

## Discover our new Brand Guideline

This is new brand guideline for Snowfied to represent identity and give a consistent visual look.

[Learn more →](#)



## Our Goal

To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspirational tool for partners to effectively plan and execute their snowboard product merchandising and brand communications.



### Logo usage

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity that represents Snowfied publicly.



### Color system

A color system is a set of colors that represent a specific visual spectrum. \* These few colors are mixed together to create a limited usable range, and that range is called a color system. Examples of a color system include RGB, CMYK, and Lab



### Brand application

Brand application is simply the rollout of your brand on your marketing materials and customer touchpoints. Interacting with consumers through a consistent brand voice and aesthetic is a significant step towards letting consumers get to know you as an organization.



## Strategic Brand Guidelines

Snowfied helps people connect with friends, cool surroundings, and the natural and urban environment. It's where you'll meet the real version of yourself. In short, the brand promise describes the emotional benefit our riders derive from the experience of our boards. It's important to keep this promise in mind when writing copy and designing materials.

Living up to our brand promise is how we ensure consistency between what we want the brand to be, how our customers experience it, and how they tell other people about it. The first order of business in brand stewardship is realizing that it's not about business at all.

We must recognize that this brand isn't about logos, colors or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception.



A brand is built brick by brick, day by day, cup by cup by the people who experience our drink. It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen. As we move forward, let's recognize that this brand is alive, it's fragile and still growing. The logo gives a face to the real body – the people of Canada.

Treat the logo how you would treat those people – with care, respect and intentionality. This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together. Honor these guidelines by partnering with us to build a better community through harnessing our internal energy.

[Checkout brand application →](#)

FOR PRINT AND WEB  
**Brand Usage****Primary Logo / Brandmark**

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity that represents Snowfied publicly.



Word mark

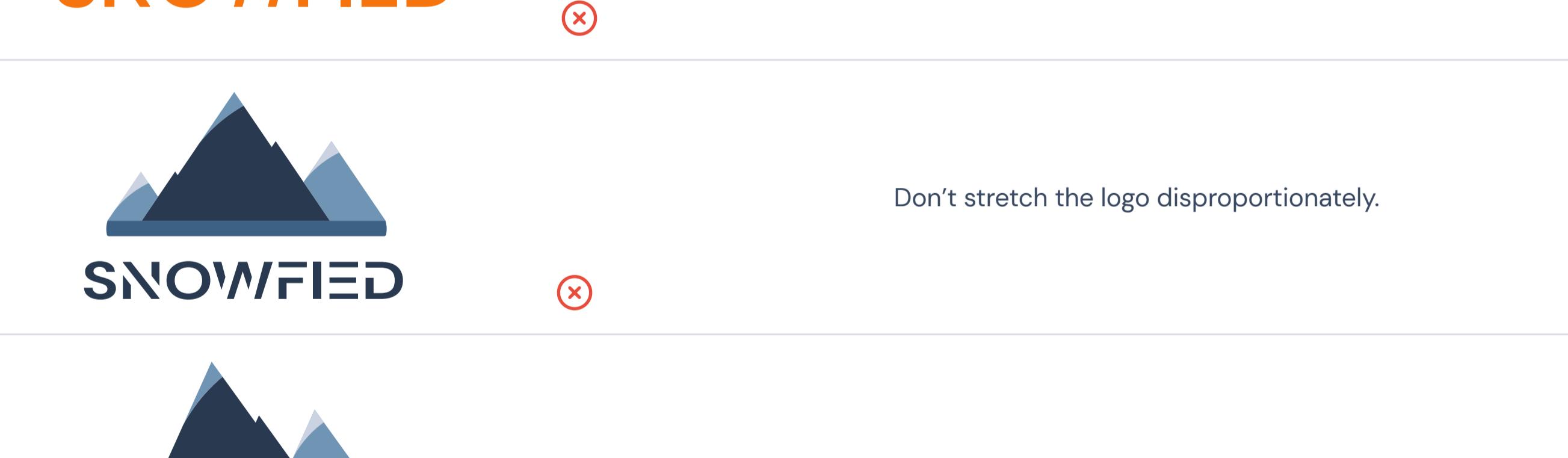
An Icon is a quick, intentional, visual mark that helps deliver an immediate brand signature to the viewer. Sometimes icons are used as symbolic marks that can represent the company and their services. Other times the icon is just a simple mark that identifies the owner. Other times it represents the values that the company stands by. This is the heart and soul of our identity. When in doubt, always use this icon. This is our go-to logo. This icon must be uniform throughout all of its applications. The graphic integrity of the icon and identity elements should be governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public. Alterations to the icon are prohibited.

