

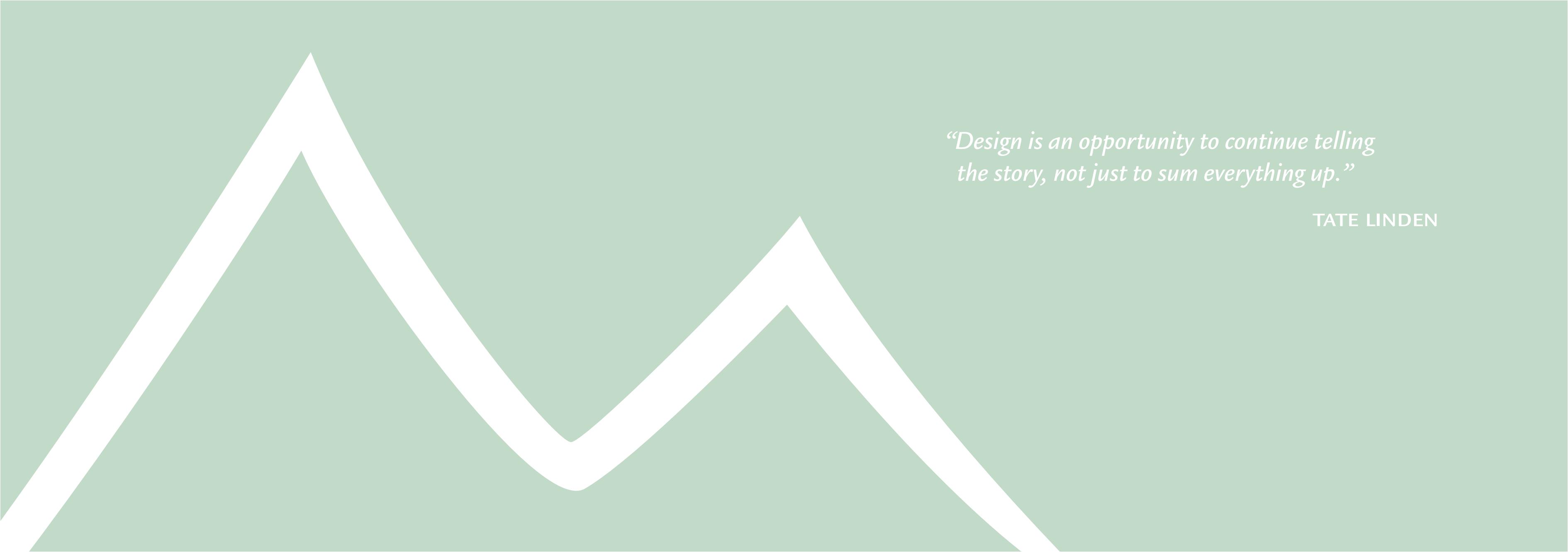


TAKE A HIKE

TAKE A HIKE Standards Manual

These guidelines are crafted to reflect the feeling and message of the Take A Hike brand.

Please refer to this standards guideline book when using the Take A Hike brand.



*“Design is an opportunity to continue telling
the story, not just to sum everything up.”*

TATE LINDEN



TAKE A HIKE

bringing people closer to nature



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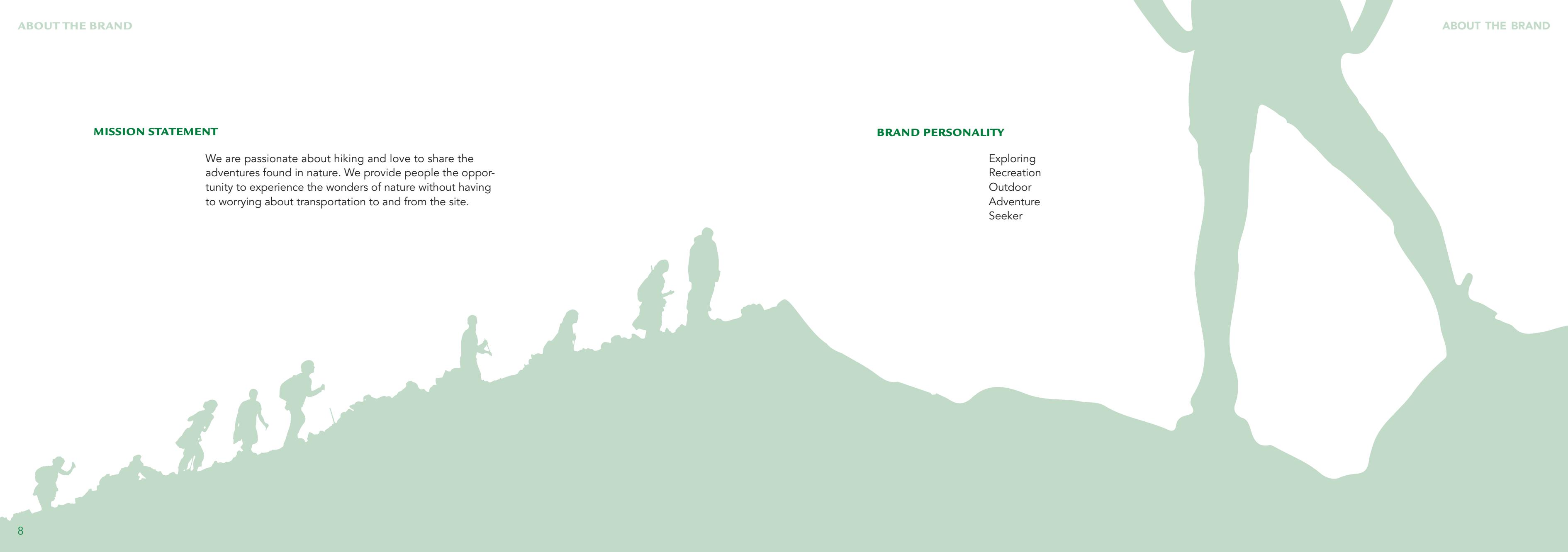
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MISSION STATEMENT

