

BACKPACKS.COM
ALONG FOR THE JOURNEY

Brand Book

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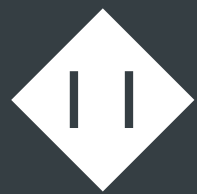
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BACKPACKS.COM

ALONG FOR THE JOURNEY



BACKPACKS.COM
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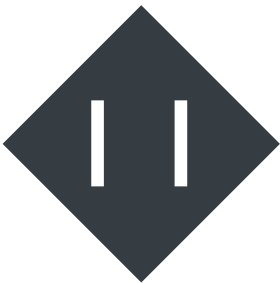


Logo

Your logo acts as a symbol for the brand. It is the first impression, the subtle and unique visual communicator that sets the initial tone for the company. This mark has the longevity to withstand time, along with the simplicity to effortlessly compliment the brand.

FINAL LOGO

The logo for Backpacks.com is a classic and modern approach to a timeless brand. The feel is intended to have a strong visual presence, exuding a sophistication that instills confidence that Backpacks.com offers a curated selection of top brand backpacks.



THE MARK

The mark is intended to stand alone as an identifier. It is used in place of the full logo as needed.

DO’S + DONT’S

To maintain consistency of your brand and the integrity of the logo, proper usage must be followed. The following outlines proper logo usage, then the great big logo no no’s.



BACKPACKS.COM
ALONG FOR THE JOURNEY



**CORRECT LOGO
USE ON WEB + PRINT**
The full logo and icon can be used separately or together. When on a dark background, use the white logo.



BACKPACKS.COM
ALONG FOR THE JOURNEY



The logo or icon can be used in gray on any light colored background.



PADDING
Allow for at least the width of the diamond surrounding all sides of the logo to pad appropriately. No competing elements such as text should interfere with this negative space.

logo [the no no's]



1. ADDING ELEMENTS

Adding other graphic elements such as strokes or drop shadows are not Kosher.



4. WITHOUT TAGLINE



5. BOXING IN THE LOGO

The logo is only shown in open space with ample padding around it. Do not enclose the logo within a box to accommodate a photo background. Darken the photo!



2. SKEWING THE LOGO

The logo must always be scaled proportionately. Never skewed or stretched.



6. CATEGORY COLOR

Only brand primary colors are used for the logo. Category colors are not to be infused into the logo.



7. CHANGING COLOR

No weird colors, please! Let's keep it classy.



3. ALTERING THE LOGO

Don't mess with a good thing! Let it be. No playing with the fonts, the sizing or scale.

The story

Backpacks.com is a lifestyle brand first. The primary selling point is the evolutionary relationship that every individual has with their own backpack. Life transitions from child in grade school to college student; to self-discovery while hiking in the mountains to then entering the work force; to traveling abroad with their new family. The one constant, the one continuous resource along the way is a backpack. Always there for the adventure; to support and carry the load so you can enjoy the ride. More than a backpack, it's a companion.

In addition to lifestyle, Backpacks.com provides an online tailored customer experience that is personal, comfortable and inspiring. With a curated selection of top brand backpacks, Backpacks.com offers products that are of the best quality, style and fit for our life-travelers.

It is an experience unlike any other backpack retail opportunity.

The Difference

What makes the brand unique? How are we going to stand out from the herd? The position statement, mission and overall values help define who we are and why we do what we do unlike anyone else.



Positioning

For life-travelers seeking the perfect backpack to accompany their journey, Backpacks.com offers a curated selection of top brand products through an online tailored customer experience.

Mission Statement:

Inspired by life's many adventures.

Driven to make the journey a little easier.

The right backpack for every experience.



Language

The voice of your brand is key to its' success. Proper language is a huge component when verbally communicating your brand experience. Everyone involved should use the same verbiage to describe how they personally feel about the company and what the client will ultimately feel or take away.

VOICE

The Backpacks.com voice is refined, like talking to an experienced and well traveled individual; approachable and sophisticated. Most importantly, there are wanderlust undertones to the Backpacks.com voice, with words or phrases that speak to the journey, adventure and growth of life.

