

ORCA

F22
PRODUCTION
DIRECTIVE

0.0

INTRODUCTION

FINDING ASSETS

Chapters within this directive refer to corresponding asset folders.
To locate assets refer to: Box.com

TOOLKIT MAP

	CAMPAIGN OVERVIEW
1.0	LOCK-UPS & LOGOS, MESSAGING
2.0	CAMPAIGN VISUALS
3.0	PAID DIGITAL
4.0	DIGITAL EXPERIENCE

CAMPAIGN OVERVIEW | ORCA

GLOBAL LAUNCH:

TBD

TIME IN MARKET:

TBD

LOCATION:

Coast Range:
Mica & Tantalus

PHOTOGRAPHERS:

Angela Percival & the Ecomm Team

HEADLINE:

New ORCA Colourway
Now Available

SECONDARY COPY:

Black, white, and built to last.

PRIMARY INTENT:

Product Mentions are small moments in the season used to highlight products that are new and exciting for the brand.

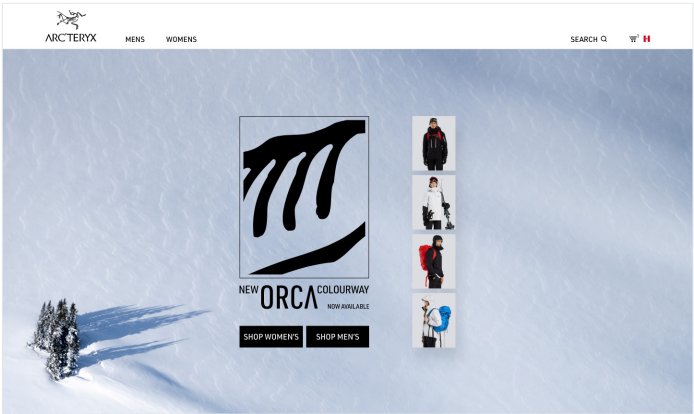
ACTIVATED CHANNELS:

- | | |
|---|---|
| <input type="checkbox"/> Film Content | <input checked="" type="checkbox"/> Homepage |
| <input type="checkbox"/> OOH | <input type="checkbox"/> Landing Page (CDP) |
| <input type="checkbox"/> Sponsored Media | <input checked="" type="checkbox"/> CRM Email |
| <input type="checkbox"/> PR Activation | <input checked="" type="checkbox"/> Organic Social |
| <input type="checkbox"/> Retail Windows | <input type="checkbox"/> Programmatic |
| <input type="checkbox"/> Retail Feature Zone | <input checked="" type="checkbox"/> Paid Search/Discovery |
| <input type="checkbox"/> Community Activation | <input type="checkbox"/> Paid Video |
| <input type="checkbox"/> Community Seeding | <input checked="" type="checkbox"/> Paid Social |
| <input type="checkbox"/> Affiliate/Influencer | <input type="checkbox"/> B2B Activation |

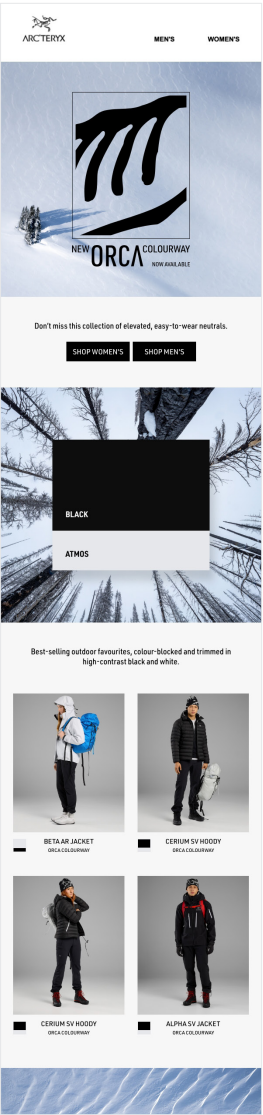


CAMPAIGN OVERVIEW | ORCA

HOMEPAGE



EMAILS



PAID ADS



1.0

LOCKUPS & LOGOS | LOCKUP

LOCK-UPS & LOGOS

This lockup is live type. The type styling listed must always be used.

