



BILLABONG

— VISUAL STANDARDS GUIDE

3



“Don’t be satisfied with stories, how things have gone with others. Unfold your own myth.”

— Jalaluddin Rumi (Persian Poet)

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THE BEGINNINGS

SURFBOARDS, TENTS AND SLEEPING BAGS

Billabong was founded on Australia's Gold Coast in 1973 by surfer Gordon Merchant and his then partner, Rena. From humble beginnings the brand quickly gained traction with surfers preferring the superior functionality of the Billabong boardshorts.

—Us.billabong.com

OUR HISTORY

History

Gordon Merchant was all about experimenting, prototyping and improving his own surf gear. This constant tinkering, persistence, love for the outdoors and the board sports world helped him become the founder of the iconic Billabong brand.

The name itself, 'Billabong' is associated with water, the ocean and surfing. We encourage and invite our customers to discover the magic of the inner coastal lifestyle inspired by Australia's relaxed vibes and enthusiasm for outdoor sports.

Our USP (Unique Selling Proposition)
To be always improving and perfecting out gear as to encourage more enthusiasm for outdoor sports.



OUR COMMUNICATION STRATEGY

What we do

We produce, market, and distribute some of the most amazing apparel and accessories for the boardsports sector and outdoor enthusiasts. Our target audience ranges from beginners to professionals, and even the casual sun bather. We strive to encourage a more outdoor lifestyle while providing safety and some good looking gear.

Our USP (Unique Selling Proposition)
To be always improving and perfecting out gear as to encourage more enthusiasm for outdoor sports.





OUR FUTURE

A NEW PATH FOR BILLABONG.

Our re-branding objective is simple: to create a simple but holistic identity system that expands from the already known world of boardshorts and sun-bathing to a new one focused on social and personal growth.

RE-BRANDING STRATEGY

Our Goal

A description of what we are and what we strive to become, is simply: "Being in the right place at the right time to get connected with nature." We want to help kids, teens, and adults of different countries and backgrounds who want to get more connected with nature but just don't know where to start.

A woman with dark hair and tattoos is lying in a colorful, patterned hammock on a grassy hill. She is wearing a blue and white patterned tank top and black shorts. The background features a dramatic coastline with a large, rugged mountain (likely Mount Bromo) under a cloudy sky. The ocean is visible in the distance, and the overall scene conveys a sense of relaxation and connection with nature.

Our mission is to help you find the
opportune moment, the right time
to experience nature

A close-up photograph of dandelion seeds, showing the intricate structure of the seed heads and the delicate, feathery seed pods. The image is in sharp focus, with a soft, out-of-focus background of more dandelion seeds.

OUR NEW IDENTITY

A NEW BILLABONG

After a very extensive creative and emotional visual analysis which led to our re-branding, a new Billabong is born. Take a closer look and get to know the new us a little better.

FORMER IDENTITY

The former logo highlights the meaning behind the brand's name (Billabong can be split into 2: 'Billa' meaning river or creek and 'Bong' meaning to die) by making use of different weights and typefaces. It also uses the symbol of 2 waves that make reference to the name's definition.

Also, the logo makes use of different typefaces to emphasize its boardsports niche and young target audience.



NEW IDENTITY CONCEPT

*A NEW BRAND THAT WILL PASSIONATELY
STRIVE TO IMPROVE THE LIVELIHOOD AND
NATURAL AWARENESS OF SOCIETY.*



The new identity will portray our mission and carry out our new goal to help all individuals to engage and come into contact with nature.



FINAL SYMBOL

The final symbol for Billabong's new re-branding incorporates 3 Main Ideas: "Outdoors", "Fun" and "Integration".

It also incorporates the visual elements of sunset and waves, apparent on the upper half. The gray organic "swoosh" enforces the idea of movement, direction and "taking off".

FINAL WORD MARK

The new word mark takes inspiration on the typeface Archer Medium Italic, a slab-serif chosen for its “earthy”, but “approachable” and “elegant” characteristics.

It also presents new modifications on the typeface: pointy terminals designed to resemble Billabongs new symbol’s “swoosh”. In this way, visually making a reference to the symbol.

