



# ***TREKKSERIES***

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Graphic Design 3  
Phase 5***

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# *What is TREKKSERIES?*

The Ultimate Survival Expo-Con, better known as TREKKSERIES, brings together the thrilling worlds of Coppertrek, SilverTrek, GoldTrek, and GlaceTrek. Each convention offers an immersive experience into different terrains and survival scenarios.

Coppertrek, with its bear logo, focuses on forests and mountainous regions. SilverTrek, symbolized by the clever fox, emphasizes forest and desert survival. GoldTrek, marked by the resilient spider, delves into the jungles and tropical climates. Lastly, GlaceTrek, with its penguin emblem, is all about arctic and alpine endurance.

Through interactive workshops, gripping exhibits, and engaging keynote speakers, this four-part series empowers individuals with the skills and knowledge needed to conquer the great outdoors. Join us for an unforgettable adventure that bridges the gap between survival and entertainment.

## “Our Audience..”

- **Survivalists:** Individuals passionate about self-sufficiency and preparedness.
- **Boy Scouts:** Youth organizations seeking outdoor education and skill development.
- **Nature/camping influencers:** Social media personalities focused on outdoor activities.
- **Individuals interested in learning survival skills:** People curious about self-reliance and emergency preparedness.





## ***“What is our mission?”***

- We aim in showcasing popular/little known survival/outdoor brands.
- To teach valuable information that will not only help others, but promote the message further into everyday life.
- Set the stage for civilian independence from Government aid.
- Break down any negative stereotypes associated with the concept due to media stigma surrounding “preppers”, “post apocalyptic”, etc.
- Increase awareness and possibly promote new ideas to advance the survivalist community.

## “Competition..?”

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*READY XPO, Prepper Camp, Bushcraft Homestead & Survival Expo.*

- Offer a unique blend of education and adventure across four themed cons, each with a distinctive focus, level of difficulty, and integrated shop process.
- TrekkSeries also promotes a greener environment through initiatives like electric Greyhounds for mass carpooling.



A person in a survival setting, wearing a dark jacket and a cap, holding a knife. The background is a dense forest with warm, orange lighting. The text "CALL to ACTION" is overlaid in white, bold, italicized font.

***“CALL  
to  
ACTION”***



- Inspire attendees to enhance their survival skills.
- Build a community around outdoor adventures.
- Promote sustainable and respectful interaction with nature.
- Maximize profits from ticket sales and sponsorships.

*“Info for all!”*

*“Always have; never need!”*

*“Survive & thrive!”*

# “Possible Names...”

- BEARCRAFT (BARECRAFT)
- FOXFLAME (FIRESTARTER)
- FOXTREKK
- NATUREGUARD
- BUSHCRAFT BOOTCAMP
- WILDERNESS WORKSHOP



## Honorable mentions:

Wilderness Edge, Survival Summit, TrekXplore, WildPioneers, TrekElite, SurvivalQuest, TrekVenture, NatureNavigator, WildernessPro.

# “My Approach”

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## ***Simple yet Impactful:***

- The decision to use simple logos featuring animals like a bear, fox, spider, and penguin for each of the cons reflects an intention to create strong visual identifiers that are easy to recognize and remember. These icons symbolize the unique aspects and environments each con represents, creating a cohesive yet diverse identity.

## ***Visual Solution:***

- **Animal Logos:** Each animal is carefully chosen to represent different aspects of survival and the environments they thrive in; *The bear symbolizes strength and resilience (Coppertrek), the fox represents cunning and adaptability (SilverTrek), the spider signifies intricacy and craftiness (GoldTrek), and the penguin stands for community and endurance in harsh conditions (GlacTrek).*
- **Color Palette:** Earthy tones and vibrant colors are selected to evoke a connection to nature and the outdoors, aligning with the survivalist theme. These colors vary between the 4 different cons in the series, yet all work together harmoniously.