**Clear Space**

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.

**Preferred Usage**

The preferred use of the signature is in full colour. If this is not possible then on a pure colour or on a white or light background. This application of the logo should always be considered as the first design option.



Black Logo

CMYK Logo

White Logo



Word mark only

**Incorrect Logo Usage**

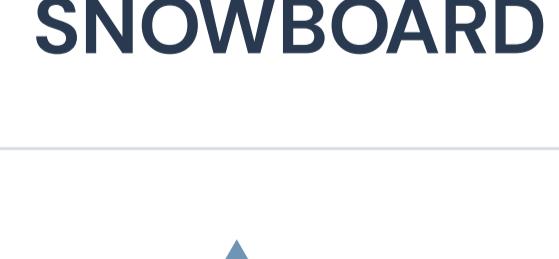
Do not alter color from accepted standards.



Don't stretch the logo disproportionately.



Don't rotate the logo.



Don't alter the internal spacing of the logo.



Don't use the logo over a distracting background.



Don't add effects (glows, shadows, etc.) to the logo.



Don't re-create the logo with a different typeface or add language.



Don't alter the proportions of the logo components.



Don't rearrange the components of the logo.



Don't isolate the tail fin.

## Color System

Snowboarding is filled with strong and neon-like colours, and the season goes beyond the pure energy those colours possess. Having a vibrant and noticeable glow, visibility to the sport's adepts to make sure they can be seen from far away, not only for the tricks and camera shots, but also for safety and trackability.

C: 88 / M: 67 / Y: 47 / K: 31  
R: 41 / G: 70 / B: 92

C: 71 / M: 33 / Y: 28 / K: 1  
R: 80 / G: 142 / B: 163

C: 34 / M: 10 / Y: 14 / K: 0  
R: 168 / G: 201 / B: 210

C: 17 / M: 100 / Y: 100 / K: 8  
R: 193 / G: 19 / B: 14

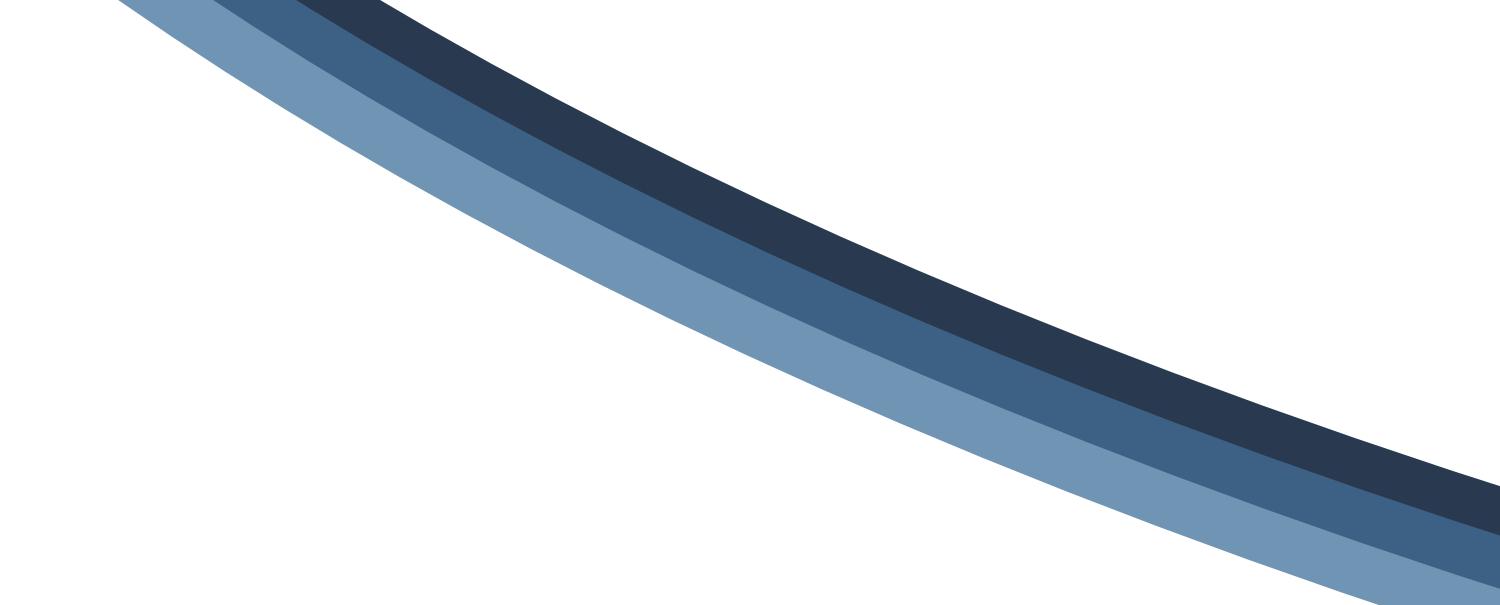
C: 2 / M: 31 / Y: 100 / K: 0  
R: 247 / G: 181 / B: 1