Billabong

Archer Medium Italic with 10 tracking

Billabong

Archer Semibold Italic with 10 tracking and new terminal modifications

Billabong

The typographic comparison illustrates the modifications made on the typeface Archer Medium Italic.



BRAND ELEMENTS

ALL THE RIGHT PIECES IN ALL THE RIGHT PLACES

“A rock pile ceases to be a rock pile the moment a single man contemplates it, bearing within him the image of a cathedral.”

The guidelines found here define the elements that make up our visual identity system: Billabong's logo, color, and typography. All these elements work together to create an unique and cohesive Billabong feel. By following these rules consistently we can portray the Billabong brand in a clear and direct way. In this way we at Billabong can show the world who we are and what makes us different.

—Antoine de Saint-Exupery (French writer)

LOGO ANATOMY

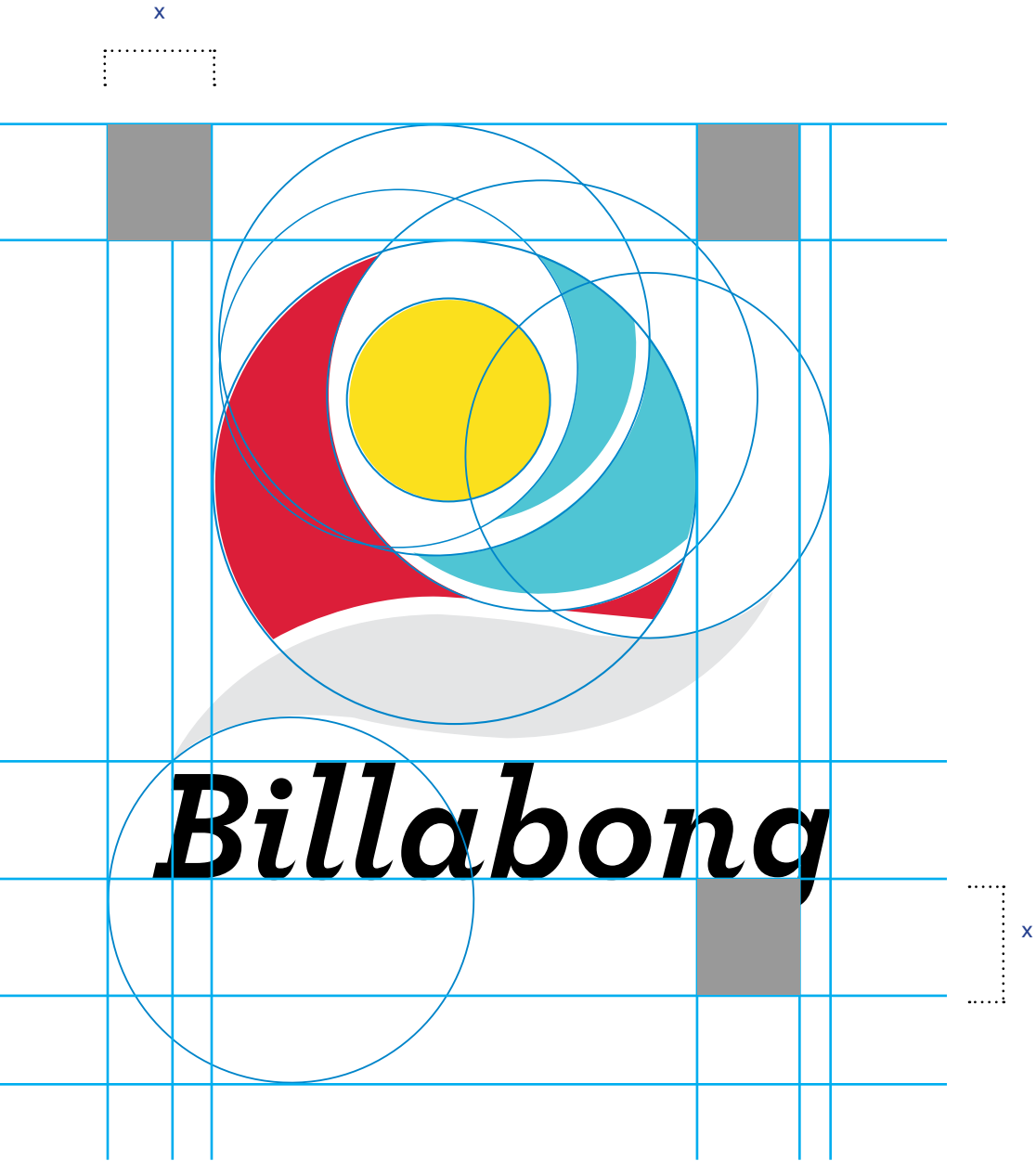
Symbol Anatomy

Our new logo is a combination of different circles interlocking with each other. Which gives the overall structure a clean geometric proportion. The only element that breaks this is the gray “swoosh” element, which provides a more free and organic feel to the overall symbol.

The concept behind the circle pieces is to symbolize the integration of the land, sun and waves in a playful way. The “swoosh” enforces the idea of “taking off” and direction, while the middle smaller circle represents the passage of time on land, the sun.

