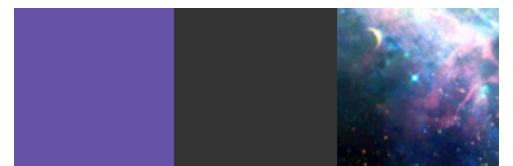
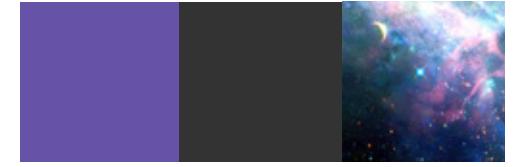


# îthaca

BY KIM KÖHLER





## BRIEF:

"Create an outwear company that has been around for 100 years. But they are now rebranding to reach the Hiphop and the grafitti culture."

# ithaca



Using the same font, just tweaked, to keep roots and authencity.



Ithaca  
Fishing Rods

**THE BEST RODS  
IN UPSTATE NEW YORK**

*Come visit our shop in Ithaca!  
13 Bleachar Ave*

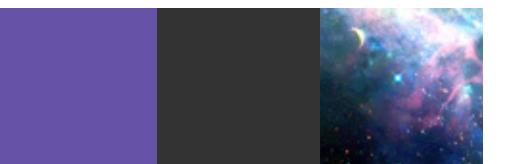
## THE BRAND:

Ithaca has been around for ages. 100 years ago it all started out as a small family company in Ithaca, Upstate New York. Starting out making fishing rods, they quickly evolved as an overall outdoor enterprise.

But now they are rebranding. They still want to keep their old customers but they need to change to find a bigger base of customers. They have chosen to integrate and adopt to the hip hop and grafitti culture.

## THE OLD CUSTOMER:

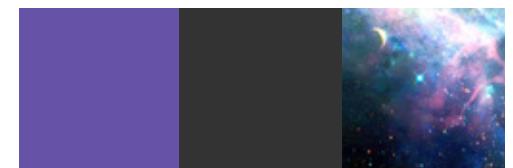
Known for good quality outdoor equipment, the main group of customers has been men in the age between 30 - 45. Middleaged men with a huge interest in outdoor sports. Driving their kids to ski training in a Jeep Renegade with "Tom Petty - Learning to fly" on repeat. They typically live in medium sized cities with outdoor sports available close by, such as Nashville, Charleston, Louisville or Minneapolis.





## THE NEW CUSTOMER:

The hip hop/graffiti culture is nowadays a pretty wide one. The type of people listening is very wide, the typical listener of The Game and Childish Gambino is not the same one. After brainstorming I find, that the typical persons listening to New School hip hop like Gambino, Kid Cudi or can be divided into three groups. Either a person with the characteristics of “the conqueror”, a determined, courageous person with focus on winning and reaching his goals. Or “the dreamer”, a passionate artist often stuck in his head with ideas and constantly looking for uniqueness. Often with an interest of space and futurism. The last person in this genre is “the rebel”, a strong individual always looking for freedom. All about self expression. What is similar to all these three personalities is that they all look up to “the pioneer”, who actually already is our main focus in the Old Customer. But in this genre he is more interested in skate and other extremesports. But they are all looking for new ways to express themselves.. By focusing on a hip hop pioneer group we would reach all of them. The main target in this group will be the more alternative hip hop listener, he doesn't like the commercial gangsta hip hop. Age 15 - 35. He typically lives in Brooklyn, used to skate when he was younger and now drives an older Jeep wrangler, as he is influenced by the outdoor culture, but doesn't need the equipment. He's more for the identity. He might not actually be going to use our products for sports, but he is interested in them, like watching them on TV. To pursue them, is more of a dream, thus he wants to identify with it. He might still skate, likes to hang out with likeminded friends and has an interest in his own style.



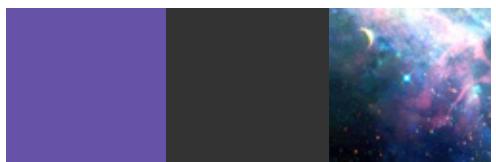
## HOW ?

A lot of outdoor adventure sports is getting more popular and “cool” as authencity is something that people crave at the moment. We want to leave our old status as “the north face”, “Peak performance”, “mountain hardware” etc and make a status reform more like “Fjällräven” and “Patagonia” has done well.

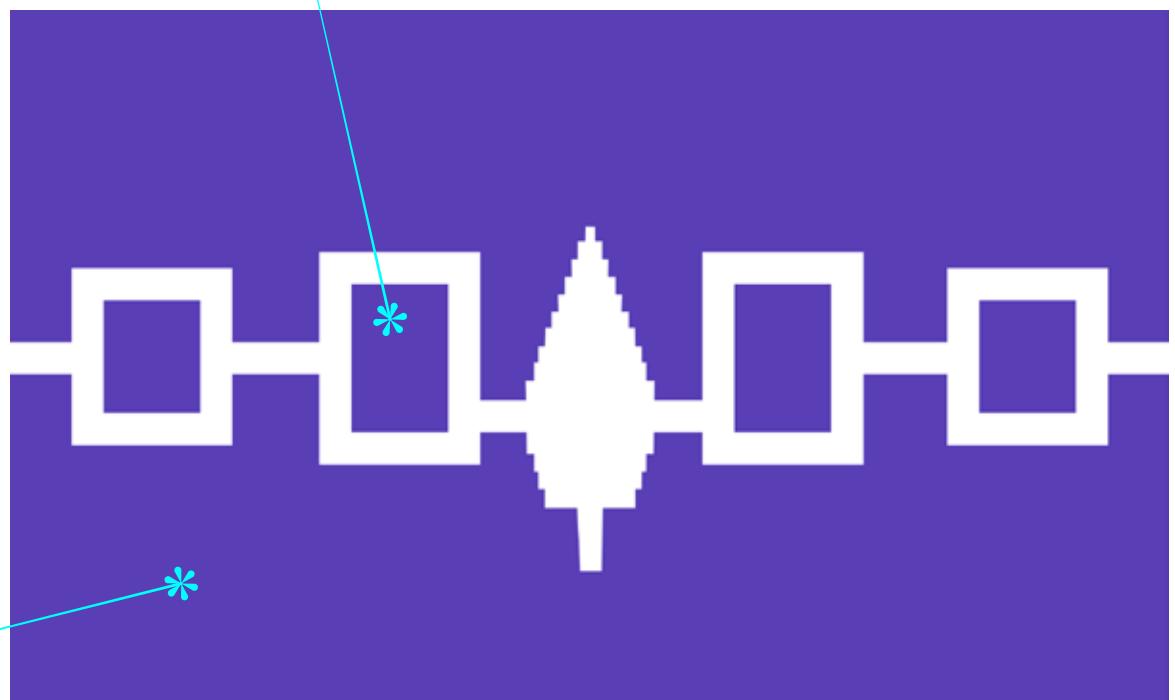
Hip hop is created out of a suppressed community that had to find a way to express themselves. Today, new school hiphopers are looking for other subcultures that do the same, express them self in an authentic way. They have adopted Punk and Rock into their culture during the last ten years.

