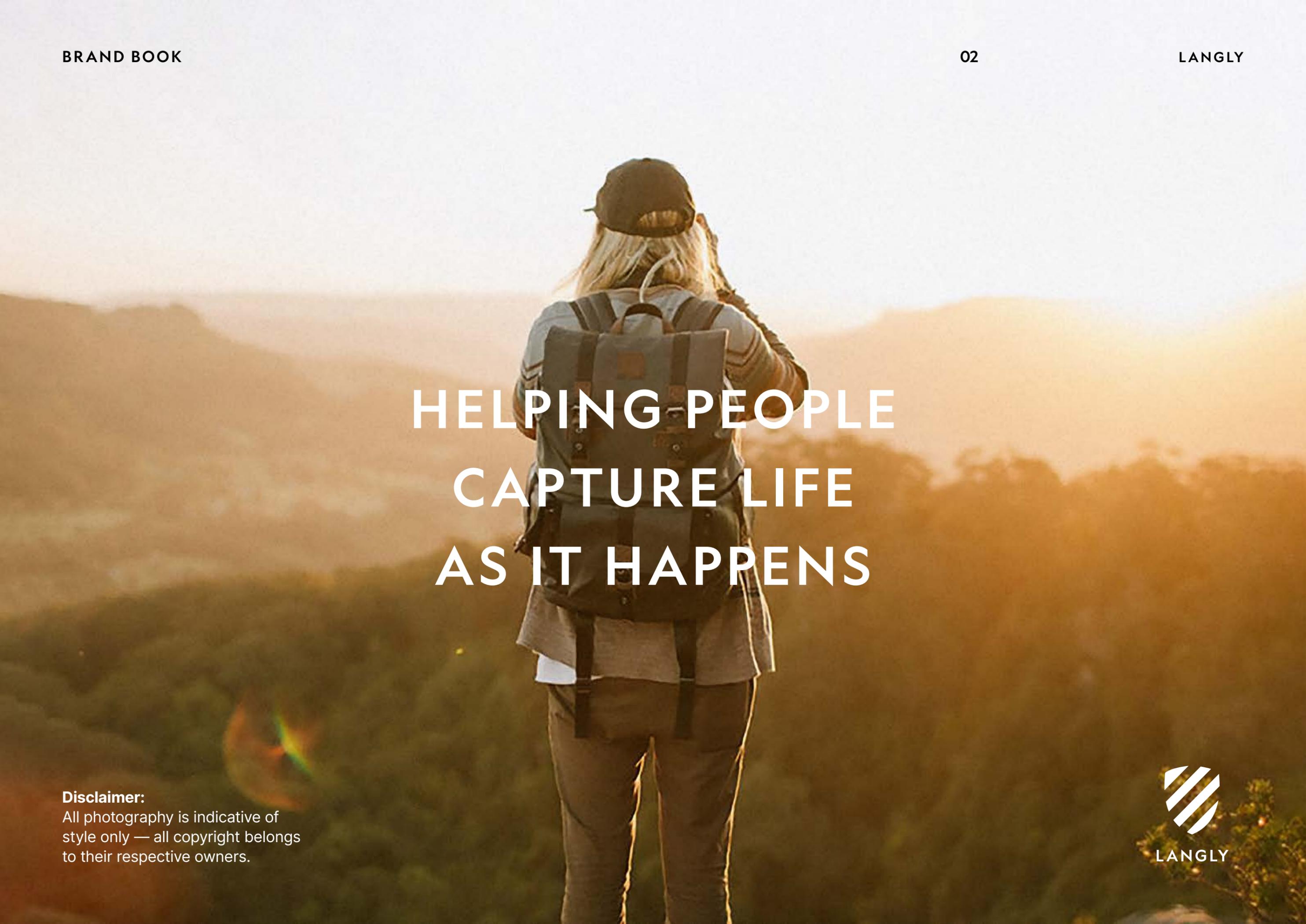




LANGLY

A person with long blonde hair, wearing a dark cap and a backpack, stands with their back to the camera, looking out over a vast, hazy landscape at sunset. The sky is a warm, golden color, and the ground is covered in green vegetation. The overall mood is serene and adventurous.

