

TRIPLE
AUGHT
DESIGN.®

BRAND STYLE GUIDE
AND RECOMMENDATIONS | JUNE, 2010

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ABOUT THE TAD BRAND

BRAND POSITIONING:

Some of us live life with a sense of legacy. It's not about getting recognition. It's about collecting the stories that make up our personal history. At TAD, we believe in mixing design heritage with modern technology. We believe in bringing you the apparel and hard goods that can take you wherever life leads, then back again to tell the tale.

BRAND PERSONALITY:

FINESSE.

Not brutish or blunt, but sharp and discerning.

ENLIGHTENED.

Sees beyond the self to understand the broad implications of his actions.

PERCEPTIVE.

An innate sensibility to find beauty in the most unusual places and the smallest of details.

FORTITUDE.

Understanding that doing it right is not always easy, takes time and concerted effort.

INTREPID.

Boundlessly inquisitive and always adventurous.

AUTHENTIC.

Product of a singular vision that's often imitated, never duplicated.

LOGO AND USAGE

CLEAR SPACE REQUIREMENTS

To protect the integrity and presence of the TAD logo, please allow for as much clear space as possible around the logo in every design project. The space surrounding the logo should always be equivalent to 1/2 its height.

This space must remain free of text, colors or images of any kind. The topographic map is the only exception to this rule.

REGISTERED TRADEMARK SYMBOL

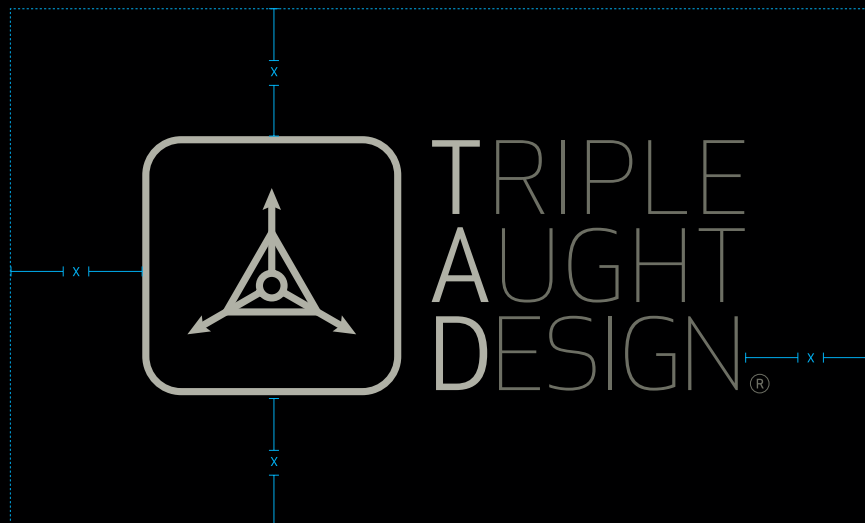
The registered trademark symbol should always be present in the lower right corner of the logo. When the trademark is used in text, the symbol should appear at least once on the page. Example: Triple Aught Design®

TAD LOGO COLOR BREAKOUT

LIGHT GRAY: PANTONE 414
CMYK: C-34% M-24% Y-32% K-2%

DARK GRAY: PANTONE 417
CMYK: C-40% M-30% Y-37% K-7%

TOPOGRAPHIC MAP IS THE ONLY EXCEPTION



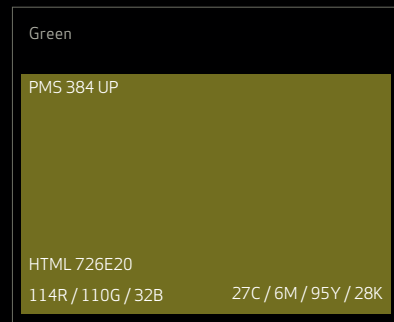
COLOR PALETTE

The TAD color system is comprised of two palettes: the primary colors and the secondary colors. These colors were specifically chosen to marry with the TAD brand personality while establishing a unique identity that stands out on its own. These are the only colors that may be used on any TAD communication.

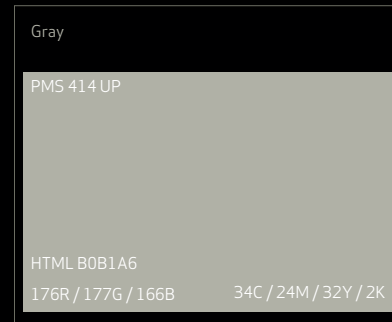
The primary colors should be emphasized as they are key conveyors of the TAD visual identity.. The secondary colors should be used mainly as accents, or to call attention to specific areas of interest. Secondary colors should also appear in photography whenever possible.

