

Field Day 2021

Concept

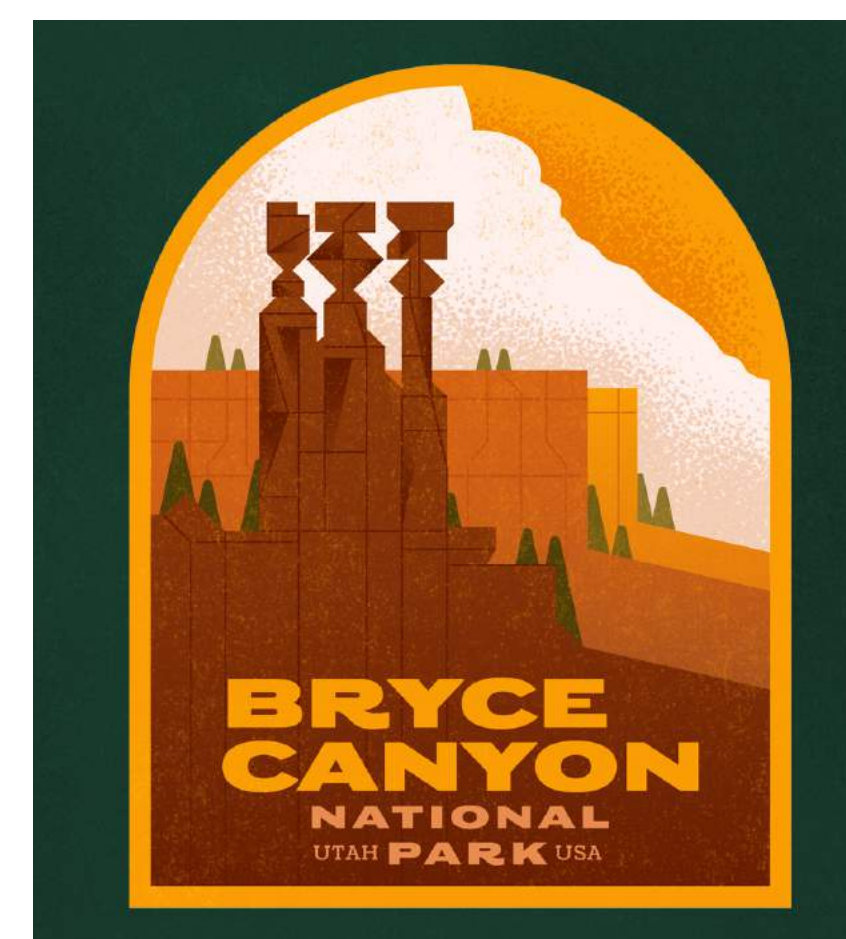
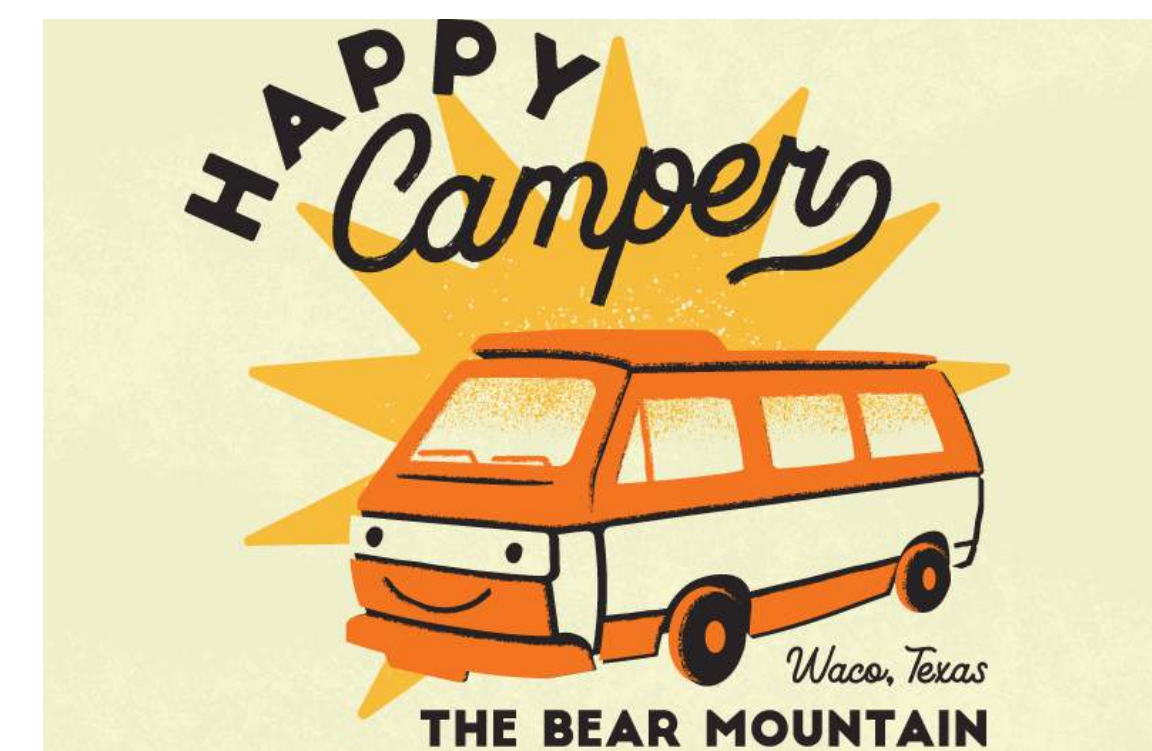
Happy Camper

Idea

One of the most popular summer/fall outdoor activities is camping. And since Karmanauts haven't been able to travel a lot or see each other in the last year, let's bring a fun camping in the park experience to them through Field Day 2021 filled with classic camping games and activities.