The Backpacks.com brand is communicated through genuine expert insight, offering a tailored and guided experience .

TAGLINE

Along for the journey.

KEYWORDS

When Backpacks.com is discussed, there is an emphasis on several main terms to describe the brand. These terms will help when communicating who Backpacks.com is both verbally and written.

1. [curated]

A hand picked selection of top brands and products to ensure the right backpack of the best quality for every customer.

2. [leader]

The premiere global backpack resource, offering top products for all demographics, setting the standard for the backpack retail experience.

3. [journey]

A brand that grows with its customers throughout all of their life journeys, inspiring new stories and adventures along the way.

4. [inspiring]

Igniting curiosity, adventure and excitement in customers and the marketplace.

5. [universal]

Appealing and approachable to all walks of life around the globe.

6. [expression]

A backpack for every person in any stage of life to fit their character or needs.

7. [transformative]

A culture that is fearless of change and taking risks; evolving fluidly, naturally within the continuous ebb and flow of the marketplace.

8. [connection]

Encouraging an unshakable bond between a person and their backpack.





MOOD + STYLE: MODERN CLASSIC & EXPERIENTIAL

Backpacks.com is a timeless brand, set to stand strong independently as the top online backpack retail experience. It is a refined, confident brand. Backpacks.com is experiential, emphasizing the idea that a backpack accompanies you throughout the journey of life; from childhood to adulthood. This tone is timeless with a sense of wanderlust nostalgia. It is a snapshot taken at just the right time, capturing the reverence of an epic everyday moment. The first day of school, traveling abroad, the move to a new home, or starting a new job.

Because every moment in your life, no matter how big or small, needs a little support from the right backpack.

Backpacks.com embodies this idea through images of candid moments, photographs laced with a contemplative haze. Gray, desaturated cool undertones juxtapose vibrant warmth for visual and verbal imagery that is cinematic.

Tone

The tone + style of the brand is woven throughout all advertising, promotional and brand-related material. These visual references offer insight into the mood of the company and how the market will perceive you.



THE CUSTOMER:
LIFE-TRAVELERS

The Backpacks.com customer is a life-traveler. Someone who participates in the journey, the exploration and adventure of the day to day. They are excited by experience, engaged in the tailored, thoughtful service that Backpacks.com offers. The life-traveler is anyone who seeks the perfect backpack to accompany them on their every day journey.

The explorer, adventurer, starry-eyed wanderlust traveler. The businessperson, professional, organized go-getter. The thrill seeker, athlete, on-the-run active enthusiast. The hipster, trend-setter, fashion forward dreamer. The back-to-school, prep, motivated scholar.

Backpacks.com has a backpack for every life-traveler.



Customer

Knowing your market is crucial when understanding who to target. What are their interests, demographics, personality insights?

THE LITTLE LIFE TRAVELER

This customer is the young, back-to-school life traveler who is more than likely not making a purchase on their own. The little life traveler is generally under 14 years old.

DISTRICT PRO

The District Pro family is a clean, sans serif typeface with strong options for body copy, headlines and call-outs. Both the web and print variations of District Pro translate well across varied platforms, communicating a consistent and modern brand aesthetic.

District Pro Light, Thin, Book are used for call outs and sub headlines. They can be used interchangeably depending on the background image, color, or visual strength.

Supporting words, highlights, headlines, buttons, page markers or statements with elevated hierarchy, use District Pro Medium. If necessary, Book or Demi could also be used depending on background or coverage.

Small caps is used for all call outs, subheads, typographic points of interest [like pull quotes or brand statements]. Make sure CAPS LOCK is not activated when using Small Caps to avoid altering the refinement of it's visual presence.