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

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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 person's face and the hood are wet with rain. The background is dark and filled with falling rain, creating a bokeh effect with light-colored raindrops.

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

A man with a black backpack is walking away from the camera on a sandy path. In the background, there is a silver Airstream trailer with a wooden deck and a hammock hanging from a wooden frame. The scene is set in a desert with Joshua trees and mountains in the distance 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

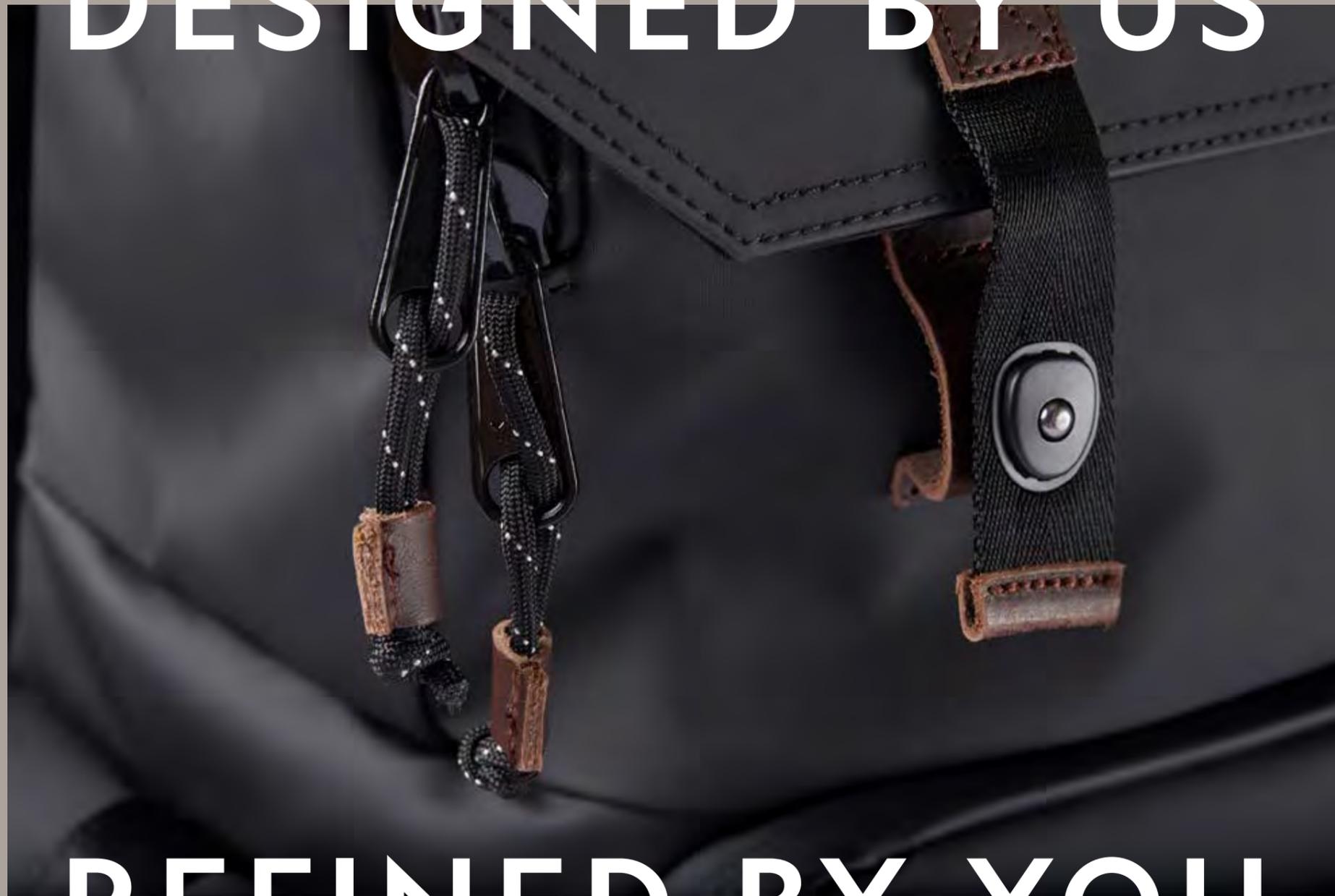
CAPTURE LIFE



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

— A N G L Y

A large, white, stylized wordmark 'LANGLY' is centered at the bottom of the page. The letters are bold and geometric, with sharp angles. Dashed white circles are drawn around the top of the 'A', the bottom of the 'N', the top of the 'G', and the top of the 'Y', highlighting the specific angles of the typeface mentioned in the text above.