x = clear space 
width of alphabet letter “B” when used as
Archer Semibold Italic

 *Billabong*



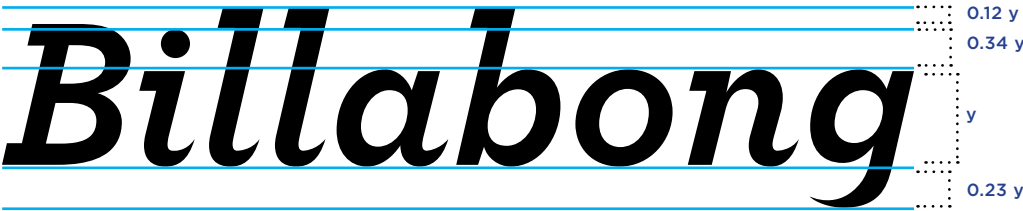
Clear Space
The dimensions and proportions of the Clear Space are measured with the value of x. In this case the value of x is equal to the width of the letter “B”.

LOGO ANATOMY

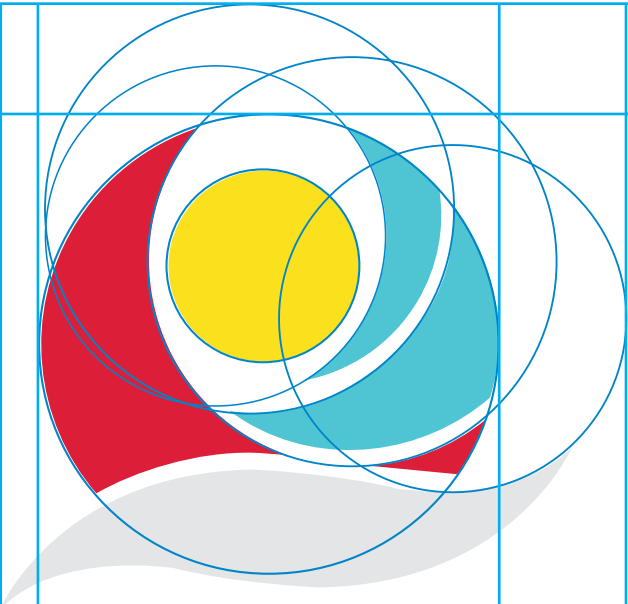
Word Mark Anatomy

The Billabong word mark is based on the typeface Archer Semibold Italic. This typeface has been altered to better fit the aesthetics of the brand.

The actual position of Brand name should be approximately half a measurement of “x”, “x” being the x-height of Archer Semibold Italic.



y= 0.57 in



— LOGO ALTERNATE VERSIONS

The new logo has several variations to suit its use in different sizes and mediums. The alternative logo stems from the primary logo and word mark itself and are composed of just some slight variations. The logo has 3 versions.

The first version is a vertical lockup with the word mark beneath it. This version is ideal for large and square formats.

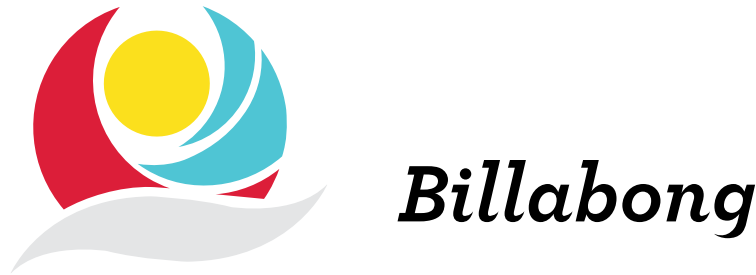
The second version is a horizontal lockup with the word mark on its right. This version is ideal for both large and smaller sizes.

