CORPORATE DESIGN FOR TIROL BOX

VERSION 1.0

TABLE OF CONTENTS

GENERAL

Tirol Box is a monthly subscription box bringing Tirol to people's homes. It contains carefully curated products from Tirol, most of the products are handmade, of organic origin and of high quality. Each box contains 5 to 12 products, ranging from food, over beauty towards lifestyle and home decor products. The boxes are mostly gender-neutral. The value of each box is roughly 140 Euros and the overall box can be purchased at a slighlty lower price (for example €127,-). Besides that, every month has a specific motto and the products in each box reflect that motto. Apart from the motto, people do not know what's in upcoming boxes. This creates a certain „looking forward to" experience and a surprise element.

As nearly all products in the box are handmade, it is not for the mass, as there is only a certain amount of products available. Tirol Box can be considered like a club that only a limited amount of people have access to. The „club fee" so to speak is the monthly cost of the subscription box.

The target group consists of men and women aged between 30 and 65 that love Tirol and have probably been to Tirol once or several times. They enjoy nature, love feeling free, hate restrictions and „norms", treasure high quality, are willing to spend a little extra on quality and handmade products of organic origin. They are happy to be a part of an exclusive, little community that supports sustainability. They want to feel special and in- dulge themselves in a surprise from a holiday destination they love, on a regular basis.

On the other hand, Tirol Box keeps the economic value in Tirol, sourcing products from local suppliers and supporting their marketing with product videos. Tirol Box does not exploit people/suppliers and children in third world countries. Tirol Box makes sure the value chain stays in the area.

Marketing shall be made via blogs, Tirol and Innsbruck blogs, Youtube with high-class video content, hotels, Innsbruck airport etc. Marketing has to be done where Tirol lovers are.

Tirol Box Basic is a smaller and cheaper side product, containing a few, only consumable products (jams, breakfast products etc.). Even though the Tirol Box Basic is not acitvely promoted, it helps to put po- tential customers into the sales funnel for subscribing to the bigger, more expensive Tirol Box later on.

USP - UNIQUE SELLING PROPOSITION

The unique selling proposition lies in the fact that there is no subscription box for Tirolean products yet (as per summer 2016). Also, people do not have to come to Tirol; Tirol comes to them.
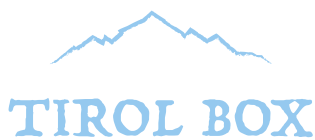
LOGO

The logo shows the Serles mountain chain and „Tirol Box" in a handmade, natural font - it looks classic, elegant and timeless and has a lot of space to breathe („feeling free").

The font is called Trattatello and is included in iOS Yosemite. Several letters like R, X, L and O as well as the kerning have been manually optimized in order to make the logo look even more authentic and handmade.

The Serles mountain chain comes with a raw-looking stroke, more precisely: a **coal-feather-stroke**. The Serles has a special myth about it. Bottom line: don't treat people bad, be respectful and good to people. This is what Gamper & Wiggins do with Tirol Box too, they support the local farmers, the local handicraft businesses, try their very best to go hand in hand with nature (recyclebale packaging) etc.

