

FORGE

Brand Book

SEPTEMBER 2019





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Who we are

Forge New Frontiers (t/a Forge) is a mapping and geospatial solutions company. Our primary focus is designing and updating a location- and mapping-based mobile application supplying the outdoor enthusiast with highly detailed and accurate maps of all hiking, mountain biking and trail running trails around the Cape Peninsula (Cape Town and surrounds), with the aim to expand into the rest of the country, continent and globally.

We believe that by simply having an app with highly accurate trails (which we are constantly verifying ourselves), geolocation and simple descriptions of trails, the user can easily work out exactly where they are and want to go.

Ultimately, we see Forge as a tool tool that you can use to help you find your path and explore more.



The Forge Crew



Michael Halley

Founder, GIS & Mapping

Lover of the outdoors and technology, often found wandering around the mountains with his dog mapping trails. A GIS Business Analyst by day and a dreamer by night. The brainchild behind Forge.



Joshua Weiss

Research and Development

Hunter of trig beacons, peaks and beautiful spaces in nature. Conservation biologist by day, avid chocolate milk lover and wannabe chef by night.

Joshua is currently responsible for research, finance and operations. In the outdoor office, he spends his time ambling in the hills collecting and verifying data and gazing at distant hills planning for future Forging.



Alex Weiss

Media, Content & Design

Often found with a camera in hand or snacking on rusks. Alex has the unusual academic background in Media, Screen production and Environmental Studies. He is the guy behind the viewfinder, responsible for all things media related. With an eye for capturing the beautiful outdoors, he ensures Forge maintains in producing highly aesthetic content.

Alex is a freelance content marketing consultant.



Vision

We want to be a catalyst for the development of a better-informed, aware and adventurous outdoor community by providing high quality, accurate spatial and supporting information.



Mission

To create and maintain an intuitive, battery-friendly, “one-stop-shop” application for all levels of outdoor enthusiasts and a supporting website that;

- is built on highly accurate data.
- Encourages outdoor activity that highlights safety while outdoors and,
- removes the effort in looking for an area to hike, mountain bike or trail run
- exposes people to the rich biodiversity and recreational value that our parks, protected areas and open spaces have to offer in a country blessed with good weather almost year-round.
- enables and furthers sustainable socio-economic growth through other services being provided such as those in the guiding, adventure sports, events and tourism.



Values

- Accuracy & Reliability

We strive to ensure that our data is as true as possible and consistent, backed up by information that is rigorous and well researched.

- Safety

Our services complement and enhance basic outdoor safety procedures.

- Accessibility

Our platforms are free to the public with a user-intuitive interface

- Community

The services we offer is our way of giving back to the community and value feedback to ensure our users remain proud to use our platforms.

Audience

Users

Forge aims to create an all-inclusive web- and mobile-based package for any person wanting to explore the outdoors, from the first-timer to experienced mountaineer. Specifically, this tends to include:

- Recreational hikers
- Mountain biking enthusiasts
- Trail Runners
- Dog-walkers

Collaborators

Forge is open to working with businesses and organizations with whom our ethos aligns, including:

- Tourism authorities and government departments
- Environmental NGOs
- Private conservation entities
- Outdoor clubs and societies

Ethos

To create and maintain an intuitive, battery-friendly, “one-stop-shop” application for all levels of outdoor enthusiasts and a supporting website that;

- is built on highly accurate data.
- Encourages outdoor activity that highlights safety while outdoors and,
- exposes people to the rich biodiversity and recreational value that our parks, protected areas and open spaces have to offer in a country blessed with good weather almost year-round.
- enables and furthers sustainable socio-economic growth through other services being provided such as those in the guiding, adventure sports, events and tourism.

Brand Identity

The Forge word-mark, slogan and arrow form our brand labels. To ensure consistency for greater brand recognition, do not alter the shape, configuration or proportions of them.

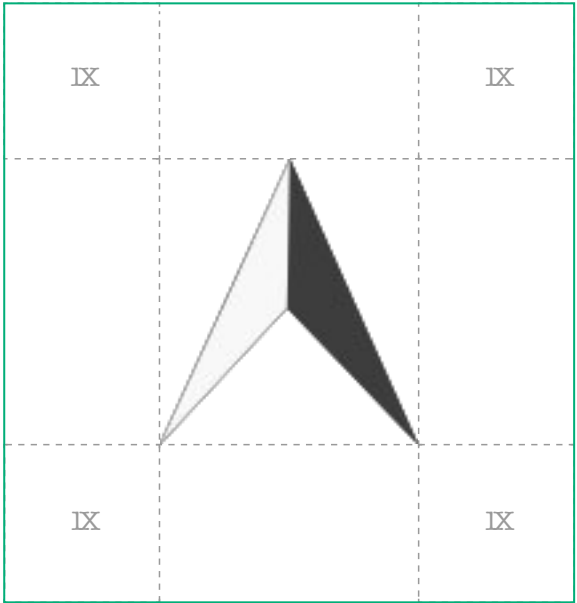
The word-mark and slogan should always appear in the same color. See page 5 for more details on our colors.

To maintain brand integrity and recognition, ensure there is a clear space on all sides of the logos, particularly where they appear with other elements. The minimum clear space required is in green and is always relative to the size of the logos, equal to the x-height of the word-mark.

Forge Word-mark



Forge Arrow



Forge Slogan



FORGE

Forge Light Green

FORGE

Forge Warm Grey 50

FORGE

Forge Dark Green

FORGE

Forge Dark Grey



Forge White

Warm Gray 50

White



Light Green

CMYK 11 0 39 20
RGB 181 204 124
Hex # B5CC7C



Warm Grey 50

CMYK 44 36 37 2
RGB 142 159 158
Hex # 8E9F9E



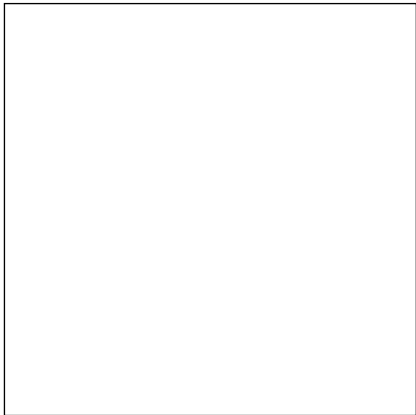
Dark Green

CMYK 11 0 40 59
RGB 92 104 63
Hex # 5C683F



Dark Grey

CMYK 0 0 0 76
RGB 61 61 61
Hex # 3D3D3D



White

CMYK 0 0 0 0
RGB 255 255 255
Hex # FFFFFFFF

Color

Grey and Green forms the basis of our brand. There are varying shades of each to be used suitably in either dark or light contexts.

Typography

Wicked Grit is our word-mark and slogan type family. We chose this font as it earthy and rugged, emblematic of the outdoors.

Candara is our primary type family. We chose this font as it is simultaneously laid-back yet neat.

Avenir Next is our secondary type family. It's a modern typeface that is clear and subtle.

The logo and slogan type family is [Wicked Grit](#).

Regular **THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@# \$ % ^&* ()

The primary type family is [Candara](#).

Regular The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@# \$ % ^&* ()

Bold **The quick brown fox jumps over the lazy dog**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@# \$ % ^&* ()

The secondary type family is [Avenir Next](#).

Regular The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@# \$ % ^&* ()

Bold **The quick brown fox jumps over the lazy dog**
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abcdefghijklmnopqrstuvwxyz
1234567890!@# \$ % ^&* ()

FIND YOUR PATH. EXPLORE MORE.

CONTACT

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