forge connections with the world around them, gaining new perspectives and lifelong memories.

# POSITIONING

## Potential Marketing Slogans

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**Pack Light, Live Large!**

**Find Your Path, Forge Your Story**

**Adventure Beckons, Are You Ready?**

**Carry Dreams, Not Baggage**



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## TAGLINES

### Meaning

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Camping is polarizing. Oaktiv helps remove this barrier by creating beautiful, bespoke spaces in minutes anywhere that don't sacrifice the comforts of home. Nature lovers young and old, novice or advanced can all look forward to more time spent outdoors with the promise of great sleep, food, and shelter.



**GET OUT THERE.**

**CAMPING FOR ALL.**

**MAKE ANYWHERE FEEL LIKE HOME.**

**HOME IS WHERE YOU ARE.**

# MISSION STATEMENT

Oaktiv strives to craft premium outdoor living equipment, seamlessly extending the comforts and joys of home into outdoor settings.

Guided by our vision to foster greater connection with nature, we strive to enhance outdoor experiences by ensuring comfort and accessibility for all.

Our mission at Oaktiv is to redefine outdoor spaces, transforming any environment into a welcoming extension of home through our innovative range of outdoor living solutions.



## BRAND STORY

Barry Horowitz grew up in the bustling urban core of New Jersey with cars, buildings and tons of people as the backdrop. But ever since he can remember, he dreamed of wide open spaces. Luckily, this passion was shared by his father who helped create core memories together hiking and camping in rural New Jersey as a child. This solidified what he knew about himself: regular time in nature was integral to his existence.

Attending college in Israel, he tastes independence in a new way, seizing the opportunity to explore nearby continents as soon as each semester wrapped up. School breaks were spent skiing in the alps, hiking in Slovenia, or road tripping in South Africa. Unlike the urban core of his youth, he was struck by everyone's default activities in these countries: by hiking, biking and camping. It was second nature. He adopted this ethos and spent as much time as he could adventuring and camping outdoors.

Excited to share this passion with family and friends back home, he was met with resistance—people just weren't living like that. Without the comforts of home, his community was completely turned off by so called "roughing it" and camping for days outside. They couldn't fathom going to remote places without familiar amenities.

Inspired to help people fall in love with nature and camping in the way that he had, he set out to create products that would help his community meet him halfway and remove the barrier of fear and anxiety.

He created Oaktiv, the great equalizer of outdoor camping. By making clever, efficient, and high-quality products that bring the comforts of home outside, Oaktiv provides a new reality where camping is for all. For novice campers to outdoor experts to families of all kinds, Oaktiv's stylish, refined products help create awe-inspiring, immersive spaces anywhere, anytime.

# TARGET DEMOGRAPHIC



Men and Women  
Aged 25-50



Style & Taste is  
Modern, Trendy, Refined



Live in Urban Setting



Stable Job & Income  
Seeks out quality brands and  
experiences



# PERSONAS

## THE DEVOTED PARTNER

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- Experienced, passionate camper with a significant other that has never camped or is scared to try
- Seeking solutions to help compromise with partner so they can enjoy camping together
- Interested in creating and capturing a cute “TikTok vacation” for all to see

## THE AGING CAMPER

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- Has camped their whole life
- Seeking more comfort camping solutions as they age
- Open to a range of camping from roughing it to glamping
- Wants gear on hand when glamping needs arise and they don't feel like working too hard



## THE FIRST-TIME CAMPER

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- Wants to experience nature more fully, but doesn't know what to bring or where to begin
- Interested in spending days in a national park, but worried about poor sleep

## THE FAMILY MAN

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- Experienced, passionate camper whose partner is on the same level, but now has kids in tow
- Looking to plan vacations and make memories with family that are affordable and change up the status quo
- Seeking products and solutions that will make camping safe, possible, and enjoyable for the whole family



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# “THE DEVOTED PARTNER”

## Jake

Age: 30 | Occupation: Waiter

Jake is a 30-year-old nature lover who grew up hiking, camping, fishing, and hunting in rural Pennsylvania with his family. For years he’s been saving up to take at least a month off work to go on hiking and camping trips in brand new places. But ever since he’s been in a relationship with his partner, Kelly, this has come to a standstill as she’s not into traditional camping.

