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OUR ADVENTURE BEGAN...

...while bumping along a gravel road in southwestern Africa one summer. All of my imaginative ramblings came together into one semi-organized idea as my head thumped against the dusty window of our bus. This would be the defining moment in the creation of what is now known as Earthy Exposure.

Established in the fall of 2015, Earthy Exposure is a privately owned business that thrives on its customers' need for public interest in their products. We intentionally pursue the eclectic, original and authentic. Striving to aid them in discovering their ideal audience and efficiently exposing their company and products.

The words included in our company name were each chosen deliberately to convey our mission and our passions.

We specialize in those who are as passionate about the outdoors as we are, making Earthy a fitting first impression. Whether you are dedicated to hiking, canoeing, building, mountain biking, parkour, glamping, hunting, pitching your favorite tent or the occasional endurance horse race we will help create spectacular, inspiring designs for whatever your need may be.

This is where the second part of our company name becomes relevant. Exposure has a variety of meanings but our inspiration for including this word came from two specific definitions. The condition of being exposed to something is the definition relevant to the branding and graphic design facets of our business. Photography is the second facet of our company and is implied by the technical photographic meaning for exposure, how light or dark an image will appear.

As you attempt to bring new customers and companies into our fold or simply interact with our loyal returnees, remember our purposes.

Be passionate, imaginative, honest, creative, authentic and embrace nature, whenever possible.

EMILY ELIZABETH

Founder and Owner



EARTHY EXPOSURE

ADAM.CG PRO
LOGO AND HIGH IMPACT

THE HEADLINES

HIGH TIDE SANS
36 POINTS OR HIGHER
PRIMARY RED OR BLACK

The Subtitles

Palacio Regular
18 points in Grizzly Tan
24 points in Glacial Blue
Used for subtitles and emphasis

The Body

Palacio Book
14 points; 20 tracking
Used for body text

The Accent

Caflisch Script Pro
Used for accent & embellishment
“Adventure”

Take a breath of that crisp, clean, fresh mountain air.

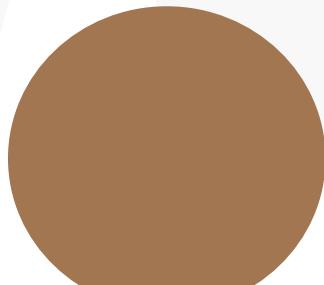
Well, that may be little difficult if you are trapped inside a compact cubicle slaving away at that next work deadline. Our designs attempt to bring a small breeze of that natural air into any stagnant work place. That is why we deliberately chose crisp, clean-lined fonts.

PRIMARY COLORS

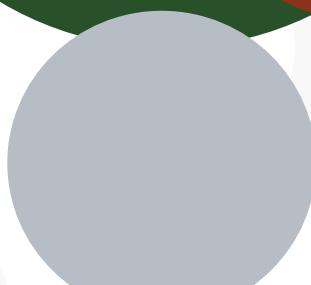
R: 45
G: 82
B: 42

C: 78
M: 41
Y: 94
K: 44

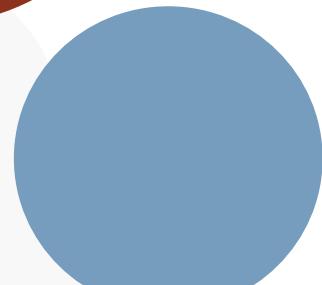
R: 140
G: 51
B: 30
C: 29
M: 87
Y: 88
K: 29