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



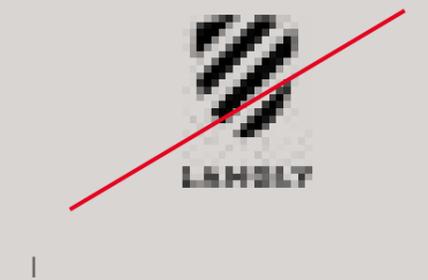
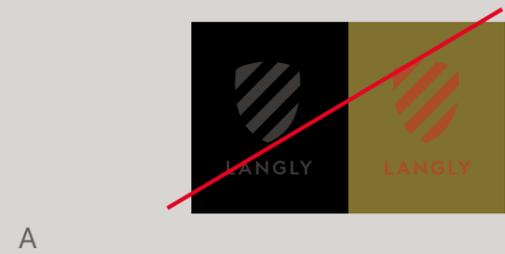
LANGLY

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.



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

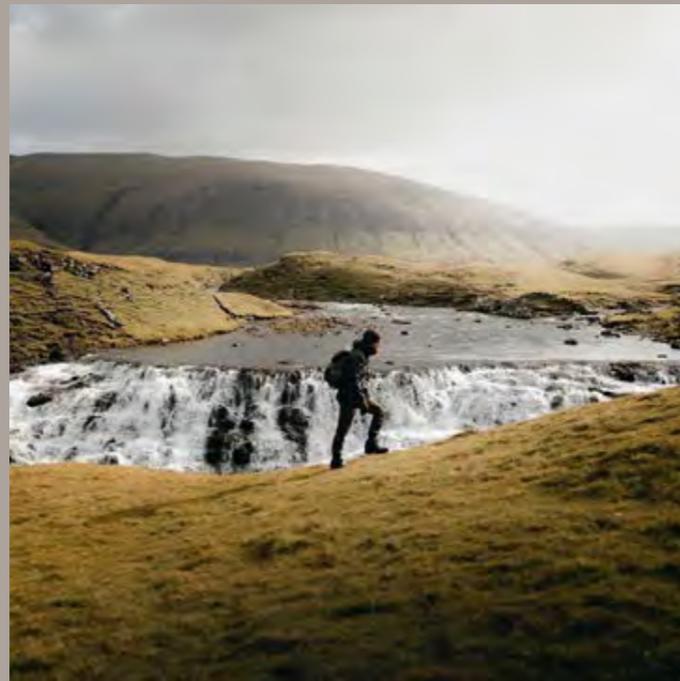
S U N

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.



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 acestione 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



