

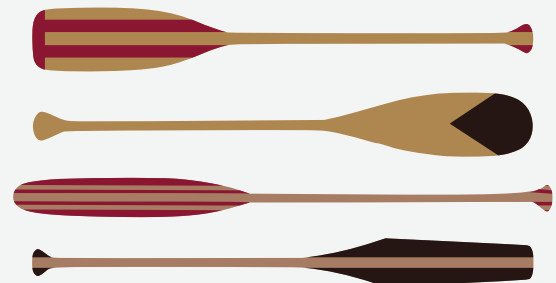
Inlet Paddle Company

Basic Branding Definition

The Inlet Paddle Company creates high quality handcrafted canoe paddles using sustainably sourced local materials. Offering a range of products to suit the needs and budgets of beginners to expert paddlers, the Inlet Paddle Company prides itself on the durability and craftsmanship of its products. The Inlet Paddle Company sets itself aside from the competition by offering an online customizable paddle order form where users can modify aspects of a paddle and see the results visually before placing their order. This allows high level paddlers to design a product that will fit their precise needs.

5 Tasks

- ❖ Browse through a visual list of popular products to gain some insight
- ❖ Find specific products by searching for specific characteristics
- ❖ Edit an existing product in the online editor and place an order on their completed design
- ❖ Explore the history of canoeing in British Columbia
- ❖ Learn about the materials, form and construction of paddles and how they affect use



INLET

PADDLE COMPANY

est. 2015

PADDLES

CUSTOMIZE

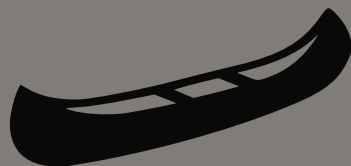
MATERIALS

HISTORY



Some Kind Of Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco commodo consequat.



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.



Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

FOOTER
option
selection
choices

INLET
PADDLE COMPANY

FOOTER
option
selection
choices