

GRIT

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GRIT



Company

Grit

Grit is an adventure guide company that not only shows you spectacular journeys to exquisite places but also will show you how to do it. Grit will educate customers in the outdoor skills from riding a bike all the way to how to survive in a wilderness survival situation.

Who are you?

Grit

What you do?

Grit is an outdoor adventure company that is dedicated to the lessons of the outdoors. Grit teaches map reading, survival for backpacking, knot tying, what gear is needed, and fireside cooking.

Why does it matter?

What separates Grit from others is that it's a place for all of your educational needs. Our guides will work with you from the very beginning to teach you the basics if needed, all the way to the trail. Our educational guides are also our trail guides.

Message

No matter how green you are coming in, Grit will give you the confidence needed to conquer any adventure. You will feel welcome and intimidated when you start your classes, and when you're done with our classes and our adventures you will be an experienced and seasoned backpacker.

The site will have a minimalist design, that will have shades of blue for calming and it reflects the shades of the sky. There will be images of families enjoying the outdoors to show it



From Green to GRIT

is family friendly. We will cover the other end of the spectrum by having some people doing some strenuous hikes or climbs. The articles are going to range from peoples experiences and the writers personal stories, up to descriptive articles about our classes and the adventures.

Tagline

Go from green to Grit.

Website

Cabin

The home page will be a little like an about page and will have information about what Grit does and why they do it. It will list the classes that they do and some exciting places that they go.

Guides

This page will break down into detail about

what kind of lessons that are affiliated with hiking that Grit offers and maybe a story to get the customer excited.

Trail

This part of the site is going to explain our adventures and destinations. It will have a range of easy family hikes to scaling mountains.

Memories

This is going to be the section of the site that some of our customers can share their personal stories about us and what they took away from it. It's going to be a comforting area where some of our customers can give a review of their experience and feel like a community.

Technology

Jquery will be used to add some dynamics to Green and Memories page.

GRIT



Audience

The audience will range from beginners of outdoor activities up to novice people. It will be single adventurers and families, and be people looking to get introduced to the outdoors. The age group will be from 25 to 35.

Persona

Steve is a college student just about to graduate and wants to hike the Appalachian Trail once he graduates before he gets deep into his career. He has been hiking in the area before and went backpacking a few times with his friends but he wants to look at fine-tuning his skills and would like someone to show and teach him some survival techniques.

He heard from a friend about this site and what they offer and came to take a look. He not only signs up for a few classes but he also decided to join one of the adventures offered to hike it as a

small group. He finds this a little less intimidating because he won't be on the trail by himself and will have a guide to help out.

In preparation for the hike the guide offers suggestions on what gear to get and plans some small backpacking trips before hand to get conditioned and to test out the new gear.

Portal

Grit is an outdoor adventure company. Our company slogan "From Green to Grit" serves as a window into the company showing that we tailor our classes and guided adventures to our customers with a skill set of beginner and family oriented, all the way to the adventure seeking, adrenalin junkie.