DISTRICT PRO LIGHT

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

DISTRICT PRO LIGHT USES :

- + CALL OUTS
- + SUB HEADLINES
- + BRAND STATEMENTS

[ALTERNATE : DISTRICT PRO THIN OR BOOK]
[WEB ALTERNATE : ARIAL]

DISTRICT PRO MEDIUM

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

DISTRICT PRO MEDIUM USES :

- + SUPPORTING WORDS
- + HIGHLIGHTS
- + BUTTONS
- + PAGE MARKER / CATEGORY MARKER

[ALTERNATE : DISTRICT PRO BOOK OR DEMI]
[WEB ALTERNATE : ARIAL BOLD]

DISTRICT PRO SMALL CAPS

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

DISTRICT PRO SMALL CAPS USES :

- + BUTTONS
- + PULL QUOTES / BRAND STATEMENTS
- + SUB HEADLINES
- + PAGE MARKER / CATEGORY MARKER
- + SUB CATEGORIES / BULLETS
- + CALL OUT

Typography

Brand typography is broken down to illustrate how to use the proper type formatting and font selection for various uses.

AKTIV GROTESK

Aktiv is a web-friendly, easy readable font great for body copy. It is a sans-serif, clean typeface that does not take away from the message or design, while marrying with the main font, District Pro.

Aktiv is used for all body copy.

Light is the primary body copy weight, however depending on the background or need, Aktiv Regular can be used instead.

For call outs, body hierarchy, highlights, Aktiv Medium can be used. The bolded word or phrase should always be 1 weight greater than the body copy.

Example:
+ Use Light for body copy, Regular to highlight a word.
+ Use Regular for body copy, Medium to highlight a word.

AKTIV GROTESK LIGHT

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

AKTIV GROTESK LIGHT USES :

- + BODY COPY
- + SUB HEADLINES

[ALTERNATE : AKTIV GROTESK REGULAR]

AKTIV GROTESK MEDIUM

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

AKTIV GROTESK MEDIUM USES :

- + SUPPORTING WORDS
- + HIGHLIGHTS

[ALTERNATE : AKTIV GROTESK REGULAR]

BUTTON

BUTTON
District Pro Medium
Tracking 140 pt

BODY COPY
Aktiv Grotesk Light
9.5 pt size
40 pt tracking
11.5 leading

A new generation of backpack support is more than a store. It is a lifestyle. A new generation of backpack support is more A new generation of backpack support is more A new generation of backpack support is more than a store. It is a lifestyle. A new generation of backpack support is more than a store. It is a lifestyle. A new generation of backpack support is more than a store. It is a lifestyle. A new generation of backpack support is more than a store. It is a lifestyle. A new generation of backpack support is more than a store. It is a lifestyle. A new generation of backpack support is more

BUTTON
District Pro Medium
8.5 pt size
140 pt tracking
Small caps

ACTIVE



Anatomy of a bag.

The generational backpack experience is more than a store. **It is a lifestyle.**

CLICK HERE

A new generation of backpack support is more than a store. It is a lifestyle. This is dummy copy to talk a bit about the backpack experience.

A NEW GENERATION OF STYLE **EXPLORED**

OUTDOORS



GROUP III PACK

Canvas Travel Backpack
\$ 79.99

Group III PACK backpack features multiple compartments for organization, adjustable padded shoulder straps.

BUY NOW

WISHLIST

DISPLAY 2



DISPLAY 2

Subheadline
\$ Sub headline

Body Copy

BUTTON

BUTTON

DISPLAY 2

District Pro Medium
19 pt size
Small caps

DISPLAY 2

District Pro Light
19 pt size
Small caps

SUBHEADLINE

Aktiv Grotesk Light
10 pt size

SUBHEADLINE

Aktiv Grotesk Regular
8 pt size

BODY COPY

Aktiv Grotesk Light
8 pt size

BUTTON

District Pro Medium
8.5 pt size
Small caps

COLOR

The Grays
Backpacks Gray is sophisticated, rich and neutral. It does not detract, but offers a clean canvas for all other material. It is ideal for dramatic emphasis, especially when contrasting an image.