He’s really missed the opportunity to do more rugged trips, and is looking for ways to meet her halfway while still getting his camping fix. He’s interested in finding ways to make the camping experience more comfortable and accommodating for Kelly so they can start doing it more regularly together.







## “THE PARENT”

### Katie and Alex

Age: 42

Married, Seasoned Campers, Parents of 2

Katie and Alex grew up attending wilderness camps in the mountains of Colorado, finally meeting at the someone when they became camp counsellors. Bonding over their mutual love of the outdoors, their default weekend getaway for years has been exploring state and national parks across america, car camping or backpacking along the way. But for the past 4 years, they’ve barely been able to get away because Katie’s a stay-at-home mom, raising two kids under the age of five.

They’re desperate to get outside more as a family, but need to find a middle ground where they can bring the comforts of home on the road without having to buy an RV. Without finding compact glamping solutions, they just don’t trust their kids will make it more than one night in the woods.





# “THE AGING OUTDOORS ENTHUSIAST”

## Paul

Age: 65

Retired Geology Professor and Lifelong Camper

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Paul has spent time outside throughout his personal life as a nature lover, and professionally as a professor of geology. As he’s retired, he has time to meander the country on road trips exploring all the state and national parks he’s always wanted to visit, but never had time to.

He still loves everything about camping, but while he wants to rough it, his body doesn’t cooperate like it used to. He’s looking for more comfortable sleeping options so that he can take longer trips and not return home with a wrecked body. With more time to kill, he’s also interested in adding nicer equipment to his camping setup so he can cook complete, flavorful meals anywhere.



# BRAND VOICE

## MEANING

We get it—camping isn't for everyone. We're not here to judge, force, or intimidate. We're here to show that there's a middle ground where you can get good sleep, eat well, and feel safe while waking up to epic views and surroundings. We love this stuff!

## DO

Be open, honest, light-hearted, and stay true to our values.

## DON'T

Accept hate speech, trolling of any kind.

**AUTHENTIC.**

## MEANING

We respond to inquiries, own our mistakes, and always do right by the customer.

## DO

Apologize to an unsatisfied customer, promise to make things right. Be timely with responses to both comments and DMs. Share positive reviews!

## DON'T

Be defiant, rude, try to cover up mistakes.

**TRUSTWORTHY.**

#### MEANING

We're on top of cultural trends, we use slang, and appropriate jargon.

#### DO

Embrace culture, progressive ideologies and terminology (Ex: Sick setup!"')

#### DON'T

Use any offensive language, cuss words, derogatory slang or NSFW terminology.

## MODERN.

#### MEANING

We're business owners, but not untouchable or unreachable. We're everyday people just like you, and are open to feedback.

#### DO

Respond to comments and interact with customers. Direct people to a DM, or email. Use humor, casual tone, and be friendly!

#### DON'T

Have lengthy 1:1 conversations with customers in a post thread, be rude, or insulting.

## APPROACHABLE.

#### MEANING

We stand by our products and business because spending time in nature is healing. If we can help you or your family spend more time outside, we've succeeded.

#### DO

Vocalize our beliefs about what we do, why our products are different and unique. Embrace our community and love and acceptance for all.

#### DON'T

Belittle other brands, or chastise people.

## PASSIONATE.

# LOGO

## MEANING

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# OAK

"Oak" = Outdoors

Oak's symbolism in nature is deeply rooted in its physical characteristics, ecological importance, and cultural significance, all of which reflect the broader interconnectedness and vitality of the natural world.

