

**THE  
NORTH  
FACE** 



B R A N D D E S I G N



photo: Savannah Cummins - Antarctica 2017





photo: Clayton Boyd - Joshua Tree 2018

Designing is the capacity to stop just in time, to express no less and no more than is necessary. Designing on behalf of a Brand has an additional level to consider. It requires a solid and shared foundation.

As a global creative community, we all share a privilege and a responsibility to help build this Brand's identity, craft its expression and fine tune its tone. This book is designed to help you understand the TNF Brand, to define the fundamentals and to establish that solid and shared creative foundation.

This book is a methodical overview of the TNF brand elements, their reason for being and their usage guidelines. It's not a manual, it's not a list of rules. It exists to challenge you creatively with clear and defined direction.

Enjoy.

The North Face Brand Design team



photo: Pablo Durana - Antartica 2017

**EXPLORATION IS A MINDSET**



**ON THE MOUNTAIN**

photo: Tim Kemple - Nepal 2015



photo: Andrew Paynter - Spring 2018

90° ARC  
FROM CENTER  
POINT #3

90° ARC  
FROM CENTER  
POINT #2

90°  
FROM  
POINT #2

90° FROM  
POINT #1

90° ARC  
FROM  
POINT  
#1

3  
2  
1

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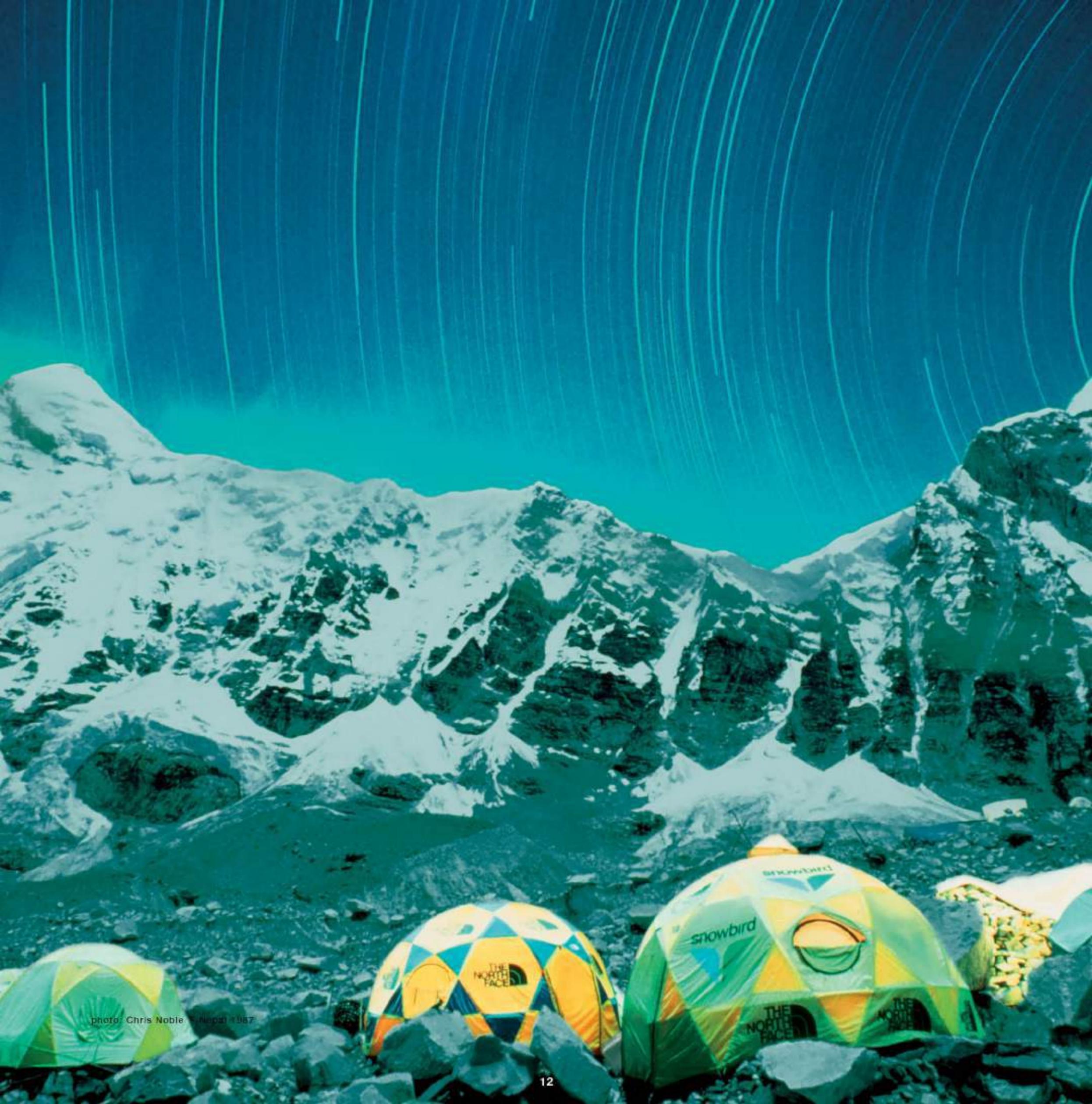


photo: Chris Noble © Nepal 2007



## THE FOUNDATION



**OUR MISSION WAS NOT TO SELL ANOTHER  
SLEEPING BAG OR JACKET.  
OUR MISSION WAS TO CHANGE THE WORLD.**

**— HAP KLOPP**



photo: Chris Noble - Denali 1989

**WE WERE  
BORN  
TO EXPLORE.**

Born on the toughest face.  
Born to climb Everest, K2, and El Cap.  
To charter Antarctic expeditions.  
To make the first ascent,  
To ski out of bounds,  
And camp further in.



Buckminster Fuller - oval intention

**WE WERE  
BORN  
TO DISRUPT.**

Born in the Bay in the 60's.  
Born to rethink the tent,  
And lighten the load.  
To design icons,  
And climb every wall,  
To wonder what if,  
And ask why not.



photo: Jimmy Chin - Everest 2006

**WE WERE  
BORN  
TO LEAD.**

Born to fight for peace,  
And the health of our planet.  
To pioneer responsible down,  
And pursue the triple bottom line.  
To shrink our footprint,  
And grow our impact.  
To welcome all kinds,  
And stand up for others.



A wide-angle photograph of a desert landscape at sunset. The sky is a pale, hazy yellow, transitioning to a bright orange glow near the horizon. In the background, a range of rugged, layered mountains stretches across the horizon. The middle ground is a vast, flat desert floor covered in fine sand and small rocks. In the foreground, several large, dark, angular rocks are scattered across the sandy terrain. The overall mood is one of vastness and exploration.

**BRAND PURPOSE**

**WE DARE TO LEAD  
THE WORLD FORWARD  
THROUGH EXPLORATION.**



photo: Matty Hong - La Rambla 2017

OUR VALUES

**LOVE WILD PLACES**

**SPARK CURIOSITY**

**DARE TO DISRUPT**

**CREATE COMMUNITY**

**LEAD WITH INTEGRITY**



photo: Clayton Boyd - Fall 2018

**VALUE 1**

# **LOVE WILD PLACES**

**We were born on the mountain and this will always be at our core.**

**We want everyone to love the wild and find their wild places—wherever they might be.**

**We will set the standard in sustainability and strive to leave every place better than we found it.**

**With the health of our planet under threat, we believe that wild places are worth protecting at all costs.**



photo: Chris Bézamal - Spring 2018

VALUE 2

# **SPARK CURIOSITY**

**We stoke curiosity, because curiosity is at the heart of exploration.**

**We ask why and never settle for easy answers.**

**We enable people to go outside their comfort zones and explore new places and perspectives to discover what is inside.**

**We Never Stop Exploring because we believe exploration is a mindset with the potential to move us, forward.**

**WALLS  
ARE  
MEANT  
FOR  
CLIMBING**

THE  
NORTH  
FACE

LAMAR

W HOUSTON ST

BAR

DOS CAMINOS

RESTAURANT

DOS CAMINOS

116

30

**VALUE 3**

# **DARE TO DISRUPT**

**We are at our best when we dare to disrupt the ordinary, innovating to change the game.**

**We support those who are bold enough to take a risk, even when they fail.**

**We fight for what's right, not just what's profitable.**

**We use our voice to challenge norms, ourselves, and others.**

**We don't let fear hold us back because we believe only the courageous can move the world forward.**



photo: Emily Maye - Spring 2019

**VALUE 4**

# **CREATE COMMUNITY**

**We are explorers, driven by the desire to step outside our world and create meaningful connections.**

**We actively seek diverse perspectives and foster inclusive communities, knowing that a rich life demands understanding.**

**We invite all to journey with us because we see an explorer in everyone. We understand products don't build relationships—people do.**

**We stand up against division, because the free exchange of ideas and culture is at the heart of exploration.**

**We pull each other up to push each other forward, because years on the mountain have taught us that collaboration is the key to progress.**



VALUE 5

## **LEAD WITH INTEGRITY**

**We use our position to boldly lead the industry and to set the standard for a better way.**

**We bring the right players around the table to provoke meaningful dialogue and action.**

**We champion those who move their sports, our industry, and our world forward.**

**We shape better business by focusing on the triple bottom line and being transparent from the top down.**

**We use our scale as a force for good because we believe our place at the top comes with the responsibility to lead.**



photo: Laurel Golio - Spring 2018

## **BRAND PERSONALITY**

# **THE EXPLORER**

**We embody the spirit of the explorer with the courage of a leader and the boldness of a rebel.**

## **MOTTO**

Never Stop Exploring™

## **GOAL**

To experience a better, more authentic, and fulfilling life in a way that moves the world forward

## **CORE DESIRE**

Freedom to discover ourselves and the world through exploration

## **STRATEGY**

Boldly seek out new and meaningful experiences to better connect with ourselves, others, and the world

## **BIGGEST FEAR**

Inner emptiness and stagnation

## **TONE OF VOICE**

Grounded / In the know / Confident / Unexpected





OUR PATH HERE

1987 Snowbird Expedition - Everest  
photo: Chris Noble

### The Beginning: Cheap Rents and Free Spirits

In 1966, a driven young climber tired of scavenging for quality gear from mail order and army surplus, took a few thousand dollars and created a global cultural movement.

The North Face retail store at 308 Columbus Avenue in San Francisco's bohemian North Beach neighborhood was a tiny space between blue-collar bars and Beat hangouts, but the grand opening signaled a grand future. On October 26, 1966 Doug Tompkins' vision came to life in electric fashion as the Grateful Dead played live, Joan Baez socialized and the Hells Angels worked the door.

From the start, The North Face store served as a cultural meeting ground for the day's best climbers and adventurers. With an in-house museum of historic hardware donated by Yosemite's legendary climbers and a who's who of American alpinism dropping by any day of the week, the store took on a life of its own.

North Beach and Fisherman's Wharf were originally settled by Italian immigrants, many of whom worked in the fishing industry. The cheap rents, free spirits and flowing bottles of wine soon attracted many of the most iconic figures of the burgeoning Beat Generation. By the 1950s, Jack Kerouac, Neal Cassady, Alan Ginsberg, Lenny Bruce and others were frequenting area coffee shops, bars and bookstores, helping to form a historic scene and paving the way for the next wave of alternative thinkers.

By 1966, for Doug and Susie Tompkins, this was the perfect launch pad. Within a year, the shop was humming along, selling gear unavailable anywhere else in the country and providing essentials to experience the outdoors beyond roadside campsites. And with the in-house California Mountaineering Guide service, The North Face could not only provide the gear, but also help provide the experience. With this approach, Tompkins effectively launched a revolution; helping to connect equipment and know-how to an increasing number of young Americans who were drawn to rugged natural spaces. Though the word "backpacking" was not yet part of anyone's lexicon, within a couple of decades of starting The North Face, it would be among the most popular outdoor activities on the planet.

Tompkins produced a 1966 mail-order catalog and wrote a personal introduction to the brand and its ethos. The language would become gospel for those who came after, providing an ethical roadmap that continues 50 years later. "It is our express aim to help people equip themselves with the most practical gear to fit their needs and reduce over-equipping," Tompkins wrote. "In a sport which is sacred to those who have taken it up in an attempt to get away from the crowded city, to prove themselves hearty for a difficult climb, or to feel the enjoyment of walking and carrying their own loads with them, the equipment manufacturers and retailers should not try to reduce the standards to the lowest common denominator... We will always aim to provide adequate and practical items to those interested in mountain sports."

### Sufi Poetry and the Mad Ones

A year later, Doug Tompkins felt the pull of the mountains and decided to pursue his dreams of competitive skiing, selling the stores to brothers and ski retailers Glen and Arne Heirsoux. In 1968, Kenneth "Hap" Klopp, a recent Stanford University Business School graduate looking for an opportunity to enter the exploding outdoor market, purchased both stores from the Heirsoux.

That same year, The North Face introduced its new logo, designed by David Alcorn and featuring the north face of Yosemite's Half Dome. The north-facing approach is the most challenging aspect of any peak and the reference was intentional: The North Face equipment was going further and higher than anything prior. The logo stands today as one of the most recognizable brand logos in the world.

Soon after Klopp bought the business, he hired friend and fellow Stanford alumnus Jack Gilbert to act as president/sales manager/production director/facilities master. With a headquarters move (and new retail store) across the water to Berkeley, The North Face began manufacturing its own branded gear with a few sewing machines in the back of the shop.

Utilizing surplus Vietnam-era materials including lightweight ripstop parachute nylon and aircraft aluminum, The North Face was able to build much lighter and more functional gear. Recalls Gilbert, "There was the whole anti-war and back-to-the-land movement happening. And exploring the wilderness was a big part of this. But at the time, everything was so cumbersome and heavy that you were really restricted. By making things a lot lighter and more functional, we were freeing people up to go much farther."

By 1970, with a small factory warehouse space and Credence Clearwater Revival practicing in an adjacent room, the stage was set for The North Face to usher in an era of outdoor exploration.

The North Face was the definition of bare bones at this point. "The offerings were basic: three or four models of packs, a couple of sleeping bags, down jackets, a few tents, but it was enough," Gilbert says. "Demand was high enough we could sell whatever we made." To set themselves further apart from other outdoor manufacturers, The North Face offered a lifetime warranty on everything it made. The rationale: That a premium-priced item should last a lifetime, and with reduced consumption, each piece of equipment would produce a much lower footprint—all of this well before the terms "recycling" and "sustainable" were in use.

Among Gilbert's early hires was recent Bay Area migrant Mark Erickson, who would go on to help design and produce many of the company's most legendary products. "I applied five times for a job at The North Face," Erickson says, "and finally, in May 1970, they hired me. Jack Gilbert handed me a pair of trimming scissors and a broom and said, 'Make sure you're using one or the other at all times.'" After a short stint as an assistant, Gilbert promoted him to lead designer. "I suppose... because I was one of the people who showed up every day not stoned and ready to work. I also think he did it because I knew where all the patterns were stored," Erickson says. "I just took to it. I was excited and entranced by all these colorful piles of nylon, the machinery, the hubbub of activities... all of it."

In short order, The North Face designers created their first breakthrough piece, the Ruthsack—one of the first internal frame packs ever designed. Prior to this introduction, hikers and climbers were restricted to bulky external frame packs with added weight and less ergonomic function. The launch of the Ruthsack proved an opening salvo for the next half-century of innovation at The North Face, and its concept became the industry standard.

And while quantum leaps in gear began to define the brand, the company's ethos began to define its soul. From Sufi poetry in early catalogs to advocacy of solar power during an era when most cars were running on leaded gasoline, The North Face was proving it was much more than jackets, tents and packs.

"We didn't believe in complaining," Klopp recalls. "We believed in building our own future. We were collecting a group of individuals who were like-minded in that they wanted to explore the wilderness themselves, as well as being evangelists for bringing others outdoors."

Klopp cites two personal creative influences on the early days of developing the ethics of The North Face brand. The first was a classic-coffee table tome by great nature photographer Eliot Porter titled "In Wildness is the Preservation of the World" published by Sierra Club founder David Brower. The book is a stunning collection of New England imagery set to Henry David Thoreau quotes. The other influence was San Francisco's own adopted son, Jack Kerouac. "This is the passage that really did it for me, when I first read this, I thought, 'this is it. This is who we are.'" Klopp then quotes methodically from "On the Road": "The only people for me are the mad ones, the ones who are mad to live, mad to talk, mad to be saved, desirous of everything at the same time, the ones who never yawn or say a commonplace thing, but burn, burn, burn like fabulous yellow Roman candles."

Ultimately, Klopp determined to do things differently. "I'd seen how other companies could negatively affect their staff," he says "Basically, I'd seen corporate America—it didn't work."

In addition to building and guaranteeing the best equipment in the world, The North Face began advocating strongly for wilderness preservation, noting in their 1968 catalog, "Perhaps God can save the queen, but only man can save the wilderness" and providing contact information for the country's leading environmental groups.

With groundbreaking gear backed by a lifetime warranty, a strong company ethos and a growing reputation, committed adventurers and explorers found themselves drawn to The North Face. And perhaps none were as significant as Ned Gillette.

### Ned Gillette, Scot Schmidt and a Short Bike Ride Around the World

A product of the New England woods, Gillette was a native of Barre, VT, captain of Dartmouth's ski team and an alternate to the 1968 U.S. Olympic Nordic team in Grenoble, France.

In 1972, The North Face approached Johannes Von Trapp, who was running the Trapp Family Lodge and its ski touring program in Vermont, to assist them in setting up a cross country ski program in Yosemite Valley. He helped them plan the program and suggested two of his employees come to California to help run it — Ned Gillette and Jim Speck. From there, The North Face relationship with Gillette flourished. Gillette began envisioning and executing a series of breathtaking adventures that were more like Shackleton-level expeditions than recreational tours.

"People like Ned became spokespeople," Klopp says, "not because we hired them, but because our equipment could help them accomplish their adventuring dreams. In Ned's case, he probably wasn't the greatest skier, or mountaineer, but he had a creative internal spark and did things no one else did or ever dreamed of doing."

Among the first of these adventures was a 1972 trip that dovetailed well with The North Face wilderness advocacy, a 30-day, 300-mile traverse of Alaska's Brooks Range following the Koyukuk and Itkillik rivers along the then-proposed Alaska Pipeline route. Not coincidentally, the following year's catalog featured a plea from David Brower and Friends of the Earth to stop the pipeline's construction.

Utilizing The North Face gear that was dramatically lighter weight and warmer than anything else available, Gillette completed the Brooks Range trek, realizing how many other expeditions would now be possible. With early The North Face products, including Sierra parkas, Ruthsacks, and Mountain and Tuolumne tents, Gillette and crew ushered in a new kind of sponsored athlete while spearheading a powerful message of conservation. Throughout the '70s, The North Face continued to be the vanguard of the outdoor equipment revolution while supporting "evangelists for the out-





1966 Store Opening, San Francisco  
photo: Suki Hill

doors" and remaining a principled company.

Though many great ideas, patterns and concepts were coming out of the Berkeley factory, arguably the most notable was the introduction of the Oval InTENTion, the world's first geodesic dome tent. While prior tents, including the Mountain, Tuolumne and Morning Glory, were real advances with their reduced weight, the Oval changed the game completely.

Traditional A-frame tent design had served generations of campers, but for more adventuresome hikers and climbers, A-frames were challenging in high winds and heavy precipitation. Plus, with their heavy poles and lines, their weight was burdensome on anyone going a longer distance.

In 1975, after partnering with Easton Aluminum, The North Face created lightweight collapsible poles using flexible arrow shafts. Combined with lighter ripstop nylon, the Oval InTENTion was a fraction of the weight of most previous tents. But the most striking thing about the Oval was its shape. Inspired by noted architect and inventor Buckminster Fuller and his geodesic dome designs, Erickson's revolutionary tent was the first of its kind, providing hikers with a lightweight, roomy, aerodynamic shelter unlike anything available.

The Oval InTENTion barnstormed the market, leading to the next series of tents, the VE-24 and the VE-25, which sheltered the era's most significant expeditions.

Combined with other product offerings like the Bigfoot and Yeti sleeping bags, which utilized Polarguard® insulation and overlapping shingle construction to retain body heat, The North Face led the cultural march to the hills. "You have to remember," Klopp says, "the word backpacking didn't even exist when we started. We argued for two years if that should even be the correct term. Finally we said, 'Screw it; everyone is calling it backpacking.'"

Within the mix of explorers, business leaders and innovators were other less public members of The North Face family, whose contributions were every bit as significant as those who stood on the face of Mt. Everest. Ingrid Harshbarger, one of the original The North Face design team members, is one such individual. Hired by Erickson soon after The North Face moved a few blocks from the original manufacturing facility on 1234 Fifth Street to 1011 Gilman Street in 1973, Harshbarger lent a sense of legitimacy to the group of self-taught textile designers. Harshbarger and Erickson were soon joined by sample maker Hisako Haskins, and the three worked together for more than 10 years, creating the original Gore-Tex® fabric Stowaway and Mountain jackets, the Bigfoot sleeping bags, and the Oval InTENTion and VE-24 tents.

With additional product innovations including the Black Magic Pack (1976; first external frame pack with "independent suspension"), the Blue Kazoo sleeping bag (1977; no side baffles, allowing down to be shifted to top or bottom to adjust for insulation) and the second-generation dome tent VE-24 (1978), explorers and climbers could go farther, higher and stay longer with each technical evolution.

Skiers were soon to follow, with the release of The North Face Full Function ski wear in 1979. Additionally, the prior introduction of Gore-Tex® fabric to the product line in 1977 allowed The North Face to create the first dry, breathable and truly all-condition ski wear.

"Actually, I was totally opposed to getting into the ski market originally," Klopp says, laughing. "The focus of the ski-wear market was all fashion at the time and I wasn't sure our approach was going to fly. We went ahead and outfitted the Vail Ski Patrol in Colorado and the Hoodoo Ski Patrol in Oregon so we could test totally different conditions. What we found is the Gore-Tex worked equally well for both. The Squaw Valley guys—Scott Schmidt and the Egan brothers, particularly, were really interested in the gear. It took off from there and it became pretty clear our gear was perfect for serious skiers."

While future ski legend Scott Schmidt was showcasing The North Face gear in Warren Miller movies, plenty of others were also pushing the known limits of outdoor exploration.