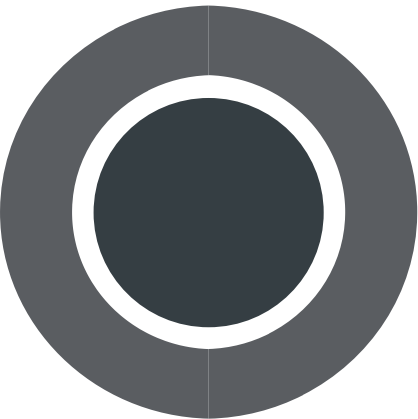
The Whites
Backpacks Light is the polar opposite, the compliment to the gray. The neutral color is ideal for contrast, as well as framing product, messaging and description.



Elements

Color, texture and supporting accents each help to communicate the brand language and enhance the brand experience. They are used interchangeably, but never all together. These additional elements help breathe life into your brand.

PRIMARY COLORS



BACKPACKS GRAY
Pantone # 432C
RGB 53, 62, 67
CMYK 75, 62, 56, 47
353e43



BACKPACKS LIGHT
Pantone # 663C
RGB 248, 247, 250
CMYK 2, 2, 1, 0 or 0, 0, 0, 0
f8f7fa or ffffff

SECONDARY [CATEGORY] COLORS



BUSINESS
RGB 37, 58, 75
CMYK 86, 68, 47, 44
253a4b

BUSINESS ACCENT
RGB 15, 35, 51
CMYK 91, 75, 53, 62
0f2333



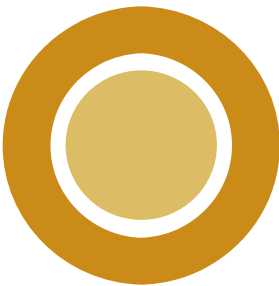
OUTDOOR
RGB 45, 59, 41
CMYK 72, 52, 78, 58
2d3b29

OUTDOOR ACCENT
RGB 45, 59, 41
CMYK 50, 35, 64, 87
2d3b29



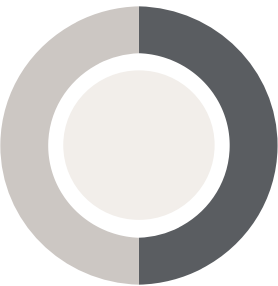
ACTIVE
RGB 202, 32, 48
CMYK 14, 100, 90, 4
ca2030