# TIV

"Tiv" = "great" in Hebrew

oak + tiv = "The great outdoors"

## PRIMARY LOGO VARIATIONS

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These can be used interchangeably where seen best fit.

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## SAFE ZONES

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To ensure legibility, always keep a minimum space surrounding the logos. This space separates the logo if placed next to other logos or graphic elements that will conflict with the art. Use the 'O' in Oaktiv to eyeball the minimum amount of space around the logo.



## MINIMUM SIZE

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The smallest the logo should be shown is .25" high.

**OAKTIV** I 0.25"

## WHAT NOT TO DO WITH THE LOGO

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The logo 'OAKTIV' is displayed in a color scheme that deviates from the brand's official colors. The 'OAK' portion is in a brownish-orange, and the 'TIV' portion is in a golden-yellow.

Do not change the colors of the logo.



The logo 'OAKTIV' is displayed with the letters 'OAK' on the top line and 'TIV' on the bottom line, which is not the correct layout for the brand's logo.

Do not move any elements of the logo.



The logo 'OAKTIV' is displayed where the 'OAK' portion is significantly larger than the 'TIV' portion, indicating an incorrect font size or weight for the different parts of the logo.

Do not resize any parts of the logo.



The logo 'OAKTIV' is displayed with a dark blue shadow effect behind the letters, which is not part of the brand's official logo design.

Do not add any shadows or effects to the logo.



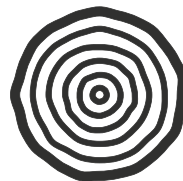
## SYMBOL LOGO



The symbol logo is used primary next to the wordmark logo at all times (forming the combination logo), but can also be seperated to be used in places that best seem fit - an example being a social media profile pictue.

## SYMBOL ELEMENTS

TREE RINGS



MOUNTAINS



TREES





## COMBINATION LOGO

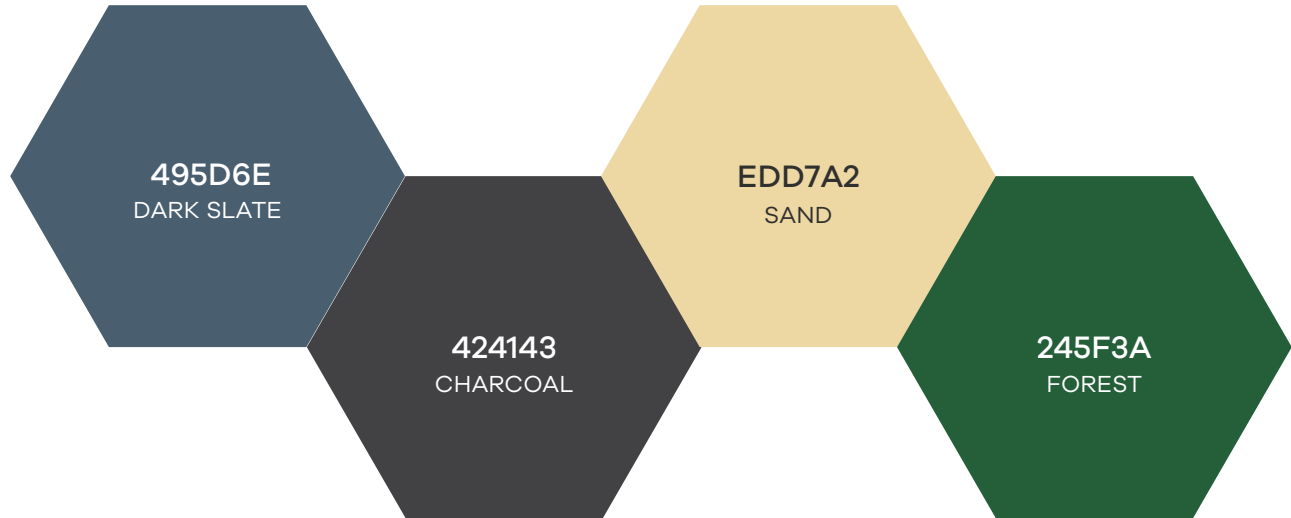
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# COLORS