Tone

- Outdoors
- Explore
- Community
- Playful



Swag Inspo



Brand Guidelines

Logo (Solid)



Los Angeles



Oakland



Charlotte



London

Logo (Outline)

Legal

All created in house



Los Angeles



Oakland



Charlotte



London

Logo (Black & White)



Los Angeles



Oakland



Charlotte



London

Alt Logo Lockups

Simplified

For small items that need a simplified logo for clearer prints or embroidery.

FIELD
DAY

Long Form

For longer items like lanyards, wristbands, and sunglasses.

FIELD DAY

FIELD DAY 2021

Location Specific

For any signage that is location specific.

FIELD DAY
OAKLAND 2021

FIELD DAY
LOS ANGELES 2021

FIELD DAY
CHARLOTTE 2021

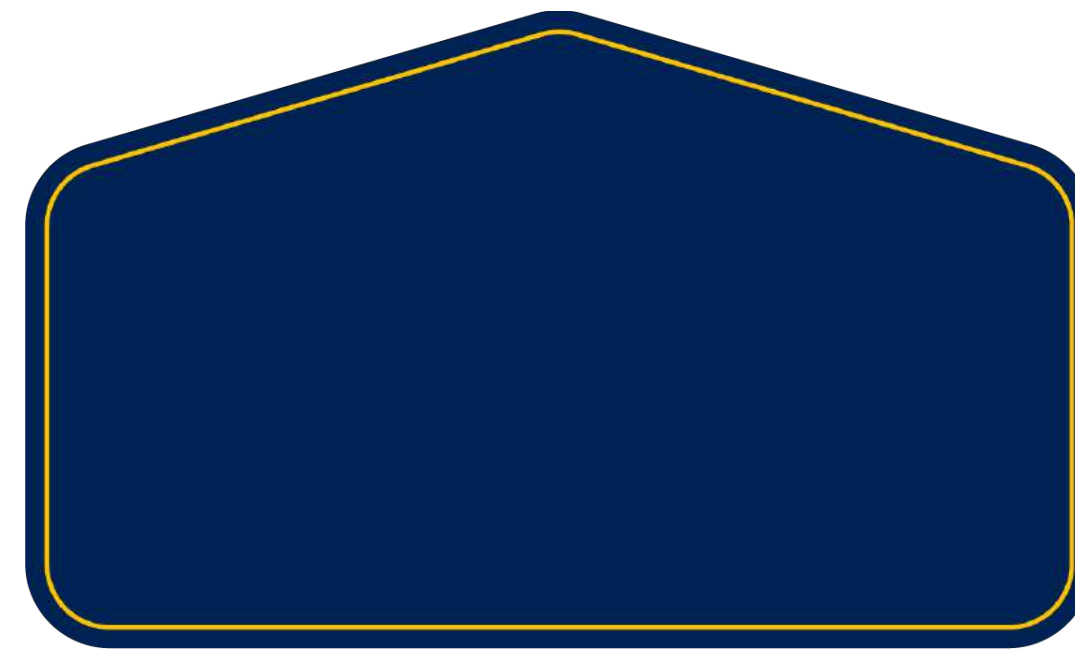
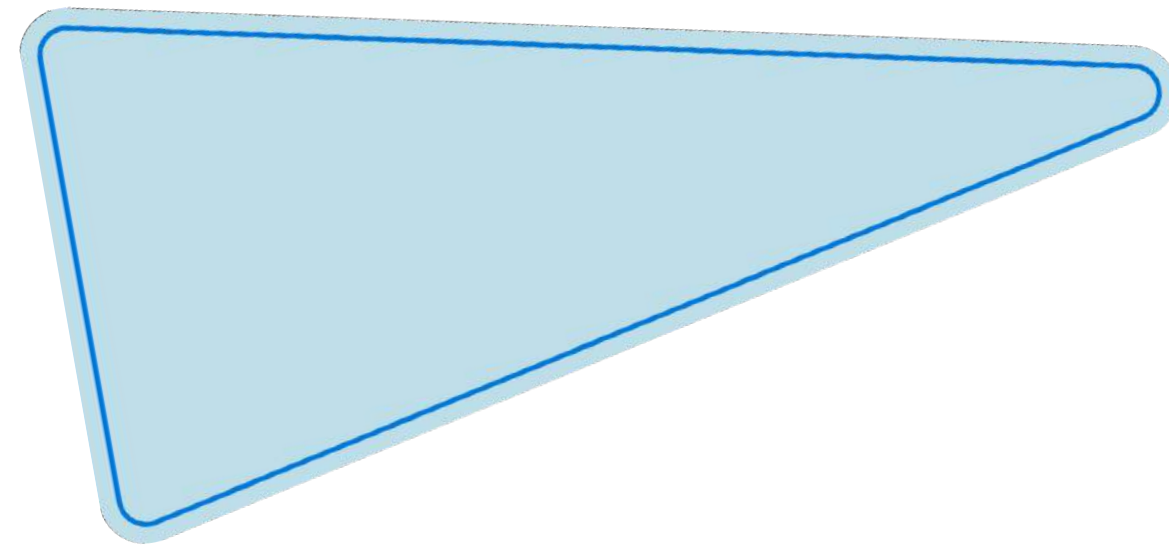
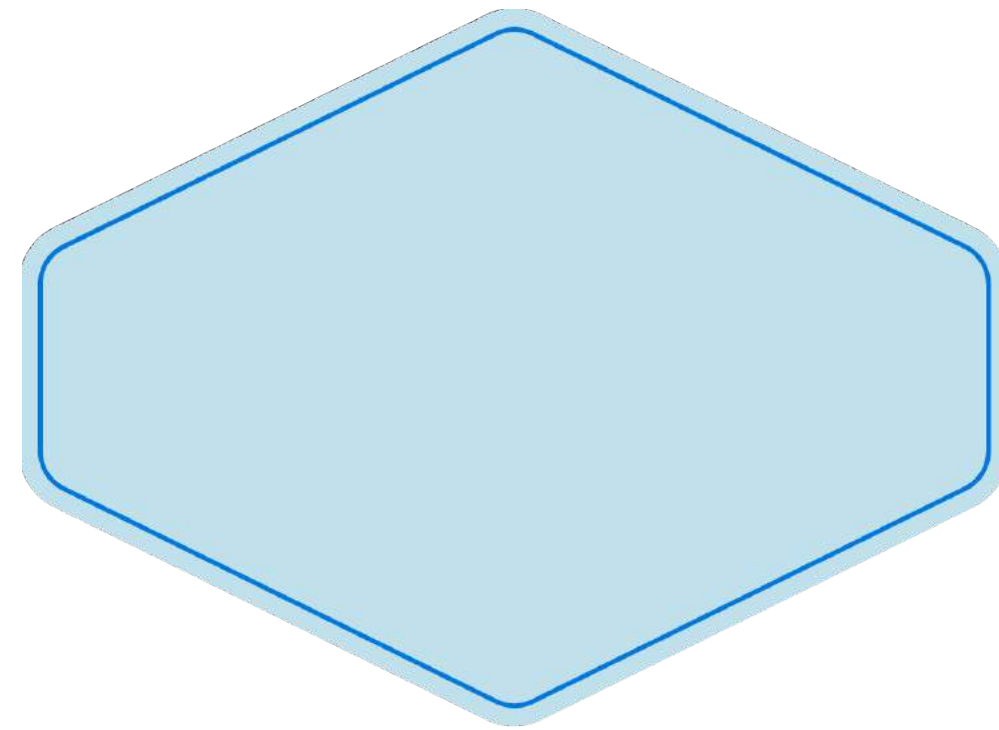
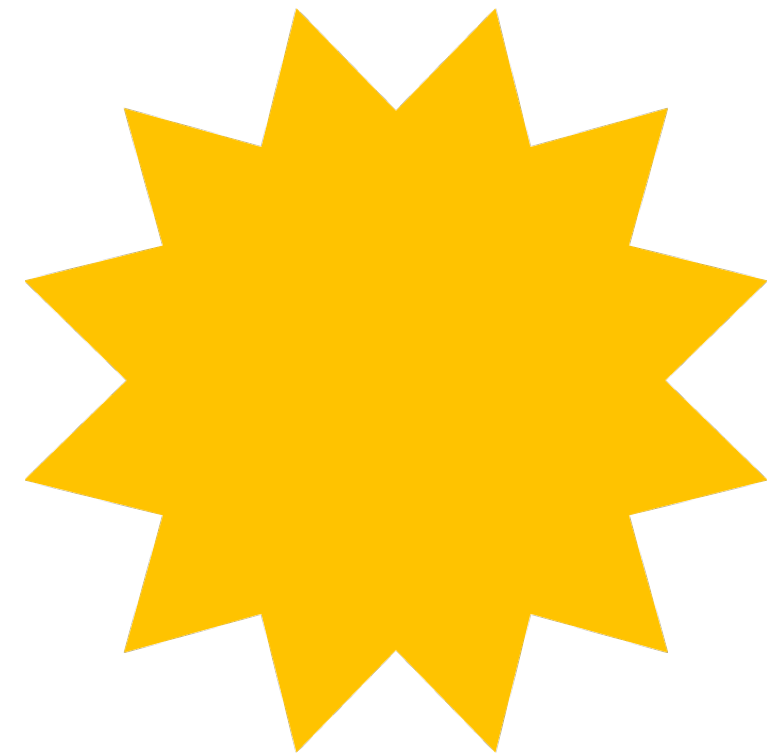
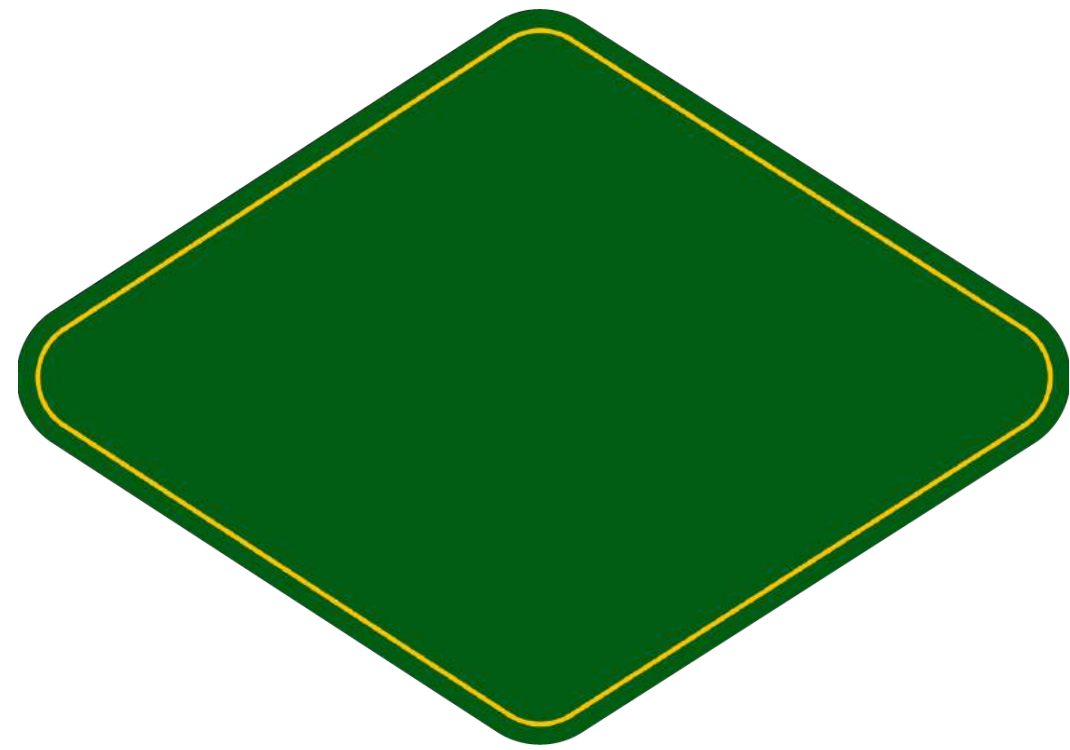
FIELD DAY
LONDON 2021