With that in mind, the colours selected to represent the brand were chosen taking into consideration 3 important aspects of what snowboarding represents for us:

- The adrenaline rush you experience with the sport;
- Cool vibrant colours to contrast with the calm and uniform environment of a snowy winter;
- And cold, blue tones so the snowboarding theme does not get lost, as that is the whole point of the brand.

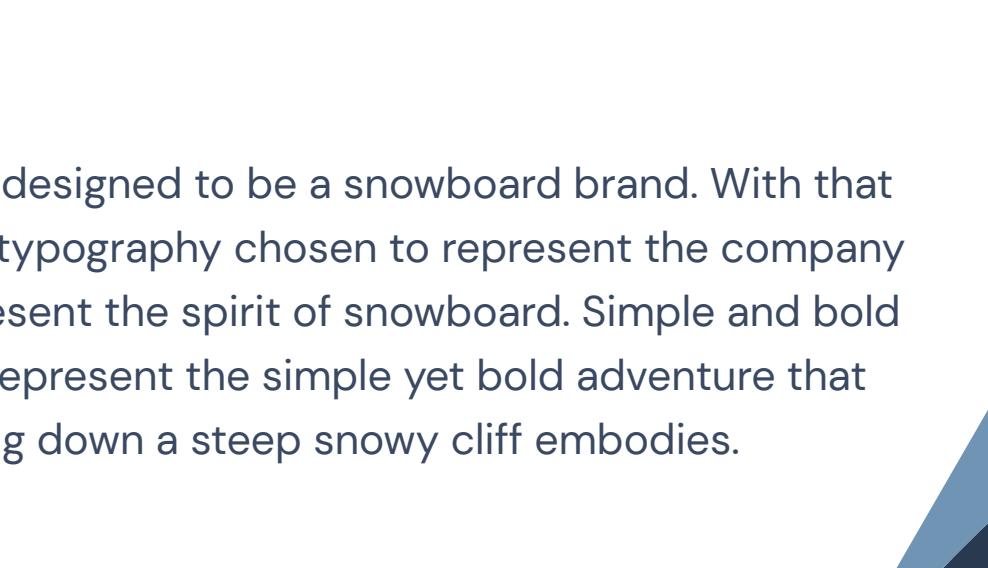


### Color Base



A trio of blues that evokes the cool breeze our buyers will feel during their adventures. A perfect colour base for Snowfied branding.

### Color Details



Red and yellow are a classic combination of colours that exhalates energy, adrenaline and intensity, making it a great pick for colours to contrast with our base and give Snowfied its edge.

## Typography

Snowfied is designed to be a snowboard brand. With that in mind, the typography chosen to represent the company should represent the spirit of snowboard. Simple and bold letters to represent the simple yet bold adventure that going down a steep snowy cliff embodies.