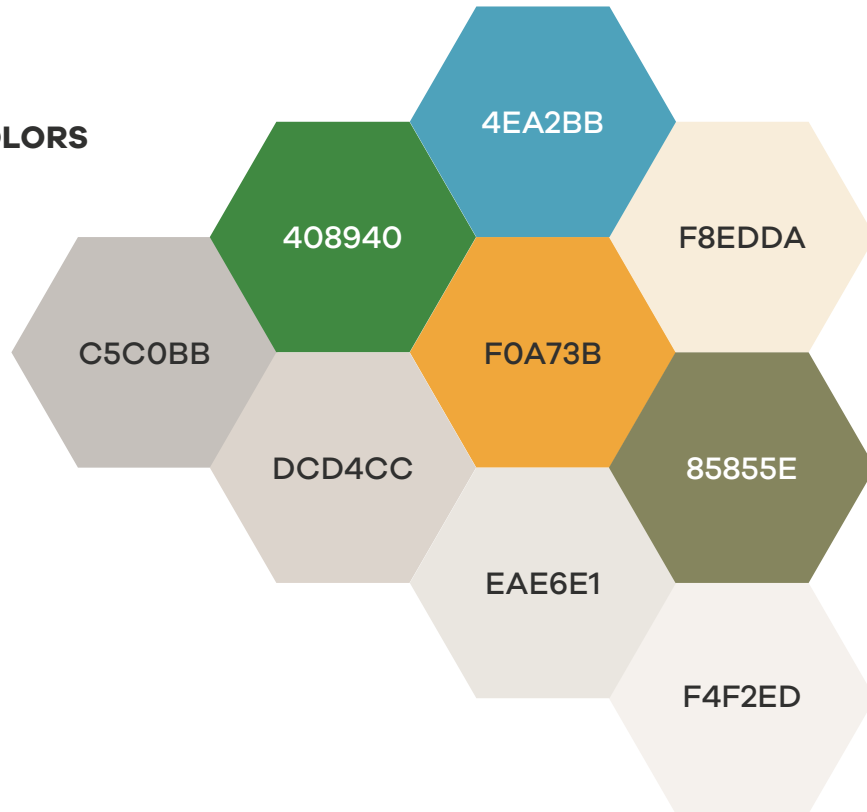
## MAIN BRAND COLORS

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## **SECONDARY COLORS**

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# COLOR COMBINATIONS

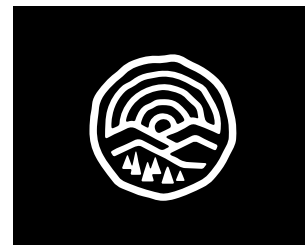
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There are a few different ways to use the colors within the brand. Contrast is key when combining colors.





B & W



# TYPOGRAPHY

## HEADLINE & TITLE FONTS

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**Woodbranch JNL** is used as the main font and for all larger headlines, titles and callouts.

**Galano Grotesque - Heavy Italic** is used for smaller bold callouts or feature listing of products.

## WOBRANCH JNL

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A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9

**CAMPING FOR ALL**

*Galano Grotesque - Heavy Italic*

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***Aa Bb Cc dd ee ff gg hh ii jj kk ll mm nn  
oo pp qq rr ss tt uu vv ww xx yy zz***

***0123456789***

***CAMPING FOR ALL***

## HEADLINE & TITLE FONTS

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**Galano Grotesque - Semi Bold** is used as the main font for copy and larger body paragraphs.