By cultivating the native culture from Ithaca into the brand, I hope to see that they look to adopt Ithaca into their culture aswell. As an authentic outsider that doesn't really belong.

Natives associate **Purple** with spirituality, the sacred, higher self, passion, third eye, fulfillment, and vitality.



The Cayuga Tribe origins from the area around [Lake Cayuga](#), [Ithaca](#). It is one of the six tribes united within “the Six Nations”.



“Haudenosaunee flag created in the 1980s. It is based on the Hiawatha Wampum Belt ... created from purple and white wampum beads centuries ago to symbolize the union forged when the former enemies buried their weapons under the Great Tree of Peace. It represents the original five nations that were united by the Peacemaker and Hiawatha. The tree symbol in the center represents an Eastern White Pine, the needles of which are clustered in groups of five.”

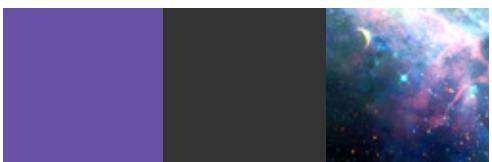


## THE IMPLEMENTATION OF GALAXY PATTERNS

To bring the Native theme, hiphop and outdoor sports together, I chosed to implement the feeling of the universe into the brand.

- The universe is [hiphop](#).
- The universe gives you a feeling of [freedom](#) and [outdoors](#).
- The [Native clans](#) have always been inspired by the universe.

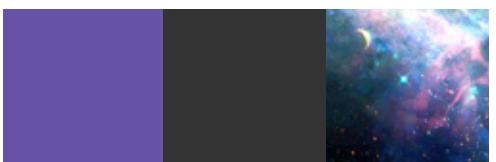
It also ties everything tight together as [Purple](#) helps align oneself with the whole of the [universe](#), due to Native sayings.



TAKE THE DAY OFF. GO OUT AND PLEASE, GET LOST. GETTING LOST WILL HELP YOU FIND YOURSELF. THEN LOOK UP, YES IT'S RIGHT THERE. WHERE WE ALL COME FROM. WHERE THE CARBON, NITROGEN, OXYGEN AND ALL THE FUNDAMENTAL PARTS FOR LIFE COMES FROM. THE UNIVERSE. ALIGN YOURSELF WITH THE UNIVERSE. IT IS IMPORTANT TO YOU, AS IT IS A PART OF YOU, IT IS WITHIN YOU. BUT YOU CANNOT SEE WITHIN YOU, TO SEE IT, YOU HAVE TO GO OUT, AND GET LOST. ALIGN YOURSELF WITH THE UNIVERSE.