Aa Bb Cc  
Dd Ee Ff  
Gg Hh Ii  
Jj Kk Ll  
Mm Nn Oo  
Pp Qq Rr  
Ss Tt Uu  
Vv Ww Xx  
Yy Zz

### DM Sans

Dm Sans and its variations comprehend simple, straightforward, yet classy and stylish typefaces that can be used in a wide manner across the Snowfied branding. The letters fit well under snowboards, the company's focus product. The style of the typeface makes it atemporal, being suitable for not only adults' boards, but also completely coherent with younger audiences.

### Heading h1

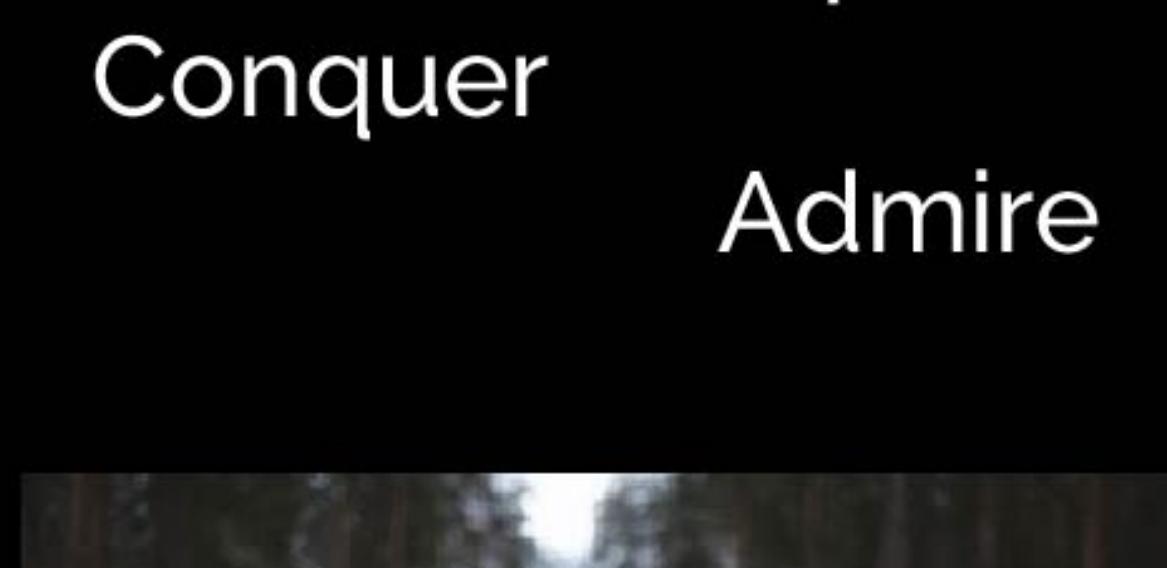
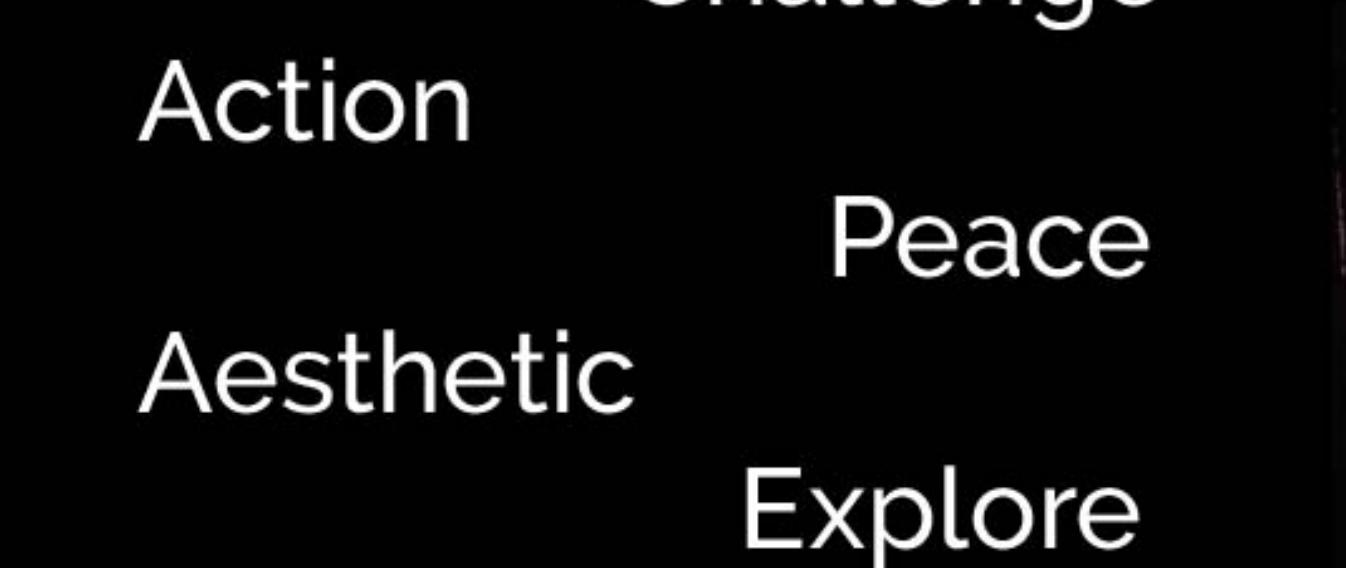
### Heading h2