The logo shall mainly be used in creme on dark earth brown or dark earth brown on creme. However, it can also be used in the corporate colours on white background.
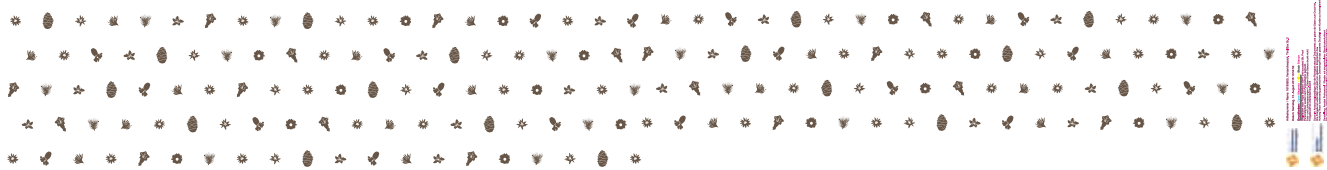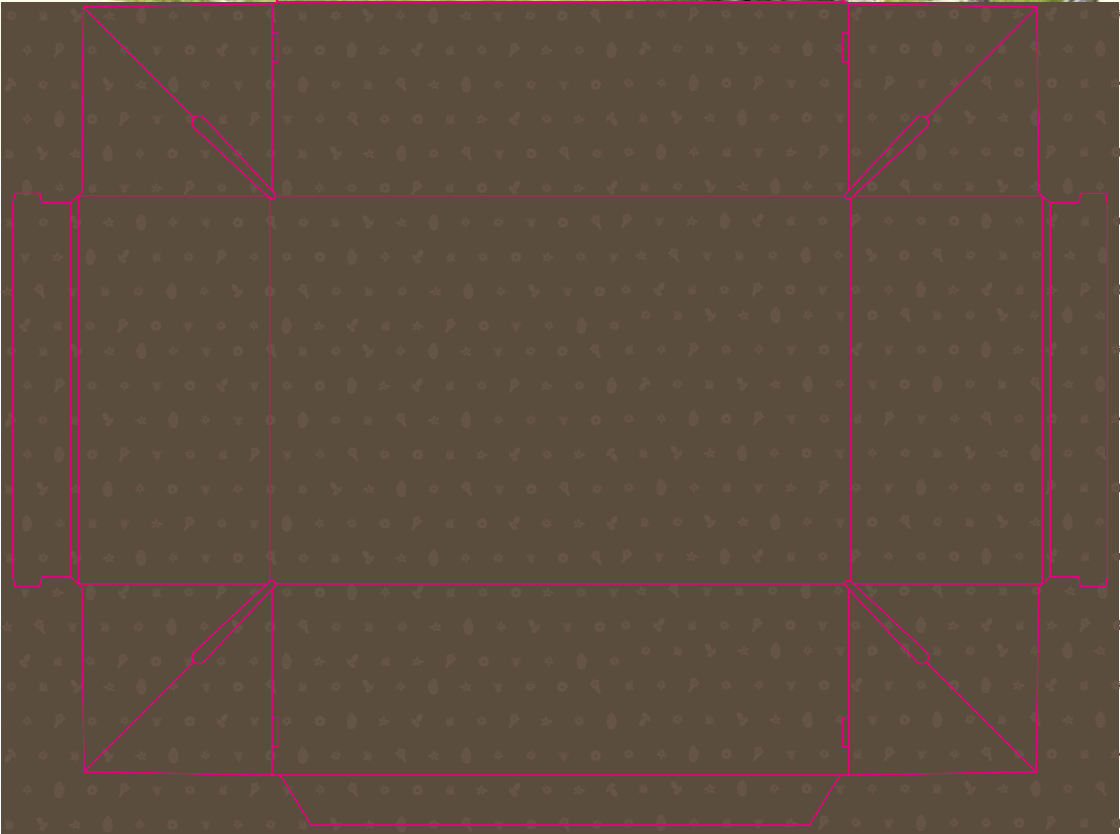
The logo can also be used like this:
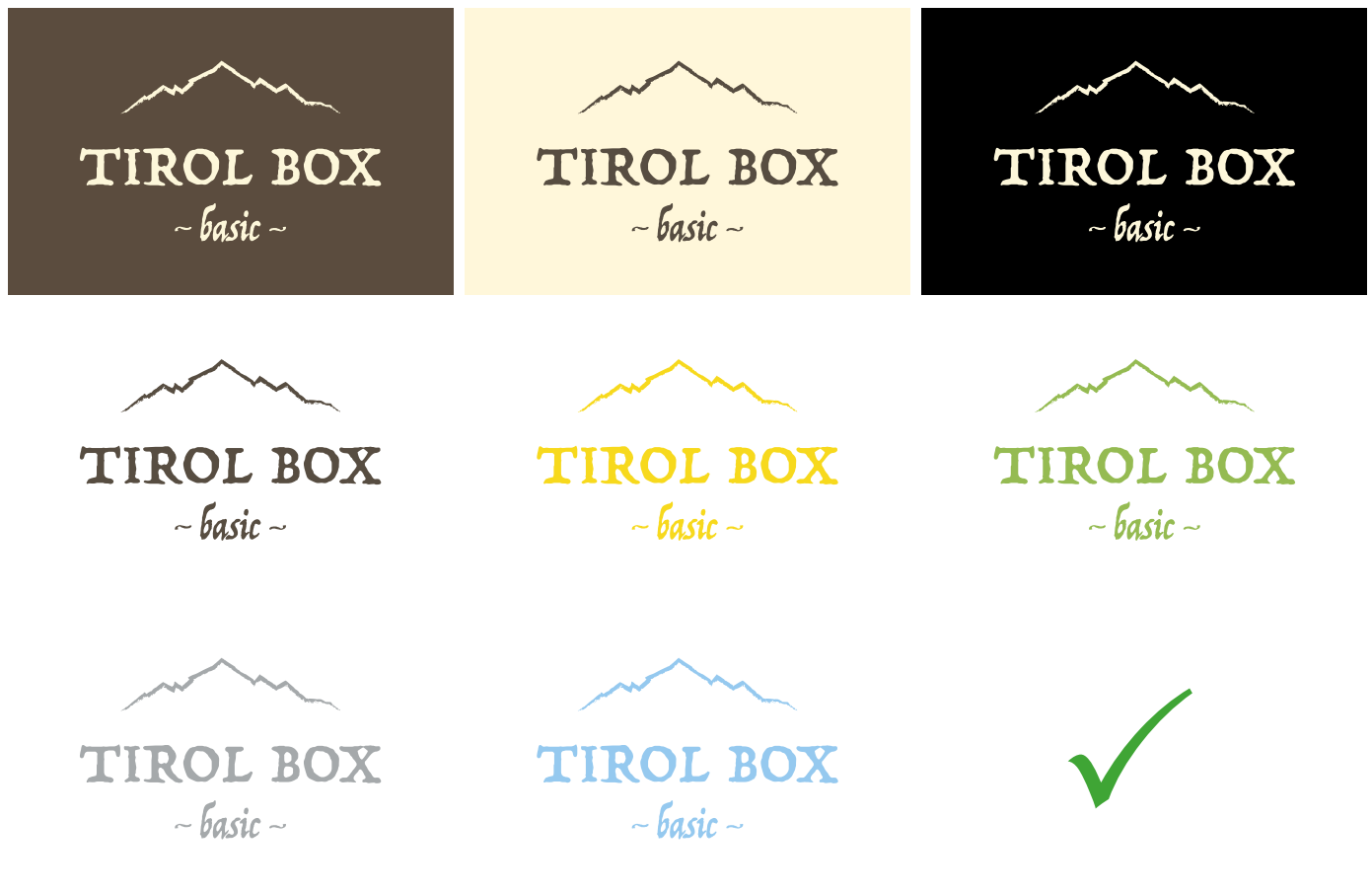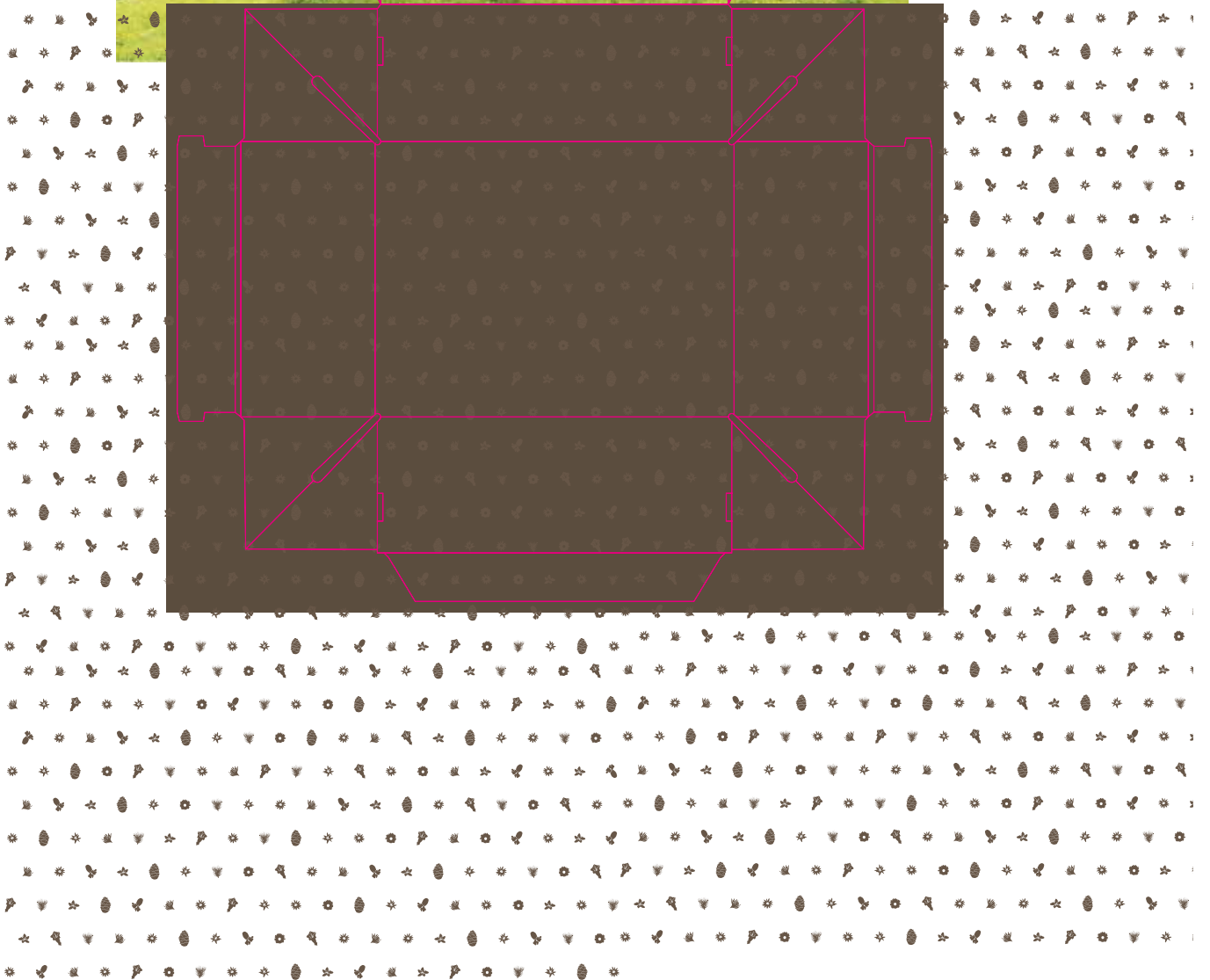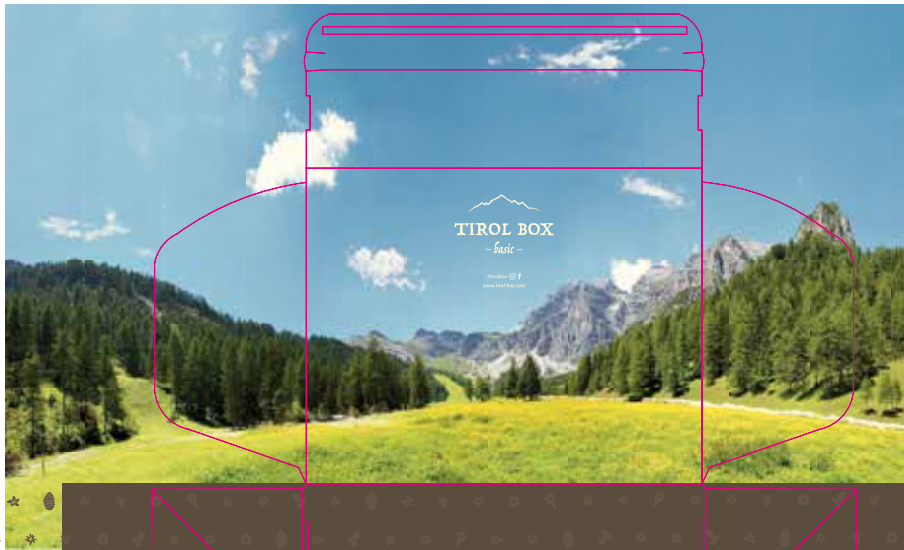