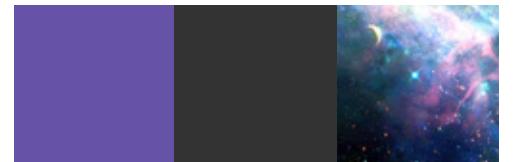
ALIGN YOURSELF WITH

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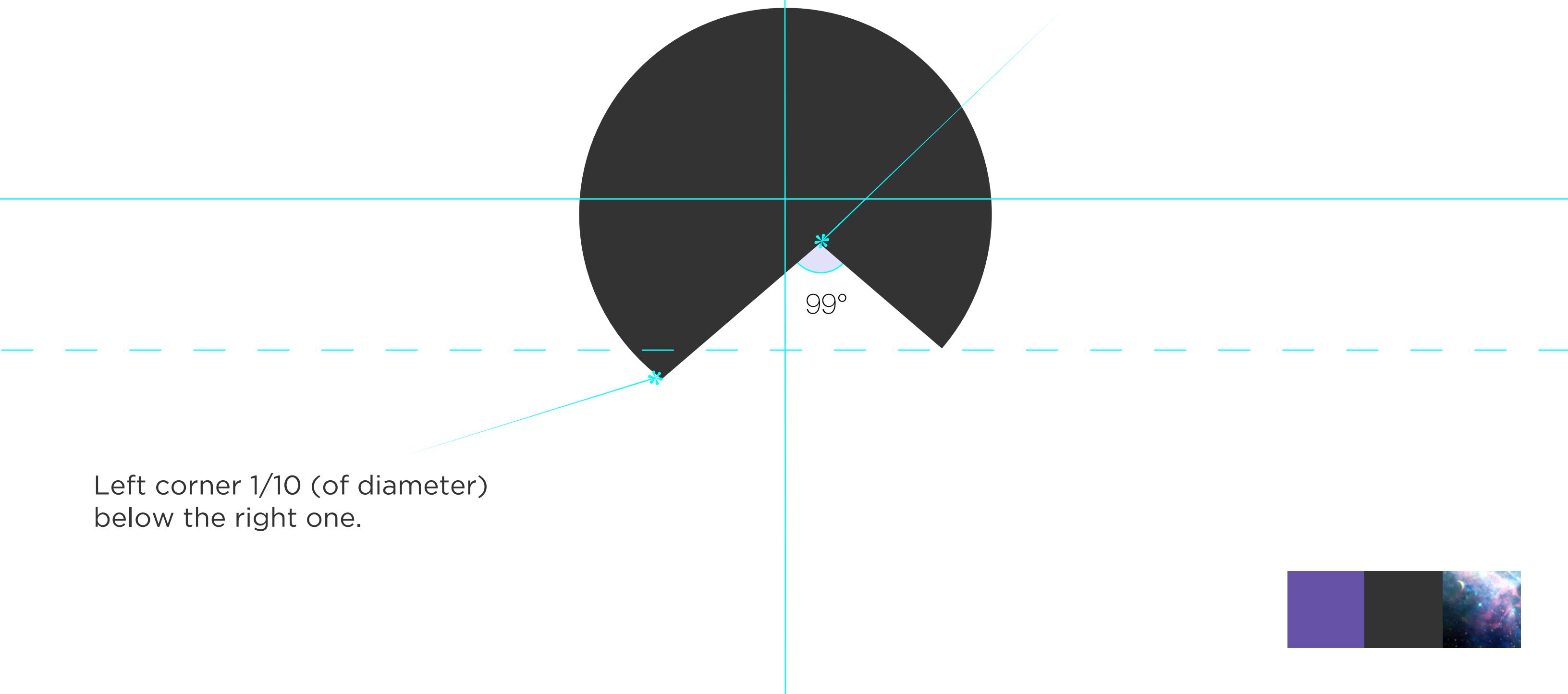




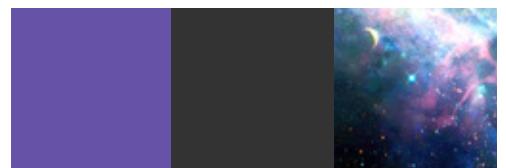
o<sup>t</sup>haca

Font : Baskerville Bold Italic  
(Skew - 16°)

Tip 1/9 (of diameter) left and down from the centerpoint for a better feeling of a mountain instead of just a big form.



Left corner 1/10 (of diameter)  
below the right one.

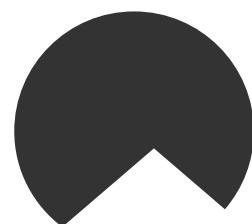


How to use the **ithaca** logo.

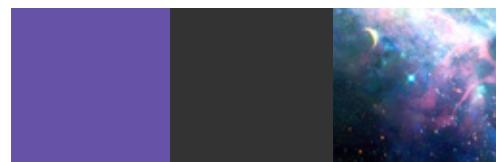


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**Baskerville Bold Italic Skew: - 16°**

