

# FÖRVÅNA

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*Brand Guidelines*

# WHO ARE WE?

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## VALUES:

### QUALITY.

*Our products are built to last and created in an ethical and sustainable way.*

### SIMPLICITY.

*We just want to make beautiful, high quality garments that you can wear on the mountain.*

### UNIVERSALITY.

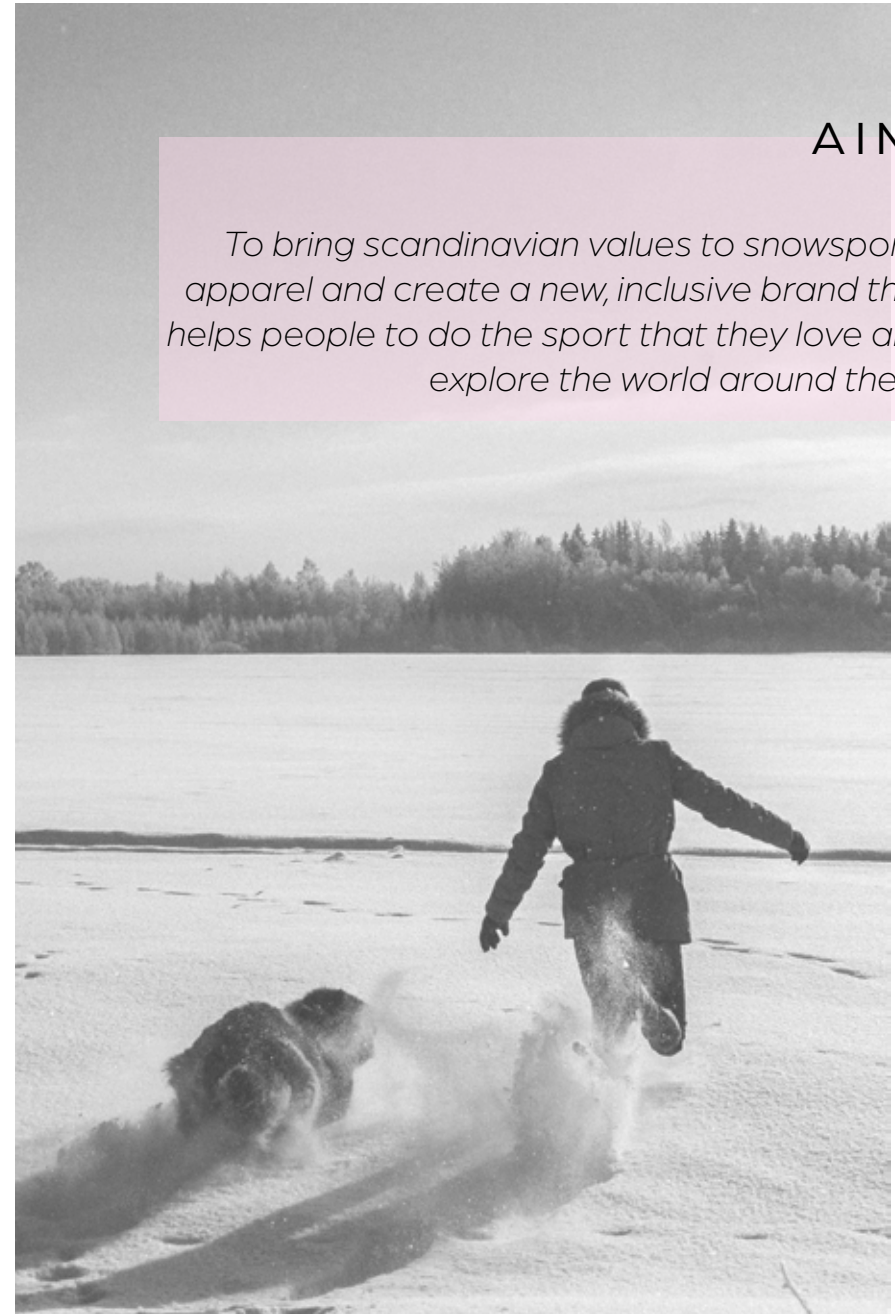
*Our brand is designed to be inclusive and accessible to anyone. We don't have gendered clothing, everything has a size and a fit so you can choose what is right for you.*