In 1976, The North Face supported athlete team, including alpine icon Fred Beckey, nailed a first ascent of the west face of Alaska's Mt. Hayes, regarded then and now as one of the most challenging climbs in the Western Hemisphere. And perhaps the most notable The North Face alpine achievement of the '70s was accomplished by a crew of women, when the first all-female team, led by Arlene Blum, summited 25,504-foot Annapurna. Shirts and flags from the trip were emblazoned with the mantra, "A Woman's Place is on Top." Blum later penned the book "Annapurna: A Women's Place."

In 1977, The North Face introduced the tagline "Expedition Proven," referencing 10-plus years of the world's top explorers pushing The North Face gear to higher and higher performance. The tagline would go on to guide the product development process for the next 18 years.

#### A Company That is Principled

Throughout this time period, The North Face brand's advocacy and ethos would only grow stronger, calling for energy, land and water conservation. While other mail order and outdoor equipment catalogs of the era featured gear and people using it, The North Face would go well beyond.

Along with Brower's powerful critique of the Alaska Pipeline, The North Face's 1974 catalog featured articles calling for energy conservation and

increased solar power.

In 1975, the company catalog introduced the Ice-Nine Award, named for the earth-killing substance in Kurt Vonnegut's novel "Cat's Cradle." The first Ice-Nine Award was given to the Atomic Energy Commission for its tragic management of nuclear power and weapons. "The award was part of our corporate philosophy, to preserve the natural world," Klopp says. "We want to have a company that is principled." From the beginning, The North Face had been built in such a way that principles and passion for conservation were hardwired into its culture.

The 1976 catalog included an article about rafting California's Salmon River and championed the Wild and Scenic Rivers Act, speaking out against damming the Tuolumne River. For the 1977 catalog, land conservation got the nod with a strong editorial in support of the Alaska Lands Conservation Act. The Roadless Area Review was front and center in 1979, with The North Face calling attention to this important piece of legislation impacting millions of acres across America. The message was clear: It was not enough simply to go into the wilderness, it was imperative to act to protect it.

By 1980, in just less than a decade and a half, The North Face managed to go from a single store to three retail spaces, a manufacturing facility, a one-of-a-kind product laboratory and a staff of 400. In less than 15 years, the Mad Ones led a major revolution in corporate culture, advocacy and adventure.

#### Our true north ethos

The onset of the 1980s heralded a complex set of challenges and opportunities across North America and beyond. While the 1960s and '70s had birthed an awareness of environmental issues, beginning with Rachel Carson's seminal book "Silent Spring"—a groundbreaking treatise on the overuse of pesticides—the '80s saw a wave of protests addressing acid rain, nuclear waste and fossil fuel dependence. Though The North Face had been an active conservation advocate from the start, this era fostered an even greater ratcheting up. Commitment to being a principled company and following a true north ethos grew. For The North Face, its true north describes its continued dedication to protecting, restoring and connecting to the natural environment. Through community outdoor engagement, mindful product design and responsible business practices, The North Face continued to orient this direction throughout the '80s.

Exploration remained a critical part of that equation, and, in 1961, Gillette, along with Jan Reynolds and a team of committed adventurers, set forth on a unique and creative journey: to "circumambulate" the base of the world's highest mountain. A multisport endeavor, the crew skied, ice climbed and hiked through Nepal and Tibet in an ambitious tour of high alpine Asia.

In 1982, The North Face catalog featured another open letter, this time from one of history's most important alpinists, Sir Edmund Hillary, promoting the Himalayan Trust, a nonprofit dedicated to bringing quality education, safe water and better healthcare to communities living in the remote mountainous regions of Nepal. The North Face was a partner in this effort from day one and remains so today. The 1982 catalog also noted the incredible diversity represented by the The North Face staff: 13 different nationalities speaking 20 languages and dialects.

The international drive to explore only strengthened with some of Gillette's greatest and most quixotic journeys, including 1980s first-ever winter trek of arguably the highest and toughest route out there: The Karakoram Traverse. Stretching into Pakistan, India, China and Afghanistan, the Karakoram region features the greatest concentration of 8,000-plus-meter peaks in the world. The Hindu Kush falls to one side, the Indus River Valley to another. It is among the most remote and challenging wilderness regions on the planet. Adding winter to the mix only made the crew of Gillette, Kim Schmitz, Dan Astay and legendary photographer Galen Rowell more determined to make it. Leading a first crossing of Biafo Pass, Gillette took the crew westward through now-disputed territory along the Indian and Pakistani borders. The four completed the grueling 300-mile adventure.

Along with successful ski traverses, The North Face's alpine skiers also changed the game with Scott Schmidt's stunning descents and cliff jumps featured in such classic Warren Miller films as "Ski Time" and "Steep and Deep." Having cut his edges studying the techniques of such original European "extreme" skiing legends as Sylvain Saudan and Jean-Marc Boivin, Schmidt used Tahoe's cliff lines to redefine what could be done on a pair of skis. And with the launch of Extreme Gear, again utilizing Gore-Tex® fabric throughout the line, The North Face continued to set the standard for function on the slopes.

Other gear advances from this time include the 1985 introduction of the Mountain Jacket and Pants, providing the same level of comfort and motion to climbers and trekkers as their skiing brethren. With Gore-Tex® fabric in each piece, the suit became the genesis for an entire line of expedition apparel. The Denali jacket was added in 1989; a zip-in fleece compatible with the Mountain Jacket, the Denali instantly became an iconic hit and remains a mainstay to this day.

With an increased need to tote gear around the globe, The North Face introduced the Base Camp Duffel in 1986. Featuring "bulletproof" fabric and zippers, Base Camp Duffels survive baggage handlers from the Kenai Peninsula to Kenya and all points between. Porters, camels and sled dogs continue to haul them in every imaginable condition.

The North Face brand's belief in a true north vision also implies a deep

commitment to community, and while most of the country was struggling to talk about the AIDS crisis in 1986, The North Face hosted an AIDS Benefit Warehouse sale, generating \$720,000 in sales, with 20 percent going to the San Francisco AIDS Foundation. The same year, The North Face built "pro-peace tents" for the Great Peace March for Global Nuclear Disarmament, a nationwide action to raise awareness of nuclear proliferation and the need for verifiable elimination of nuclear weapons.

Everest, a 600-Mile Row, and History is made in Yosemite

1987 saw the launch of the Snowbird Everest Expedition, with The North Face's own Sally McCoy on the climbing team. McCoy, one of the most influential employees of the era, had come west, landing in San Francisco, like so many of the early crew. In 1988, she became the first female Vice President of The North Face, as the VP of Product and Marketing. "It was an incredible place to work," she says, "the place was raucous and wildly creative. Berkeley was a creative hub and The North Face was emblematic of the time. There were 18 different languages spoken at the factory and incredible talent in every area -- from manufacturing to product and sales and all the sales reps."

The Snowbird Expedition team had emerged as a quasi-sales lead. "Tom Lane, the head of The North Face ski program, really wanted Snowbird Ski Area's uniform business," McCoy says. "And Dick Bass [Snowbird's then owner] was helping set up an Everest trip. No American woman had ever summited Everest at that time," and Tom said, "We should do this and you should go." McCoy commented, "Of course, I was up for it and everybody at the company was supportive and excited." The expedition was during the fall post-monsoon season and after 55 days on the mountain the climb ended with what the Sherpas called at the time, "the worst storm in 40 years." No climber summited that season.

"What started off as a bit of a creative boondoggle ended up being a great investment for the company and the brand. There is a lot of time on an expedition to think about gear and Expedition Systems came out of experience on that climb". The Nuptse, the Lhotse, the Sagarmatha, and the Denali, combined with the Mountain and Mountain Light Jackets went on to power sales and identity for The North Face. Chris Noble's photos from the expedition powered the brand's storytelling.

The following year, Todd Skinner and Paul Piana upped the free-climbing ante to mind-blowing levels, living on Yosemite's El Capitan for a week and completing every move free on the hallowed Salathe Wall. It was the first major free climb of a big wall in Yosemite and set the bar for a new generation. Todd becomes the 3rd athlete on a retainer and goes out on the road sharing the story of the Yosemite's first free climb of a big wall "Free At Last" on the first of many athlete dealer tours.

The Mad Ones continue to go well beyond with Gillette's next epic endeavor, a 600-mile journey from the tip of Patagonia across the Drake Passage to Antarctica in a 28-foot-long aluminum rowboat dubbed the "Sea Tomato." After weather conditions derailed the initial attempt in 1987, Gillette returned the following year, along with original crew member and accomplished polar mariner Mark Eichenberger, plus adventurer Jay Morrison and engineer Fred Trembly, to set a world rowing record. Departing from Cape Horn, the four completed the voyage in 14 days, landing near King George's Island on the Antarctic Peninsula. The North Face provided \$24,000 in support for the construction of the somewhat bulbous red craft, along with the gear that proved indispensable for the conditions.

In 1988 an Asian manufacturing brokerage and logistics company, Odyssey, owned by Bill Simon, purchased The North Face, joining the lower cost of Asian production with The North Face's valued brand.

Though Simon's tenure was marked by no shortage of company challenges as The North Face struggled to get control of finances while managing a challenging retail situation, he initiated some important programs. Stepping up the company's dedication to conservation even further, in 1988 Simon helped found the Outdoor Industry Conservation Alliance with industry giants REI, Patagonia and Kelty. The group distributes its annual dues to grassroots conservation organizations working to protect America's last wild places. To date, the group has raised more than \$15 million, provided 506 grants, protected 45 million acres of land and 3,000 miles of river, removed 28 dams, acquired 11 climbing areas and designated five marine reserves.

Closing out the decade, The North Face and Gore-Tex collaborated to sponsor the Trans-Antarctica Expedition, featuring an international team of cold-weather bad-asses Will Steger, Jean-Louis Etienne, Dr. Victor Boyarsky, Geoff Somers, Keizo Funatsu and Dr. Qin Dahe. The first-ever dogsled crossing of the world's coldest continent took seven months and covered nearly 4,000 miles. The subsequent signature outerwear collection is a global hit.

With increased attention to emerging action sports, The North Face launched the Rage collection in 1989, the first truly functional Gore-Tex outerwear specifically designed for snowboarders. Warm and dry in the back-country, off-the-grid The North Face riders Jim Zellers, Tom Burt and Bonnie Leary -- now Bonnie Zellers -- became the envy of their shredding peers.

Between 600 miles at sea and a week-long free climb, The North Face explorers continued to set the bar and chart a course for an exploding outdoors culture. And with industry consortiums raising millions for conservation, creating awareness and fundraising for AIDS organizations and giving back to Nepalese communities, The North Face continued to grow its principled company.

The 1990s: Sherpa Power, Camel Trains and Hanging with Jerry

Closing in on the final years of the 20th century, The North Face continued to double down on their core identity, even as the label grew from a funky West Coast touchstone to an international icon.

The playground expanded when The North Face sponsored and hosted the 1990 World Cup Climbing Championships courtesy of Bay Area concert guru Bill Graham. Seeing the potential for success in The North Face events, the company collaborated with Bill Graham the following summer to produce two Mountain Music festivals, one in Telluride, CO and another in Squaw Valley, CA. Unlike most festival concerts, attendees did more than sit and watch, with a Telluride pavilion dedicated to conservation groups, and buttons reading "I Scaled the Mountain for Jerry" for Squaw attendees who eschewed the chairlift and instead hiked to the venue. Of course, the music was phenomenal with acts like the Allman Brothers, Los Lobos, the Jerry Garcia Band, the Neville Brothers and Jackson Browne.

The arrival of the 1990s also marked a doubling down on an already rich legacy of exploration, starting with the first-ever all-Sherpa team to summit Everest, led by The North Face adventurer Pete Athans and longtime friend Losung Sherpa. Climbing's unsung heroes since the 1920s, Sherpas had hauled gear, set lines, fixed meals and cared for clients for decades, but no Sherpa had been as recognized as the eight climbers who accompany Athans in 1990.

Finally, in the same year, The North Face athlete Greg Child, along with Steve Swenson and Greg Mortimer, climbed K2, the world's second-highest peak at 28,250 feet—and often regarded as a more difficult climb than Everest—without supplemental oxygen.

Proving in 1991 that adventure encompasses all types and abilities, Yosemite National Park ranger Mark Wellman partnered with fellow climber Mike Corbett to become the first paraplegic climber to conquer Half Dome using a complex rope ascending tactic. The North Face designed and created special "chaps" to protect Wellman's legs throughout the climb. Catching the nation's attention, the two were invited to the White House and congratulated by then President Bush.

Product innovation continued in 1991 with the constant feedback loop of explorers, adventurers and a growing corps of Mad Ones. Steep Tech ski wear, a first-ever athlete-inspired ski clothing line by Scot Schmidt for The North Face took lift lines and rope lines by storm. Featuring a first-of-its-kind ventilation system, ergonomic compartments for radios and gear, plus a pack and harness system, Steep Tech was the culmination of hundreds of hours of innovation and discussion between Schmidt and The North Face design team. Schmidt described the jacket as "the motocross garment of the mountains, designed for those who live, work and climb in the mountains."

1992 saw the addition of the Nuptse jacket. Tibetan for "west peak," the Nuptse incorporated an innovative new baffle construction that minimized shifting of down insulation and increased warmth. It was instantly recognized as the puffy jacket for cold environments from the Himalaya to downtown Manhattan. The Nuptse's clean styling and lofty 700-fill goose down proved a perfect combination for the harshness of New York winters and bestowed an inherent sense of stature. Its credibility made it a staple on the streets of NYC which quickly carried into the world hip hop. By the end of the '90s, the Nuptse had become a ubiquitous part of the hip hop uniform—showing up on the backs of legends like Missy Elliot and Notorious B.I.G.—and remains so to this day.

After rowing the Drake Passage, traversing the Karakoram in winter and circumnavigating the base of Everest, Gillette and wife Susie Patterson set their sights on a new (and very old) adventure: the Silk Road. Dubbed the East-West Express, the two embarked on the first modern caravan of this route using traditional means—camels. The second century B.C. trade route links the ancient worlds of Asia and Europe, as Ned and Susie rode along the Great Wall, into the Soviet Union and across the Kyzylkum desert, following antiquity trading paths all the way to the Black Sea.

The North Face continued to make athlete feedback the centerpiece of the design process throughout this era, leading to two more major product breakthroughs: The Himalayan Suit in 1994 and the launch of the Tekware line in 1995. Featuring fully baffled construction for high-altitude climbing and cold-weather survival, the Himalayan Suit became the gold standard in the world of thin-oxygen and polar environments. Tekware represented The North Face's first all-synthetic line of apparel for layering and base camp. The tag line "cotton kills" accompanied the release. Long, sweaty approaches were suddenly more comfortable.

1995 saw more progression among the board-riding crew with The North Face team members Jim Zellers and Tom Burt executing a first snowboard descent of Nepal's hauntingly beautiful 23,494-foot Pumori.

Back in the East Bay area, the tag line: "Never Stop Exploring" was introduced, which remains the company mantra today. This dedication to exploring continues to apply as equally to products as it does to their usage. This mindset results in significant product advances in 1996 including Polarguard 3D<sup>®</sup> insulation, which was developed in collaboration with 3M, allowing for lighter and warmer sleeping bags. Additionally, the Soloist Bivy sack hit the market in 1998, an ultralight shelter-sack for the most intrepid of explorers.

The decade closed out with a series of phenomenal adventures, including 1997's Queen Maud Land expedition to Antarctica with Alex Lowe, Conrad

Anker and Jon Krakauer. The three explored the ice cap and established a first ascent of the Rakekniven wall. National Geographic traveled with the crew, capturing the journey for a film and feature article. The following year Lowe, Jared Ogden, Mark Synnott and Greg Child lived for 20 days in port-a-ledges to nail an unclimbed 3,800-foot wall on Baffin Island in Canada's Northwest Territories. National Geographic was again on hand to document the event.

Finally, in 1999, stunning the alpine and snowboard world simultaneously, Zellers made the first descent of the feature on The North Face's logo: Half Dome. Zellers later says of the 47-degree route threading through 2,000-foot cliffs, "It would have been safer to BASE jump it."

Taking a cue from their fresh tag line, The North Face said goodbye to the decade with the major launch of a new category: footwear. Within a few seasons, The North Face would do for trail runners and ultra marathoners than what they've already done for climbers and skiers.

Between exceptionally long camel rides and exceptionally amazing mountain concerts; between first ascents and descents; between warmer sleeping bags and drier ski jackets, our true north inspiration continued into the new millennium. With the Mad Ones and devout evangelists for the outdoors leading the way, The North Face grew dramatically while remaining committed to an original vision of a principled company.

21st Century: Seeing the Light, Into the Abyss and 50 Marathons in 50 Days

Dropping into a new decade and a new millennium, The North Face also entered a new era upon being acquired by VF Corporation. Combining the strength, scale and global business platforms of VF with The North Face product quality and affinity with consumers, the brand experienced an unprecedented period of growth. This brave new future continued to drive the same level of innovation and quality as the previous 35 years.

Out of the gate, The North Face released the Prophet Pack in 2000, featuring Dyneema<sup>®</sup> fiber and carbon fiber X-frames for lighter-weight exploration. Technology advances in winter apparel also took a quantum leap in 2001 with the introduction of the "warmth on demand" Intelligent Garment Technology system in the new battery-powered Met5 Jacket.

Just a few short years after entering the space with an initial product offering, the Ultra GTX XCR running shoe was named "Outside Magazine's" 2004 "Gear of the Year" winner for trail running. As well, "Trail Runner Magazine" named it the winner of their Editor's Choice award, securing two of the industry's most prestigious accolades.

The North Face athletes also continued to set the global pace for explorers with more first ascents, first descents and long drops into the abyss.

Climbing legends Lynn Hill and Nancy Feagin notched a 2001 all-female ascent on the ethereal Totem Pole spire jutting out of the water off the coast of Tasmania. In 2003, the Benegas twins—Willie and Damian—scooped a new route on the North Buttress of Nuptse, Nepal. The feat earned the two brothers the coveted Golden Piton Award from "Climbing Magazine," and a stunning view from atop the 25,790-foot Himalayan peak.

The era also saw a continued push forward with sustainability, conservation and youth-outreach programs for the brand. An example is the \$250,000 charter grant for The North Face Explore Fund in 2010. With a mission to help kids get outside, engage in the natural environment and connect this to their own health, The North Face stepped up big.

While The North Face had always been mindful of sustainability and social responsibility, nothing had ever been formally codified and benchmarked. Within a few short years The North Face would partner with Bluesign, an industry sustainability group that provides green compliance standards for chemical usage in product supply chains. Additionally, the company made the commitment to build its new headquarters in Alameda, Calif., to LEED Platinum standards, as well as developing the Responsible Down Standards.

While initiating change within a brand the size of The North Face is not easy, the rewards are manifest. So successful has The North Face been with its sustainability programs that, not only does the company lead the outdoor industry, but it has also provided direction for how parent company VF manages its own sustainability program.

Stepping up around the globe and building upon a strong history of giving back to alpine communities all over the world, The North Face backed 2005's Himalayan Cataract Project. In two remote villages, an expedition of The North Face alpinists led and helped stage a mobile eye clinic complete with surgeons who cured 500 patients of blindness. RushTV filmed the effort for a feature called "Light of the Himalaya." "Most of the athletes felt rewarded with the summit success of climbing Cholatse, nearby Everest," team member Pete Athans says, "but to a person, everyone has memories from the Eye Camps that will last a lifetime—memories and a sense of accomplishment that climbing does not always accompany."

Groundbreaking product launches gathered additional momentum in 2006 as The North Face introduced Flight Series, an ultralight and ultra-functional line of running apparel that does for trail rats and marathon fiends what the Oval INTENTION and RUTHSACK did for alpinists a generation earlier.

The North Face's burgeoning running program gained even greater visibility in 2006 when Dean Karnazes ran an incredible 50 marathons in 50 states over 50 days. Karnazes began on Sept. 17 with the Lewis and Clark Mara-

thon in Missouri and finished on Nov. 5 with the New York City Marathon. Karnazes then promptly turned around and ran the 3,000 miles back home to San Francisco.

That same year, in a marathon series of alpine achievements, The North Face athlete Kit DesLauriers became the first person to ski down the Seven Summits, including an on-foot ascent and on-ski descent of Everest. "USA Today" declared her Everest feat the "Crowning Glory of a Seven Peak Dream."

In the spring of 2007 The North Face burst onto the urban scene through an unlikely partnership with skateboarding brand Supreme that sparked the beginning of what was to become one of the most talked about street-wear collaborations of all time. The first release featured a pair of Summit Series™ jackets in two distinct colorways, which mixed earth tones with bright, 90's-inspired volt colors and signature leopard-print linings. For Supreme founder James Jebbia, it wasn't just about style. His aim was to supply skaters with technically proficient, high-performance gear to hit the streets undeterred by weather. After more than ten years and 21 seasons, the collaboration has become so influential it continues to make headlines in the industry with every release.

It was also in this time that a big-eyed, big-eared looner kid from Sacramento was about to unwittingly turn the climbing industry on its collective head. At 21-year-old, Alex Honnold found himself spending much of his time climbing alone. It was this solitude, as opposed to any sort of quest for showmanship that led him to climb without a rope, also known as free-soloing.

While he would later come to be known as a climber of many different talents, it was this part of his climbing that made an initial ripple, a signal to the world that a paradigm was about to shift in climbing.

And so, in 2007, Honnold took to Yosemite's Rostrum and Astroman, free-soloing both routes in one day. The climb caught the eye of some, and in particular The North Face owing to its tie to one of its most storied athletes on the team, Peter Croft, who was the first to complete the free solo link up of Rostrum and Astroman in 1987.

"I got sponsored by The North Face in 2007 and our relationship has been blossoming ever since," Honnold says. "And that's definitely how it has worked out. Because of all the support and all the travel, The North Face has allowed me to really explore my climbing in any direction I want, which is awesome. They've been my best sponsor by far over the years because of all those opportunities."

In 2008 Honnold took to Zion National Park's Moonlight Buttress for another legendary climb, but it was 2008's free solo of iconic regular North West face of Half Dome in Yosemite National Park, and a subsequent feature on the looner kid that made Alex a household name.

Bringing its deeply seeded commitment into the next century, The North Face installed a one-megawatt solar array in 2008 at the company's distribution headquarters in Visalia, CA. 5,504 individual solar panels help to reduce the company's energy footprint by 25% percent.

Also in 2008, The North Face initiated the Legacy Fund with a \$1 million grant to anchor the permanency of the Conservation Alliance founded in 1989 to help support local organizations in their fight to preserve wild spaces for habitat and recreation. As part of an ongoing effort to connect youth to the outdoors and these wild spaces, in 2009, The North Face launched PlanetExplore, an online community dedicated to getting people outside.