Legal

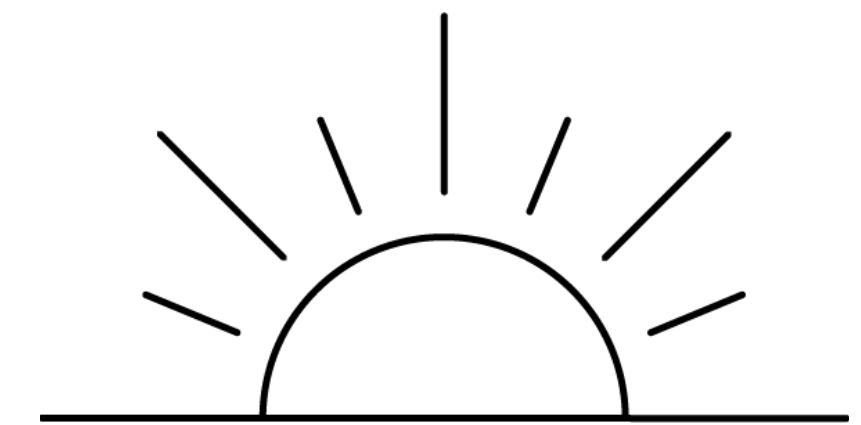
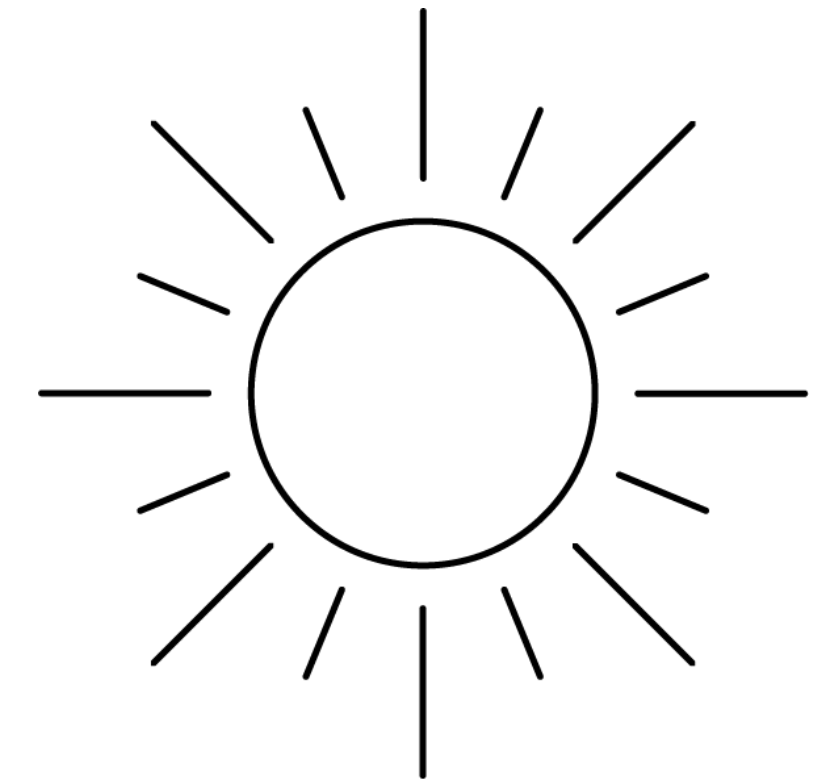
Typeface
Licensed (see Typeface page)

Supplemental Design Elements


Badge Shapes



Line Art



Sample Signage


THE WAFFLE ROOST

Poppin' Combo
Chicken and waffle bites

Veggie Combo
Waffle bites with crispy spiced cauliflower

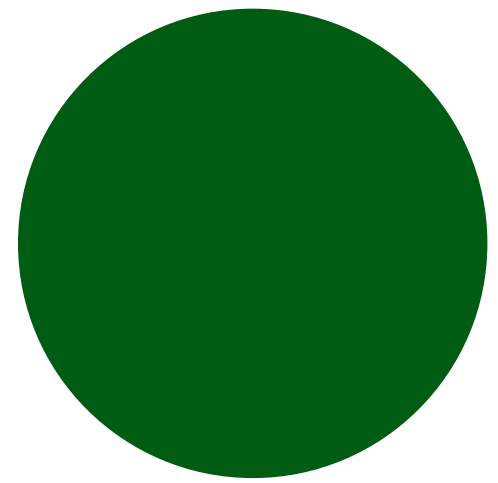
Aged Cheddar Mac & Cheese
Home-made creamy 3 cheese blend

FIELD DAY



Color Palette

This is the color palette for Field Day 2021. Please try to stick to these colors.