The third and last version is the logo symbol used individually. This option is more versatile and can be used on both smaller and bigger sizes and formats.

Version 01. Vertical Lockup



Version 02. Horizontal Lockup












Version 03. Stand Alone Logo



LOGO SIZE CHART

These are the minimum and maximum sizes for the use of the logo. The top row is designated for print medium and large formats. The second is designated for online usage, while the third and fourth are for mobile and adhesive formats.

Logo version	Version A Vertical Lockup	Version B Horizontal Lockup	Version C Stand Alone Logo
Size D: 15 inches	 <i>Billabong</i>	 <i>Billabong</i>	
Size C: 5 inches	 <i>Billabong</i>	 <i>Billabong</i>	
Size B: 1 inch		 <i>Billabong</i>	
Size A: 0.75 inches			

LOGO DON'TS

The logo should appear always as specified by these guidelines in order to preserve Billabong's integrity and clear mission. It is one of our most valuable assets please be nice to it.

It must always be represented accurately. Inconsistent usage of our logo not only detracts away from our brand identity, but also makes it plain ugly. Here are a few examples of the incorrect uses of the logo, take a moment to think about how it can be applied.



Do not use same background colors as the ones designated in the logo



Do not use drop shadow



Do not stretch the logo



Do not rotate logo

TYPOGRAPHIC STANDARDS

Billabong’s new standard typeface is the sans serif Gotham, not only because of its great legibility in various styles, but also because of its geometric proportions that make reference to our symbol. Gotham also portrays more humanistic elements on its typeface. With this new typeface, Billabong will have a friendlier but elegant and rational feel to it.

Although Gotham is a typeface with a big family, here we will only showcase the weights that Billabong uses the most. Gotham is to be used on Subheads, body text, quotes and image captions.

GOTHAM BOOK

Humanistic

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ “ /

GOTHAM BOOK ITALIC

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ “ /

GOTHAM MEDIUM ITALIC

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ “ /

GOTHAM BOLD ITALIC

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ “ /

GOTHAM MEDIUM

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ “ /

GOTHAM BOLD

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ “ /

TYPOGRAPHIC STANDARDS

For Titles, Billabong’s typeface is Plume. This type was chosen due to its distinctive shapes that make reference to the playfulness and organic forms of nature. Its beauty, functionality and legibility even on smaller sizes made it a good choice for Billabong.

There are specific rules for treating main titles: Use always Uppercase letters for Titles, don’t use other title capitalization styles. The size proportions should always be 1:4 with Tracking at 50.

PLUME REGULAR

ORGANIC

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ ” /

PLUME ITALIC

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ ” /

PLUME BOLD

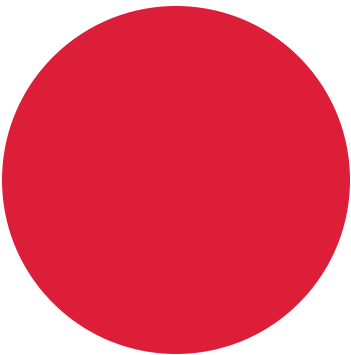
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ ” /

PLUME BOLD ITALIC

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
1 2 3 4 5 6 7 8 9 0
. , ; : - _ ‘ ” /

BRAND COLORS

Billabong’s new brand colors were chosen to make direct reference to nature, more specifically: “land”, “sun”, “waves” and “wind”. The colors aren’t flashy or bright, but moderate and primary. We don’t complicate, life already does that to us anyway, so we keep our color palette simple as a reminder to relax and enjoy ourselves.