Going deep rather than up, Mark Synnott, Conrad Anker, Kevin Thaw, Alex Honnold and Jimmy Chin dropped down—way down—a 10,000-foot abyss splitting Mount Kinabalu in the Crocker Range of northern Borneo. They climbed out of the subterranean world via a massive granite cliff.

Closing out the decade, The North Face invests in a future of kids engaging in the outdoors and the environment, announcing a new initiative at New York City's 2010 Outdoor Nation Youth Summit: a \$250,000 endowment called The North Face Explore Fund. The fund seeks to support nonprofit organizations working to get youth outdoors. Today, the Explore Fund provides more than \$500,000 annually to organizations that help connect kids to nature through backyard and backcountry experiences. The fund also helps support programs that provide education for kids on both personal and environmental health. Today, the Explore Fund has furnished more than 400 grants and The North Face has provided more than \$2.2 million in funding for the program.

To create new evangelists for the outdoors, the next generation must become as engaged in the natural world as they are in digital experiences. The North Face continues to commit to providing leadership and funds in a growing effort to get youth outdoors, for now and the future.

Future Now: Meru, Sochi and a Teenage Phenom

As the first decade of a new millennium comes to a close, The North Face remained guided by its principles and a deeply committed family of Mad Ones.

In welcoming the second decade of the 2000s, The North Face climbers and emissaries Conrad Anker, Jimmy Chin and Renan Ozturk were plotting a seemingly impossible mission to a peak that had shown no mercy to any who had tried to conquer it before, the trio included.

Sitting at 20,300 feet in the Garhwal Himalaya region of India, Meru's Shark's Fin is a merciless rock spine jutting out of a high-altitude tangle of snow, ice and big walls. Its unforgiving complexity was the reason it remained unclimbed in 2011, just as Conrad contemplated what would be his third, and potentially final attempt on it. "I'll try a climb three times before I walk away. Third time lucky or third swing and you're out. By the time the 2011 expedition started, I was a tightly wound spring with the goal of making the summit," Anker recalled.

Following a failed attempt in 2003, in 2008 Conrad assembled what he believed to be a climbing dream team to attack the peak. Jimmy Chin was making big waves in the climbing world with his talents in big wall, high alpine and backcountry skiing. And Renan Ozturk was a wanderlust-filled enigma, impressing everyone with some of his climbing feats in southern Utah.

And the talents of the three complemented one another in their strong 2008 attempt. But Mother Nature had other plans for them as she pinned the three high to the wall, left to sit out a blistering storm in their portaledge for 19 days. When they emerged, weary from the unexpected wait, they decided to make one last go for the top. But as they fought their way to the top, the day sped past, leaving them to call the climb off 100 meters from the summit for fear that they would face the dire consequences of being stuck exposed on the wall that night.

The three, worn, frostbitten and beaten by Meru, were unanimous in their decision that they would not return. But as with all great explorers, after time, the rebuke of the Shark's Fin began to itch at their collective curiosity.

And so, in 2011 they decided once again to make a go at the world's hardest climb. The team arrived perhaps even more prepared than before with specially designed outerwear—The Meru Kit, a five-piece set designed by The North Face to see the athletes through the Shark's Fin intensely varied conditions.

They spent 30 grueling days fighting their way up Meru's daunting walls, and on October 2 the three reached the summit, becoming the first people to ever accomplish a climb of this route. It was an immensely meaningful moment for all three.

"The location of the peak and the deep connection to Hindu mythology added another layer of mysticism. More than a physical journey, Meru was spiritual quest," Anker said.

In 2015, the film "Meru," directed by Chin and his wife Elizabeth Chai Vasarhelyi, premiered at the Sundance Film Festival. It proved to be an inspiring hit and won the U.S. Documentary Audience Award before being picked up for nationwide release in August that year. "Meru not only represents exploration in the pure sense of climbing but also in the creative realms of expedition storytelling. We always joke that making what became the final film to share with audiences, and all the nuances involved, was much harder than summiting the mountain," Ozturk added.

With climate change an undeniable reality, in 2009 The North Face began working with Protect Our Winters (POW) and in 2011 pledged itself to a unique initiative, "Hot Planet Cool Athlete.". Founded in 2007, POW seeks through the "Hot Planet Cool Athlete" initiative to provide a platform for pro athletes to talk to students about climate change. The athlete's personal mountain experiences help make the issue of climate change understandable for junior high and high school students. By the end of 2015, POW has hosted assemblies at more than 70 schools with 31,000 participants in 12 states and Canada.

2012 saw a major milestone for The North Face staff and operations with a short move from San Leonardo, CA to neighboring Alameda. It was, however, a long leap for the brand's commitment to sustainability with a 14-acre, LEED-Platinum-certified campus that redefines the concept of corporate headquarters with a working garden, solar panels, wind turbines and a fitness center. Recycling and compost efforts divert 86 percent of the facilities' waste away from landfills.

As the climbing world still scratches its collective head over Alex Honnold's free solo up Half Dome, he returned to Yosemite in 2012 to take on The Triple Crown. With Tommy Caldwell, the duo free climb the south face of Mt. Watkins, Free Rider (on El Capitan) and the Regular NW Face on Half Dome—in a combined record time of 21 hours and 15 minutes. Less than a month later, Honnold repeats the same feat solo in 18 hours and 50 minutes.

The North Face continued to showcase a design process driven by athletes and exploration with the 2013 release of ThermoBall™ insulation. Developed over years of testing, including two trips to Meru and Everest, ThermoBall™ is a synthetic insulation that closely mimics down clusters. The jackets were an instant consumer and athlete hit, and became another iconic style.

Sustainability continued to increase for The North Face with the 2013 launch of the Clothes the Loop program. Allowing consumers to drop off unwanted clothing and footwear from any brand, in any condition, at The North Face retail stores, and outlets. The program has collected 42,000 pounds since its launch.

In the time between Scot Schmidt's cliff-dropping heyday and 2013 there had been a huge evolution in freeskiing. Cliffs were still being dropped in the backcountry, but on the other side of the hill were droves of athletes dropping into halfpipes and sliding rails. With a nod to its deep roots in the sport, The North Face decided to broaden its freeskiing program, which included not only bringing halfpipe and slopestyle athletes onto the team,



but becoming the U.S. sponsor for the upcoming Olympics newest sports. The North Face signed on to an eight-year partnership with the U.S. Ski and Snowboard Association, making the brand the official year-round apparel supplier for the U.S. Freeskiing Team, as well as the maker of the U.S. Olympic Freeskiing Team uniform. And at the 2014 Games The North Face athletes did not disappoint, with Aaron Blunck making the men's halfpipe finals, Devin Logan earning a silver in women's slopestyle, Maddie Bowman winning a gold in women's halfpipe and Kaitlyn Farrington taking home a gold medal in women's snowboard halfpipe.

Product development continued to blow up in the footwear category with 2014's launch of the Ultra Series, a line of hiking, trail running and training shoes that offer the protection of heavy-duty hiking boots, with the performance, flexibility and lighter weight of a running shoe.

Pairing consumers with athletes, gear and motivation, The North Face launched Mountain Athletics in 2014. An instructional and self-training initiative, Mountain Athletics connects individuals with The North Face athletes for group workout regimens designed to help each participant achieve their outdoor goals.

The same year also saw the launch of FuseForm™, the groundbreaking fabric that weaves together two different textiles into one seamless piece. Without welded seams, each waterproof garment is lighter and more comfortable.

The North Face brand's true North mindset mandates that it is not enough to just make things better; things also must be produced using a better

method. In this spirit, The North Face announced the Responsible Down Standard (RDS) in 2014, a third-party certification to insure humane treatment of geese. Upon completion, The North Face gifted the program to the Textile Exchange to administer and evolve the initiative as needed. With a goal of enabling traceability and improve animal welfare in the down industry as a whole, all in-line The North Face down products met RDS certification by fall of 2016.

Continuing to blow minds and notch routes, Honnold nails yet another free solo in 2014. Topping out on Mexico's big-wall route up El Sendero Luminoso, Honnold makes it up the 5.12-grade climb with 15 pitches in less than three hours.

But in the years to come, Honnold continued to branch out in his climbing mediums, though still continuing to stun people with amazing results as he did, including a 2014 first traverse of Patagonia's Fitz Roy massif with Tommy Caldwell and a 2015 speed record of 20 hours and 40 minutes on Patagonia's Torre Traverse with Colin Haley.

While The North Face continued to grow as a brand, in its heart and foundation remained the need to provide the best gear possible for explorers. Launched in the Fall of 2000, Summit Series represented the pinnacle of The North Face products. But with new technologies and innovations developed by The North Face there was an opportunity in 2015: to revitalize the Summit Series collection with the most innovative products built specifically for its intended user—the core mountaineering and climbing community.

The first step in this evolution was the athletes. The North Face wanted to



1991 Trans Antarctic expedition  
photo: Will Steiger

know what they needed in an essential kit. The response was a call for simplicity. Six layers, including a base layer, fleece, mid layer, shell jacket and pant, and belay jacket. With their feedback, Summit Series was redefined and released Fall 2016 to be the best in class athlete product, featuring The North Face technologies FuseForm™ and ThermoBall™.

Exploring further and further down the trail, The North Face runners Mike Wolfe and Mike Foote took off from their front doors in Missoula, MT in 2016—and ran 600 miles to Banff, Canada along the Crown Traverse. Crossing only three major roads, the two illustrated that you don't have to board a flight to Nepal to have amazing adventures – they can often lie just outside your own back door.

Proving youth is no barrier, teen climbing phenomenon Ashima Shiraishi of New York City channels her energy into achieving the extraordinary, a week shy of her 15th birthday. Not just the youngest person to ever successfully climb a V15 boulder problem, but also the first woman, she causes the climbing world to spin its collective head in her direction. The following month Honnold and Felipe "Pikura" Camargo climb the second ascent of Corazón de Ensueño in Getu, China—an utterly insane eight-pitch 14b. Among the most challenging big wall routes on the planet, the Corazón ascends more than 200 meters up and out of the underbelly of the massive Getu Arch.

The North Face shows products can once again be produced in a similar manner. In a return to its domestic production roots, The North Face expands the Backyard Project series to 15 times its initial launch size. All pieces in the second collection are made in the U.S.A – a challenging feat

given the reduction in domestic manufacturing.

Two years later, Honnold shocked the climbing world once again by doing the unthinkable. On June 3, 2017, he completed the first-ever free solo of Yosemite's El Capitan and accomplished what may be the greatest feat of pure rock climbing in the history of the sport. After more than a year of training and practice, Honnold ascended the 3,000-foot Freerider (VI, 5.13a) in just 3 hours, 56 minutes. Considering most parties traditionally climb the route in 33 pitches over 3-5 days, it's no surprise that climbing legend and friend Tommy Caldwell called the feat 'The moon landing of free soloing.' A team of filmmakers, led by Jimmy Chin, one of Honnold's longtime climbing partners, and Elizabeth Chai Vasarhelyi, captured the ascent for a National Geographic Documentary Films feature.

In true Mad Ones style, the athlete team closed out the year with one of the most ambitious expeditions to date. In December, all-star climbers Cedar Wright, Conrad Anker, Alex Honnold, Savannah Cummins, Anna Pfaff and Jimmy Chin traveled to Queen Maud Land, Antarctica to explore one of the most remote and inhospitable mountain ranges in the world. The Drygalski Mountains, an ice-bound collection of granite spires located in the continent's barren interior, are a major challenge just to get to, much less climb. The team endured unimaginable cold, relentless wind and sharp, loose rock to successfully climb 15 peaks and establish 12 new routes including one on Ulvetanna, the crown jewel of the isolated Wolf's Jaw massif. 'There is nobody out there. And all of a sudden you're now living on your own terms. All of your decisions have real consequences,' Chin says.

From 308 Columbus Avenue to 1234 5th Street in Berkeley to 1011 Gilman

to San Leandro to Alameda, The North Face has continued to nourish a culture it helped create. "After 50 years, it's the same type of person who works here," says Ann Kroik, Sr. Director of Communications and Outdoor Exploration. Kroik knows what she is talking about, having originally worked at The North Face from 1986 to 1992 in customer service and marketing before returning in 2011. "People get after it; they climb, run and bike together, they go out after work together, there is ongoing collaboration – and fun. It is a much bigger company now, but it's still a very tight-knit community of individuals who are driven, creative and entrepreneurial."

That passion has been here since the start. In Doug Tompkins' original letter to customers in the first The North Face catalog, he made clear his desire to outfit explorers with "necessity before luxury" and to bring an end to the "gimmicks and gadgetry" he saw being produced in the outdoors industry. The North Face continues this mission today, producing the highest quality outdoor gear available, all with a lifetime warranty—no gimmicks or gadgetry. As well, reflecting an early commitment to conservation, The North Face has only gone deeper in this direction. Through the collective efforts of hundreds of Mad Ones over 50 years, The North Face has become one of the world's most recognizable brands. Representing exploration, guaranteed quality and a commitment to protect and conserve wild spaces, the brand is as healthy and relevant as ever.

The future is limitless as people once again turn up the trail, grab that first handhold or click into their bindings. This sentiment has guided The North Face well since 1966 and will for the next 50 years.

Never stop exploring.



1980 Karakorum Ski Traverse  
photo: Ned Gillette

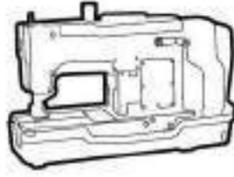


## THE TIMELINE



**1966**

Doug Tompkins founds The North Face as a small ski and backpacking retail and mail-order operation in San Francisco's North Beach area at 308 Columbus Ave. The Grateful Dead plays at the store's opening.



**1968**

Factory production is in the back of the Berkeley retail store.



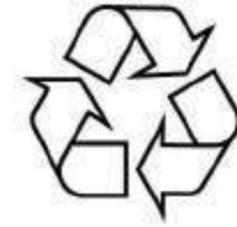
**1968**

Mission Statements: "Make the best products in the world" and "Bring the customer back."



**1968**

The first internal frame pack by The North Face, the Ruhsack, is the start of a revolutionary line of lightweight backpacks.



**1968**

1968 and onwards: Using catalogs that incorporate information and articles as its mouthpiece, The North Face embarks on a multi-year trend of environmental stewardship and sustainability aimed at protecting the wild places where our gear is used.



**1968**

California-based designer David Alcorn designs the quarter-circle logo for The North Face. It evokes Half Dome, a massive granite monolith in Yosemite National Park.



**1969**

Manufacturing and office move from Berkeley store to 1234 Fifth St., Berkeley. Creedence Clearwater Revival can often be heard rehearsing next door.



**1969**

The North Face supplies gear for a high-altitude study by the Arctic Institute of North America on Mount Logan (17,800 ft), Yukon Territory, Canada. This is the first expedition sponsored by The North Face.



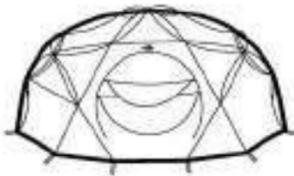
**1972**

Brooks Range Ski Traverse, Alaska: In the era before the Alaska Pipeline, Ned Gillette and team make a 30-day, 300-mile traverse of the Koyukuk and Itkillik rivers.



**1975**

The North Face inaugurates the Ice-Nine Award for the entity that has contributed the most to ecological destruction. The Atomic Energy Commission wins. Ice-Nine is an apocalyptic form of water in Kurt Vonnegut's *Cat's Cradle*. Says CEO Hap Klopp of the award, "It states our corporate philosophy, which is to help preserve the natural world. We want to have a company that is principled."



**1975**

Geodesic dome design replaces the traditional A-shaped tent with the Oval InTENTION. Inspired by R. Buckminster Fuller's theory of sphericity, it incorporates maximum efficiency with minimum materials, and it's the first tent to adopt flexible aluminum poles.



**1976**

The North Face Quality Control Lab. The testing of materials authenticates our brand and kicks off collaboration with mills and fellow manufacturers to make fabrics fit for adventure.



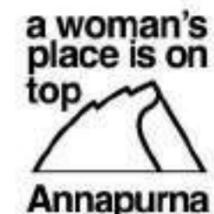
**1977**

The North Face incorporates GORE-TEX products into the outerwear line and promotes the fabric.



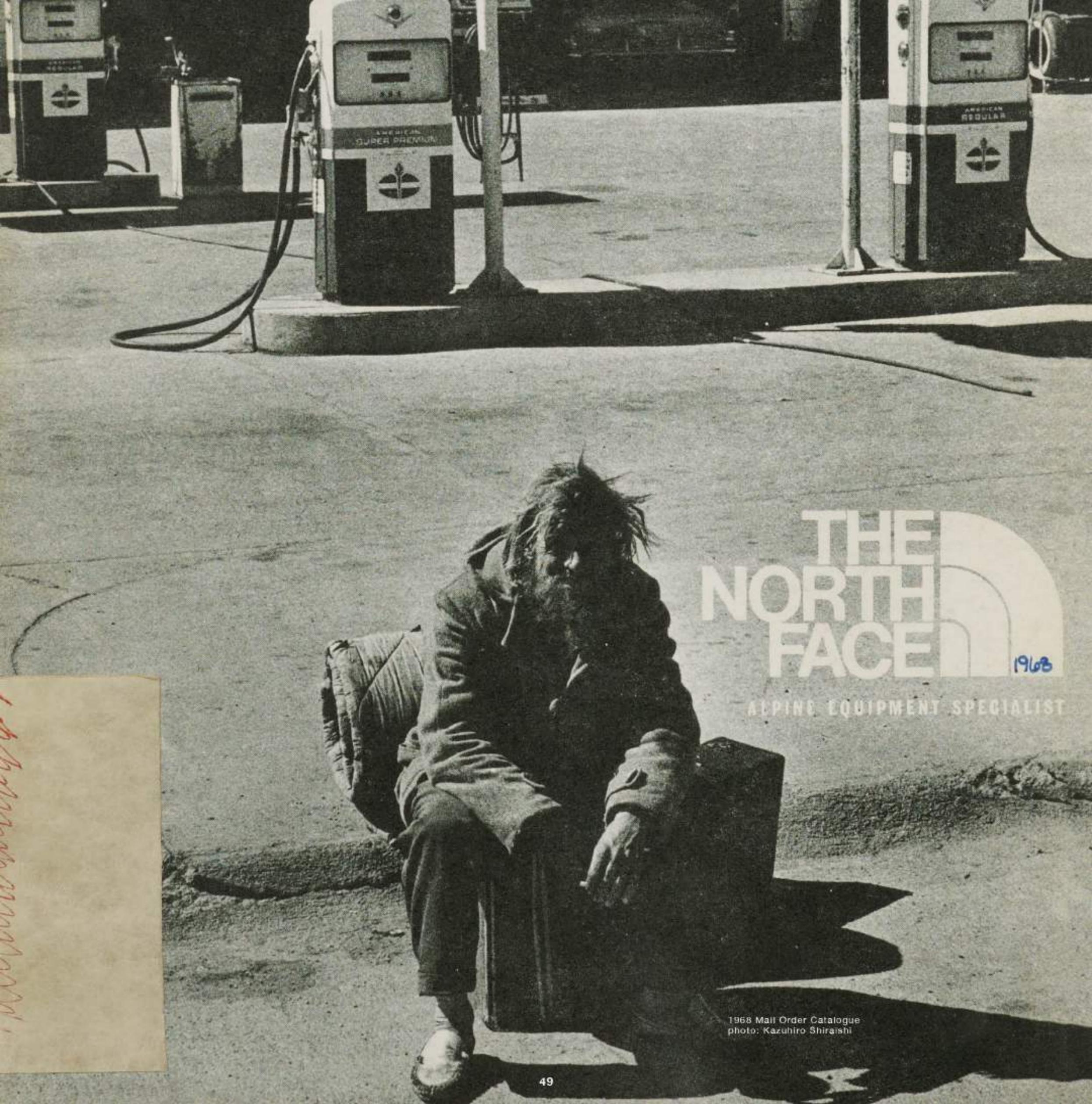
**1977**

"Expedition Proven" becomes the company tag line.



**1978**

Annapurna, Nepal: Wearing T-shirts with the slogan "A woman's place is on top," a 13-woman American team summits Annapurna (25,504 ft) in Nepal. Leader Arlene Blum writes the classic expedition book *Annapurna: A Woman's Place*.



# THE NORTH FACE

1968

ALPINE EQUIPMENT SPECIALIST

*1. 4. 1968*

1968 Mail Order Catalogue  
photo: Kazuhiro Shiraishi



1990 Jim Zellers - Ruth Gorge  
photo: Chris Noble



1991 SteepTech - Utah  
photo: Chris Noble



1986 Basecamp Duffel - Bolivia  
photo: Mickey Rose



**1980**

Karakoram Ski Traverse, Pakistan: Galen Rowell, Kim Schmitz, Ned Gillette and Dan Astay complete a grueling first: a 300-mile winter ski traverse of the Karakoram.



**1983**

Extreme Gear, using GORE-TEX fabric, hits the skiwear market. Product testers include Squaw Valley, CA, skiers Scot Schmidt and the Egan Brothers. They form the nucleus of the "Extreme Team" and are featured in Warren Miller's ski films.



**1985**

Mountain Jacket and Mountain Pant are introduced. This suit is the genesis of an entire expedition apparel line based on GORE-TEX weather protection.



**1986**

The North Face builds "pro-peace tents" for the Great Peace March for Global Nuclear Disarmament, a nationwide action to raise awareness of nuclear proliferation and the need for verifiable elimination of atomic weapons.



**1986**

Base Camp Duffel debuts. Made of burly fabrics, thousands of these gear-totes have circumnavigated the globe, survived the world's roughest airport baggage handlers, and been carried by porters, yaks and camels to every wild region on Earth.



**1987**

Snowbird Everest Expedition: Sally McCoy, director of equipment for The North Face, is on the expedition's climbing team, which inspires the Expedition System line that includes perennial outerwear classics named after peaks and glaciers in the area such as the Nuptse, Lhotse, Khumbu and Sagarmatha jackets.



**1988**

First Free Ascent of Salathé Wall: Todd Skinner and Paul Piana usher in a new dawn of big-wall climbing after living on 3,000-foot El Capitan in Yosemite for a month and completing the free climb of this classic route.



