



Corporate Color Project: The Mountain

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COLOR THEORY

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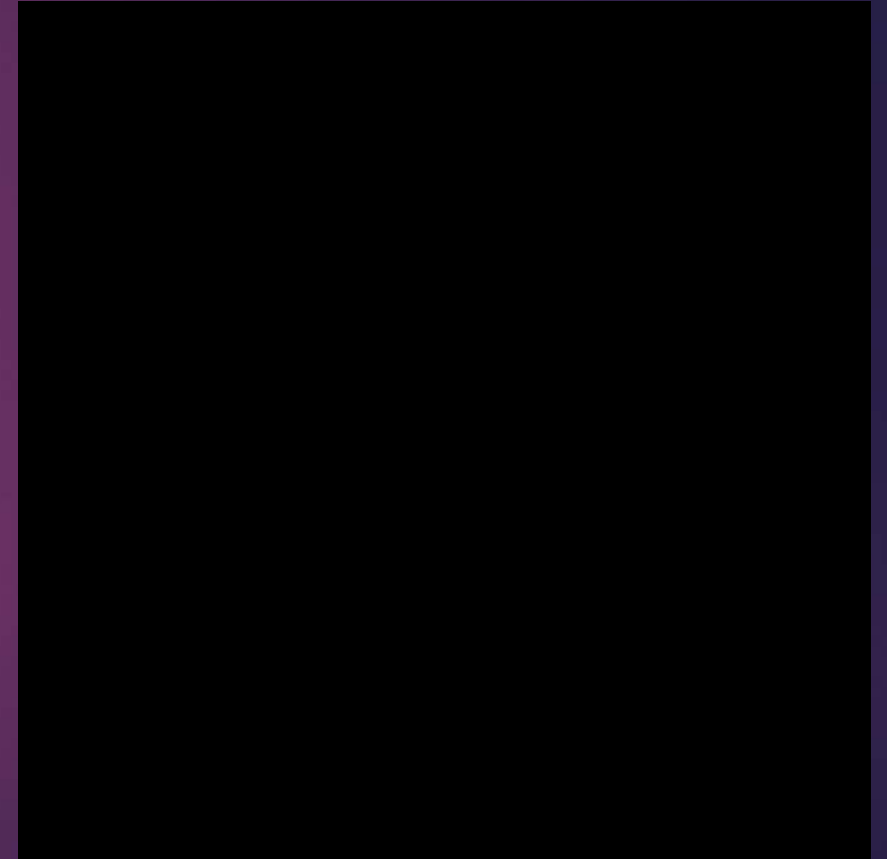
History of the Mountain

- ▶ The Mountain is an eco-friendly clothing brand that began back in the 90s
- ▶ Organic dyes and inks made from water have been primarily used for the production of The Mountain's products
- ▶ No negative impact is to be made on the environment, both locally and around the world



My New Brand

- ▶ My new logo showcases a segmented mountain with a snowy top
- ▶ 5 colors to reflect on:
 - ▶ The target audience of middle-class kids and their personalities
 - ▶ The bold animal designs
- ▶ My new brand's logo is meant to do the following:
 - ▶ Convey the brand's main value of going green
 - ▶ Help kids develop a passion for wildlife



5W and 1H

- ▶ Who: middle class kids worldwide, especially animal lovers
- ▶ What: animal-themed clothing brand
- ▶ Where: big urban cities worldwide, and online platforms
- ▶ When: when kids want to showcase their love for animals and/or their personalities
 - ▶ Hobbies of watching movies, doing visual arts, traveling
 - ▶ Interest in going to zoos or other animal places
- ▶ Why: to help impact themselves and other people significantly
- ▶ How: using eco-friendly materials

SWOT Analysis

- ▶ Strengths: eco-friendly, helps to represent different people and their personalities, huge variety of colorful and youthful designs
- ▶ Weaknesses: T-shirts, especially graphic T-shirts, are becoming more common in the fashion world
- ▶ Opportunities: message about the true value of saving the environment
- ▶ Thread: going green in the production of clothes