### Heading h3

### Heading h4

### Heading h5

### Heading h6



Primary

Tertiary

Secondary

Info

Light

## The mood we want to pass on

Snowfied embodies a lot of our ambitions, and hopefully we can pass that on to you!

## Moodboard

Freedom

Nature

Speed

Challenge

Action

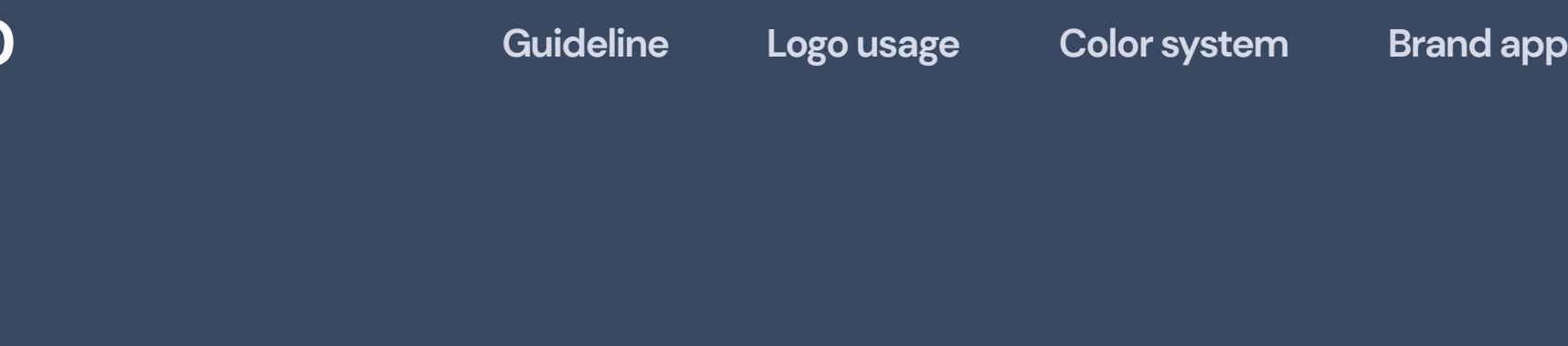
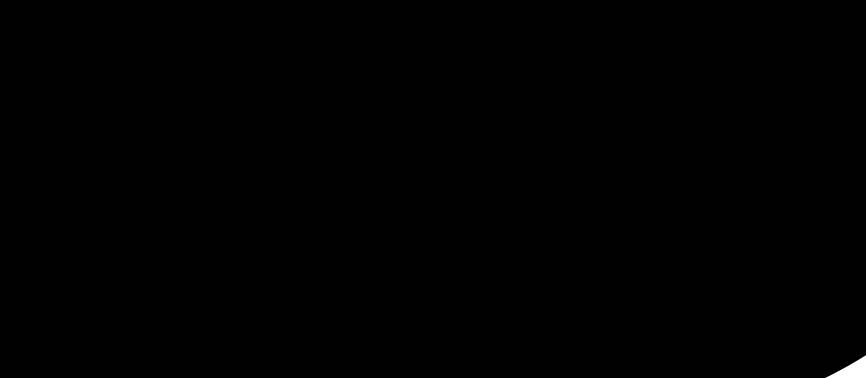
Peace

