



Process Deck

Trail to City Shoe New Name:

Embarx



Synopsis

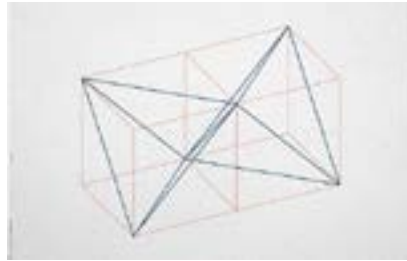
This new brand's goal is to be the most obvious good-conscious hybrid shoe on the market. Embarx marketing materials are meant to be a breath of fresh air among so many cluttered and action-heavy marketing materials in outdoor apparel.



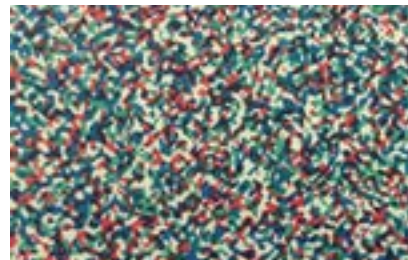
Rationale

Embarx provides a long lasting, simplistic, hybrid shoe with an ethical background and a loyal following. While an individual is shopping for a new pair of hybrid shoes the options can be overwhelming. The marketing for Embarx is meant to make this decision easy for the consumer. With breathtaking environmental photography and inspirational copy the target audience can picture themselves purchasing this shoe, and making memories while wearing it.

Raw



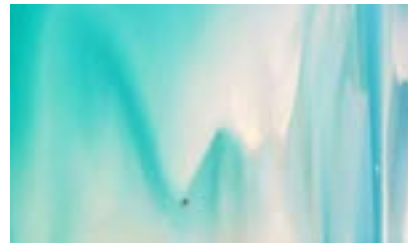
Humanist
Clean
Air
Natural



Big Picture



Philanthropic
Typographic
Emotional



Rugged



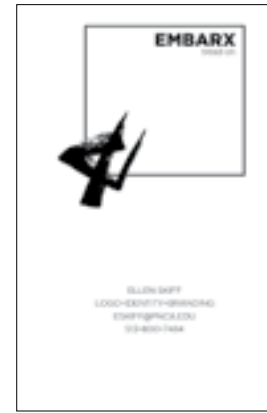
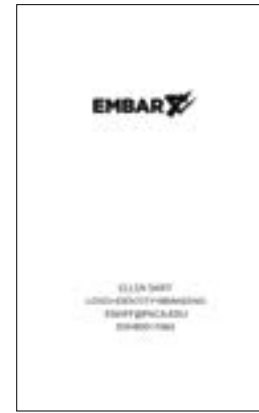
Exaggerated
Industrious
Keen



Sketches



Sketches



Sketches

NO SWEETBACK
CAN INTO YOU
DARK

THE MOUNTAINS ARE CALLING
THE STREETS ARE ANSWERING
THE WHEELS ARE CRASHING
THE WHEELS ARE CRASHING
THE WHEELS ARE CRASHING
THE WHEELS ARE CRASHING
THE WHEELS ARE CRASHING
THE WHEELS ARE CRASHING

Color Palette

①	②	③	④	⑤	⑥
74.34	74.48	80.17	80.17	84.45	84.45
81.2	81.40	82.2	80	80.9	81.11
84.8	84.96	84.96	81.14	81.8	81.8
82.48	81.11	81.11	1.90	1.90	1.90
11	86	11	29.8	18	18
11	87	108	103	108	120
12	1	34	41		120

make → series of 3 posters for make-ups

make → 2 magazine Axis for side bar

make → logo-make-up business card make-up


make → make-up bag

mountain
mountain mountain

PC

end cap line drawing

magazine ad → passport mounting



magazine ad
mail
end ad
img

put logo on side

sheet come in a wrap bag w/ tag

line drawing w/ end cap

instagram post / facebook post

new poster

11111/1111	100A1F
5645 53	5403F
CC9944	5888G
A888A	DB8E8
77777	

mountain & mountain

make 2 different B cards

apply to context

make poster for sm make-up

make line art make-up

make instagram + facebook post



Logo



Logo

.5 in

1 in

3 in



Alternative Logos



Alternative Logos



Alternative Logos



Color Palette



73.24	59.83	38.07	20.17	34.93	54.63
67.2	48.96	12.27	40	17.08	46.13
65.78	83.92	94.92	87.14	34.3	45.76
82.58	38.13	0.03	1.56	0	11.12
18	86	171	203	170	120
18	85	188	153	187	120
18	51	64	65	170	120



Typography

Copy Text

Smaller media, such as business cards, merchandise tags, and other hand held media:

Headline Text

Large media, such as photographic billboards, posters, and video.

