

Wiley Post
VAGABOND EQUIPMENT

City Subways:
A Traveller's Best Friend
from left to right

Berlin, Hong Kong
New York, Moscow, Paris

14 Street
Union Square S

L N Q R W



Elev to L N Q
NE corner 14 St



METRO

Wiley Post
VAGABOND EQUIPMENT

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Brand Story



EXPLORE IT ALL

We are

vag•a•bond
[ˈvəɡəbænd]

a person who wanders
from place to place
without a home or job

**Vagabond
Equipment**



Welcome to Wiley Post. We are a travel equipment brand that specializes in products for inexpensive, adventurous travel. We represent backpackers, budget travellers, and world nomads. To put it quite simply, we are Vagabond Equipment. What kind of equipment does a vagabond need, you might ask? It is the equipment to last, fulfill, and uncover the earth. Most everyone has a vagabond quality in them. Humans are naturally a moving species, and through our products we hope to bring this very instinctual nature to the surface.

The best way to find yourself is to lose yourself. We inspire, educate, and outfit the citizens of earth to do exactly this. This is our mission.

Wiley Post implores humanity to find its place in this world. After all, earth is the only place you'll ever know, so why not explore its deepest corners? Through our lines of backpacks, apparel, travel guides, and language books, we give people the tools necessary to see the planet that is rightfully theirs. Travel should not be a question of 'how'. It should be a question of 'when'. Wiley Post radiates the mentality that the only thing holding back someone from travelling is desire.

We Travel

to Experience



Wiley Post outfits the type of people who would willingly sleep in a train station and take it the memory home with them in a fun, positive way. Wiley Post believes travel hinges on adventure, not a vacation.

to Explore



We are born curious. Yet sometimes in our face paced lives, we forget that there are still more things in life to be discovered. Wiley Post unearths this curiosity in an inspiring way. Explore it all.

to Encounter



No matter where you go on earth, there are people to be found. We encourages our patrons to travel and meet. Our language guides and teaching sessions help break down the verbal barrier.



Anywhere in the World Can Be Affordable

What keeps most backpackers grounded is the cost of travelling. Much of the travel industry is expensive, but there are always exceptions to the rule.

Preparation Cost for 2 weeks in Italy

Typical Way

\$1800

Flight

\$2600

Hotel

\$420

Gear

\$580

Get Around

Wiley Post Way

\$940

\$320

\$120

\$180

We Know What it Takes



**and We Live
to See Earth**

A Name to Take Around the World



Post's solo circumnavigation began in New York City. His first stop was in Berlin for repairs.

The Wiley Post brand derives its name from the man himself. Wiley Post was the first person to fly solo around the world, a metaphorical symbol of what our brand stands for. Born in Oklahoma during the turn of the century, Post joined a flying circus doing stunt aviation. He circumnavigated the globe with navigator Harold Getty in 1931, then 2 years later did it again—this time solo. The trip gained him international fame, and vaulted his career in flight surveying. While testing out trans-Russian flights in 1935, his plane was caught in a storm and crashed into the sea, ending his life. Largely a forgotten name today, the Wiley Post brand tributes this fervent explorer.

Wiley Post

CONQUERS *new Frontier* - IN HIS RUBBER SUIT by **GOODRICH**

Reading Time 25 seconds

AROUND THE EARTH, up into the stratosphere, setting new records—Wiley Post is blazing many a trail for the aviation world to follow. He believes that future speed flying will be done in the rarefied air of the stratosphere. To demonstrate the practicability of that belief, he flies at 7-mile heights in his Goodrich-built suit which makes such flying possible.

The idea for this suit was Post's. He came to Goodrich because he found that no other rubber company had such facilities, experience and willingness to develop the unusual in new applications of rubber.

The suit is literally "air conditioned." With the special metal helmet, it completely encloses the wearer. Oxygen is forced into the suit, and a valve permits used air to escape. This suit was made by the Anode process sponsored by Goodrich—a process which results in a rubber that is light yet perfectly flexible, and with great strength.

Wiley Post's suit is only one of many spectacular uses of Goodrich rubber. In hundreds of applications, in scores of industries, Goodrich rubber is performing the unusual—adding new features to old products, making new products possible, increasing precision, reducing costs.

