



BRAND STYLE GUIDE



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NEVER STOP MOVING

WHO WE ARE.

Innovation doesn't rest and neither do you. Whether you're running, biking, hiking, fishing, or simply experiencing all the outdoors has to offer, the last thing you need to worry about is how you're going to keep your glasses safely on your head. We've worked tirelessly to create a product that changes the way you think about your hat, combining performance and style beyond anything you've seen before.

VITAL





THE MARKETING **STRATEGY.**

STRATEGY 1

DEMONSTRATE.

Use high quality photography and videography to showcase the product itself in action.

STRATEGY 2

EDUCATE.

Inform the audience about the product through infographics and other instructive materials.

STRATEGY 3

ILLUSTRATE.

Show the brand's unique and exciting nature through illustrations, animations and iconography.

DEMONSTRATE.



VITAL'S KEY DIFFERENTIATOR

Vital's key differentiator is its use: holding your glasses and leaving you free to pursue your passions without fear. By demonstrating the use of the product, we can clearly distinguish why Vital stands out against others in the industry. It should be a key tactic of our marketing to depict the product in action, using powerful images and videography to create a clear understanding of the hat's purpose.

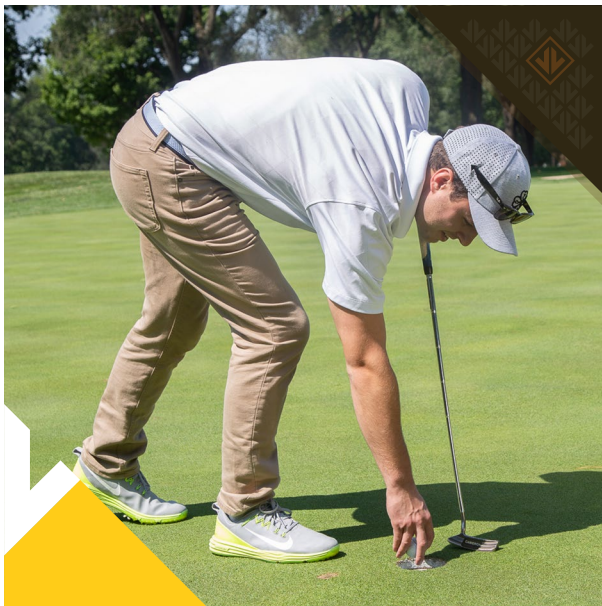
VITAL

BRAND SNAPSHOTS

PHOTOGRAPHY.

SHOW BY DOING.

Incorporating photography into our brand marketing is a powerful way to demonstrate what it is about our products that makes them so special.





*Expect More
From your
Hat*

VITAL



*Fashion
Meets
Function*

THE SECRET TO FISHING
FISH WHERE THE FISH ARE

VITAL



***Keep Your
Life In Motion***



VITAL

Live Your Life Fearlessly



VITAL



*Keep Your
Life In Motion*

VITAL

EDUCATE.



GOING BEYOND SHOWING THE PRODUCT

To us, educating means going beyond showing the product in action, but continuing to remind the consumer about the goals and mission of Vital. With each marketing tactic, there should always be the reminder of how the hats operate and why they are important to our target market. This can be as subtle as a clip of sunglasses being put into the hat or as overt as an infographic about how the glasses holding technology works.

VITAL

THE BIG IDEA

OUR MISSION.

IT'S MORE THAN A HAT.

It's the carefree feeling you get on a run, focusing on nothing but your feet pounding the pavement to reach your goal. It's the convenience of nailing the perfect serve without having to stop for a single second. It's the comfort of knowing your sunglasses will be secure while you're putting your all into getting that monster of a fish to your boat. When you wear Vital, it's about giving you the peace of mind to live your life fearlessly.



UNIQUE LINE UP PER RETAILER

Each of our retail partners offers a style of hats that is totally unique to them, allowing our customers to find something new at every location.



DURABLE TO WITHSTAND YOUR ACTIVE LIFESTYLE

The days of disposable hats are over. Whether you're on a five mile run or an all-day float trip, your hat is in safe hands.



HIGH QUALITY MATERIAL

No paper-thin hats here. We only use the best materials to give you a hat that you'll treasure for years to come.



FASHION AND FUNCTION IN ONE

With our trendsetting styles and flattering designs, you won't have to worry about choosing between looking good and feeling secure.



100% PASSION FOR OUR PRODUCTS

What once started as a side project is now our true passion. You'd be hard pressed to find someone as devoted to their products as us.



