



EXTREME / adventures

CREATE. **INSPIRE**. PRESERVE.

BRANDING GUIDE



COMPANY DIRECTIVE

At Extreme Adventures, our mission is to create, inspire, and preserve. We execute this by creating action packed adventures and clothing that suit our clients' valorous lifestyles. We hope our clothing and adventures inspire our customers to become lifelong explorers, always searching for thrills. Finally, we spread awareness about the importance of preserving the world's natural resources that provide the foundation for the bold and valiant lifestyle we at Extreme Adventures promote.

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|----------------------|-----------------|
| 1. Company Directive | 4. Stationery |
| 2. Logo & Colors | 5. Apparel |
| 3. Fonts | 6. Social Media |

LOGO & COLORS



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- The three mountains in our logo represent the three parts of our mission: create, inspire, preserve.
- Humans like simple, easily distinguishable symbols. In our logo, we employ a combination of a bolded and unbolded word, which helps distinguish the company name and makes it 'pop'
- The colors chosen are the colors of water and the sky, which are generally associated with the same life we promote adventure throughout.

#00305B

#80BAC1

#EAF4F6

FONTS

Body: Open Sans

Open Sans is an elegant sans serif font that provides viewers with a clear, uninterrupted, and comprehensive reading experience. It combines the ease of reading provided by other popular sans serif fonts with an unmatched balance of simplicity and style not found in other fonts. Used throughout our materials, it brings unity to our brand.

The quick brown fox jumps
over the lazy dog.

**The quick brown fox jumps
over the lazy dog.**

Headings: Raleway

Raleway is the perfect companion to our main font, Open Sans. Raleway's characters tend to have a little more character than the average sans serif font without overdoing it like a serif font would. The characteristics of Raleway means it draws the viewer's attention to important headings without drawing attention away from their equally important bodys.

The quick brown fox jumps
over the lazy dog.

**The quick brown fox jumps
over the lazy dog.**



November 2, 2017

Dear Mr. Doe,

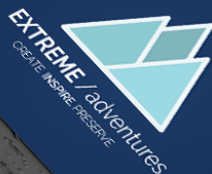
[illegible]

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Sincerely,

Jane Doe



APPAREL



SOCIAL

Extreme Adventures uses social media, specifically Instagram, to reach a wider audience and educate others about preservation.

