



LANGLY

HELPING PEOPLE CAPTURE LIFE AS IT HAPPENS

Disclaimer:

All photography is indicative of style only — all copyright belongs to their respective owners.



LANGLY

BRAND STORY 04

OUR BRAND 12

IMAGERY 27

TYPEFACES 31

BRAND IN ACTION 34

MADE FOR A GLOBAL COMMUNITY OF LIKE-MINDED
ADVENTURERS AND URBAN ENTHUSIASTS WITH
A PASSION FOR STYLISH OUTDOOR LIFESTYLE
PRODUCTS DESIGNED TO PROTECT AGAINST ALL
THAT LIFE THROWS AT THEM.

A person wearing a black hooded raincoat is shown in profile, looking to the right. The hood is pulled up over their head, and their face is partially visible. The background is dark and filled with raindrops, creating a bokeh effect. The overall mood is moody and atmospheric.

WE ARE A GLOBAL BRAND, MANUFACTURING
AND SELLING CAMERA BAGS AND APPAREL
IN THE US AND INTERNATIONALLY VIA
ECOMMERCE AND RETAIL STORES.

A person with a backpack is walking away from the camera on a sandy path towards a vintage silver Airstream trailer. The trailer is partially covered by a wooden frame with a tan tarp and string lights. A hammock is strung under the frame. The background features a desert landscape with Joshua trees and mountains under a clear sky.

TODAY IS HISTORY TOMORROW,
SO CAPTURE LIFE AS IT HAPPENS

PRINCIPLES

CUSTOMER FIRST

We are nothing without our customers and so we put them at the centre of everything we do. We really do give a fuck.

UTILITY — STEALTH

First and foremost, our products must be fit for the purpose intended. They are stealth-like because they have no embellishments. If it's not needed, it isn't there – plus they do not look like traditional camera gear bags.

DO LESS HARM

We want to become 'Earth friendly', but we know this is a journey. We are exploring the use of more sustainable materials in our designs Our new Cordura range of products will be just one example of our commitment to reducing our impact upon the planet.

LIFE IS FOR DOING

Experience life. Capture the moments. Create the content.

WE NOT ME

We are a community focused brand, and our customers become our advocates and collaborators. We design our products and often our community make suggestions to refine them.

PERSONA

COOL. CARING.
RESPONSIVE.

CONSIDERED.
PROFESSIONAL.
SUPPORTIVE.

BRAND PILLARS

UNIQUE PRODUCTS

Refined over time
Always current.
Always listening to,
anticipating, and
predicting consumer
demand.

RELIABLE

We do what we say we will,
when we say we will.

COMMITTED TO SUSTAINABILITY

Economic: Our business
makes money to be
sustainable. Social:
We look after our staff
and our communities.
Environmental: We are
on a journey to a more
sustainable future.

INDEPENDENT

Small, upmarket,
specialised manufacture
and design of premium
quality outdoor bags.
Small enough to care. Big
enough to matter.