**ithaca**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö

a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

0 1 2 3 4 5 6 7 8 9

TITLE FONT

**SIMON SANS**

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U V V W X Y Y Z Å Ä Ö

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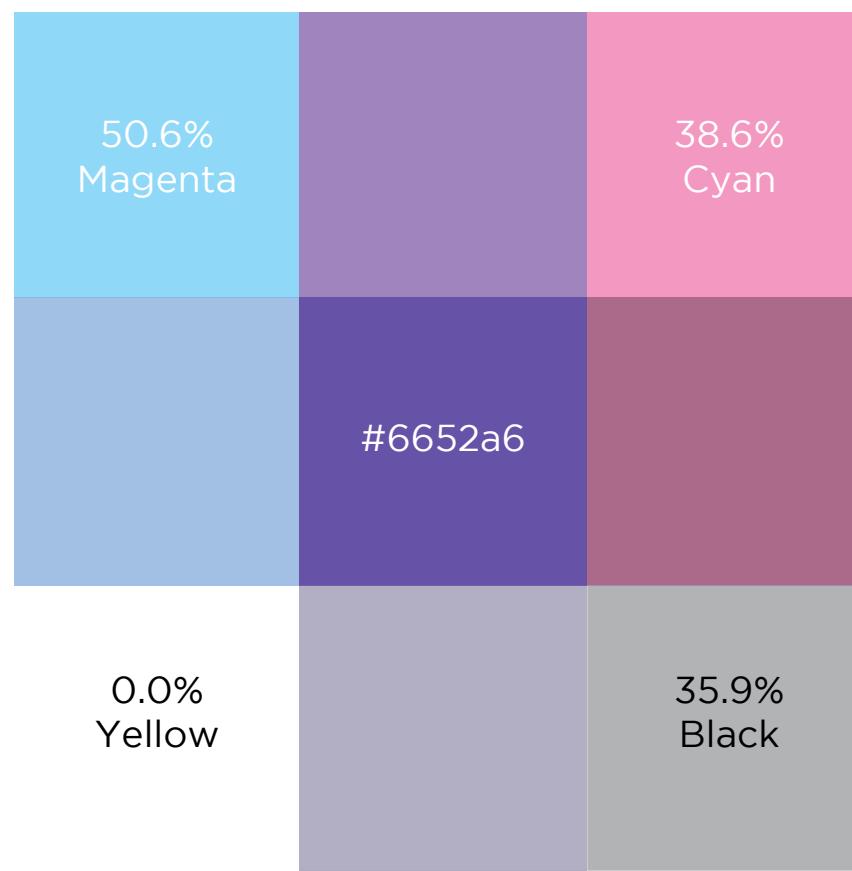
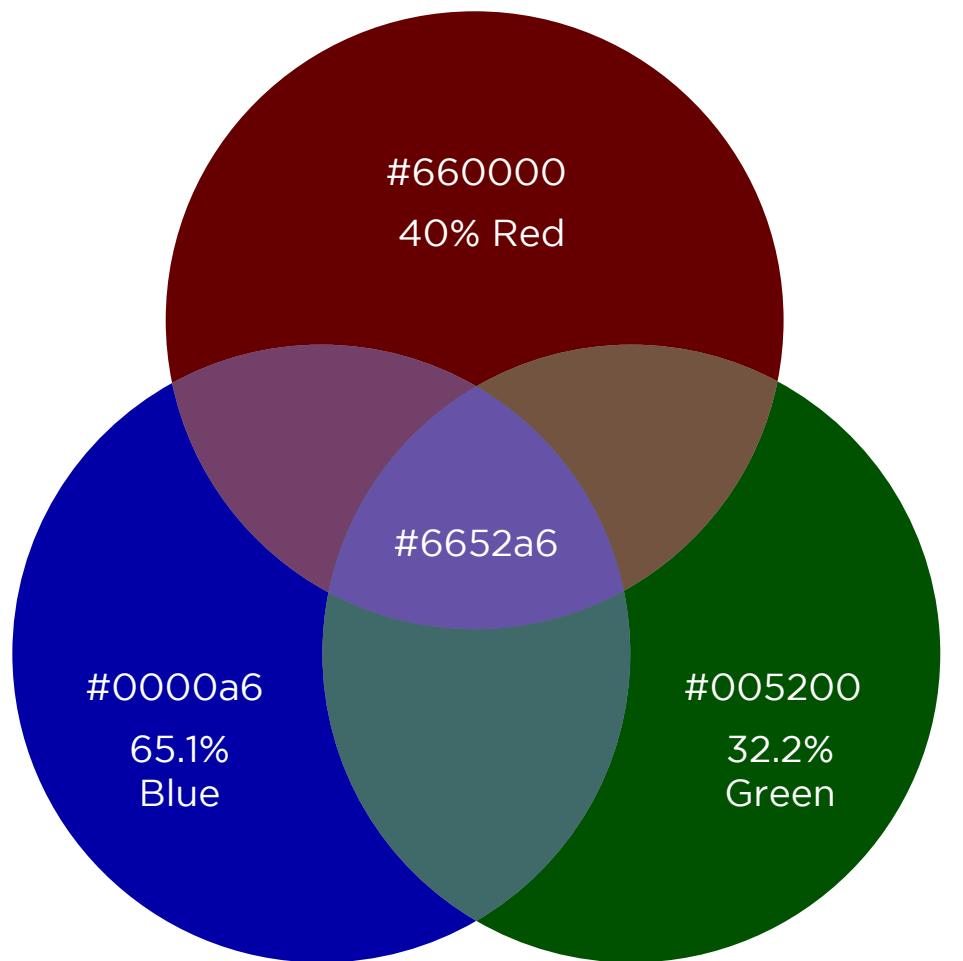
Text font

Gotham

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Y Z Å Ä Ö a b c d e f g h i j k l m n o p q r s t u v

