

THE BRAND IDENTITY

THE BRAND I WAS ASSIGNED WAS NEW BALANCE. LIKE ALL OTHER BRANDS, NB HAS THEIR OWN BRAND IDENTITY. THEY ARE ABLE TO SEAMLESSLY BLEND THE TECHNOLOGY OF ATHLETIC PERFORMANCE FOOTWEAR WITH THE STYLE AND COMFORT OF LIFE STYLE FOOTWEAR. IN KEEPING TRUE TO THEIR BRAND IDENTITY, MY GOAL WAS TO DESIGN A SNOWBOARD BOOT THAT WOULD PERFORM ON THE SLOPES, AND STILL LOOK STYLISH WHEN THE USER ISN'T STRAPPED TO HER BOARD.