ACTIVE ACCENT
RGB 128, 0, 9
CMYK 0, 100, 90, 55
800009



ACADEMICS
RGB 220, 188, 100
CMYK 15, 23, 73, 0
dcbcb4

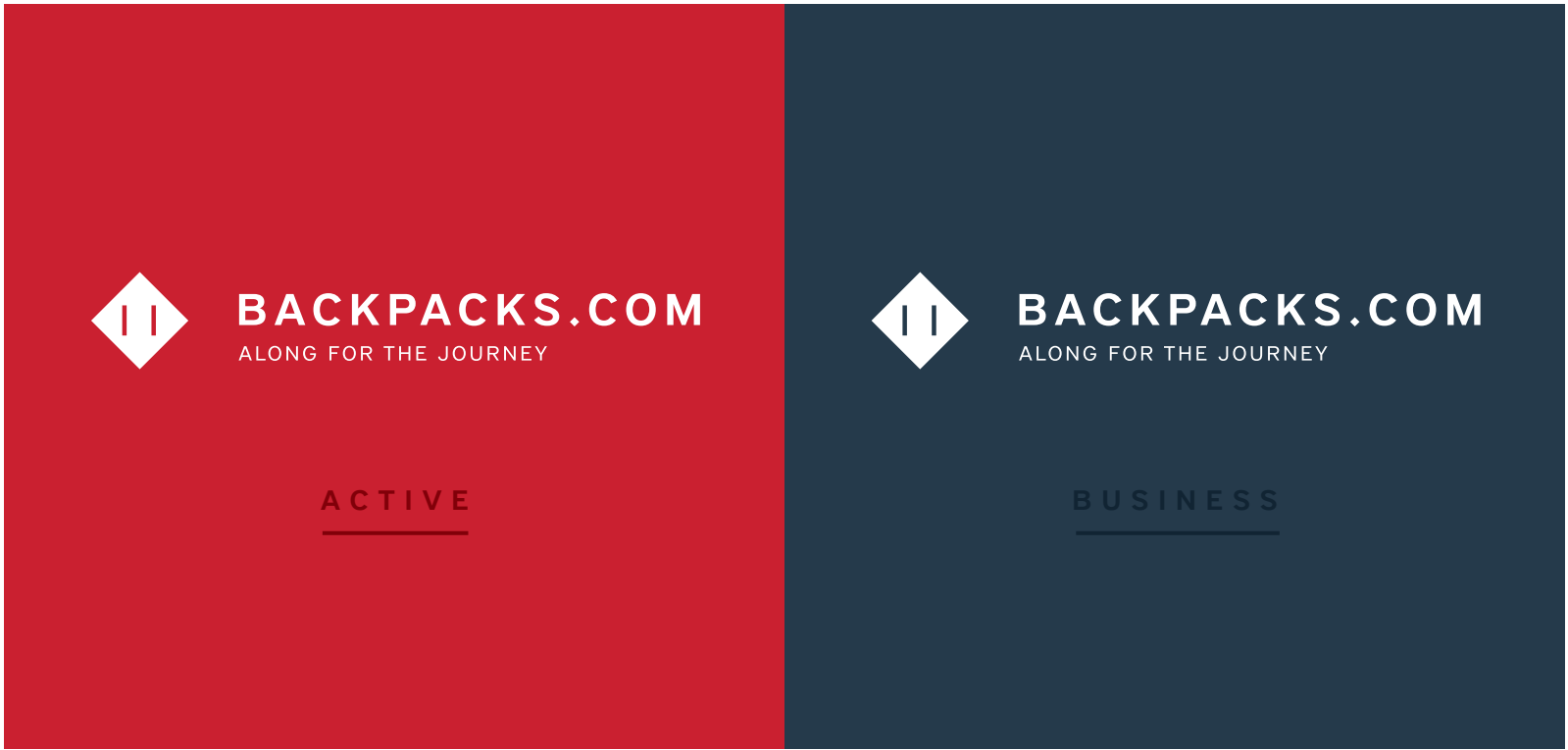
ACADEMICS ACCENT
RGB 128, 0, 9
CMYK 19, 42, 97, 1
cf972f



SPECIALTY
RGB 242, 239, 234
CMYK 4, 4, 6, 0
f2efea

SPECIALTY ACCENT 1
RGB 90, 93, 97
CMYK 56, 47, 42, 35
5a5d61

SPECIALTY ACCENT 2
RGB 203, 200, 195
CMYK 11, 11, 13, 10
cbc7c2



CATEGORY COLORS

Each backpack category is designated a color that serves as an identifier. Whenever that category is explored by a user, secondary colors adjust accordingly.

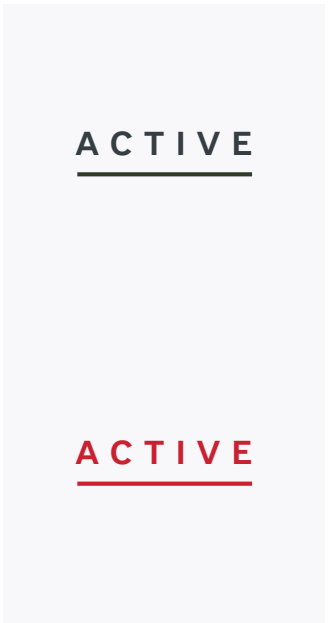
Example
ACTIVE designates sport + athletic backpacks. The dominant color when a user is exploring ACTIVE backpacks is red to signify their activity in the corresponding section.

Red can then be used in color blocking, as accent colors for highlighted words, headlines.