Secondary/Accent
R: 163 C: 32
G: 119 M: 52
B: 82 Y: 73
K: 11



Secondary/Accent
R: 183 C: 28
G: 189 M: 20
B: 196 Y: 17
K: 0



Secondary/Accent
R: 120 C: 55
G: 158 M: 29
B: 191 Y: 13
K: 0

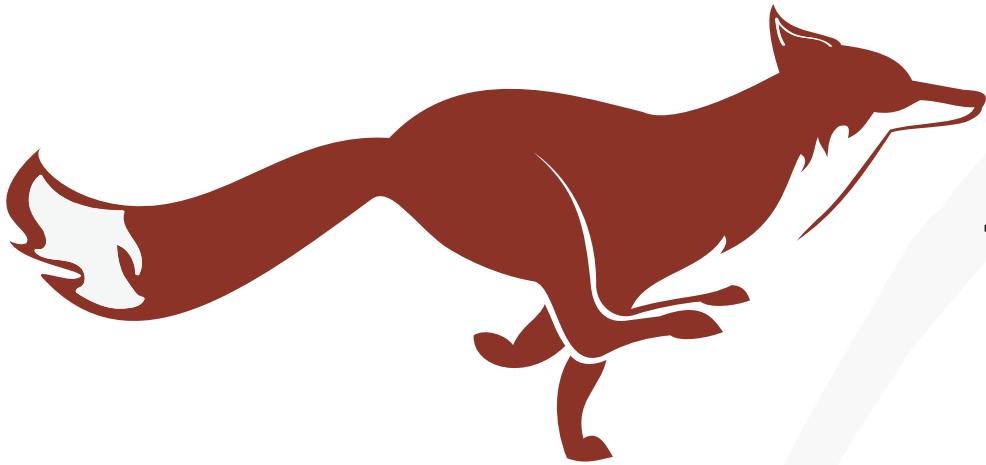
Green may seem like the obvious choice for any company with the word earthy included, but this shade was chosen intentionally to invoke senses such as trustworthy, stately, traditional, reliable and, of course, woodsy.

The red was specifically chosen to include a darker variation of a fox, one of the universal symbols of Earth. These complementary colors are often associated with the Christmas holiday and should never be used in close proximity except for in special cases, such as the logo. Also, the red should be used sparingly so as not to decrease its impact.

All of the secondary colors were chosen because of their similarity to the mountain faces we drew our inspiration from. The blue brings in a cool color that provides a sense of calm and mimics glacial water. Silver portrays a sense of class and a sleek modern appeal. The chosen variation of tan further emphasizes the brands rugged, woodsy inspirations.

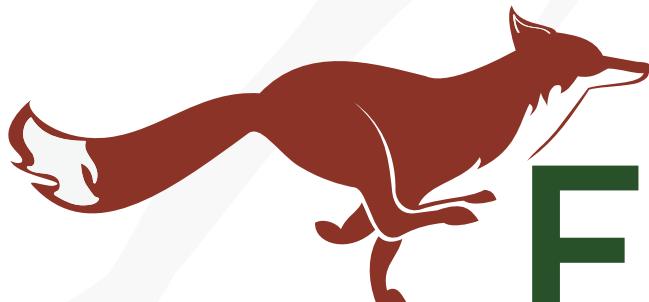
Be creative and authentic with your use of these colors
but always keep our purpose in mind.





THE FOX

THE TYPE **EARTHY**
EXPOSURE



EARTHY
EXPOSURE

THE ICONIC LOGO

RUNNING TO ADVENTURE

The rusty, reddish fur of the *Vulpes-vulpes* causes it to be one of the most recognizable creatures in the northern hemisphere. More commonly known as the Red Fox, these adorable, little animals are a close cousin to "man's best friend" and remain one of the most iconic symbols of all things earthy. This established association only served to further justify my decision to incorporate an animal I adore into the heart of our company.

Once the basis of our logo was chosen, the next dilemma was figuring out what activity the red fox should be performing. I was showing my logo idea sketches to a close friend and, without any further information, she pointed to the running fox saying this one looks like it is running toward adventure.

That was a moment of sudden insight for me and I knew instantaneously that nothing else could embody our company as thoroughly as that fox.

A little bit of tweaking and hours later, the fox pictured on the left was brought to life.

Looking forward at what is to come,
he races toward adventure and swiftly
finds his way through the obstacles
presented to him.

His embodiment of quick thinking and adaptability make him a perfect icon in an industry that is always evolving.