BRAND POSITIONING —GENERAL

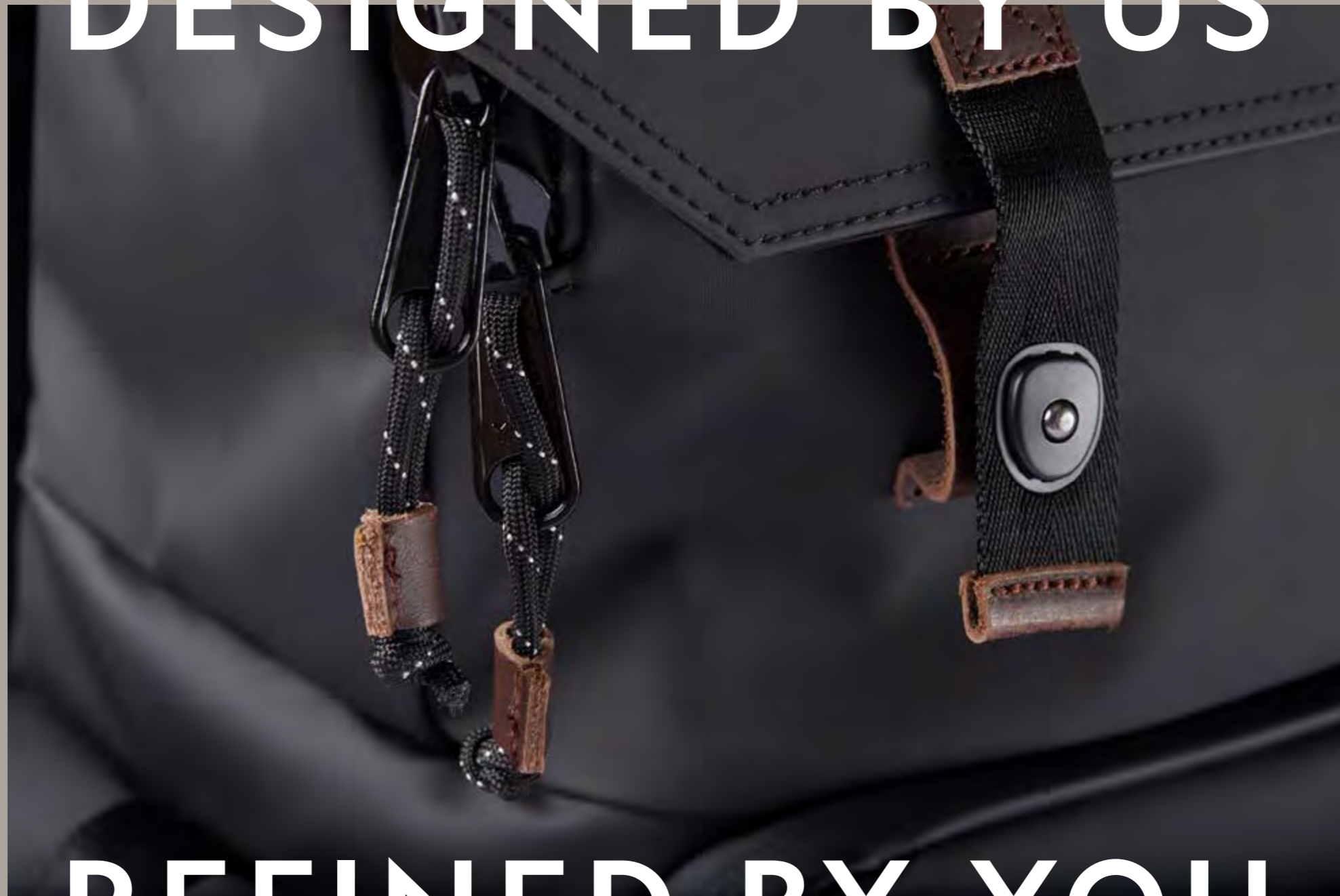
CAPTURE LIFE



AS IT HAPPENS

BRAND POSITIONING —HERITAGE RANGE

DESIGNED BY US



REFINED BY YOU

OUR BRAND

OUR LOGOMARK



LANGLY

OUR LOGOMARK



GEOGRAPH



LANGLY

Made by New Zealand type designer Kris Sowersby, Geograph is a typeface originally crafted for National Geographic. Geograph reflects the adventurers spirit and is a subtle reference to the New Zealand influence in an American brand gone global.

Geograph also remains legible and impactful at various sizes as well as when reversed out. This also gives the wordmark the versatility to be used in isolation if needed.

The angles of the typeface give the wordmark a more striking character.

LANGLY



SECONDARY LOCKUP

This lockup is to be used sparingly and only when the primary lockup doesn't fit. Use discretion.



LOGO USAGE

Our logos have been created to work on either light or dark backgrounds.

When applying the logo to a light background always use the black version. When applying the logo to a dark background always use the white version. For coloured backgrounds, use discretion where legibility is a concern. Never use a coloured logo on a coloured background.



LANGLY



LANGLY



LANGLY



LANGLY

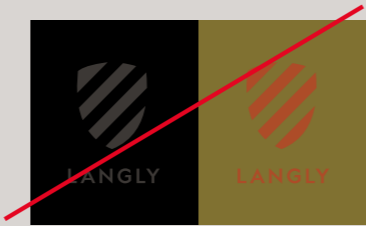
LOGO USAGE

The integrity of the logo must be protected at all times. The logo and its proportions have been carefully considered and must never be adapted or used in a way that would lessen its impact or consistency on application.