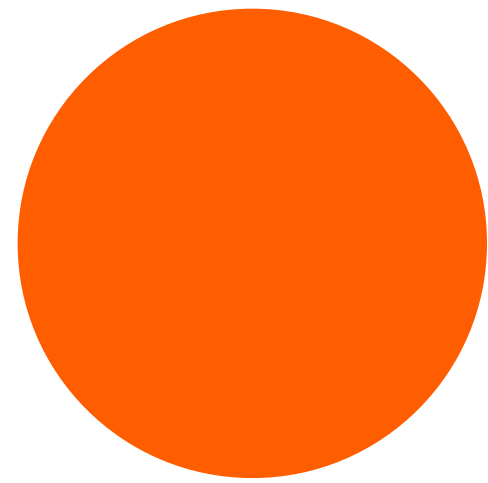


Muir

#005B13

PMS 2427 C

PMS 2427 U

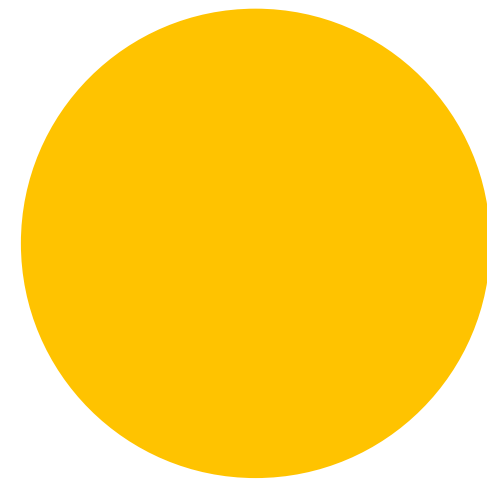


Sunset

#FF5E00

PMS 1505 C

PMS 1505 U

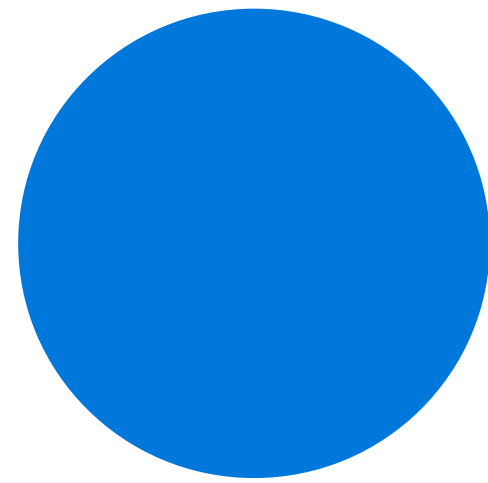


Butter

#FFC300

PMS 109 C

PMS 109 U