The logo must not be used like this:
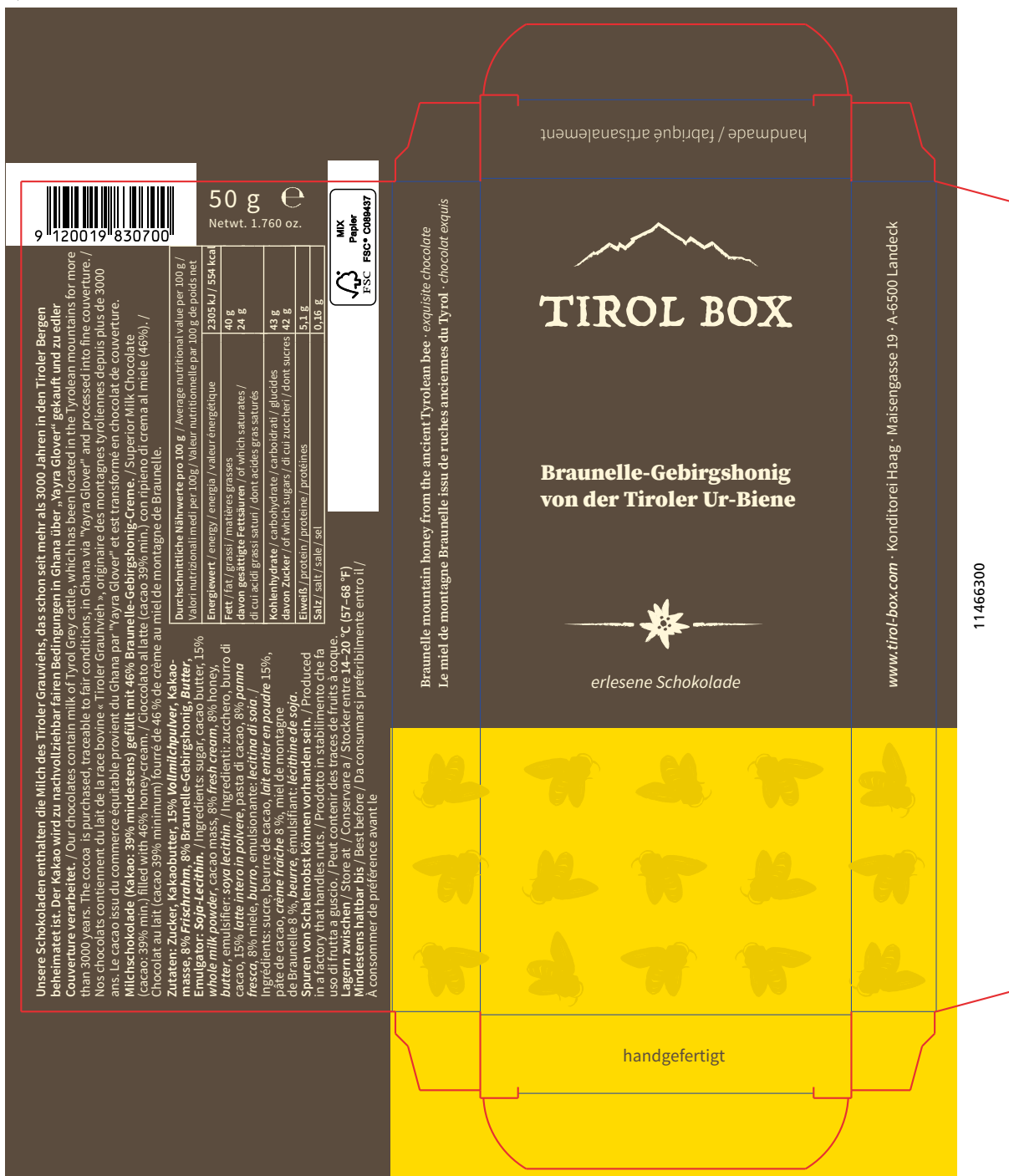
PACKAGING DESIGN