The lockup should never be altered or amended.



NEW **ORCA** COLOURWAY
NOW AVAILABLE

This is the ORCA primary header.

This logo should be used in **black** when directly over a snowy image or a white background.

The design of this headline varies dependent on size. You will see creative uses further down in the directive.

NEW **ORCA** COLOURWAY
NOW AVAILABLE

This is the ORCA secondary header.

This logo should be used in **black** when directly over a snowy image or a white background.

1.1

LOCKUPS & LOGOS | HEADLINE TYPESETTING

HEADLINE TYPESETTING

Please activate URW DIN-Bold and URW DIN SemiCond-Medium typefaces from fonts.adobe.com prior to finalizing any copy.

CATEGORIES

HEADLINES

USAGE

HEADLINE

ORCA

URW DIN Cond Regular
Tracking = 75pt
4x the sub-headline

SUB-HEADLINE

NEW ORCA COLOURWAY - NOW AVAILABLE

URW DIN SemiCond Medium
Tracking = 0pt
0.25x the headline

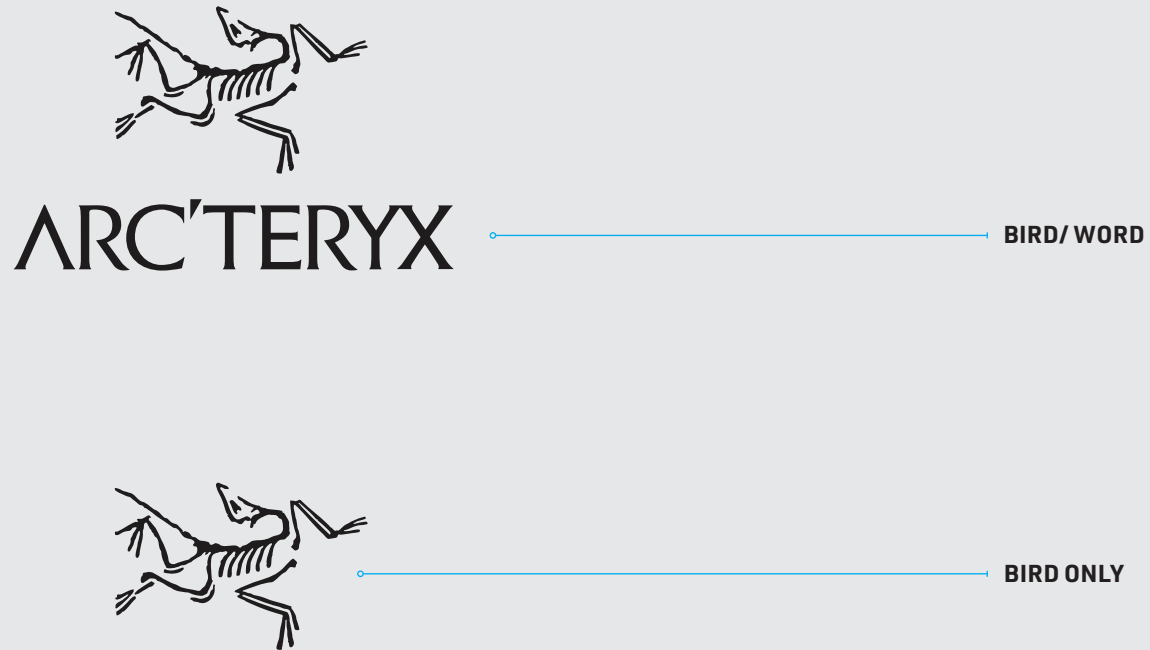
1.1

LOCKUPS & LOGOS | BRAND LOGO

LOGO

The Bird/ Word brand logo should be used in shared spaces (B2B).

