



# APEXPREDATOR

PROCESS BOOK

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SUSTAIN

LEGENDS

Be free.

## BURTON

**Mission statement**  
Expand snowboarding

**Core beliefs & attributes**

- Pioneers
- Leaders
- Professional
- Family & friends

**Target audience**  
Boarders, skiers, riders of all ages.



## K2 Sports

**Mission statement**  
where fun meets science and technology

**Core beliefs & attributes**

- Fun
- Friendly
- Innovation

**Target audience**  
Boarders, skiers, riders of all ages.



## Lib-Technologies

**Mission statement**

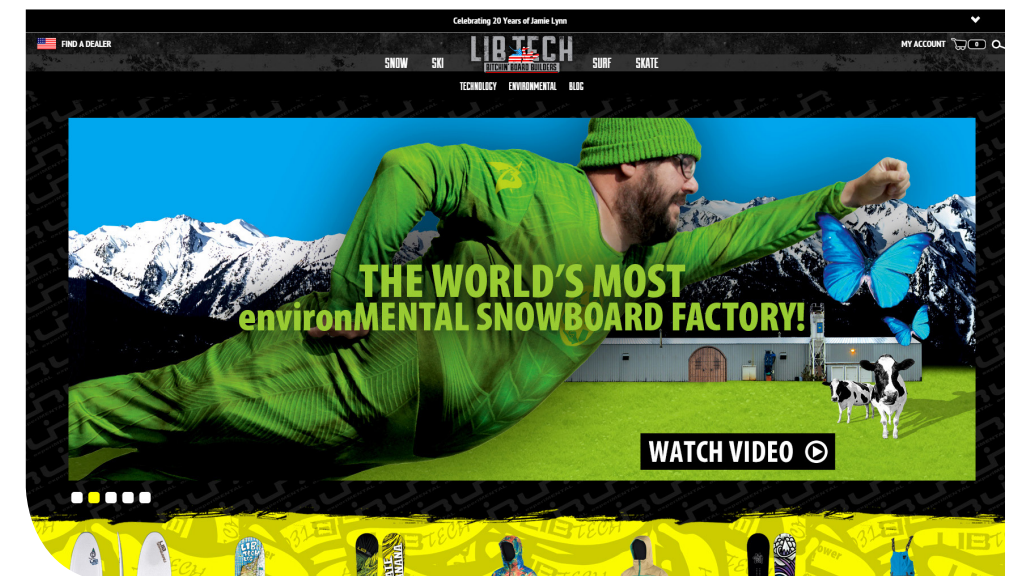
To be the best boards building company of all time

**Core beliefs & attributes**

- Radical innovation
- Performance
- Expression

**Target audience**

Casual and professional boarders alike.  
Middle to upperclass income.



## APEXPREDATOR

“By the best, For the best”.

That is the message behind the our designs and products . The typography is to reflect a mordern and inovative company. While the color schemes and minimal graphic style should promote sustainability and performance.

Our beliefs are not only refelected by out work ethics but our products. We ensure every aspect of our company supports and fortifies these core attributes.

### BRAND ATTRIBUTES

#### Quality:

There is nothing we value more than outstanding quality. Our products are handcrafted to ensure they are of the highest quality possible.

#### Innovation:

We are not considered the top snowboard manufactures simply because of the quality of our products. We are leaders in innovation. Our design team is constantly coming up with new ways to innovate and improve the sport. Thanks to our Electro-Fiber technology, we are revolutionizing the sport in very unique ways; and created the very first hover snowboard.

#### Empower:

Unprecedented in its scope and ambition, our campaign is partially about people empowering people. We, skiers, boarders, crafters, parents, friends, industry partners—endorse, sponsor and mentor young protege and pro atheletes alike. Our goal is to provide them with the necessary tools for success.