**1989**

The North Face initiates the Conservation Alliance with industry giants REI, Patagonia and Kelty. The Conservation Alliance disburses its collective annual membership dues to grassroots environmental organizations working to permanently protect North America's last wild places. To date, the Conservation Alliance has contributed more than \$9.5 million to conservation projects.



**1989**

Denali Jacket is introduced as a zip-in mid layer to the Mountain Jacket.



**1989**

Introduction of the Rage Collection, the first clothing line by The North Face dedicated to snowboarding. Style names include the Shredder Suit and Air Rasta Pullover.



**1989**

Trans-Antarctica Expedition, Antarctica: The North Face and Gore send an international team of cold-weather explorers—Will Steger, Jean-Louis Etienne, Victor Boyarsky, Geoff Somers, Keizo Funatsu and Qin Dahe—on the first dogsled crossing of the coldest continent. They travel 4,000 miles in seven months. This signature collection of outerwear is a global hit.



**1990**

K2 North Ridge, China: Greg Child, Steve Swenson and Greg Mortimer climb the second-highest but most-difficult-to-climb mountain, K2, without oxygen.



**1991**

Steep Tech skiwear, inspired and designed by Scot Schmidt with help from The North Face design team, takes the slopes by storm.



**1992**

Nuptse Jacket is introduced. Nuptse, which is Tibetan for "west peak," lies a mile southwest of Mount Everest. The jacket incorporates an innovative new baffle construction that minimizes the shifting of down and increases warmth, and it instantly becomes the iconic puffy jacket that's perfect for cold-weather conditions, from a Himalayan base camp to downtown Manhattan.



**1992**

Trango Tower, Pakistan: Greg Child and Mark Wilford blaze a new route up the 20,500 ft. peak. A massive rockfall narrowly misses them and obliterates the route, which they name Run For Cover.



1987 Snowbird Expedition - Everest  
photo: Chris Ross



**1994**

The Himalayan Suit is released. This fully baffled, down-insulated suit for high-altitude climbing and cold-weather survival has now taken hundreds of explorers to the highest and most-frozen parts of the earth.

**TEKWARE®**

**1995**

Tekware launches, the first line of all-synthetic apparel. The marketing campaign includes the tag line "Cotton Kills."



**1995**

Pumori snowboard descent: Jim Zellers rides from the summit of this shapely 22,000-ft Nepalese peak.

**"NEVER STOP EXPLORING™"**

**1997**

The North Face adopts a new tag line, "Never Stop Exploring," to supersede the well-worn 1977 tag line, "Expedition Proven."



**2000**

Introduction of Summit Series™: Launching in the fall of 2000, Summit Series™ is a collection that represents the pinnacle of The North Face products. Summit Series™ is built for athletes and tested on expeditions.



**2004**

The Ultra GTX XCR® running shoe debuts and wins *Outside* magazine's Gear of the Year Award for trail running and *Trail Runner* magazine's Editor's Choice Award.



**2006**

Skis on Everest: *USA Today* dubs Kit DesLauriers' climb-up and ski-off of Everest as the "Crowning Glory of a Seven-Peak Dream" as she becomes the first person to ski the apex of every continent—the Seven Summits.



**2006**

The Marathon Man: The North Face athlete and resident superhuman, Dean Karnazes, completes a mind-boggling 50 marathons in 50 states in 50 days. And that is just a warm-up. After Dean concludes his saga with the New York City Marathon, he runs 3,000 miles back home to San Francisco.

**Supreme**

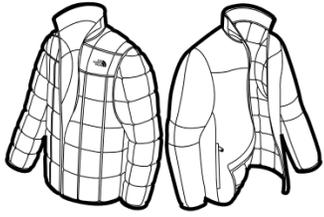
**2007**

2007 marks the first-ever collaboration between The North Face and the streetwear giant Supreme. Debuting with two leopard-print-lined Summit Series™ jackets, the project sets a high bar for the seasonal drops that follow.



**2008**

On the heels of his daring free solo of the multi-pitch route Moonlight Buttress in Zion National Park, UT, Alex Honnold free-solos the Regular Northwest Face (VI 5.12a, 23 pitches) of Half Dome in Yosemite.



## 2008

Mercurial Jacket is released. This reversible two-in-one garment utilizes smart fabrics and a unique baffle construction to absorb and repel heat as needed.



## 2010

Turkish rock climbing tour: The North Face Asia team member Yuji Hirayama climbs the route Devers Royal (8c+/5.15a), achieving the hardest-ever on-sight ascent of a sport climb.



## 2010

The North Face Explore Fund™ is announced at the 2010 Outdoor Nation Youth Summit in NYC. A grant-giving program with a base of \$250,000, it will support nonprofit organizations seeking to get youth outdoors and into nature and adventure.



## 2011

Meru: Conrad Anker, Jimmy Chin and Renan Ozturk make the first ascent of the Shark's Fin on 21,700-ft Mount Meru in India—considered one of the most challenging and dangerous peaks in the Himalayas. Three years before, the same trio was defeated after 19 grueling days. This time, they successfully ascended after 30 days of climbing.



## 2012

ABS pack is introduced. It features an inflatable dual-airbag system that can be deployed if a person is caught in an avalanche, and the surface area allows the person to float on or near the surface of the avalanche flow. With a harness, hipbelt and ski/snowboard carry system, the ABS pack puts function and alpine safety at the center of design.



## 2013

Clothes the Loop program arises from our commitment to reduce the environmental impact of our products at all stages of their life cycle, including extending the life of apparel and footwear to keep it out of landfills. Since we started Clothes the Loop, people have brought in more than 70,000 pounds of clothing and footwear to The North Face U.S. stores for reuse and recycling.



## 2013

ThermoBall™: After years of testing, including use on trips to Meru's Shark's Fin and Everest, ThermoBall™ is ready to be launched by The North Face. ThermoBall™ is a new type of synthetic insulation that closely mimics down clusters. ThermoBall™ jackets are an instant success and become another iconic style for the brand.



## 2014

Sochi sponsorship: In 2014, Freeskiing makes its debut at the Sochi 2014 Olympic Winter Games. The North Face was a founding official partner of the U.S. Ski and Snowboard Association and was the uniform provider for the team.



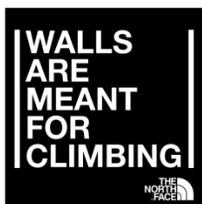
## 2014

Responsible Down Standard (RDS): Officially launching in January 2014, the RDS is the most comprehensive global, third-party-certified animal-welfare and traceability standard for down and feathers that's available for use by any company. More than 350 farms, raising more than 100 million birds, are working with the RDS.



## 2017

Black Series™ is introduced: Our most technical and progressive streetwear, it's our first series-level product that's expressly designed for those who are exploring in cities.



## 2017

In August 2017, The North Face launches the "Walls Are Meant for Climbing" campaign to showcase and unite people through climbing. The campaign raises \$1 million for the Trust for Public Land to help build public climbing walls in U.S. communities and brings more than 20,000 people together to participate in Global Climbing Day.



## 2017

Alex Honnold, El Capitan, Yosemite National Park: On June 3, Alex Honnold becomes the first person ever to free solo 3,000-ft El Capitan in Yosemite National Park. Alex completes the climb in 3 hours and 56 minutes.



## 2017

Ventrix™: In Fall 2017, The North Face reveals state-of-the-art Ventrix™ insulation technology, which features laser-perforations that allow it to balance warmth and breathability. Ventrix™ is designed to expand to release heat and to contract to retain heat as you move.



## 2017

Antarctica Expedition: In 1996, Conrad Anker, Alex Lowe and Jon Krakauer traveled to Antarctica to establish first ascents in Queen Maud Land. In November 2017, Conrad Anker returns with a new team: Alex Honnold, Jimmy Chin, Cedar Wright, Anna Pfaff and Savannah Cummins. The team accomplishes seven first ascents and 14 summits collectively, and it puts up multiple new routes including one on Ulvetanna.



## 2018

Seoul sponsorship: The North Face is the official uniform supplier for the U.S. Freeski Team. The U.S.-made uniforms are worn by the U.S. Freeski Team at the 2018 Olympic Winter Games in PyeongChang.



2018 US Freeski Team Uniform



photo: Christaan Felber - Fall 2018

## OUR ICONS

Born to serve the needs of expeditions in the harshest regions of the world, these products have taken on lives of their own.

ICON 01: THE 2-METER DOME, 1975

ICON 02: THE MOUNTAIN JACKET, 1985

ICON 03: THE BASECAMP DUFFEL, 1986

ICON 04: THE DENALI FLEECE, 1989

ICON 05: THE NUPTSE JACKET, 1992

ICON 06: THE HIMILAYAN SUIT, 1994



photo: Pablo Durana - Antartica 2017

## ICON 01



## THE 2 METER DOME

Inspired and approved by Buckminster Fuller, the dome tent set the standard for basecamp abodes in 1975, and remains the standard today.

Launch:

1975 | (the Oval InTENTion)

Sport milestone:

1987 | Snowbird expedition

Cultural milestone:

1986 | Pro Peace March

Evolution:

Subtle changes over the years have led to the current 2-Meter Dome Tent



## ICON 02



## THE MOUNTAIN JACKET

While skiers had benefited from durable, adaptable apparel for years, the introduction of the mountain jacket gave climbers gear that could comfortably endure extreme elements. Thanks to its heavy dose of GORE-TEX, the jacket spurred on an entire line of weatherproof gear made for expeditions.

Launch: 1985

Evolution:

1990 | Alpine-style slant pockets

Sport milestone:

1986 | First Americans to do the six classic north faces of the Alps in a season

Cultural milestone:

1990's | Adoption by urban kids in NYC, leading to the GORE-TEX Hoarder phenomenon



photo: Tim Kemple - Jordan, 2018

## ICON 03



### THE BASECAMP DUFFEL

Made of burly fabrics, and built to be transported via porters, yaks and camels, thousands of these gear totes circumnavigate the globe, surviving the world's roughest airport baggage handlers.

#### Launch:

1978 | Named, "Soft Luggage Duffel"

This hard wearing soft luggage was built with vinyl laminated fabric, and was the precursor to the iconic Base Camp Duffel.

#### Evolution:

1989 | More Than A Duffel adds straps

1990 | Renamed, "Base Camp Duffel"

1996 | Introduction of D-door



Photo: Ama Dablam - Nepal 1990

## ICON 04



### THE DENALI FLEECE

The original Denali jacket made its debut on the backs of Todd Skinner and Paul Piana during their historic Salathé Wall climb. Durable enough to endure many days and nights of extremely unpredictable conditions, the Denali secured its foothold as the new standard for lightweight fleece performance on that fateful first ascent.

Launch: 1988

Sport milestone:

1988 | Todd Skinner and Paul Piana free climb the Salathé Wall

Cultural milestone:

2000's | The campus uniform across the US



photo: Christaan Felber - Fall 2018

## ICON 05



### THE NUPTSE JACKET

Tibetan for "west peak," Nuptse lies a mile southwest of Mt. Everest, and the jacket named after it was the first to use an innovative new baffle construction that minimized down shifting and increased warmth. From a Himalayan base camp to downtown Manhattan, the Nuptse jacket instantly became iconic for thriving in frigid conditions.

Launch: 1992

Sport milestone:

1994 | Becomes part of the expedition system that is taken on multiple expeditions around the world.

Cultural milestone:

1990's | Adopted as the cold-weather jacket of NYC hip hop.



photo: Aaron Biali - BC 2017

## ICON 06



## THE HIMALAYAN SUIT

As world class climbers started reaching new heights, they needed protection from increasingly harsher conditions. The Himalayan suit became the gold standard for thin air and polar environments.

Launch: 1994

Sport milestone:  
2006 | Kit DesLauriers is the first person to ski all seven summits.



photo: Greg Mlonki - Spring 2018



OUR AUDIENCE



photo: Greg Mionski - Spring 2018

## **EXPLORATION IS A MINDSET**

While the Brand territories are strong and essential pillars for the company to develop targeted assortments and collections for specific consumer groups and activities, they are not considered to be "sub-brands."

The common denominator that keeps the Brand true to its DNA is Exploration. Not just the act or its pursuit but the mindset.

This truth allows us to stay true to our heritage and legacy on the mountain while acknowledging and growing our relevance in cities around the world.

**ON  
MOUNTAIN**



**INDUSTRY-LEADING  
DESIGN AND INNOVATION  
X  
ATHLETE TESTED  
EXPEDITION PROVEN**

**MOUNTAIN SPORTS  
MOUNTAIN LIFESTYLE**

**OFF  
MOUNTAIN**



**A LEGACY EARNED  
ON THE MOUNTAINS  
X  
STREET  
APPROVED**

**URBAN EXPLORATION**

## THE BRAND: 2 AUDIENCES

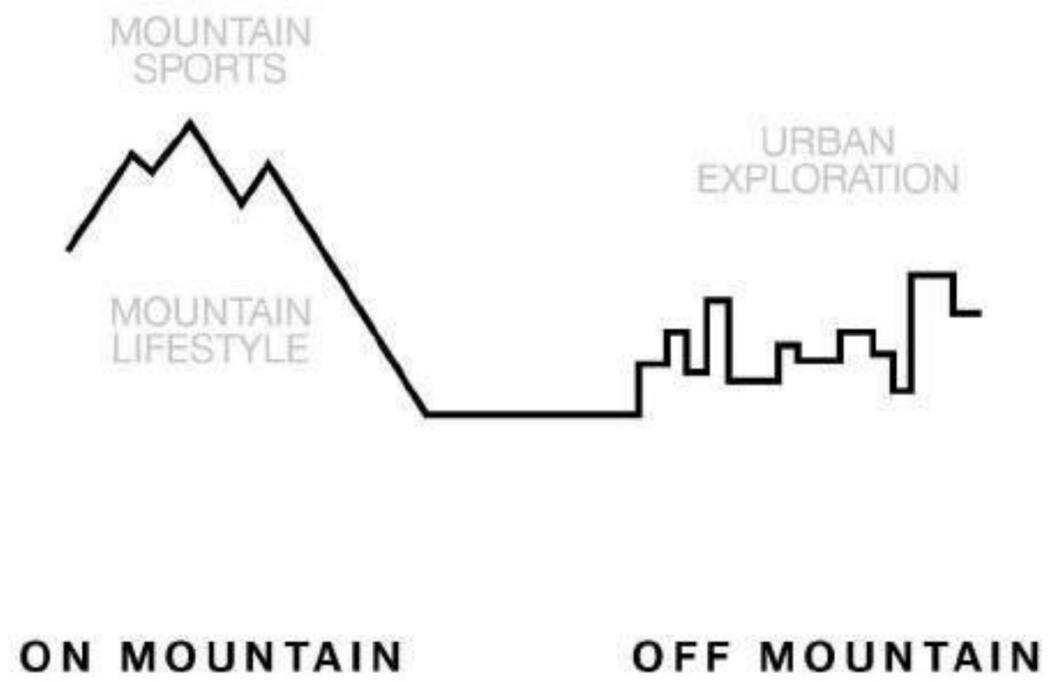




photo: Pablo Durana - Antarctica 2017



THE  
NORTH  
FACE

photo: Christaan Felber - NYC 2018



photo: Clayton Boyd - Spring 2018



## BRAND DESIGN PRINCIPLES



## **PERFECTION THROUGH EDITING**

We don't overpower the consumer. We should never come across as "trying," let alone trying too hard. Trust the strength of the product, and let it sing. Every line, word and detail must be considered critical, or cut out.

## **CONFIDENT AND UNDERSTATED**

50 years of legacy has earned us the right to be confident. We present product simply and tastefully. No bells, no whistles.

## **NEGATIVE SPACE**

Draw attention to key stories by giving them room.

## **TALK, DON'T WRITE**

We're a brand of expertise and a band of experts. We share—we don't sell. Our words are neither commercial nor elitist. They're proud and honest.

## **PRODUCT IS KING**

Not all stories are campaigns, and not all stories need an in-situ action shot. Celebrate the character, the story and the craftsmanship by letting the product and its design be front and center.



photo: Ted Hesser - 2017 Athlete summit

## THE LOGO



**1966**

The original TNF logo.



**1968**

California-based designer David Alcorn designs The North Face's quarter-circle logo. It evokes Half Dome, a massive granitic monolith in Yosemite National Park.



**1972**

Simplified lock up.



**1970-1988**

Brown Labels.  
Made in the U.S.A. lock up.



**1980**

Introduction of Box logo



**1995**

Registration © shows up.  
Horizontal left end of the  
dome gets flattened.



**1998**

NEVER STOP EXPLORING™  
lock up.  
Introduction of red box.

**NEVER STOP EXPLORING™**



**2012**

Half Dome goes back to its  
original design. Lines and  
proportions are cleaned up.

**THE  
NORTH  
FACE**

**TYPEFACE**

HELVETICA BOLD: SANS SERIF CLASSICAL TYPEFACE,  
TIMELESS, MODERN AND BOLD.



**ICON**

STYLIZED REPRESENTATION OF  
THE HALF DOME PEAK IN YOSEMITE, CA.

**“HALF DOME” LOGO**



## USAGE OF THE REGISTERED ®

Our trademark protection rules require the use of the registered ® mark in certain applications. It is not necessary in all usage. Please refer to the list below for usage information:



### WITHOUT ®

#### Internal/Corporate

Office building branding / Press releases / Business cards / Stationery / Internal presentations / Internal events / Internal videos / Employee email signatures

#### Digital

Homepage branding / Social media branding / Email branding / Social content branding / Long form content

#### Events

Consumer facing event branding / Press/media events / Influencer events / Event invitations / Event merch / Athlete bib branding / Stickers

#### Advertising

Print / OOH / TV/Cinema spots / Social content

#### Retail

Store front / Internal signage / Gift-cards / Merch-cards / Hangers / Shopping bags / Gift boxes / Branded third party items / Catalogue cover

#### Wholesale

Permanent fixtures / Large overheads / Pop-up structures / Seasonal signage / Evergreen signage / Digital campaigns / Print campaigns

#### Product

External branding / Graphics



### WITH ®

#### Product Packaging

Hangtags / Footwear boxes / Product boxes / Product packaging bags

#### Ecom Packaging

Shipping boxes / Mailer bags

#### Product

Internal labeling

## LOGO SIZING

The Half Dome is as classic as it is subtle. The shapes, the strokes, the negative space—they all behave differently depending on the scale of the logo reproduction. Please use the correct version of the logo for the scale of the intended execution.

### LARGE



Should be used when the logo is LARGER than 1.5 inches wide. Print and web.

### SMALL



Should be used when the logo is SMALLER than 1.5 inches wide. Print and web.

In this version, the registered trademark and space between the domes is larger to prevent plugging in smaller sizes.



**BE MINDFUL OF THE ®**  
SEE P. 90 FOR USAGE GUIDELINES.



**DON'T USE OLD VERSION.**  
LOOK FOR FLAT SECTION ON TOP OF  
SMALLEST DOME SHAPE.  
IF IT'S FLAT, IT'S OLD.



**DON'T DISTORT**



**DON'T RECREATE**



**DON'T CHANGE THE FONT**



**DON'T ADAPT**



**DON'T FLIP**



**DON'T ALTER PROPORTIONS**



**DON'T REARRANGE**

## DO'S AND DON'TS

Please respect the iconic Half Dome mark by following these guidelines that protect the trademark. Breaking the rules equates to poor branding, and weakens our ability to protect our legal ownership of the mark.

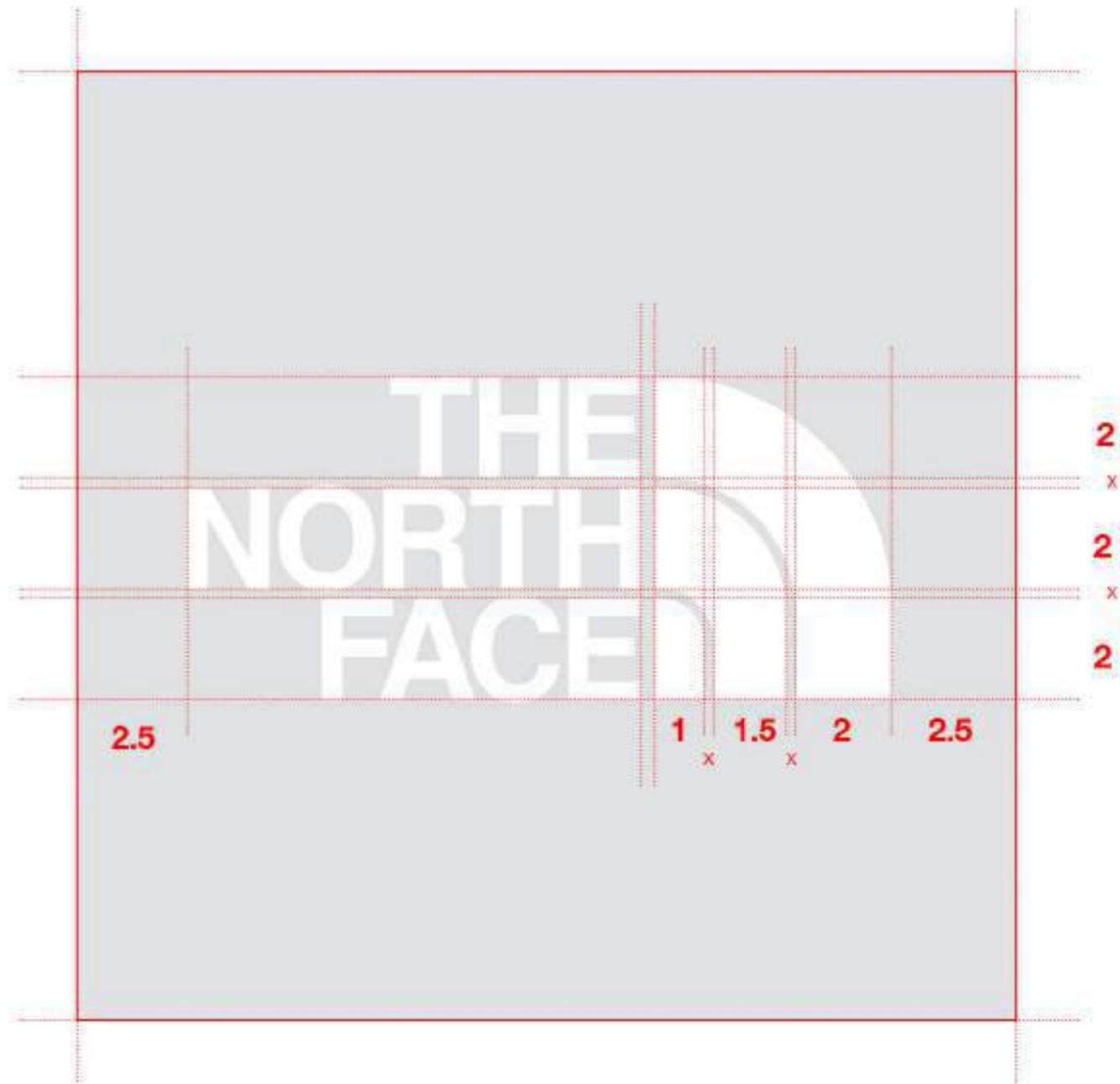
See left examples for improper use.