We are passionate about hiking and love to share the adventures found in nature. We provide people the opportunity to experience the wonders of nature without having to worry about transportation to and from the site.

BRAND PERSONALITY

Exploring
Recreation
Outdoor
Adventure
Seeker



OUR SERVICES

We pick up our customers at any location, take them to their outdoor destination, and pick them up when they are ready to leave.

We allow our customers the option of having a guided hike or exploring on their own. We understand that not everyone wants to needs a guided hike.

We are dog friendly and happily welcome our customers' four legged friends into our vehicles. However, customers are required to provide a safe transportation device for their furry friend such as a transportation crate, a car harness, etc.

PRICE

Take Me There package
Groups of 3 or less: \$70 per hour.
Groups up to 5: \$85 per hour.

Guide Me There package
Take Me There transportation fee + \$50 per person.

LOCATION

Metropolitan cities.
Nature / Hiking locations no further than 3 hours away, one way.

MARKETING OBJECTIVE

Take A Hike is born in the San Francisco Bay Area, but will expand to large cities throughout the nation. We plan to expand to the Los Angeles area in 2 years, and to Boston in 4 years.

TARGET AUDIENCE

Age: 18+
Gender: Both male and female
Location: Large cities
Income: \$75,000+
Lifestyle: People who enjoy the outdoors, enjoys an active lifestyle, does not have a car, has a car but hates driving it. Prefers services such as Uber and Lyft when they go out.



PERSONA

Amy & Brandon Sohe

Brandon is a 32 year old computer engineer living in San Francisco. Amy is a 28 year old lawyer in San Francisco. They both live by the saying, "Work hard, play harder."

Brandon typically works from 10am to 4pm, Monday to Thursday. He is very active, and enjoys spending his free time outdoors. He bikes to work whenever possible. His hobbies include swimming, biking, kayaking, hiking, and cooking. When he isn't on a weekend adventure with his wife Amy and friends, Brandon will invite friends over to his penthouse in San Francisco's SoMa district.

Amy works from 9am to 5pm, Monday to Friday. She loves being active, especially in nature. When she isn't outdoors, she finds comfort in reading a good book on her penthouse patio and cooking with her husband.

Combined income: \$150,000

Leisure time: Every other weekend and holidays.



COMPETITOR OVERVIEW

Stoked SF Adventure Tour Company

This San Francisco based company offers a variety of guided activities for customers including hiking, surfing, kayaking, mountain biking, and kite boarding.

Their Strength

Stoked SF provides transportation for their customers, but only after the customers meet them at a designated meeting place.

Our Advantage

We pick up our customers at their convenience from their desired pick up location.



Stoked SF Adventure Tour Company Color Palette



r13 g11 b13
c74 m68 y65 k85
hex #0c0b0c



r245 g215 b56
c5 m11 y89 k0
hex #f4d737



r49 g41 b39
c64 m66 y66 k67
hex #312927



r255 g255 b255
c0 m0 y0 k0
hex #ffffff

COMPETITOR OVERVIEW

Outdoor Adventure Club

Guided tours from the Outdoor Adventure Club range from half day tours to over night weekend trips. They offer a variety of activities such as hiking, rock climbing, camping, and kayaking.

Their Strength

They offer over night trips. They help arrange car-pools for their customers.

Our Advantage

Our customers do not need to worry about transportation arrangements; we will cater to their transportation needs.



Make every weekend count!
OutdoorAdventureClub.com

Outdoor Adventure Club Color Palette



r118 g162 b49
c60 m18 y100 k2
hex #76a231



r14 g14 b13
c73 m67 y67 k84
hex #0e0e0d

BRAND OBJECTIVE

When people think of Take A Hike, they should think of nature, adventure, and relaxation. Take A Hike is an informal company with one objective in mind: to bring people closer to nature.

TYPEFACE

Type is integral to the Take A Hike brand. It is one of the first things that our customers and potential customers see that represents us.

Take A Hike is represented by two typefaces. We have our logo type, Legacy Sans ITC Std, and our copy type, Avenir LT Std.