#### Sustainability:

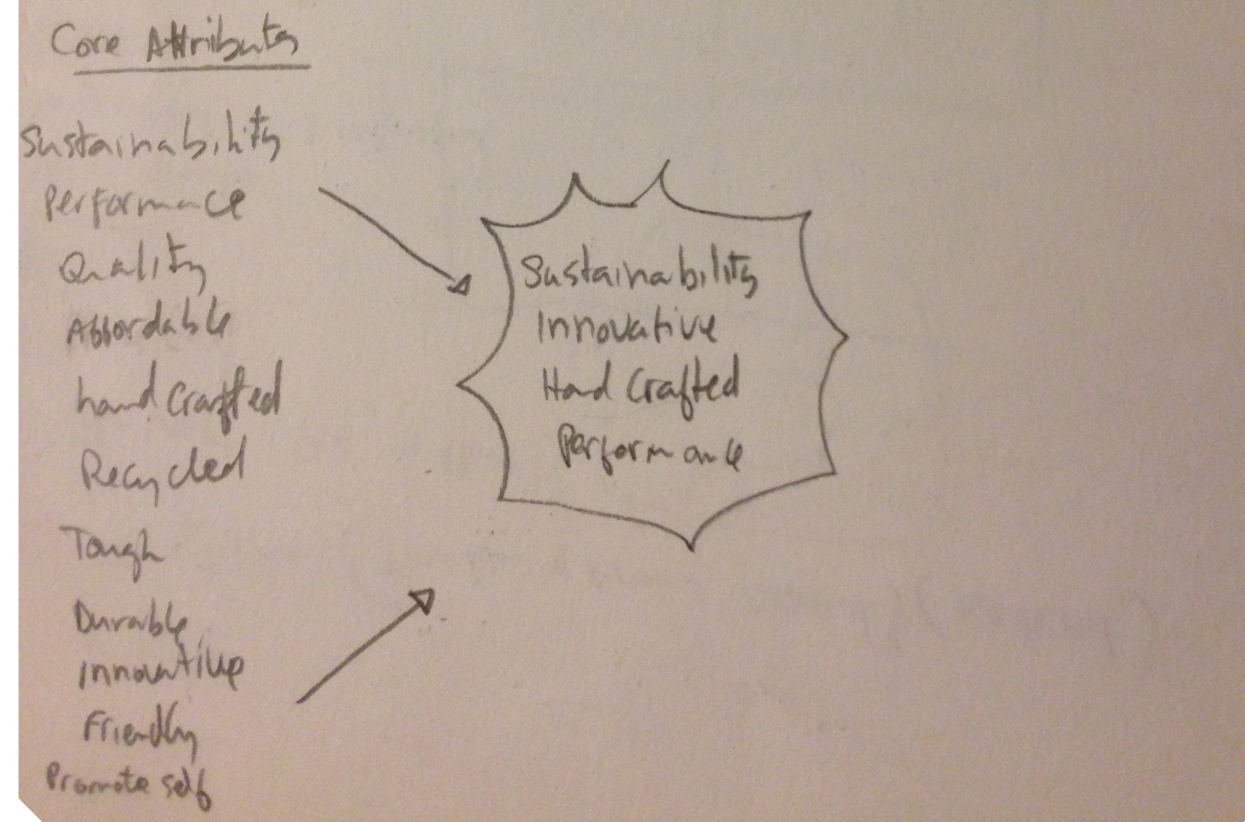
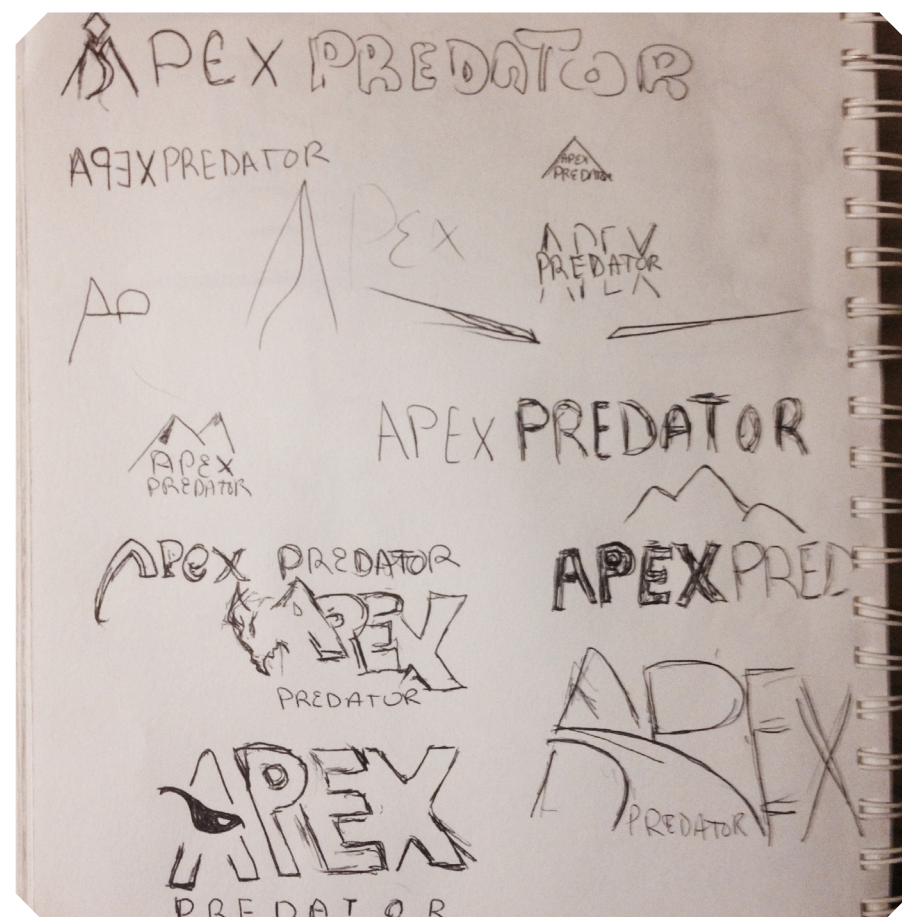
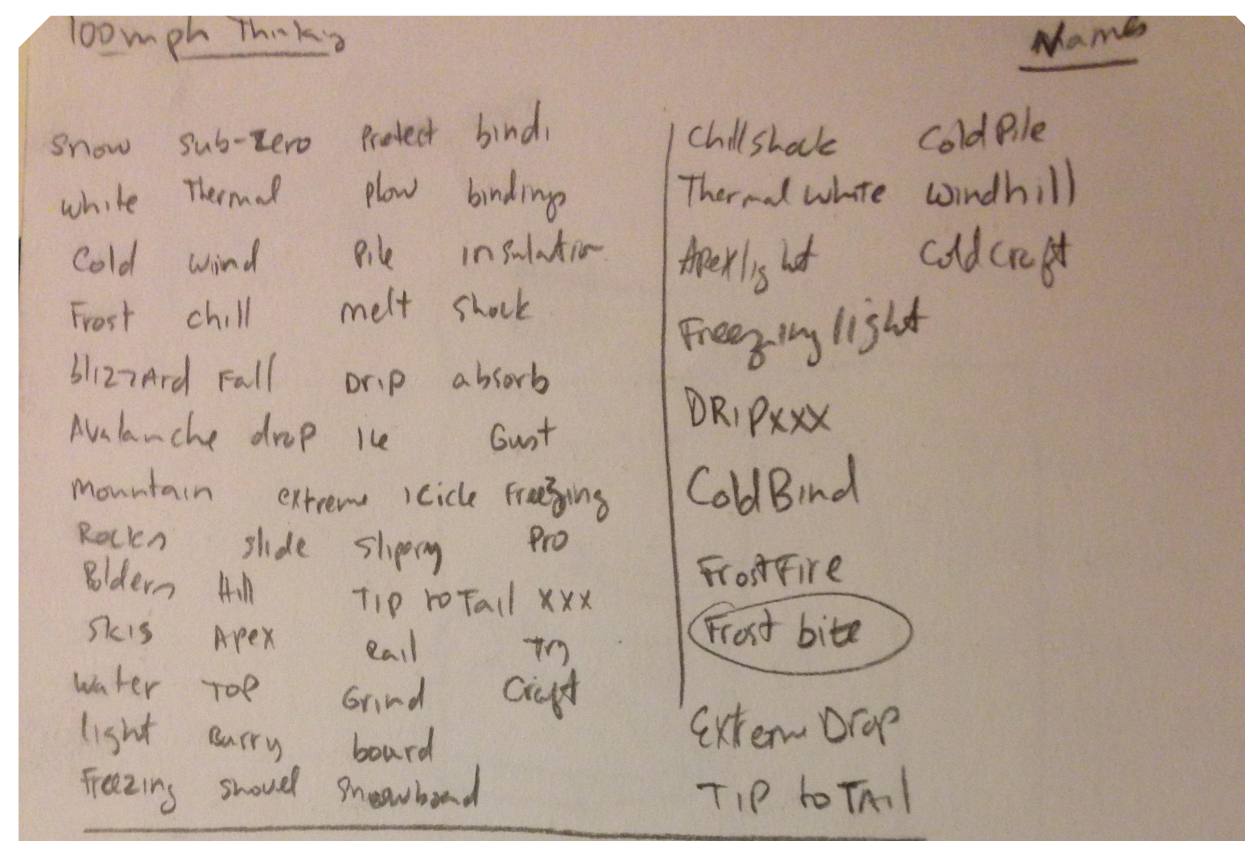
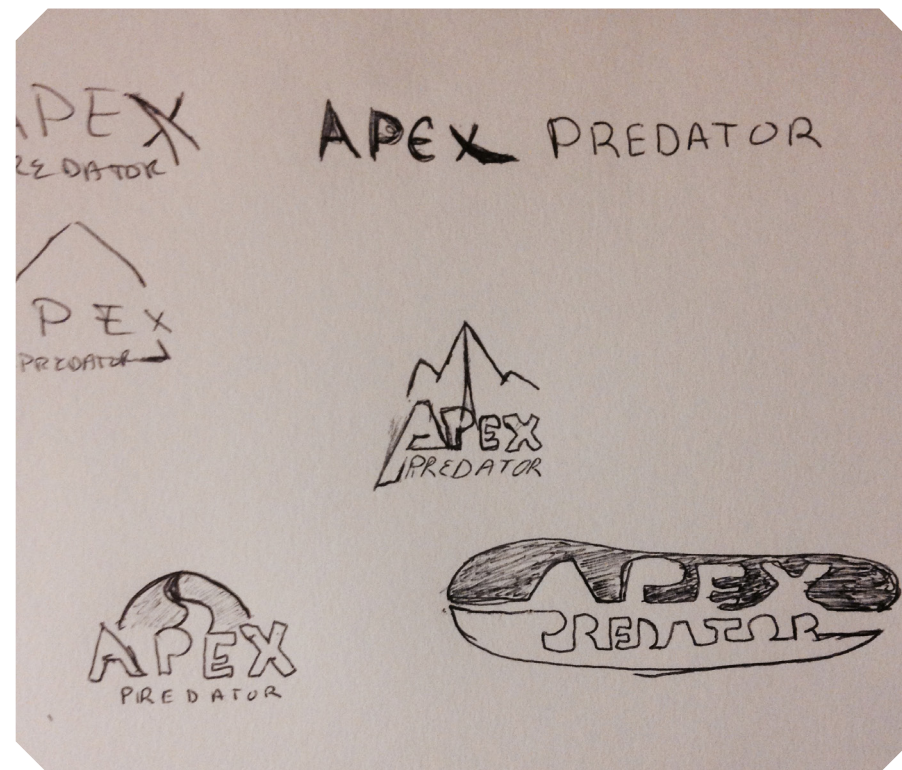
It's our collective duty to maintain the earth green and healthy. Apex Predator is one of many companies that are taking necessary steps to not only recycle about 90% of our materials but also to minize our global impact on the environment. Ecological concerns, such as the environmen-tal impact of pollutants, are balanced with socio-economic concerns such as minimizing the consumption of limited natural resources to maintain their availability for the future.