YES.



## THE "BOX" LOGO EXECUTION





## LOGO SIZING

The Half Dome is as classic as it is subtle. The shapes, the strokes, the negative space—they all behave differently depending on the scale of the logo reproduction. Please use the correct version of the logo for the scale of the intended execution.

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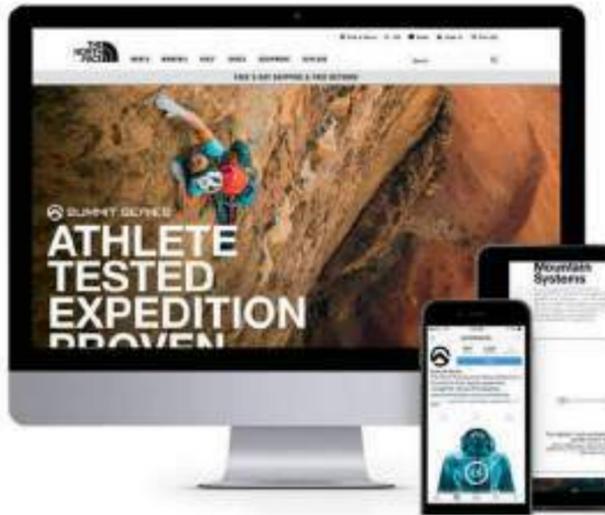


Should be used when the logo is SMALLER than 1.5 inches wide. Print and web.

In this version, the registered trademark and space between the domes is larger to prevent plugging in smaller sizes.



## COMMUNICATIONS



## DIGITAL/SOCIAL



## PACKAGING



## PRODUCT



## BOX OR NO BOX?

A few decades old now, the box logo has earned its place in our history.

It's a notoriously challenging branding device as it automatically cuts down the actual logo size by about half.

That said, in certain applications it actually works harder than the pure Half Dome logo. Specifically, when the logo needs to be isolated from a background, like a store front.

As we aim to strengthen our brand recognition, and build a consistent visual language we are therefore doubling down on the pure half dome logo, and reserving the use of the box logo to situations where it is needed and justified.



1/3



2/3

1/3

2/3

## BRAND TRIGGERS

Because of its iconic placement and stark contrast, the Half Dome logo—a symbol of exploration, and a badge of quality and status—has become a powerful and well-recognized asset worldwide.

Legend has it, a few decades ago, a marketing team asked the product team to move the logo from the chest to the shoulder blade to solve the product branding issue in climbing photography. This solution meant TNF did not have to compromise the authenticity of climbing footage; rather, it organically embedded the branding.

This placement, paired with the consistent and highly recognizable black/color-blocking of the mountain jacket, Nuptse and Himalayan suit, has since produced some peripheral yet important brand triggers.

### UPPER-RIGHT CORNER

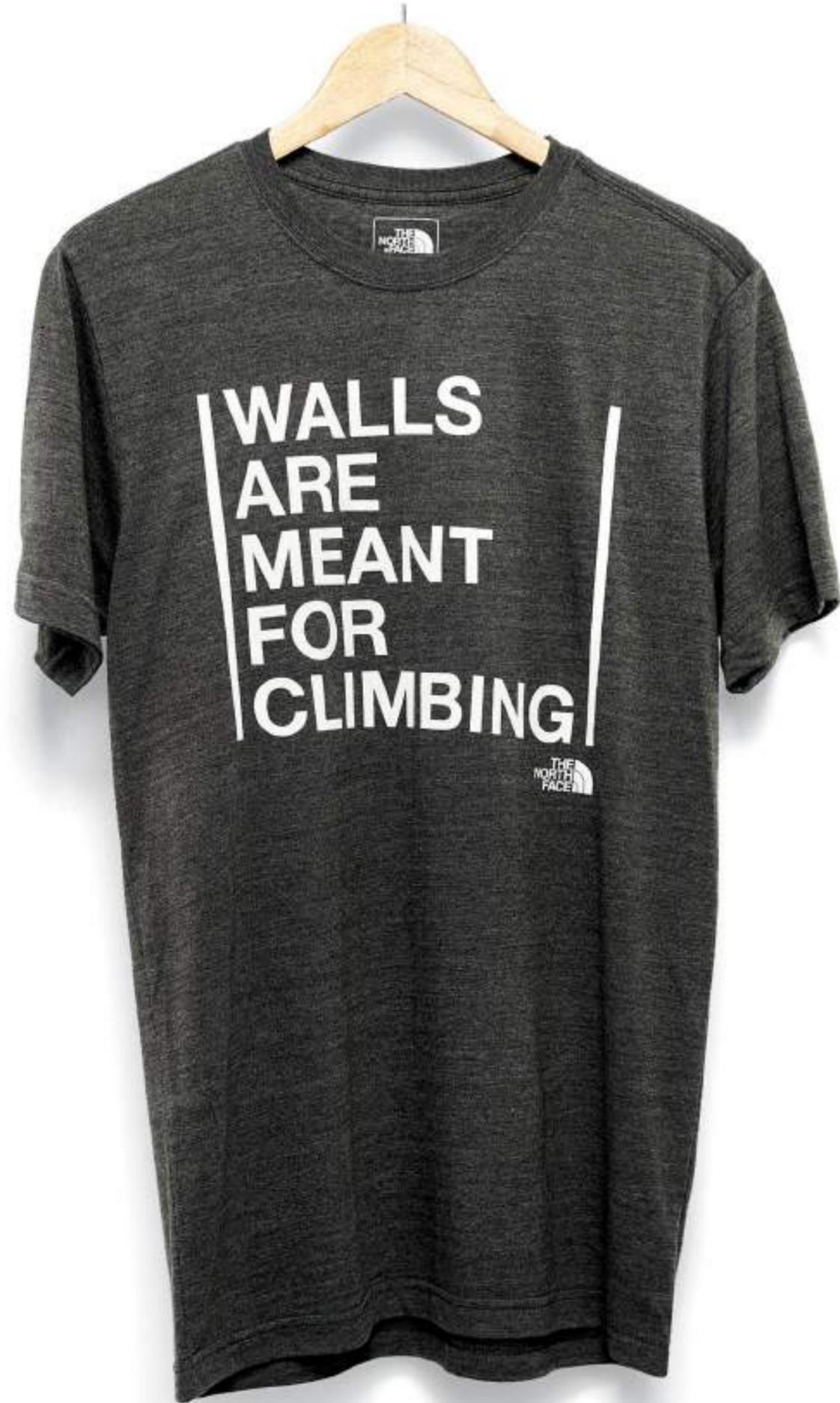
### ONE-THIRD - TWO-THIRDS

### WHITE LOGO ON BLACK BLOCK ABOVE ICONIC COLOR BLOCK



**ORTHOGONAL  
DEFINITION  
FACE**

## TYPOGRAPHY



## YES. HELVETICA.

The most versatile, timeless and elegant typeface ever designed. It's bold and simple, and it's been embedded in our logo since 1969, when David Alcorn designed the Half Dome logo.

### HEADLINE

**HELVETICA NEUE  
BOLD  
UPPERCASE  
TRACKING: -25**

### SUBHEAD

**HELVETICA NEUE  
BOLD  
UPPERCASE  
TRACKING: -25**

### BODY COPY

Helvetica Neue  
Regular  
Lowercase  
Auto Kerned

### BODY COPY ALTERNATIVE

GZA  
Seminegra  
Lowercase  
Auto Kerned



Ashima, because they could be that girl, too.

Fame and recognition can close you off from people. Ashima just has no ego about it. She's down to climb with anyone. She's down to give beta to anyone in the gym. She's not like, "I'm the best in the world, and I'm gonna separate myself from those who aren't." She's just so friendly to everyone. She's climbing on the same walls as everyone else. She doesn't mind falling in front of other people. She just has the confidence to know it doesn't matter. Instead of being like a lot of other athletes when they're young, secluded and training with their trainers, she's in a gym full of a bunch of regular people.

Rock climbing is such a social sport. You get your friends together, you go, and if you're friends with Ashima, you're climbing with the best climber in the world, but it's still just a social activity.

### **Becoming famous**

Ashima and I have in common the fact that we both found what we love to do at an early age. I've been singing and dancing and acting since I was nine. She's been

it and she's still doing it, and she still loves to do it. I think it's a great lesson for a lot of people who are looking up to her and should look up to her, because it just goes to show if you love something and you're doing it, just keep doing it, and things will probably work out for themselves. One thing that I continue to learn from her and be inspired by is the way she deals with her admirers and the people who come up to her and say, "I'm such a fan. I love you as a rock climber. I love you as a person." Sometimes that can get a little weird, but Ashima handles it really, really well. She looks everyone in the eye like they're a human being and says, "Thank you," genuinely. Sometimes that can take a lot of energy. A lot of people don't do that. She takes the time and the effort to really be warm and real with everyone.

### **What people might not know about Ashima**

She's sixteen-years-old and she acts her age in certain ways. She is a regular kid who goes to school and she's a teenager who's dealing with teenager problems. She dresses super cool

NOW  
SHE'S  
INSPIRING  
TONS OF  
OTHER  
YOUNG  
KIDS

### **Climbing in NYC**

When I first met Ashima, she was just an eight-year-old girl in the gym climbing, and I was just a fifteen-year-old kid in the gym climbing.

We are New York City kids. This isn't exactly the mecca of rock climbing, New York City. Now she's inspiring tons of other young kids. You go to Brooklyn Boulders, and there are climbing



# ASHIMA SHIRAIISHI

By  
ANSEL ELGORT





COLOR

Fall 2018  
Mountain Jacket

**NORTH  
THE  
FACE**



## ICONIC COLOR

Color is a central part of a brand's identity. TNF has a rich history of color, spanning more than 50 years as a technical outdoor brand.

The North Face's iconic colors are pulled from our design legacy and represent a powerful visual trigger, especially when paired with the black and white brand blocking.





photo: Christaan Felber - Fall 2018



photo: Christaan Felber - Fall 2018







photo: Christaan Felber - Fall 2018



**TNF RED™**

C:	020
M:	100
Y:	084
K:	011
R:	182
G:	011
B:	049



**TNF BLUE™**

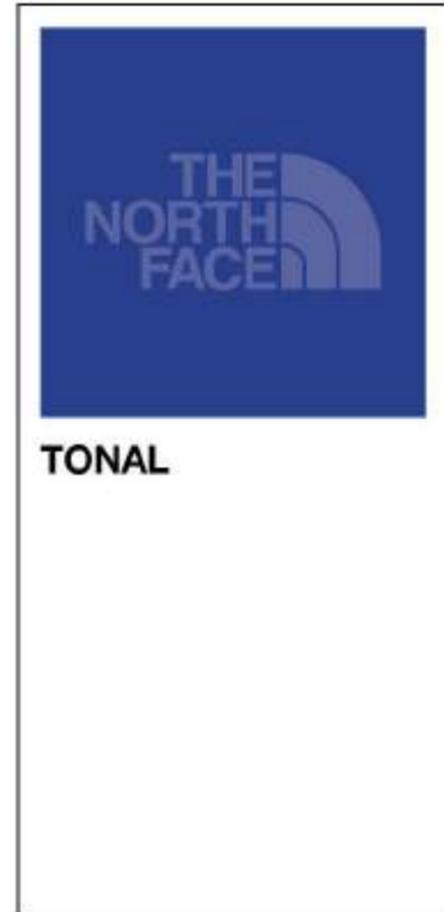
C:	099
M:	090
Y:	010
K:	001
R:	040
G:	062
B:	141



**TNF YELLOW™**

C:	000
M:	034
Y:	084
K:	000
R:	250
G:	178
B:	066

**TRADEMARKED TNF COLORS**

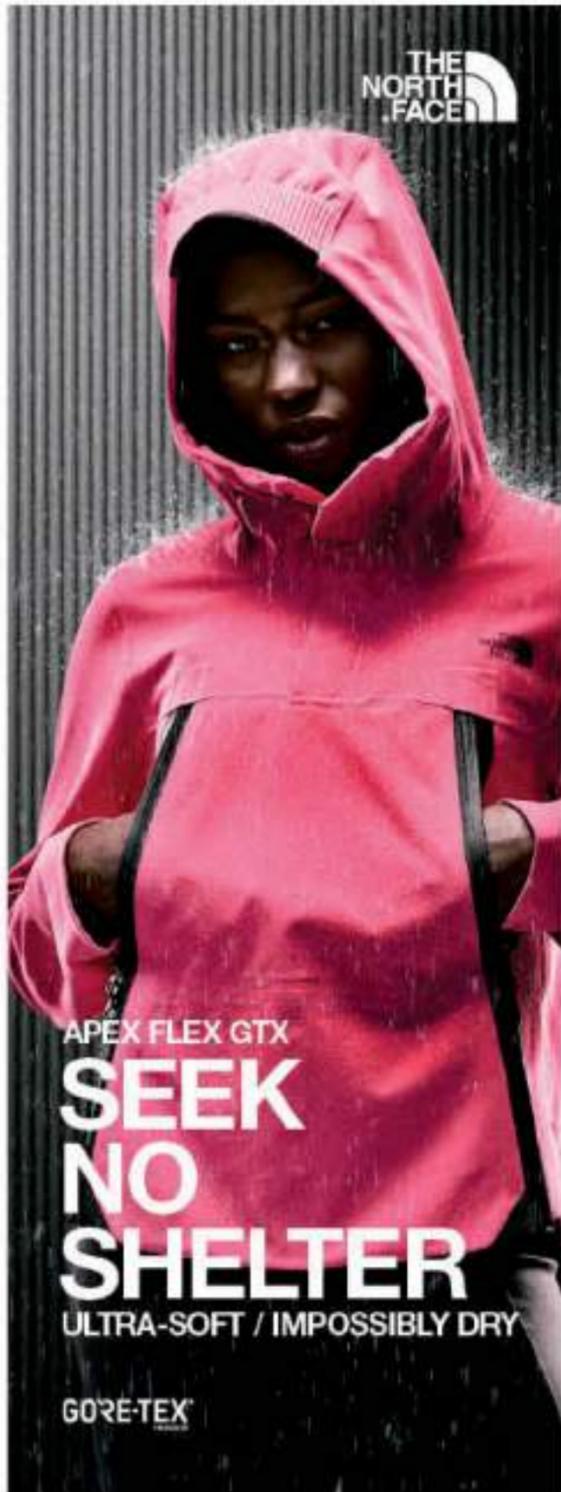


**BRANDING COLORS**



photo: Ted Hesser - 2017 Athlete summit

## GRAPHIC DESIGN



THE NORTH FACE

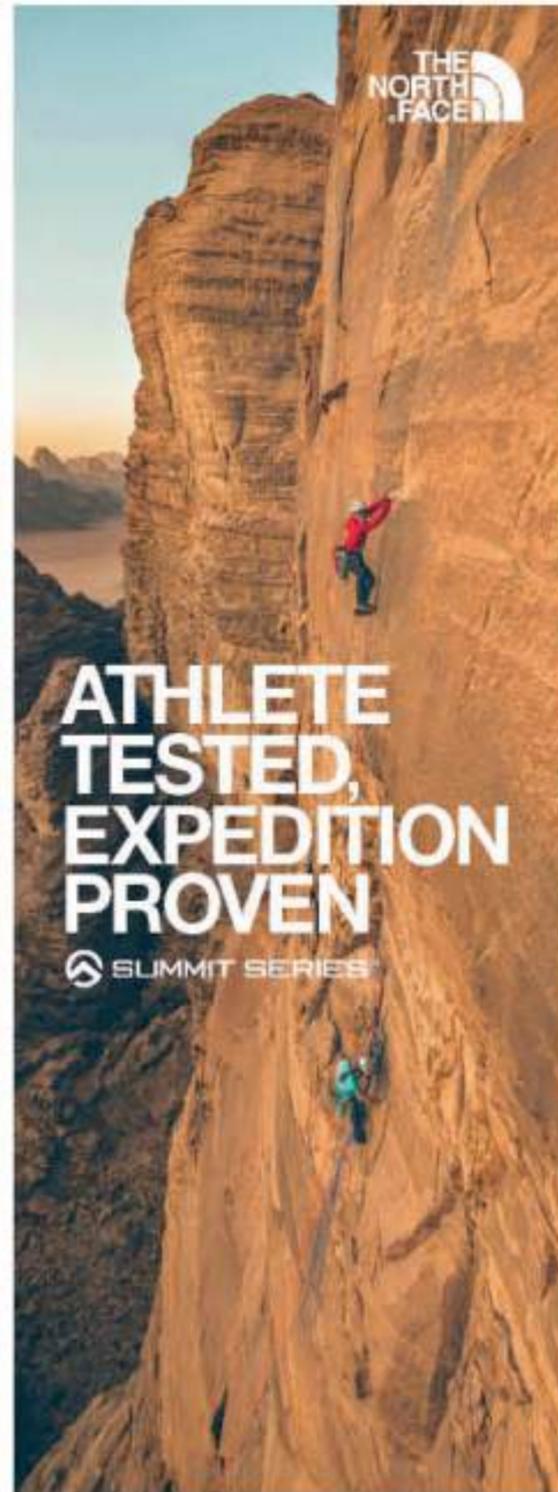
APEX FLEX GTX  
**SEEK  
NO  
SHELTER**  
ULTRA-SOFT / IMPOSSIBLY DRY

GORE-TEX



THE NORTH FACE

**ONE  
MOVE  
AHEAD**  
DESIGNED FOR CLIMBERS,  
BY CLIMBERS



THE NORTH FACE

**ATHLETE  
TESTED,  
EXPEDITION  
PROVEN**  
SUMMIT SERIES

## **SIMPLE**

No bells and whistles. Use negative space.  
Confident design restraint.

## **STACKED**

For titles and statements, stacked words represent a subtle nod to climbing. This treatment should be central to our communications across channels.

## **PRODUCT IS KING**

Graphic design restraint allows the subject matter to be the main take-away. Never overpower the message with design.

## **DETAIL**

Minimalist design is unforgiving. Make sure the details are clean and tight. This is elevated minimalism, not convenient minimalism.



LOS MUROS SON PARA ESCALARSE

WALLS ARE MEANT FOR CLIMBING

GLOBAL CLIMBING DAY 8.18.18

LOS MUROS SON PARA ESCALARSE

LES MURS EXISTENT POUR ÊTRE ESCALAD

GLO CLIM DAY 8.18.1

WALLS ARE MEANT FOR CLIMBING

LOS MUROS SON PARA ESCALARSE

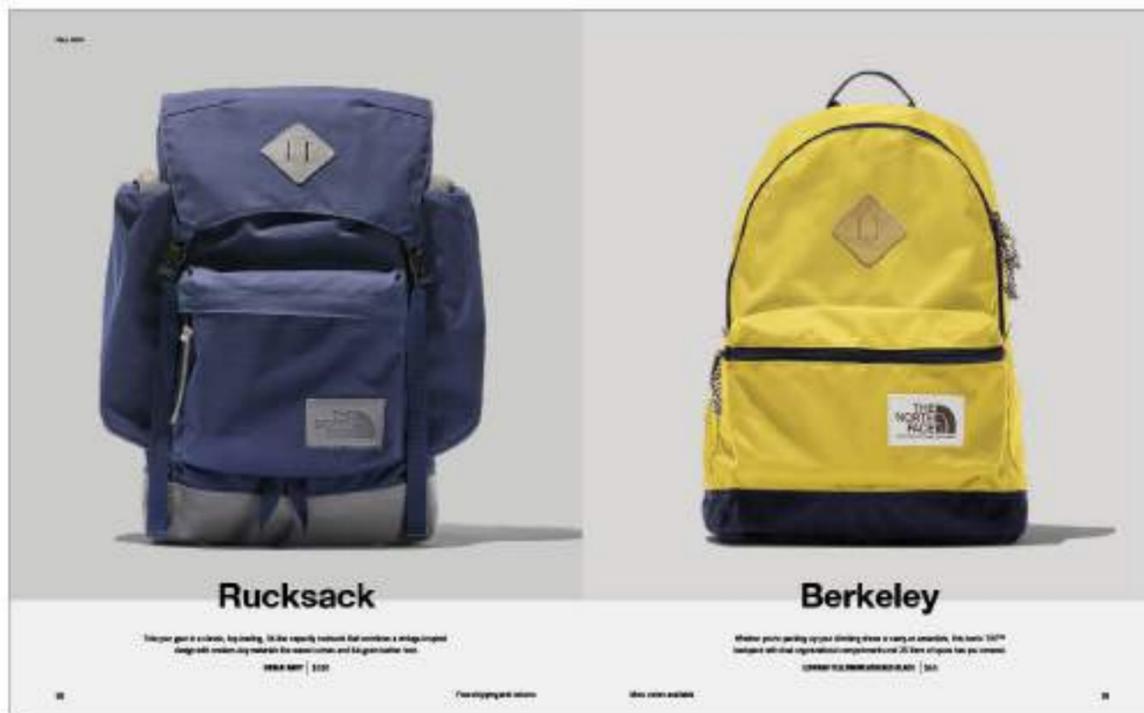
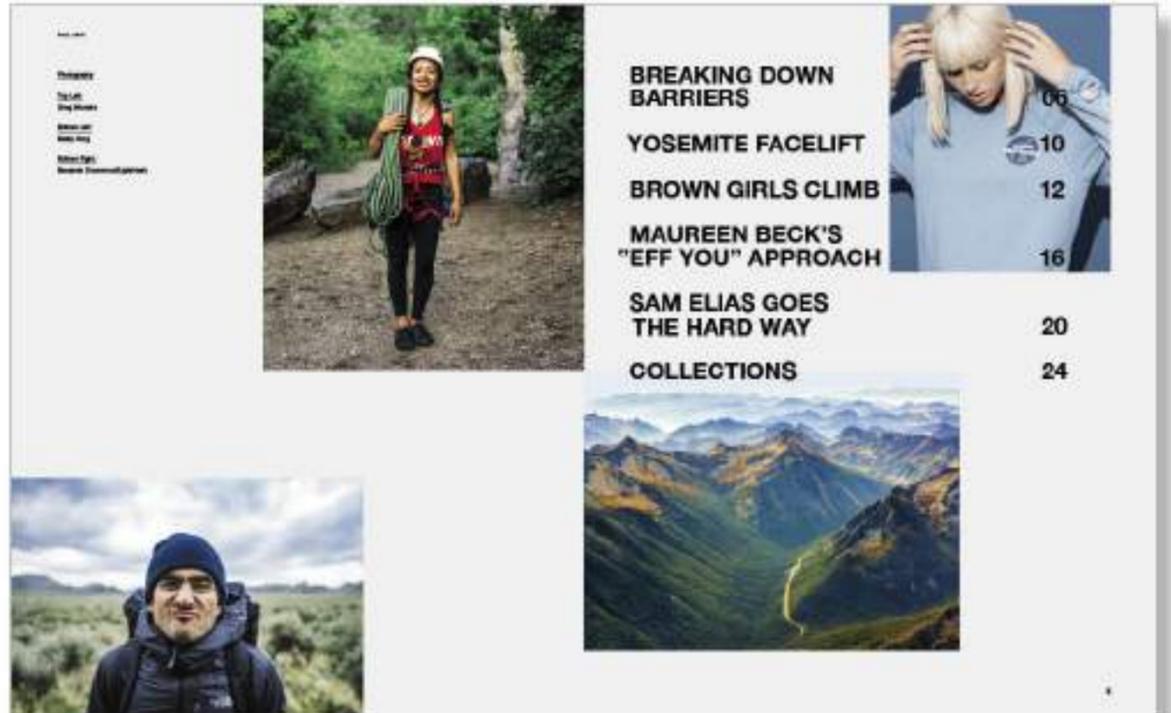
墙就是用来爬的