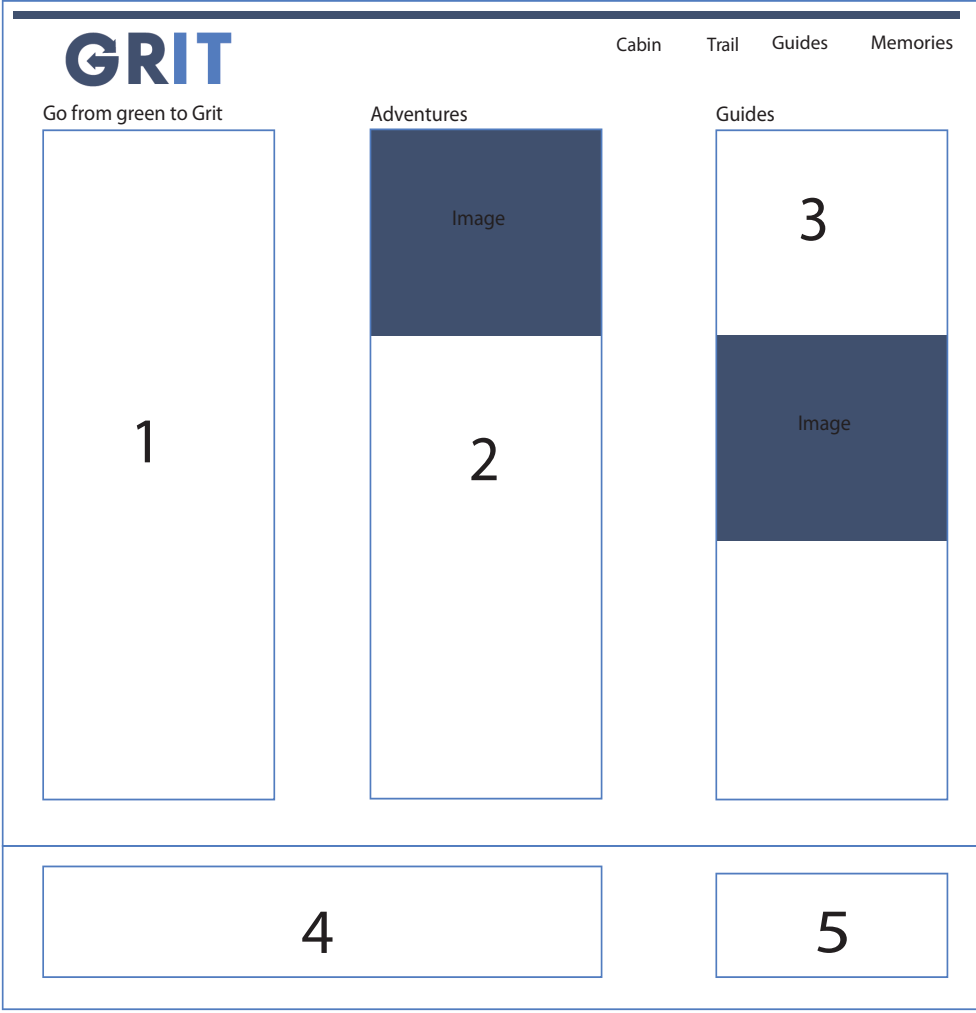
Throughout the design of the video, website and print piece you can see blues being used for an outdoor feel and strong edges to give it a sense of being solid.



From **Green** to **GRIT**

The website has been designed using media queries so it can be accessed on the go just in case you need to know that quick tip.

GRIT



1. Go from green to Grit

Fire
Dinner
Gear

2. Adventures

Backpacking
Hiking
Camping

3. Guides

Fire
Dinner
Gear

4. Contact

Name
E-mail
Comment

5. Tip

Monthly Tip





From Green to GRIT

GRIT Cabin Trail Guides Memories

Go from green to Grit

1

Adventures Guides

Image

2

3

Image

4

GRIT

Cabin Guides
Trail Memories

Go from green to Grit

1

Adventures

Image

2

Guides

3

Image

4

1. Go from green to Grit

Fire
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2. Adventures

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Name
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Comment