# ***“What are we going for...?”***

- Approachable and inclusive.
- casual, yet professional.
- Encouraging & empowering.
- Inspiring to all.
- Rational and practical.
- Sustainably responsible.
- Community oriented

- The tone of TrekkSeries is designed to be approachable and inclusive. It welcomes people of all backgrounds and skill levels, from seasoned survivalists to curious beginners. By using friendly and inviting language, TrekkSeries aims to make the concept of survival skills accessible and appealing to a broad audience.
- While maintaining an approachable demeanor, the tone also conveys a sense of expertise and credibility. The language used is conversational and easy to understand, but it's also backed by accurate and reliable information. This balance helps build trust with the attendees and staff of TrekkSeries, as a knowledgeable guide in the field of survival skills.
- Despite its casual and inclusive nature, the tone also has a rational and practical aspect. Information is presented clearly and logically, with practical advice and actionable tips. This approach ensures that attendees can easily grasp and apply the knowledge gained at the expo.
- Tone: Emphasizing sustainability and responsibility is a key aspect of the tone. By promoting greener practices such as electric Greyhounds for carpooling and supporting eco-friendly brands, TrekkSeries aligns itself with values of being environmentally conscious.
- The tone communicates a commitment to protecting nature while enjoying and learning independence through it.

# Past Iterations:



**TrekSeries**  
*survivalist expo* ————— *thrive & survive*

This iteration features the text 'TrekSeries' in a bold, black, sans-serif font. The 'k' is filled with a detailed, grayscale illustration of a mountain range. Below the main text, the words 'survivalist expo' and 'thrive & survive' are written in a smaller, italicized, lowercase sans-serif font, separated by a long horizontal line.



**TrekSeries**  
*survivalist expo* ————— *thrive & survive*

This iteration is identical to the first, but the background is a solid dark gray. The text and line are rendered in white, creating a high-contrast look.



**TrekSeries**  
*survivalist expo* ————— *thrive & survive*

This iteration features the text 'TrekSeries' in a bold, white, sans-serif font with a thick black outline. The 'k' is filled with the same grayscale mountain illustration. Below the main text, the words 'survivalist expo' and 'thrive & survive' are written in a smaller, italicized, lowercase sans-serif font, separated by a long horizontal line. The background is a solid bright yellow.





TREKKSERIES

TREKKSERIES

COPPER TREKK

COPPER TREKK

SILVER TREKK

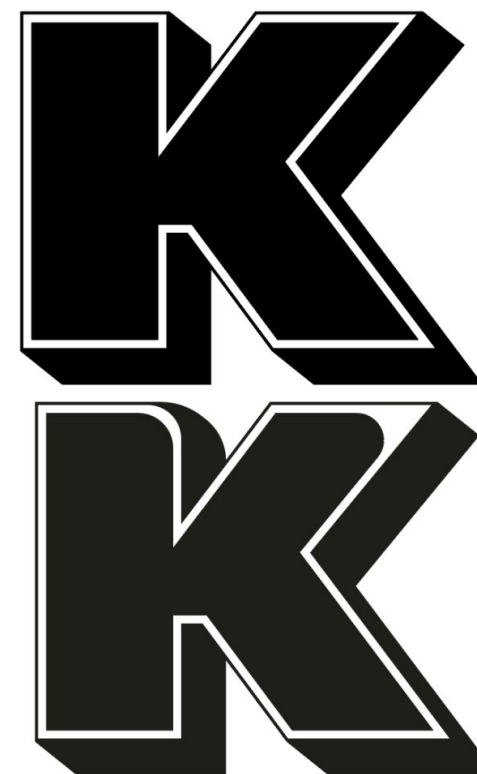
SILVER TREKK

GOLD TREKK

GOLD TREKK

GLACÉ TREKK

GLACÉ TREKK



# TREKK SERIES

# TREKK SERIES

# TREKK SERIES

**TREKK**  
SERIES



**COPPER**  
TREKK



**COPPER**  
**TREKK**











**GOLD**  
**TREKK**



**GOLD  
TREKK**





**GLACÉ**  
**TREKK**



GLACÉ  
TREKK









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Graphic Design 3  
Phase 3



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4 MIN READ



Maddie McGarvey for The New York Times

**The Great Read**

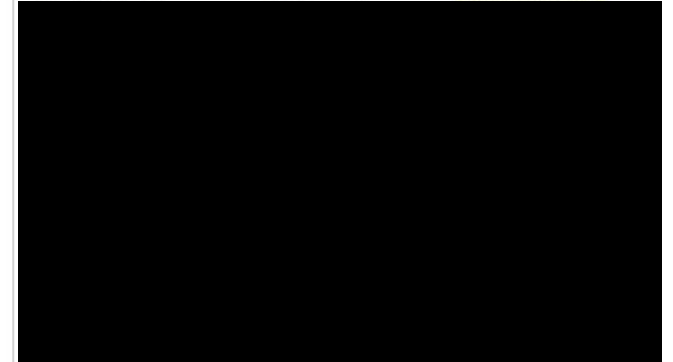
## Is Mikhail Baryshnikov the Last of the Highbrow Superstars?

