

brand guidelines

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salt
surf + lift together



*“babes against bulls*it”*

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brand strategy

Salt

A woman in a wetsuit is shown from the chest up, holding a surfboard with both hands. The image is overlaid with a semi-transparent blue filter. The text is positioned on the left side of the image.

who are we?

Salt is an empowering and supportive community for all types of women.

We are a surf gym and shop that provides a safe and motivational space for women to be comfortable within their womanhood.

the problem

We want to encourage gender equality in an athletic environment.

Women feel uncomfortable working out alongside men or are labelled tomboys for being athletically inclined.

the future

Salt aims to create a future of empowered and uplifted women.

We encourage women to be the powerful forces they are and to motivate other women. We want to help push women to the top and give them an equal opportunity.

how are we different?

Salt focuses on creating a community of female surfers.

Our gym caters to female surfers who want to practice their surfing techniques during the off season. Our brand personality also stands out among our competitors as we maintain a sassy and direct tone of voice.

core values

Supportive

We provide a positive and uplifting environment at our gym to make working out more comfortable for women.

Empowering

We empower women to be powerful forces and encourage them to be an advocate for other women.

Positive

We want women's inner lights to be shown. We only encourage positivity among our community.

Community

We welcome women of any type, race, shape and size. We maintain an inclusive space for all women.

Sassy

We have a sassy and direct tone of voice and design style that allows us to stand out against others.

01 02 03 04 05

cultural trends

We need to continue to empower and push women to the top.

Cultural trends our brand can leverage is feminism. We want to change the gendered norms of women in society by empowering women through our Salt community.

target audience

AGE: 26
JOB TITLE: Surfer
STATUS: Single
LOCATION: Hawaii

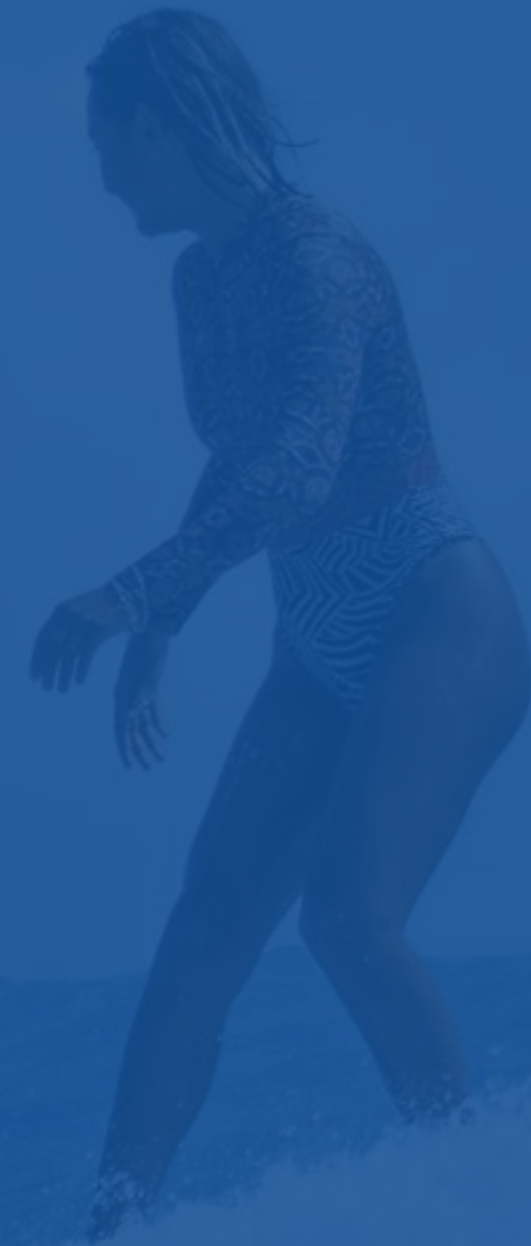
ABOUT

She is intimidated working out alongside men and are looking to be a part of a community among other women. She can't find a gym that supports her needs.