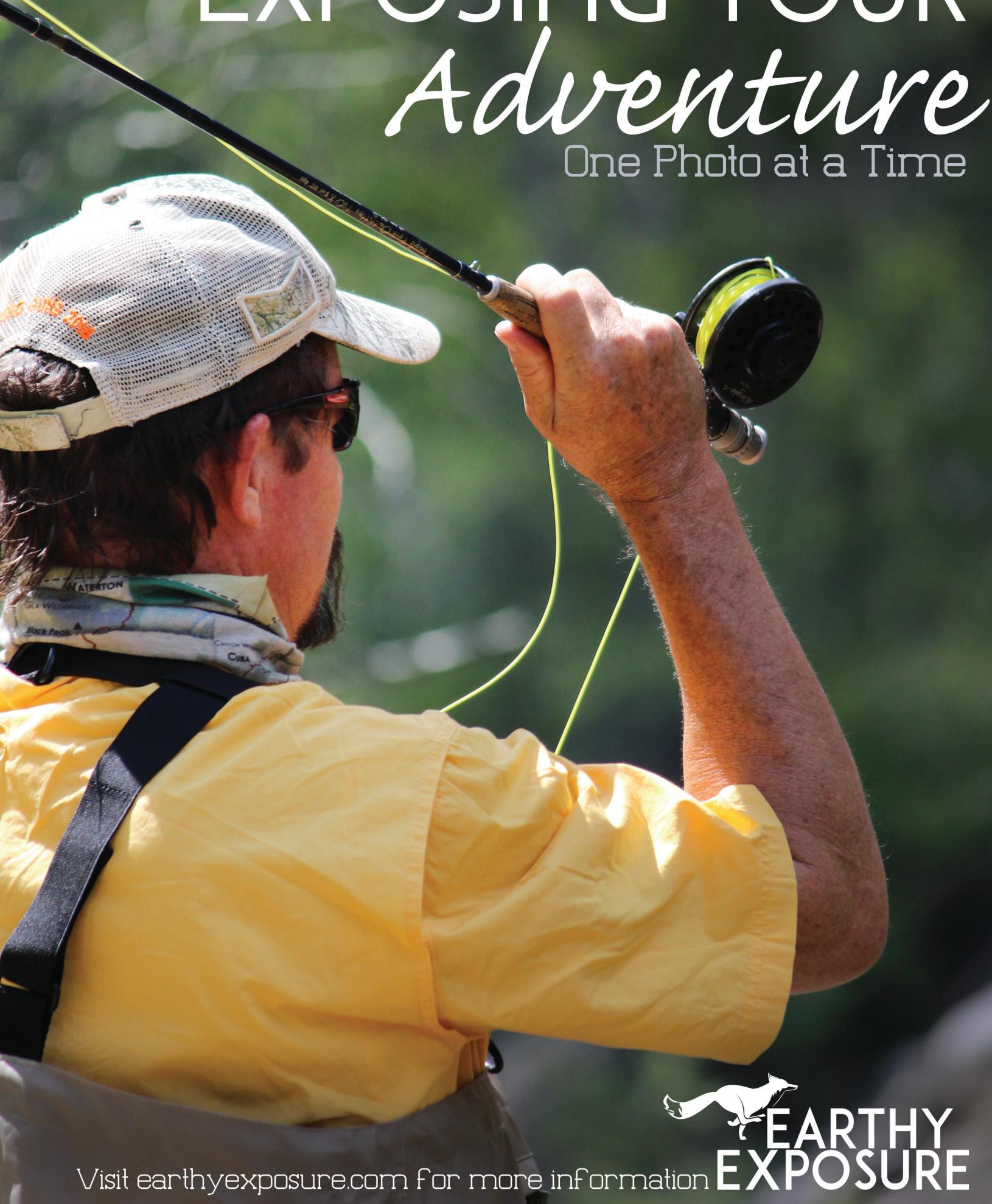
Our logotype was inspired by the same concepts that drew me to our fonts—clean, crisp, fresh mountain air. I wanted something that pulled in visuals of soaring mountain ranges that stood in timeless grandeur. I felt simplicity was the key to pulling all of these impressions together.

The suggestion that our primary colors of green and red never be used in close proximity was broken in the logo/logotype combination design. This was a purposeful decision and is the only occasion where that combination is permissible.



EXPOSING YOUR *Adventure*

One Photo at a Time



EARThY
EXPOSURE

Visit earthyexposure.com for more information

EXPOSING OUR ADVENTURE

When promoting our company, simplicity is key. Much like the mountain air that inspired our font choices, our advertisements should provide a refreshing glimpse into nature. On the left is a sample advertisement intended for use in a magazine or publication.