CAPTURE LIFE AS IT HAPPENS

FALL

2022



LANGLY

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



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



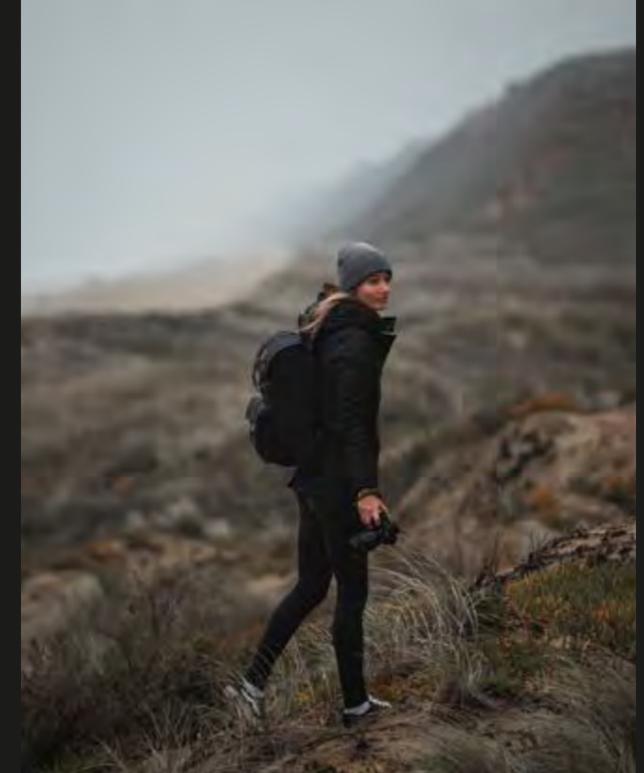
LANGLY



CAPTURE LIFE AS IT HAPPENS

