
BRAND BOOKLET 2022



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CONTENTS

01- ABOUT 01

02-BRAND SETUP 02

03-BRAND POSITIONING 03

04-BRAND IDENTITY 05

05-BRAND GUIDLINES 09

06-PRODUCTS 11

07-COMMUNICATION 13

08-VOICE 14



The North Face was founded in 1966 by Douglas Tompkins and Dick Kiopp; two hiking enthusiasts who followed their passion to found a small mountaineering retail store. Despite being a brand providing gear to support adventurers to explore the coldest, toughest climates such as the unfathomable heights of the Himalayas



The North Face premier outer-wear collection



The North Face freeide collection

Formerly 'prodigy'

The North Face brand is owned by VF corporation along with a number of other outdoor and sportswear brands such as Napapijì, EastPak and JanSport. The North Face label then has separate series and collections which often cross over in different product categories.



FASHIONABLE



PRACTICAL



NEVER STOP EXPLORING™



HIGHER PRICE



LOWER PRICE

We all need to focus on shared solutions for a cleaner future. It will take all of us coming together to tackle the critical issue of climate change.

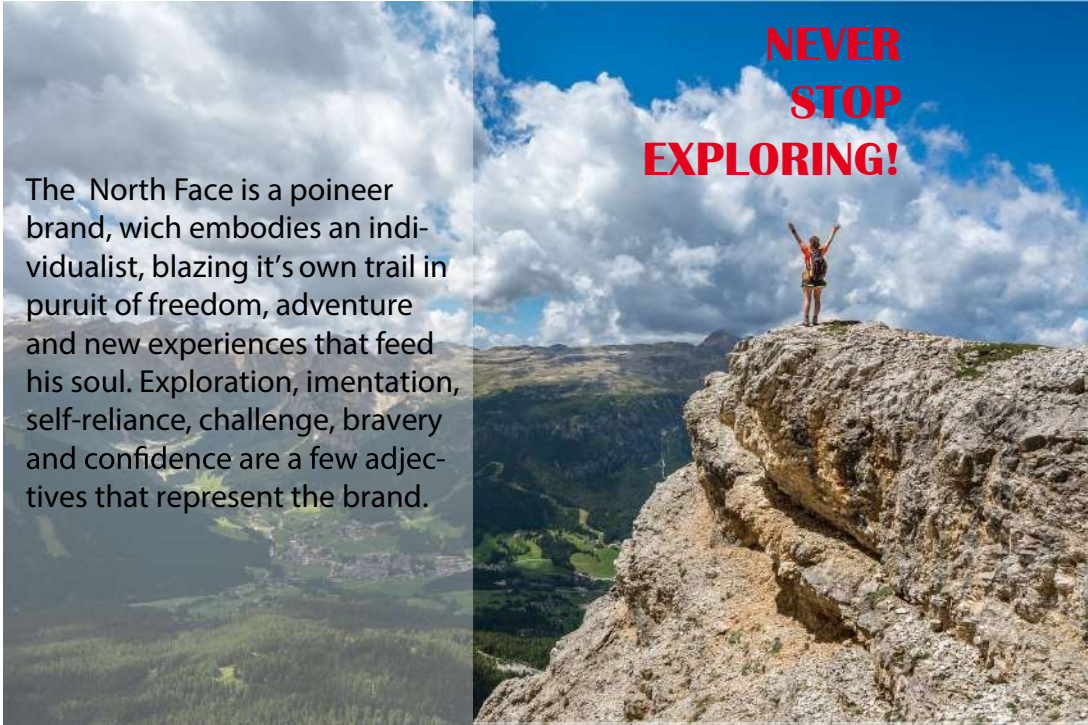
Just 10 years ago, 6% of our synthetic materials were recycled. By 2020, that number increased to 57%, and by Fall 2021, 72% of our synthetic materials will be recycled. By 2025, 100% of our most used apparel materials will be recycled, regenerative or renewable, and we will have eliminated all single-use plastic packaging.

We also remain focused on operations and logistics by being part of RE100, a group of influential businesses committed to 100% renewable electricity; and we're using aggressive science-based targets to hold ourselves accountable.

— OUR POSITION ON CO - BRANDING



MISSION STATEMENT



The North Face is a pioneer brand, which embodies an individualist, blazing its own trail in pursuit of freedom, adventure and new experiences that feed his soul. Exploration, imagination, self-reliance, challenge, bravery and confidence are a few adjectives that represent the brand.

BRAND AUDIT



Main reason why people purchase North Face over other brands:

- 41% Quality
 - 23% Style
 - 20% Versatility
- (Coget, 2014)



NAME

'The North Face' of a mountain is the most treacherous, unforgiving part and biggest challenge for climbers. The North Face isn't just a brand but an idea giving people the mindset to push themselves to their limits and face bigger challenges. Our focus isn't on the achievement but rather how you get there; the journey you take with the assistance of our products.

