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DUAL BRANDS  
VIKA LONG

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# Contents



A *brand* consists of a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eye of the customer. Thus, a brand is the link between a business and the consumer. The key to understanding branding is the idea that a brand is essentially a promise instilled by the company to ensure satisfaction for the buyer. The challenge proposed by this Dual Brand project was to compare two similar yet unlike items or products that can be represented by a single over arching company yet satisfy two separate needs, demographics, and appearances.

My chosen industry advocates security and protection through safety helmets that appeal to two varying clientele. Snug, a brand within the medical field is responsible for manufacturing and distributing pediatric helmets for cranial deformity treatment. The second brand, Edge, resides in the action sports industry by supplying stylized and dependable motocross helmets. Both businesses are located under the over arching company called SeQure. The aim of this parent company is to provide reliable, easy to obtain, and genuine products for the safety conscious community.

# PRELIMINARY REMARKS





01 / 08

**BRAND IDENTITY**

# MISSION & BLURB

EDGE is a brand with devotion to versatility and style. As a company, we aim to showcase the handcrafted elements of our helmets and how reliable they are. Our helmets are unique in style, shape, and overall aesthetics. These factors help elevate our product to be the most appealing and consumer friendly in the market place.

With EDGE, customers will always know they have gotten something they can not only rely on but can live with for years to come. We engineer our products to be long lasting and feel comfortable through any competition, tumble, or fall.

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1.01 / 1.02

/1.02

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Our brand keywords are Competitive, Safeguard, and Personable. We have our riders in mind.