**Galano Grotesque - Medium** is used for copy and larger body paragraphs that might have a little less prominence.

**Galano Grotesque - Medium Italic** is used for smaller copy that calls out any importance, or to contrast

**Myriad Variable Concept - Regular** in certain instances.

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### Galano Grotesque - Semi Bold

Aa Bb Cc dd ee ff gg hh ii jj kk ll mm nn oo pp  
qq rr ss tt uu vv ww xx yy zz

0 1 2 3 4 5 6 7 8 9

Galano Grotesque - Medium

---

Aa Bb Cc dd ee ff gg hh ii jj kk ll mm nn oo  
pp qq rr ss tt uu vv ww xx yy zz

0 1 2 3 4 5 6 7 8 9

Galano Grotesque - Medium Italic

---

*Aa Bb Cc dd ee ff gg hh ii jj kk ll mm nn oo  
pp qq rr ss tt uu vv ww xx yy zz*

*0 1 2 3 4 5 6 7 8 9*

**HOME  
IS WHERE  
YOU ARE.**

**OAKTIV**

**NOW THERE'S  
ONE LESS THING  
TO THINK  
ABOUT.**



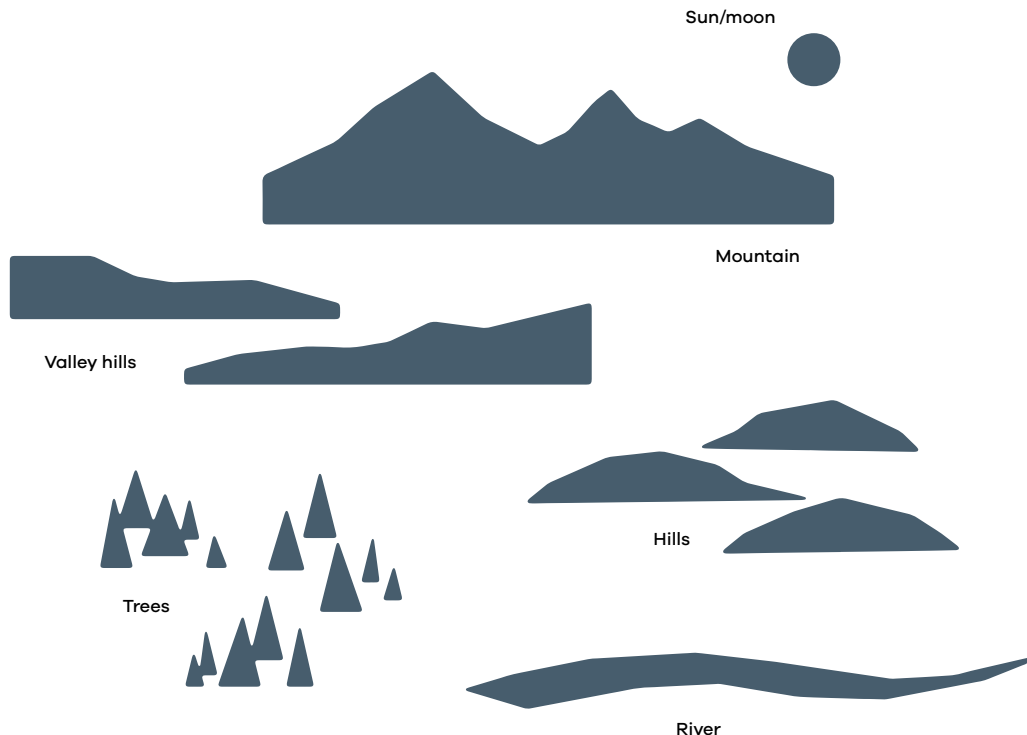


# BRAND ELEMENTS

Various shapes can be put together/overlayed in countless ways to create a minimal landscape scene.

Could be used on packaging or products. For kraft boxes the shapes would be black.

For any of these shapes, you could use any of the brand colors with a preference to have them a little more subdued when presented.