GLOBAL CLIMBING DAY 8.18

壁は登るため

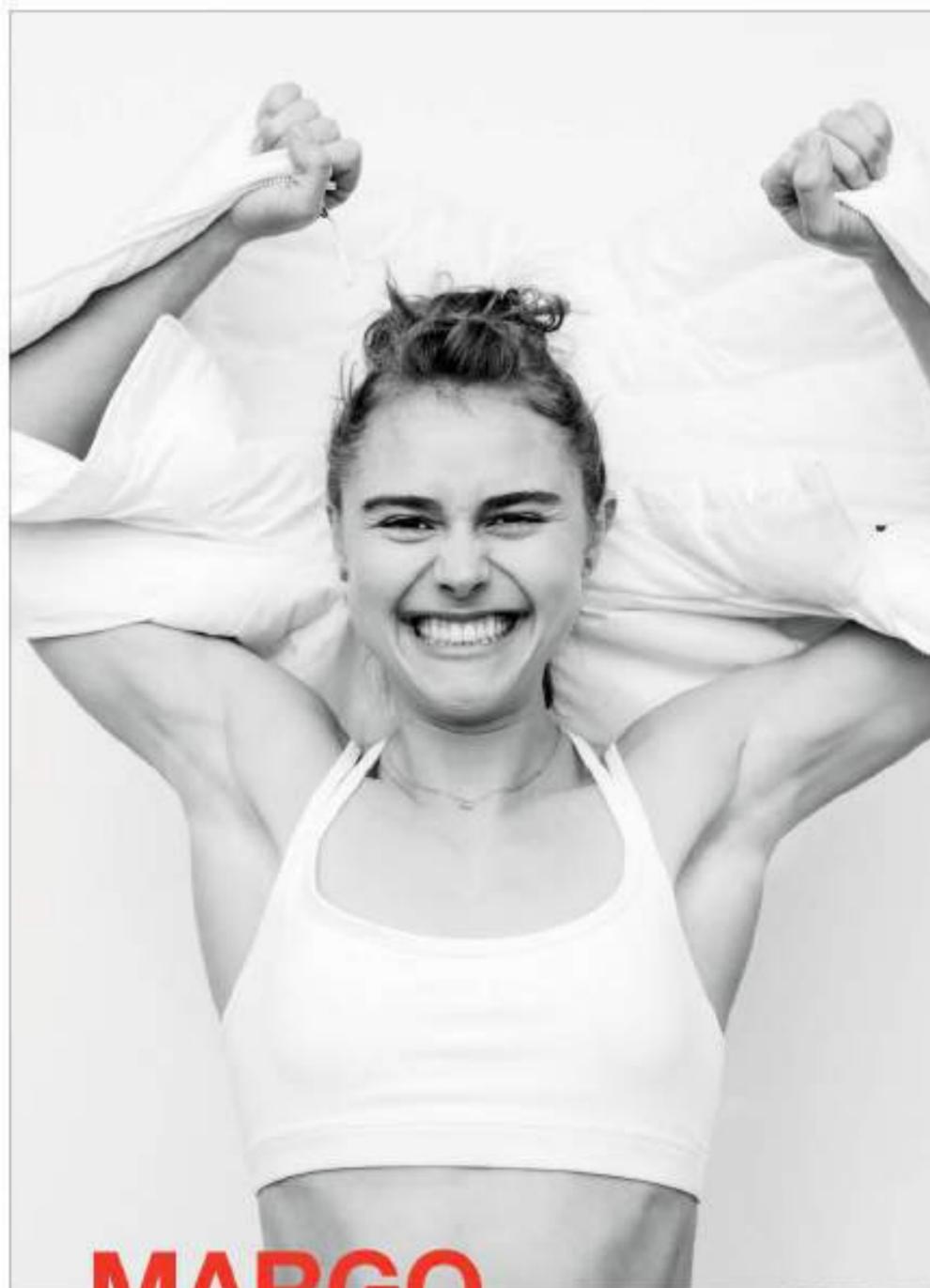


JULY 2018  
Outdoor Retailer tradeshow, Denver Co.



EXCLUSIVELY  
AVAILABLE IN  
JACKSON SQUARE,  
SAN FRANCISCO  
AND CARNABY  
STREET, LONDON

9.27.17



# MARGO MOVES MOUNTAINS

THE VISIONARY WITH A MASTER PLAN.  
SEE HER STORY AT [THENORTHFACE.COM/SHEMOVESMOUNTAINS](http://THENORTHFACE.COM/SHEMOVESMOUNTAINS).



NEVER STOP EXPLORING™



photo: Chris Burkard - BC 2015



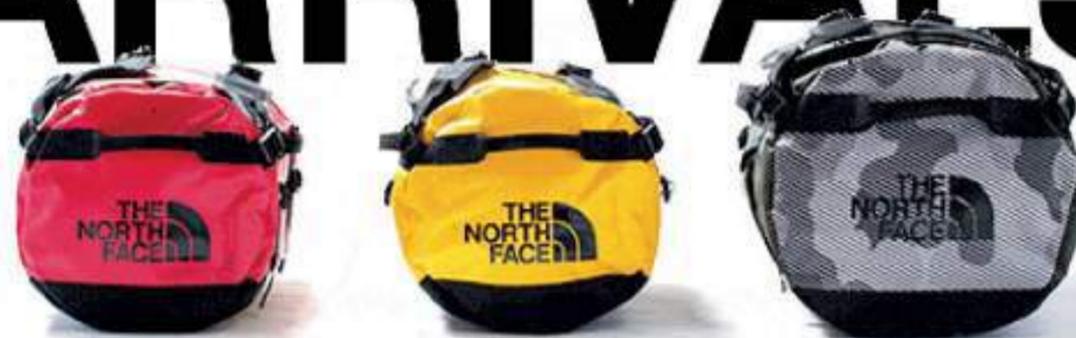
## TONE OF VOICE



MEN'S WOMEN'S KIDS'

FREE 2-DAY SHIPPING, TODAY ONLY

# NEW ARRIVALS



We've got new gear for your gift list. (You're gonna need a bigger bag.)

## **THE BRAND'S VOICE**

### **GROUNDING**

Fewer taglines. Fewer puns.

Let the product and collection names work harder. Use them. Be honest and descriptive. Not every story is a campaign.

### **IN THE KNOW**

Share, don't sell. Be knowledgeable, not elitist. Be inclusive, not exclusive. Give access to the backstory.

### **CONFIDENT**

No need to overstate or oversell. No fluff, just knowledge.

### **UNEXPECTED**

Dare to disrupt. Embrace spontaneity when the story or subject matter allows it. Edge, personality and humor are OK... No slapstick, nothing offensive or polarizing.

---

**ALLOW  
ME TO  
RE-INTRODUCE  
MYSELF**

---



**02.27.18**



NEVER  
STOP  
EXPLORING™

THE  
NORTH  
FACE

## **NEVER STOP EXPLORING™**

First introduced in 1997 and locked up with the red box logo in 1998, Never Stop Exploring™ has been a key part of our marketing language and messaging for 20 years. Its place within the messaging hierarchy has certainly shifted over that time, from campaign tagline to a sign off on a hangtag. But make no mistake about it—Never Stop Exploring™ is THE line for the brand. It's an impactful call to action, and perfectly articulates the brand purpose. Our intention is to position this powerful statement at the center of everything we do.

**NEVER  
STOP  
EXPLORING™**



NEVER

STOP

EXPLORING

TRAINING



THE  
NORTH  
FACE

ATHLETE  
TESTED.  
EXPEDITION  
PROVEN.™

⚡ SUMMIT SERIES™

AMPA PRAPP &  
CAROLINE CHAULEN

RAID WITH A CAMEL  
4/2014

WADI BLUE PRESERVE  
2014

TOM KESSEL &  
PHOTOGRAPHY

**ATHLETE TESTED.  
EXPEDITION PROVEN.**

"Expedition proven" has been in the Brand's lexicon since 1977. The addition of "athlete tested" is more recent and rounds out the brand's promise. TNF's design and development has historically leaned on our athletes' expertise and involvement. From brainstorming around unmet needs and blue-sky concepting to rigorous in-the-field product testing, the "Athlete tested. Expedition proven." statement acts as a certification of superiority and a badge of excellence.

This line is used exclusively for Series level communication.

**ATHLETE  
TESTED.  
EXPEDITION  
PROVEN.<sup>TM</sup>**



THE  
NORTH  
.FACE

ATHLETE  
TESTED.  
EXPEDITION  
PROVEN.™

QUEEN MAUD LAND, ANTARCTICA

SUMMIT SERIES™

COMPAGNIE

PHOTO: JIMMY CHW



THE  
NORTH  
FACE

**ATHLETE  
TESTED.  
EXPEDITION  
PROVEN.**™

QUEEN MAUD LAND, ANTARCTICA

 SUMMIT SERIES™

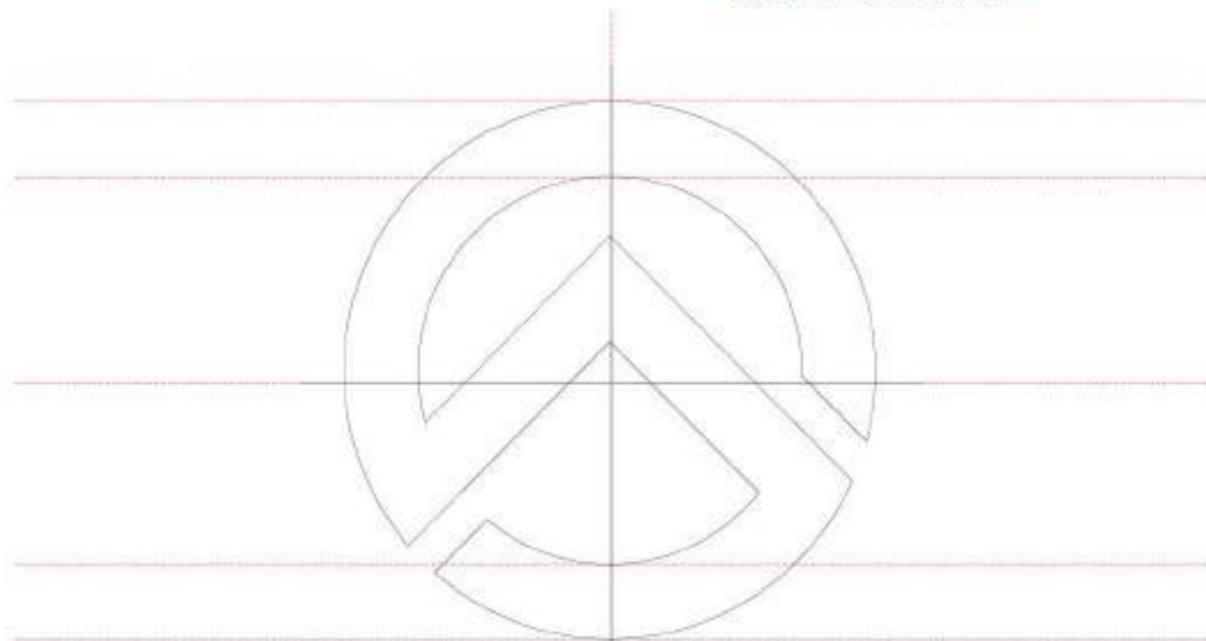


**SUMMIT  
SERIES™**

## SECONDARY LOGOS, MARKS AND LOCK-UPS

photo: Jimmy Chin - Antarctica 2017

CONSISTENT STROKE WEIGHT



SHARED CIRCULAR GRID

SUMMIT  
SERIES™

HELVETICA FAMILY FONT

## **SERIES LOGOS**

They're badges of quality. They represent the very best that the brand has to offer. These logos show up on product, at retail and in-brand communications, and have, over time, built some equity and recognition.

SUMMIT, STEEP AND FLIGHT series logos share a common grid a type lock-up.



# SUMMIT SERIES™



photo: Tim Kemple - Iceland 2017



**FLIGHT  
SERIES™**



photo: Clayton Boyd -Fall 2018



**STEEP  
SERIES™**



photo: Aaron Blatt - Tenquille 2017





**SUMMIT**  
**SERIES™**



**FLIGHT**  
**SERIES™**



**STEEP**  
**SERIES™**



**FUTURELIGHT.**

**FLASHDRY™**

**VENTRIX™**

**DRYVENT™**

**WINDWALL™**

**THERMOBALL™**

**FUSEFORM™**

## TECHNOLOGY LOGOS

The North Face is committed to innovation. Season after season, we use trusted technologies, as well as the latest and greatest in textile engineering. Their branding is secondary, however; first, they are badges of superior quality.

All tech wordmarks are trademarked and in Helvetica.

# FILMS FROM THE FIELD

Members of The North Face Athlete team will host an evening with a collection of films and share with you never told stories of adventure, triumph and culture from all ends of the earth.

**Cedar Wright, Clare Gallagher,  
Alex Honnold, Emily Harrington**  
Breckenridge, CO / Monday 9/11 / Riverwalk Center

Tickets at [thenorthface.com/speakerseries](http://thenorthface.com/speakerseries)

CO-SPONSORED BY:



**YETI**

THE  
NORTH  
FACE  
SPEAKER  
SERIES

VATNAJÖKULL, ICELAND  
PHOTO / TIM KEMPLE

## **BRAND PLATFORM LOGOS**

Brand platforms are long-term investments. They exist to bring to life activations that connect to consumers in authentic and meaningful ways. The identity associated with these experiences is a critical part of the equity building, it's the glue that pulls all the moments together and creates a recognizable ownable property.



## EXPLORE FUND

PRINT/DIGITAL  
LARGE



Should be used when the logo is LARGER than 1.5 inches wide. Print and web.

PRINT/DIGITAL  
SMALL



Should be used when the logo is SMALLER than 1.5 inches wide. Print and web.

DIGITAL  
BUG



In this version the space between the dome shapes is larger. This is to prevent plugging at the smaller size.



## SPEAKER SERIES

PRINT/DIGITAL  
LARGE



Should be used when the logo is LARGER than 1.5 inches wide. Print and web.

PRINT/DIGITAL  
SMALL



Should be used when the logo is SMALLER than 1.5 inches wide. Print and web.

DIGITAL  
BUG



In this version the space between the dome shapes is larger. This is to prevent plugging at the smaller size.



## ENDURANCE CHALLENGE

PRINT/DIGITAL  
LARGE



Should be used when the logo is LARGER than 1.5 inches wide. Print and web.

PRINT/DIGITAL  
SMALL



Should be used when the logo is SMALLER than 1.5 inches wide. Print and web.

DIGITAL  
BUG



In this version the space between the dome shapes is larger. This is to prevent plugging at the smaller size.



## NEVER STOP (CITY)

PRINT/DIGITAL  
LARGE



Skyline shaped top line of box should be evocative of actual location.

Should be used when the logo is LARGER than 1.5 inches wide. Print and web.

PRINT/DIGITAL  
SMALL



Should be used when the logo is SMALLER than 1.5 inches wide. Print and web.

In this version the space between the dome shapes is larger. This is to prevent plugging at the smaller size.

DIGITAL  
BUG





IDEAL PARTNER BRAND LOGO  
PLACEMENT

X

Y

Y

X

## **BRAND COLLAB LOCK UPS**

While these partnerships are based in a “drop” culture that operates largely on the elements of surprise and freshness, it is important to uphold some simple branding rules.

These rules apply to packaging, retail and communication,  
NOT PRODUCT BRANDING.

**THE NORTH FACE FIRST**

**EQUAL SIZE LOGOS**

**USE THE LINE TEMPLATE**

THE  
NORTH  
FACE

The North Face logo, featuring the words "THE NORTH FACE" stacked vertically in a bold, sans-serif font, with a stylized mountain peak graphic to the right.

*Supreme*

THE  
NORTH  
FACE

The North Face logo, featuring the words "THE NORTH FACE" stacked vertically in a bold, sans-serif font, with a stylized mountain peak graphic to the right.

*Supreme*

THE  
NORTH  
FACE



VANS

THE  
NORTH  
FACE



VANS

THE  
NORTH  
FACE<sup>®</sup>

Supren

THE  
NORTH  
FACE<sup>®</sup>

Supre



THE  
NORTH  
FACE®

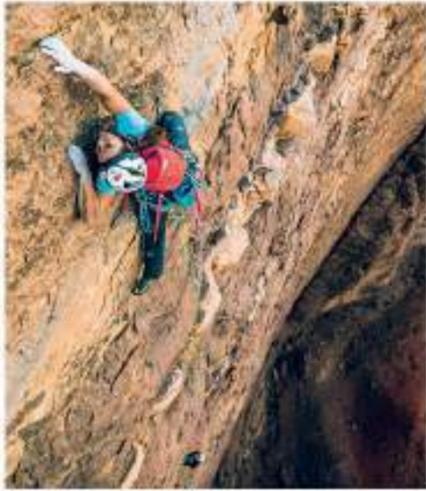
Supreme®

Supreme®



photo: Pablo Durana - Antarctica 2017

## PHOTOGRAPHY



**AUTHENTIC ACTION**

"ULTIMATE STORYTELLING"

ATHLETE + LOCATION

DOCUMENTARY-STYLE

FROM WIDE ANGLE TO EMBEDDED

GRITTY, HONEST EPIC ACTION



**ON-BODY NARRATIVE**

"IN ITS NATURAL HABITAT"

ON-BODY + LOCATION

LEGIT BACKDROPS

NOT ABOUT PRODUCT DETAILS

NATURAL STYLE CRED THROUGH CASTING AND LOCATION



**ON-BODY PRODUCT**

"STRAIGHT UP"

ON-BODY + STUDIO

HONEST + EFFORTLESS

RICH DETAIL MACRO

NATURAL STYLE AND PRESENCE THROUGH CRITICAL CASTING



**PRODUCT STILL LIFE**

"WORSHIP THE OBJECT"

OFF-BODY + STUDIO

HARD ANGLE LIGHTING

DEEP DETAIL MACRO

BUTTERY AND RICH

## **4 PHOTOGRAPHY TIERS**

Whether it's a jacket or bag, an athlete or expedition, our subject matter is real and honest. Authenticity is critical to the TNF story—art direction is simply how we draw attention to it. Confident and minimalistic, our approach to photography is elegant and real.

We celebrate the beauty in everything that bares TNF name. We explore the many dimensions of our athletes, and travel the world to tell the tales of their exploration, proudly and thoughtfully.

The building blocks of our photos might be consistent, but our images serve different purposes. To ensure each level of production is calibrated against its objectives, we've outlined the following tiers:

### **ACTION**

**ON-BODY NARRATIVE**

**ON-BODY PRODUCT**

**PRODUCT STILL LIFE**



photo: Pablo Durana - Antarctica 2017

## **ON-MOUNTAIN ACTION: EXPEDITIONS**

The North Face has a long history of planning, funding, producing and documenting expeditions in far-flung corners of the planet.

Whether born of an athlete's outrageous vision, or an opportunity to test the limits of a new technology in outerwear or equipment, the outcome is consistent: an authentic window into the elite of mountain sports.

A documentary-like capturing of moments defined by the action and the environment. No filter needed.



photo: Jimmy Chin - Everest 2006







photo: Jimmy Chin - Antarctica 2017





THE  
NORTH  
FACE



photo: Tim Kemple - Jordan 2017







photos: Tim Kemple - Jordan 2017





photos: Paul Blatt - BC 2018



photo: Christaan Felber - NYC 2018

## **OFF-MOUNTAIN: STREET CULTURE**

As the brand continues to grow beyond the mountains, we must acknowledge the nuances of storytelling in street culture.