### ADVENTURE.

*We want to help you have the adventure of your lifetime; the chance to feel amazed, both at yourself and the world around you.*

## AIM:

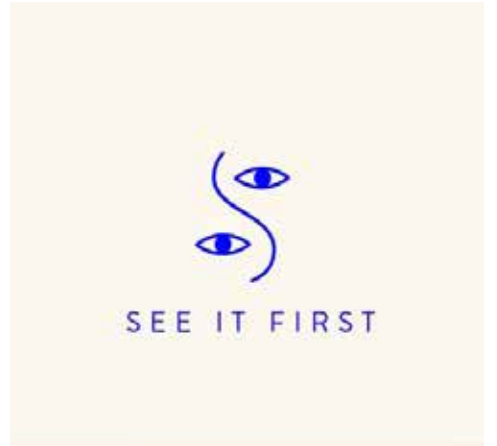
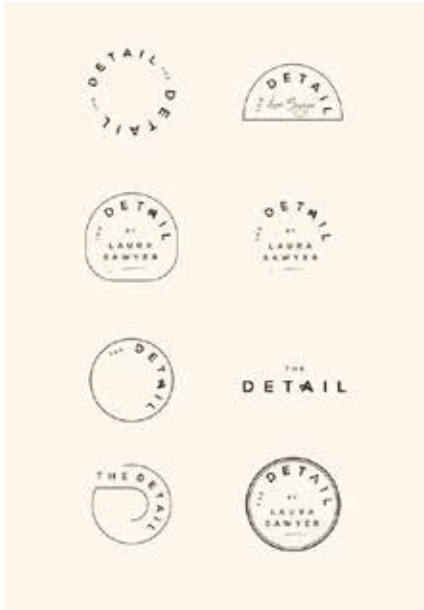
*To bring scandinavian values to snowsports apparel and create a new, inclusive brand that helps people to do the sport that they love and explore the world around them.*