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langly.co
Stocked worldwide



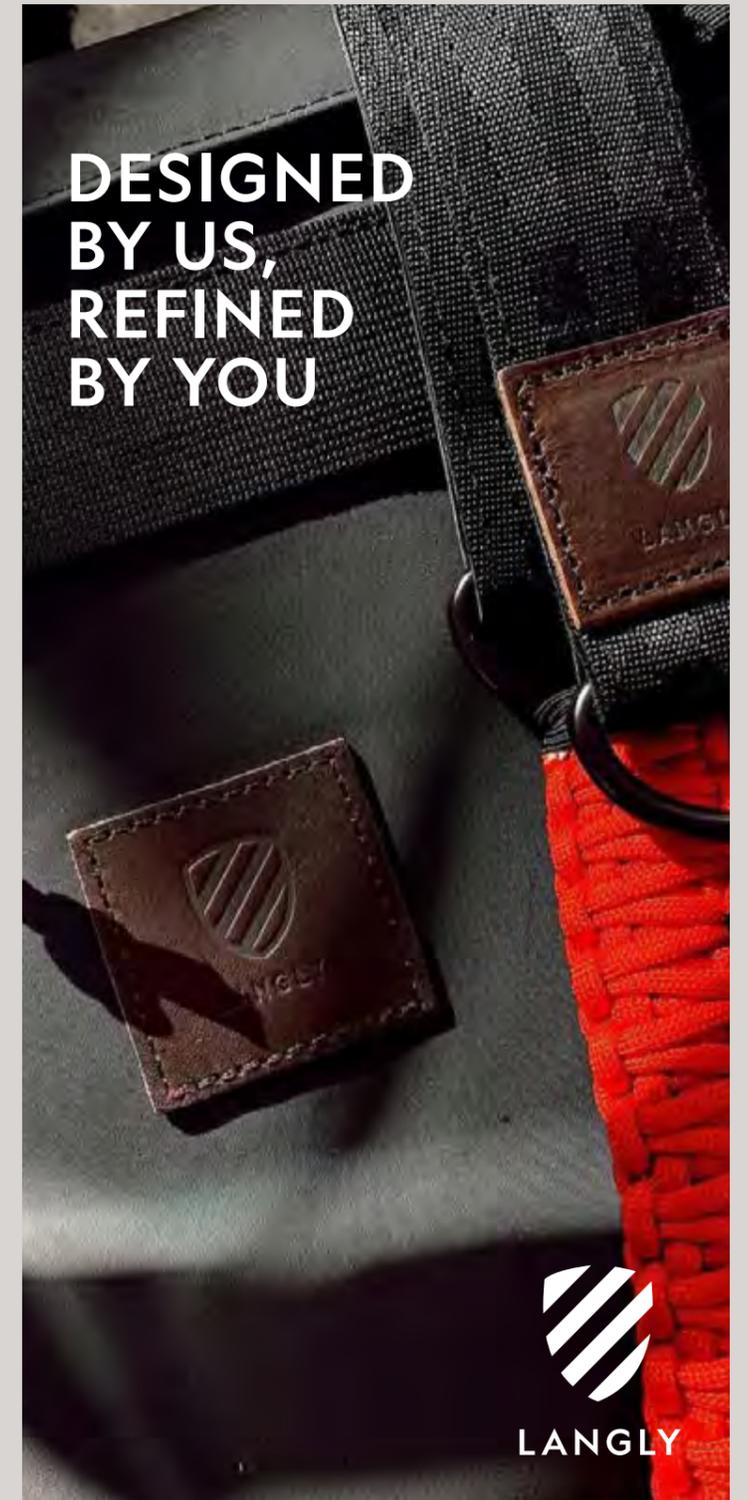
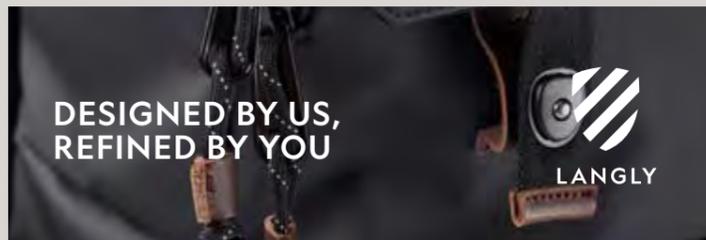
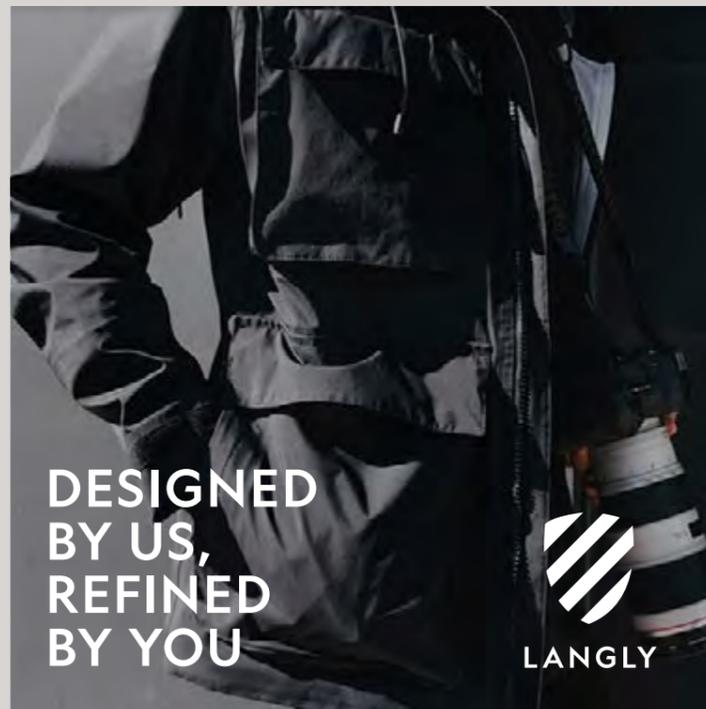
PRODUCT GUIDE 2021