TIROL BOX

TIROL BOX BASIC

BRANDED CHOCOLATE

Tiroler Edle chocolate is the only product that is included in every Tirol Box and Tirol Box Basic (apart from July, August, September). This chocolate shall be branded in the Tirol Box style and thus make people more connected with the brand. The packaging front shall be split according to the „golden ratio" 8:5 in dark earth brown and colour. The top comes with creme logo and copy in German. (English and French translations are to be found on the side flap.) The bottom shows a coloured background corresponding with the chocolate flavour, featuring equivalent symbols. Example: Bees illustrated with a coal-feather-stroke in a rich yellow colour with 10 % more black than the background colour strip. German copy has a heavier font than foreign langauges.

TIROL BOX

Braunelle-Gebirgshonig von der Tiroler Ur-Biene

erlesene Schokolade

Braunelle mountain honey from the ancient Tyrolean bee · *exquisite chocolate*
Le miel de montagne Braunelle issu de ruches anciennes du Tyrol · *chocolat exquis*

handmade / fabriqué artisanalement

handgefertigt

www.tirol-box.com · Konditorei Haag · Maisengasse 19 · A-6500 Landeck

11466300

50 g ℮
Netwt. 1.760 oz.

MIX
Papier
FSC® C080437

9 120019 830700

Unsere Schokoladen enthalten die Milch des Tiroler Grauviehs, das schon seit mehr als 3000 Jahren in den Tiroler Bergen beheimatet ist. Der Kakao wird zu nachvollziehbar fairen Bedingungen in Ghana über „Yayra Glover" gekauft und zu edler Couverture verarbeitet. / Our chocolates contain milk of Tyrol Grey cattle, which has been located in the Tyrolean mountains for more than 3000 years. The cocoa is purchased, traceable to fair conditions, in Ghana via "Yayra Glover" and processed into fine couverture. / Nos chocolats contiennent du lait de la race bovine « Tiroler Grauhvieh », originaire des montagnes tyroliennes depuis plus de 3000 ans. Le cacao issu du commerce équitable provient du Ghana par "Yayra Glover" et est transformé en chocolat de couverture.

Milchschokolade (Kakao: 39% mindestens) gefüllt mit 46% Braunelle-Gebirgshonig-Creme. / Superior Milk Chocolate (cacao: 39% min.), filled with 46% honey-cream. / Chocolat au lait (cacao 39% min.) fourré de 46 % de crème au miel de montagne de Braunelle.