CUSTOMER

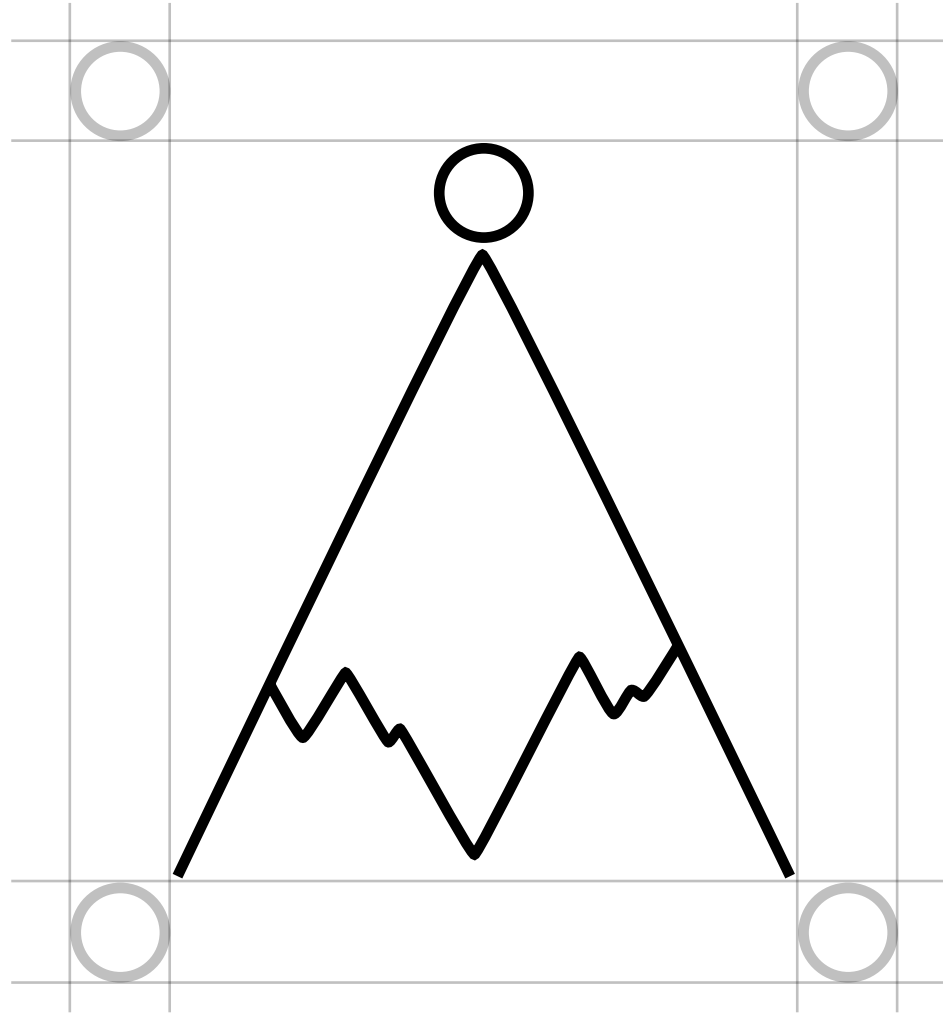




# RESEARCH

FÖRVÅNA





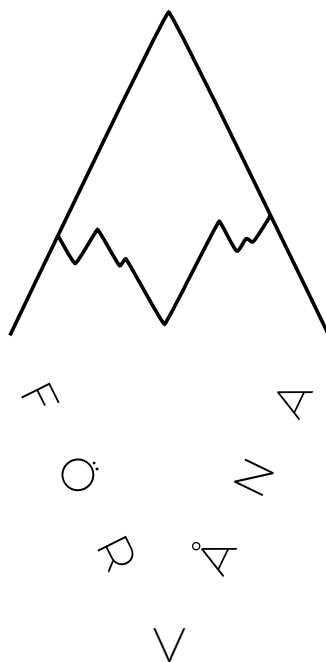
ICON

# LOGO SYSTEM

## 1.1 HORIZONTAL

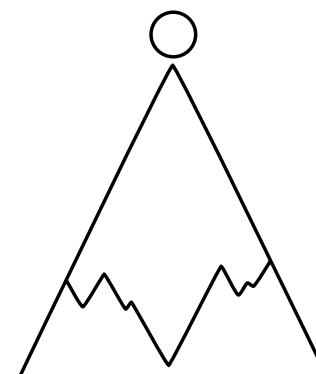
*for signage and clothing labels*

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## 1.2 ICON

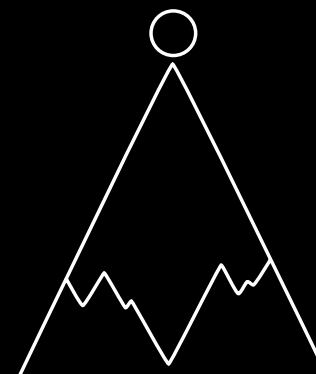
*for branding on apparel and social media*



## 1.2 DIAMOND

*primary advertisement logo when space allows, used for swing tags*

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# TYPEFACE

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FÖRVÅNA

## HEADINGS

Arboria Book

Capitalised

Tracking 200

Förvåna

## IN TEXT

Arboria Light


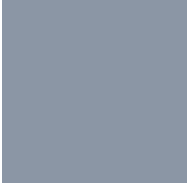
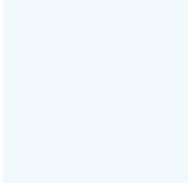
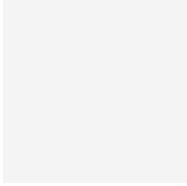
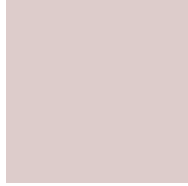
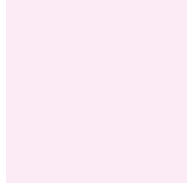
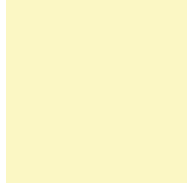


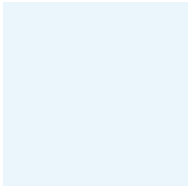
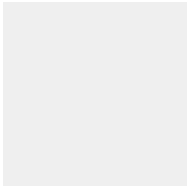

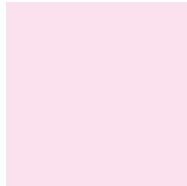
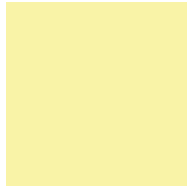
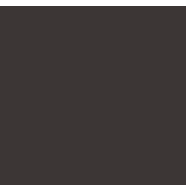

