



ARBOR

THE DESIGN BRIEF

DESIGNER Lindsey Tallman \ BRAND Arbor Collective \ PRODUCT Bamboo Skateboards



1. ABOUT

The Arbor Collective is a boardsport-centric brand created in 1995 that specializes in designing alternate, environment-friendly products without a compromise in performance or style through the blending of art, technology and eco-friendly materials. They are a group of artists, designers, and riders that take a special interest in limiting their fabrication's ecological impact as the boardsport industry relies on a healthy environment and that riders need "clean air to skate, clean water to surf, and snow to ride". They sell snowboards, skateboard components and apparel, and support both snow and skate teams along with a group of designers. They are located in Venice, California.

- <http://arborcollective.com/about.php>
- <http://arborcollective.com/skate/boards/>
- <http://www.arborcollective.com/2010/03/the-foundation-room-1-1/>
- <https://www.facebook.com/arborcollective>



2. PURPOSE

Arbors will be designed to sell and bring awareness to the Arbor Collective's bamboo skateboard decks that are available across their various lines of styles.

We want to highlight the fact that they are eco-friendly but that form follows function; no performance-aspects are compromised in the alternative fabrication.

3. AUDIENCE

Arbor Collective skateboard designs can appeal to a wide variety of people from those who just like the boards for their unique graphics, their performance, or the idea that they are made using eco-friendly materials.

The main target audience is both males and females of ages 13 - 30. The company believes that the newer generations have taken a more active and receptive stance to wanting to preserve their natural playgrounds.

Bamboo boards are available in many styles for different riding environment types so preferences can vary. Most riders will be image-conscious and concerned with looks as well as maintaining performance.

4. INFO

Communicating the following information is important in the design:

- *Company Name* - The Arbor Collective (minimum "Arbor")
- *Website* - arborcollective.com
- *Product Type* - Bamboo Decks
- *Tagline*

POTENTIAL OTHERS:

- "Clean air to skate, clean water to surf, and snow to ride."
- Showroom Address
- Art + Technology + Eco-materials
- Donate 5% of profits to groups that work to protect the planet.

5. KEYWORD

The following words can be used to describe Arbor and/or bamboo skateboards:

- *green / eco-friendly*
- *fresh*
- *extreme / risky*
- *performance*
- *alternative*
- *graphic*



6. TAGLINE

An existing tagline was not in existence so a new one was created for this project.

7. IMAGE

Not the exact image I'll use in the ads but the idea I was going for with the tagline and concept.

“alternative roots.
mainstream
domination.”

8. CONCEPT

The concept is that of the logo featured in different urban locations as a spray painted image with the drips coming off as roots of a tree. The drips may follow the path of the skater and show the intricate path he rode. The idea is to highlight the organic qualities of the board versus the urban landscape that boarders normally ride in, and to symbolize performance domination with the roots taking over urban landscapes.





POTENTIAL OTHERS:

- Take a new perspective on saving the planet.
- Shred the streets
- not the Earth.
- Great minds ride alike.
- Live it. Love it. Save it.
- Tell them Mother (^Nature) said you could.
- Urban domination.
Mother Nature Approved.
- Become a rider of Team Earth/Mother Nature.
- Conserve your image and the planet.

THE CONCEPT

9. FONTS

I'm still looking for fonts, especially of the slab nature to match that of the main Arbor logo, but I did manage to find what they use for the Collective font and that is *Patagonia*. I like how it has blunt and round edges as it reminds me of a skateboard. *Snow* also interests me because it has that rootlike quality of the spraypaint so it could be used to integrate text with the imagery. *Tommy Hilfiger* interests me because it is a very clear at all sizes. It may make up for Patagonia's bad legibility at small size.

PATAGONIA
PATAGONIA

SNOW
SNOW

BIG FISH ENSEMBLE
BIG FISH ENSEMBLE

Drankovic
Drankovic

TWIN MARKER
TWIN MARKER

TECHNIC BOLD
TECHNIC BOLD

Print Clearly
Print Clearly

New Circle Gordita
New Circle Gordita

TECHNIC BOLD
TECHNIC BOLD

Tommy hilfiger
Tommy Hilfiger

wec
wec

Museo Sans
Museo Sans

Museo Slab
Museo Slab

suede
suede

atype
atype

Great Heights BRK
Great Heights BRK

BRADBURY SANS LIGHT
BRADBURY SANS-LIGHT

Calibri
Calibri