Zutaten: Zucker, Kakaobutter, 15% Vollmilchpulver, Kakao-masse, 8% Frischrahm, 8% Braunelle-Gebirgshonig, Butter, Emulgator: Soja-Lecithin. / Ingredients: sugar, cacao butter, 15% whole milk powder, cacao mass, 8% fresh cream, 8% honey, butter, emulsifier: soya lecithin. / Ingredienti: zucchero, burro di cacao, 15% latte intero in polvere, pasta di cacao, 8% panna fresca, 8% miele, burro, emulsionante: lecitina di soia. / Ingrédients: sucre, beurre de cacao, lait entier en poudre 15%, pâte de cacao, crème fraîche 8%, miel de montagne de Braunelle 8 %, beurre, émulsifiant: lécithine de soja.

Spuren von Schalenobst können vorhanden sein. / Produced in a factory that handles nuts. / Prodotto in stabilimento che fa uso di frutta a guscio. / Peut contenir des traces de fruits à coque.

Lagern zwischen / Store at / Conservare a / Stocker entre **14–20 °C (57–68 °F)**

Mindestens haltbar bis / Best before / Da consumarsi preferibilmente entro il / À consommer de préférence avant le

| Durchschnittliche Nährwerte pro 100 g / Average nutritional value per 100 g / Valori nutrizionali medi per 100g / Valeur nutritionnelle par 100 g de poids net	
Energiewert / energy / energia / valeur énergétique	2305 kJ / 554 kcal
Fett / fat / grassi / matières grasses	40 g
davon gesättigte Fettsäuren / of which saturates / di cui acidi grassi saturi / dont acides gras saturés	24 g
Kohlenhydrate / carbohydrate / carboidrati / glucides	43 g
davon Zucker / of which sugars / di cui zuccheri / dont sucres	42 g
Eiweiß / protein / proteine / protéines	5,1 g
Salz / salt / sale / sel	0,16 g

COLOURS

DER JAKOBSWEG: EIN FEST DER SINNE ❯

Die Kurzetappe des Tiroler Jakobsweges von Ellbögen nach Innsbruck gehört zu den einzigartigen Erlebnissen auf dem Weg nach Santiago.

When thinking of Tirol, natural colours like brown (earth), green (grass), yellow (flowers), grey (rocks) and blue (sky) come into place. The corporate colours of Tirol Box are reflecting all these things. At the same time, the colours shall be used in a way so they look elegant and timeless. This is why dark earth brown is used instead of black (wherever possible!) and creme is used instead of white (wherever possible). Red is not used on purpose to not transport anything aggressive and punchy. Tirol Box shall transport a feel of warmth and tranquility.

Please refer to the colour codes on the following page for more details.

PRIMARY COLOURS

creme
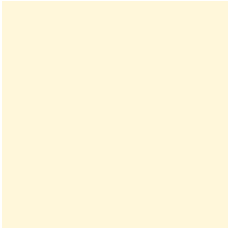
CMYK: 1-2-20-0
RGB: 253-247-218
HEX: fdf7da

earth brown dark
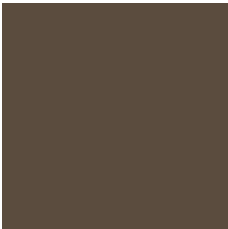
CMYK: 57-58-67-44
RGB: 88-77-65
HEX: 584d41

earth brown middle
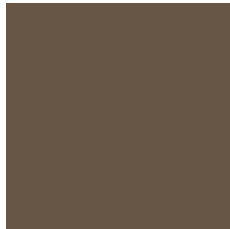
CMYK: 57-58-67-33
RGB: 98-86-72
HEX: 625648

earth brown light
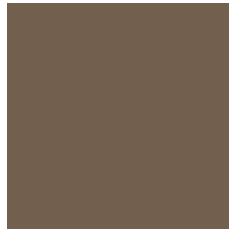
CMYK: 57-58-67-22
RGB: 108-95-80
HEX: 6c5f50

SECONDARY COLOURS

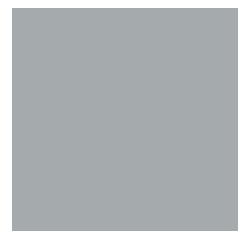### sky blue
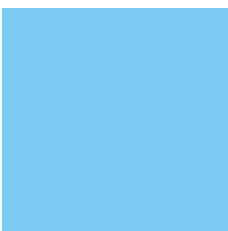
CMYK: 53-2-1-0
RGB: 149-201-239
HEX: 95c9ef

