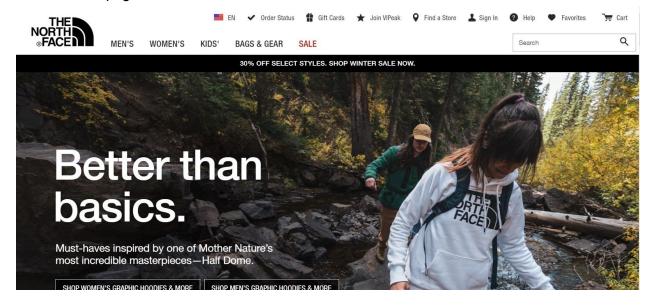
Name of company: The North Face®

### **Current Homepage:**



# Pairs well with cold weather.

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

SHOP WOMEN'S FLEECE

SHOP MEN'S FLEECE



## Radiate warmth this winter.

Discover the unique joys of the coldest season with the perfect insulated jacket.

SHOP WOMEN'S

SHOP MEN'S



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(#00000) and White(#FFFFF)

  This is the current color scheme for North Face.
- Alizarin(#EF3324), Nobel(#9A9A9A), and Very Light Gray(#CCCCC)
   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