The picture draws the attention of the reader, but should always be placed on the left side of a layout due to the direction the subject is facing. His focus sends the readers eyes to the top of the page, directly to our tagline.

“Exposing your Adventure”

This advertisement is simple and leaves the reader guessing, but that is why our website information at the bottom is key. The example provides enough context and is timeless enough to be used in a variety of publication with long shelf lives. Whether the reader is seeing this in January or May, it introduces them to our company and is intriguing enough to cause them to search out further information.

The one color iconic logo placed at the bottom was a clear choice for this particular design. The full-color logo would have been undistinguishable from the picture and anything placed over the photo to help contrast the logo distracted from the design itself.

Just remember if we do not advertise for our business efficiently, how can we convince others that our product—exposing their business—is worth their money?





EARTHY EXPOSURE

Graphic, Web Design
& Photography

“Be passionate,
imaginative, honest,
creative, authentic
and
embrace nature
whenever possible.”

-EMILY ELIZABETH
Founder and Owner

Exposing your
Adventurers



Follow our adventure
on social media!

OUR ADVENTURE...

Our privately owned business thrives on your need for public interest in your products.



We intentionally pursue the:

- **eclectic**
- **original**
- **authentic**
- **passionate**



YOUR ADVENTURE...

We specialize in those who are as passionate about the outdoors as we are. Whether you are dedicated to hiking, canoeing, bouldering, mountain biking, parkour, glamping, hunting, pitching your favorite tent or the occasional endurance horse race we will help create spectacular, inspiring designs for whatever your need may be.

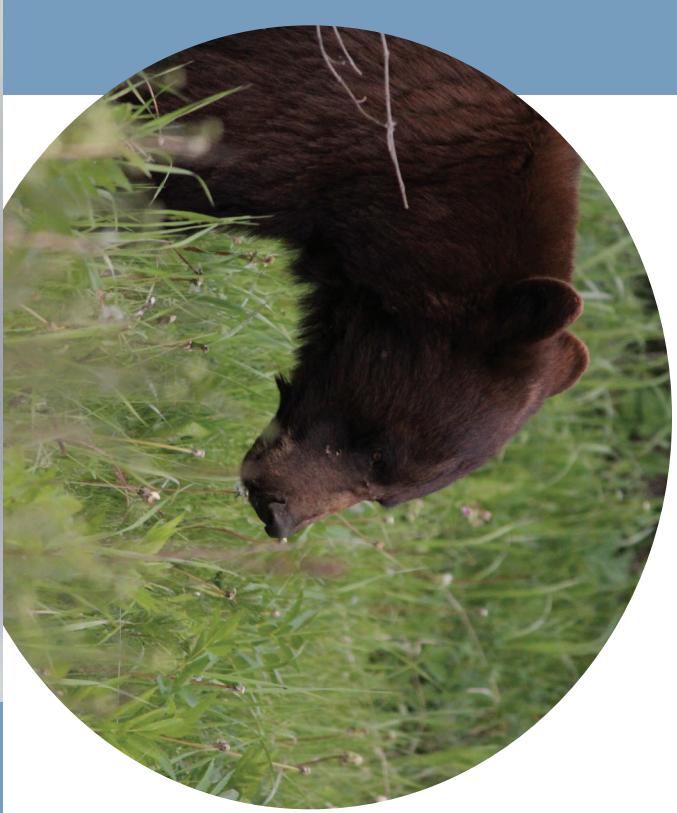
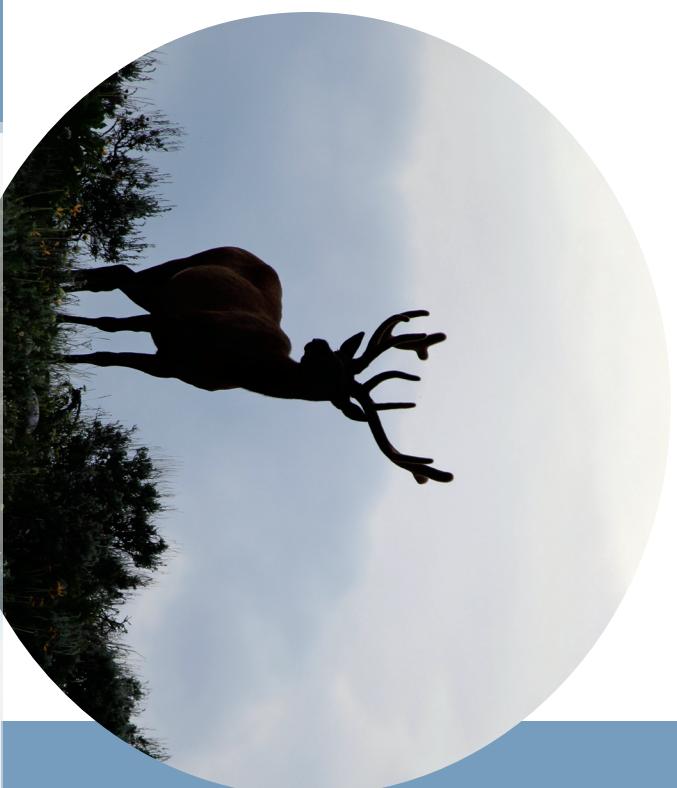
For more information or to get a