Identity Platform

- ▶ Name: The Mountain
- ▶ Scope of categories: eco-friendly graphic clothing apparel for kids
- ▶ Audience and aspirations: middle class kids
- ▶ Benefits rational: eco-friendly, can help deliver a message of saving the environment
- ▶ Emotional benefits: environmental conservativeness
- ▶ Character: cheerful, youthful, natural, artistic
- ▶ Uniqueness: clothing brand that is made via eco-friendly materials
- ▶ Essence: going green

Moodboard for The Mountain

Moodboard

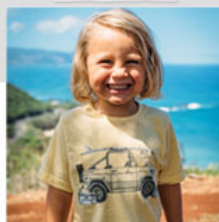
Product Profile



Consumer Profile (middle class kids)



Competitor Profile



Font and color

THE MOUNTAIN
(Raleway Bold)



THE MOUNTAIN
(Righteous)



THE MOUNTAIN
(Raleway Black)



THE MOUNTAIN
(League Spartan)



THE MOUNTAIN
(Staatliches)



Where (big cities worldwide)



Competitor Profile Moodboard



THE MOUNTAIN

THE MOUNTAIN



THE MOUNTAIN

The Mountain Profile

\$18 (per kids T-shirt)



Competitors Profile

1) Sawyer
\$25 (per kids T-shirt)



2) UniQlo
\$14.90 (kids T-shirt)



3) H&M
\$12.99



Moodboard for my New Brand

Moodboard

Consumer Profile (middle class kids)


Movies that reflect on my target audience



Font and color
THE MOUNTAIN (Raleway Bold) 
THE MOUNTAIN (Righteous) 
THE MOUNTAIN (Raleway Black) 
THE MOUNTAIN (League Spartan) 
THE MOUNTAIN (Staatliches) 

Interest in going to see animals at the zoo, etc.



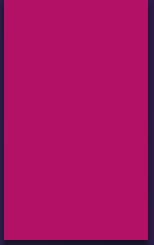

Where: big urban cities




Hobby of travelling



Hobby of doing visual arts

Philosophical Meaning of the Chosen Colors

Philosophical Meaning of Purple

- ▶ Combines blue's calm stability and red's fierce energy
- ▶ Color of royalty, nobility, luxury, creativity, and wisdom



Positive and Negative Associations with Purple

Positive Associations

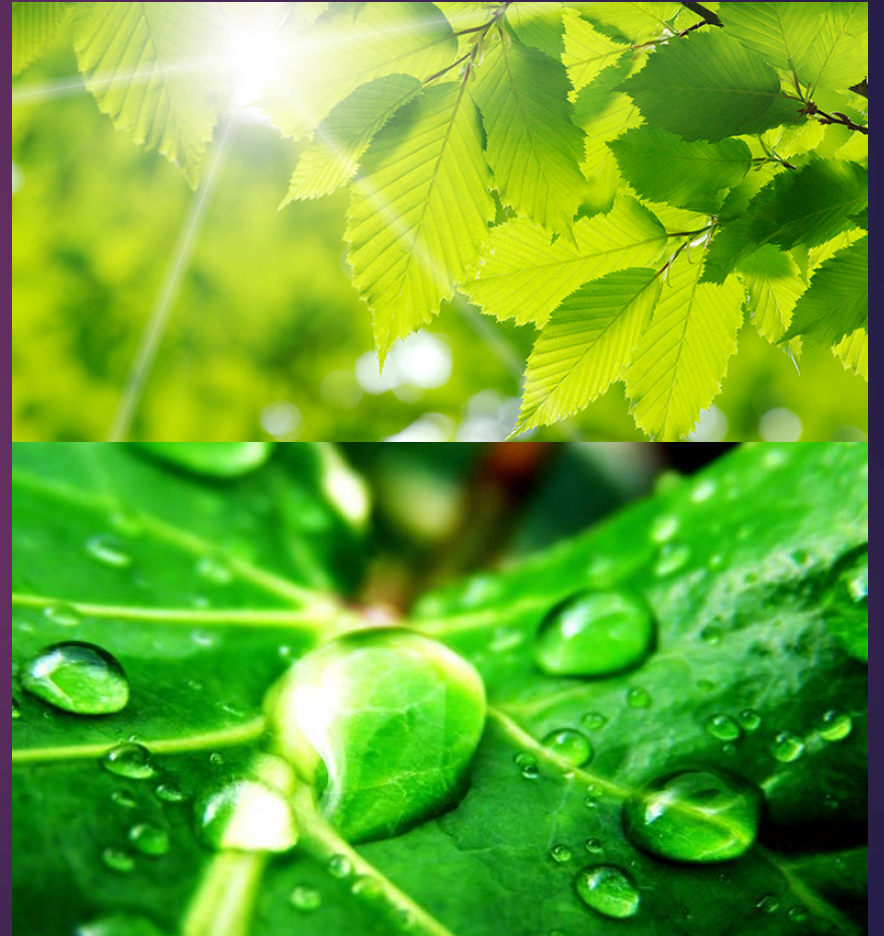
- ▶ Can have a positive impact on the body and mind
 - ▶ Imagination and creativity can be boosted
 - ▶ Spiritual feelings, and calming mind and nerves

