



Introduction:

Our logo emphasizes all of the aspects of the company: ruggedness, sustainability, exploration, and style. Bolsen's clothes aren't for any particular group of people, and neither is this logo. While keeping this universality in mind, we wanted to showcase the company's products simply and effectively, so that customers can take one look at the logo and immediately know what they're getting. With that, here's a breakdown of each part of our logo and why we included it.

The Imagery:

While our clothes are for everyone, we primarily market to explorers and adventurers (in other words: hikers). Since Bolsen is headquartered in Lake Placid, New York, a village in the Adirondacks, we wanted to create something that encapsulates the spirit of the Adirondacks. We looked at all of the famous mountain peaks of the Adirondacks, and decided to model our logo off of the "pointiest" peak – Dix Mountain – while exaggerating some of its features. Since our company is bigger than just the Adirondacks, our logo's mountain is much bolder than the Adirondacks'.

In the middle of the mountain is a cutout of a tree – more specifically, the *Pinus strobus*, or Eastern White Pine, a conifer native to New York State. Similar to the mountain's ambiguity, the logo's pine tree does not identically mimic the look of a White Pine but instead suggests it to our audience. It is important to note that our logo is not perfectly symmetrical, because Bolsen strives for progress, not perfection.

The filled-in mountain represents the adventurous aspect of the company, like hiking the 46 high peaks of the Adirondacks or traversing any and all of the various mountains across the United States. The tree symbolizes our connection to nature – it is literally *carved out of the mountain*, suggesting the way in which our clothes are sustainably sourced and produced from recycled and organic materials. The combination of these two elements creates an iconic design that is immediately recognizable and applicable to all. To further emphasize the craggy roughness of our design, we’ve added a distressed texture to the entire lockup.

The Text:

In order to keep this rugged look consistent throughout our logo, we applied the same distressed texture to all of our text. Our customers are comfortable “getting down and dirty,” so we created a logo that shows we are too.

The name of the company is large and centered so you know exactly what you’re getting right when you order. “BOLSEN INC.” is the first thing customers notice; it is only after seeing the wordmark that their eyes are directed up the sloping incline of the mountain. We’ve rotated the “INC.” in the name to represent our need to always move upward.

The tagline is our own creation, but we feel it adds to the logo to great effect; each word epitomizes the company’s core values. The people who wear these clothes will be hiking and adventuring in tough conditions, so our clothing needs to be strong enough to keep them going. We also boast very stylish designs that allow our customers to get form *and* function. Finally, while the mountain and tree relate us to nature, we wanted to ensure our audience knows we’re committed to sustainability and protecting the environment we love to explore. The alliteration of our tagline also speaks to our company’s creativity and helps provide our customers with a catchy phrase by which to remember our brand.

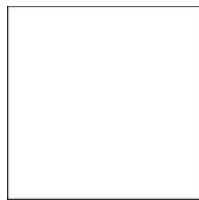
The Colors:

Much like the rest of our logo, we strive for simplicity and efficiency, so we chose a very simple color scheme of green and white. We chose a variant shade of the classic Adirondack Green to represent our humble roots and to drive home the point that we are committed to protecting the environment and our home.



“Bolsen Green”

#1C3F2E



“White”

#FFFFFF