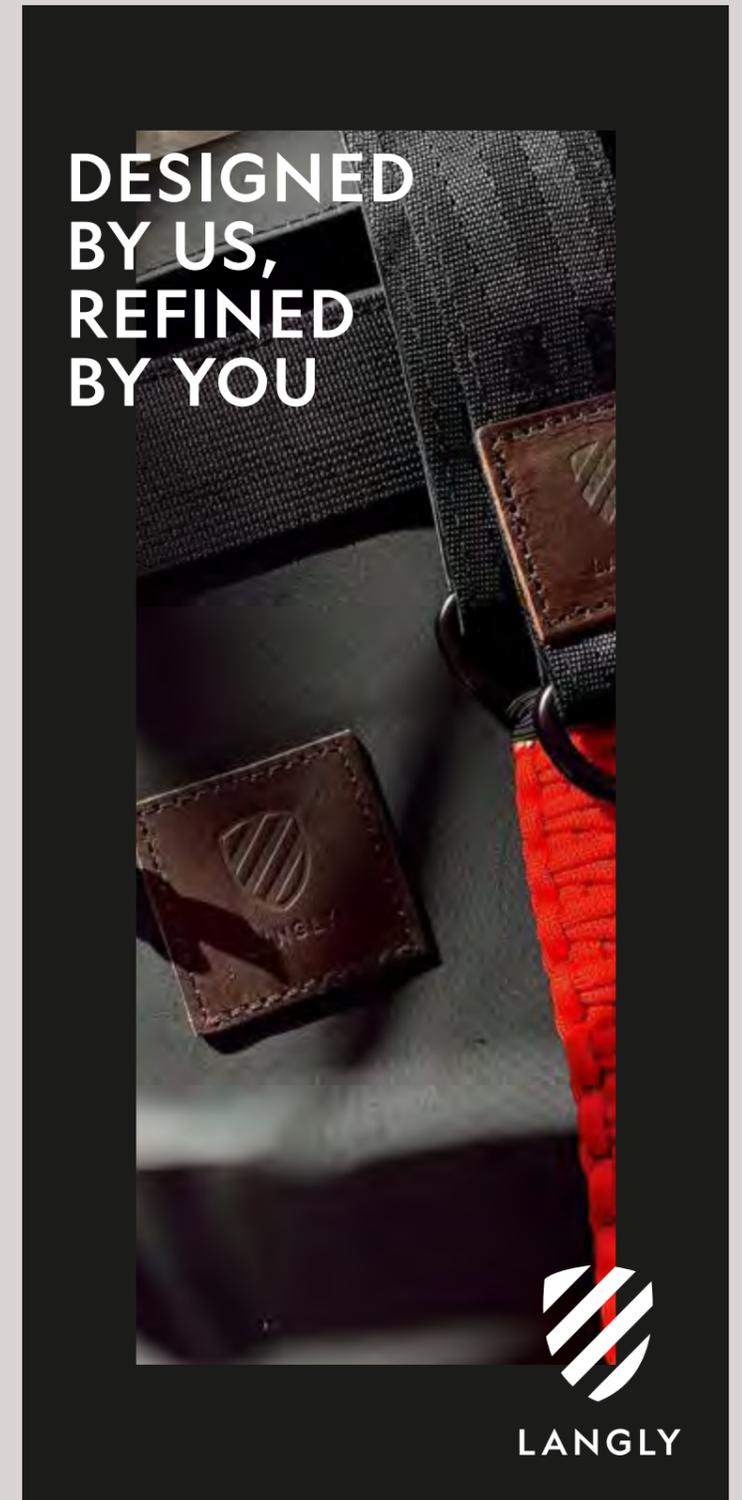
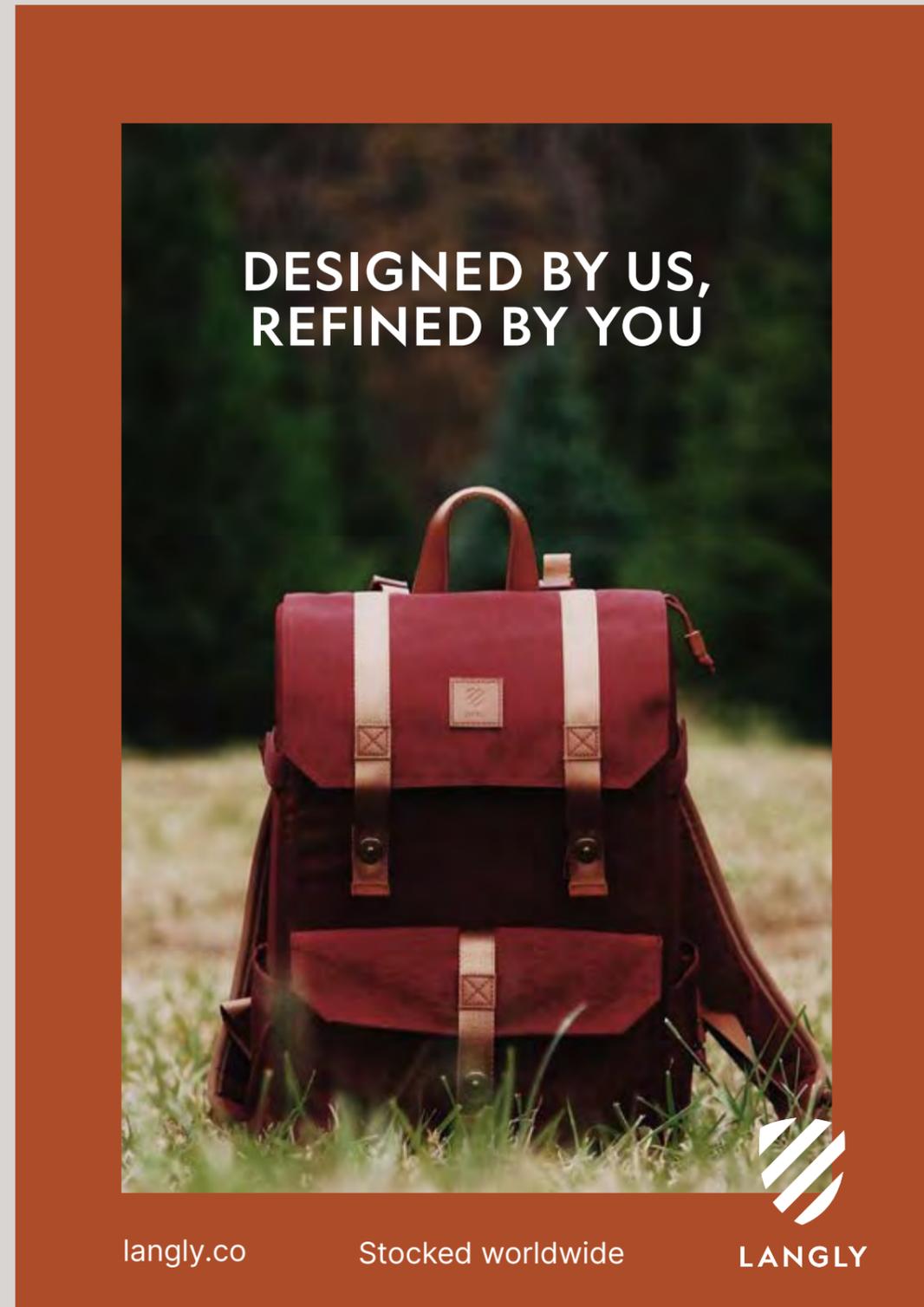
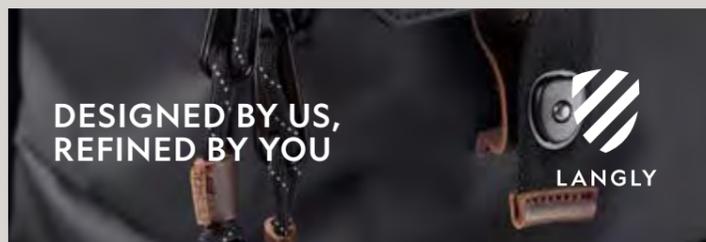
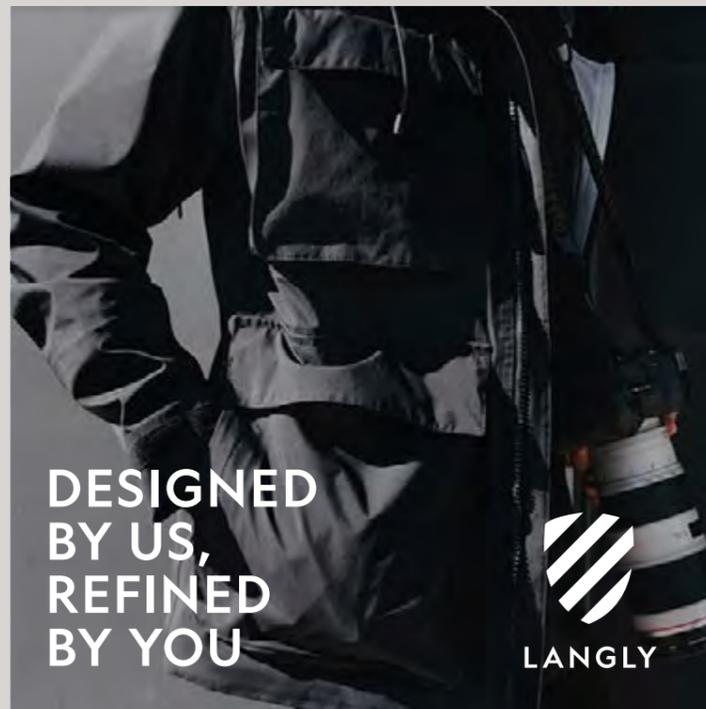
HERITAGE RANGE IMAGE-LED



VARIOUS FORMATS



VARIOUS FORMATS
ALTERNATIVE
COLOUR USE





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

Simon Apperley
Langly Co

LANGLY.CO