Note: PMS colors have been chosen for uncoated paper. HTML colors have been chosen for better legibility on screen.

PRIMARY COLORS

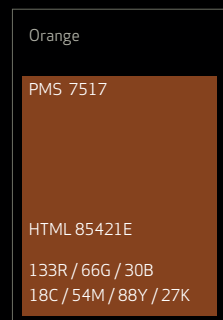


May be used for logo and headlines.

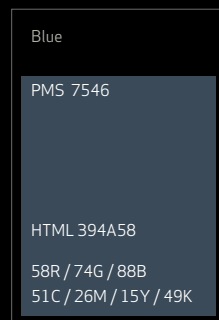


May be used for logo and headlines.

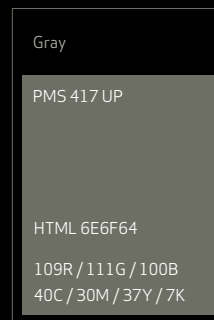
SECONDARY COLORS



May be used as an accent color.



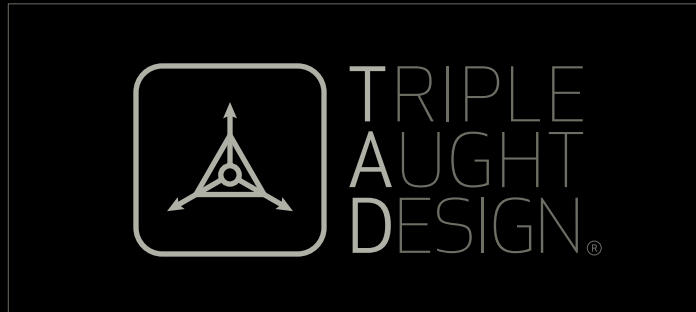
May be used as an accent color.



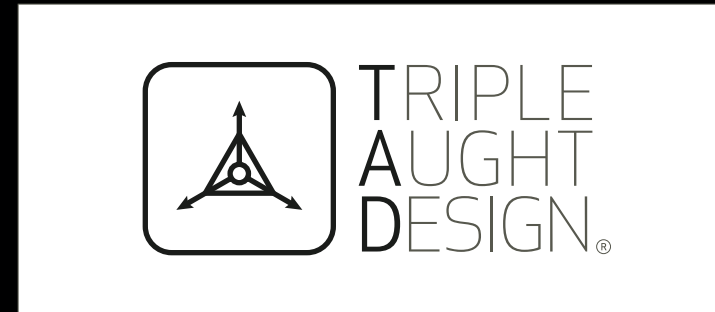
May be used for body copy and headlines.

ACCEPTABLE COLOR USAGE

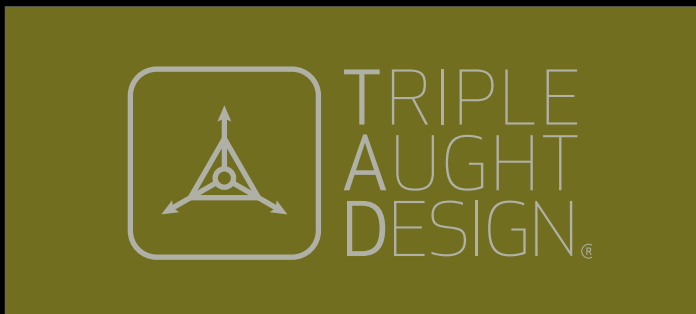
A.
The logo may appear in light gray on a black background