Negative Associations

- ▶ Impatience and arrogance as a result of too much purple
- ▶ Powerlessness and negativity as a result of too little purple

Philosophical Meaning of Green

- ▶ The color of life, renewal, energy
- ▶ Most common color found in nature
 - ▶ Chlorophyll-containing plants largely creating the environment
 - ▶ Many animal species adapted this color



Positive and Negative Associations with Green

Positive Associations

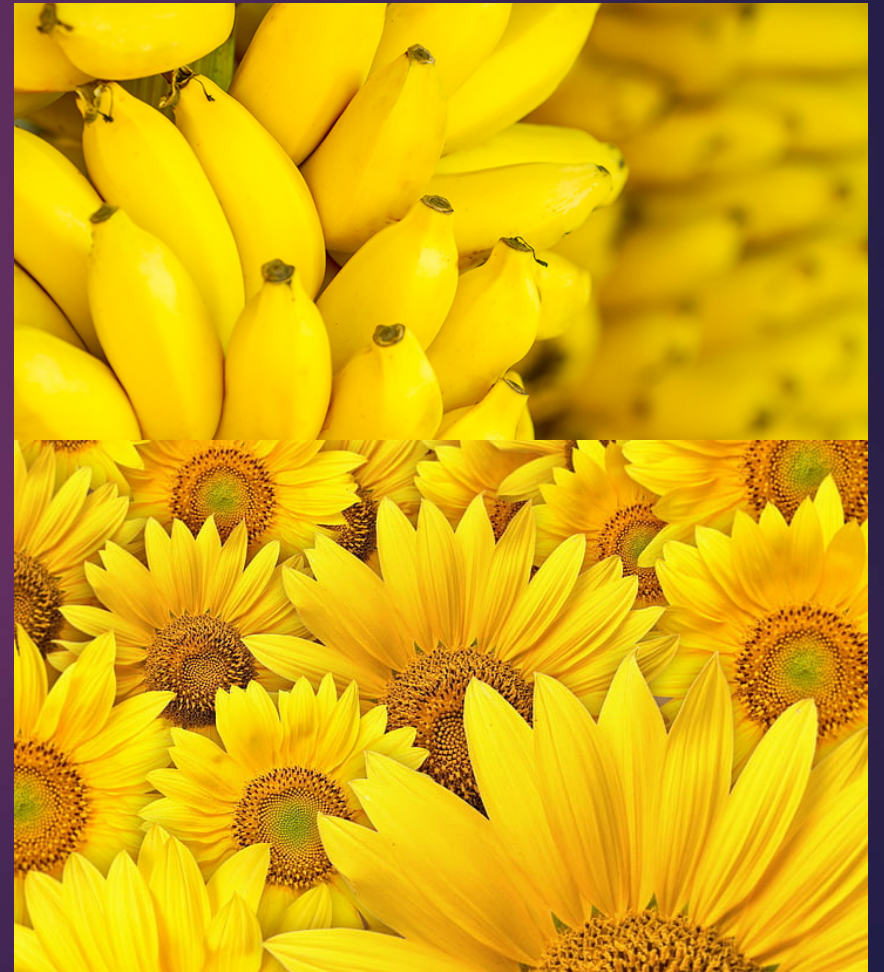
- ▶ Balanced, healthy, and youthful personality
- ▶ Color that associates with the natural world and healthy living
 - ▶ Used to showcase environmental ideas and health products
- ▶ Very popular and attractive color to use in designs due to connection with wellbeing and the environment