The examples on this page show how the logos must never be applied:

- A: Using the wrong version for the background colour
- B: Distorting the logos.
- C: Altering the logos proportions.
- D: Rotating the logos.
- E: Adding extra elements to the logos.
- F: Boxing the logos with a keyline.
- G: Not using the clear space rule when placing the logos next to other elements.
- H: Placing the logos on a confusing photographic background.
- I: Resolution too low.

A



B



C



D



E



F



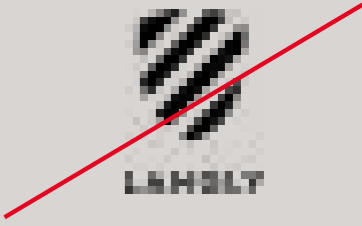
G



H



I



COLOUR PALETTE

C=2 M=2 Y=4 K=5
R=242 G=241 B=237
#F2F1ED

Pantone 656

C=49 M=45 Y=43 K=40
R=106 G=99 B=97
#6A6361

Pantone 405

C=27 M=78 Y=94 K=14
R=171 G=74 B=34
#AB4A22

Pantone 7599

C=40 M=40 Y=60 K=20
R=146 G=129 B=97
#928161

Pantone 2470

C=0 M=0 Y=0 K=97
R=27 G=27 B=26
#1B1B1A

MINERAL WHITE

SLATE GREY

CLAY

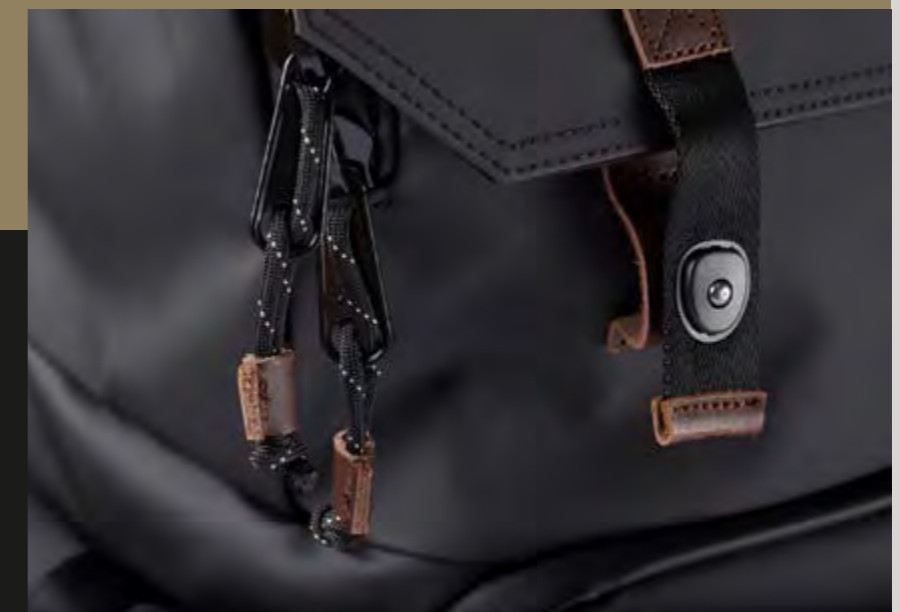
SAGE

CHARCOAL BLACK

COLOUR PALETTE



The colour palette has been designed to be a cohesive set that reflects the brand image.



COLOUR WITH LOGO



SECONDARY COLOUR PALETTE

These colours have been designed to highlight key information, especially in digital contexts. To be used sparingly, making up no more than 20% of the communication.

C=5 M=7 Y=13 K=0
R=244 G=236 B=225
#F4ECE1

Pantone 705

C=15 M=18 Y=27 K=29
R=175 G=165 B=151
#AFA597

Pantone 2474

C=0 M=66 Y=72 K=0
R=238 G=114 B=73
#EE7249

Pantone 4012

C=0 M=25 Y=90 K=7
R=239 G=186 B=29
#EFBA1D

Pantone 124

S N O W

G R A V E L

S T R I K E

S U N

SECONDARY COLOUR
PALETTE



IMAGERY

PRODUCT
—IN USE



Disclaimer:
All photography is indicative of
style only — all copyright belongs
to their respective owners.