GOALS

- To connect with supportive females
- To feel comfortable within her womanhood
- To gain motivation from other woman
- To feel like a powerful woman

"Finally there is a space where I feel comfortable in my womanhood and motivated to workout amongst these powerful women."



brand personality

brand essence

We create an inclusive and welcoming community of all types of women.

brand expression

Empowering and Supportive-
a place for all women.

brand tagline

Babes Against Bullsh*t



brand pyramid



big idea

Babes against bullsh*t, an empowering community of female surfers

personality

Salt is tom-boy and girly-girl, it's a mix of sporty and feminine. Salt is sassy, direct, confident and positive. Salt encourages more sizes, more colours and more boss a** babes. Salt is a place where you feel comfortable in your womanhood regardless of your size, race or shape, we accept all women. If Salt were an animal they'd be a lioness, underrated but powerful. If Salt were a place it would be Malibu, relaxed with an edge. Salt gives women a safe and comfortable environment.

brand values

Supportive, Empowering, Community, Sassy and Positive

rewards

Less bullshit and more support, power, equality and inclusivity

benefits

A supportive community for women to motivate and uplift each other to be the powerful babes they are.

tangible

A surf gym for females to practice their techniques all year round. High-quality women's surf and sporting attire. Athletic goods for women of any type, race, shape or size.

logo design

Salt

visual identity





primary logo

The primary logo is used for all large scale signage, in-store and printed material applications due to the high readability our audience experiences with these application.

All logos are to be placed in the top left corner of the applications when applicable as we want users to recognize the brand at first glance. The logos are to be placed in the middle of applications when the logo is the focus of the design.



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primary logo

Minimalized G

The primary logo with the minimized G is used for all in-store and poster and magazine applications due to the small scale and high readability our audience experiences with this application.



wordmark logo

The wordmark logo is used for Billboards and small scale printed material applications due to the low readability our audience experiences with this application.



salt



salt



salt

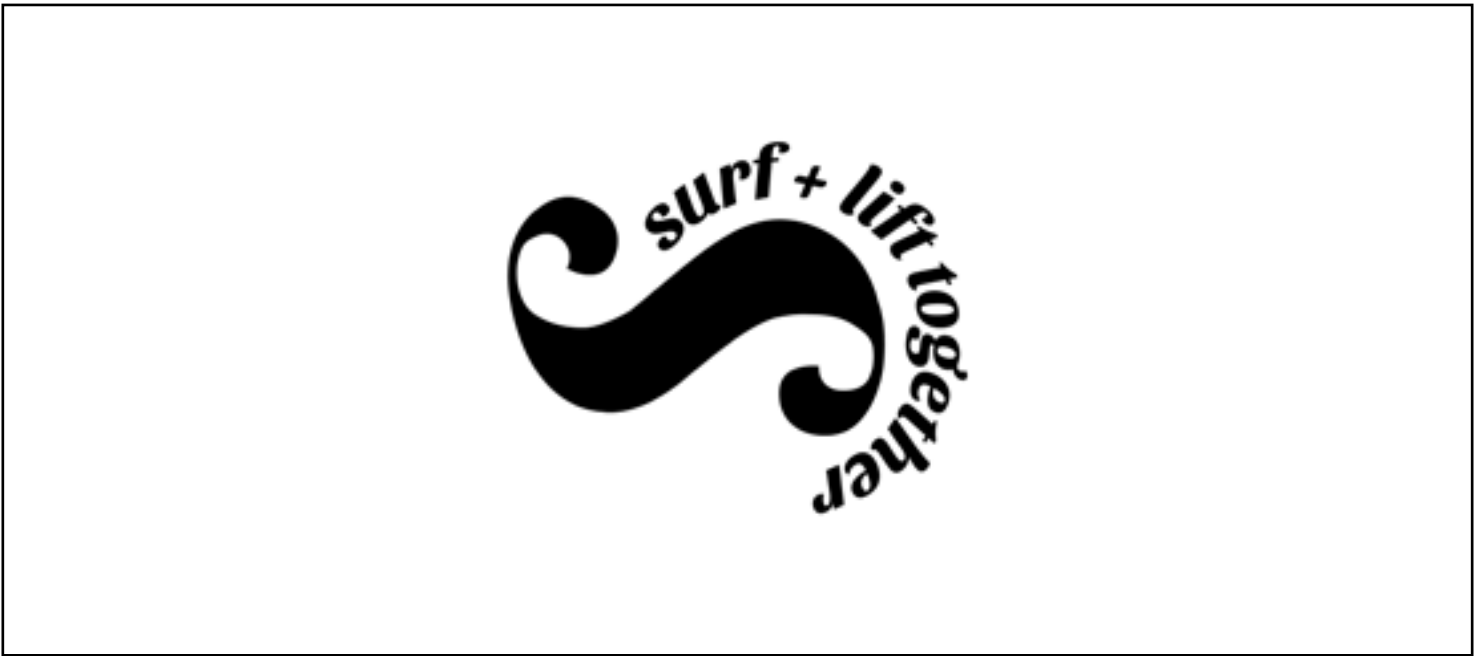


salt

logomark



alternative logo



space requirements

A specific minimum amount of clear space should be maintained around the logo at all times between the logo and any other elements, including any text, graphic, image, or the edge of a page.