Goodrich rubber is on the march, to help thousands of products win new markets or hold those they have. You can have no conception of the possibilities of this amazing material until you consult The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich

ALL products *problems* IN RUBBER



Signature System

Secondaries

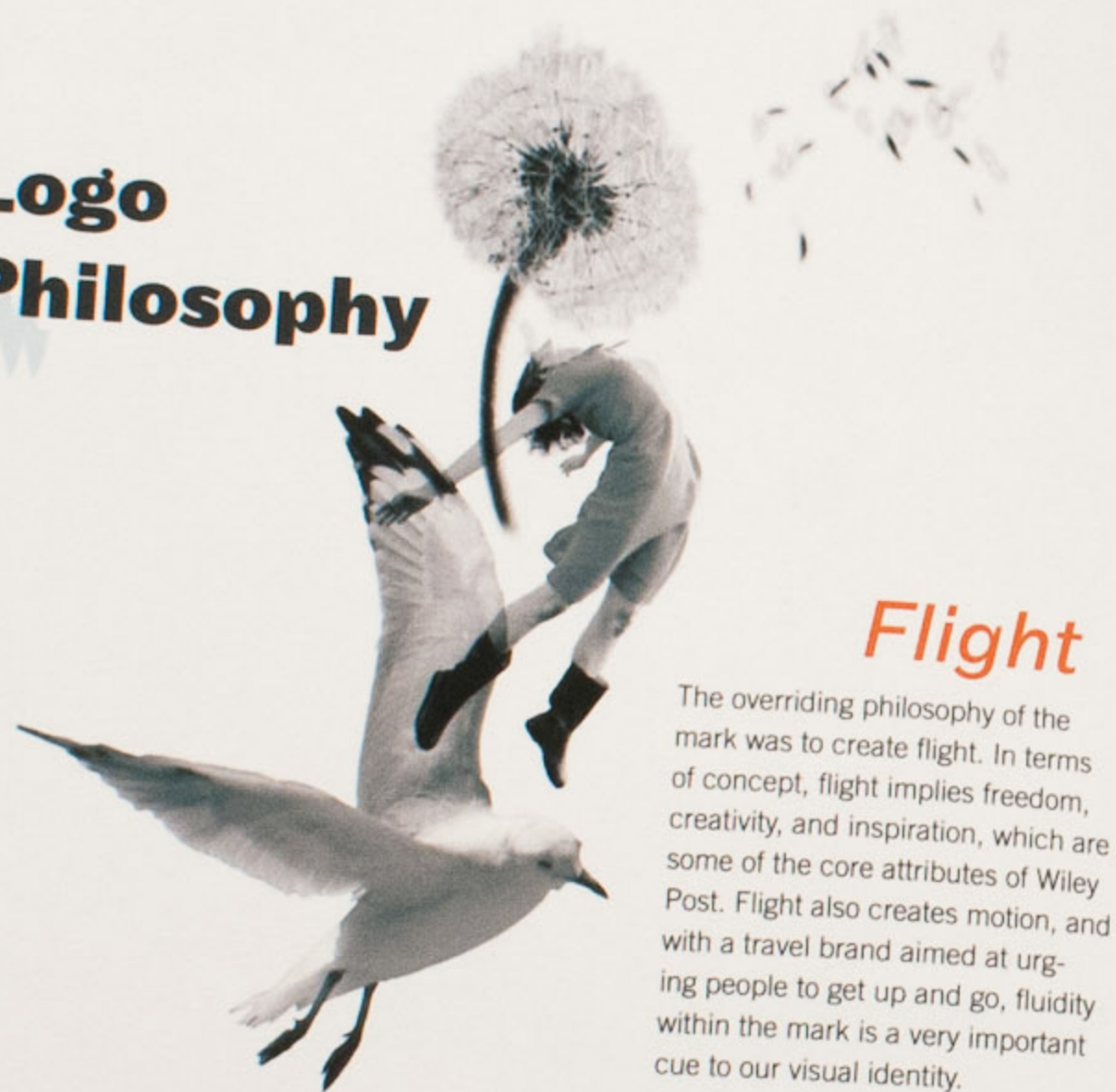
Type Guide

Color Guide

Logo Guide

Philosophy

Logo Philosophy

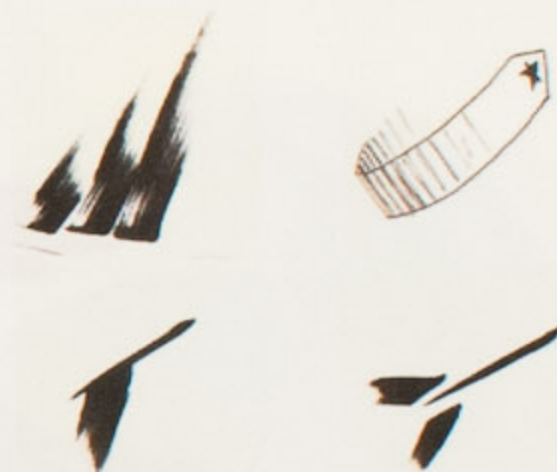


Flight

The overriding philosophy of the mark was to create flight. In terms of concept, flight implies freedom, creativity, and inspiration, which are some of the core attributes of Wiley Post. Flight also creates motion, and with a travel brand aimed at urging people to get up and go, fluidity within the mark is a very important cue to our visual identity.