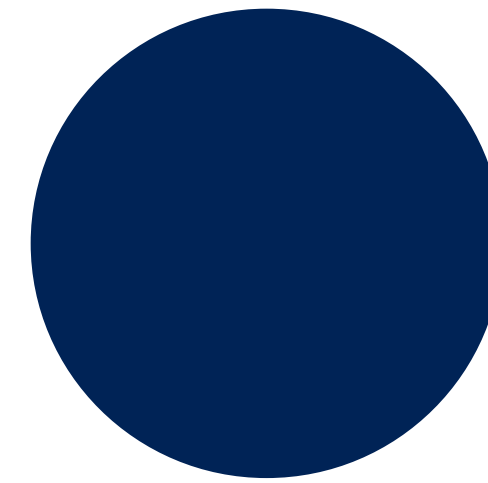


Cerulean

#0077DB

PMS 2184 C

PMS 2184 U

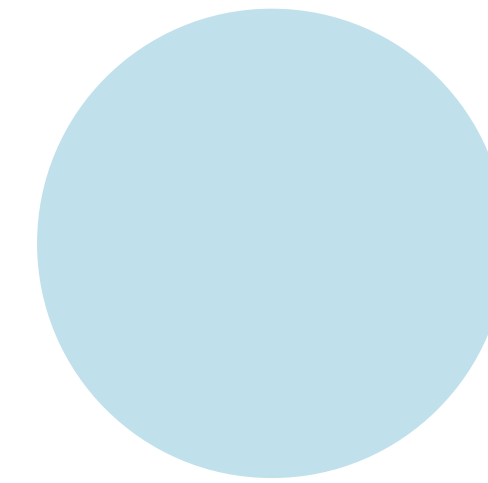


Pacific

#002356

PMS 294 C

PMS 294 U

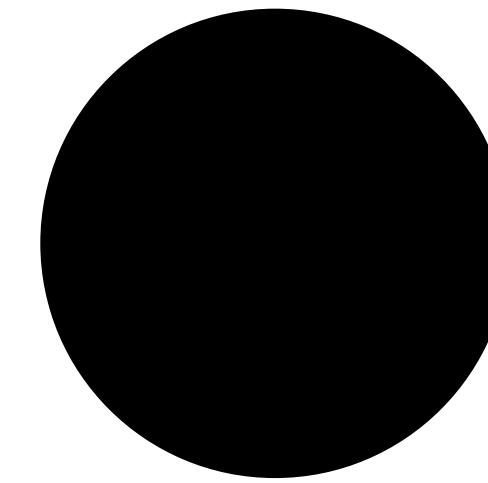


Bay Mist

#C0E1EB

PMS 9424 C

PMS 9424 U