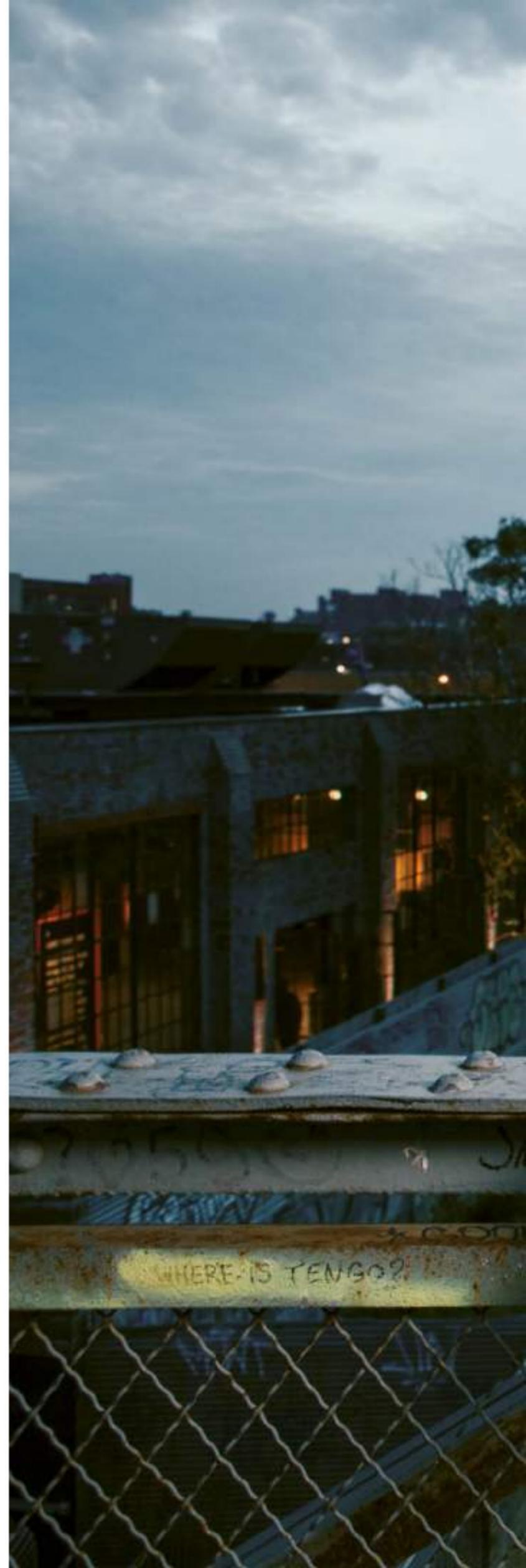
Street photography brings its own set of rules, aesthetic cues and imperatives. From vibe to subject matter, shooter to location, authenticity in storytelling off the mountain is as important as it is on-mountain.





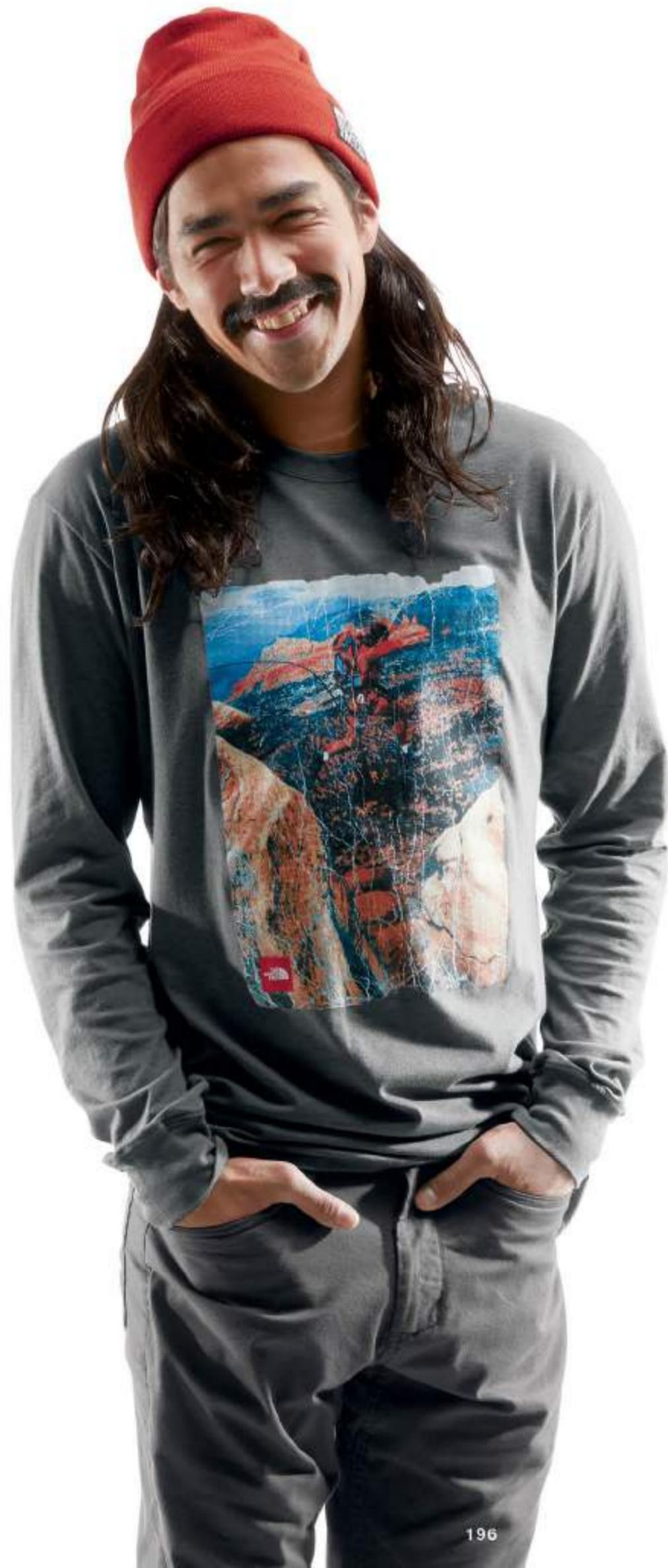
photos: Christaan Felber - NYC 2018

photo: Alex Pines - NYC 2018





THE  
NORTH  
FACE



### **STYLE AND PRESENCE**

Natural vs. posed. Comfortable and effortless.

No swagger, just candid.

## **PHOTOGRAPHY - CASTING**

All talent should be natural with a stylish edge.  
Youthful, but not juvenile. Gritty, but not granola.  
They must represent the intersection of all territories, not the extremities.  
An athletic build is essential. We want visible muscle tone, not skinny.

A city kid who snowboards.  
A climber who collects sneakers.  
An artist who camps.

### **CULTURAL FIT**

Some understanding of TNF sports/activities.

### **DIVERSE**

All ethnicities reflect The North Face and the use of models  
from various backgrounds is preferred.

### **YOUNG AND YOUTHFUL**

Noticably more youthful than current. 20-25, or so.

### **STYLE AND PRESENCE**

Natural vs. posed. Comfortable and effortless.  
Not swagger, just candid.

### **GRIT AND CHARACTER**

Freckles, tattoos, scars, etc.





## DIVERSE

All ethnicities reflect The North Face and the use of models from various backgrounds is preferred.

**GRIT AND CHARACTER**

Freckles, tattoos, scars, etc.







## CULTURAL FIT

Some understanding of TNF sports/activities.



**CAUTION**  
Maximum weight per bar 150 lbs  
Maximum height per bar 10 ft  
Maximum number of users per bar 1



photo: Clayton Boyd - Joshua Tree 2018

## **PRODUCT ON-BODY NARRATIVE**

Not just action, not just product.

On-body narratives capture the essence and intention of the product or collection.

Legit casting, believable location and relevant action are critical.



photo: Chris Bezamat - Hawaii 2017



photo: Greg Mionske - Portland 2017



photos: Clayton Boyd - Joshua Tree 2018







## **PRODUCT ON-BODY**

Gone are the days of the "decapitated dads." On-body product images don't only show fit, but also the appropriate consumer. Youth, vibe, presence and natural sense of style are critical.

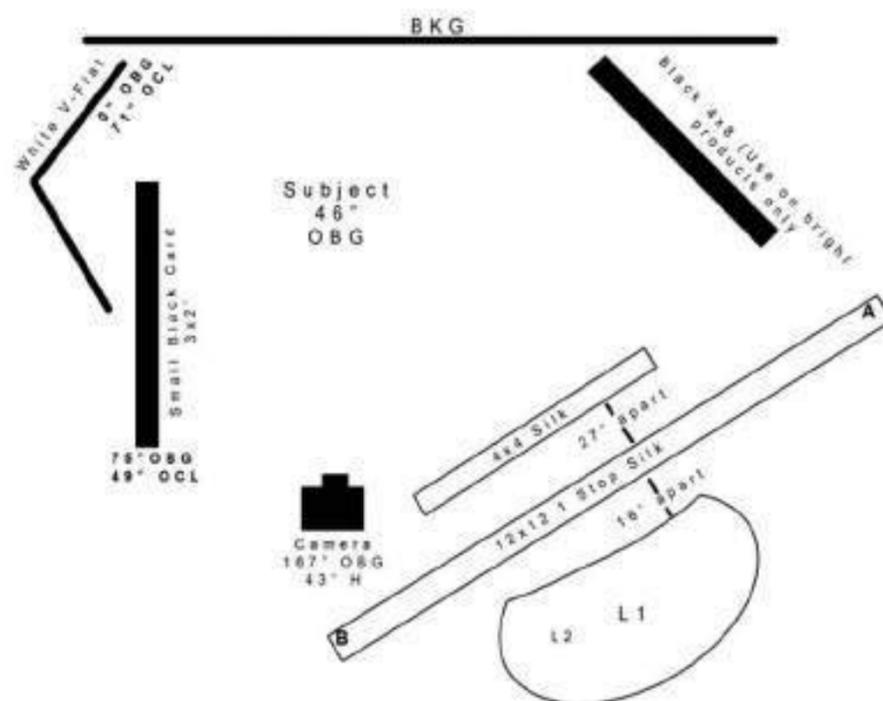
THESE CASTING CRITERIA APPLY EVEN IF  
THE FACE ULTIMATELY GETS CROPPED OUT.



## ON-BODY LIGHTING SCHEMATIC

Lighting is critical to on-figure photography.  
It enhances the textures and elevates the product details.  
By simply lowering the light sources, shadows are more pronounced,  
making the image more striking.

See diagram for lighting guidelines.



**L1** Measure to center of head  
230" OBG(off background)  
120" OCR (off center right)  
98" High  
Pack 1 - 7.0 Power/300W - Profoto 8A  
Light Meter Reads F5.6 8/10 (from subject  
pointed at key light side)

**L2** Pack 2 - Secondary Head in Octa  
8.4 Power/722W - Profoto 8A  
Light Meter Reads F11.5

L1 & L2 Both inside of Large Octabank  
Front baffle attached

**4x4 Silk** 148" OBG  
45" OCR (Center of C-Stand)  
53" H

**12x12 Silk** 63" tilt  
on 2 med risers  
**A-** 112" OBG  
139" OCR

**B-** 186" OBG  
37" OCR

Camera Settings:  
F10 @ 1/125 ISO320



## **ON-BODY PDP CROPPING**

Budget and rights of usage determine whether we can show the talent's face. In the case of high-efficiency imagery, showing faces is often cost prohibitive. Please follow these cropping guidelines.

This cropping does not soften the casting rules. Cropped or not, please ensure the person wearing our product feels youthful. We want personality and nuanced presence. Pay attention to body language and/or subtle details, like tattoos, hair, etc.



## **ON-BODY ANGLES AND DETAILS**

Each product category has specific mandates for angles and details. See separate product photography guidelines.

Lighting, casting and styling rules apply equally to all product photography, whether for fit or colorway, online or catalogue. Avoid posing—allow the model to stand naturally, with confidence and ease. Hands, movement and gesturing are only ok when pointing out features or details.



## PRODUCT STILL LIFE



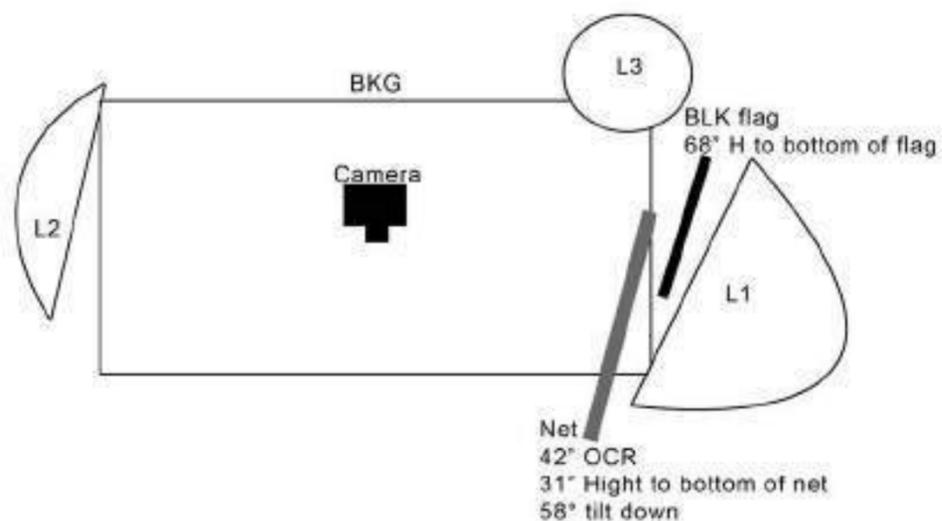
## **PRODUCT STILL-LIFE LIGHTING**

Lighting is critical to product photography.  
It enhances textures and elevates details.  
Lowering the light sources makes shadows more  
pronounced, in turn improving the image.

See diagram for lighting guidelines.



## PRODUCT STILL-LIFE LIGHTING SCHEMATIC



L1: Octabank  
 Draped in 12x12 Full Silk  
 55" OBG  
 78" OCR  
 52" High (Pivot point on head)  
 52° Tilt down  
 Light Meter Reads: 11  
 (from center of table/point  
 at light source)

L2: Small Octabank Rotaflex  
 5" OBG  
 76" OCL  
 34" High  
 0° tilt  
 Light Meter Reads: 5.6  
 (from center of table/point at  
 light source)  
 \*Light modifier is halfway below  
 tabletop

L3: Magnum Reflector  
 points at ceiling for bounce  
 30" OBG  
 64" OCR  
 128" High (Pivot point on head)  
 Light Meter Reads: 4.0 7/10  
 (from center of table/point  
 straight up)

\*\*Use silver bounce card to fill in dark products



## **PRODUCT STILL-LIFE STYLING**

Please refer to the following step-by-step explanation  
of key item styling guidelines.

TECHNICAL JACKETS

TECHNICAL PANTS

LIFESTYLE JACKETS

LIFESTYLE PANTS

TEES AND TANKS

HOODIES

FOOTWEAR

BAGS



## STYLING TECH JACKETS

- 01 Styling has dimension with a natural, asymmetrical flow.
- 02 Product has a casually 'worn' feel, while maintaining accurate shape.
- 03 One collar falling open, one more structured.
- 04 Not stiff, not taut, not starched.
- 05 Arms have a relaxed curve to them.
- 06 Creases feel natural, and emphasize the product lines.
- 07 Styling highlights layers, rich color, texture, detail.
- 08 Natural shadows.
- 09 Hoods, if applicable, are up and have volume, a slight sag.
- 10 Pockets closed, pulls visible.
- 11 TriClimate Jackets should be open to reveal inner layer (closed).
- 12 Single-layer products can be styled open to reveal interior features, or closed, if not applicable. For reference, see red jacket with powder skirt. Zip height variations encouraged.
- 13 Product details and lighting are rich and compelling.



## STYLING TECH PANTS

- 01 Styling has dimension and a natural, asymmetrical flow.
- 02 Product has a casually 'worn' feel.
- 03 Leg shape is hinted at in styling around knees.
- 04 Not stiff, not taut, not starched.
- 05 Creases feel natural, and emphasize the product lines.
- 06 Styling highlights layers, rich color, texture, detail.
- 07 Natural shadows.
- 08 Zips closed, pulls visible.
- 09 Fasteners closed.
- 10 Product details and lighting are rich and compelling.



## STYLING LIFESTYLE JACKETS

- 01 Styling has dimension with a natural, asymmetrical flow.
- 02 Product has a casually 'worn' feel.
- 03 One collar falling open, one more structured.
- 04 Not stiff, not taut, not starched.
- 05 Arms have a relaxed curve to them.
- 06 Creases feel natural, and emphasize the product lines.
- 07 Styling highlights layers, rich color, texture, detail.
- 08 Natural shadows.
- 09 Hoods, if applicable, are up, and have volume, a slight sag.
- 10 Pockets closed, pulls visible.
- 11 Styling can be thoughtfully playful for select products only – i.e., hand in pouch for Fanorack.
- 12 Product details and lighting are rich and compelling.



## STYLING LIFESTYLE PANTS

- 01 Styling has a natural, asymmetrical flow.
- 02 Product has a casually 'worn' feel, highlighting fit (straight, relaxed).
- 03 Leg shape is hinted at in styling around knees. Ensure a slight, natural curve—do not make perfectly straight.
- 04 Not stiff, not taut, not starched.
- 05 Creases feel natural, and emphasize the product lines.
- 06 Styling highlights color, texture, detail.
- 07 Natural shadows.
- 08 Zip fly half open, button undone.
- 09 Close belt fasteners and untied drawstrings, where applicable.
- 10 Product details and lighting are rich and compelling.
- 11 Please reference this subtle gradient for all laydowns.



## STYLING TEES AND TANKS

- 01 Styling has a natural, asymmetrical flow.
- 02 Product has a casually 'worn' feel.
- 03 Not stiff, not taut, not starched.
- 04 Creases feel natural, and emphasize the product lines.
- 05 Graphic prints and patterns are clear and sharp, not obscured by creases.
- 06 Natural shadows.
- 07 Please refer to hoodie sleeve direction for long-sleeve tees.



## STYLING HOODIES AND TOPS

- 01 Styling has a dimensional, natural, asymmetrical flow.
- 02 Product has a casually 'worn' feel.
- 03 Not stiff, not taut, not starched.
- 04 Creases feel natural, and emphasize the product lines.
- 05 Graphic prints, patterns, and textures are clear and sharp, not obscured by creases.
- 06 Natural shadows.
- 07 Sleeves have a slight natural curve.
- 08 Hoods are up, and have volume and a slight sag.
- 09 Zippers, if applicable, slightly open — one side should fall open at the neck, while the other has structure.
- 10 Drawstrings to fall naturally down the middle.



## STYLING FOOTWEAR

- 01 Laces tucked tidily away.
- 02 All angles shot as pairs, apart from the sole.
- 03 Hero shot pair should be staggered to make most of lacing in back pair visible.
- 04 Drop shadows are real, not feathered in.
- 05 Match the angle shown here for the rotation of hero pair.
- 06 Match the spacing shown here for top and heel views.
- 07 All angles should be shot laterally or overhead.



## STYLING BAGS

- 01 Hero shot bag closed — looks packed, but not stuffed full. Maintain a slight sag.
- 02 Drop shadows should be real, not feathered in.
- 03 Match perspectives shown here.
- 04 Details are compelling and rich.
- 05 Props — phones, laptops etc. — ok for approved day bag and back-to-school backpacks only.
- 06 All angles should be shot laterally or overhead. Always include a 3/4 angle.





## COLLECTION / GROUP STILL LIFE

Group laydowns are an industry go-to. Avoid clipped and pasted flat laydowns — elevate product through artful executions.







photo: Pablo Durana - Antarctica 2017



## CONTENT



## **NARRATIVE**

The outdoors have always been framed in a light of the unattainable. Historically the content made in this space finds itself gravitating towards the extreme and the unknown. The North Face has made their name in this, establishing themselves through expeditions to places the average person does not go and accomplishing things the average person will never do.

Aesthetically this lends itself to picturesque landscapes and heroic narratives but, consequently, disconnects itself emotionally from the mass of viewers.

We want the content that we create to bridge this gap between aesthetic and historical narratives to emotional relatability. Every piece should be made with the intention of humanizing the outdoors, moving away from solely objective based narratives to add more personal ones. Answer the question of why something was achieved, before answering the question of how something was achieved. An average viewer should be able to see themselves in some part of the character even if they cannot see themselves in what that character is achieving.

Our film content, long or short form, must:

**COMMUNICATE HUMAN TRUTHS**

**CELEBRATE THE MOTIVATION AS MUCH AS THE ACTION**

**HIGHLIGHT THE RELATABLE ALONG WITH THE REMARKABLE**



## **PRODUCTION PARTNERS**

The Production Partner needs to match the creative need. If this is a climbing story, it needs to have the right top angle shooters. If it's a running story, the production team needs to be able to keep up in the mountains. If it's a snow story, do they have avalanche training?

Understanding the sport is only one aspect of production partner selection. Their story telling ability needs to match the character- and narrative-driven stories that The North Face is known for.

## **TECHNICAL**

Keep it brief, capture attention quickly.  
Establish character, conflict and premise in first minute.  
Characters should speak in their native languages and add subtitles.  
Avoid over edit post production, keep tones and actions as real as possible (e.g. wise use of slow motion).

## **TONE**

Tone should always be authentic to the piece that is being presented.  
Grounded. In-the-know. Confident. Unexpected. Candid.

## THE CONTENT CHANNEL STRATEGY:



Antarctica - Cedar Wright 2018

### PLACES

#### Protecting Exploration

These Stories are about the places we explore, why they are important, how they impact us, and what we are doing to protect them. No longer are we telling stories with a sole narrative centered around a physical feat, these pieces must include another layer of personal, environmental and/or cultural progress.



2018 US Freeski Uniform - Stept Studios 2017

### PRODUCT

#### Enabling Exploration

We have a deep dedication to quality in design, responsible sourcing, and innovation in all that we make, all with the intent of enabling others to explore.

These are stories about product, collections and designers that will give people a reason to buy.



*Emily Harrington sends Golden Gate - Louder than 11 2015*



*imagination - Sherpas Cinema 2017*

## PEOPLE

### Defining Exploration

We are a community of explorers with one shared mindset: to improve the world through exploration.

Stories under the Explorers category are about what it means to be an explorer. These stories are meant to enable and inspire people to define themselves as such. This extends to all brand ambassadors (not exclusively athletes) and cover physical, emotional, creative, and cultural exploration.

## 1/1

### Inspiring Exploration

These are the stories that are the most unique, breakthrough stories that give energy to the brand.

Typically bigger and more unique productions that carry a specific narrative or story independent from the other 3 channels.



## PACKAGING



Mailer bag with NSE repeat.  
Black on recycled plastic grey  
No TNF logo

## PACKAGING / ECOM SHIPPING

E-comm packaging is purposefully understated to avoid doorstep theft.  
That said, a few subtle details help bring the brand to life.

**NEVER  
STOP  
EXPLORING™** **NEVER  
STOP  
EXPLORING™** **NEVER  
STOP  
EXPLORING™** **NEVER  
STOP  
EXPLORING™** **NEVER  
STOP  
EXPLORING™**

NSE repeat for all shipping items.



Shipping boxes with NSE repeat.  
Black on raw paper tape.  
No TNF logo.