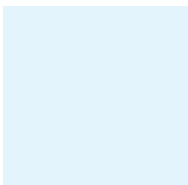
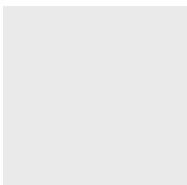



Arboria Light Italic

*Förvåna*

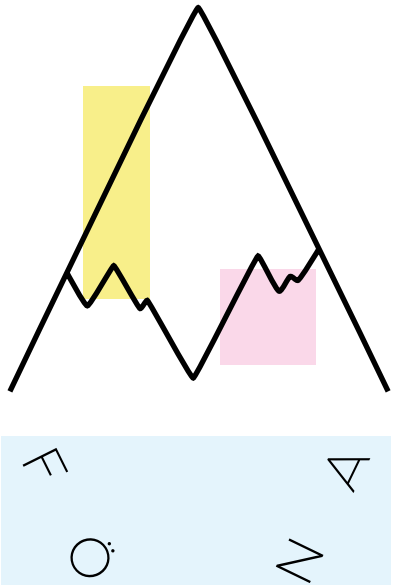


# BRAND COLOURS

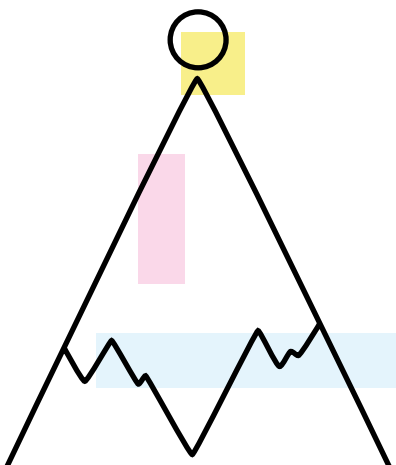
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56R 51G 49B / 69C 65M 62Y 62K / 383331		23R 46G 75B / 100C 82M 43Y 40K / 172e4b		228R 244G 252B / 13C 0M 1Y 0K / e4f4fc		234R 234G 234B / 10C 7M 8Y 0K / eaeaea		187R 154G 152B / 31C 42M 35Y 1K / bb9a98		250R 216G 233B / 0C 22M 0Y 0K / fad8e9		248R 239G 138B / 6C 0M 57Y 0K / f8ef8a		50% OPACITY
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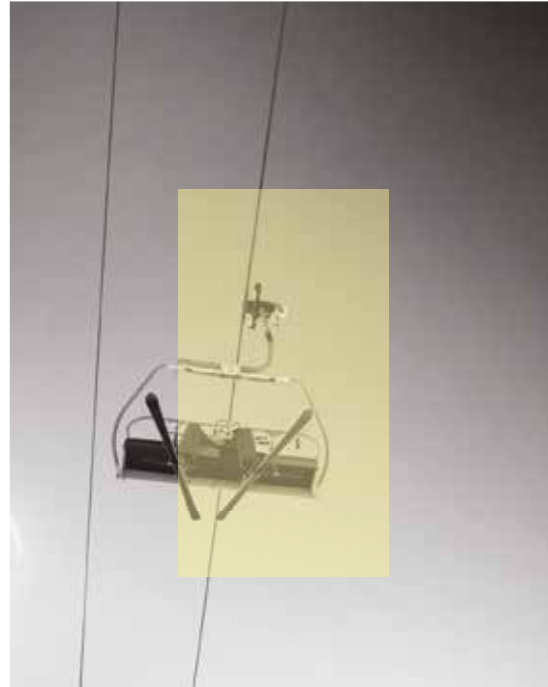
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APPLICATION