UNIVERSAL TO ALL SUNGLASSES

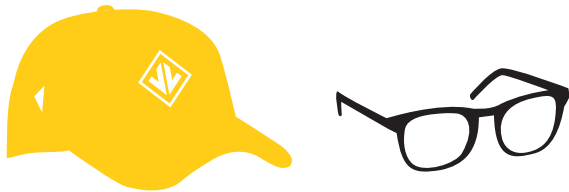
It's BYOG here — bring your own glasses. We're compatible with any and all types of glasses and sunglasses.

THE TECHNOLOGY

HOW IT WORKS.

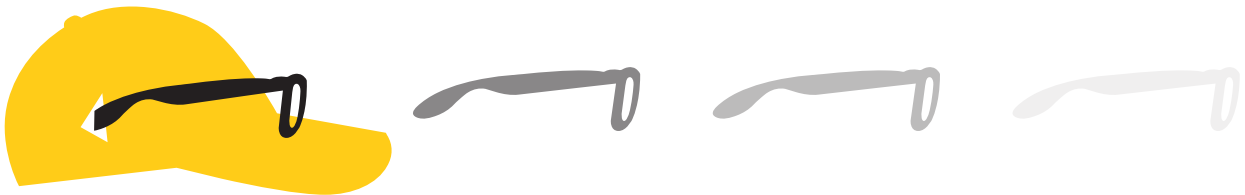
STEP 1

Buy Vital hat and your choice of sunglasses. *That color really matches your eyes.*



STEP 2

Use our patent pending technology to place sunglasses in hat. *Genius, right?*



STEP 3

Live your life fearlessly. *Go ahead, hit the pavement. Those glasses ain't going anywhere.*



BRANDING
THE LOGO.



VITAL



VITAL

UNLIMITED COMBINATIONS

BRAND OPTIONS.

ALTERNATE LAYOUTS.

The Vital brand logo was created with flexibility in mind. It is adaptable enough to work in any space. It can be stacked horizontally or vertically and remains easily recognizable on any color.



MAKE YOUR MARK

BRANDMARK.

TAKE SHAPE.

The Vital brand mark takes its shape from both the first letter in Vital and the shape of the notches in the hat themselves. The V represents an active shape, echoing the intensity of the brand name. The brand mark also provides a constant reminder of the product's use, contributing to a consistent brand awareness.



THE RIGHT TYPE

TYPOGRAPHY.

TT NORMS EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TT NORMS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TT NORMS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TT NORMS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLT SOFT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FEEL THE CURVE

BEND IT LIKE VITAL.

HAT TO OUR CORE.

We love hats so much, we even reference them right in our logo. Our wordmark is curved top and bottom as a subtle nod to the bend in the bill of a hat.

Here's how we did it.



STEP 1:
RAW FONT
TT NORMS HEAVY

VITAL

STEP 2:
ADJUST KERNING AND
FLIP V IN PLACE OF A

VITAL

STEP 3:
WARP > ARC UPPER 11%
WARP > ARC LOWER 11%

VITAL

JUST THE BEGINNING

COLOR.

USING COLOR.

Our brand is built on a foundation of flexibility when it comes to color. We do not want to limit the creative possibilities by maintaining only a small color palette. However, this open attitude does not mean that color is ever an afterthought in our work. We still want it to reflect our brand, voice, and vision as a company and always symbolize the bold outdoor lifestyle that we try to represent. The colors listed below are meant only to start a conversation and suggest where it is we would like to go together.

