



# Brand Guide Book 2022



NEVER STOP EXPLORING





# Content

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# Our Vision

Founded by husband and wife Douglas and Susie Tompkins in 1966, acquired by Kenneth Klopp two years later and ultimately taken over by the VF Corporation in 2000, The North Face has specialized in technical mountaineering equipment and apparel including sleeping bags, hiking packs, tents, skiwear and high-performance outerwear, as well as performance apparel, footwear and equipment for explorers, climbers and endurance runners (among others).

# Voice

We live to place our hands on granite, to savor the frigid dryness of high-altitude air, to feel ice collect on our eyebrows, to stomp a landing in knee-deep powder, or to run mountain trails by the glow of a headlamp. The North Face® speaks in the voice of the core athlete, with insight, confidence, and, where appropriate, humor. We speak truthfully, without arrogance. The voice of the copy should celebrate a passion for exploration, for pushing limits. So we communicate in a voice true to and reverent toward our athletes and their expeditions.

# | Logo Standards

## Dimension

The minimum reduction of The North Face® logo should be no smaller than .625" (75 pixel) square (excluding tagline) for any Web-based usage

0.625" / 75 pixel



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[www.thenorthface.com](http://www.thenorthface.com)



# Clear Space

When using the complete logo, graphic elements should remain at least one-half the width of the boxed logo from the logo on all sides



# Usage

Those logos has the history based on the north face trademark. The first logo was created in the 20th century which represented the sports equipment, mountaineering equipment, camping gear, and etc. The second logo was changed from the popular tourist attraction for consisted graphic and verbal parts



Original logo for the north face company which made powerful and solid to placed the background color into a modern style



This logo is not included with the background color box which is also simpler and no slogan



Redesign logo with color background which is dynamic, power, and perfect reflecting the character and purpose of the brand



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This logo is included with the slogan and the webiste

# Misusage

Incorrect logo usage decreases the effectiveness and impact of The North Face® brand. This page shows examples of unacceptable modifications of the signature



Modifying the boxed half-dome logo in any way



NEVER STOP EXPLORING”  
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The Substituting colors isn’t consistent



NEVER STOP EXPLORING”  
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Changing the proportions of the boxed half-dome logo and the tagline or URL



Outlining the text

## | Colors

# Red

Hex: #DC241F

RGB: 22, 36, 31

CYMK: 8, 98, 100, 1

The primary color for The North Face® is called The North Face® Red.

# Black

Hex: #000000

RGB: 0, 0, 0, 0

CYMK: 75, 68, 67, 90

The alternate colors for The North Face is called The North Face “Black”.

| Typography

# Font Family: ITC Franklin Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Samples

- ITC Franklin Gothic Book
- ITC Franklin Gothic Book Condensed
- ITC Franklin Gothic Book Compressed
- ITC Franklin Gothic Medium Condensed
- ITC Franklin Gothic Demi
- ITC Franklin Gothic Demi Condensed
- ITC Franklin Gothic Demi Compressed
- ITC Franklin Gothic Heavy

| Imagery





This image is a perfect outdoor activities to do a skiing to grab some North Face equipments and gears to start a new adventure

Camping is another adventure to start a best roadtrips for beneficial for The North Face gears and backpack to carry them easier and conveniently



Rock climbing is a progress to wear some nice and comfortable winter jackets, pants, and gadgets to get some at the North Face



This images for people who would interested in hiking that advertises the north face for everyone to get some hiking backpack.



# Merch & Stationery

## Merch



Our packs have your back through it all for the customers to enjoy their day-hiking, summit-pushing, gear-carrying



Our most iconic sleeping bags are eco-friendly, recyclable, and cozy for the trail, hiking, and roadtrips for everyone



Our Company has the iconic jacket is constructed with re-cycled for unmatched warmth, comfortable, and durability

With a suitable style and re-cycled or sustainable fabrics, the heritage inspired light brown color of the Duffel bag



## Stationery



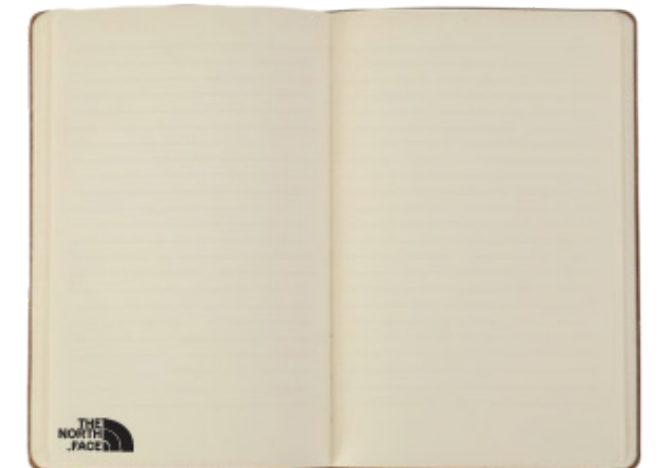
Pencil case for the North Face



Ruler, pen, mouse, and moleskin for the North Face



The mechanical pencil for the North Face



Leather Notebook North Face which is not the moleskin

The “North Face” collection of the stationery in sources that are based on the company that given to the store.