Visualizing the Concept

How do you graphically visualize flight? This was the main problem faced at the onset of logo design. We first tackled the concept formally, by creating the fluid marks as seen on the right. These marks were the foundations for what was to be accomplished in the elemental stage. Upward, left to right motion was stressed, as well as the hand-made feel of streaming motion. What came out of this stage was not solid marks, but the stressed idea that Wiley Post needed to be represented in a forward-moving, fluid style.



Conceptual Tip

In forming design for Wiley Post, take care in stressing this forward, flight-like concept. Our secondary elements reinforce this concept, but the handling of this is up to the designer. Be conscious of our concept, please.

Logo Guide



Primary Logo

Representing upward mobility, freedom, and flight, the primary logo for Wiley Post champions the essence of what it means to be a vagabond. Coupled with a confident, assertive typeface, the mark creates a strong appeal of brand association.



Pegasus

The coyote and the strapped wings create a pegasus-like form that represents hopeful flight.



Backpack Straps

The wings of the coyote are attached by straps, representing backpack straps. A backpack gives a traveller the wings needed to go places.



Wild Coyote

A coyote is a symbol of transient exploration.

Logo Elements



Rules

Wiley Post's logo is the most important visual cue of the brand. These are the specific rules to follow when handling the logo.



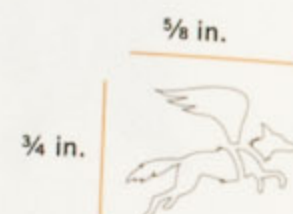
Color

The logo is colored in Coyote 353, a specific color to Wiley Post. The logo will *always* be in this color. This is the most important rule.



Orientation

The logo should always be at a positive 15° angle. The vector file provided is already at this angle.



Size Limit

Sizes for the logo are infinite when you go large, but the smallest size permitted is 3/4 by 5/8 inches.

Photo Rules

Photography is a central part of the brand style, and the placement of the logo on high contrast photos is visually important.

for light backgrounds



for dark backgrounds



Copyright

The restricted logo should be placed at the feet of the coyote, and no larger than the width of its foot. There is a file with the restricted logo provided.



Wiley Post[®]

VAGABOND EQUIPMENT

Logotype

As important as the logo is the Wiley Post logotype. The logotype is the voice of the brand, standing as the stamp of our community. 'Vagabond Equipment' alone expresses a unique, prideful following. Extreme care should be taken with the logotype.

Rules

Color

Text black is the color the logotype should be set in. However, the logotype can be white when set on dark colors and photographs.

Text
Black

Typeface

Vitesse is the typeface used on the logotype. It is not provided in the CD however, as we do not encourage use of it outside the logotype.

Vitesse Bold
VITESSE BOOK CAPS

Alignment

There are two lines of type in the logotype. They should be center stacked on top of each other at all times.

Wiley Post
VAGABOND EQUIPMENT

Size Limit

Sizes for the logotype are infinite when you go large, but the smallest size permitted is 5/16 by 1 1/8 inches.

1 1/8 in.
3/16 in. **Wiley Post**
VAGABOND EQUIPMENT

Copyright

The restricted logo should be placed at the end of the Wiley Post header, with its circumference no larger than the crossbar of the 't'. In lengths under 1.5 inches, the restricted logo may be omitted.