Gotham

Gotham Light

Gotham Light Italic

Gotham Regular

Gotham Regular Italic

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

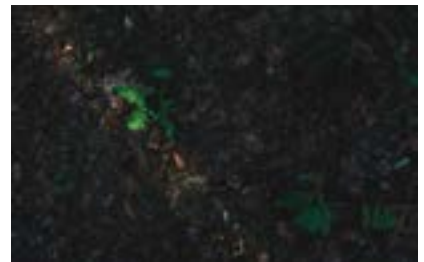
Gotham Ultra

Gotham Ultra Italic

Imagery

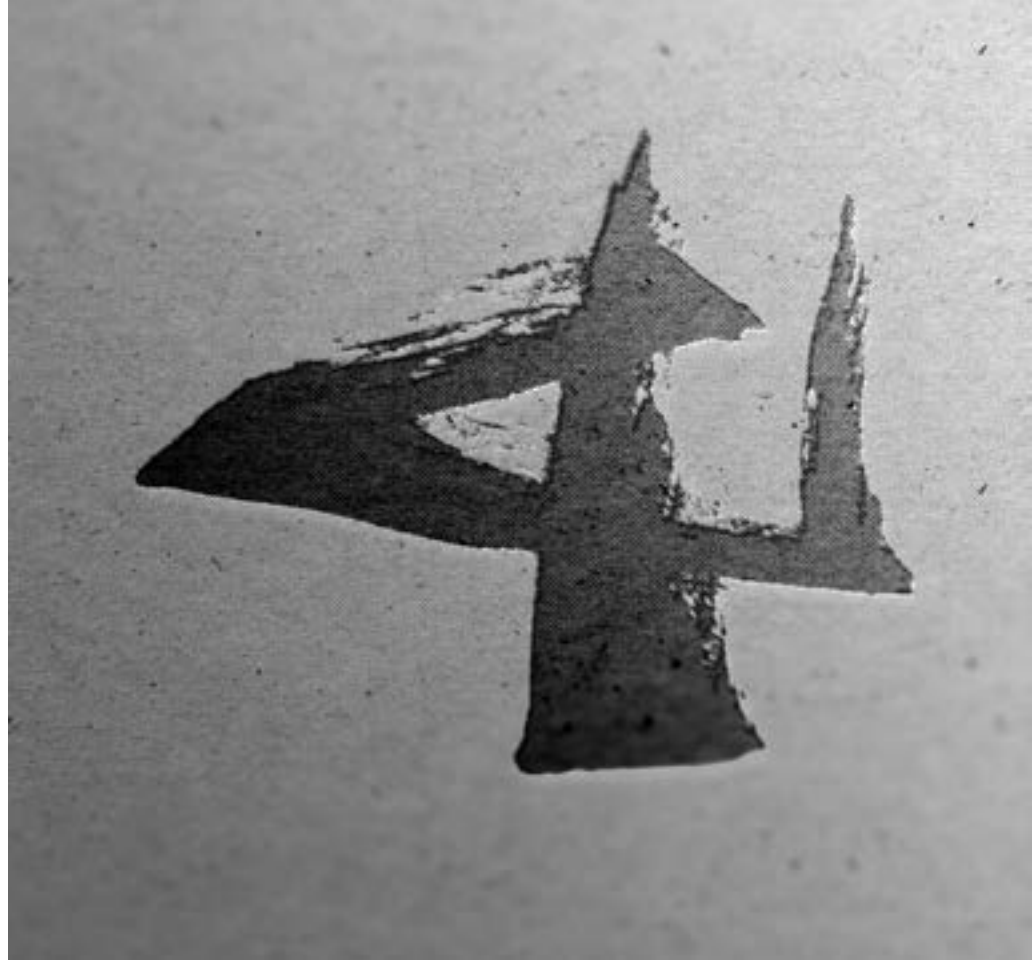


Textures



Solutions

Logo Mockup



Solutions

Business Card



Solutions

Business Card



Solutions

Posters



Solutions

Context



Solutions

Context





Thank You