

**ATHLETIC
OUTDOOR
CONNECT**

A BRAND GUIDE

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ATHLETIC AND OUTDOOR CONNECT



Prestented to Athletic and Outdoor Connect
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Winter 2017

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CREATIVE BRIEF



HISTORY

Last year two students started the Athletic and Outdoor Connection at Portland State University with the hopes of connecting students to the A&O industry and bridging connections to industry leaders. Once a month they invite industry professionals to speak to students about their respective careers. A&O Connect also hosts resume and self development workshops, student socials, and soon field trips. The group originally attracted students in the business program but has hopes of attracting students from a variety of majors.

AUDIENCE

The target audience are PSU students within interest in the athletic and outdoor industry. The group needs to be viewed as a vessel for success by students looking to break into the A&O industry.

ATTRIBUTES

- *STUDENT LIFE*
- *COMMUNITY*
- *CONNECTIONS*
- *PROFESSIONALISM*

OBSERVATIONS

Networking is a part of the way the world works and cannot be avoided in the business world. The athletic and outdoor industry is no different and there are a number of associations that attempt to help young people dive into the world of networking. In the most successful of these associations the word networking has been replaced with “connect” or “connecting” because “networking” can be seen as a unattractive word.

One of the leading businesses in this market is the athletic and outdoor association, whose clever tag line “together we are a force” calls the viewer to come together without any reference or connotation to networking. These types of associations are quite popular and help young professionals and industry leaders come together in collaboration.

TAGLINE

“*BUILDING BRIDGES.
MAKING CONNECTIONS.*

STRATEGY

Compared to other student groups that have similar goals A&O connect is unique in a few aspects. First off the industry is much more exciting than other business markets, secondly the director of the A&O program (Jenifer Nolfi) is a incredibly well connected individual who supports the group and helps in their endeavors. With such a strong backbone to the organization the only thing they are missing is a solid brand to market. A&O is known for having members who are driven, eager, and forward thinking. No other group on campus has a focus on their specific industry which gives them unique opportunities as a group and as individual members.

Currently there is no tag line for the group and developing one with strongly increase their brand awareness and quickly shed light on their core values. Similar organizations have tag lines like “Together we are a force” or “We think Outside”. In order to develop a strong tag line for the group it is important to keep in mind the main goal of the organization is to “connect students to the athletic and outdoor industry as well as bridge connections to industry leaders”.

GOALS

Athletic and Outdoor Connect has big plans for the coming year and laid out some of their main goals in 2017. They want to increase the number workshops, speaking events, social, field trips and formalize membership. In order to do this they need help developing a strong brand their audience can identify with. For students that know what the group does it is seen as a pipeline for talent in the A&O industry, it is the goal of the designer to visualize this perception through the brand.

A strong backbone is already in place for A&O to succeed now they just need a welcoming face to grow the organization and help students succeed. In order to do this they need a strong logo and tag line that will easily speak to their audience. They will also need a formal system to execute their brand across various platforms in order to create constancy and trust. Lastly they will need various deliverables and signage to make them look like a legitimate organization that is highly driven and devoted to helping students succeed in the A&O industry.

VISUAL IDENTITY





THE MARK

The logo combines the attributes of A&O Connect to signify the connection the group brings to students. The circle meaning an everlasting relationship and the letter O. The A is represented by the bridge, thus bring everything together making a connection. The logo combined gives a professional look while the colors bring a playfulness from the Northwest outdoors.

PRIMARY MARK

The larger mark is used on any branding to identify as Athletic and Outdoor Connect.



1.75"



1.5"



SECONDARY MARK

The secondary mark should be used only as an alternate mark. It is to be used on any material that should be branded as Athletic and Outdoor Connect.



LOGO MARK

The mark can be used without the Athletic and Outdoor Connect wordmark. Similar to the primary mark, this can be used as symbol or signature

REVERSE COLOR



COLORS

The colors are inspired by the Pacific Northwest outdoors. The green for trees and moss, the blue for the ocean, and the orange for the unique orange soil the PNW is known for. Together they form a bright and fun look, yet looking professional.

CMYK 66 29 18 0
RBG 91 152 183

CMYK 49 18 89 1
RBG 143 169 78

CMYK 16 49 98 1
RBG 210 139 44

TYPEFACE

The typeface is the key to a approachable brand while in a professional setting, yet friendly and legible enough for anyone to read. Anago is used for its legibility structure for both headings and subheadings.

ANAGO BOLD

This typeface should be used only in the type used in the primary wordmark.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
! @ # \$ % ^ & * () { } [] < > , . ? / \ |
0 1 2 3 4 5 6 7 8 9

ANAGO MEDIUM

This typeface should be used in the secondary mark and any material branded as Athletic and Outdoor Connect.

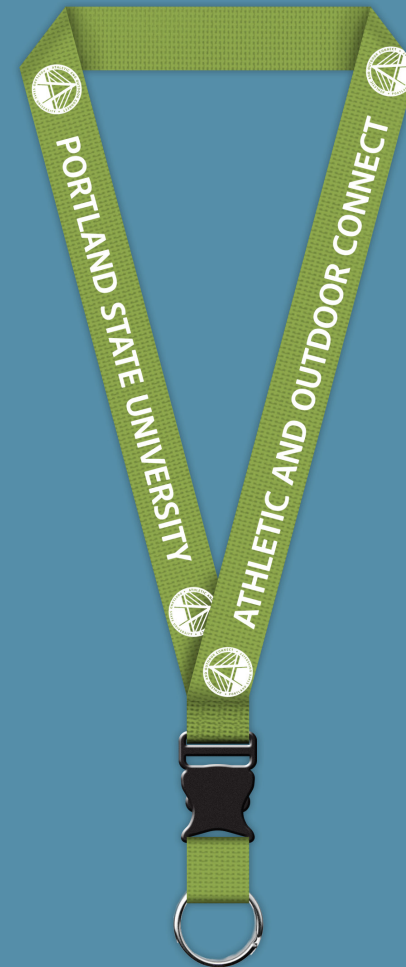
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
! @ # \$ % ^ & * () { } [] < > , . ? / \ |
0 1 2 3 4 5 6 7 8 9

DELIVERABLES



DELIVERABLES

T-shirts, lanyards, and stickers can all be used to sell or gift to attending students or professionals at any event/workshop.





DELIVERABLES



A inviting board will help bring the attraction of future students and also help identify at events.

The simple and professional business card can be given to speakers, future connections, and students.

Social media is a very important aspect. Using the proper wordmark to social media applications will help give to the A&O Connect a professional look.





Let's build a lasting
connection!



ATHLETIC
OUTDOOR
CONNECT