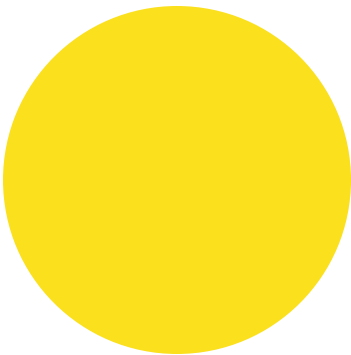
EARTHY RED

C:7 M:100 Y:82 K:1

R:235 G: 0 B:45

Pantone: 2035 C

Hex Color: #eb002d=



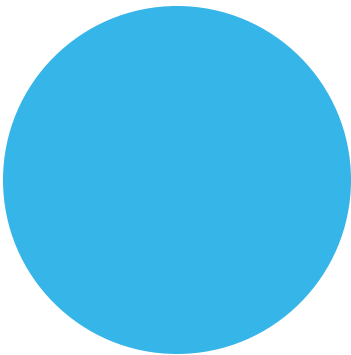
SUNNY YELLOW

C:3 M:7 Y:95 K:0

R:252 G: 224 B:29

Pantone: 803 C

Hex Color: #f7ed0d



BRIGHT OCEAN BLUE

C:66 M:9 Y:0 K:0

R:53 G: 181 B:232

Pantone: 2197 C

Hex Color: #57e8ff



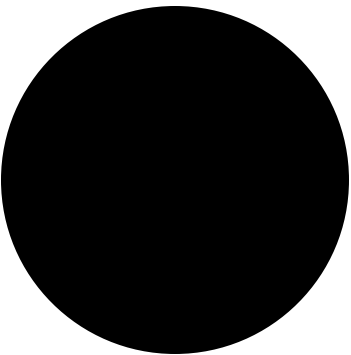
WINDY GRAY

C:0 M:0 Y:0 K:11

R:228 G:229 B:230

Pantone: 656 C

Hex Color: #e3e3e3



STAR BLACK

C:100 M:100 Y:100 K:100

R:0 G: 0 B:0

Pantone: Black 6 C

Hex Color: #000000



OUR FUTURE PROSPECTS

TIME TO EXPLORE NEW THINGS

Here are the proposed expansions for the new re-branding of Billabong. Once mainly a clothing and apparel brand, Billabong now embraces its new mission and acquires new perspectives. We hope that with these new expansions to encourage individuals of all ages, different backgrounds and gender to carve some time out of their busy schedules to experience the benefits of going outside. Basically we want to help you find the right time to connect with nature.

EXPANTION LIST

Initial 6 potential ideas that will represent Billabong’s brand extensions

Explorer Starter Pack (R1)

A tailored explorer kit that comes with everything that particular individual will need for his/her new outdoor adventure. Ranging from water bottle, to clothes, gear, entertainment and safety devices.

Adventure Planning (R2)

Similar to a travel agent who books your next vacation, this service will focus on booking your upcoming outdoor experience. This will help keep the customer excited about experiencing the outdoors. The service will also help organize and set up the most convenient time for each user to go outside. The service will also learn from the user’s travel history and suggest new nature explorations.

Wild Knowledge (E1)

Workshops and crash courses on interesting nature and survival knowledge. The experiences range from: edible and medicinal plants and herbs; shelter construction; navigating with maps, compasses and the stars; danger signs and help signals, etc.

Open Air Academy (E2)

A school that offers certification and introductory courses for those who are looking to learn more or specialize in outdoor sports. The classes range from hiking, rock climbing, BMX, Paragliding and much more.

Wilderness Trailblazer (M1)

An outdoor skill competition made up of several quick tasks that need to be completed on a certain time frame and that will be judged by well-known outdoor athletes. Contestants will compete for several prizes, the 1st place will receive a part money award, a shopping certificate on outdoor gear shops (REI, Patagonia and North Face), an interview with Go Outside Magazine and to be part of Billabong’s PathFinder Video Series.

PathFinder Video Series (C1)

Billabong will partner up with the following gear stores: REI, Patagonia and North Face with the objective of providing them with product placement opportunities and advertising, in exchange for funding and partnership on Billabong’s new Video Series PathFinder. Which will consist of short videos that tell the story and adventures of once “normal, 8-5 hour job”, individuals who managed to bring the outdoors experience into their busy lives.

EXPANTION LIST

6 extra potential ideas that will represent Billabong’s brand extensions

Go Outside Reminder APP (R3)

Billabong’s “Go Outside” application is designed to remind its user of any previous planned outdoor activities or to suggest new events that might be happening around the user. It also gives tips, weather forecast and location services.