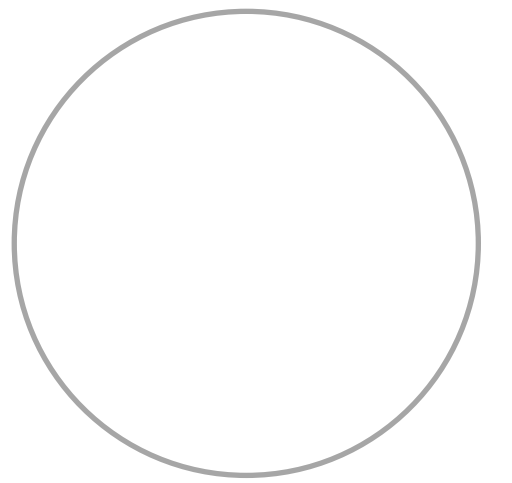


Black

#000000

PMS Black C

PMS Black U



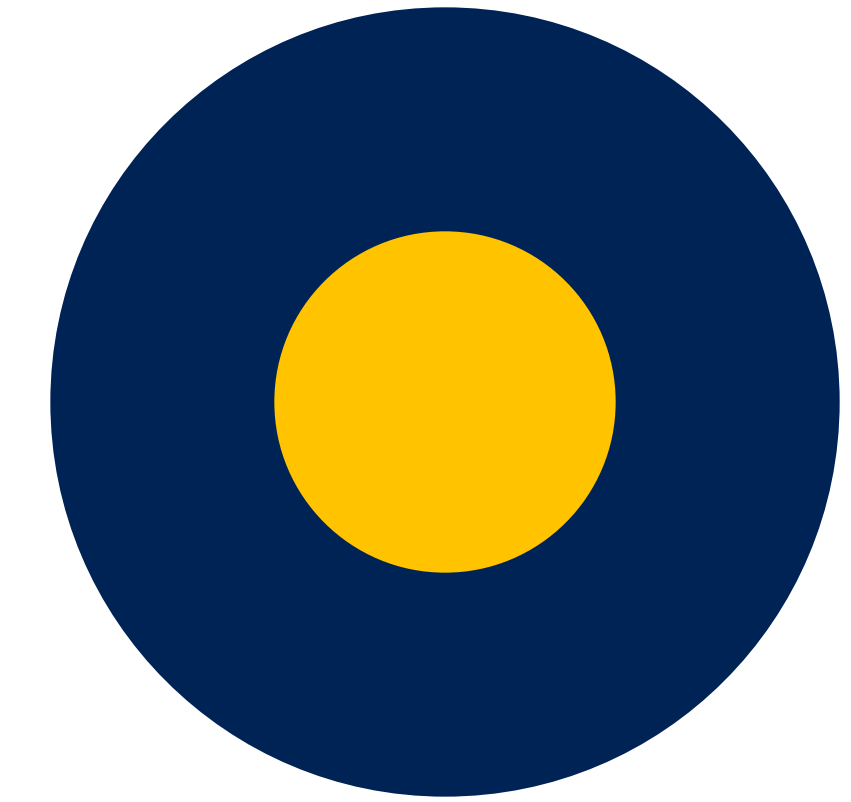
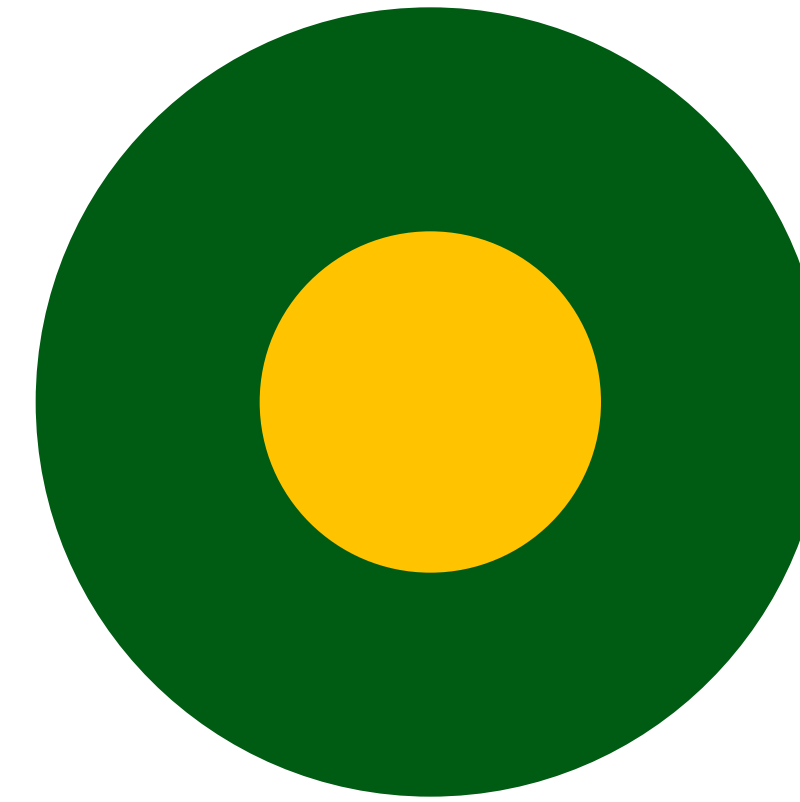
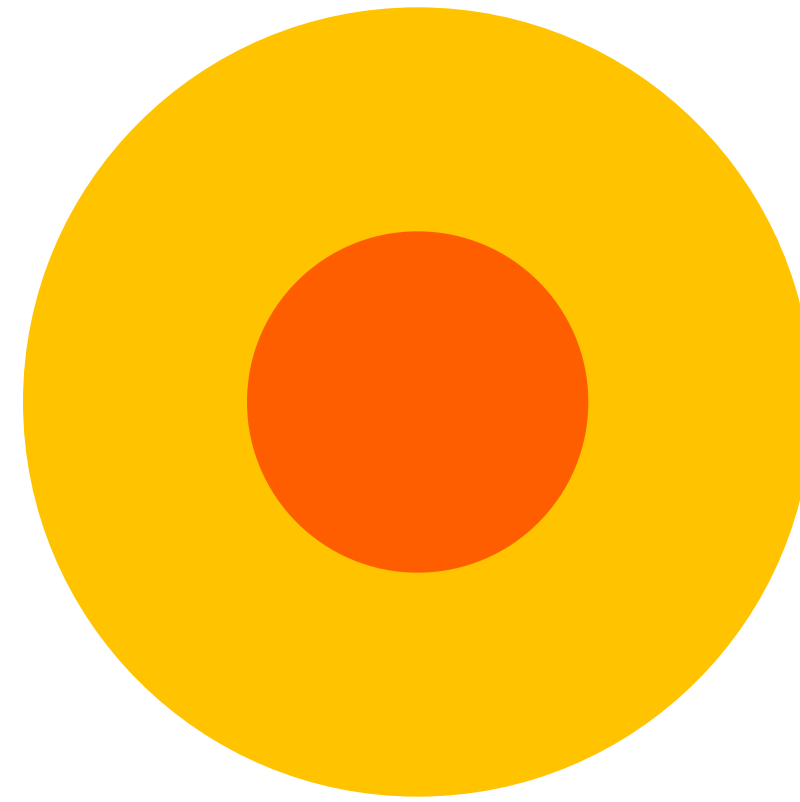
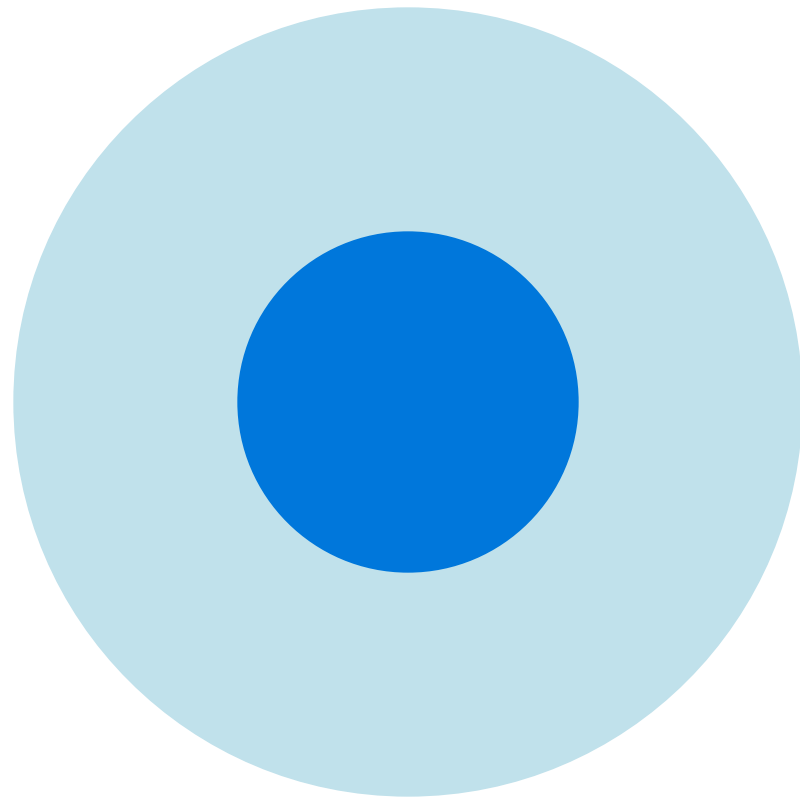
White

