IGNITE

Telemark Nordic

Brand Identity Presentation

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	Brand Core		Brand Persona		Brand Positioning
Purpose	To provide an inclusive space to engage in winter sport and recreation, so that our users can experience a healthier lifestyle.	Personality	Sincerity: Honest, Wholesome, Down-to-Earth, Positive. Excitement: Lively, Exciting, Imaginative, and Daring Competence: Reliable, Hard-Working, Successful, Intelligent	Audience	Busy parents and individuals who are looking for affordable and convenient outdoor winter recreation opportunities.
Values	**Community:** Foster relationships **Sport:** Support the journey **Fun:** Put a smile on every face. **Health:** Improve mental and physical fitness **Inclusive:** We are for everyone.	Voice	We are casual and friendly, but not sassy and unprofessional. We are enthusiastic and passionate, but not wild or spontaneous.	Positioning	We help active families and individuals, who want a convenient and affordable outdoor winter experience to escape their day to day lives and improve their health, unlike other outdoor winter sports, our facilities are more affordable, inclusive, and offer greater value.

Telemark Nordic

Our Audience Personas

Randy

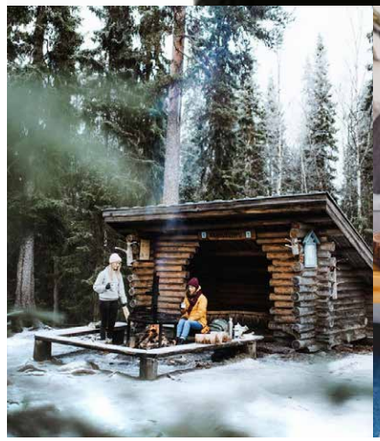
Age: 45
Lower Mission
Married with kids (8 & 10)
Household: $140K
Vehicle: Subaru Forester
Profession: Teacher

Key Needs/Wants:
- Down time and quiet
- Blow off steam
- Community and friendship
- Family friendly
- Weekend escapes
- Affordable outdoor activities

Jenna

Age: 39
West Kelowna
Single with 1 child (12)
Household: $100K
Vehicle: Toyota Rav-4
Profession: Nurse

Key Needs/Wants:
- Flexible hours (shift work)
- Affordable activities
- Close proximity
- Activities with friends
- Make new connections
- Feel supported and welcome
- Ability to introduce friends



Identity Design

Logo Design Key Principles

3 Logo Design Principles

1. Appropriate

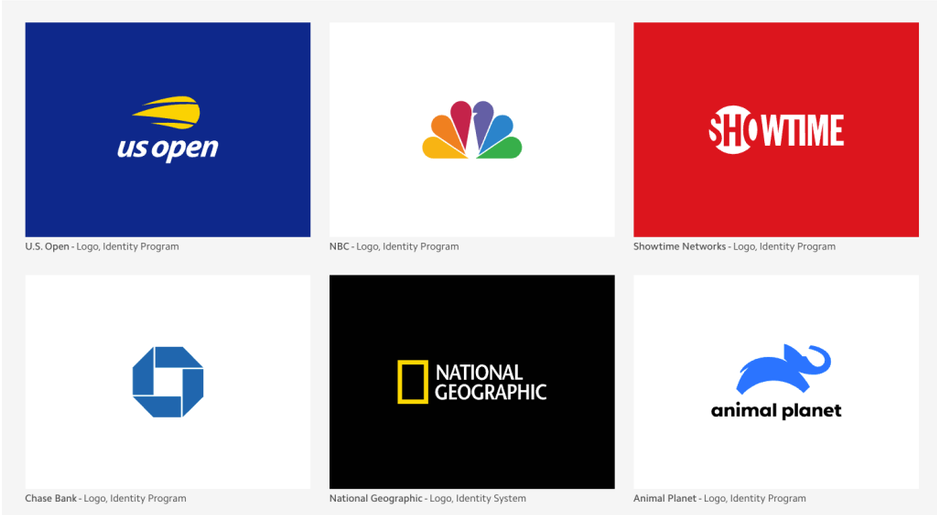
Is the logo appropriate for the business?

2. Simple

Is the logo simple enough to work in all sizes?

3. Memorable

Is it distinctive, so it can be easily remembered?



U.S. Open - Logo, Identity Program
NBC - Logo, Identity Program
Showtime Networks - Logo, Identity Program
Chase Bank - Logo, Identity Program
National Geographic - Logo, Identity System
Animal Planet - Logo, Identity Program

"A good logo is not about what one likes or dislikes, it is about what works."