The Bird only logo can be used in branded Arc'teryx environments such as brand stores.



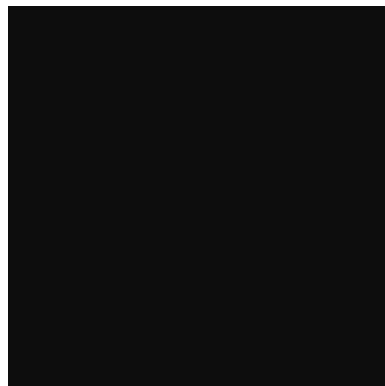
1.2

CAMPAIGN COLOURS | ORCA COLOURWAY

COLOUR GUIDE

Colours are intended to resemble the materials used in products featured in the Orca capsule.

NOTE: If printing in CMYK, colour may need adjusting at print to match colours shown on screen .

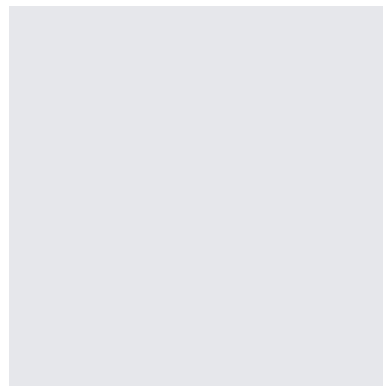


BLACK

RGB: 13 13 13

CMYK: 74 67 66 85

HEX: #0D0D0D



ATMOS

RGB: 230 231 235

CMYK: 8 6 4 0

HEX: #E6E7EB

2.0

CAMPAIGN VISUALS | HERO IMAGE



210224_CoastRange_02212

2.0
CAMPAIGN VISUALS | SUPPORTING IMAGES | WOMEN'S



- Sentinel Anorak
- Sentinel One Piece
- Beta AR Jacket
- Atom Hoody
- Sentinel Bib
- Cerium SV Hoody

2.0

CAMPAIGN VISUALS | SUPPORTING IMAGE | MEN'S



Alpha SV Jacket

Rush Jacket

Macai LT Jacket

Cerium SV Hoody

Atom LT Hoody

Covert Pullover

2.0

CAMPAIGN VISUALS | SUPPORTING IMAGE | ACTION



210328_Mica_3498

210328_Mica_4206

2.0

CAMPAIGN VISUALS | TEXTURES (SNOW + TREES THEME)



210328_Mica_08606

210328_Mica_08581

201025_Tantalus_01544

2.0

CAMPAIGN VISUALS | TEXTURES (ROCK + ICE THEME)



190823_F19_AlphaPullover_5969



20170208_Canmore_1068 & 20170208_Canmore_1069 (vertical)

3.0

PAID DIGITAL | DIGITAL DISPLAY ADS



Dynamic digital display ads will be created. All images will be static, but the headline will animate.

The visual mock-ups on this page are for reference only. Please work directly with the Arc'teryx digital marketing team for implementation.

