

# Brand Camp<sub>1</sub>

# BRAND CAMP<sub>1</sub>

(1.) A two week strategic design intensive where we welcome you into the creative process, working collaboratively and efficiently to develop the perfect brand for your business.

**Get a new Brand in 2 weeks.**

Brand Camp is brought to you by Four Fin Creative, a branding and design firm in sunny La Mesa, CA



## THE BRAND CAMP MISSION

The Brand Camp mission is to provide more value, and less headache in the branding space. Brand Camp is a new model for creating or refreshing a brand that better fits the needs of today's nimble businesses. It was developed so (a.) our clients could be more involved in the process, and see their company's brand come to life quickly, and (b.) our designers could spend more time in the zone, and less time on logistics or fancy presentations.

## POSITION

Perfect for small-business owners, creative entrepreneurs and savvy marketing directors – Four Fin's Brand Camp is a professional and creative alternative to inexperienced freelancers or inefficient large firms.

You *will not* experience egos in a brand camp.

You *will* experience real-time sketching\* and “aha” moments.

*\*you are not required to sketch, unless you want to!*

## WE BELIEVE IN

- the value of professional branding
- positive vibes and collaboration
- listening to understand
- using strategy to inform design
- putting our phones, and egos, on airplane mode
- giving and receiving real-time feedback
- celebratory beers (or ginger beers, if you prefer that)

## THE LOGO<sub>2</sub>

(2.) The main logo is used with the typeface Freight Display Pro with a modified capital C that is based on the lowercase letter form. This alteration keeps the brand humble and casual. There is an additional Brand Camp mark that can stand alone, but only when the main brand has already been introduced. The Brand Camp mark and main logo do appear together but always as separate elements. The main Brand Camp logo sometimes is paired with the Four Fin mark.

**Got it, mate?**

### MAIN LOGO

Brand Camp<sub>1</sub>

### LOGO MARK



### LOGO LABEL



# COLORS<sub>3</sub>

(3.) The color palettes are shades and tints based off of the Four Fin parent brand.

These new colors explore subdued shades to match the grounded and non-flashy mentality of Brand Camp.

These colors set the foundation for brand consistency, so please adhere to the use of exact hex codes and pantone colors.

*As Aristotle\* once said,*  
**Don't build a brand on a cracked foundation.**

*\* can not be confirmed if he really said this*

## MAIN PALETTE



Pantone 282 C  
#041e41  
C98 M85 Y46 K57



Pantone 7700 C  
#1c5a7dv  
C92 M62 Y32 K13



Pantone 7752 C  
#d2af1f  
C20 M28 Y0 K0

## SECONDARY PALETTE



Pantone 534 C  
#1f355e  
C98 M85 Y36 K27



Pantone 7477C  
#003a48  
C96 M65 Y52 K45



Pantone 454 C  
#cec5a6  
C20 M18 Y36 K0



Pantone 5523 C  
#c6d7da  
C21 M8 Y11 K0



Pantone 871 C  
#af8c2f  
C31 M41 Y100 K6

## TYPE<sub>4</sub>

(4.) The Brand Camp suite uses two different typefaces:

Acumin Pro and Adobe Arabic. This is the general guide of type treatment. Although, there maybe some instances when we add another header or body style when appropriate, so long as the hierarchy is not lost. Always consult a designer before engaging in such activity.

**Respect the type.**  
**Consult a designer.**

### H1

# Adobe Arabic Reg

Title Cap / 44pt / 10 kerning

### H2

## ACUMIN PRO BOLD

All Caps / 19pt / 100pt kerning

### H3

## Adobe arabic reg

Sentence Cap / 29pt / 10pt kerning

### H4

## Adobe arabic reg

Sentence Cap / 21pt / 10pt kerning

### BODY

Adobe arabic reg  
15pt / 20pt line height

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

## MOOD<sub>5</sub>

(5.) The mood of Brand Camp is refined play. Stylized images, full flood photography, non-traditional type treatments and free flowing line art allude to the exploration process, the creativity and unabashed rawness of iteration. This raw and organic design is paired with a minimalist label treatment and solid color blocks for whitespace. The brand camp mood is just what camp is: an imaginative, playful, organic process that results in a refined and polished brand.

**Welcome to Camp, friends!**



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TWO WEEK BRAND INTENSIVE

## Brand Camp<sub>1</sub>

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EGOS

LENGTHY PROCESS

INFLATED COSTS

2 WEEKS

NEW BRAND