B.
The logo may appear in dark gray on a white background



C.
The logo may appear in light gray on a green background

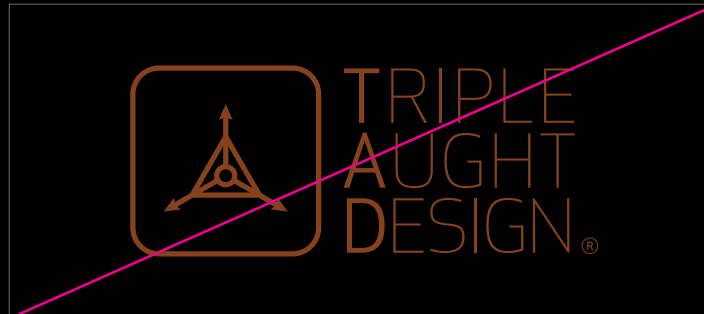


D.
The logo may appear in green on a black background



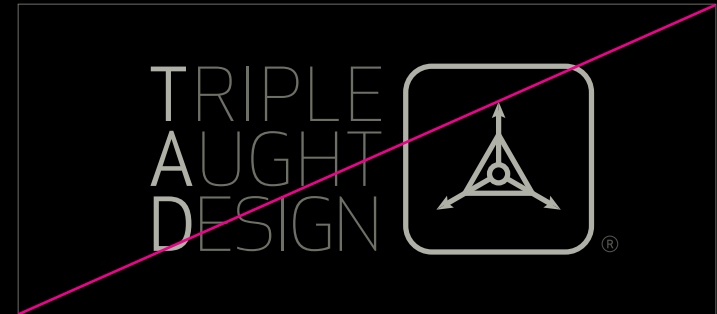
UNACCEPTABLE LOGO USAGE

A.
DO NOT use other colors
in logo



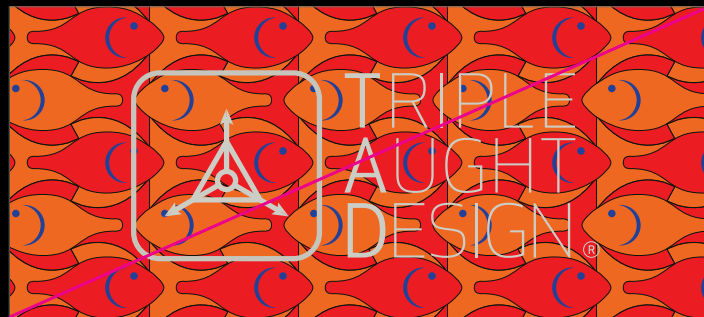
A.

B.
DO NOT rearrange the logo



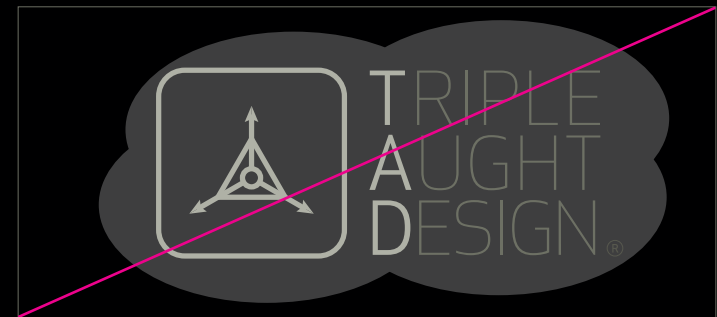
B.

C.
DO NOT place the logo
on a busy or patterned
background



C.

D.
DO NOT combine the
logo with other shapes or
graphics



D.

GRAPHIC ELEMENTS/TREATMENT

Topographic Map

The topographic map is a key graphical element of the TAD brand. It offers texture and an elite sensibility.

When used consistently, it helps give TAD materials a distinctive look.

EXAMPLES OF USAGE



GRAPHIC ELEMENTS/TREATMENT

Photography

Photography choices should be made based on images that impart a sense of exploration in keeping with the TAD brand. Whether the photography is product-focused or philosophy-driven, it should offer a view into the lifestyle and mindset of the modern explorer. In regard to color, try to use photos with strong orange and green hues. Additionally, a hint of black and white should seep through part of the image to create a more high-end look that connotes legacy. Finally, the topographic map should always be layered on top of the photography to give a sense of texture and finesse.



Stock Photography

Always choose stock photography that hints at a story behind the adventure, rather than focusing on the location or activity alone.



Product Photography

Always choose product photography that not only displays the product well, but also offers a feeling of human impulse and a personal history in the making.

CORPORATE TYPEFACES

The typeface known as **APEX** is used throughout the identity system to endow the brand with a fresh, modern look. The modern sans letterform is clean and uniform but not without character. Please use it consistently on all marketing projects.

>> Please use the **ARIAL** typeface for everyday office correspondence and for online projects.

APEX SANS BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

APEX SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

APEX SANS LIGHT ST

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Font:

APEX family is used throughout the identity system.