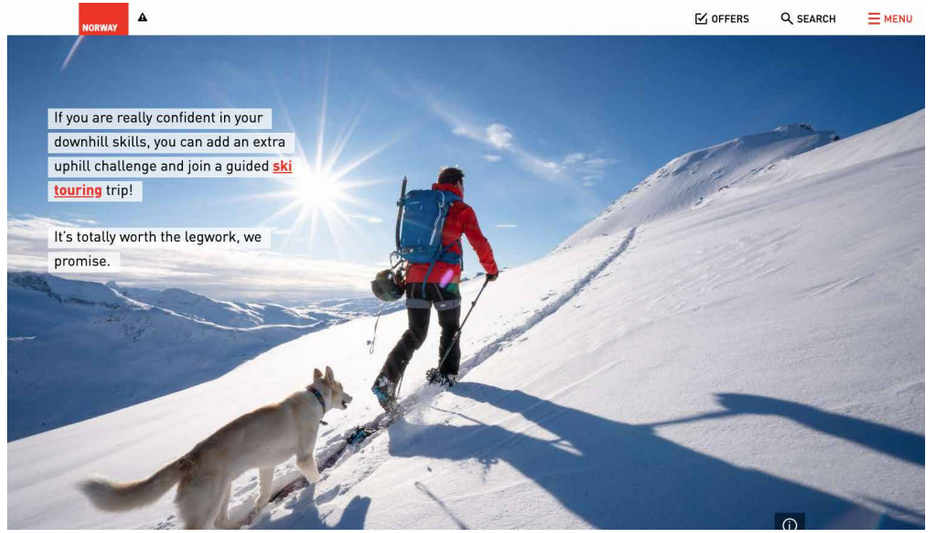
– Sagi Haviv, Identity Designer
Chermayeff & Geismar & Haviv

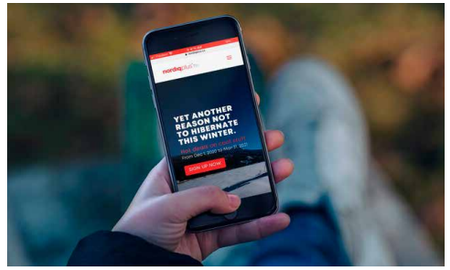
Telemark Nordic

Mood Board

Source: Misc.

Inclusive. Engaging. Sport.





Bright colours with ample white space create a vibrant, energetic tone. Bold rounded typography offers a friendly vibe, while bright dynamic imagery engages the audience and tell a story of sport and community.

Telemark Nordic

Brand Identity

telemark
NORDIC

This logo draws inspiration from the twin lines created in the snow from cross-country skis. As Telemark caters to both skiers and snowshoers finding a neutral symbol was key. The icon represents an abstract snowflake, created from joined arrows, which also lend themselves well to way-marking signage.

The wordmark portion of the logo, intentionally set in all lowercase for increased approachability, uses a bold, rounded font which is strong, yet friendly. The font has been modified to add angles that mirror the angles of the arrows in the main icon.

The Telemark logo is available with three variations of descriptors; Telemark Nordic, Telemark Nordic Club, and Telemark Nordic Centre.

LINE STARTS HERE

WASHROOMS

FREE WIFI

SEASON PASS HOLDERS

telemark
NORDIC CLUB

telemark
NORDIC CENTRE

Tagline

Come out and play! A simple phrase that evokes the nostalgia of childhood in all of us. A time when friends urged us to drop what we were doing and come outside for fun and adventure.

As life becomes increasingly busy and evermore stressful, the call to leave our worries behind to reconnect with nature and friends is more powerful than ever.

"Come out and Play" is more than a call to action – it is a call to rekindle the spirit of fun in all of us. These four words encapsulate the essence of the Telemark brand; Honest, Wholesome, Down-to-Earth, Positive, Lively, Exciting, Imaginative, Inclusive, Fun, casual and friendly.

Solid Colours

Competence

Energetic

Grey Pallette

Gradients

Primary Colour Palette

Telemark Nordic uses a dynamic colour palette consists of carefully chosen sets of colours that are drawn from key areas of the colour spectrum, and move from rich to vibrant. This enables the brand to communicate with energy (brighter colours) while also demonstrating competence and intelligence (darker colours).

Tisa Pro is our serif font. Used primarly for extra expression or to draw emphasis to certain information such as our tagline.

Special Use

Tisa Pro
Redular, Medium
or Itallics

Averta Extra Bold is used for major headlines.

Large Headline

Averta Extra Bold
Title Case (Short) /
Sentence Case (Long)

Averta (Greek): to act or speak openly.

Small Headline / Intro

Averta Bold
Title Case (Short) /
Sentence Case (Long)

Bringing together features from early European grotesques and American gothics, Averta is a new geometric sans serif family with a simplistic, yet appealing, personality. The purely geometric rounds, open apertures, and its low contrast strokes manage to express an unmoderated, straightforward tone resulting in a modernist, neutral and friendly typeface. Averta is intended for use in a variety of media. The central styles (Light through Bold) are drawn to perform at text sizes, while the extremes are spaced tighter to form more coherent headlines.

Body Copy

Averta Regular
Sentence Case

telemarknordic.com

URL

Averta Extra Bold
All Lowercase

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telemarknordic.com
telemark
NORDIC CENTRE
Come out and play!

telemark
NORDIC CLUB

telemark
NORDIC CENTRE
Explore and enjoy!
Welcome to Telemark Nordic.
Well-groomed dogs are welcome.
Please pick up after them. Deep
water on the site, please be careful.
Especially in icy conditions.
NO LITTERING
IN THE PARK
PASS HOLDERS

Telemark Nordic

Signage Concepts

Squirrel
q'ʷəq'ʷc'wiya?
Telemark
q'ʷəq'ʷc'wiya?
Racing
q'ʷəq'ʷc'wiya?
To Daylodge
5.8km