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Village Campervan Brand Guide

Brand Manual Guide - 2025



This is Village Campervan

Village Campervan, based in Calgary, Alberta, specializes in crafting high-quality, easy-to-assemble campervan conversion kits. Their mission is to empower adventurers, dreamers, and those seeking a cost-effective lifestyle to transform their vehicles into comfortable and efficient second homes on wheels. By blending functionality with top-grade materials, Village Campervan offers affordable solutions that prioritize freedom, adventure, and joy. Whether you're planning a weekend getaway or an extended road trip, their kits are designed to make van life accessible and enjoyable.

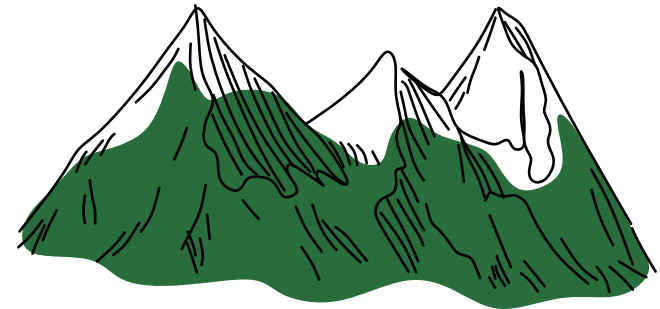


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About the Brand

Village Campervan stands for freedom, simplicity, and meaningful connection—with the world around us and with ourselves. At its core, the brand exists to help people break away from the noise of crowded cities and rediscover the quiet magic of nature. It's about enabling adventure without excess—creating affordable, beautifully designed campervan kits that make it easy to travel light, live freely, and explore new places and cultures with intention. Village believes in a more frugal, sustainable way to experience the richness of the world—where every sunrise over a mountain pass and every roadside coffee becomes part of a bigger story.



Who we are

BRAND POSITIONING

Village Campervan positions itself at the intersection of adventure, personal freedom, and bespoke comfort. As the facilitator of a life unbounded by traditional living or travel constraints, Village Campervan caters to those who view the journey as a canvas for their unique stories.

Unlike others, Village Campervan offers unparalleled comfort and convenience. Village Campervan redefines the concept of mobile living by combining the feeling of home with the thrill of travel.

BRAND PURPOSE

To empower individuals and couples to explore the world on their terms, Village Campervan aims to redefine the essence of travel and living. Through innovation in campervan kits design, we seek to inspire a shift towards a lifestyle that prioritizes freedom, adventure, and personal fulfillment.

Brand Promise

WHAT WE STAND FOR

An uncompromised blend of comfort, style, and functionality. With our campervan kits, we guarantee a second home on the wheels that is both a personal retreat and a gateway to adventure – ensuring every journey enriches your life story with unforgettable experiences.

CUSTOMER TAKEAWAY

A realization that the world is theirs to explore with ease, comfort, and a touch of personal flair.



Brand Personality

Village Campervan embodies a spirit of exploration, independence, and creativity. Our brand personality is:

WELCOMING

Like a home that greets you, Village Campervan is open-hearted and inclusive, creating a sense of belonging wherever the road leads.

ADVENTUROUS

Maintaining our zest for discovery, we encourage and enable curious spirits to venture into the unknown with a ready-to-go home on wheels to spend each journey's day.

INSPIRING

Encouraging a lifestyle that is bold, free, and full of discovery.

COMFORTING

Emphasizing the warmth and security of road trips, our approach ensures that every campervan kits customer feels the coziness of their moving home.

RELIABLE

Just as you rely on the foundation of your home, Village Campervan stands as a pillar of quality, durability, and support, ensuring peace of mind on every journey.

Brand Voice



VOICE AND TONE IN COMMUNICATION

Our voice is rooted in warmth, simplicity, and a deep appreciation for the freedom of the open road. We speak with a tone that's approachable and encouraging—inviting people to embrace a minimalist lifestyle without sacrificing comfort. Whether someone is new to van life or a seasoned traveler, we aim to make the experience feel accessible and empowering. We value clear, honest language that inspires connection—with nature, with new cultures, and with yourself. Above all, we believe in experiences over possessions, and we're here to help others explore the world affordably, comfortably, and on their own terms.



A group of four people and a dog are enjoying a campervan trip. A woman on the left is pointing upwards, a man in the center is smiling, and a couple on the right are embracing. A small dog is standing in the foreground. The campervan is parked on a rocky shore with mountains in the background. A large yellow circle is overlaid on the image, containing the text.

The freedom of the open road
is seductive, serendipitous,
and absolutely liberating.