This font can be purchased on www.vlg.com

SHORT FORM MESSAGING OPTIONS

The power of short form messaging should not be overlooked as a quick, memorable way to communicate broadly and evocatively about the TAD brand.

A short form message can appear locked up with - or in close proximity to - the TAD logo. It can also appear separately.



BE THE JOURNEY.



FIND YOURSELF OUT THERE.



FOLLOW THE JOURNEY.



THE NEXT TERRAIN.



BEYOND BOUNDARIES.



INSIDE OUT THERE.



ELEMENTAL.

HANG TAGS CONCEPT 01 JOURNAL



RECOMMENDATIONS

Creating hang tags that suggest a weathered moleskin notebook provide an additional opportunity to forward the vision of the TAD brand that speaks of a personal journey worth narrating. The texture and rounded corners of the hang tag mimic a small journal in which the modern adventurer might record thoughts and observations along the way.

100# Cover Uncoated
4c+SatinAQ (CMYK)

HANG TAGS CONCEPT₀₂ TIPS & TRICKS/SURVIVAL



RECOMMENDATIONS

It's always a great idea to drive brand engagement through even the smallest elements. Including a "survival tip" on the hang tag that is related to the product purchased serves to reinforce the idea that TAD is all about the journey and the know-how of the modern adventurer. This execution also provides an opportunity to include additional product photography.

100# Cover Uncoated
4c+SatinAQ (CMYK)

HANG TAGS CONCEPT₀₃ PROMOTIONAL



RECOMMENDATIONS

A hang tag can even be used to foster an interactive brand experience. This execution is unique in that it poses a question that motivates the customer to continue their engagement with the TAD brand. Each journey-oriented "trivia" question would direct the customer back to the website for a continued experience.

100# Cover Uncoated
4c+SatinAQ (CMYK)

BUSINESS CARDS EXECUTION₀₁



RECOMMENDATIONS

The weathered edges of this card give the feeling of a notebook or journal that has accompanied the owner on many journeys. However, the card still allows the logo and contact information to take center stage.

100# Cover Uncoated
4c+SatinAQ (CMYK)

BUSINESS CARDS EXECUTION 02

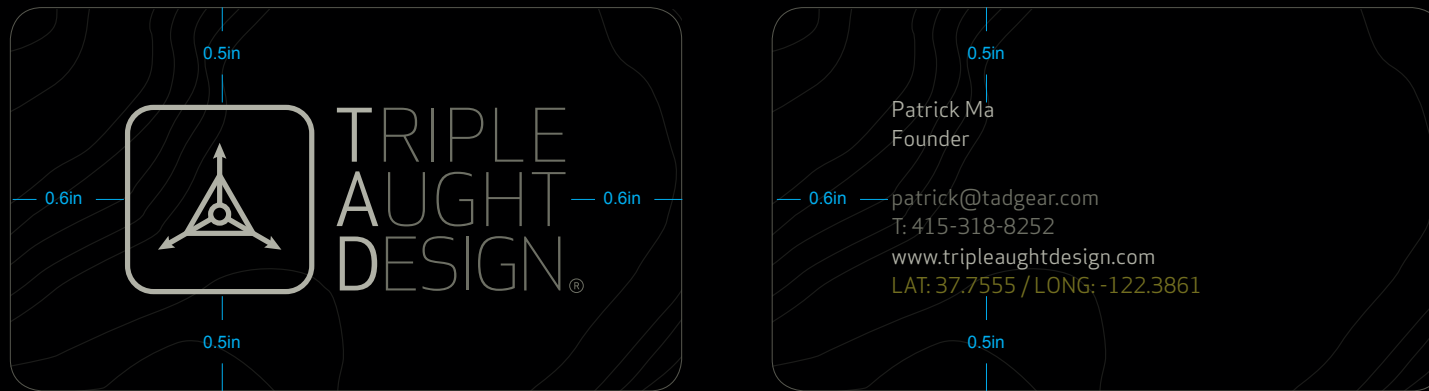


RECOMMENDATIONS

The use of product photography on this card provides more visual context for the brand, thus extending TAD's ethos to situations that may reach beyond a sales framework.

100# Cover Uncoated
4c+SatinAQ (CMYK)

BUSINESS CARDS BASIC TEMPLATE



RECOMMENDATIONS

The basic template of this card relies on a simple use of space and forwards the topographic imagery to communicate brand identity. As a result, this template remains free from additional graphics or messaging.

100# Cover Uncoated
4c+SatinAQ (CMYK)