w x y z å ä ö 0 1 2 3 4 5 6 7 8 9



# ithaca



#6652a6

- 75% CMYK | 71, 78, 0, 0
- 50% RGB | 102, 82, 166
- 25%

# ithaca



#333333

- 75% CMYK | 69, 63, 62, 58
- 50% RGB | 51, 51, 51
- 25%

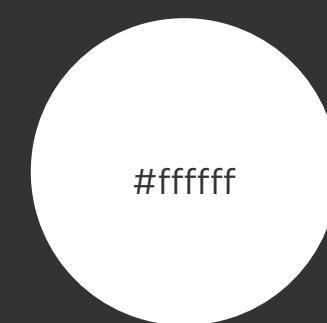
# ithaca



#pattern

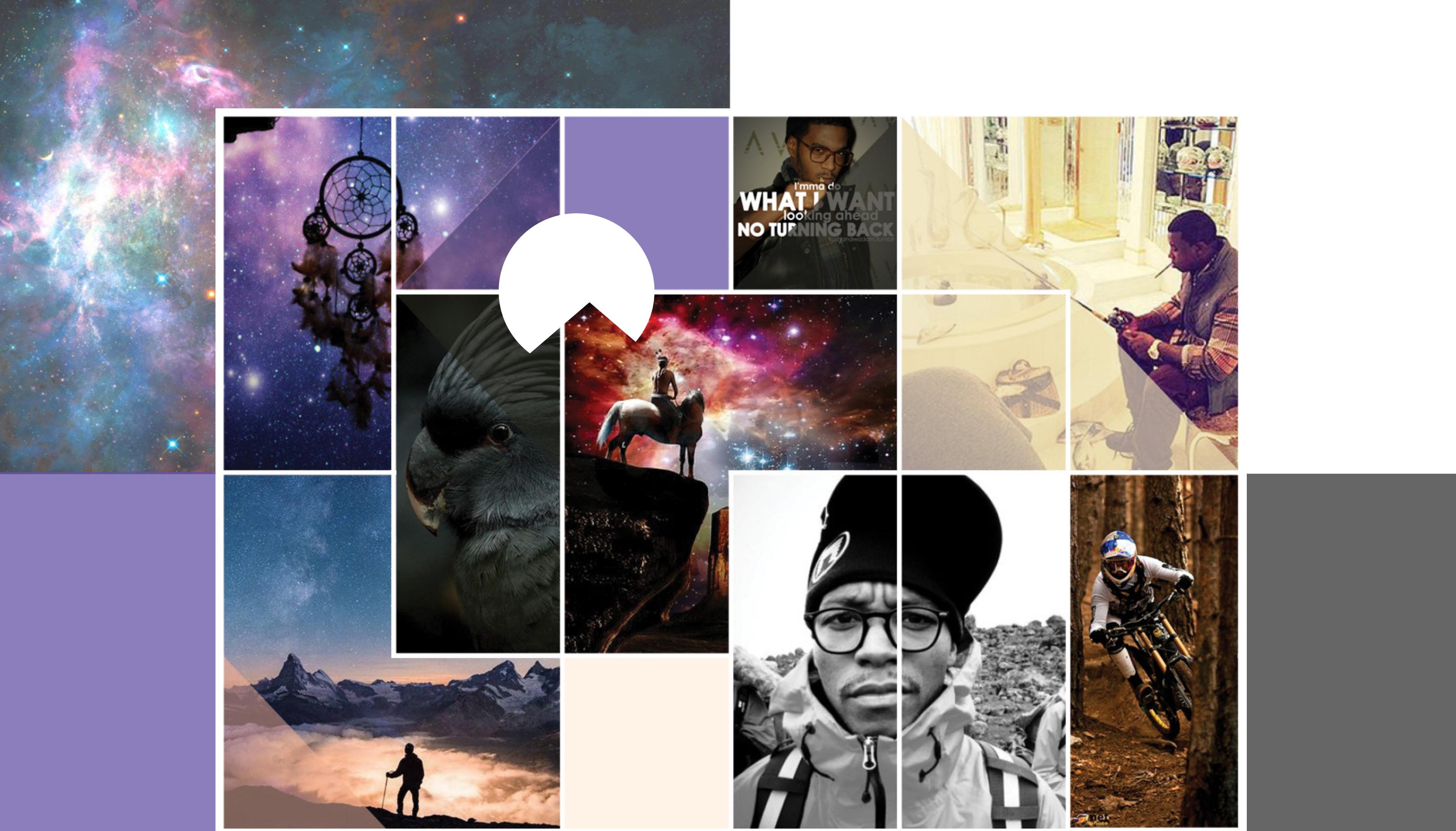
- 75%
- 50%
- 25%

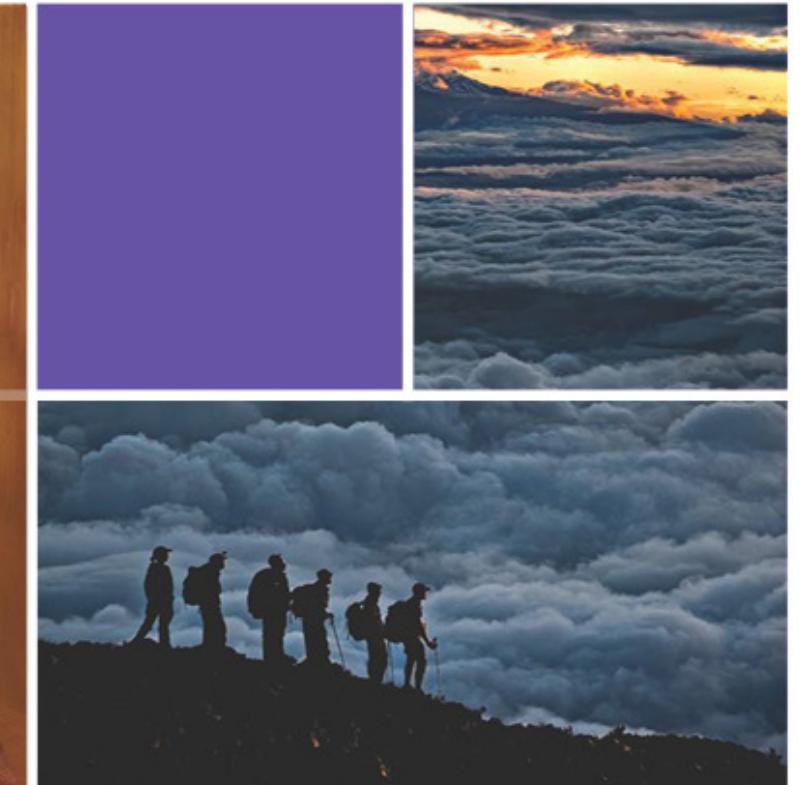
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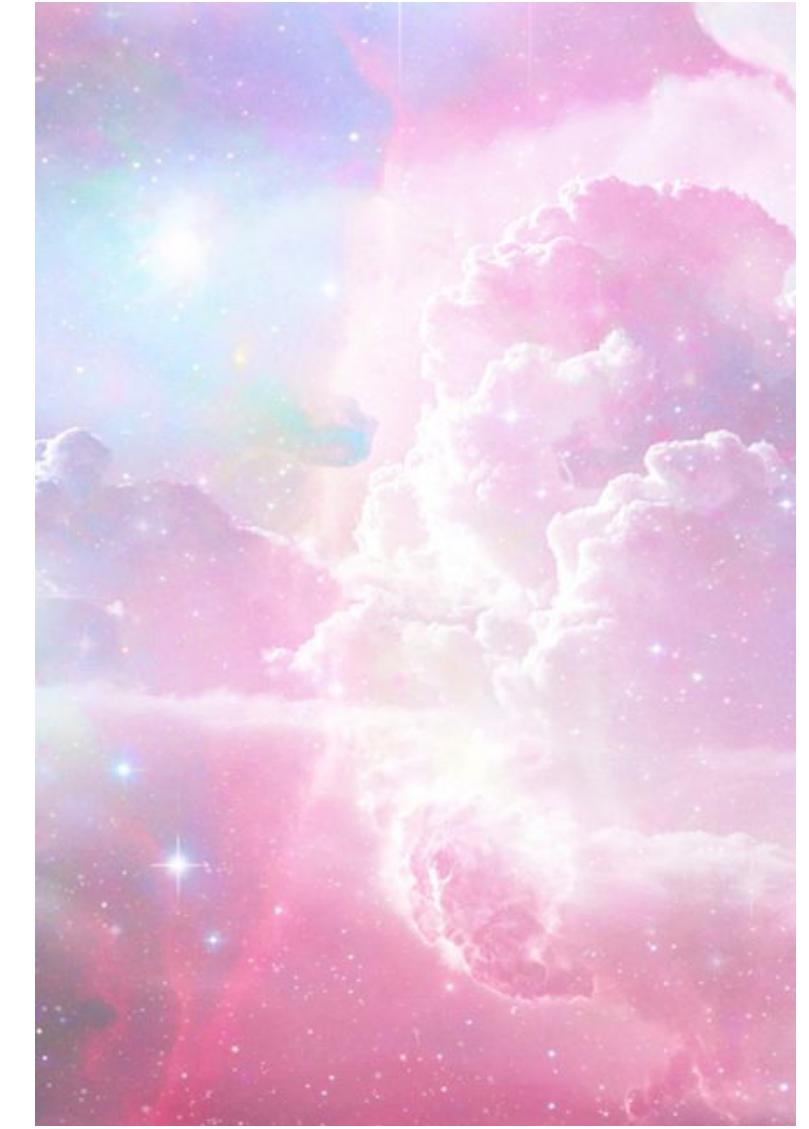
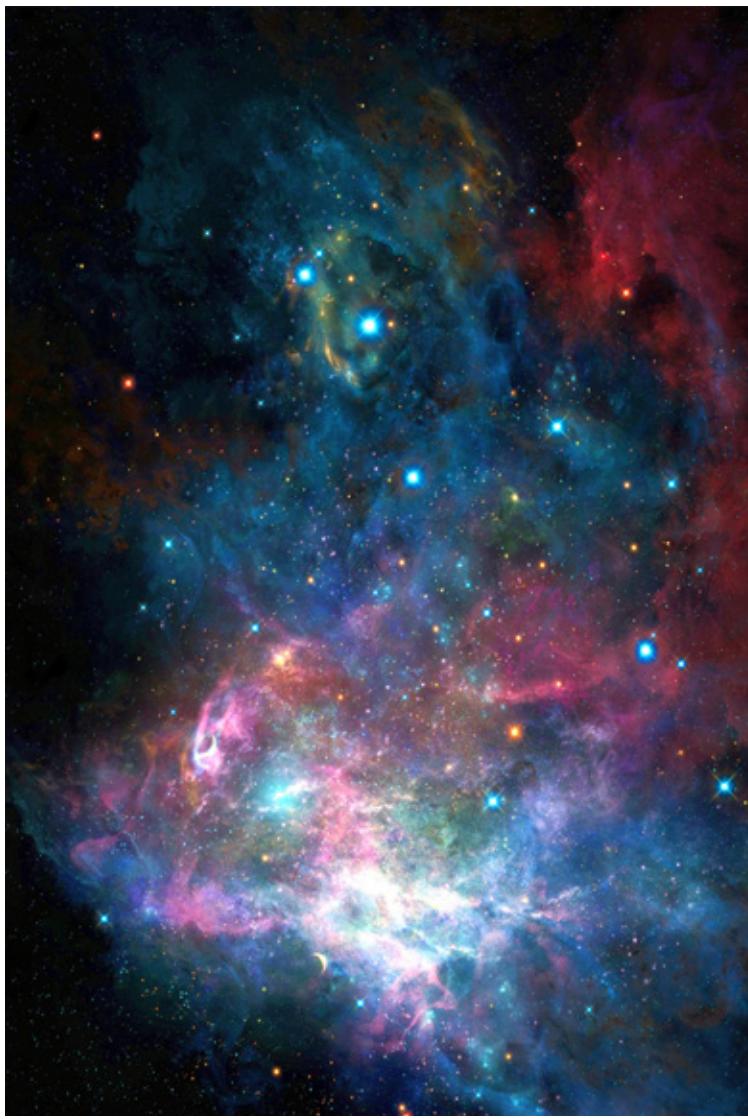
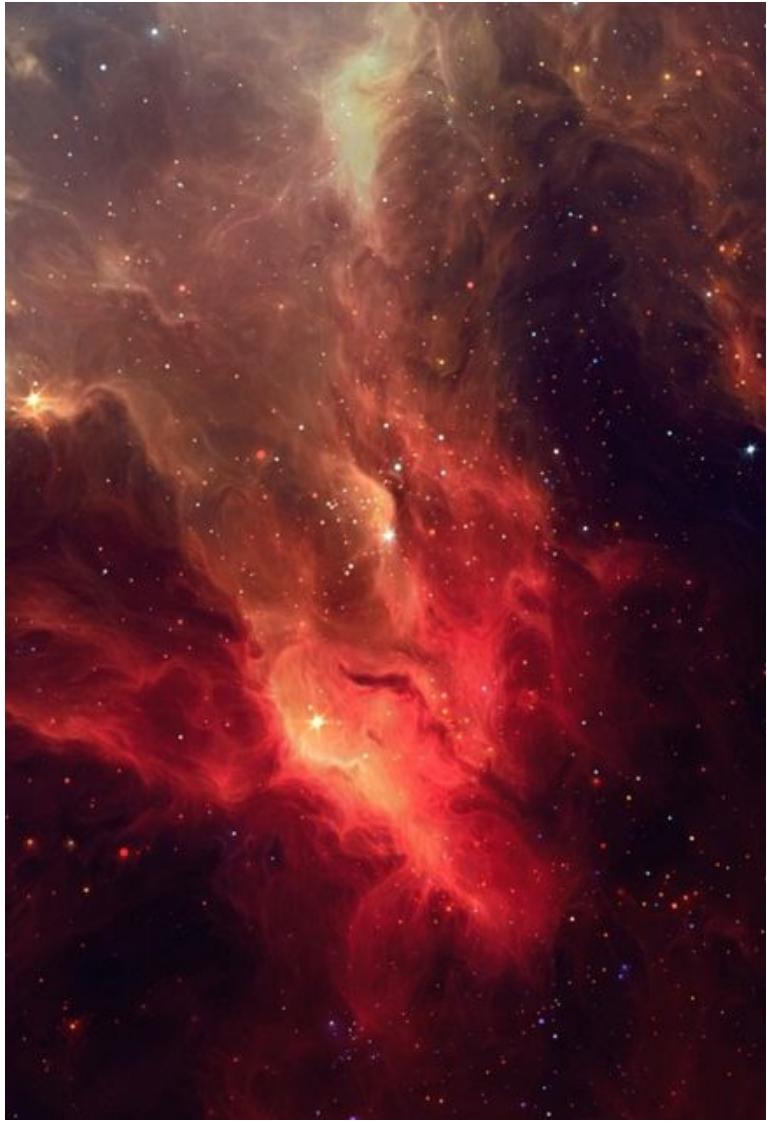