Fifty years since he left the Soviet Union, the dancer and actor insists on using his huge fame to bring attention to difficult, esoteric art.

14 MIN READ



Thea Traff for The New York Times



### Best Comedy of 2024

6 MIN READ



### A Friend Saw My Daughter-in-Law Flirting With Another Man. What Should I Do?

4 MIN READ





**BARBER**/**BARBER**

**ABCDEFGHIJKLMN OPQRSTU-**

**VWXYZ**

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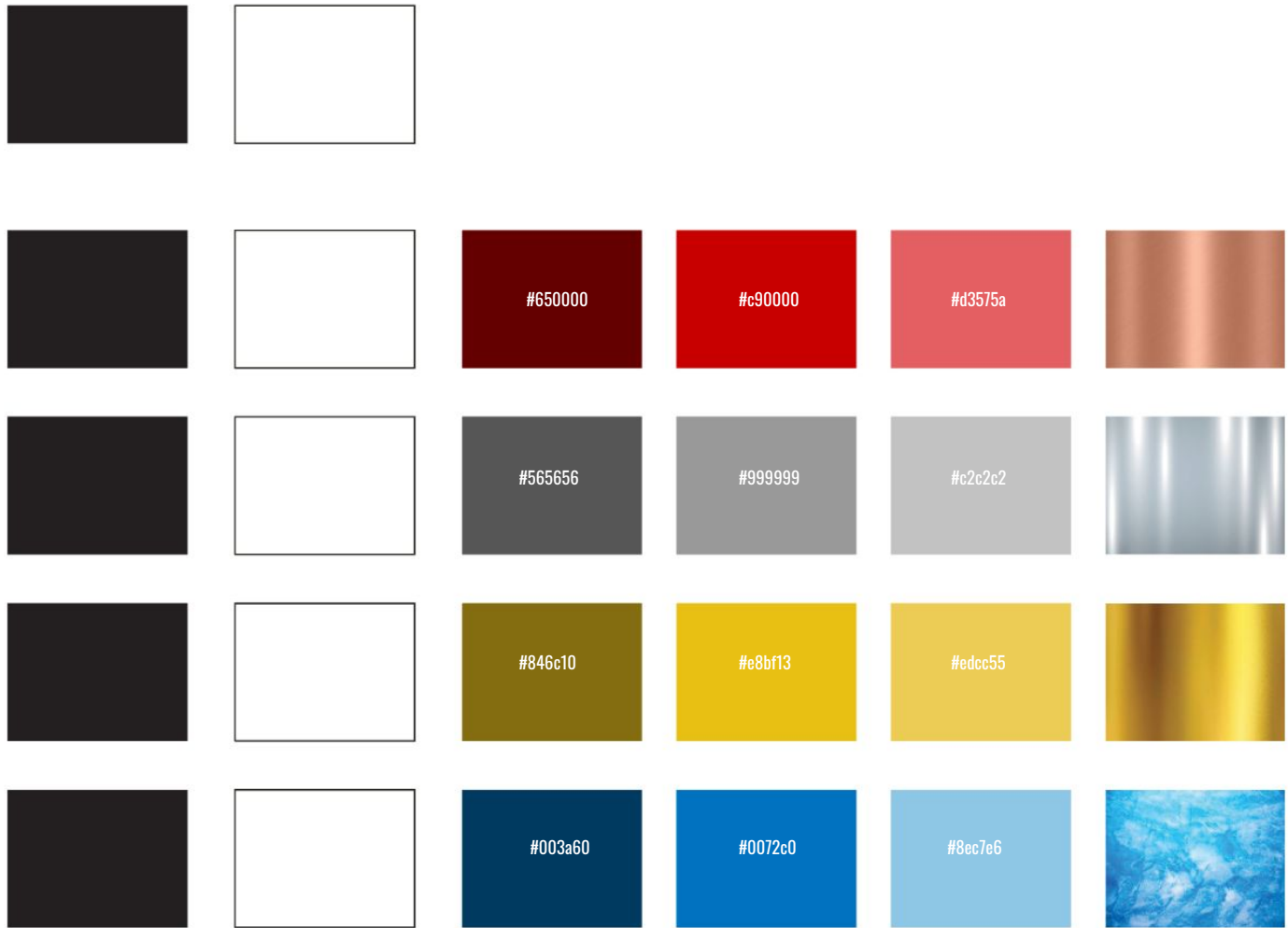
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*thank you!*

gettyimages®

Credit: Daniel Lozano Gonzalez

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