Aesthetic

Explore

Conquer

Admire



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## SNOWFIED

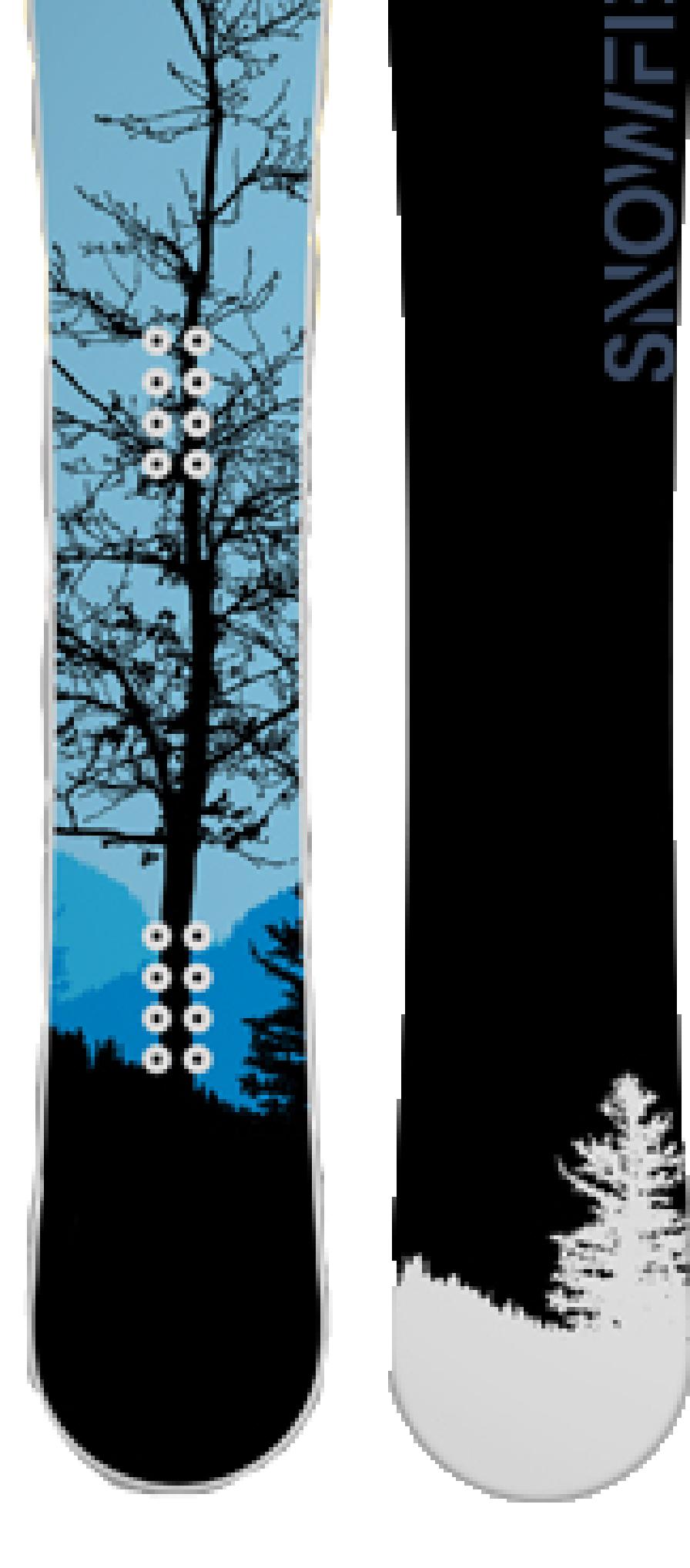
### Basic Boards

For those who love the classics!  
Browse through our selection of basic boards to  
match your minimalist style. Simple and clean!



### Graphic Boards

Want a little extra on your board? Say no more!  
Browse through our variety of graphic printed boards  
to express your personality on your board and your  
skills on that slope!



### Kids Boards

It's never too late to start... and also never too soon!  
Pick the board that will make a kid  
dream about the biggest mountain!