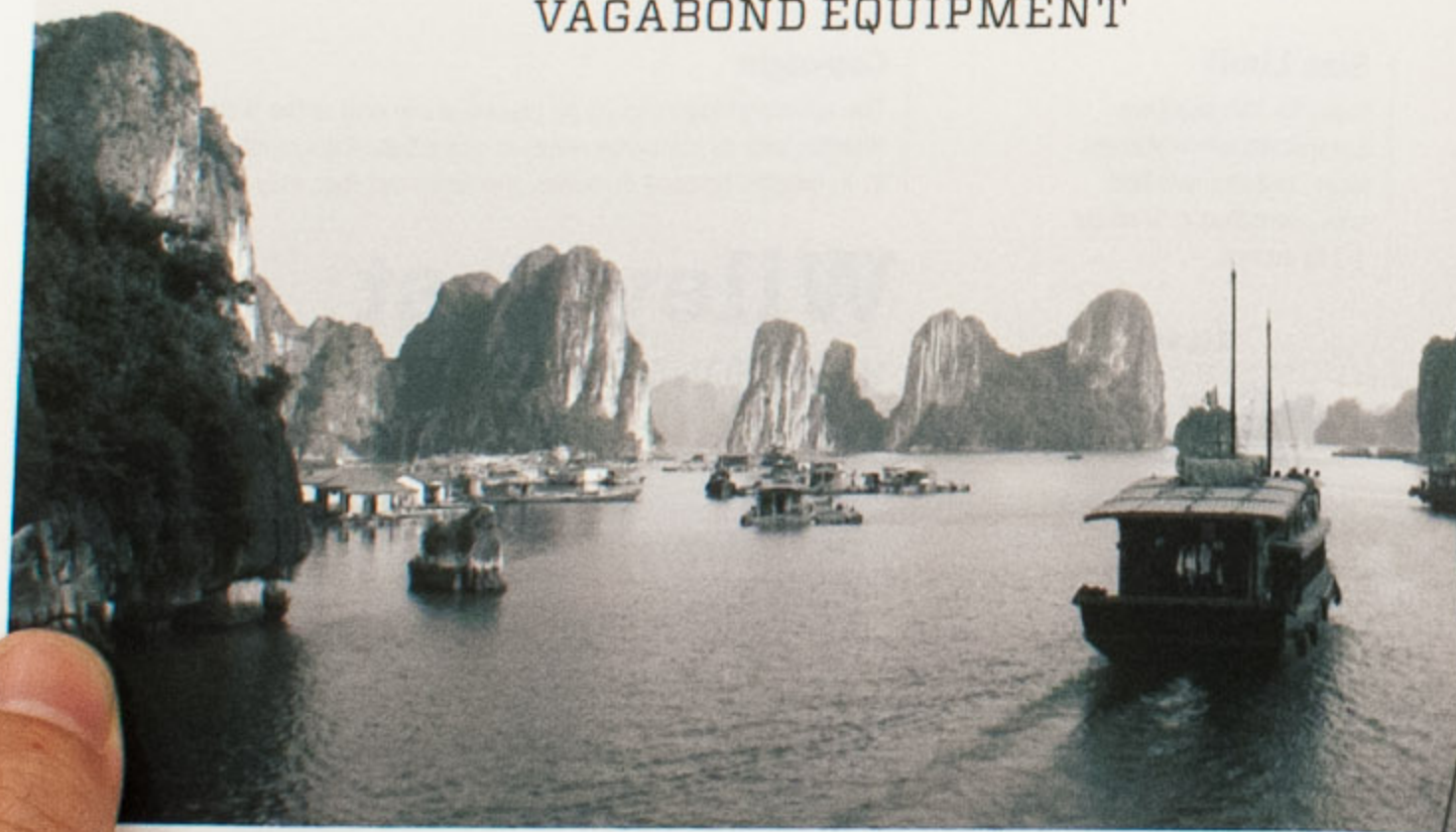
Wiley Post[®]
VAGABOND EQUIPMENT

Integration

The integration of the coyote logo and the Wiley Post logotype create the overarching brand mark. This combination addresses the brand expression when other elements are absent. Take note that the restricted logo is present only on the logotype.



Wiley Post®
VAGABOND EQUIPMENT



Secondary Logo

Wiley Post
VAGABOND EQUIPMENT

The secondary logo for Wiley Post is a combination of brand color, logotype, and textile elements to reflect our backpack products. It is third in hierarchy after the coyote logo and logotype, and should be used sparingly.

Rules

Copyright

The copyright is placed the same way as in the standalone logotype. The vector file includes this copyright.

Size Limit

Because of the clarity issues in the logotype, the secondary logo should not be smaller than 1.5 by 1.625 inches wide.

Black & White

When times arise for black and white printing, refer to this file in the catalog. Notice the 25% grey on the band.

ost®
PMENT

1 3/8 in.

1 1/2 in.

Wiley Post
VAGABOND EQUIPMENT

Wiley Post
VAGABOND EQUIPMENT

Logo Utilization

For the most part, each of the four logo variations can flow with different applications. However, each variation has its niche. Above are examples of these.



Primary Logo

Should be used on the products that identify the brand.



Logotype

Highly advised to use in text situations.



Integrated Logo

The integration should be used on signage and non-brand publications.



Secondary Logo

The secondary logo is specialized for clothing tags and other textiles.



Wiley Post
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Color Guide

The style guide itself serves as a color guide, showcasing the brand colors in their appropriate ways. This guide illustrates the purposes of each color, and their respective hierarchy.

Primary Colors



Coyote Red

This is the most important brand color. It is used for the logo and as an identity color.



Traveller Blue

This color is used for background and mood settings. It is the second most important color.



Text Black

This dark, rich color is used for body copy and the more important headers.