# CROSS BOUNDARIES.





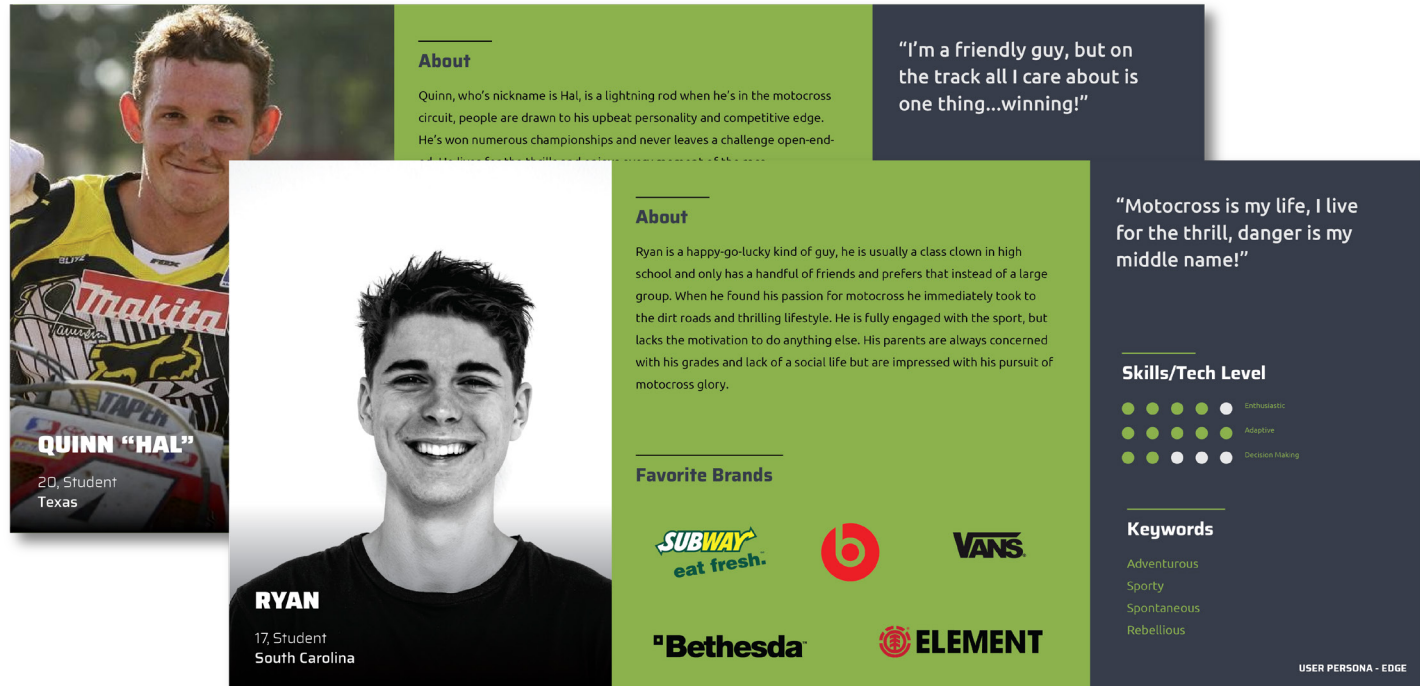
# DEMOGRAPHICS

Edge has a somewhat narrow demographics profile, mainly targeting adolescents, young adults, and primarily males. This demographic is easy for us to fit into because our products already represent their needs and aesthetics.

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## 2.01 / 2.02





## About

**"I'm a friendly guy, but on the track all I care about is one thing...winning!"**

Ryan is a happy-go-lucky kind of guy, he is usually a class clown in high school and only has a handful of friends and prefers that instead of a large group. When he found his passion for motocross he immediately took to the dirt roads and thrilling lifestyle. He is fully engaged with the sport, but lacks the motivation to do anything else. His parents are always concerned with his grades and lack of a social life but are impressed with his pursuit of motocross glory.

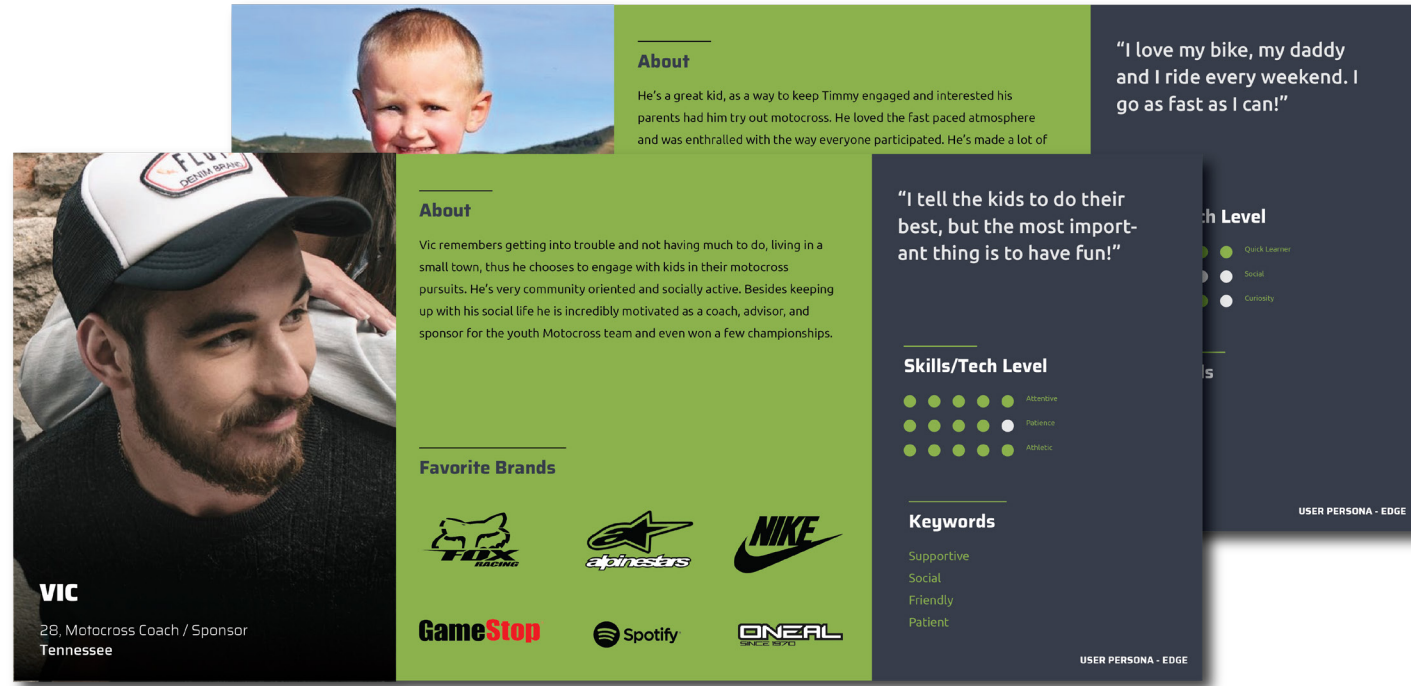


"Motocross is my life, I live for the thrill, danger is my middle name!"