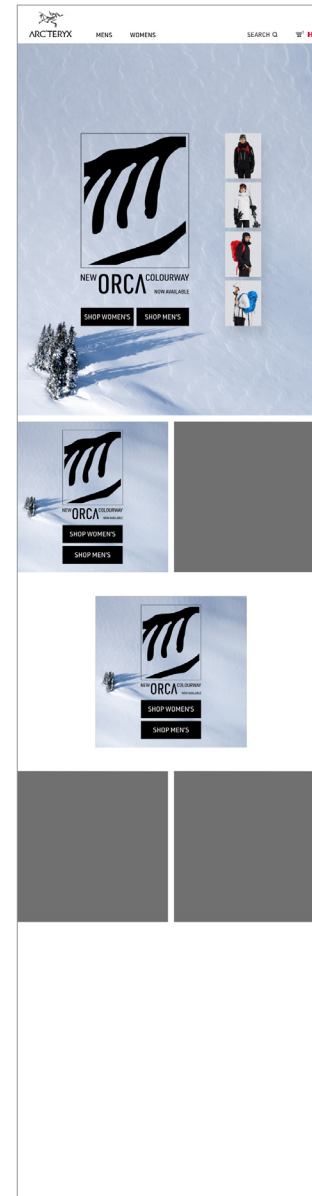
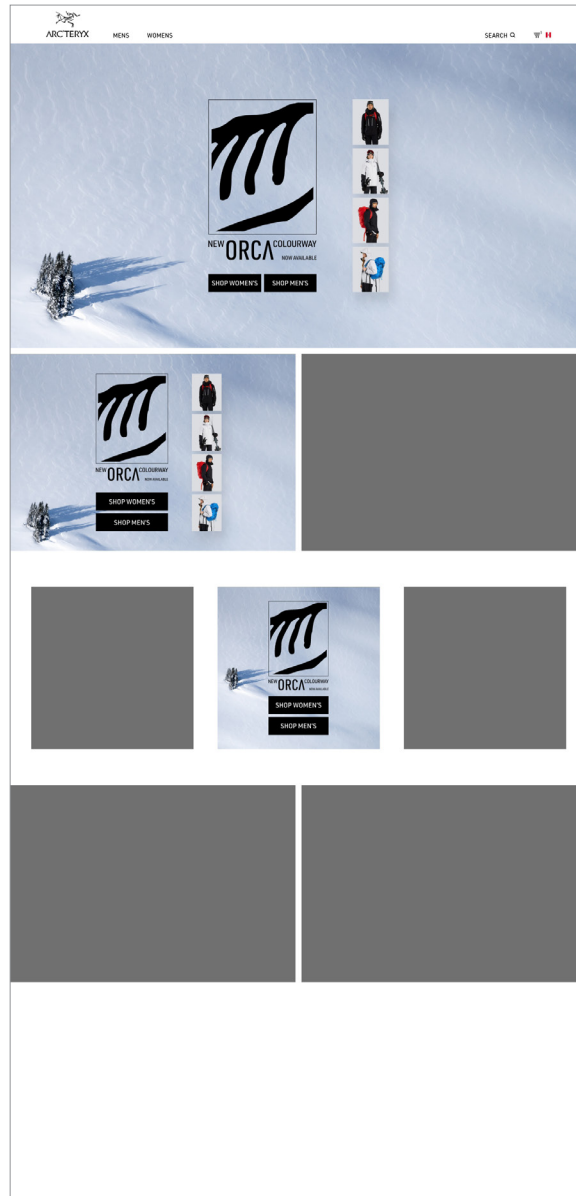
4.0

DIGITAL EXPERIENCE | HOMEPAGE

HOMEPAGE TILES

Designs for all homepage tile placements (hero, secondary and utility box) will be provided.

Product strip will be animated.



4.1

DIGITAL EXPERIENCE | EMAIL

LAUNCH / LIGHT MODE (SNOW + TREES THEME)

ARC'TERYX

MEN'S

WOMEN'S

NEW ORCA COLOURWAY

NOW AVAILABLE

Shop the limited release exclusively on Arcteryx.com or at your local Arcteryx brand store.

SHOP WOMEN'S

SHOP MEN'S

Find A Store

Don't miss this collection of elevated, easy-to-wear neutrals.

SHOP WOMEN'S

SHOP MEN'S

BLACK

ATMOS

Best-selling outdoor favourites, colour-blocked and trimmed in high-contrast black and white.

