



**BRANDING AND IDENTITY
PROJECT**



MATT CARLSON
PUBLICATION PRODUCTION II

ABOUT US

Adventure Center is a retailer that provides a wide variety of recreational equipment. Our store is in Burlington, Vermont, which is home to many destinations that are ideal for outdoor adventure. Some popular places to visit in Burlington include Lake Champlain, Mount Mansfield, and many other trails in the area.

Adventure Center offers an extensive selection of products. We also have many departments in our store, such as a full bike shop, clothing, footwear, survival equipment, boating, canoes and kayaks, camping, and eyewear.

Our staff are highly knowledgeable and willing to answer any questions that customers have. In addition to our retail location, we also have an online store available on our website, where you can order to the store or directly to your home.

We are very passionate about sustainability efforts as a company. By promoting an outdoor lifestyle, we hope to inspire many to care about nature and protecting the wilderness for generations to come.



MISSION STATEMENT

Adventure Center strives to sell a diverse selection of gear for all outdoors-enthusiasts. We offer the highest quality products for the lowest retail value. Adventure Center also continues to promote sustainable and environmentally conscious practices, to ensure that future generations can continue to explore and appreciate the outdoors.

TYPOGRAPHY

HEADING 1 - FOLKLORE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#%&*()

HEADING 2 - QUEEN OF CLUBS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456890

!@#\$%^&*()

Body text - Acumin Pro

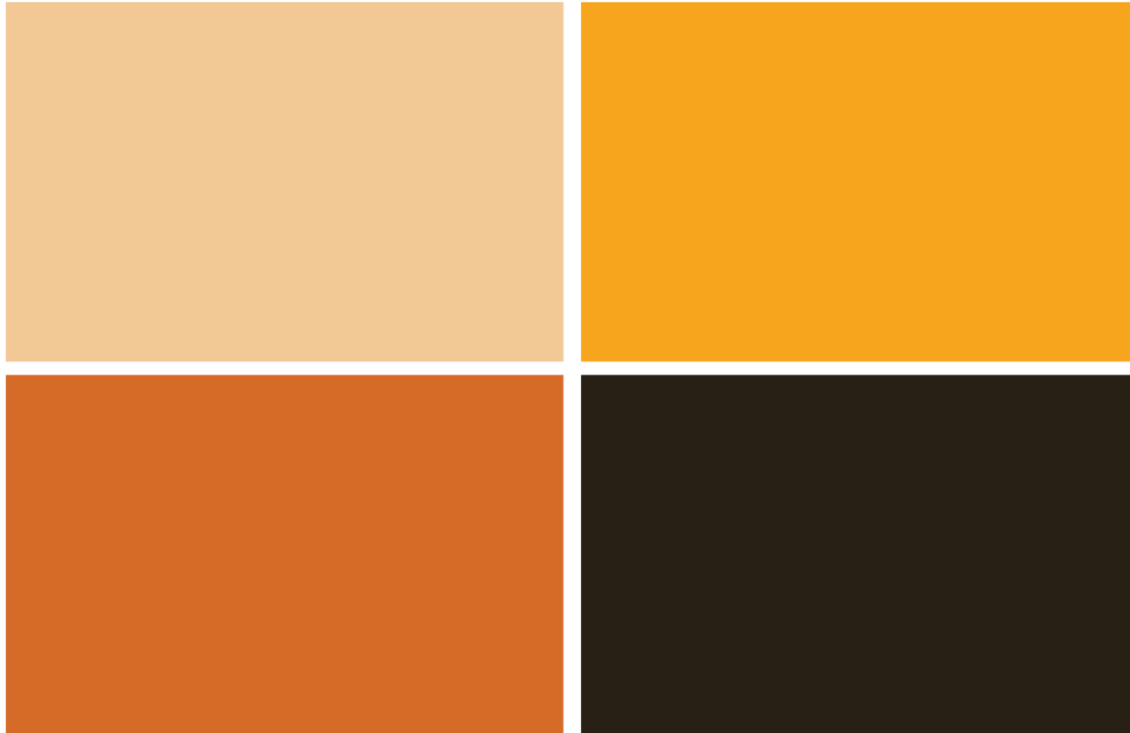
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

COLOR SETS



#f2c894

#f7a51c

#d56b27

#281f15



LOGO USAGE

The Adventure Center brandmark is composed with a bold text logo, a mountain icon, and an orange striped background. The entire logo is outlined with a brown stroke. All text should be unalterable, and should obtain the same spacing and proportion when printing or recreating.

LOGO DISPLAY RULES

The following examples illustrate proper usage of the Adventure Center logo.

Example A displays the logo as it would appear with the color scheme.

Example B displays the logo as it would appear over pictures.

Example C displays the logo as it would appear on print, such as envelopes or documents.

EXAMPLE A: THE COLORED LOGO



**ADVENTURE
CENTER**

EXAMPLE B: THE GRAYSCALE LOGO



**ADVENTURE
CENTER**

EXAMPLE C: THE BLACK AND WHITE LOGO



LOGO DISPLAY RULES

What not to do:

Do not change the logo's orientation.

Do not stretch or compress the logo.

Do not rotate the logo.

Do not change the logo's colors.

Do not reconfigure elements of the logo.

Do not crop the logo.