Vital Yellow

CMYK 0 / 20 / 97 / 0
RGB 255 / 203 / 23
HEX #FFCB17

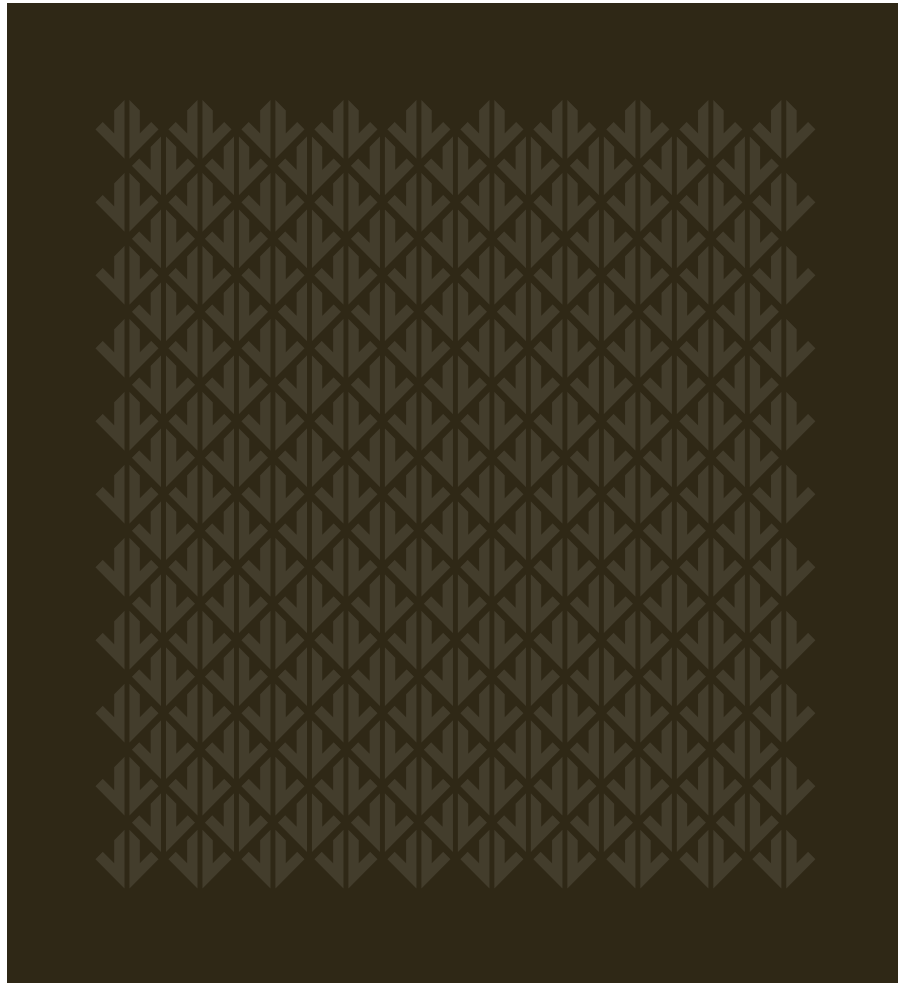
Burnt Brown

CMYK 62 / 62 / 80 / 71
RGB 47 / 40 / 22
HEX #2F2816

THE PATTERN.

THE TEXTURE.

The Vital logo pattern can be used in many different ways. It can add subtle depth to a solid color, overlayed on top of an image to add branded custom detail, or can even be used to create unique shapes.



MARKETING STRATEGY 3

ILLUSTRATE.