BETA AR JACKET

ORCA COLOURWAY

CERIUM SV HOODY

ORCA COLOURWAY

CERIUM SV HOODY

ORCA COLOURWAY

ALPHA SV JACKET

ORCA COLOURWAY

NEW ORCA COLOURWAY

NOW AVAILABLE

SHOP WOMEN'S

SHOP MEN'S

Find A Store

GET THE APP

SHOP ARC'TERYX OUTLET

SHOP USED GEAR

Facebook

Instagram

Twitter

Pinterest

YouTube

RUSH JACKET

ORCA COLOURWAY

SENTINEL ANDRAK

ORCA COLOURWAY

SENTINEL ONE PIECE

ORCA COLOURWAY

ATOM LT HOODY

ORCA COLOURWAY

LAUNCH / DARK MODE

ARC'TERYX

MEN'S

WOMEN'S

NEW ORCA COLOURWAY

NOW AVAILABLE

Shop the limited release exclusively on Arcteryx.com or at your local Arcteryx brand store.

SHOP WOMEN'S

SHOP MEN'S

Find A Store

Don't miss this collection of elevated, easy-to-wear neutrals.

SHOP WOMEN'S

SHOP MEN'S

BLACK

ATMOS

Best-selling outdoor favourites, colour-blocked and trimmed in high-contrast black and white.

BETA AR JACKET

ORCA COLOURWAY

CERIUM SV HOODY

ORCA COLOURWAY

CERIUM SV HOODY

ORCA COLOURWAY

ALPHA SV JACKET

ORCA COLOURWAY

NEW ORCA COLOURWAY

NOW AVAILABLE

SHOP WOMEN'S

SHOP MEN'S

Find A Store

GET THE APP

SHOP ARC'TERYX OUTLET

SHOP USED GEAR

Facebook

Instagram

Twitter

Pinterest

YouTube

RUSH JACKET

ORCA COLOURWAY

SENTINEL ANDRAK

ORCA COLOURWAY

SENTINEL ONE PIECE

ORCA COLOURWAY

ATOM LT HOODY

ORCA COLOURWAY

SUSTAIN (ROCK + ICE THEME)

ARC'TERYX

MEN'S

WOMEN'S

EXCLUSIVE ORCA COLOURWAY

Refresh your outdoor essentials with the latest drop in our Orca colourway. Available exclusively on Arcteryx.com or at your local Arcteryx brand store.

SHOP WOMEN'S

SHOP MEN'S

ATOM LT HOODY WOMEN'S

SHOP

CERIUM SV HOODY MEN'S

SHOP

BETA AR JACKET WOMEN'S

SHOP

MACAI LT JACKET MEN'S

SHOP

BLACK

ATMOS

Find A Store

Get The App

Shop Arc'teryx Outlet

Shop Used Gear

Facebook

Instagram

Twitter

Pinterest

YouTube

ARC'TERYX Equipment, a Division of Arc'teryx Canada Inc.
1100-0001 Cascade Way North Vancouver, BC
V7N 1A6, Canada
This message was intended for: helen@arcteryx.com
To ensure you keep hearing from us, please visit email@arcteryx.com to your address book.

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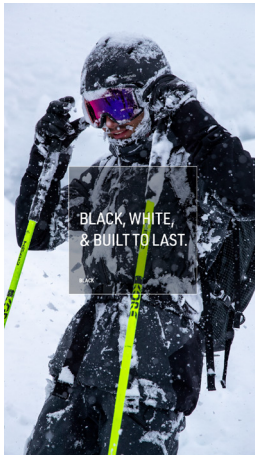
4.1 | DIGITAL EXPERIENCE | EMAIL

ANNEX

SOCIAL | ORGANIC



MEN'S STORY



[CAPTION 1 – WOMEN'S]

You invest in gear to last, but we know you want style that lasts too. Introducing our new Orca Capsule: a limited collection of Arc'teryx outdoor essentials, colour-blocked and trimmed with high-contrast black and white. Neutral, not boring. Easy to wear, but elevated. Link in bio to shop.

[CAPTION 2 – MEN'S]

Gear that lasts. Style that lasts. Our all-new, limited run Orca capsule achieves both. Available only in Arc'teryx stores or online, get your hands on these black-and-white beauties before they're gone. Link in bio to shop.



WOMEN'S STORY