Secondary Colors



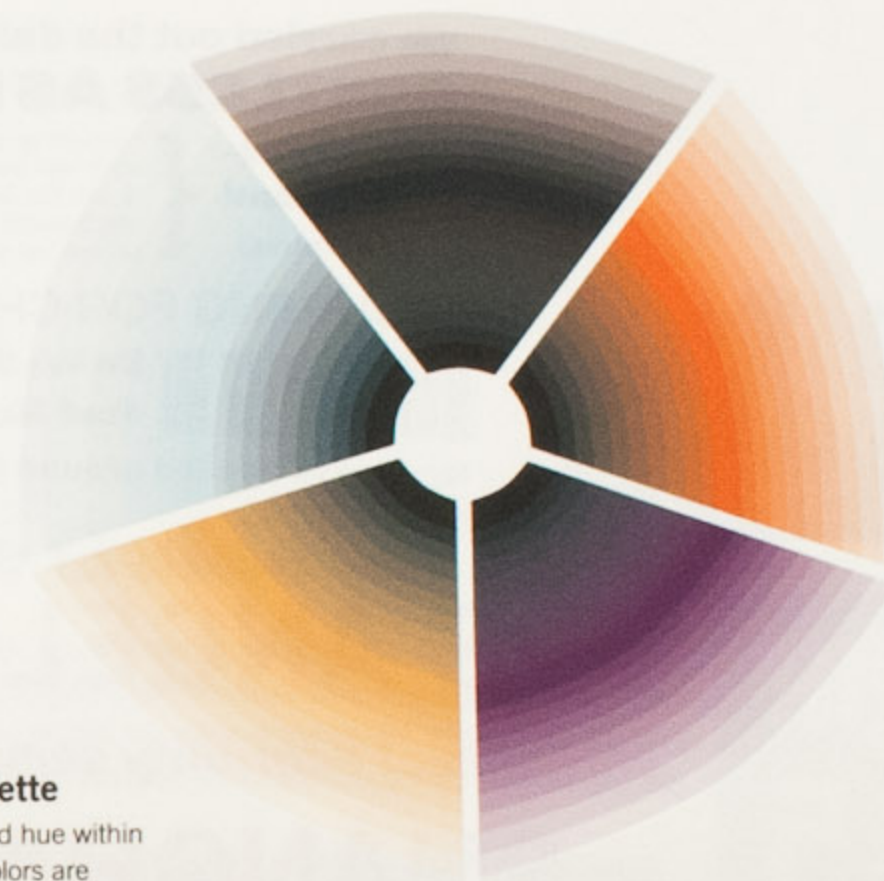
Terra Yellow

Use with primaries when hues are darker.



Far Away Violet

Use with primaries when hues are lighter.



Color Palette

Every tint and hue within the brand colors are available for use.





we carried out the daily grind

RESTLESS AS HELL

quietly reading...

On the Road

(Jack Kerouac)

{ 'Something, someone, some spirit was pursuing all of us across the desert of life and was bound to catch us before we reached heaven.' }

YEARNING FOR CHANGE



**So We Saved Up
And Booked It.**

Now we're headed around the world.

Flight
345

LOS ANGELES

with direct economy service to

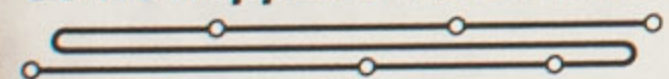
SHANGHAI

Woke up by police in a park just west of Huangpu

**THEY POINTED
AT THE SIGN**

请勿人内

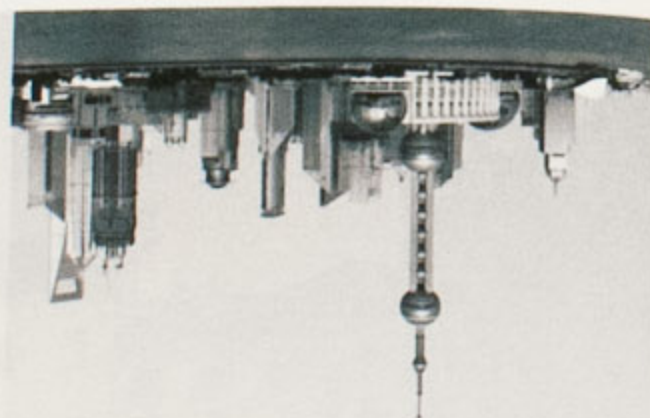
So we hopped on the metro



NANJING DONG LU

Taste the food, people watch,
hit museums, make friends,
bar hop, watch the sunrise,

And Soak It All In



Type Guide

The typographic system of a brand is second in command to the logo system, and should be handled with extreme care. The way our words flow and look visually communicates the voice of the brand. Wiley Post utilizes two typefaces to create its spoken identity. These are Maple and Trade Gothic No. 2.

Maple

Aa Ee Rr

Aa Ee Rr

a

Trade Gothic No.2

Aa Ee Rr

Aa Ee Rr

a

Product Typography

Wiley Post utilizes two systems to handle our type palette. One of these systems is for our product applications such as tags, product info, gift cards, and the like.

Header Size and Weight Designation

Product Title in Maple Bold (20-30pt)

Product Subhead in Maple Medium (12-18pt)

Always Keep Weights Proportional.

a:a

Product Titles are 1:1

a:a

Subheads are 3:5 of Product Title
if **a** is 20pt, **a** is 12pt

Copy Size and Weight Designation

Product Description Header in Trade Gothic No. 2 Bold (10pt)

Product Copy in Trade Gothic Light (8pt)

Spacing and Placement



Spacing and Placement

1 in.