VISION STATEMENT

"The North Face is the premier supplier of authentically innovative products...products that inspire and enable our customers to Never Stop Exploring"

TAGLINE

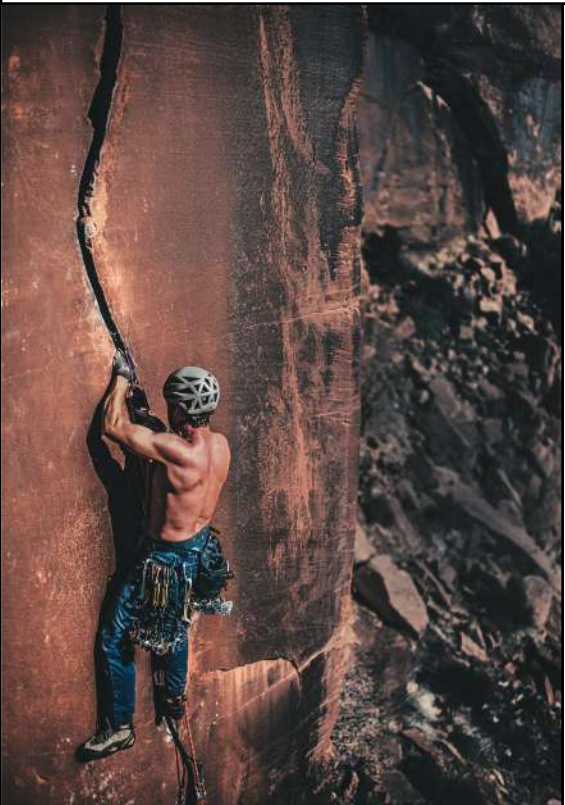
Never Stop Exploring



PREMIER
Supplying the best products across selected categories.



TECHNICAL
Adopting and applying new technologies to be up to date in all aspects.



AUTHENTIC
Tested and trusted products.



INNOVATIVE
To constantly try to improve products and find new ways to help adventurers reach their goals.

4 KEY VALUES

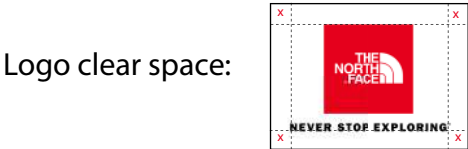


LOGO

The North Face half-dome symbol represents the side of a mountain; the biggest challenge for climbers.



WHEN USING OUR LOGO ONLINE



Logo clear space:

- Must**
 - Include the half-done symbol and 'The North Face'type with trademark symbol and where possible include: the tagline:'Never Stop Exploring' and URL:www.thenorthface.com
 - Have clear space around the logo
 - Be very distinctive and visible
 - Maintain original proportions

- Must not**
 - Alter the primary colour(The North Face Red), only exception is to use black and white
 - Use shadow drop
 - Seperate the half-dome symbol from the box
 - Outline the signate
 - Be smaller than 0.625" (75 pixels) excluding the tagline

TYPOGRAPHY

ITC Franklin Gothic
This typface is maintained throughout the logo, website and blog, it's intended for clarity rather than having a real meaning or proposed feeling behind it.

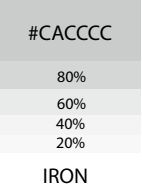
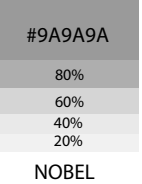
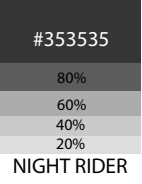
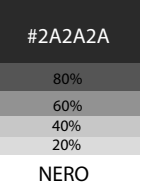
THE NORTH FACE

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
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
1 2 3 4 5 6 7 8 9 0
! @ # \$ % & ()

The font used for the official website of THE NORTH FACE is Helvetica . It is clean and uncluttered.

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
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
1 2 3 4 5 6 7 8 9 0
! @ # \$ % & ()

COLOURS



The colour palette used by The North Face is quite simple and uncluttered.

IMAGES

- Any images used SHOULD NOT BE:
- Black and white, always colour.
 - Mask image
 - Stock imagery
 - Illustrations or montahes
 - Using filters or effects
 - pixelated

Initially the main type of images used would be the outstanding views seen at the top of a mountain however as the brands progressed, particularly with the growing competition, the brands put more focus on the people, their athletes, and their journeys.



Jackets/Gilets

Primarily designed for practicality ensuring your warmth on long hikes or adventures in challenging climates.



Bottoms

Varies from comfortable walking wear to leggings more suitable for everyday gym workouts.



Hoodies/Sweats

Mostly comfortable everyday wear a lot of which can now be seen on the streets as our logo becomes increasing younger consumer.



Tops/T Shirt

A wide variety, offering both practicality and style some of which play with our logo to create interesting designs for a more unique style.



Footwear

Mostly heavy duty walking wear for our original hiker target consumer thought since beginning we've introduced more flexible trainers for gym wear.



Accessories

Includes both fashionable and functional pieces such as hat, gloves, socks and arm wares.



Sport Specific

Naturally we provide everything you could possibly need on your expeditions including the essentials for keeping you warm at night.



Baggage

From heavy duty backpacks for hiking, more simplistic ones for streetwear, full suitcases or duffle bags to take with you to the gym.



Skiing and Snowboarding

Introduced in the 1980s, we now provide a wide selection of extreme skiwear.

WE OFFER PRODUCT FOR MEN, WOMEN AND CHILDREN

BLOG

This activities along with our expeditions are recorded on our blog along with advice from our athletes for others wishing to do so themselves.

**CUSTOMISATION**

We have targeted investments 12 key markets in the US in which we customise the focus in each city based on their general favourite activity.

STRATEGY**EVENTS**

We encourage to embrace our love of the outdoors by hosting of sporting events and challenges, such as the Endurance challenge and 5 Days of Fitness project. Through this we aim to create a sense of community for those who follow the same passion as us.

The voice of The North Face is the same as that of our core athletes; insightful, confident and where appropriate humorous. We celebrate a passion for exploring and pushing limits with the focus being on the journey rather than the final achievement. (The North Face, n.d.)

**NEVER
STOP
EXPLORING!**