Shipping box design  
Branding applied on interior flap



Shopping bags

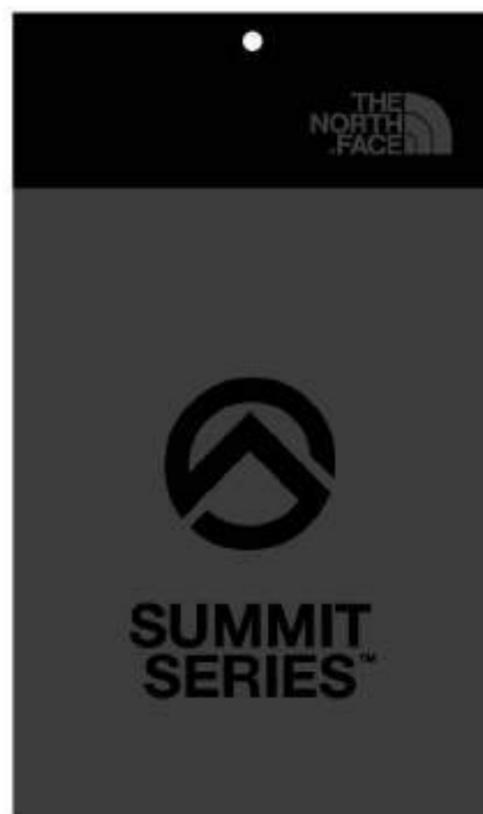


Gift box + Shopping bags



### **VOLUME**

High-recycled content craft card with minimal ink coverage.  
White insert with black ink.



### **SERIES**

Flat black card with tonal spot UV gloss varnish series logo hit.  
White insert with black ink.



### **ICONS - COLABS**

Bespoke design or colorway for each collection colab and/or season.  
White insert with black ink.

## **PACKAGING / HANGTAGS**

The intuitive hangtag system is composed of simple tiering, consolidated sizes, and succinct product information. This reduces waste and complexity, and allows the tags to transcend territories and categories.

**VOLUME**

**SERIES**

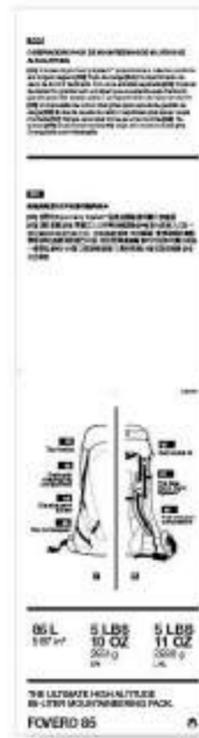
**ICONS/COLABS**

## HANGTAGS VOLUME



FOVERO 85

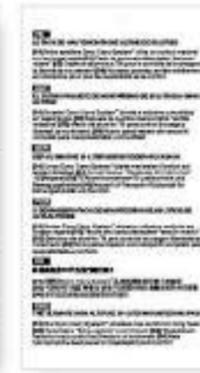
EQ COVER



EQ INSERT V1



EQ INSERT V2



VENTURE 2 JACKET

REGULAR COVER



REGULAR INSERT V1



REGULAR INSERT V2



## RETAIL PACKAGING VOLUME



HEADER CARD



BASELAYER



FOOTWEAR BOX

## HANGTAGS SERIES



EQ COVER



EQ INSERT V1



EQ INSERT V2



REGULAR COVER



REGULAR INSERT V1



REGULAR INSERT V2

## RETAIL PACKAGING SERIES



HEADER CARD



Black Box Label - main



Brown Label - heritage

## LABELS

The simplified Label design system is composed of two sets, the "black box" label, and the "brown" label.

The Black box label is the main system, for use on all product except heritage-inspired Mountain Lifestyle product which features the Brown label.

Weave textures were inspired by the original, vintage pieces found in our archives. Created with the sharp detail and high quality of today's woven standards.

100% recycled poly

# BLACK WOVEN LABEL SYSTEM

## INTERIOR AND EXTERIOR WOVEN LABELS



## EXTERIOR ONLY

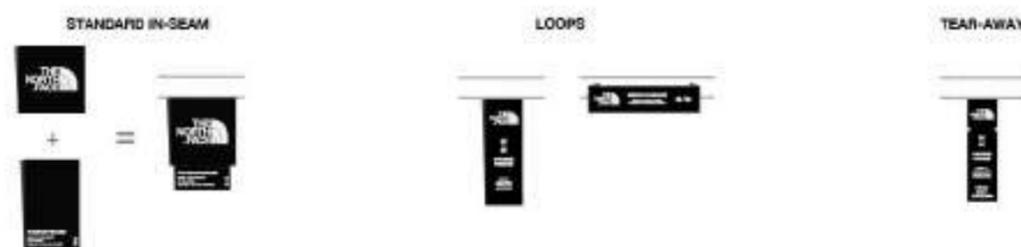
## ICONS AND ICON-INSPIRED OUTERWEAR / BACK INTERIOR



## OUTERWEAR / BACK INTERIOR



## BACK-NECK INTERIOR / IN-SEAM



## BROWN WOVEN LABEL SYSTEM

### INTERIOR AND EXTERIOR WOVEN LABELS



### EXTERIOR ONLY



### ICON AND ICON-INSPIRED OUTERWEAR



### OUTERWEAR / BACK INTERIOR

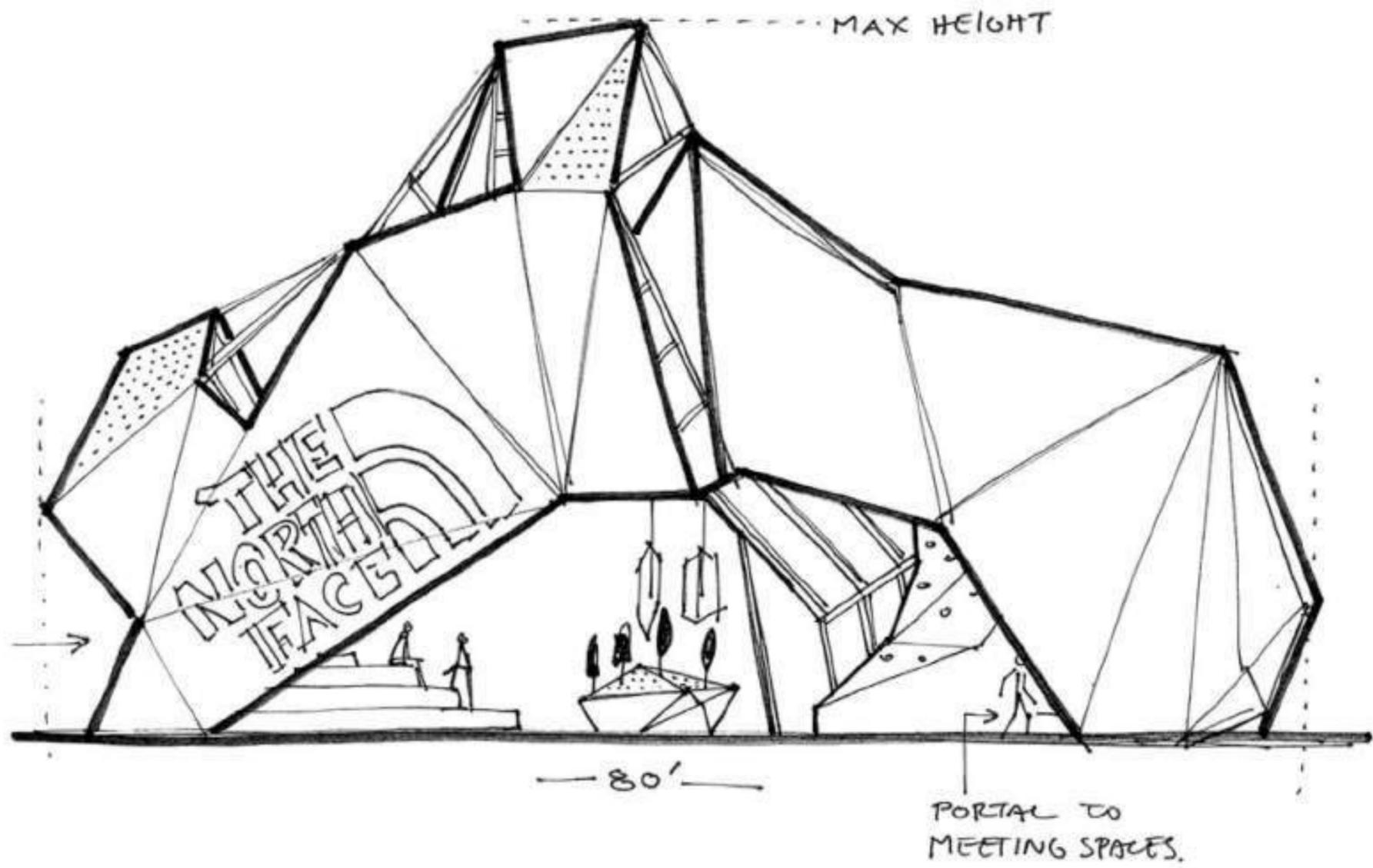


### BACK-NECK INTERIOR / IN-SEAM





## **BRAND EXPERIENCES**



## **DESIGN DNA**

The North Face's legacy and heritage brings a distinct design language that is rooted in the brand's DNA. These design tenets carry the soul of the brand. When followed and amplified, they are the ingredients that ensure not only consistency across all TNF experiences, they also convey the unique character of the brand.

The North Face brand experience design is:

**NATURAL**

**METICULOUS**

**SUSTAINABLE**

**ICONIC**



## **NATURAL**

Simple, natural and relevant materials that capture the essence of a brand rooted firmly in exploration.



## **METICULOUS**

Skilled fabrication based on craftsmanship and attention to detail are a nod to the quality and innovation that infuse TNF products.



## SUSTAINABLE

A fundamental guiding principle. Beyond material choices, sustainability should dictate how we market, communicate, package and make every design and activation decision.



## ICONIC

Branding, color, materials, imagery, athletes, voice—our experiences must convey 50 years of leadership and innovation in the field. Our iconic designs don't need to be the focal point, but they do need to evoke discovery.



## **MATERIALS**

The North Face's heritage and cultural capital bring a design language that must be captured through materials. Since our brand celebrates exploration, the materials we choose must be natural. And because we also stand for quality, the structures we make must feel sturdy and well-built. The fundamentals of our Brand DNA and environmental design include:

**NATURE : WOOD**

**DESIGN : STEEL**

**HERITAGE : GRANITE**

**WOOD.**

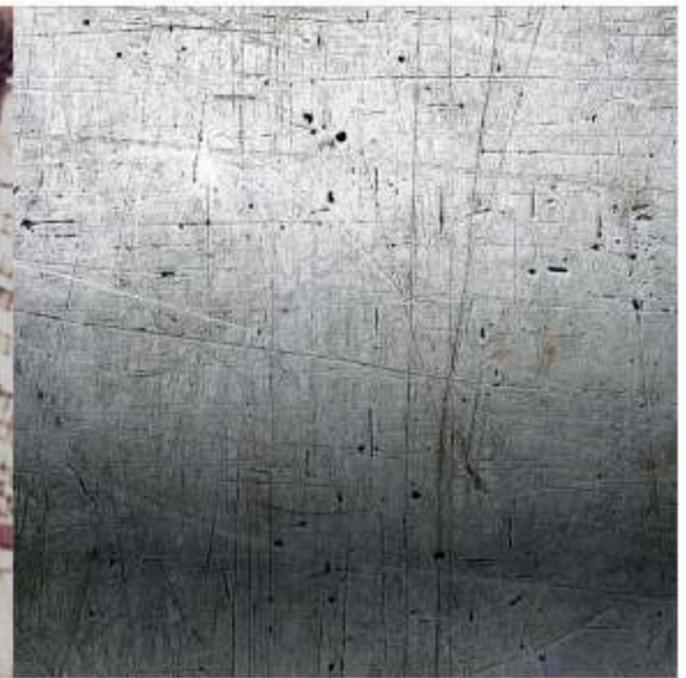
A reference to our heritage in the outdoors.

**STEEL.**

A reference to design and quality.

**GRANITE.**

A nod to our heritage in the mountains.





## **SPACE**

From flagship stores to pop-ups, endurance challenges to music events, we design immersive spaces that tell brand-relevant stories. The location, environment and vibe, as well as light, negative space, sound, imagery, dimension and color harmonize to create impactful experiences.

The North Face Brand experiences are:

**INVITING**

**CONFIDENT**

**IMMERSIVE**

**ELEVATED**



### INVITING

Never exclusive or pretentious, our brand experiences are inviting. The space should not feel overwhelming or dense—it should feel open, accessible and comfortable. It should invite you to stay and hang out. The warm vibe doesn't just come from the design; staff, music and programming are also key.



### CONFIDENT

Less is more when it comes to projecting brand confidence. Over-merchandised floors crowded with signs and messages will never achieve the elegance of our concise brand storytelling. The future of our rich brand experience boils down to fewer and more carefully curated items.



### IMMERSIVE

An impactful brand experience is immersive—it transcends the products sold on the floor, and elicits feelings by hitting all the senses. This is an art that requires nuance and deep brand awareness. It's not about blanketing spaces with images and messages—it's about targeted tactics, including the right music, scent, staff and lighting, as well as installations vs. imagery or statements, where applicable.



### ELEVATED

If everything is important, nothing is important. That's why we must present our key products with a sense of absolute and relative importance.

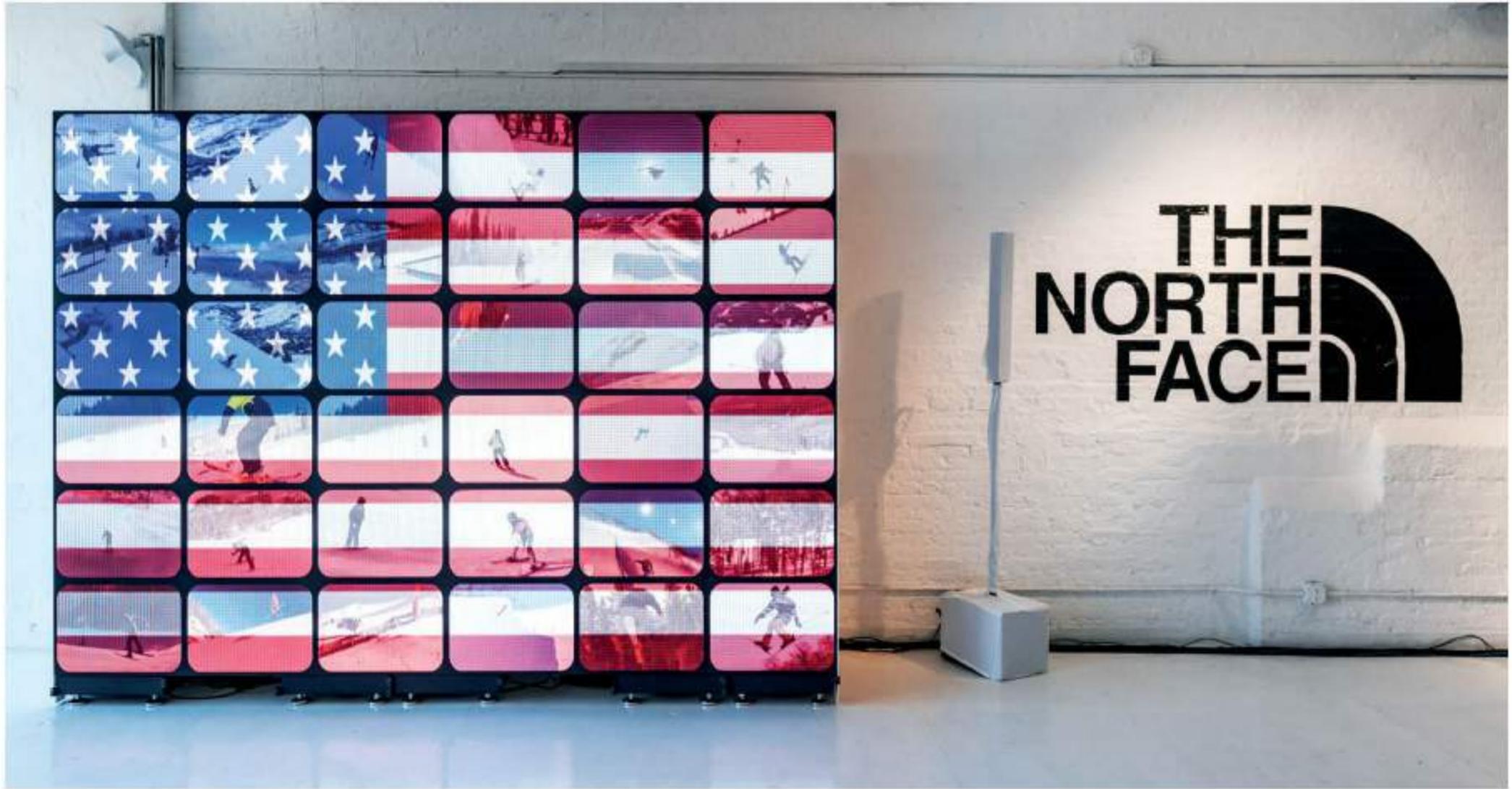
Absolute: well-designed, well-written ways we draw attention to the noteworthy product.

Relative: create space around the item to let it rise above the rest of the line.

How we design experiences is an extension of how we feel about our product. Start with a gallery/artifact goal vs. a retail/product mandate.



Extra Butter Pop-Up - Denver 2018



US Freeski team uniform launch event - 2017



US Freeski team uniform launch event - 2017

## **STORYTELLING**

Storytelling is the epicenter of the consumer journey, and The North Face has many stories to tell. From expeditions to design, athletes to product, diving deep into the backstory is the best way to breathe life into brand experiences. Assume the audience is interested, and make sure our experience is interesting.

**TREAT OUR PRODUCT LIKE AN ARTIFACT**

**THINK "GALLERY" NOT "RETAIL"**

**UNCOVER THE BACKSTORY**

**FOCUS ON ONE STORY**

**NEGATIVE SPACE, SCALE AND REPETITION**



US Freeski team uniform launch event - 2017



OLYMPIC JOURNAL  
WINTER OLYMPIC 2002  
WOMEN'S MOUNTAIN BIKE  
- TNP BLACK  
PANTS

SWEET PAPER HEAT SEAL



CALIFORNIA NEW YORK COLORADO OREGON

THE NORTH FACE

Option C

Libro  
Soprintendente  
Mayer

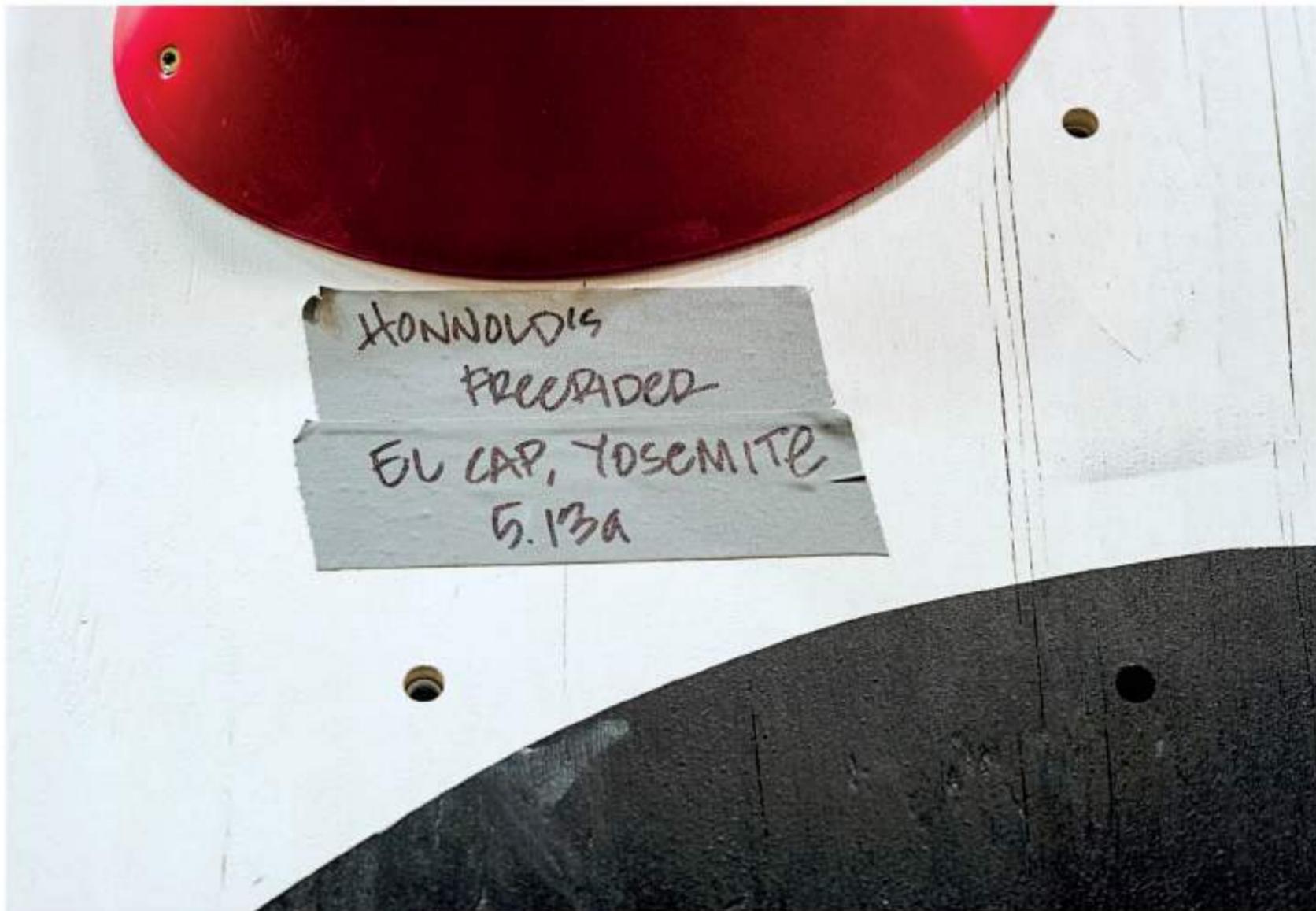
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THE NORTH FACE

THE NORTH FACE





**THANK YOU.**

Please consider this the foundation upon which we can keep the conversation going. A common vision across all global and regional creative teams and partners is critical to achieving the consistent and elevated consumer journey that The North Face deserves.

For any questions, files, assets or additional guidance, please contact The North Face Brand Design team.

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photo: Cathrine Wessel - Chicago 2018