16pt leading

11pt leading

Winter Data

This past fiscal year was one of extreme gain for Wiley Post Incorporated. The Los Angeles division scored a 15% increase on the green scale, meaning we made some serious cash. Jay-Z style cash. Because we kept giving people more shit started to make sense. It was amazing, and we let them all of it. We were working on some lines. Some Peruvian stuff. After about an hour we were cranking people like we just didn't care.

The use of the name Scandinavia as a convenient geographical term for the three kingdoms of Denmark, Norway, and Sweden is recent; according to some historians, it was adopted and introduced in the eighteenth century, at a time when the idea of a common heritage started to appear and develop. The literary and linguistic Scandinavism. Before this time Scandinavia was familiar mainly to classical scholars through the Elder's writings, and was used vaguely for Scandinavia, the southern region of the peninsula.

While the term Scandinavia is commonly used for Denmark, Norway and Sweden, the term the Nordic countries

Fiscal Year
2010 V

Wiley Post
VAGABOND EQUIPMENT

Logotype for Publication

Publication Typography

Stationary, catalogs, brochures, and books carry a slightly different type system. Variation from the product system is based on readability.

Header Size and Weight Designation

Title in Maple Bold (24pt)

Subhead in Maple Medium (14pt)

Copy Size and Weight Designation

Product Description Header in Trade Gothic No. 2 Bold (10pt)

Product Copy in Trade Gothic Light (8pt)

Advertising Type

Advertising opens up a wider range of typography. Advertisements likely will differ according to concepts, but care should be taken that the type used speaks to the core of the brand. Below are provided typefaces.

Provided Display Typefaces

Stanley Bold Condensed

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

Felt Tip Woman

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

Metallophile SP

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



Secondary Elements

Wiley Post has a specific set of secondary elements. These include Pattern, Photography, and Photographic Collage. Combined together, they visualize the essence of Wiley Post. Unlike the Logo and Type systems, the secondary elements are used at the discretion of the designer. However, they do include specific handling. File sets are provided to ease this process.



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Utilization

Identifiers

Logos can't tell the whole story. Elements that make up our unique applications tell more about the brand than the logo itself.

Place Specific

The photographic and collage elements in the set are unique to place on the earth. By creating these elements, keep in mind you are showcasing a real life place.

Creative Templates

The numerous files given are a data bank for the designer, but they are also an inspiration for new artwork based on the models provided.

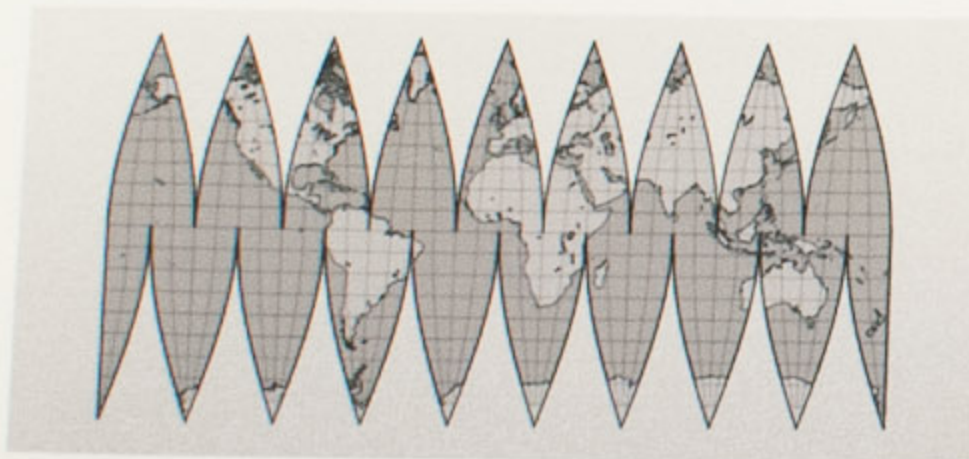


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Map Pattern

We hope you have noticed throughout this guide the use of the sinusoidal map pattern. It is the most important secondary element of the brand, working in harmony with the type and layout when used properly.



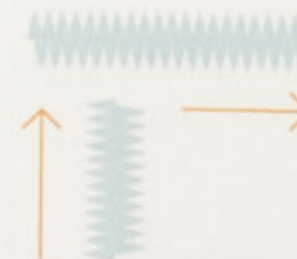
Mapping and Stitching

The pattern is a combination of sinusoidal mapping, which shows the spherical globe on a 2D plane, and stitching. Wiley Post, being a brand that deals with apparel meant to travel the world, signifies this combo.

Rules

Orientation

The map pattern should always sit on a horizontal or vertical plane. Never on a diagonal. It should always be isolated, never multiples occur.