Branding System

Our branding system is designed with flexibility and clarity in mind. We've provided logos in multiple layouts and color options to ensure they look great and remain legible across any medium or application—whether it's digital, print, or on the side of a van. It's essential to use only the approved logos provided, as consistent use helps maintain the integrity and recognition of our brand. Please don't alter, stretch, recolor, or modify the logos in any way. The following pages outline clear guidelines to help you apply our visual identity with accuracy and confidence.



01

Primary Logo



Destination: Wherever Life Takes Us.

Our primary logo captures the heart of what Village Campervan stands for: a deep love of nature, the freedom to roam, and the spirit of adventure. The hand-drawn mountain peaks are a nod to Canada's iconic landscapes—invoking a sense of wonder, nostalgia, and connection to the outdoors. The rounded shape and warm, earthy tones make the logo feel approachable and friendly, while the minimal illustration style reflects our commitment to simplicity and clarity. This logo isn't just a mark—it's a symbol of the journey, inviting people to explore on their own terms and find beauty in the wild, open spaces.



Colour Variation



To ensure clarity and consistency across all applications, our logo is available in multiple colour variations. These include full-colour versions designed for both bright and dark backgrounds, as well as a greyscale version for minimal or monochrome settings. We've also included an outlined version for use in cases where colour reproduction is limited or unavailable. Each variation has been carefully designed to preserve the integrity and recognizability of our brand, no matter where or how it appears.



COLOR VERSION

Use colour versions where ever possible. These are the master-brands for Village.



GREYSCALE VERSION

Greyscale versions are provided for instances where colour is restricted and should not be used in applications where colour can be applied.



OUTLINE VERSION

Outline versions are provided as an alternative, for when one sigle color is required. These can also be used for manufacturing processes such as laser or CNC for logo application on physical pieces.



Alternate Layouts

Using alternate logo layouts ensures flexibility when space is limited, whether vertically or horizontally. These variations are designed to maintain clarity and impact in tighter or uniquely shaped placements, such as headers, footers, or product tags. Choosing the logo layout that appears most legible in any given context helps preserve Village's brand recognition, ensuring our identity stays clear, concise, and consistent across all reproductions.



Wordmark Logos



Wordmark logos are ideal for situations where icon space is limited or where a more streamlined, text-based approach is needed—such as in email signatures, corporate documents, or formal communications. These versions maintain brand clarity while offering a clean and professional appearance. Using the wordmark in these contexts ensures our branding remains recognizable and consistent, even when the full logo or icon isn't appropriate or practical.





VILLAGE CAMPERVAN



Alternate Layouts

Using alternate logo layouts ensures flexibility when space is limited, whether vertically or horizontally. These variations are designed to maintain clarity and impact in tighter or uniquely shaped placements, such as headers, footers, or product tags. Choosing the logo layout that appears most legible in any given context helps preserve Village's brand recognition, ensuring our identity stays clear, concise, and consistent across all reproductions.



Brand Color

An Ode to the Outdoors.

Our brand colors are inspired by the natural world—earth tones and warm hues that reflect the sun, landscape, and open skies. These colors are a nod to the spirit of travel, wide-open roads, and the breathtaking horizons that define the van life experience. Together, they create a palette that feels grounded, welcoming, and deeply connected to the landscapes we explore.



02



Color

Our primary colors are rooted in earthy tones, offering a neutral, calming, and nostalgic connection to nature and the open road.

Our accent colors reflect the vibrant details found in nature—sunlit yellow, lush green, rich earth brown, and clear sky blue—bringing energy and balance to our palette.



Primary

>>>		>>>		>>>		>>>	
Ivory		Khaki		Dark Green		Black Olive	
Cyan	: 02	Cyan	: 24	Cyan	: 79	Cyan	: 73
Magenta	: 02	Magenta	: 27	Magenta	: 53	Magenta	: 58
Yellow	: 08	Yellow	: 44	Yellow	: 82	Yellow	: 77
Black	: 00	Black	: 00	Black	: 73	Black	: 73
HEX	: #F7F6E8	HEX	: #C4B194	HEX	: #06280F	HEX	: #1E2719

Accent

Hunyadi Yellow		Dark Spring Green		Cyote		Horizon	
Cyan	: 02	Cyan	: 24	Cyan	: 79	Cyan	: 59
Magenta	: 02	Magenta	: 27	Magenta	: 53	Magenta	: 27
Yellow	: 08	Yellow	: 44	Yellow	: 82	Yellow	: 10
Black	: 00	Black	: 00	Black	: 73	Black	: 00
HEX	: #F7F6E8	HEX	: #C4B194	HEX	: #06280F	HEX	: #6A9fC5

Brand Typography

Our fonts were chosen as a tribute to the heritage of outdoor brands throughout the decades—typefaces with character, warmth, and a sense of timelessness. They echo the hand-crafted spirit and grass-roots origins that define our brand, while grounding us in a visual tradition shared by explorers, makers, and storytellers. This connection to the history of outdoor culture helps reinforce our identity as both approachable and authentic.