GRIT

1. Bits of Memories

Shorts of memories

2. Adventures

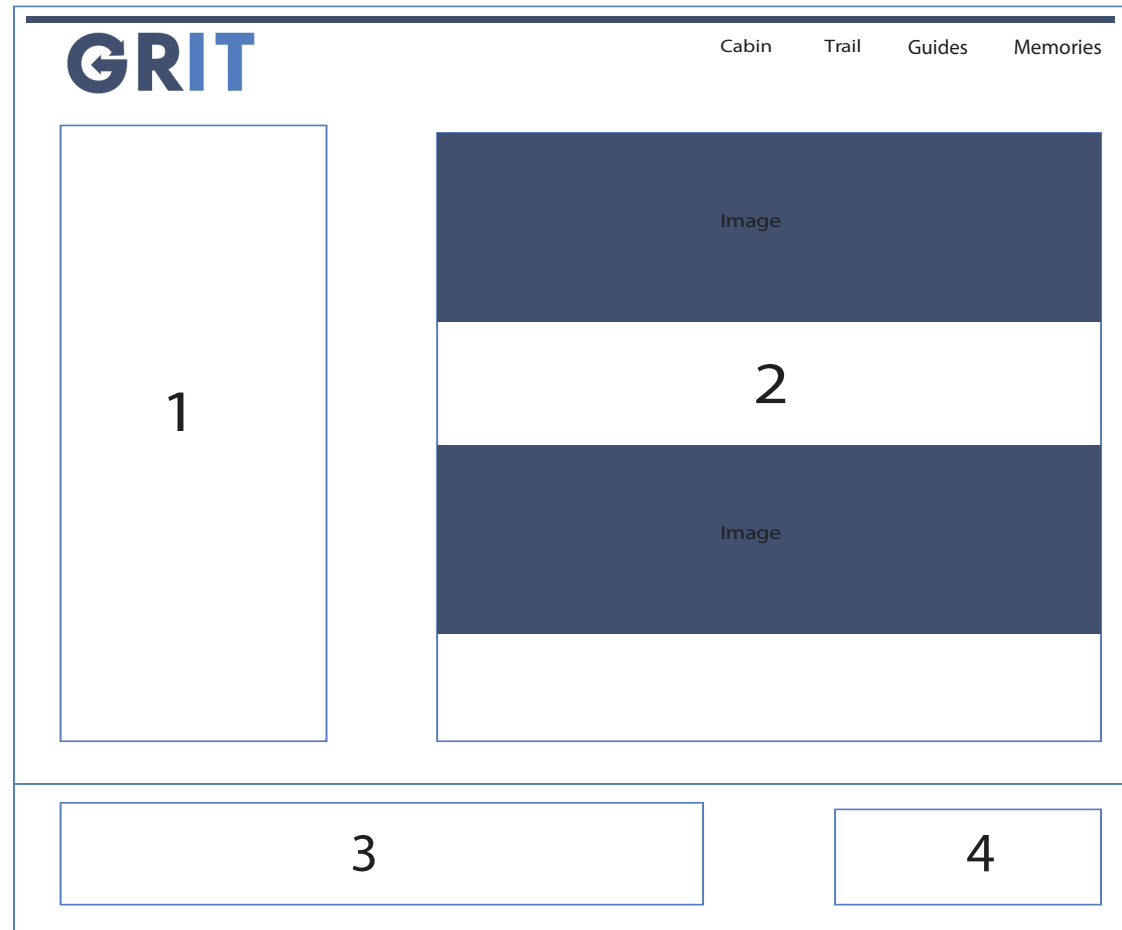
Description of the locations

3. Contact

Name
E-mail
Comment

4. Tip

Monthly tip





From Green to **GRIT**

GRIT Cabin Trail Guides Memories

Image

Image

Image

1

2

3

4

1. Guides

All of the lessons and explanations

2. Bits of memories

Customer experiences with the classes

3. Contact

Name
E-mail
Comment

4. Tip

Monthly tip

GRIT

1. Stories

Each one of these are a customers story

2. Contact

Name
E-mail
Comment

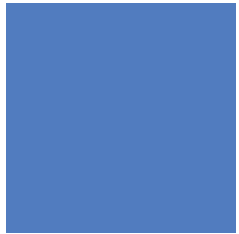
3. Tip

Monthly tip

The wireframe shows a website layout for 'GRIT'. At the top left is the 'GRIT' logo. To its right are navigation links: 'Cabin', 'Trail', 'GuidesM', and 'emories'. Below the header is a grid of six story cards arranged in two rows of three. Each card has a dark blue header with the word 'Image' and a white footer with the number '1'. At the bottom of the page, there are two boxes: a larger one on the left containing the number '2' and a smaller one on the right containing the number '3'. A large blue arrow points downwards from the 'GRIT' text above the wireframe.



From Green to **GRIT**



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GRIT

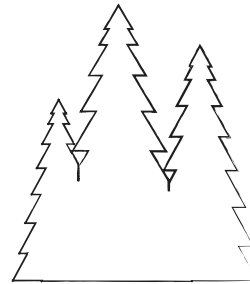
Font: Chantilly Medium

Additional Technology: JQuery





From Green to **GRIT**



GRIT

GRIT



Cricket Noises



Grit is an outdoor adventure company. Our company slogan

From Green to

From green to grit, serves as a window



into our company showing that we tailor out class and guided adventures from



the skill set of beginner and family oriented,



all the way to adventure seeking adrenalin junkie





From Green to **GRIT**



Dont let the outdoors intimidate you and get a proper introduction



Bring the family out to our classes like conservation and plant identification



or even on our mini adventures, like camping



For more of the adventurous typ of outdoorsman, have events like backcountry camping



challenging hikes



Mountaineering

GRIT



and some spectacular views set up.
Some come out



gaze at the stars, and go from
green to grit. Just think



you could have the view of the
lifetime