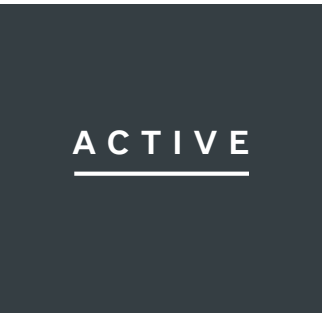
Red is not used in place of the primary Backpacks Gray and Light. It is only used to support.



COLOR BLOCK
Category color is dominant as a color block with text knocked out in contrasting Light Color or Category Accent Color.



CATEGORY
Category name or highlighted word / headline is used in the Category Color against white background.



REVERSE
Category name or highlighted word / headline is used in white against Primary Gray background.

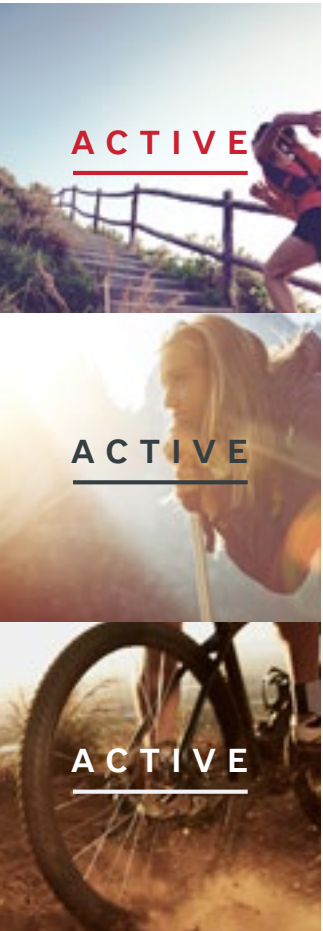
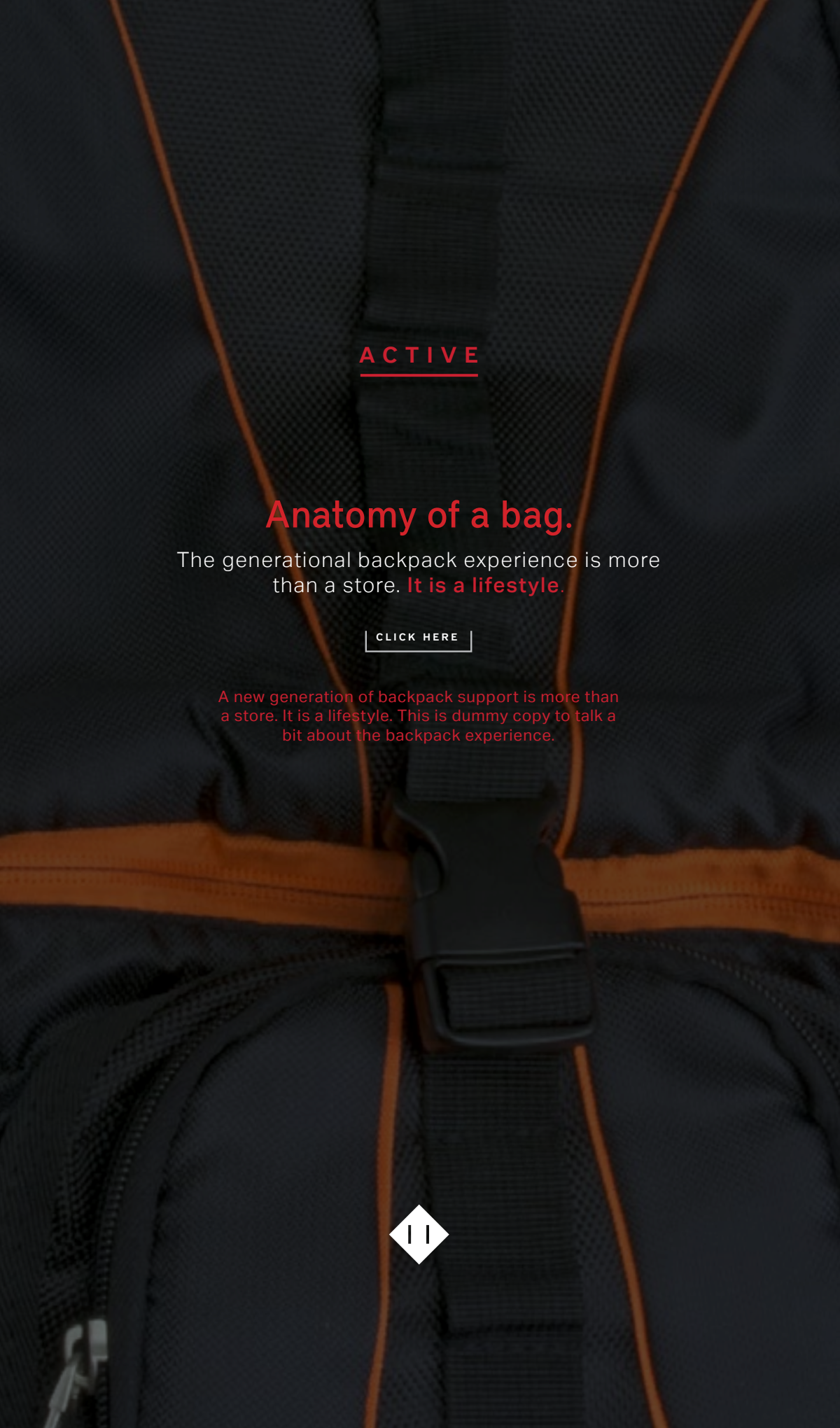