## APEXPREDATOR

Our brand and businesses are world renowned as leaders in design, production, sales and marketing. Driven by innovation and a passion for the sports enthusiast looking for unique and authentic lifestyle experiences, we market snowboard, snowshoe, ski equipment, apparel and accessories for the best boarders of this generation.

# APEXPREDATOR

## NAME & LOGO RESEARCH



Initially called FROSBITE, the company underwent a name change after being bought & merging with its sister company APEX Light.







**NITRO**  
SNOWBOARDCO.



**JONES**  
SNOWBOARDS



## APEXPREDATOR

Founder in 2015 by Kevin Hatchoua, APEX PREDATOR (AP) is quickly becoming one of the most innovative and renowned companies today. All our products are handcrafted by the best for the best. We are actively renovating the sport and coming up with new ways to rip the slopes. No one knows you better than yourself. That's why our team consist of some of the top skiers, boarders and riders in the world. We develop and test our equipement ourselves and fine-tune it to meet your every need.



**Mission statement** By the best, For the best.

**Core beliefs & attributes** Innovative performance  
Quality  
Sustainability  
Empower

**Target audience** Olympic and Professional boarders

**Tone of voice** Blend of fun & preofessional

**Corporate types** Calibri  
Segoe UI

**Corporate colors** 