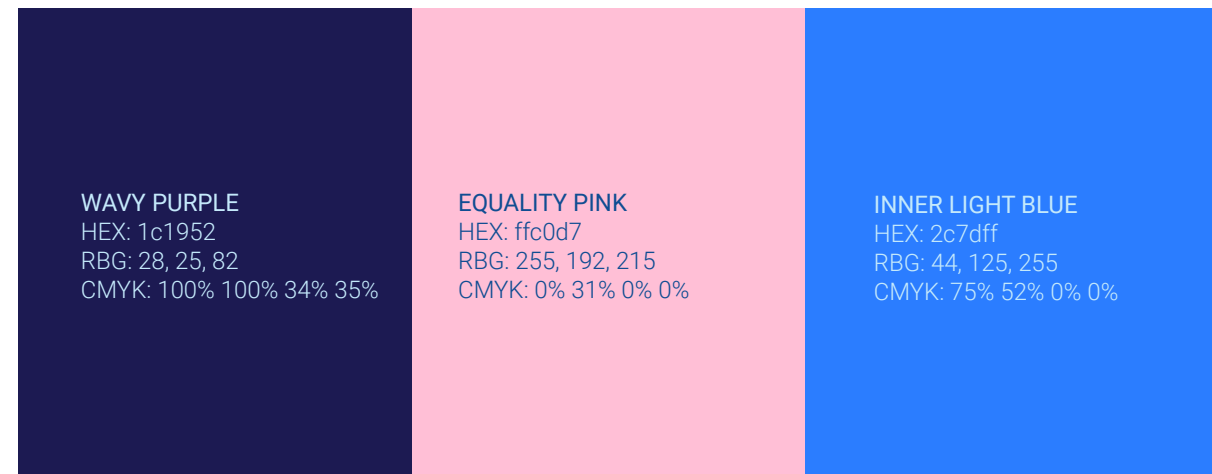
colour palette

The colour palette is a mix of blues and pinks, for the girly girl and the tomboy. Combined it creates shades of purples for the duotone photo treatments. The palette gives off feelings of strength and power, with its deep tones as well as feelings of warmth and welcoming, with the lighter tones.

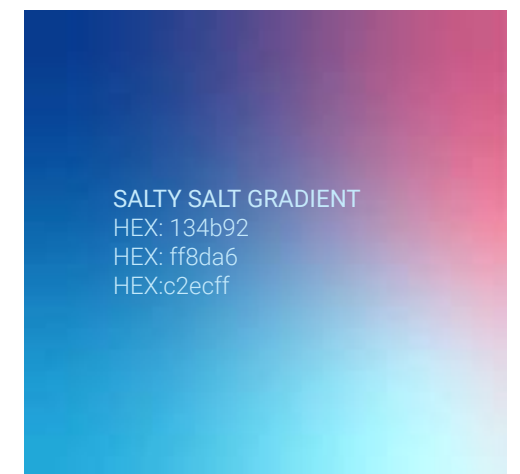
Primary Colours



Secondary Colours



Gradient



typography

Sansita maintains the boldness of the brand while also adding a feminine look to it with the curved ligatures and body. Roboto's sans serif, adds grounding to Sansita when paired together.

Primary Type Palette

sansita swashed extra bold

sansita swashed bold

sansita swashed semibold

sansita swashed regular

Secondary Type Palette

Roboto Bold

Roboto Medium

Roboto Regular

Roboto Light

header 1

Sansita, Semibold, 75pt

sub-head

Roboto, Bold, 30pt

body

Roboto, Regular, 12pt

caption

Sansita, Medium, 40pt

footer

Roboto, Light Italic, 20pt

surf + lift together

BABES AGAINT BULLSH*T

Salt is an empowering and supportive community for all types of women to be comfortable within their womanhood. We are a surf shop and lounge that provides a safe and motivational space for women. Salt aims to create a future of inclusivity and equality among everyone. We give women their voice and power back. Salt is tom-boy and girly-girl, it's a mix of sporty and feminine. Salt is sassy, direct, confident and positive. Salt encourages more sizes, more colours and more boss a** babes. Salt is a place where you feel comfortable in your womanhood regardless of your size, race or shape, we accept all women. If Salt were an animal they'd be a lioness, underrated but powerful. If Salt were a place it would be Malibu, relaxed with an edge. Salt gives women a safe and comfortable environment. We are a surf gym for females to practice their techniques all year round. High-quality women's surf and sporting attire. Athletic goods for women of any type, race, shape or size. We are a supportive community for women to motivate and uplift each other to be the powerful babes they are. We are supportive, empowering, sassy, confident and positive.

