

Envision North Outdoors

Branding Competition

Belvidere North HS

10/22/19

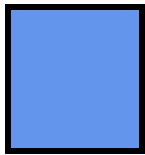


Logo:

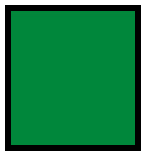


We designed the logo this way because it encompasses our brand in the products we sell as it has elements of land, water, and snow with the mountain and the compass.

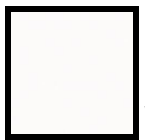
Color Palette:



Dark Cornflower Blue



Dark Green



White

We chose the colors blue, green and white because we sell water, land and snow products. These colors fit well with our products because water is blue, land is green and snow is white.



Font:

Montserrat: We chose this font because it is modern looking and the best fit our website and product line.

Company Letterhead:



Envision North

Envision Your Outdoor Experience

Belvidere, Illinois, USA

<https://envisionnorthoutdoors.weebly.com/>

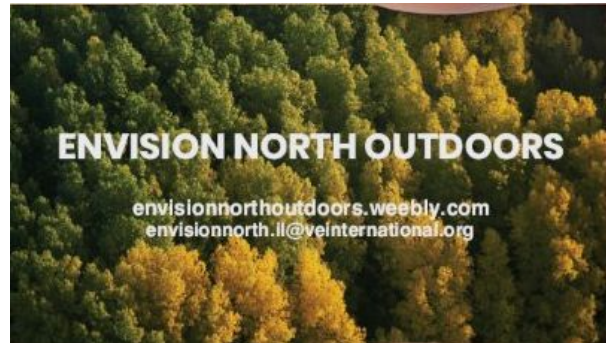
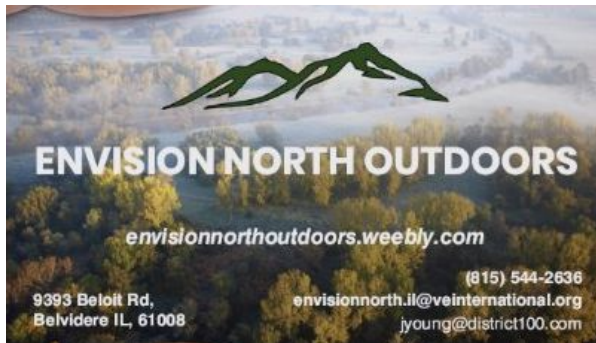
envisionnorth.il@veinternational.org

(815)-544-2636

One Paragraph Company Description:

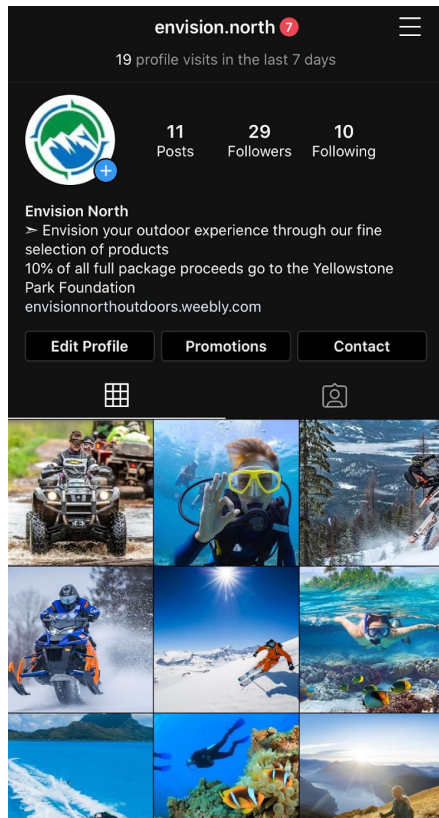
Envision North Outdoors is the VEI firm from Belvidere North High School. We are located in Belvidere, Illinois and sell outdoor vehicles such as boats, snowmobiles and ATVs. We donate 10% of our add-on profits to The Yellowstone Forever Foundation.

Business Card:





Instagram:



Our Instagram consists of posts about our vehicles, information about us, and connecting with other firms around the globe.



Facebook:



Envision North

Envision your outdoor experience through our fine selection of products



Virtual business at Belvidere North High School

Lives in Belvidere, Illinois

See Envision's About Info



Our twitter consists of posts about our vehicles and how they enhance your outdoor experience. This is our main way of contacting college-older firms and explaining exactly what we do.



Twitter:



Our Twitter is the main way we convey our message about the donations we make to the Yellowstone Forever Foundation.