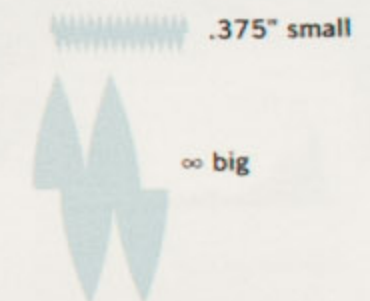
Color

The pattern occurs in Traveller Blue. It can also be reversed and in Text Black. It should never appear in the Coyote Red.



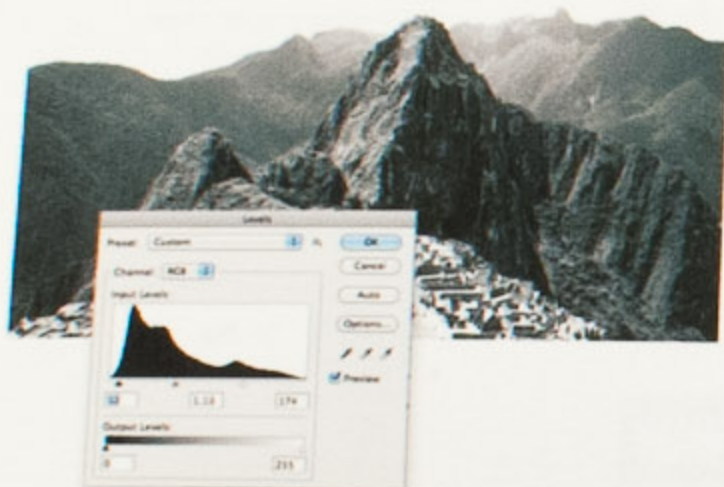
Size Limit

Sizes for the pattern are very liberal. It can go as large as visually pleasing, and as small as .375 inches tall.



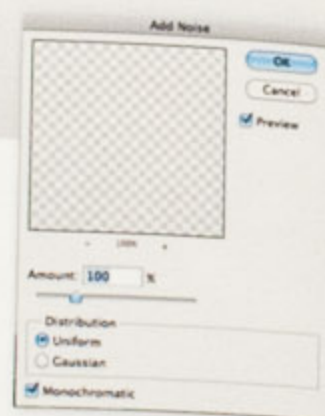
Photographic Style

The photographic style is the primary source of inspiration in the brand. By showing black & white photographs of far away places, the essence of travelling and restlessness is exposed. The photos hinge on sublime angles and easy compositions.



Photograph

The levels should be adjusted like so, with the black input put slightly darker and the white in put largely lighter. Never use Brightness/Contrast to adjust the photos.



Background

The background should be a faint black to white gradient with noise set at 100%. A background .psd file is provided for image consistency.



Collage Style

Inspiration comes in many forms for the Wiley Post brand. Our styles are meant to excite the mind, to bring out the restless nature every human being possesses. The collage style harnesses this inspiration in fun, unique info-collages targeted at the thrifty, budget travellers Wiley Post identifies with. Since the products are destination-based, the collage style is an important secondary element in our packaging design.

Provided Collages

EUROPE	ASIA	PACIFIC	LATIN AMERICA	AFRICA
Western Europe	Japan	Australia	Central America	Morocco
Central Europe	China	New Zealand	Brazil	Egypt
Eastern Europe	Southeast Asia	South Pacific	Argentina	Gold Coast
Scandinavia	India		Western Coast	
Mediterranean				
Britain				