## TEXTURES

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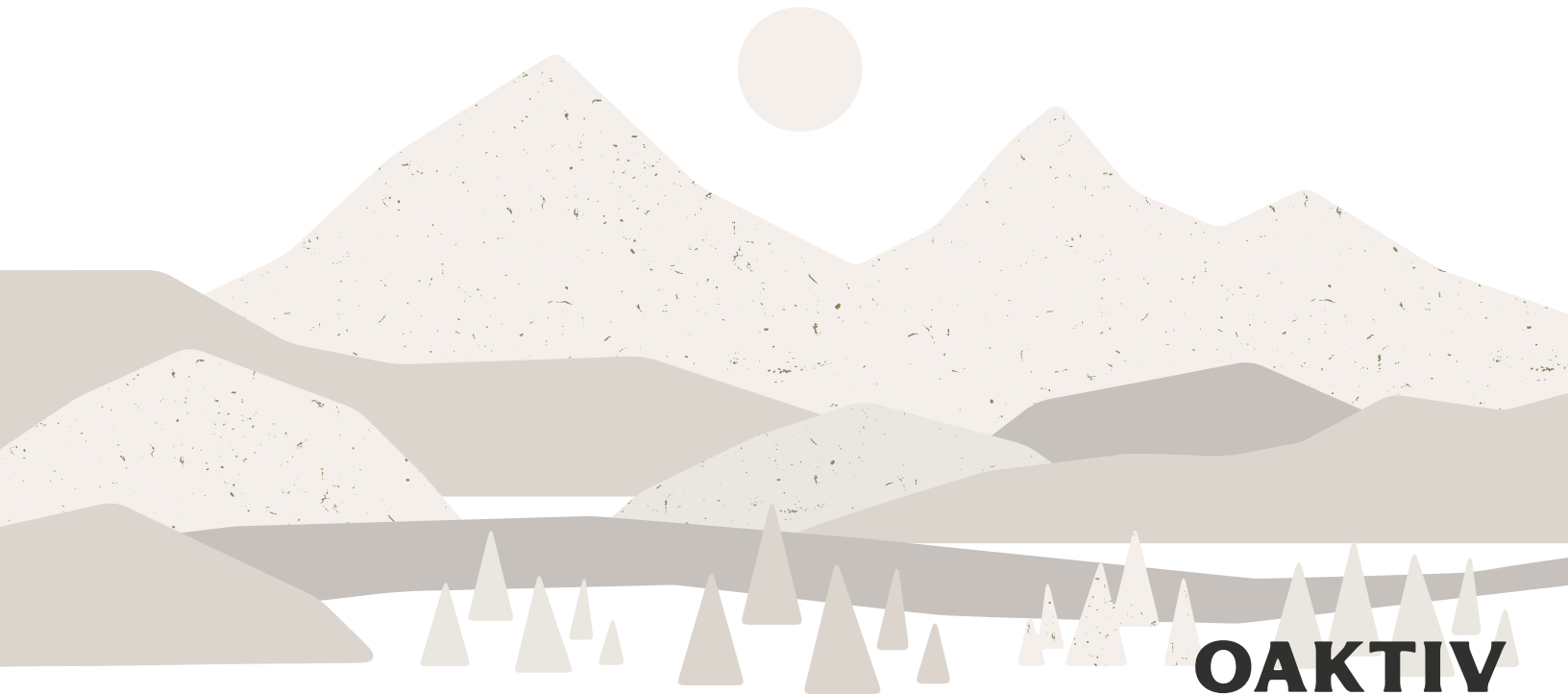
A light speckled texture that can be placed on packaging and product.

Can also work well integrated into the minimal landscape scene and could work in any of the brand colors.

This texture would be used subtly when used.



Texture and shape design elements can be combined to make a background scene.



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# LIFESTYLE PHOTOGRAPHY













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# PRODUCT PHOTOGRAPHY

ON WHITE



**WITH MODELS**

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# PACKAGING SAMPLES

## KRAFT BOX



## **COLOR BOX**

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Coming soon!



[www.oaktiv.com](http://www.oaktiv.com)