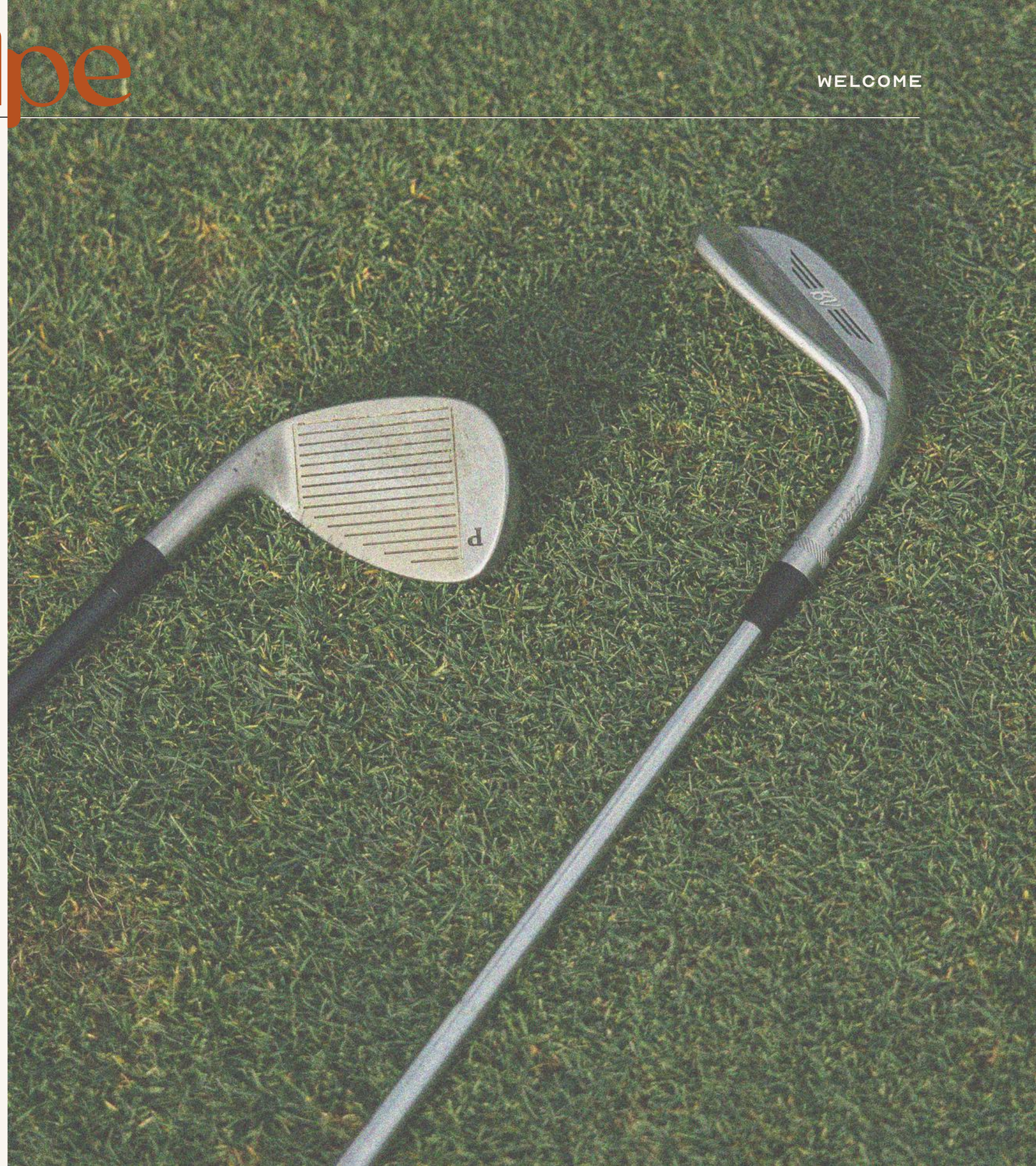




Volpe

HELLO,

These branding guidelines are designed to ensure a consistent look and a consistent tone in all its communications. The following pages will help you to understand the brand, what it stands for, and how to express it visually in the best possible way.





PURPOSE

We believe that golf should be fun and accessible to all. That's why we're committed to producing stylish, high-quality apparel that not only looks great on the course but also stands the test of time. By using sustainable materials and practices, 100% produced in Europe, we're not only helping golfers look and feel their best but also doing our part to ensure a brighter future for all.

VISION

Our long-term goal is to become the leading sustainable golf apparel company, with a commitment to reducing our environmental impact at every stage of production, while also launching new initiatives to reduce waste and carbon emissions. By leading the industry in sustainability, and focusing on European production only, we hope to inspire others to follow suit and create a brighter future for golfers and the planet.



MISSION

Nature is not just our playground, but also our responsibility. At Volpe, we believe that through sustainable and ethical practices, we can inspire golfers to make a positive impact on the world. Our high-quality and stylish golf apparel, produced in Europe, is more than just fashion - it's a call to enjoy the outdoors, connect with nature, and appreciate the beauty of the world around us.