Negative Associations

- ▶ Green can represent jealousy, hence the phrase *green with envy*
- ▶ Certain negative emotions as a result if too much green occurs, e.g. laziness, moodiness
- ▶ Apathy and fear of rejection as a result of too little green

Philosophical Meaning of Yellow

- ▶ Color of sunshine, hope, and happiness
- ▶ Helps showcase products and advertising materials aimed for young children
- ▶ Color that can help get attention, such as a school bus or taxi



Positive and Negative Associations with Yellow

Positive Associations

- ▶ Yellow can represent freshness, happiness, and positive feelings
- ▶ Can also help with activated memory, and improved communication, confidence, and vision

Negative Associations

- ▶ Too much yellow can cause certain things like:
 - ▶ Critical and demanding attitudes
 - ▶ Losing focus and difficulty in accomplishing tasks
- ▶ Too little yellow can result in certain negative consequences, such as low self-esteem and feeling insecure

Philosophical Meaning of Red

- ▶ The color of blood and fire
- ▶ Red associates with love, passion, strength, leadership and courage



Positive and Negative Associations with Red

Positive Associations

- ▶ Increased amounts of enthusiasm, energy, and confidence
- ▶ Can cause attention to be focused quickly and decisions to be quickly made

Negative Associations

- ▶ Red can mean danger or emergency
- ▶ Too much red can cause things like temper loss, anger, and agitation
- ▶ Too little red can cause things like feelings of manipulation and cautiousness, and whining

Philosophical Meaning of Blue

- ▶ Represents the sky and sea
- ▶ Associates with other things too, like open spaces, freedom, imagination



Positive and Negative Associations with Blue

Positive Associations

- ▶ Can positively affect the body and mind
 - ▶ Invokes rest
 - ▶ Can cause feelings of calmness and tranquility
 - ▶ Can help with balance and self-expression
- ▶ Often associated with intelligence, stability, and conservatism

Negative Associations

- ▶ Excessive amounts of blue can cause negative feelings, such as melancholy and negativity
- ▶ Too little blue can cause qualities of depression, stubbornness, and unreliability

Competitor Profiles

Sawyer

- ▶ Who: targeted for kids
- ▶ What: clothing brand
- ▶ Where: Park City, Utah
- ▶ When: the outdoors
- ▶ Why: to strengthen kids' sense of adventure and to enjoy the outdoors
- ▶ How: clothing that has a strong connection to nature



UniQlo

- ▶ Who: people of all ages
- ▶ What: clothing brand
- ▶ Where: 1,000 stores worldwide
- ▶ When: anytime
- ▶ Why: for people to express themselves and their personalities
- ▶ How: simple yet well-designed clothing that is made via focusing on quality and textiles



H&M

- ▶ Who: people of all ages
- ▶ What: clothing brand
- ▶ Where: worldwide
- ▶ When: when people want to express themselves
- ▶ Why: to help people feel inspired and to wear clothes that express their personalities
- ▶ How: making incredible designs become sustainably available



H&M



My 5 Items

Wrapping Paper

- ▶ Size: A4 horizontal
- ▶ Concept of the color:
 - ▶ Colors that can help gain attention and cause excitement in middle-class kids
 - ▶ Colors that reflect on the natural world, especially the green trees
- ▶ Purpose of the item:
 - ▶ To help protect The Mountain T-shirts, especially if they are purchased as gifts for other people