03

Fraunces Variable

Fraunces Variable is our primary typeface, used for headers, titles, and call-to-actions to bring character and emphasis to key messaging.

- Light
- Regular
- Medium
- Bold
- **ExtraBold**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

>>>>>> ○ ○

A b c d

Poppins Family

Poppins is our secondary typeface—chosen for its simplicity, approachability, and excellent legibility across a wide range of sizes and applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

>>>>>> ○ ○

- Light
- Regular
- Medium
- Bold
- **ExtraBold**

Abcd

Font Usage

HEADERS

Headers should always be Fraunces family, the primary typeface. This ensure consistency, and draws attention to the area.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

BODY

Body font should always be poppins family. This font ensure maximum clarity and readability at a wide range of sizes.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
012345678

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Imagery System

Our imagery system is built around authentic, high-quality visuals that reflect the heart of the Village brand. Approved photos from our official shoots should be used for all marketing materials and the website, as they showcase real people enjoying life in and around our vans—highlighting both the lifestyle and the thoughtfully designed products we create. Supplementary imagery can include striking shots of Canadian landscapes, open roads, and mountain scenes to reinforce our deep connection to nature.



Approved Imagery



Every image should evoke a sense of freedom, ease, and nostalgia for travel—capturing the spirit of camper van life in a way that's both inspiring and relatable.



Social Media

Our social media templates are designed to reflect the core elements of our brand identity and should always incorporate the visual language outlined here. This includes line work inspired by mountains and natural landscapes, which adds depth and movement to each post. Circular photo frames nod to the shape of our master brand logo, creating visual consistency and cohesion. Templates should thoughtfully use our brand colors in a way that complements the content—bringing warmth, clarity, and a strong sense of place to every piece we share.

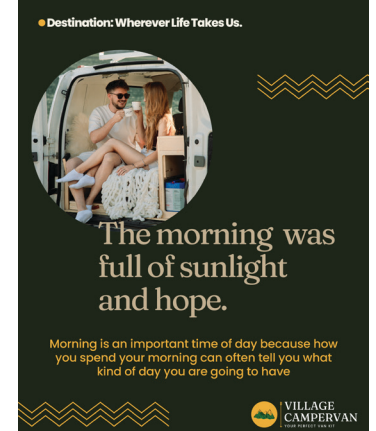
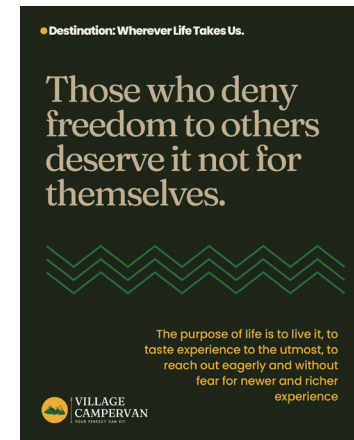
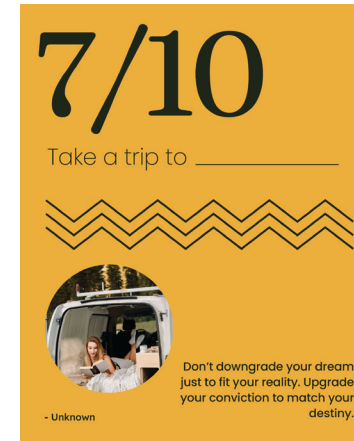
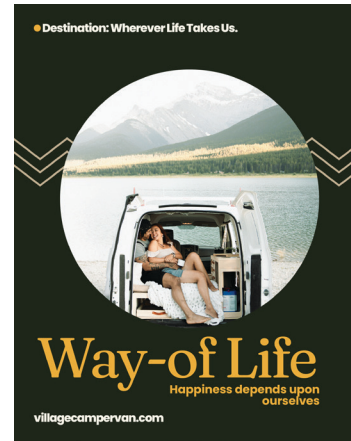


05

Social Templates



Using the approved social media templates is mandatory to ensure Village's brand messaging remains consistent, recognizable, and cohesive across all viewer touchpoints.



Stationary

When using traditional communication channels, it's important to prioritize approved stationery to maintain a polished and professional brand presence. Our letterheads, envelopes, business cards, and other materials have been carefully designed to reflect Village's identity and values. Consistent use of these assets helps reinforce brand recognition and ensures all external communications feel cohesive, credible, and aligned with our visual standards.



Approved Stationary



All Village stationery should include key brand elements such as the logo, business address, and website to ensure clarity and consistency in communication. Wherever possible, soft design elements—like tree rings, mountain outlines, or other nature-inspired watermarks—should be subtly integrated into the layout. These details reinforce our connection to the natural world and add a warm, organic touch that aligns with the heart of the Village brand.





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