you're a damn powerful babe

Salt Surf & Lift Together

incorrect usage

To maintain Salt's brand consistency, do not do the following to the wordmark.



brand patterns

*saltsaltsalt
tptptpt*

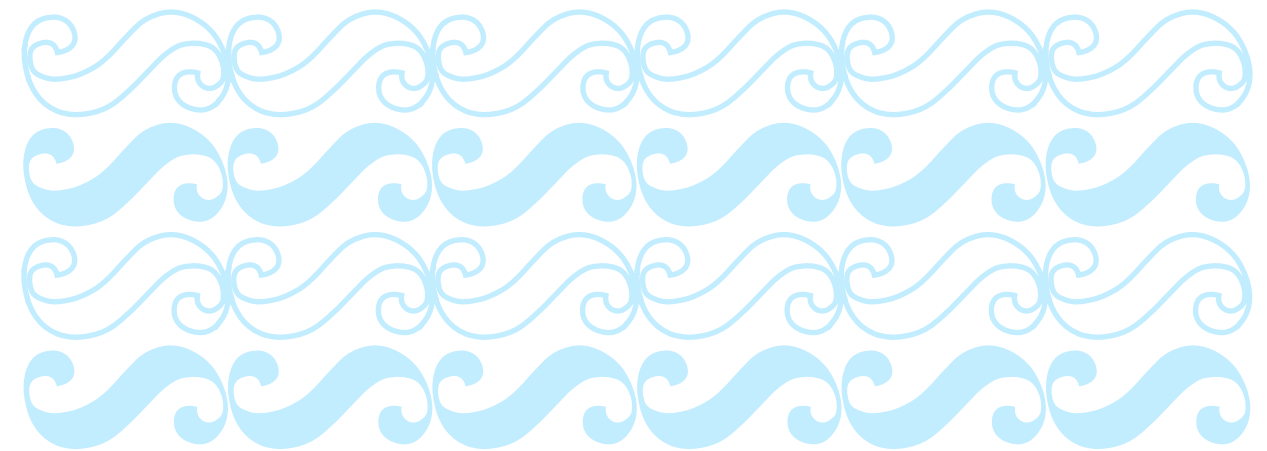


image treatments

duotone overlay

Duotone overlays are added overtop of the original image to emphasize strong women.



image treatments

duotone wave

Duotone waves are added to emphasize logod and text around the image.



brand photography

Our Brand Photography consists of four main photo elements that showcase Salt as a brand.

athletic women

These images showcase women being athletic, specifically surfing since we cater to surfers.

surfing waves

These images showcase surfing waves as waves are the brand's main representation of positive energy being transported.

community of women

These images showcase groups of women that form our Salt community.

female strength

These images showcase the strength that forms between the women of our community.

brand applications

Salt

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salt

FOR ALL WOMEN

meet hannah

“ I was **put down** for my
ability to lift weights.
Now I’m a personal
trainer. ”

SHARE YOUR STORY

#babesagainstbullshit

salt



An advertisement for Salt is displayed on a green metal fence. The ad features a blue background with a white grid pattern. On the right side, there is a photograph of a young girl with dark hair in a bun, wearing a black and orange sports jersey, looking through a black safety net. The text on the ad includes the name 'meet lauri', a quote in white and pink text, the phrase 'SHARE YOUR STORY', and the hashtag '#babesagainstbullsh*t'. The Salt logo is in the top right corner.