#FFFFFF

PMS N/A

Color Guidelines

When pairing colors, please follow these combinations for graphics and text.



Typeface

The typefaces we are using for Field Day 2021 are MADE Tommy Soft in Black, Regular, and Light.

MADE Tommy Soft - Black

MADE Tommy Soft - Regular

MADE Tommy Soft - Light

T-shirt Front



Los Angeles
Bella + Canvas Gold



Oakland
Next Level Vintage Royal



Charlotte
Bella + Canvas Evergreen



London
Bella + Canvas Navy Triblend

Backup: Next Level
Midnight Navy

T-shirt Back



Los Angeles
Bella + Canvas Gold



Oakland
Next Level Vintage Royal



Charlotte
Bella + Canvas Evergreen



London
Bella + Canvas Navy Triblend

Backup: Next Level
Midnight Navy

Swag Mock - Bucket Hat



Swag Mock - Nalgene

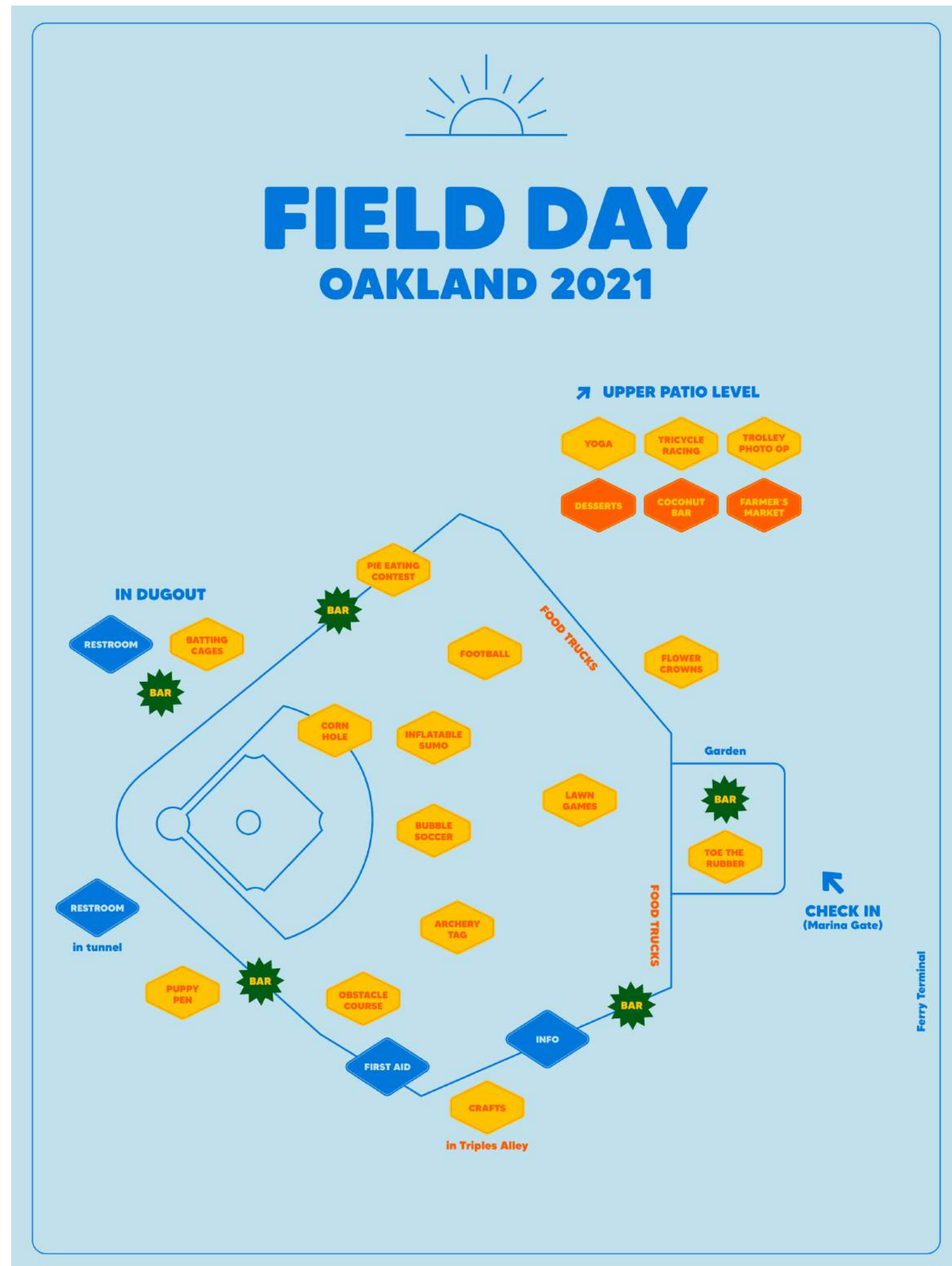


Maps

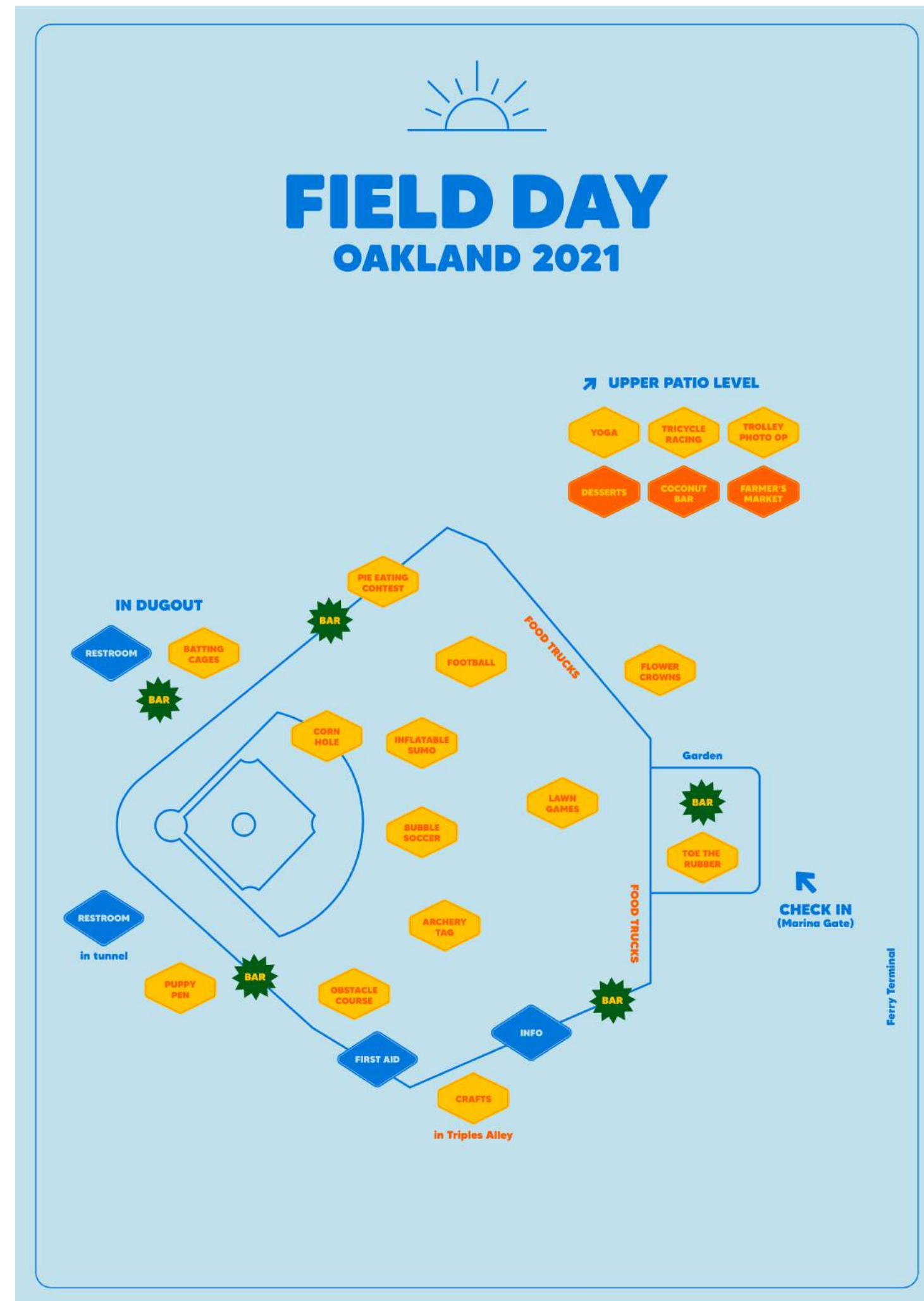
Charlotte Map 24" x 36"



Oakland Map



36"W x 48"H



30.5" W X 43"H

Thanks!