

## **Client Profile**

### **REVEAL**

Reveal a movement driven by human curiosity and the forces of nature. It is founded by and for, seekers of purpose. Reveal embodies the freedom and growth found through exploration and action. Reveal is a crafter of personal existence and experience. Through dependable gear and community, Reveal provides the revelation to break barriers of spiritual and natural enlightenment. Arming crusaders since 2016, with top performance surfing hardware, rugged travel bags, and everlasting apparel, so that the only thing holding them back are themselves.

The Reveal Family is composed of like-minded followers who manifest the core ethics of Reveal:

**Discovery, Harmony, Community, and Power.**

### **Discovery**

Seek physical, mental, and spiritual growth through exploration of your surroundings and persona. Express your passion. Hike that mountain. Surf that wave. Camp at that ridge. Buy that plane ticket. Find the path right for you.

### **Harmony**

Seek your purpose, remember your roots, and do actions through enjoyment. Through doing so you will find freedom in your soul and spirit. Spirit so strong that overflows out of you in every shape and form.

**Community**

Seek community with those around you. Memories and ideas are best shared. Finding those who share similar ideals. Uplift each other and love as a family.

**Power**

Seek power as it serves as the overarching force in all the attributes. Power at Reveal means relentless pursuit, persistence, and confidence. It means following through with your decisions and making an impact that matters. To be remembered. Those who wield Reveal pour every ounce of their soul into the pursuit. A trait so influential that it makes those question the source of their supernatural drive.

The movement continues to Reveal itself. Do you dare to join?

## **Competitors**

Reveal competes with main brand outdoors and surf retailers. The market segmentation for Reveal ranges from Gen X to Z (10-57). It is catered to, but not limited to those capable of the physically activity action sports require. Geographically, this market represents coastal and rural regions where outdoor leisure is prominent. Companies such as Quicksilver, Patagonia, North Face, Octopus is Real, and Creatures of Leisure pose threats to our survival. These Goliaths have established predominant footings in the action gear and outdoor apparel industry since the 60's. The industry for technical outdoor hardware has high barriers for entry. Many of the competing brands have stable economies of scale which allow their unit pricing to decrease in bulk. Being an emerging brand will impose temptations for Reveal to behave like its counterparts. Staying true to its core ethics and mission statement will be the success of Reveal.

## OCTOPUS IS REAL



Octopus creates surf gear and apparel that renegades against mainstream culture. They pinpoint their audience and set themselves apart from the mellow surf culture through their abstract and almost aggressive styling. To promote themselves they use nostalgic mediums of publication, which are often the case developed film photos and productions. The fundamentals of the company strongly imitate characteristics of the biological octopus. The octopus as an animal symbolically represents mystery, flexibility, and intelligence. Personally, I feel that the specific framing and rigor of the tentacles even gives off a sense of angst and uneasiness. The group of surf fanatics have taken it far enough to coin themselves as a “MASSIVE CORPORATE JUGGERNAUT,” or in other words, “an inexorable force, campaign, movement, or object that crushes whatever is in its path.” The typography in the “Octopus” tagline utilizes a clean sans serif typeface to extend this bold gesture. Octopus emerged in 2015 and has aimed to seize footing in the

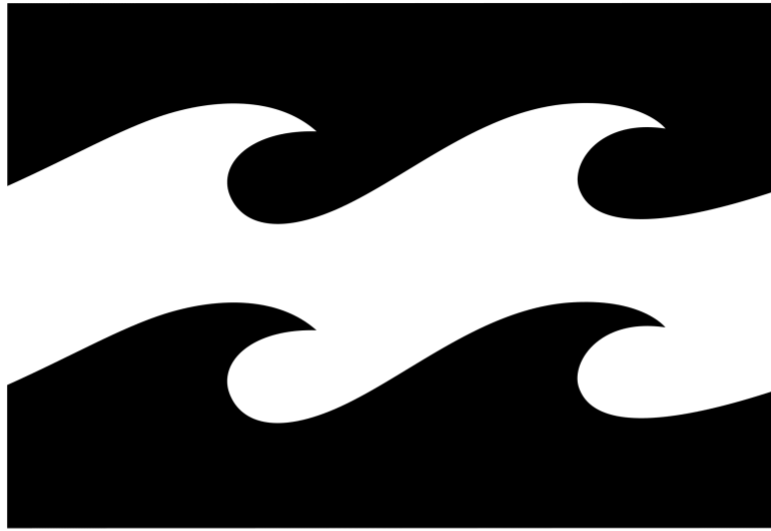
market. I reckon that pairing the brand with an assertive typeface only supplements their current business needs. Spacing and positioning of the lettering provides just enough room so as it is not cramped nor too distant. The minimalist typeface also draws out contrast to the detail found in the above tentacles. Color wise, the white keeps the message simple and to the point. Throughout their various production mediums, the same single color-way dominates. The consistent color selection reinforces their disregard to outside judgement and color. Although the logo can be a bit much on the eye, the text remains comprehensible. Legibility is probably the most important box to check off in this list and I think they have definitely fulfilled that. I believe that the design team at Octopus has found a solid balance between their typography and logo, keeping them as competitors for my FoCo project.

## THE NORTH FACE



Most logos in the industry today utilize a single color or a few. In this one, The North Face limits the number of colors by choosing a complimentary schema. Their logo is versatile, as it may be placed on virtually anything and still retain its perception and value. The name of the brand is simplicity, primarily to not overwhelm the viewer, but also to allow ease in scalability and repetition. Although close in proximity to the brush strokes, the typography remains decipherable. As you can see, it is branded very sleek and does not cause excessive stimulation of the senses. Their logo represents what the TNF stand for. Outdoors and specifically hiking. Distinctly, the stripes on the logo represent Yosemite's Half Dome, an iconic hiking and sightseeing monument.

**BILLABONG**



**BILLABONG**

Billabong is a prominent surf apparel and wetsuit brand. They are a direct competitor for Reveal as they produce both goods and clothing for adventure against the elements. Targeting for the brands overlap a bit as well. For the design, simple natural strokes depict the form of waves, a dominant driver for the brand. Waves symbolize constant movement of energy and strength. It is resourceful in how the negative area forms another wave. This is accompanied with the clear and separated sans serif typeface. A great combination of creativity and minimalism. I believe that their logo effectively represents the brand message tailored for ocean sports.