



Name of company: The North Face®

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Better than basics.

Must-haves inspired by one of Mother Nature's most incredible masterpieces—Half Dome.

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Stay warm all winter (and beyond) in fleece that's built to go wherever you do.

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Radiate warmth this winter.

Discover the unique joys of the
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Audience: athletes, adventure seekers, people who live in cold climate, outdoor-sy people, skiers, campers, average men, women and kids

Visual words: mountainous, puffy, sleek, sharp, earthy, snowy,

Motion words: zig zag, quarter-circle rotation, expansion, staggered climbing

Font samples:

1. Josefin Sans: **The North Face**

This font would work because of the sharpness of the letters. The points of the “N” and “e” give it a sleek look.

2. STAATLICHES: **THE NORTH FACE**

This font would work because it is bold and all uppercase. The letters are also more elongated and taller; it is in your face.

3. Helvetica Neue: **The North Face**

I did some research and this is the font the North Face uses. So to be as precise, this font would work.

Color scheme:

1. Black(#000000) and White(#FFFFFF)

This is the current color scheme for North Face.

2. Alizarin(#EF3324), Nobel(#9A9A9A), and Very Light Gray(#CCCCCC)

I did some research and North Face uses these colors in the red logo. The grays represent the side of a mountain facing north with a striking red

[The North Face BrandBook](#)



3. Wild Blue Yonder(#7395B3) and Olivine(#95B373)

I think these shades of blue and green give off an earth tone. Considering that a big part of the brand is outdoor clothing/equipment, these colors would represent that part of nature.



Current Logo:



Brand Mission Statement: "Provide the best gear for our athletes and the modern day explorer, support the preservation of the outdoors, and inspire a global movement of exploration"

Motto/Slogan: "Never Stop Exploring"

Competitors: Nike, Columbia, Patagonia, Canada Goose