PHOTO
Category Color is white



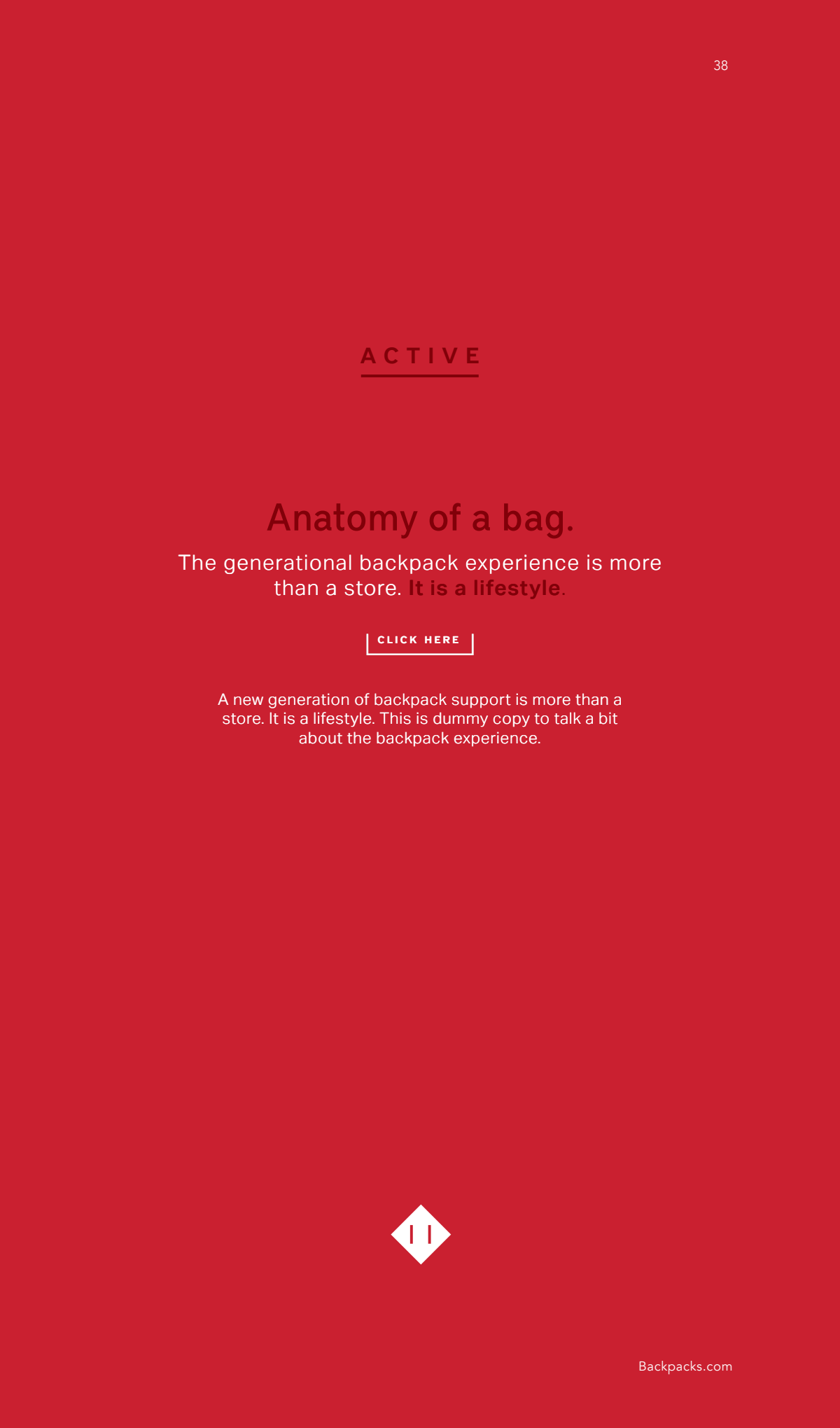
ACTIVE

Anatomy of a bag.

The generational backpack experience is more than a store. **It is a lifestyle.**

CLICK HERE

A new generation of backpack support is more than a store. It is a lifestyle. This is dummy copy to talk a bit about the backpack experience.



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CINEMATIC + CAPTIVATING

Cinematic photography will tell the story of the Backpacks.com lifestyle. Wide-angle images of people with their bags incorporating the overall scene to tell a more comprehensive story.

Dramatic lighting, contrast between light and shadow and a cool color palette convey intrigue, emotion and wanderlust. Applying a film-like finish to imagery evokes a sense of timeless, heartfelt nostalgia.

These images feel as though the viewer is watching a film, peering into intimate or epic life moments.

Photography

Photography helps tell your brand story, bringing all ideas and tones together to evoke an emotion and connect to the consumer. The style of photography, photo selection and consistency of images is important for brand standards.



DETAIL SHOTS

Detail [macro photography shots illustrating construction details: straps, buckles, zippers, stitching] are used to juxtapose color blocking and full lifestyle photography. These shots use heavy light & shadow, texture and engaging compositions to assist in telling the brand story.



CANDID + TURNED AWAY

The photography should not limit the viewer in any way. It will bring our audience into the shot as if they are there. Front face photographs should be used sparingly, and always be candid. The majority of the shots should have the models back turned to the camera, or a side profile. Nothing overtly posed or appearing as stock.

These images should give the sense that a fleeting moment in time has been captured. Where the backpack is often part of the shot, it is by no means the star. The backpack is part of the moment, but the story holds primary significance.





DESATURATION + GRAYS

Backpacks.com main brand color is gray. The feel of gray should find its way into the photography either by tone or slight desaturation of images so that none of the imagery is overly vibrant or playful. The refined sophistication of Backpacks.com is evident in the color tonality and image quality of all photography.





JOURNEY SHOTS

These images are supporting photographs that aid in telling the overall story. They are captivating, engaging photos that do not necessarily showcase people or backpacks, but rather elements or scenery that help paint a picture.



CATEGORY PHOTOGRAPHS

Photographs that belong to a specific category are encouraged to have a matching filter or tonality, while maintaining the overall photo standards [desaturated or more on the gray side].

For example, images that are meant to showcase Active backpack brands or will be found in the Active category, can have red or warm tones that work with the Active Red.





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