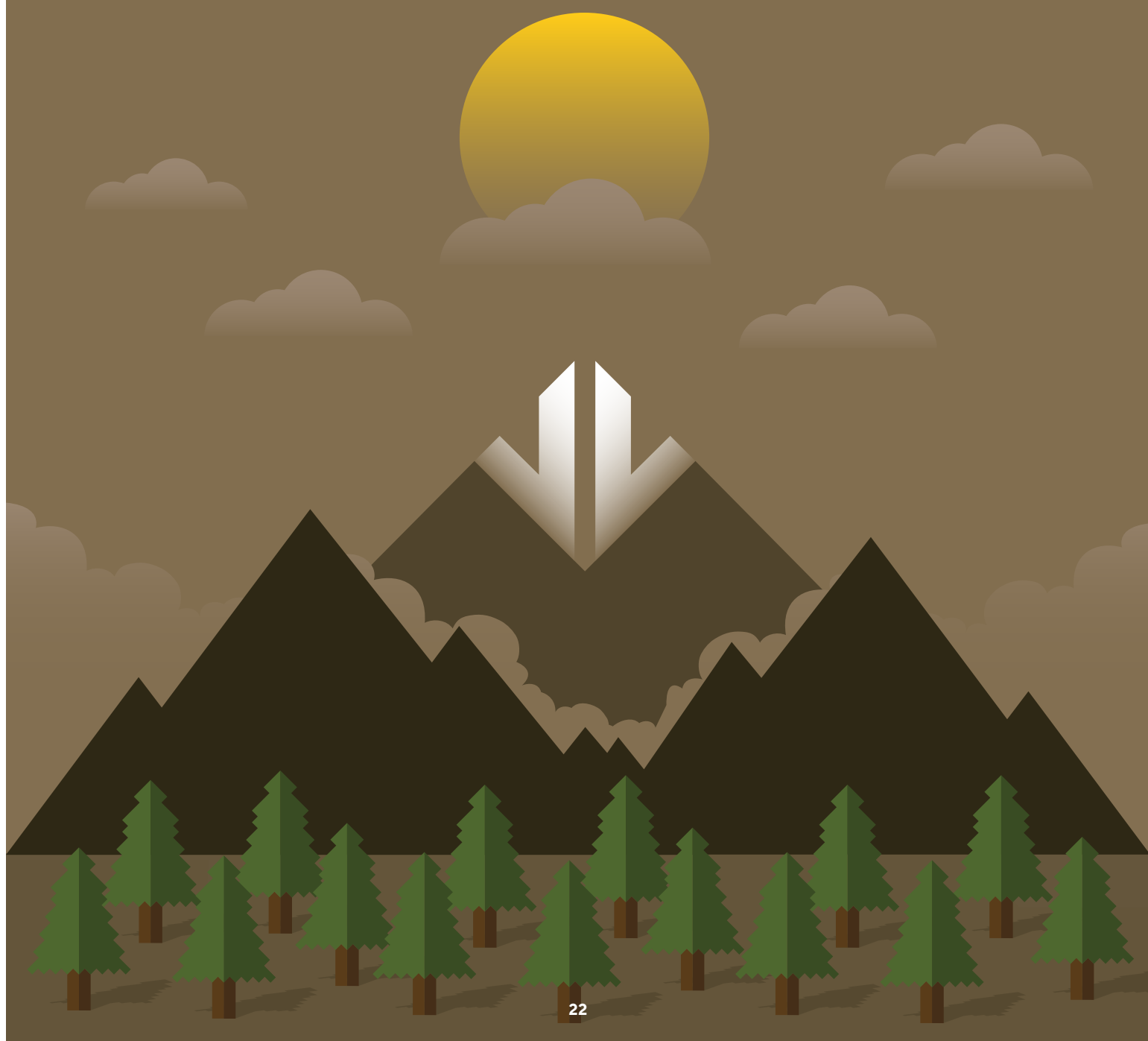
BE CREATIVE

For our brand to be noticed and continue to build an audience, it is important to be creative and think outside the traditional box when it comes to potential marketing campaigns. Our marketing can take on an entertainment role which can involve illustration, animation or video paired with creative or humorous copy. This also includes emphasizing our position as an outdoor brand, calling to mind visions of the outdoors and using nature imagery to promote ourselves.

VITAL

VITAL

Live Your Life Fearlessly





VITAL

Live Your Life Fearlessly



8-BIT VITAL LOGO GOODNESS

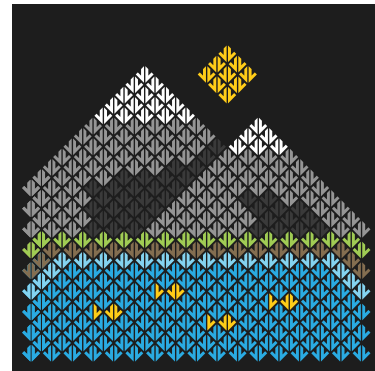
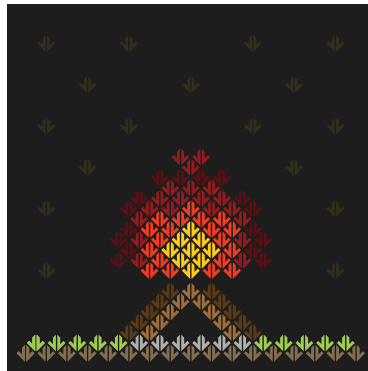
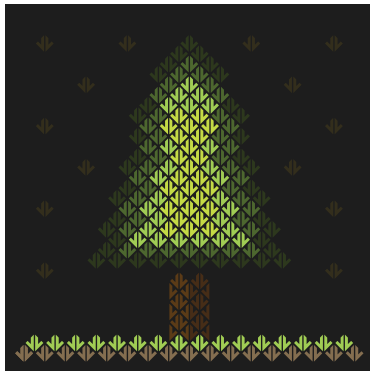
ANIMATED VIDEO.

ANIMATED VIDEO SCRIPT.

This short animated video concept is meant to extend the brand by using a non-traditional 8-bit animated storytelling medium. Think Nintendo. Except, the 8-bit “dots” are made up of Vital logos.

Twinkling stars and soft background sound effects set the calm, outdoor mood. Narration and possible soft music plays throughout, leading the viewer through each scene.

The action starts when a Vital logo fades into the center frame. This logo drops as if it were a raindrop from the sky and grass sprouts up from the ground, quickly followed by a spruce type of a tree growing until it reaches nearly the top of the frame. This scene fades to reveal a crackling campfire waving and pulsing in the wind. This scene fades as mountains rise up with a body of water in the foreground. Fish swim from left to right. The sun rises between the twin mountains. This sun reaches the top of the frame and becomes the Vital logo. The center yellow section of the fire and the sun share the same shape as the Vital logo and serve as a subtle nod to this landmark. This scene transitions into a full screen picture of a Vital hat paired with a logo and tagline.



[VO]: *When the great outdoors call, don't wait. It's time for the adventure you've always dreamed of. Take our advice: start living fearlessly. Vital Hat Co: Life Your Life Fearlessly.*

VITAL

OUTDOORS





CONTACT US

GET IN
TOUCH.

vitalhat.com

Vital Hat Co. is always looking for new opportunities to grow and spread our mission of keeping your head stylish and your glasses safe. Like what you see? Reach out and let us know.

VITAL