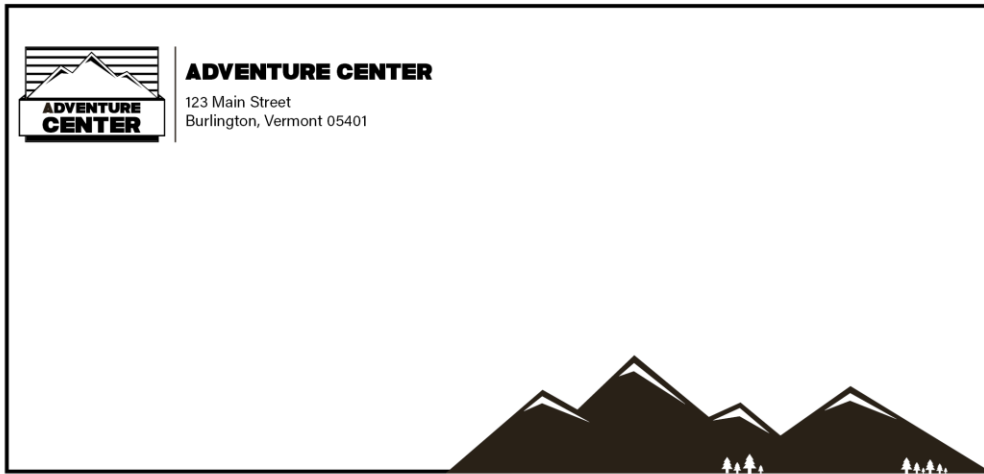


FRONT DESIGN

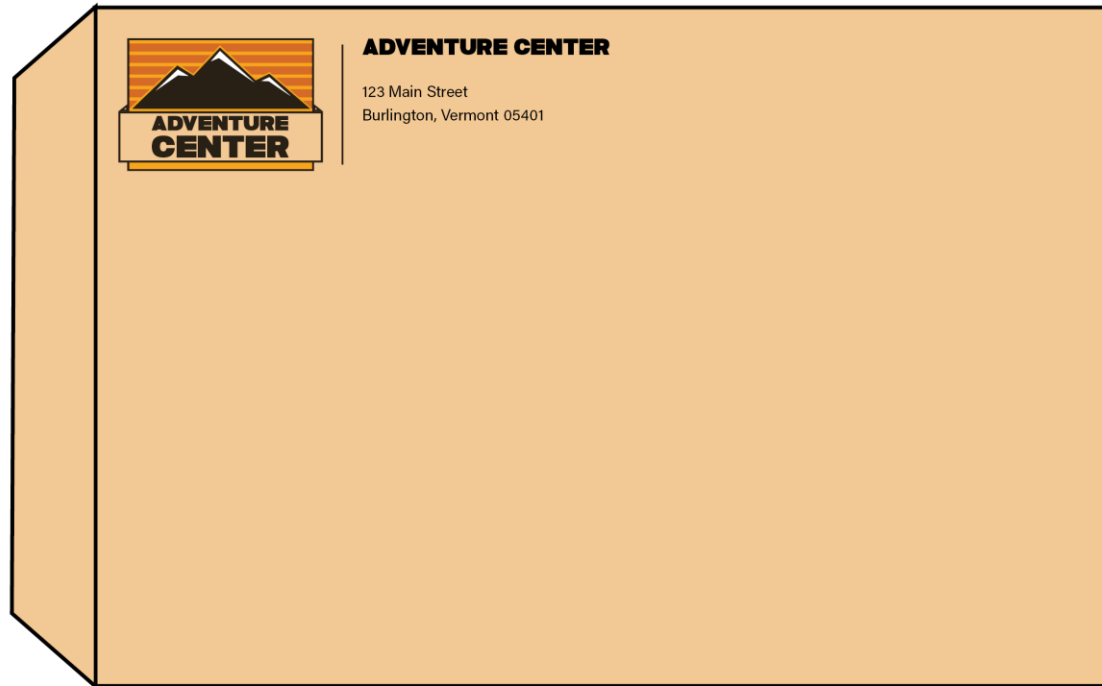
BUSINESS CARDS



BACK DESIGN



ENVELOPES





123 Main Street
Burlington, Vermont 05401
802 - 555 - 1892

INVOICE

Date:
Invoice #:

Bill to:

Ship to:

P.O. #	Sales Rep. Name	Ship Date	Ship Via	Terms	Due Date

Product ID	Description	Quantity	Unit Price	Line Total

Subtotal:
Tax Rate:
Sales Tax:
Shipping and Handling:

Total:

COMPANY INVOICE



Adventure Center
adventurecenter.com

To whom this may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui ut ornare lectus sit amet est. Cursus metus aliquam eleifend mi in. Tincidunt tortor aliquam nulla facilisi cras fermentum odio eu. Amet nisi purus in mollis nunc sed. Id leo in vitae turpis massa sed elementum tempus. Amet dictum sit amet justo. Aenean euismod elementum nisi quis eleifend quam adipiscing vitae. Consectetur a erat nam at lectus. Aliquam vestibulum morbi blandit cursus risus at ultrices.

Elementum integer enim neque volutpat ac tincidunt. Cras pulvinar mattis nunc sed blandit libero. Convallis a cras semper auctor. Purus in massa tempor nec feugiat nisl pretium. Et molestie ac feugiat sed lectus vestibulum mattis ullamcorper velit. Sit amet commodo nulla facilisi nullam. Lacus luctus accumsan tortor posuere ac ut. Tellus molestie nunc non blandit massa enim nec dui. Quam nulla porttitor massa id neque aliquam vestibulum morbi.

Mollis nunc sed id semper risus in hendrerit gravida rutrum. Id porta nibh venenatis cras sed felis eget velit aliquet. Sed id semper risus in hendrerit gravida rutrum. Sit amet consectetur adipiscing elit dui. Fusce ut placerat orci nulla pellentesque dignissim enim sit. Vulputate mi sit amet mauris commodo quis imperdiet massa. Aenean pharetra magna ac placerat vestibulum lectus mauris ultrices eros.

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Kindest regards,

Matthew Carlson
CEO & Director
Adventure Center

LETTERHEAD

BRAND ELEMENTS





**ADVENTURE
CENTER**