## Keywords

### USER PERSONA - EDGE



## About

"I love my bike, my daddy and I ride every weekend. I go as fast as I can!"

Vic remembers getting into trouble and not having much to do, living in a small town, thus he chooses to engage with kids in their motocross pursuits. He's very community oriented and socially active. Besides keeping up with his social life he is incredibly motivated as a coach, advisor, and sponsor for the youth Motocross team and even won a few championships.

## Favorite Brands



**"I tell the kids to do their best, but the most important thing is to have fun!"**

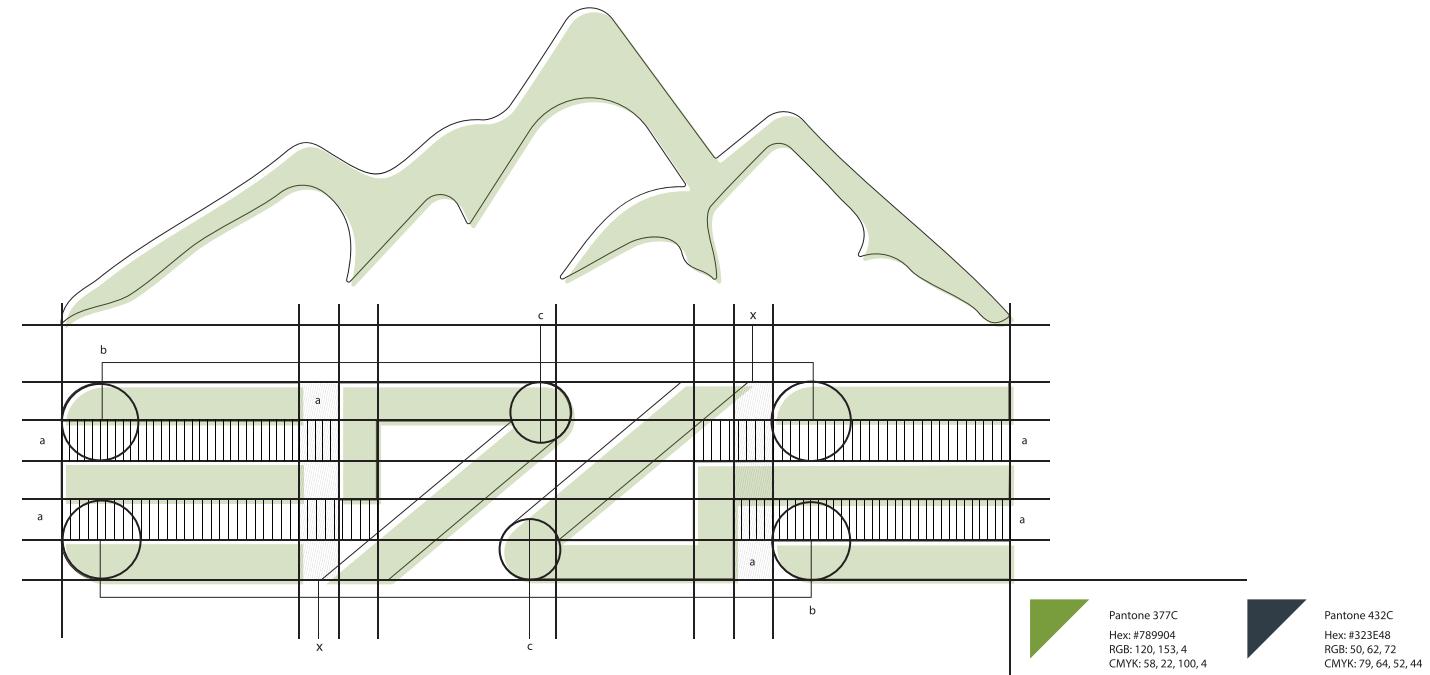


## Keywords

### USER PERSONA - EDGE

05/08

THE LOOK & FEEL







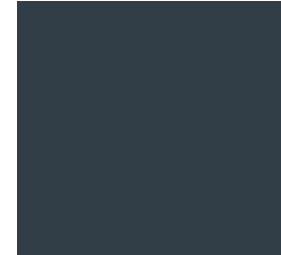
## PRIMARY & SECONDARY

PANTONE 377C



Vivid Green  
RGB: 120, 153, 4  
CMYK: 58 % 22 % 100 % 4 %  
HEX: # 789904

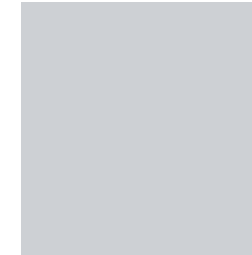
PANTONE 332C



Matte Blue  
RGB: 50, 62, 72  
CMYK: 79 % 64 % 52 % 44 %  
HEX: # 323e48

## NEUTRAL

PANTONE 427C



Tainted Grey  
RGB: 207, 210, 211  
CMYK: 18 % 12 % 13 % 0 %  
HEX: # cfd2d3

WHITE



Empty White  
RGB: 255, 255, 255  
CMYK: 0 % 0 % 0 % 0 %  
HEX: # ffffff

# TYPOGRAPHY

Our brand features two iconic typographical systems, primary surrounding the font family called SAIRA and the secondary is UBUNTU. Both typefaces have edges that we felt would represent our brand perfectly. The wide selection of styles within each font family allows more versatility and creativity. These fonts and the overall typographical system can be seen within our print work such as this manual, flyers, brochures, social media, and our store website.

7.01 / 7.02

## PRIMARY FONT

### SAIRA

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
THIN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
FIGURES	1 2 3 4 5 6 7 8 9 0
SPECIAL CHARACTERS	()[]{}.,!@#\$%^&*;:“‘,.<>?/\ +=-~`

Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890



# SECONDARY FONT

## UBUNTU

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
FIGURES	1 2 3 4 5 6 7 8 9 0
SPECIAL CHARACTERS	()[]{}.,!@#\$%^&*:;"'.,.<>?/\ +=-_-~`

Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i>	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Light Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i>



