

BE BOLD

COMPANY OVERVIEW

BAM-BOARD IS AN ELECTRIC LONGBOARD COMPANY THAT UTILIZES BAMBOO, AN ECO-FRIENDLY MATERIAL, TO CREATE PRACTICAL AND FOLDABLE BOARDS FOR DAILY USE.

IN A METROPOLITAN AREA, THERE IS A CONSTANT NEED FOR QUICK, EASY, AND CHEAP TRANSPORTATION.

WHETHER IT'S GOING TO AND FROM WORK OR GETTING TO A LAST MINUTE DATE, PEOPLE ALWAYS NEED A QUICK WAY TO GET AROUND. WITH OUR BOARDS, WE SOLVE THREE PROBLEMS: TRANSPORTATION COSTS, CONVENIENCE, AND AN INDIVIDUALS' CARBON FOOTPRINT. BAM-BOARD IS MAKING IT POSSIBLE FOR PEOPLE TO MAKE A ONE TIME PURCHASE INSTEAD OF SPENDING THOUSANDS OF DOLLARS ON PUBLIC TRANSPORTATION. NOT ONLY DOES OUR PRODUCT SOLVE MONEY PROBLEMS BUT TIME AS WELL. OUR CUSTOMERS CAN PREVENT WASTING PRECIOUS TIME DEALING WITH BUSY CITY TRAFFIC BY UTILIZING THEIR CONVENIENT AND ALWAYS READY PRIVATE FORMS OF TRANSPORTATION. LAST BUT NOT LEAST, WE PROVIDE AN ECO-FRIENDLY PRODUCT THAT HELPS TO REDUCE YOUR CARBON FOOTPRINT. WHEN YOU USE BAM-BOARD YOU ARE NOT CONTRIBUTING TO AIR POLLUTION THAT IS BROUGHT BY OTHER FORMS OF TRANSPORTATION. WITH THE PROMINENT BENEFITS BAM-BOARD PROVIDES, IT IS CLEAR TO SEE SOCIETY'S NEED FOR OUR PRODUCT.

WHILE MAKING OUR BAM-BOARD LOGO, WE PRIORITIZED SIMPLICITY OVER EVERYTHING ELSE. WE WANTED A LOGO THAT WAS SIMPLE AND SOPHISTICATED, BUT ALSO SOMETHING CONSUMERS WOULD REMEMBER. WITH THE SIMPLE BLACK FONT AND THE GREEN BAMBOO ACCENTS, OUR COLOR PALETTE EMPHASIZES HOW BAM-BOARD IS A BARE NECESSITY, SOMETHING NATURAL. WE PUT A CREATIVE TWIST ON OUR LOGO BY MAKING THE “M” IN BAM THE “B” IN BOARD. THE V-SHAPE REPRESENTS ONE OF THE UNIQUE QUALITIES THAT OUR LONG BOARDS POSSES, ITS ABILITY TO FOLD IN HALF, TYING OUR PRODUCT INTO OUR LOGO

WHY THESE COLORS?

#6DBE45



THE COLOR LIGHT GREEN HIGHLIGHTS ONE OF THE MOST IMPORTANT FEATURES OF BAMBOARD, THE BAMBOO. OUR LONGBOARDS ARE MADE FROM BAMBOO INSTEAD OF MATERIALS THAT MAY BE MORE HARMFUL TO THE ENVIRONMENT. THE LIGHT-GREEN TO EMPHASIZE THAT OUR PRODUCT IS ECO-FRIENDLY.

#85512C



THE COLOR BROWN REPRESENTS THE ACTUAL LONG BOARD. BROWN REPRESENTS DEPENDABILITY, RELIABILITY AND STABILITY, ALL CONCEPTS THAT OUR COMPANY AND PRODUCTS OBTAIN.

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BLACK SYMBOLIZES BOLDNESS AND MATURITY. OUR COMPANY IS A SOPHISTICATED, GOAL-DRIVEN BUSINESS THAT WANTS TO APPEAL TO CUSTOMERS WHO SHARE THE SAME MENTALITY.

#FFFFFF



WHITE SYMBOLIZES THE MODERNITY AND SLEEKNESS OF OUR PRODUCT



BRODY THE BAM-BOARD PANDA

BRODY REPRESENTS ALMOST EVERYTHING THAT BAM-BOARD IS. FROM THE BAMBOO IN OUR BOARDS TO OUR SOCIAL RESPONSIBILITY OF HELPING GET PANDAS OFF OF THE ENDANGERED SPECIES LIST, BRODY HELPS US SEND A MESSAGE AND REACH OUR CUSTOMERS. WITH EACH OF OUR COMPANY COLORS, BRODY REPRESENTS THE ECO-FRIENDLY, DEPENDABILITY, MATURITY, AND MODERNNESS OF BAM-BOARD



COVER PAGE

LETTER HEAD



FONTS

BEBAS NEUE

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				

Agency FB

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				

The font we chose for our logo was Agency FB. Agency FB was chosen specifically for the logo to symbolize the stick-like shape of the bamboo that is also present in our logo. We believed that the bamboo and Agency FB were cohesive and worked well together due to this fact. We chose a simple font to prevent drawing attention away from our overall logo. Bebas Neue is the font we chose for all of our other writing; the branding guide.

This font was chosen because it is simple and easy to read, but still sophisticated and elegant.

BUSINESS CARD



BAM-BOARD

PHONE NUMBER (###) ###-####

ADDRESS 100 SHELTER ROCK ROAD, NEW HYDE PARK NY 11040

EMAIL BAM-BOARD.NY@VEINTERNATIONAL.ORG

WEBSITE [HTTPS://BAM-BOARD.WIXSITE.COM/BAMBOARD](https://bam-board.wixsite.com/bamboard)

PACKAGING

Boxes with dimensions of 24"x16"x10" guaranteeing that our Bam-Board, long boards fit in the packaging.



PROMOTIONAL ITEMS