meet lauri

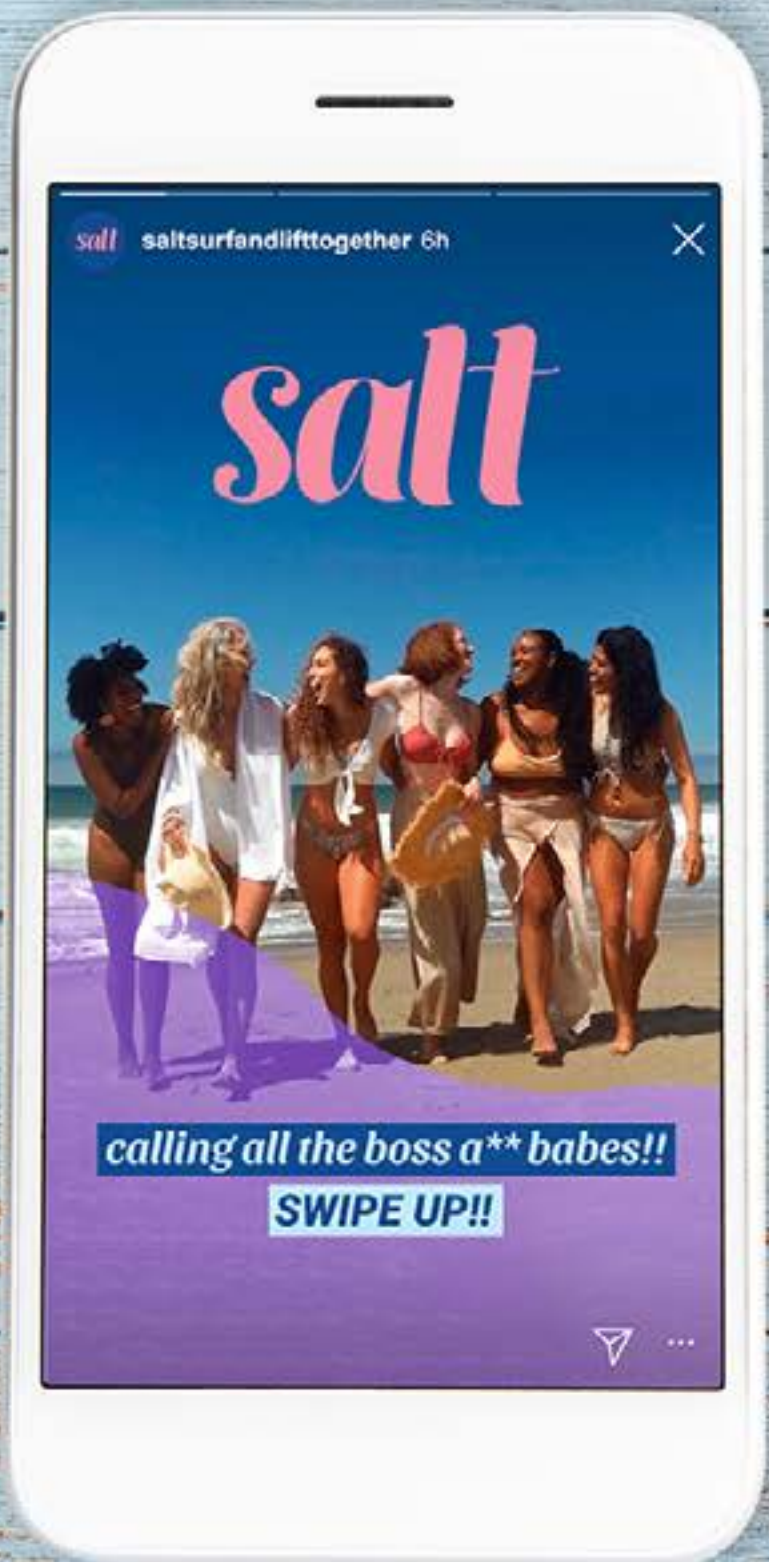
“ I wasn't good enough for the boys team. Now I am better than the boys team. ”

SHARE YOUR STORY

#babesagainstbullsh*t

Salt





salt

babes against
bullsh*t

@saltsurfandlifttogether



IF YOU'VE HEARD OF GARYVEE

... Gary Vee is the Chairman of VaynerX, CEO of VaynerMedia, and is a cutting-edge thought leader and social media pioneer. This February 24-27 in Las Vegas, NV, he will be addressing a crowd of over 4,000 entrepreneurs at the International Franchise Association's 2013 Annual Convention. This premier event for business owners and franchisees is a catalyst for growth. Want to get the most out of this event? Be inspired by Gary Vee during his keynote address in the franchise...

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shop our she surf collection
embracing all our surfer babes

www.saltsurfandlifttogether.com | [@saltsurfandlifttogether](https://twitter.com/saltsurfandlifttogether)



salt

we're surfers

WE ARE A GYM FOR SURFERS TO PRACTICE THEIR SKILLS




salt saltsurfandlifttogether 6h

salt

we're here!

YOUR NEW FAVOURITE SURF GYM



Leave a message

salt

we're a community

WE ARE WOMEN OF ANY TYPE, RACE, SHAPE & SIZE



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BABES AGAINST BULLSH*T
BABES AGAINST BULLSH*T









babes on boards
FEMALE SURF TRAINING

ALL LEVELS
4PM ON FRIDAYS



salt



salt



Salt



Salt