08 / 08

**BRAND APPLICATION**

# ASSETS

EDGE features numerous helmets with the same safety guarantee, however each helmet is unique in style and variation. Our demographic pursues individuality and conformity, as seen within competitions, motocross rides often dress to showcase their sponsors, thus our helmets make it easy to tribute to them and the rider's unique and distinct taste.

Each helmet we produce has a multi faceted material coverage, as seen within our current model the Black Phantom. This model features several fusions of materials which gives it the iconic dual textured appearance and color gradation. This model also features our color palette .

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01 / 04









EDGE

EDGE Asset 01/16 Motocross Helmet with branded color and pattern

## /02

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The model to the left is the Black Phantom, or “Neon” Phantom. It goes in variations of colors and patterns which goes from the white spectrum all the way to the matte black finish. The coloration is a sleek plastic with steel caging inside the wireframe for impact control when riders pursue more complex courses.



## /03

Our brand can be seen through not only the color and style of the helmets we create but also our narrative. EDGE gathers numerous action sports research and reflect our findings within the overall design of the helmets. While the exterior may look pretty, the interior is even more impressive. With cushioned padding and neck support,

these helmets allow optimal movement and flexibility while not costing the rider any discomfort or safety issues. These helmets are engineered to withstand crashes, abrasions, and more no matter what terrain our riders choose to handle.





## /04

EDGE has a more communal brand extension, with frequent competitions, our company sponsors hundreds of youth-racers who wear our helmets proudly. EDGE is situated primarily in a storefront with two main locations and often are on-location with motocross racing competitions worldwide. Our helmets are reliable and

easy to attain by the public, thus we take care to show our appreciation and welcome new riders young and old alike to try our EDGE defining products.

With EDGE you'll always cross boundaries.

