

LINCOLN OUTFITTERS™

YOUR GEAR. YOUR GLORY.



BRAND STORY

Lincoln Outfitters™ is the perfect rugged gear for people who work hard and play harder. Long-lasting and durable, our products are perfect for those who love the great outdoors. Whether being outdoors includes hunting, fishing, camping, or just tailgating, our gear will hold up to all you throw at it. And it will look good doing it.



FONTS

Factoria Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Proxima Nova Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Proxima Nova Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

COLOR



PACKAGING

Lincoln Outfitters™ packaging should reflect the guidelines listed in our brand book. Below are a few examples of packaging we have created.



**LINCOLN
OUTFITTERS™**

**5 PERSON DOME
TENT**

10' X 8' X 60"



INCLUDES
 Rain Fly with Awning
 Carry Bag for Easy Transport & Storage
 Porch Mat

Dimensions: 10' x 7' x 60" H. Weight: 9.9 Lbs.
 Additional Features: 100 Dpi for water resistance, Seam taped rain fly for weather protection, 80 square feet of interior space. Free standing frame with shock cored poles for easy set up and take down.

WARNING: KEEP ALL FIRES AND HEAT SOURCES AWAY FROM THIS TENT FABRIC.
 This product is not treated with flame-retardant fabric, which means it may be susceptible to fire. The manufacturer does not warrant the product against fire. The manufacturer is not responsible for any fire damage or injury caused by the use of this product. Do not use this product near an open flame.

MADE IN CHINA
 Model No. 1075
 8 5601 00876 5

CORRECT PACKAGING

Lincoln Outfitters™ packaging should be designed following all of these guidelines. Packaging should feature the white or tan rustic background.

Key features in Lincoln Outfitters packaging that should remain consistent:

**LINCOLN
OUTFITTERS™**

**3 PERSON DOME
TENT**

7' X 7' X 42"

INCLUDES: Rain Fly with Awning | Mesh Sidewall & Door | PE Tub Floor

Dimensions: 7' x 7' x 42" H. Weight: 4 Lbs.
 Additional Features: Tub floor for water resistance, Seam taped rain fly for weather protection, 49 square feet of interior space, Free standing frame with shock cored poles for easy set up and take down.

WARNING: KEEP ALL FIRES AND HEAT SOURCES AWAY FROM THIS TENT FABRIC.
 This product is not treated with flame-retardant fabric, which means it may be susceptible to fire. The manufacturer does not warrant the product against fire. The manufacturer is not responsible for any fire damage or injury caused by the use of this product. Do not use this product near an open flame.

MADE IN CHINA
 Model No. 3742
 8 5601 00876 5

- Product title should be in ALL CAPS Factoria Black Font.
- Bullet points should be in the Proxima Nova Font and have icons when possible. (Refer to the section on iconography for more info.)
- Body copy that goes into specifics needs to be with the Proxima Nova Regular Font.
- Tan or white paper textures must be included on all packaging.
- Try to include lifestyle imagery if possible.
- Barcodes must be shown on all sides of packaging if possible.

LOGO USAGE

It is important that the appearance of the logos remains consistent. The logos should not be misinterpreted, modified, or added to. No attempt should be made to alter the logos in any way. Do not rotate, add effects, or distort the logos in any way. Their orientation, color, and composition should remain as shown below.



**LINCOLN
OUTFITTERS™**

CORRECT USE
 Acceptable primary color for the Lincoln Outfitters™ logo include: brown, tan, white, gray, or black. Other colors can be used but they need to be approved by the buyer.

**LINCOLN
OUTFITTERS™**

INCORRECT USE
 Do not change the logo color.

**LINCOLN
OUTFITTERS™**

INCORRECT USE
 Do not distort or warp logo.

**LINCOLN
OUTFITTERS™**

INCORRECT USE
 Do not add a stroke or outline.



CORRECT USE
 The LO emblem logo can be used on areas where the horizontal logo is not possible or on small details in clothing or other products.

BARN DOOR™
 BY LINCOLN OUTFITTERS™

CORRECT USE
 Barndoor™ is a LO subbrand that has its own branding that can be found on the Rural King Brands website.

**SHARE YOUR
ADVENTURES
WITH US.**



RURALKING.COM/LINCOLNOUTFITTERS