Legacy Sans ITC Std is a grotesque San Serif that implies a bold sense of adventure.

Avenir LT Std is a geometric San Serif with a humanistic touch. It is perfect for representing Take A Hike's desire to connect humans with nature.

LOGOTYPE — Legacy Sans ITC Std Medium, Small Caps

TAKE A HIKE

HEADER TYPE — Legacy Sans ITC Std Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EMPHASIS/QUOTE TYPE — Legacy Sans ITC Std Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TYPE — Avenir Lt Std 45 Book, 10pt

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BUSINESS CARD NAME TYPE — Avenir Lt Std Black, 11pt

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BUSINESS CARD TYPE — Avenir Lt Std Book, 9pt

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB HEADER TYPE — Work Sans, Bold 700

Aa
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB BODY TYPE — Work Sans, Regular 400

Aa
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB EMPHASIS/QUOTE TYPE — PT Serif, Regular 400 Italic

Aa
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

Pantone p14316u
r0 g126 b60
c95 m0 y99 k32
hex #007E3C



Pantone p14316u — 20% tint
r194 g219 b200
c19 m0 y20 k6
hex#c2dbc8



Pantone p5116u
r79 g50 b49
c44 m67 y5 k60
hex #4f3231

OUR LOGO

The Take A Hike logo is the first connection we have with our customers. It expresses the purpose and personality of our company.

We are focused on helping people travel to and from a nature filled adventure.

We have two variations of our logo with logotype: the official logo, and the horizontal logo.

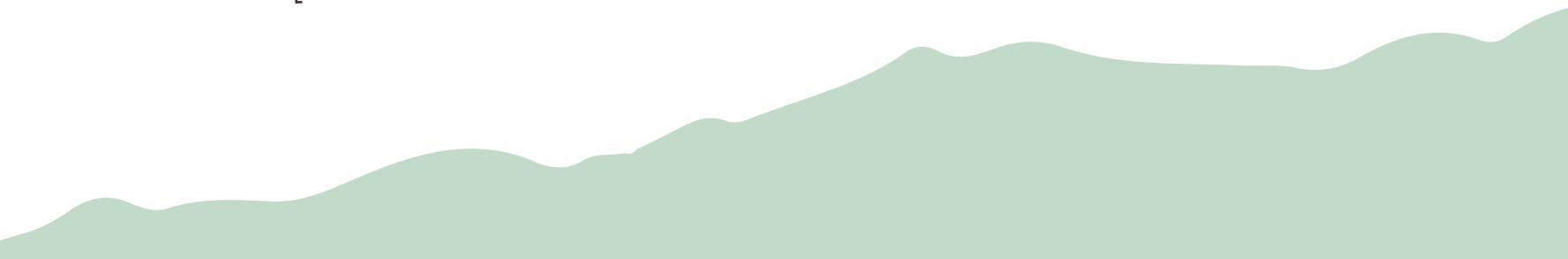
Follow our logo usage guidelines in the following pages to ensure that our company brand is accurately portrayed.

**LOGO MEASURE — OFFICIAL LOGO****TAKE A HIKE****TAKE A HIKE**

9 x

HORIZONTAL LOGO

Our horizontal logo is only to be used on collateral and stationery materials. It is not meant to be used as an official logo.

**LOGO MEASURE — HORIZONTAL LOGO****TAKE A HIKE**

USING OUR LOGO

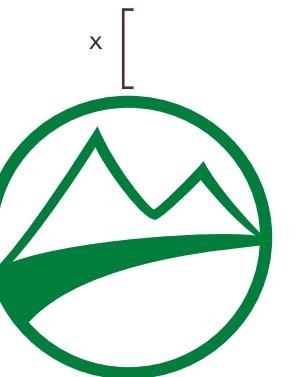
Our graphic logo may be used alone on collateral pieces or with our logotype "TAKE A HIKE" in Legacy Sans ITC Std Medium, small caps.

There is no maximum size limit for our logo and logotype. Use the available space to determine the size and scale of our logo.

On printed materials, our logotype should span no smaller than 1cm.

There should be a clear space of 5 times the stroke of our logotype around our logo from other logos and colors of similar vibrancy to ensure the visibility of our brand identity.

SPACE AWAY



TAKE A HIKE



APPROVED LOGO VARIATIONS

The graphic logo alone may be used on collateral material.



You may inverse the colors of the logo only if the white logo and logotype are on the Take A Hike green background. The background color must cover the entire space allocated for the logo.

LOGO DON'TS

TAKE A HIKE

Do not flip our logo.



TAKE A HIKE

Do not rotate our logo.



TAKE A HIKE

Do not put our logotype above our graphic logo.



TAKE A HIKE

Do not put a gradient on our logo.



TAKE A HIKE

Do not place our logotype to the right of our graphic logo.



TAKE A HIKE

Do not put our logo in a box, and especially not a rounded box.





*“Wilderness is not a luxury but a necessity of the
human spirit.”*

ED ABBY



TAKE A HIKE