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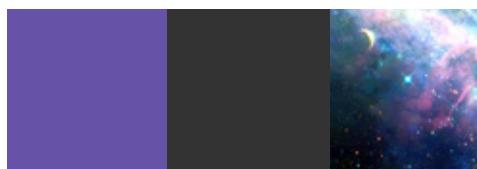
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- 50% RGB | 255, 255, 255
- 25%







## GALAXY PATTERNS

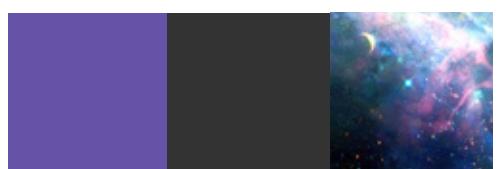


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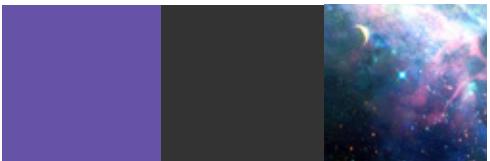


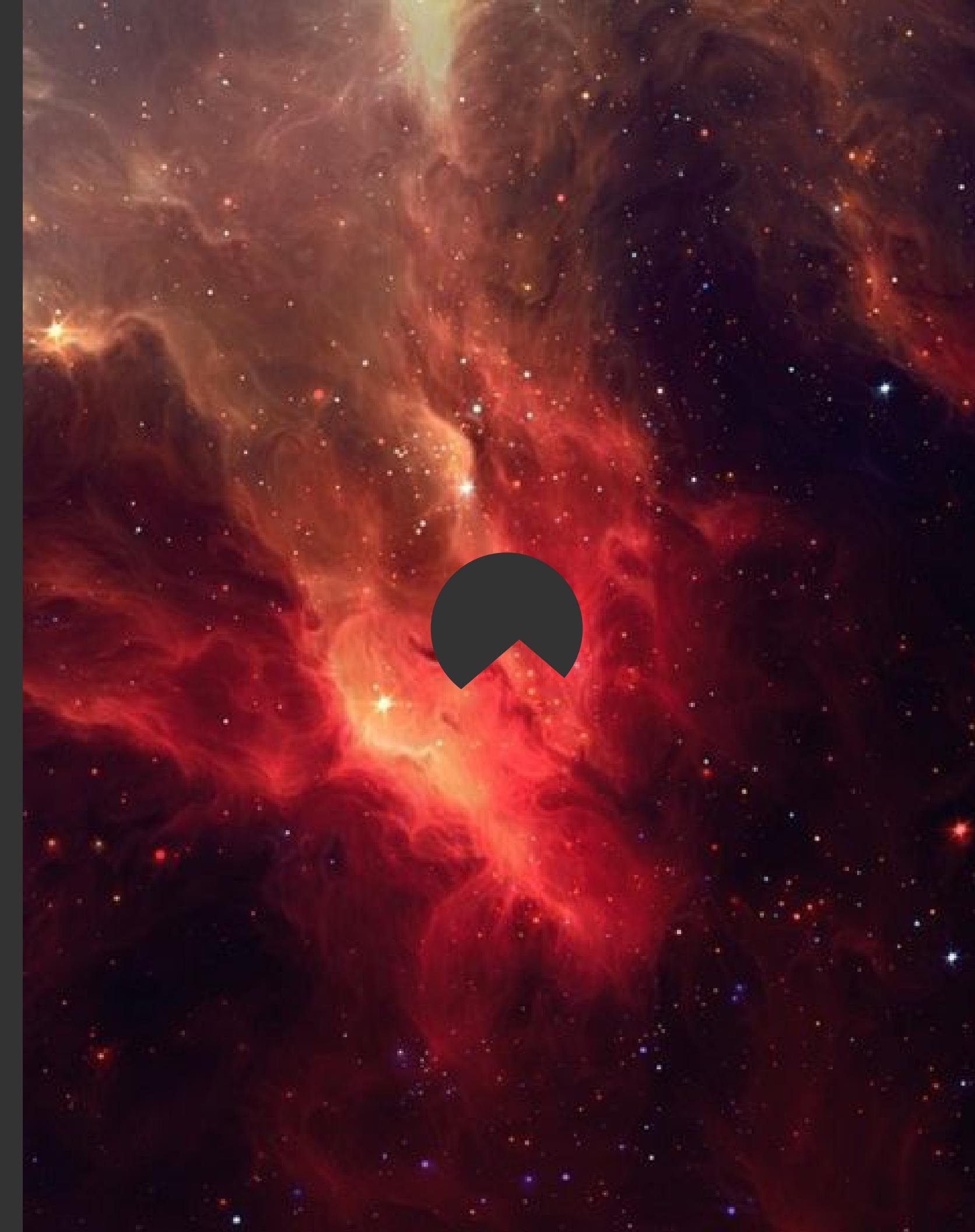


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A photograph of a man climbing a large, light-colored rock formation. He is shirtless and wearing dark pants, and is shown in a dynamic pose, reaching upwards with one hand and pulling himself up with his legs. The background features a clear blue sky with a few wispy clouds and a range of mountains in the distance.