price estimate visit
earthyexposure.com or

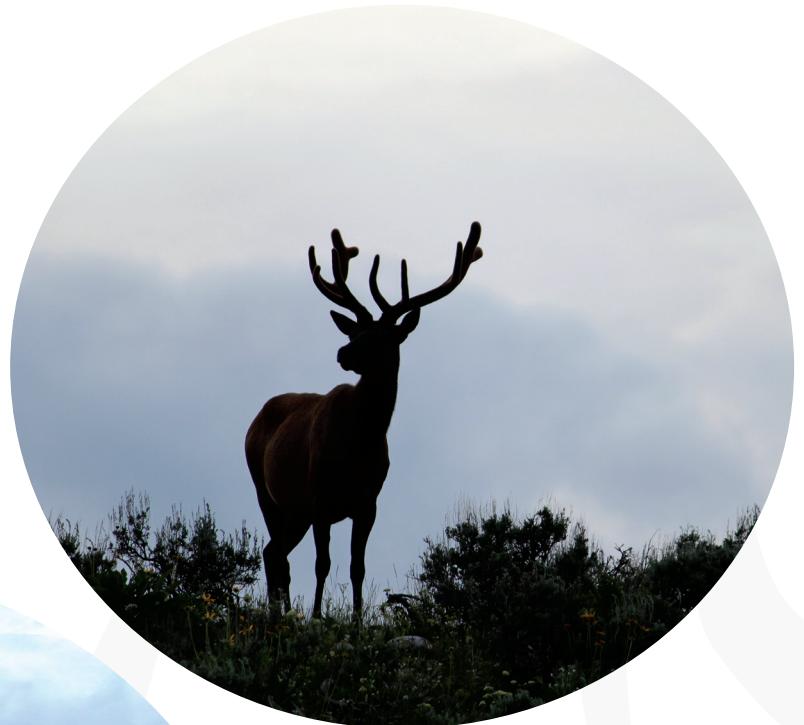
contact us at 979-888-9999

Whether you need a website redesigned, an event promoted or an entire brand created.

Earthy Exposure can aid you in discovering your ideal audience and efficiently exposing your company and its products.



“Be passionate,
imaginative, honest,
creative, authentic
and
embrace nature
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EXPOSING OUR ADVENTURE

Rather than placing information on the cover fold of our example brochure, there is a photo and statement that will draw the viewer in. With no information being provided but simply the statement "Exposing your Adventures" it leaves them curious and willing to learn more. This is why the company name and a short description are not provided until the middle fold.

Viewed simultaneously is the first fold of the inside design. This is why it is not text heavy, but provides simple, persuasive points. A clear design choice was a photo that pushed the readers eye to continue, one that had a subject facing the remainder of the design. The grizzly shown was well suited and fits the overall theme of the brochure.

A large photo was chosen to be the visual center of attention on the inner folds. The captivating scenery of the Grand Tetons served as a perfect choice and suited the color scheme well. The yellow flowers provided the color-pop needed to add diversity to the fold.

The final photo was chosen to send the viewers eye back onto the design and encourage further perusal. The mule deer facing inward performed that task, while adding more examples of quality photography.