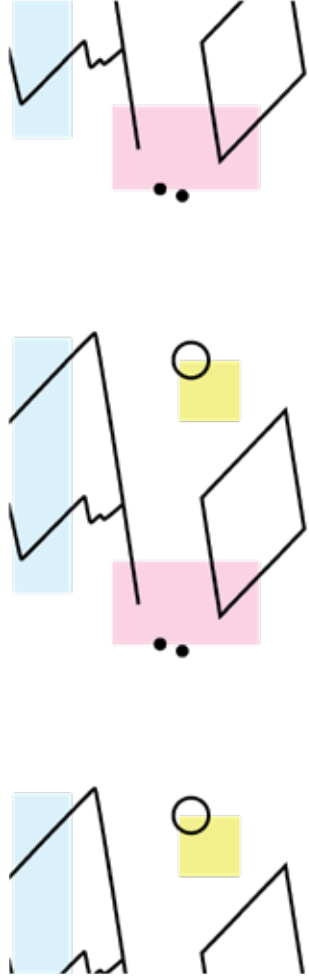
# PHOTOGRAPHY STYLE

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# PATTERNS

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# CLOTHING LABEL

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# SWING TAG

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# SHOPPING BAG

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# SHOP SIGN

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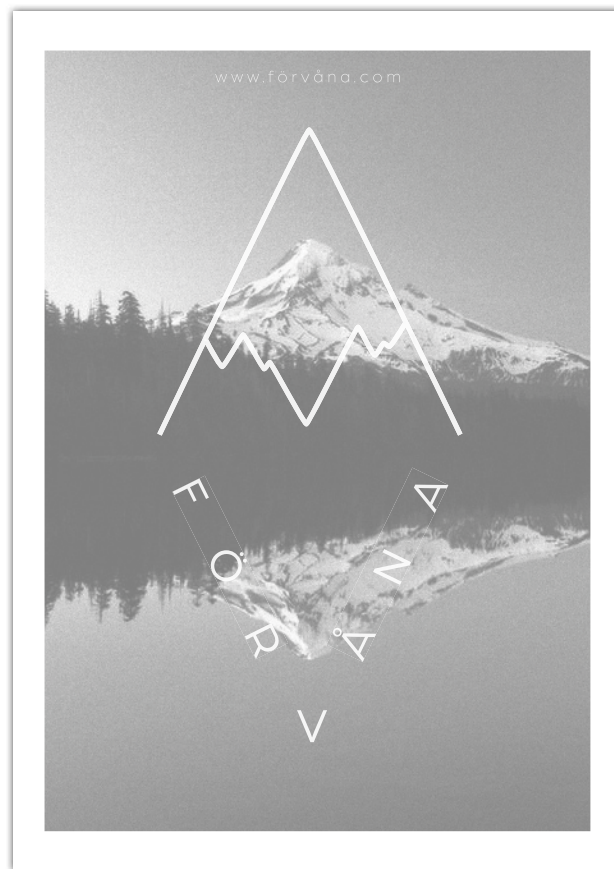
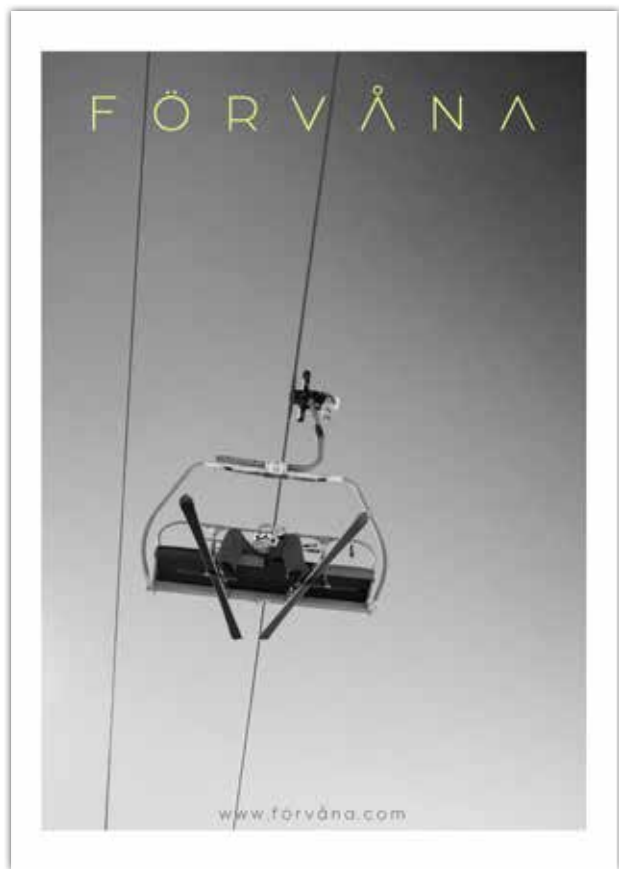
APPAREL

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# BUSINESS CARD

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PRINT AD

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# MOCK-UP

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# SOCIAL MEDIA

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WEBSITE

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# FÖRVÅNA X SALOMON

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# BRAND EXTENSION