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ALIGN YOURSELF



ALIGN YOURSELF





FRONT FIGURE: KID CUDI





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ALIGN YOURSELF

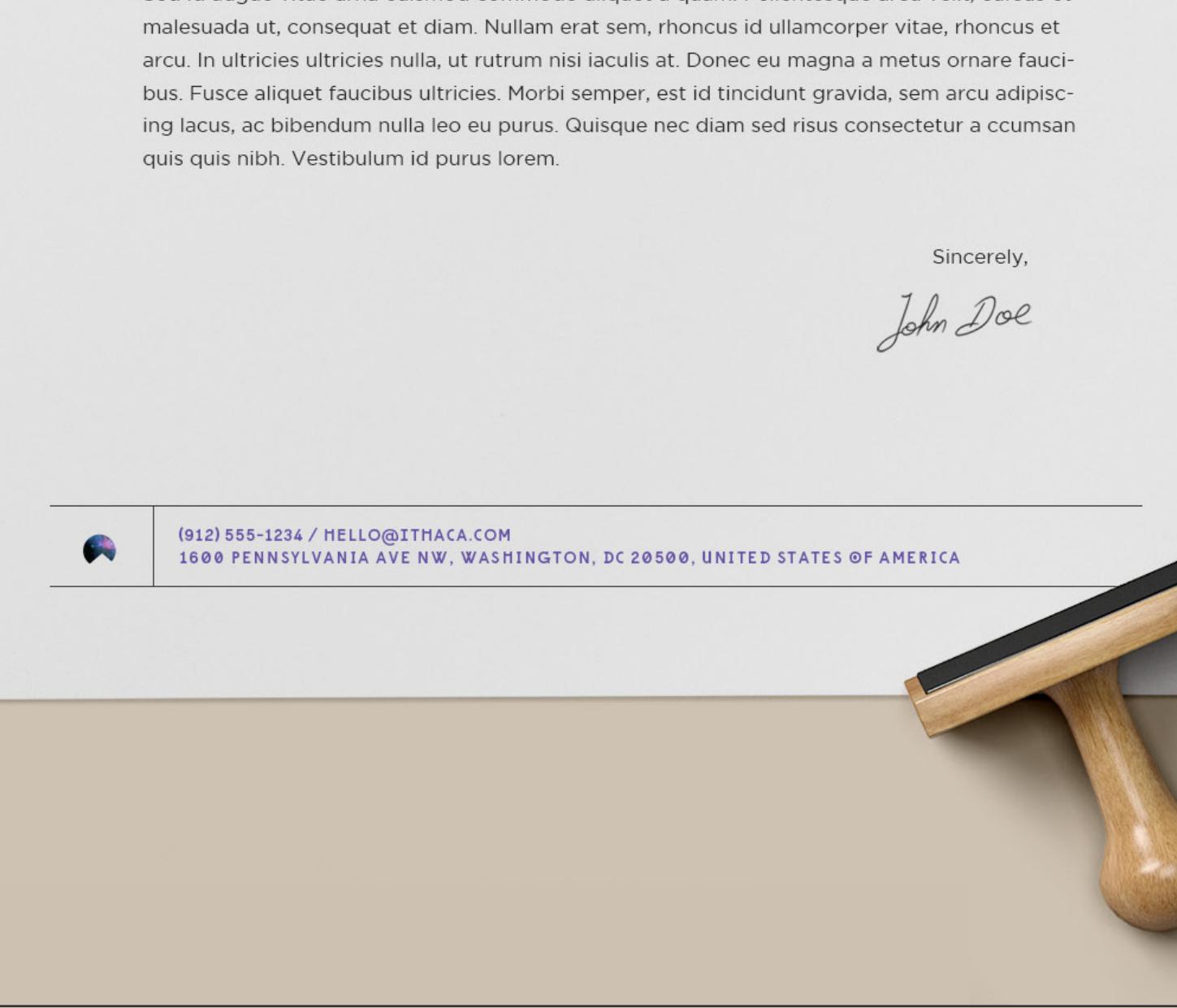






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CLOTHES WITH  
A PURPOSE



ithaca





WEAR IT EVERYDAY AND  
EVERYWHERE





## ITHACA COLD WATER FESTIVAL

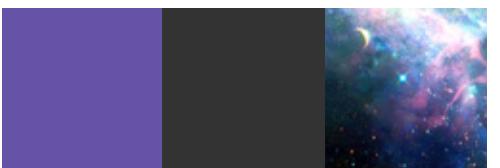
In January the brand arranges a yearly Cold Water Festival hold in the areas around Ithaca and the frozen Cayuga Lake. An event that attract serious extreme sportsmen that goes there to compete. But also amateurs, who comes to feel the vibes, watch the competitions and learn. There are competitions held in sports like: Ice climbing, Ice yachting, Winter kayaking, Ice surfing, Snow kiting and Speedskiing.



## WEB TV: GETSAN'IS - I AM AFRAID

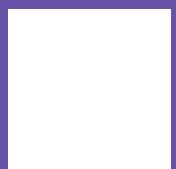
To get new customers within the hiphop culture to discover and crave outdoor sports, Ithaca is starting a web series with short episodes available for free online. In the episodes we get to follow famous rapper Kid Cudi when he is trying on extreme sports that he has always been too afraid to try. It's not the usual extreme channel program. This is a more personal story with focus on Cudi himself as well as the sport and the culture around it. Getsan'is means I am Afraid in the local native language of the Cayuga tribe.

I AM  
AFRAID



MADE BY KIM KÖHLER

Branding concepts - Spring 2015  
Sophomore year, Parsons



[kim@newschool.edu](mailto:kim@newschool.edu)