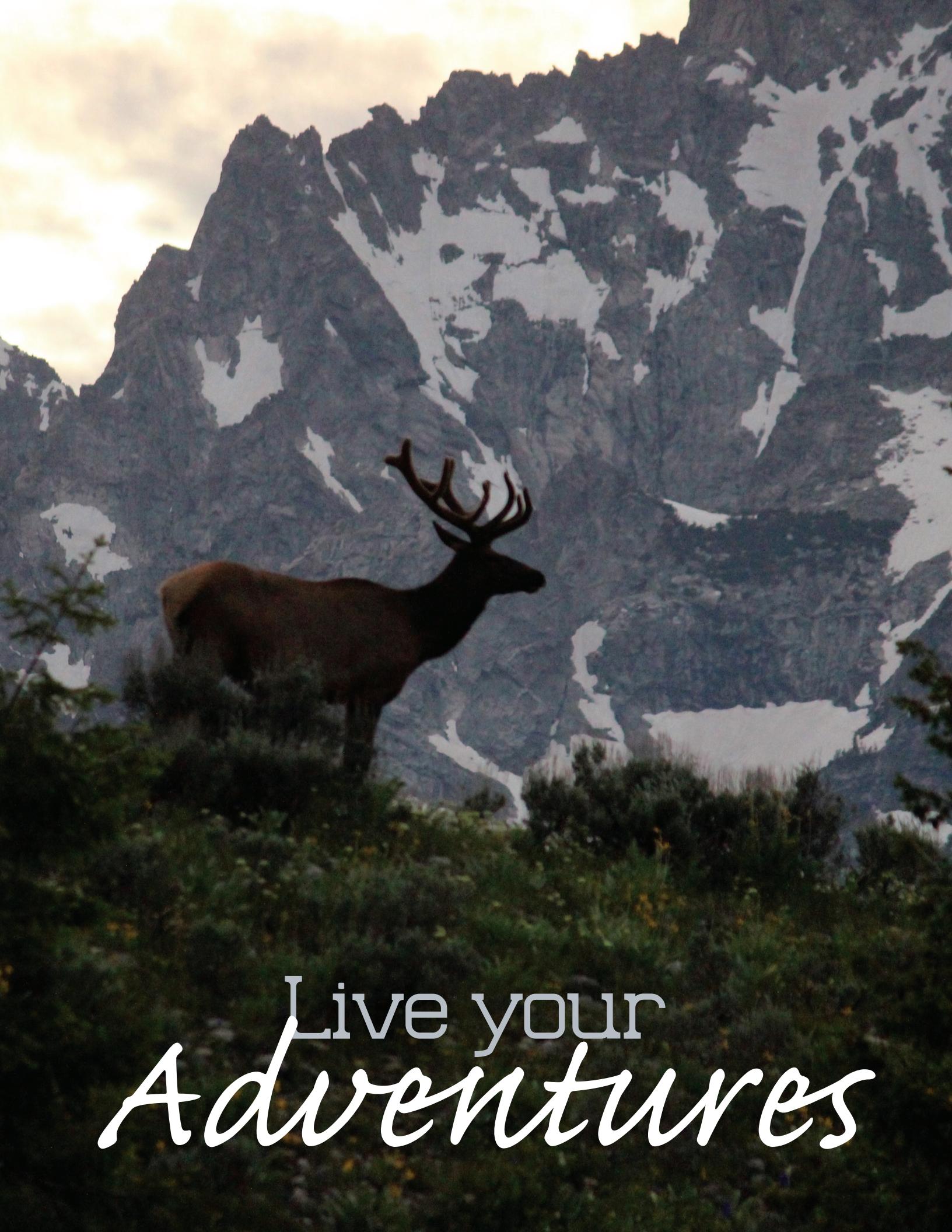
No real information is provided in the brochure, but if a person fits our audience they should be further intrigued to either visit our website or follow us on social media—bringing more people into our fold.

The back cover provides a call to action, which may not persuade everyone to buy from our company, but will bring in the audience we desire to work with.

These brochures will be distributed at various events, such as photography shows and small-business conferences—as well as being at places similar to local chamber of commerce offices.

The photos are repeated on the left page because who doesn't love a good ol' circular nature photo?



A silhouette of a elk standing in a grassy field with snow-capped mountains in the background.

Live your
Adventures