

His Desires

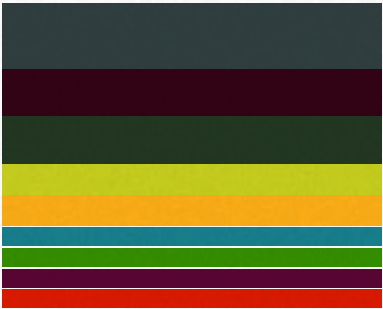
SHAPE & FORM

There is nothing more invigorating than a ship at full sail, the wind pushing and straining the cloth with the sea spraying the air. **I want shapes inspired by that energy, forms that seem to move even when stationary and silhouettes that cut through the air.**



COLOR

I want a color palette that reflects heritage and history without being yoked to them. I live in Nature and expect my palettes to make use of colors I encounter there. Keep me interested and engage my senses. I want energy in my colors without being garish, refined and bold with a dash of elegance.



IMAGERY

I love books about knights errant, kings and their courts, ceaseless journeys and damsels in distress, these things inspire me to be chivalrous and gentlemanly. If I am going to look at images and advertisements they should **perpetuate this world of honor, valor, trust and dignity. I want to be transported and lifted from the mundane.**



TYPOGRAPHY

I am a modern gentleman but I still appreciate elements from eras bygone. Even my typefaces must be chosen to reflect this quality about me. **I want type that is refined and light while maintaining substance.**

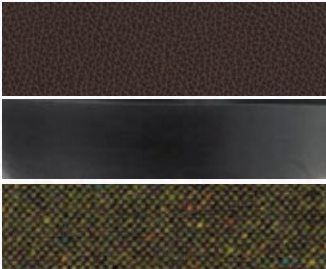
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 &

Electra LT Std

carpe diem.

MATERIAL & FINISH

I want honest materials. Materials like rubber, brushed metals, aged leather, dark woods and aged metals interest me. I enjoy textural depth on materials. Transitions in finish, from glossy to matte and textured to smooth, these things encourage me to touch them.



I began my research and brand strategy with a focus on emotive and somewhat intangible elements i.e. the desires of my market group. I believe that this leads to more meaningful product solutions.

V A L O R

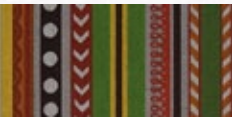
The E.B.C.W. (EQUITY BUILDING CHOICE WHEEL) unrolled

After establishing his desires we can now decide ways in which **Valor** can satisfy those desires and also add unknown dimensions. The **ECBW** allows us to plot each of these elements to maintain the goal of the brand: **Allow men to navigate boldly.**

Color



Pattern



Sound & Music



Jazz beats with energetic notes that move and jump through the air.

The sounding of the charge, let the journey begin!

The colors for Valor are based off of the bold tones that are emerging in men’s fashion; they also employ more classic tones as well that ensure longevity of relevance. **Valor’s signature color is an adaptation of Old Spice’s signature red.**

The Valor man constantly travels to new places. Valor harnesses his travels and incorporates them into his lifestyle products. **Utilizing patterns and fabrics like the ones he would encounter in foreign lands Valor creates a identity that is completely aligned with his desires.**

The Sound & Music that represents Valor is a Afro-Cuban jazz with touches of piano and cello. **His music is as eclectic as his taste. These sounds are instantly recognizable and help to reinforce the Valor name on a daily basis.**