VALUES

SUSTAINABLE,
NATURE,
COMMUNITY,
QUALITY,
RESPONSIBILITY,
ENJOYMENT,
DIFFERENT

TONE

AUTHENTIC,
ACCESSIBLE,
PLAYFUL,
PASSIONATE,
ADVENTUROUS,
ENGAGING, BOLD

CLIENT PERSONALITY

Passionate about golf, leading an active lifestyle overall. Enjoying spending time outdoors, not just on the golf course but also engaging in other outdoor activities. This ideal client is open-minded and progressive, valuing innovation, creativity, and individuality. They appreciate the brand's commitment to sustainability and ethical production practices, as well as its unique approach to design that pushes the boundaries of the golf apparel industry





CLIENT PROBLEMS

Afraid they are not able to express themselves on the golf course, to be surrounded by elitists in the sport who will not accept them, and they will not find their community in golf. Furthermore, worry about the quality and durability of apparel that is produced overseas in sweatshops. Concerns about the environmental impact of the golf fashion industry. Limited options for high-quality, sustainable golf apparel that fits their personal style.

CLIENT AMBITION

Being part of a community of like-minded individuals who share their passion for golf. Having a positive impact on the environment and society through their actions and purchases. Feeling confident and free in their chosen outfit while out on the golf course.



LOGO

This logo is based on an original design that was refined again. Elements of the word mark were taken up in the fox to create a connection between the figurative and word marks. The word mark was modified to give it a new and unique character. This also increases the recognition value and makes the logo appear stronger overall.

WORDMARK



VARIATION

PRIMARY LOGO



BRAND MARK



COLORS

TERRACOTTA

An earthy color. Evidently also the color of a red fox and the cliffs along the Southern coast of Portugal. This is one of the brand's key colors.

CHARCOAL

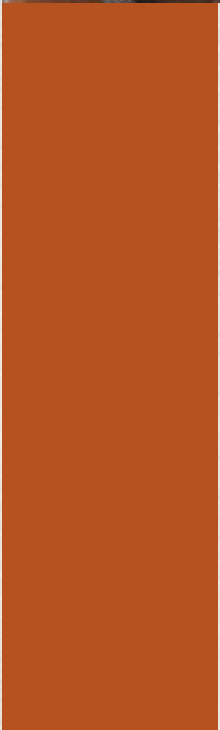
A darker color which contrasts well with our sand color. Every palette needs a dark tone, and charcoal is a nice blend between black and grey.

SAND

An easy color which can be found along the coast, but also a nice neutral color which contrasts really well with our green and red hues.

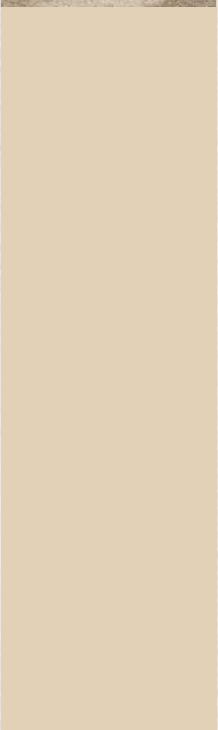
PINE

The color of a tree commonly found along golf courses and all over Europe. This tree can even be found along the Portuguese coast. This color will be used mostly in imagery and less in text-layouts.



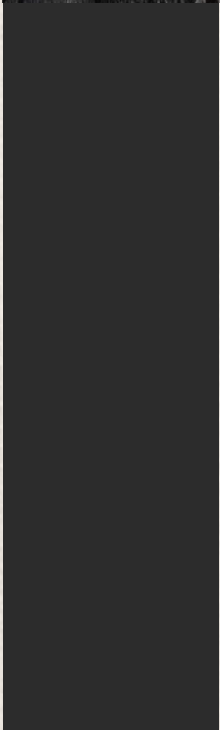
TERRACOTTA
#B65120

R 182
G 81
B 32



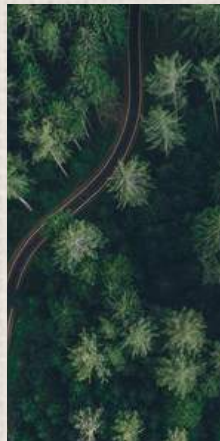
SAND
#E2D1B7

R 226
G 209
B 183



CHARCOAL
#2C2C2C

R 44
G 44
B 44



PINE
#223B0D

R 34
G 59
B 13

TYPE

EXAMPLE:

VOLPE GOLF

GOLF DONE DIFFERENTLY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

HEADLINES:

OPTICIAN SANS

*uppercase
*letterspace 0

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

SUBLINES:

Montserrat

*uppercase
*letterspace 77

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
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

BODY:

Montserrat

*letterspace 0

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
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

IMAGE DIRECTION

GRAIN EFFECT

Photography itself will be a mix of action shots and stunning landscapes. The grainy texture gives an image a more rustic and organic look, which fits great to the brand and its appreciation for nature.