Clean Gear (R4)

Billabong’s Cleaning Service will provide pick up and drop off grooming, repair and cleaning to our Explorer’s clothes. Ranging from a wide selection of services: broken zipper or button, muddy boots or stained jackets, and etc.

Annual International Trip (C2)

Billabong’s long term costumers will receive a chance to win a international paid trip to an unknown part of the world where they can experience a different type of outdoors than the one they are currently used to. Billabong will provide transportation, accommoda- tion, basic meals and activities.

Workshop on managing your time (E3)

Time management is a skill few people possess these days, and to be able to incorporate leisure time and time to explore nature is an even bigger challenge. Which is why Billabong will offer time management workshops for all aspects of our user’s lives.

Photography Competition (M2)

A photography competition based outdoors where explorer’s, athletes and brand users, can submit their best photos clicked during one of their outdoor adventures. The main event will be the judging of the photos, while mini expositions, gear swap and flea market happen.

Sun Powered Wearable (R5)

Reminders to get off the sofa or work chair are always welcome, which is why Billabong’s new wearable gadget (a simple but aesthetically pleasing, bracelet) will work as a secondary reminder to its user that it’s time he/she go outside. The bracelet will change col- ors once its amount of sun exposure decreases.

EXPANTION LIST

6 final potential ideas that will represent Billabong’s brand extensions

Collectable Destination Watches (R6)

Once a Billabong customer has accomplished a certain number of outdoor activities planned by our “Outdoors Adventure Planning”, he/ she will receive a collectable custom made wrist watch. Each watch will have design elements that portray their chosen favorite outdoor activity so far. A reminder to make time for nature.

Portable Hammock (R7)

Nothing remind us more of being outside and being relaxed than a Hammock. Billabong will create it’s first portable designed hammock. Easy to set up & hang anywhere, so even though you don’t have a long lunch break at work or school, you can hang it anywhere under a tree with your feet in the grass.

Outdoor Health and Wellness (R9)

Quick health and body recovery sessions for out most valuable customers. This new Billabong service will offer a range of benefits, from deep tissue massage, acupuncture, to body “building” and conditioning for planned long exposure to the outdoors.

Skin Care Products (R8)

Being outdoors is fun, but it also exposes the body to many harmful elements. Billabong will launch its own line of Skin Care products for individuals of all ages and skin types to help protect your body from long and short term effects. From sunscreen to allergies and insect bites.

Skin Care Pop Up Store (M3)

Billabong’s Skin Care Pop Up Store will be located on busy downtown and business centers to showcase its Skin Care Products, offer free samples and quick tutorials on how to prevent exposure to harmful elements while being outdoors.

Outdoors First Aid Workshop (E4)

Billabong’s believes that being safe and prepared for any occasion is essential, especially when it comes to knowing the basics of first aid while being outdoors. You never know what might happen even on a simple outside excursion. This quick workshop will teach the basics of first aid procedures even for those who don't carry a emergency kit around.