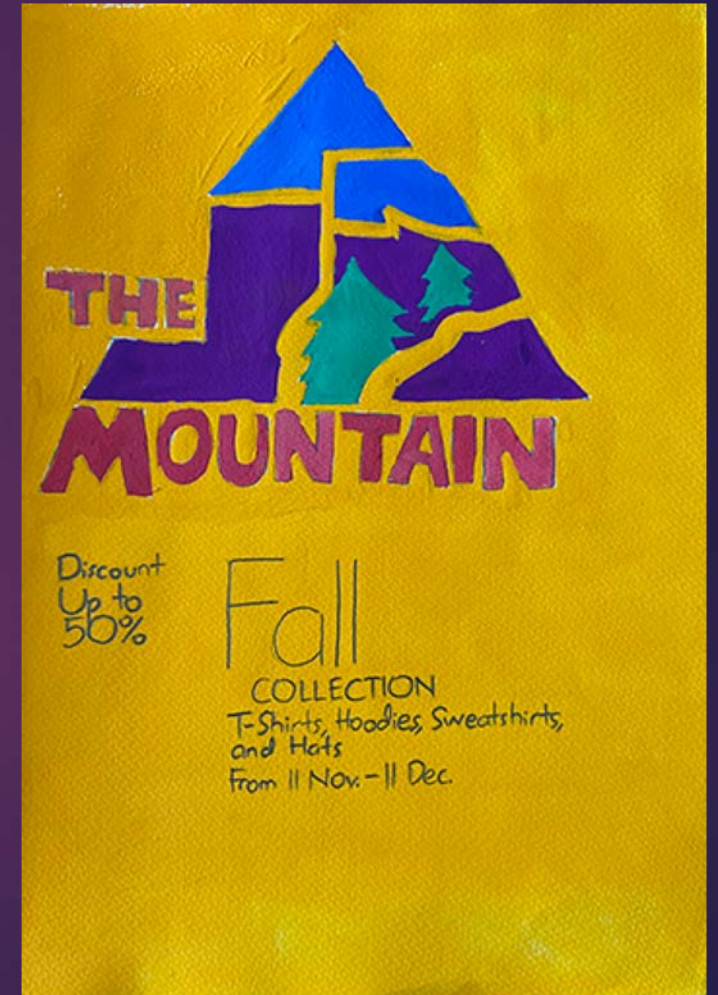
Shopping Bag

- ▶ Size: 15 cm x 10 cm x 5 cm
- ▶ Concept of the color:
 - ▶ The narrower sides are colored red, while the sides with the logo are colored yellow
 - ▶ The colors are meant to give a cheerful and youthful feel and look
- ▶ Purpose of the item:
 - ▶ Helps consumers bring home their purchased The Mountain T-shirts



Flyer

- ▶ Size: A5 vertical
- ▶ Concept of the color:
 - ▶ The yellow background helps the flyer to promote a product targeted for middle-class kids
 - ▶ Colors that help embody youthful personalities, and get kids' attention
- ▶ Purpose of the item:
 - ▶ To help advertise promotions or new The Mountain T-shirt arrivals



Nametag

- ▶ Size: 5 cm x 9 cm
- ▶ Concept of the color:
 - ▶ The front side has a yellow background, and the back side has a red background
 - ▶ The yellow side is to help feature the contact information on the name card to avoid overcrowding on the red side
- ▶ Purpose of the item:
 - ▶ To help the consumer reach out to the brand for any questions or if they want to know the location of the brand



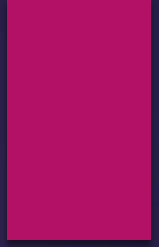
Front view



Back view

Sealed

- ▶ Size: 2 cm x 30 cm
- ▶ Concept of the color:
 - ▶ The sealed tape is colored yellow to help contrast with the color of the pawprints and the logo
- ▶ Purpose of the item:
 - ▶ To help seal shopping bags, wrapping paper, etc. after each purchase is complete



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