PRODUCT —IN ENVIRONMENT



Disclaimer:

All photography is indicative of style only — all copyright belongs to their respective owners.



PRODUCT —IN DETAIL



Disclaimer:
All photography is indicative of
style only — all copyright belongs
to their respective owners.



TYPEFACES

PREFERRED TYPE SYSTEM

Geograph channels classic form into a contemporary geometric typeface.

Inter is a modern sans suited for maximum legibility.



LANGLY

Headings

GEOGRAPH
MEDIUM

CAPTURE LIFE
AS IT HAPPENS

Body

Inter Bold
& Regular

Capture life as it happens.

Cerchil inte re odion
conseceaturi Estias sam volore,
tem et acesione eaquisciti odi
volor adi tenderovidi dolorest,
sunt dendiorestem quae offic
torem quam veri tem cum,
saepeli busant audipsanduci
occumqu iaecti dunt, eatiandae
vit hit ut ipsum que et accust,

BRAND MOODBOARD



LANGLY

CAPTURE LIFE AS IT HAPPENS

FALL

2022



BRAND IN ACTION

BRAND LED AD



CAPTURE
LIFE AS IT
HAPPENS

Langly products are inspired by the lives of freelance photographers and nomadic professionals looking for something to protect their gear with style and ease. Today Langly have been worn on all seven continents by amateurs and professionals alike.

langly.co
Stocked worldwide



LANGLY

BRAND LED AD

Headline

CAPTURE
LIFE AS IT
HAPPENS

Langly products are inspired by the lives of freelance photographers and nomadic professionals looking for something to protect their gear with style and ease. Today Langly have been worn on all seven continents by amateurs and professionals alike.

Approx 40–50 word written copy

URL and relevant stockist
details in left corner

langly.co
Stocked worldwide



Logo sits in right hand corner.
Please ensure there is adequate
clear space around the logo




VARIOUS FORMATS

CAPTURE
LIFE AS IT
HAPPENS


LANGLY

CAPTURE LIFE
AS IT HAPPENS



LANGLY




CAPTURE
LIFE AS IT
HAPPENS


Langly products are inspired by the lives of freelance photographers and nomadic professionals looking for something to protect their gear with style and ease. Today Langly have been worn on all seven continents by amateurs and professionals alike.

langly.co
Stocked worldwide


LANGLY



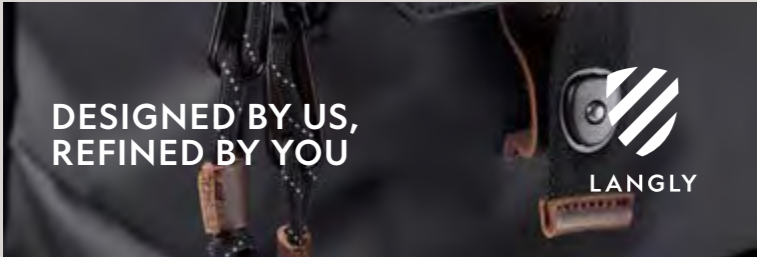
PRODUCT
GUIDE
2021


LANGLY

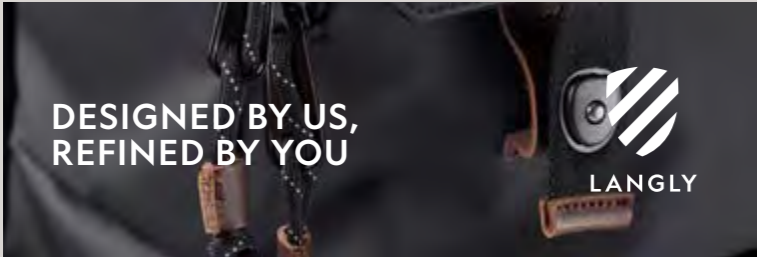
HERITAGE RANGE
IMAGE-LED



VARIOUS FORMATS



VARIOUS FORMATS
ALTERNATIVE
COLOUR USE



langly.co

Stocked worldwide



LANGLY

DESIGNED
BY US,
REFINED
BY YOU



LANGLY



For enquiries related to
the Langly brand identity,
including assets and
usage, please contact:

Simon Apperley
Langly Co

LANGLY.CO