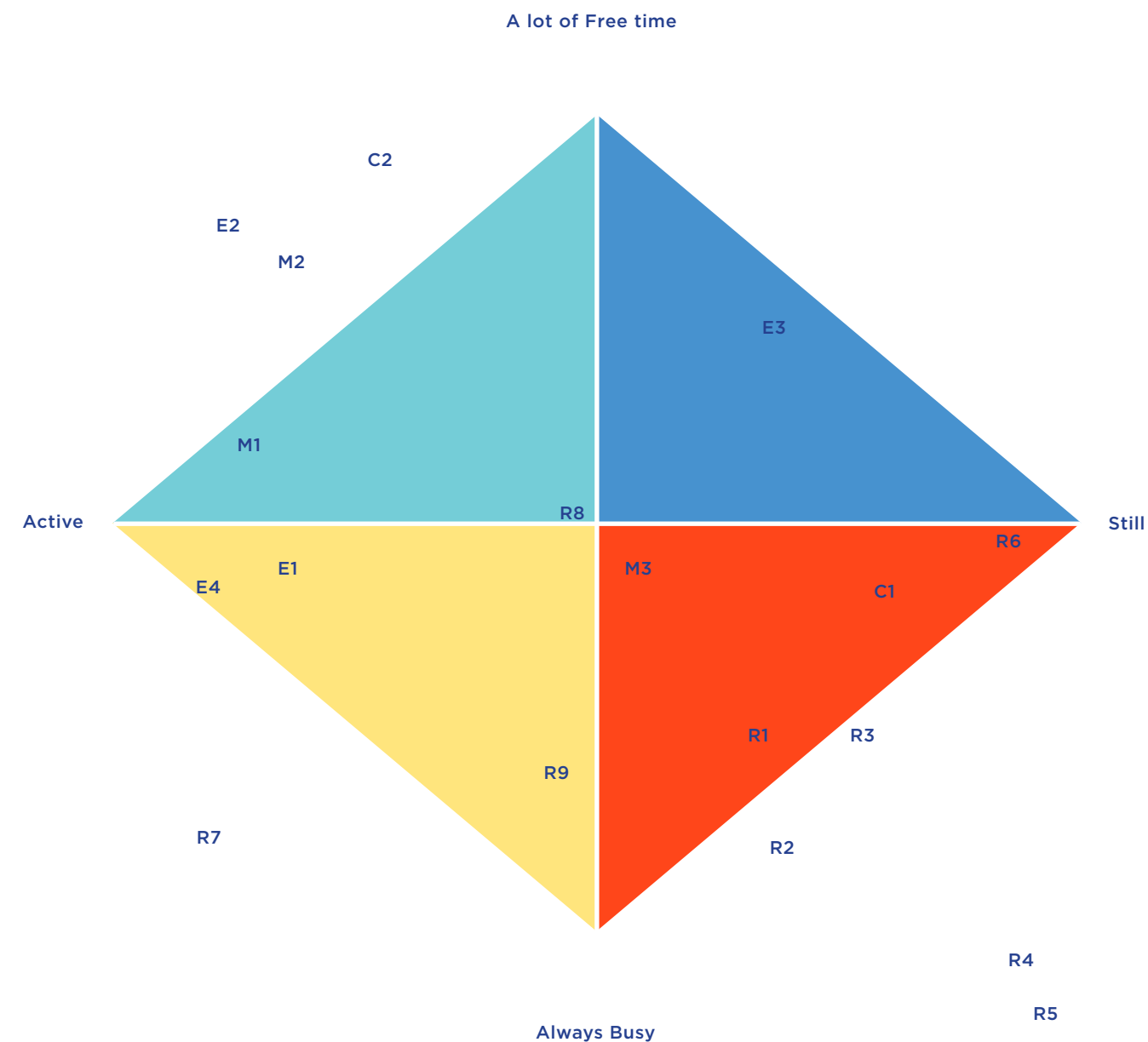
C1	PathFinder Video Series
C2	Annual International Trip

E1	Wild Knowledge
E2	Open Air Academy
E3	Managing Your Time
E4	Workshop on Outdoors First Aid

R1	Explorer Starter Pack
R2	Adventure Planning
R3	Go Outside Reminder APP
R4	Clean Gear

R6	Collectable Destination Watches
R7	Portable Hammock
R8	Skin Care Products
R9	Outdoor Health and Wellness

M1	Wilderness Trailblazer
M2	Photography Competition
M3	Skin Care Pop Up Store



APPENDIX

- _ flickr.com
- _ googleimages
- _ allyscooking.com
- _ boosfight.co
- _ afr.com
- _ theculturetrip.com
- _ billabongbiz.com
- _ us.billabong.com
- _ wordpress.com
- _ huffpost.com
- _ medicaldaily.com
- _ airportseatingalliance.com
- _ shopify.com
- _ independent.co.uk
- _ edibleeastend.com
- _ pexels.com
- _ brainyquote.com
- _ strategynewmedia.com



Designer
Juliana Serejo Galeotti

Typography
Gotham and Plume

Design Tools:
Adobe Illustrator CC
Adobe Indesign CC
Adobe Photoshop CC

Nature of Identity GR. 604
Fall 2017
Instructor: Hunter Wimmer



MAKING IT REAL. HAVE YOU BEEN OUTSIDE TODAY?

The new universe of Billabong is full of potential and possibilities. Check out our future prospects and see what we've already begun to put in motion for you:

www.timefornature.website