grass green

CMYK: 56-0-87-0
RGB: 149-187-82
HEX: 95bb52

flower yellow

CMYK: 0-12-98-0
RGB: 247-217-29
HEX: f7d91d

stone grey

CMYK: 20-11-12-30
RGB: 165-169-171
HEX: a5a9ab

TYPOGRAPHY

SEMANTIK	ART	SCHRIFT	SCHNITT	GRÖSSE	ZE.-ABSTND.	SCHRIFTSATZ	KOMMENTAR
Mengentext	Antiqua	Source Serif Pro	Regular	11pt	16pt	linksbündig	
Überschrift groß	Antiqua	Source Serif Pro	Black	22pt	26pt	zentriert	
links und rechts je eine Johanniskraut-Knospe in Schriftfarbe als Design-Element; Knospengröße = 1 Geviert; Abstand zwischen Knospe und Text = 1 Geviert							
Überschrift im Mengentext	Antiqua	Source Serif Pro	Black	13pt	16pt	zentriert	2 Leerzeilen darüber, 1 LZ darunter
leise Auszeichnung	Grotesk	Source Sans Pro	Italic	11pt	16pt		*This style is also for links in Mengentext on website!*
laute Auszeichnung	Grotesk	Source Sans Pro	Semibold Italic	11pt	16pt		
Ziffern Mengentext	proportionale Mädievalziffern						
Ziffern Preise/tabellarisch	Versalziffern für Tabellen						
Konsultationstext	Antiqua	Source Serif Pro	Regular	9pt	12pt	linksbündig	
Aufzählungszeichen	Johanniskraut-Knospe in Schriftfarbe mit 2 Leerzeichen vor Text; Größe der Knospe analog Knospe in der Überschrift						
Kunden-Reviews/Zitate	Grotesk	Source Sans Pro	Italic	11pt	16pt	zentriert	
Zitate Personen	Antiqua	Source Serif Pro	Regular	9pt	12pt	zentriert	1 Leerzeile davor und danach
Text in Buttons (Website)	Grotesk	Source Sans Pro	Semibold				
Lead-/Einleitungstext (Blog)	Grotesk	Source Sans Pro	Italic	11pt	16pt	linksbündig	
Autoren-Hinweis (Blog)	Antiqua	Source Serif Pro	Regular	9pt	12pt	linksbündig	
Booklet: Mengentext DE	Antiqua	Source Serif Pro	Regular	9pt	12pt	linksbündig	
Booklet: Mengentext EN	Antiqua	Source Serif Pro	Light	9pt	12pt	linksbündig	
Booklet: Konsultationstext	Antiqua	Source Serif Pro	Light	7,5pt	11pt	linksbündig	
Booklet: leise Auszeichng.	Grotesk	Source Sans Pro	Italic (DE) / Light Italic (EN)				analog Schriftgröße Mengentext
Booklet: laute Auszeichng.	Grotesk	Source Sans Pro	Semibold Italic (DE) / Italic (EN)				analog Schriftgröße Mengentext
Booklet: Hersteller	Antiqua	Source Serif Pro	Light	7,5pt	11pt	zentriert	
Booklet: Überschrift	Antiqua	Source Serif Pro	Black	16pt	20pt	zentriert	mit Johanniskraut-Knospen li. + re.

The font „Trattatello" (comes with iOS Yosemite) is used for the logo only. For everything else, the fonts „Source Serif Pro" and „Source Sans Pro" (developed by Adobe) are used. They are very modern looking fonts combining classical elegance with perfect readability on screen as well as paper.

All copy on screen has to be either in **dark earth brown** colour (on light background) or in **creme** colour (on dark background). For print purpose, solid 100 % black (or a dark brown Pantone colour) is used for the copy in order to have crisp letter shapes. No hyphentation is used; only exception: in the booklet when space problems come up. There should always be 1 empty line between paragraphs; 2 empty lines between copy and the next header. *The font sizes and size relations shown in the table above shall also be used in the same relation for digital purposes.*

Trattatello

abcdefghijklmnopqrstuvwxyzß ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 SSÖÄÜÖÄÜ @€

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Font „Trattatello" / Producer: James Grieshaber/ Format: TrueType, OpenType
Styles: 1 (but many glyphs)

Source Serif Pro

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 SSÖÄÜÖÄÜ @€

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Font „Source Serif Pro" / Producer: Adobe / Format: OpenType
Styles: extra light, light, regular, semibold, bold, black

Source Sans Pro

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 SSÖÄÜÖÄÜ @€

Am et ut qui tem qui dolest, voluptur sequi as et, comnien istiati denis min raepratur soluptatius magnimus mo conserion pa nonsendi consed ut aut omnihicil inctatus resti volorum quam, veni temporpor mo beaqui rehenditibus aborerf erovit re consenis et inum, serum quo cuptios apeleni scimus venihitibus etur? Quis dolut optam et qui tempost la cum solecta sperupistem qui debita sendis milibeatet endi simusae este por alibus cus, omnimusam, omnimint, coreperes esequi tem eatiorem reium volorum lictass imporibus andanimi, comnihilles ventiandit ut pos qui ius aut labore pa velicium vent.