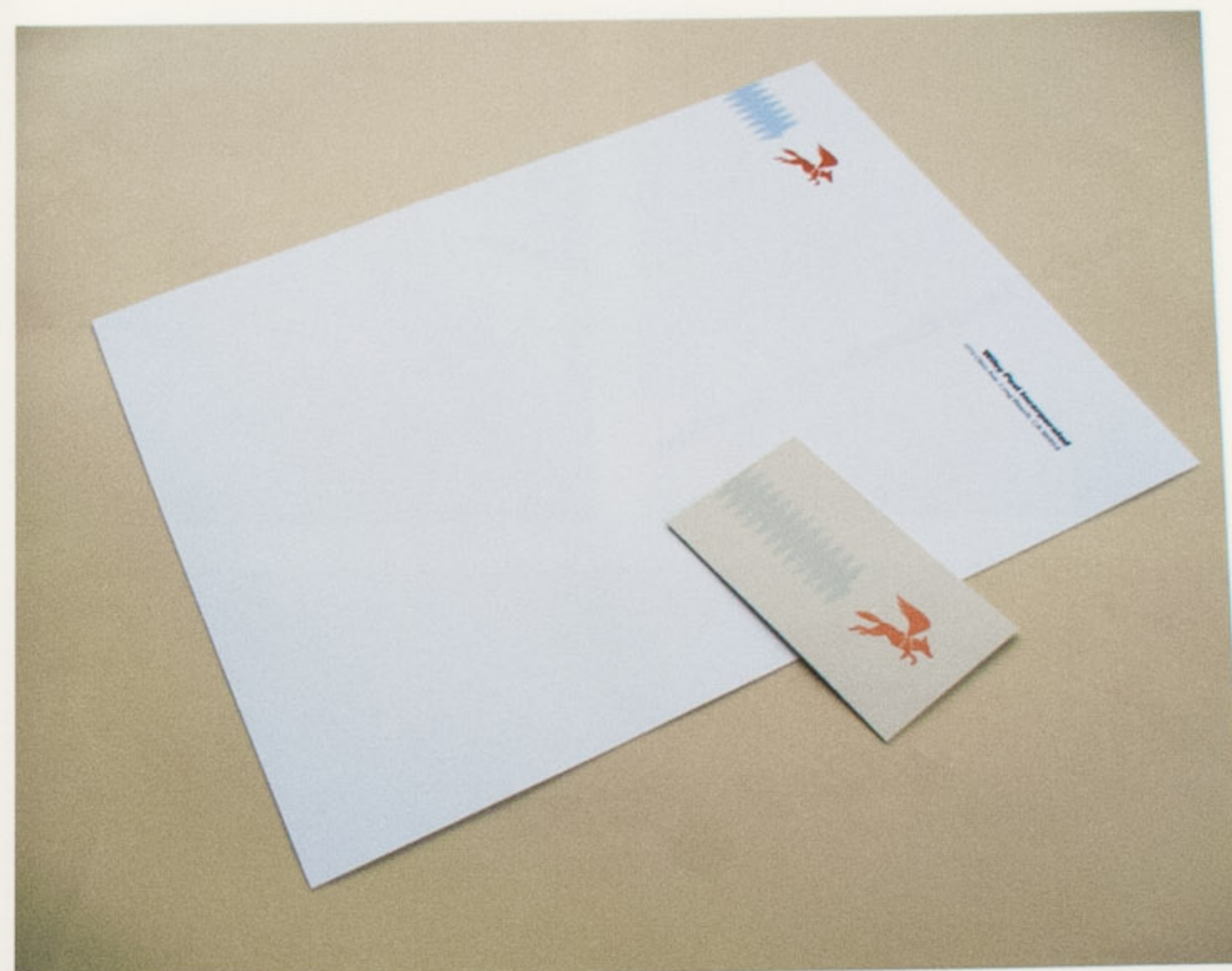
Applications

Stationary

Backpack Tags

Advertising

Stationary

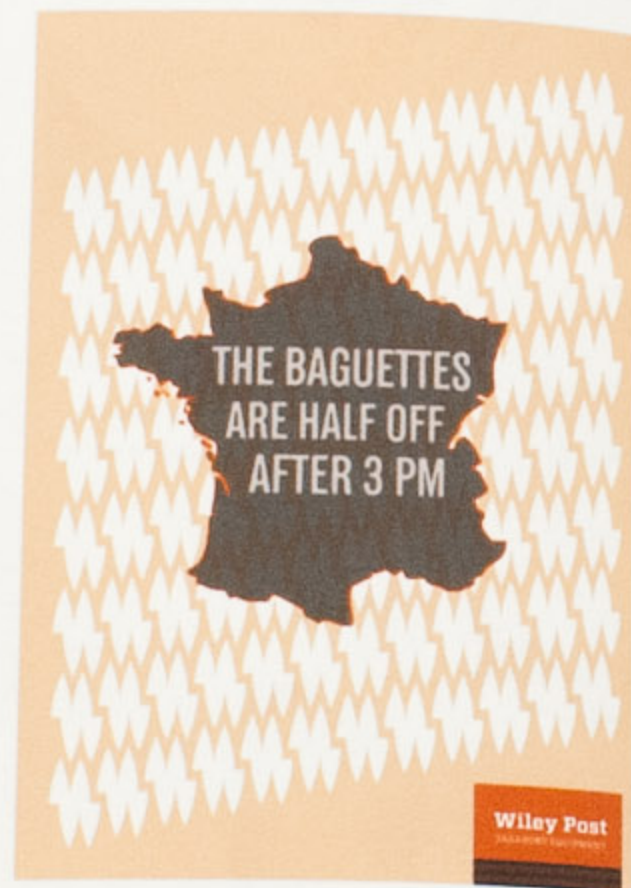






Backpack Tag





Advertising





City Subways:
A Traveller's Best Friend
from top left to right
 Tokyo, Seoul, London
 Stockholm, Barcelona

Contact

Design

Spenser Garden
Corporate Art Director
sgarden@wileypost.com

Legal

Larry H. Parker
Copyright Affairs
lharker@wileypost.com