Font „Source Sans Pro" / Producer: Adobe / Format: OpenType
Styles: extra light, extra light italic, light, light italic, regular, italic, semibold, semibold italic, bold, bold italic, black, black italic

Tirol Lifestyle im monatlichen Abo

Source Sans Pro Italic 11pt ZA 16pt ohne Silbentrennung = Blog Einleitungstext - Überschrift Source Serif Pro Black 22 26 oST, zentriert OST pta verum conet ut ma numqui tem id que nat faceper chillatem inum amusaepre, solorest endi solorrorum nobissit audigen daesseq uaecuptae ommodi omnihil iaeceaq uaeperum unt optaquo ssenduntor apidel ma ped quae. Nam eles endae perit, archilis nullaut utet moluptas.

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Eine Überschrift im Mengentext

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❋ Sonnenhof ❋

4 Sterne, Tannheimer Tal

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June Wiggins, Hemel Hempstead, United Kingdom

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June Wiggins, Hemel Hempstead, United Kingdom

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SECONDARY STYLE ELEMENTS

SERLES

The Serles mountain symbol comes from the logo and shall be used as the Favicon
for the website and social media picture posts for example. It must only
be used in the main corporate colours (earth brown or creme).

EDELWEISS SYMBOL WITH LINES

The Edelweiß is a very rare flower in the Alpine area and widely known as a symbol of rareness and
nature. The Edelweiß is vectorized and comes with a coal-feather-stroke, including lines. It is used to
set a bottom line under copy. *The dividing lines must only be used in combination with the Edelweiß!*

JOHANNISKRAUT BUD SYMBOL
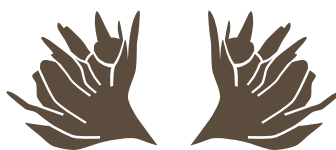
To the left and right of big headers, there is a Johanniskraut bud symbol to sort of frame the
text and give it a more beautiful, centered look. The symbol is also used as a bullet point. It
comes without any stroke to not make it look messy in combination with the text.

EDELWEISS SYMBOLS EMPTY/FULL

Five Edelweiß symbols with coal-feather-stroke serve as rating starts for customer reviews online.

PRODUCT SYMBOLS

Every Tirol Box and Tirol Box Basic comes with a little booklet that describes the products in the box. The booklet will be Gmund Straw 270 g paper to transport a feel of authenticity, rawness, nature and quality. To make the products fit into the corporate design, all products are illustrated with the ever-used coal-feather-stroke like the Alpine flowers. However, to make small symbols look crisp on print (especially on nature paper), these symbols are printed in 100 % black.

ALPINE PLANT SYMBOLS

| *Arnika* | *Edelweiß* | *Enzian* | *Johanniskraut bud* | *Johanniskraut flower* |

| *Leimkraut* | *Ringelblume* | *Zirbe branch* | *Zirbe „Tschutschn"* |

Typical plants in Tirol are vectorized and used as secondary style elements. The thought behind it: The ingredients for the products in the Tirol Box grow out of Tirolean soil, the earth in Tirol nurtures the products. Just like it nurtures the flowers/plants shown above as symbols. The symbols can stand on their own as big illustrations (with coal-feather-stroke!) to spice up a lot of copy. The coal-feather-stroke connects with the Serles icon in the logo. It gives everything a natural, authentic look. The symbols have to be used in dark earth brown and have enough space to breathe around them.

For big spaces, these Alpine plants can be used as an elegant pattern (a bit like Louis Vuitton), without the coal-feather-stroke, in middle earth brown on dark earth brown background. The symbols are 1 cm wide and have a vertical and horizontal distance of 2 cm towards each other. This can be used for the inside of a packaging, a dividing page in a brochure or other visual dividing elements.

DIVIDING LINES

Dividing lines in earth brown or stone grey with coal-feather-stroke can be used in the shopping crate or where else needed.

PHOTOS

When using photos, the focus shall lie on the product (in the box), the Tirol Box itself or nature in Tirol. **If people are seen in the photo, the people must not look into the camera, but away from the camera!** When looking at the photo, you must have the feeling that you are the camera man. You have to feel that you are the person in the picture looking away towards the mountain (for instance). Nature photos or panoramic photos have to transport a feeling of freedom, no restrictions. Also close-ups can be used to bring in some attention to detail, this goes very well with the attention to detail that the manufacturers of the Tirol Box products put into their work. Also, no captions and no funky frames shall be used.

In order to give every photo a similar touch, the photos should have similar co-
lour filters that can be amended if the picture requires it. Recommendation:
+10 % depth in lights/hues
curve filter to saturate the colours more
dynamic filter: -20 % dynamics, +15 % saturation
creme colour layer 40 % darken
creme colour layer 20 % colour
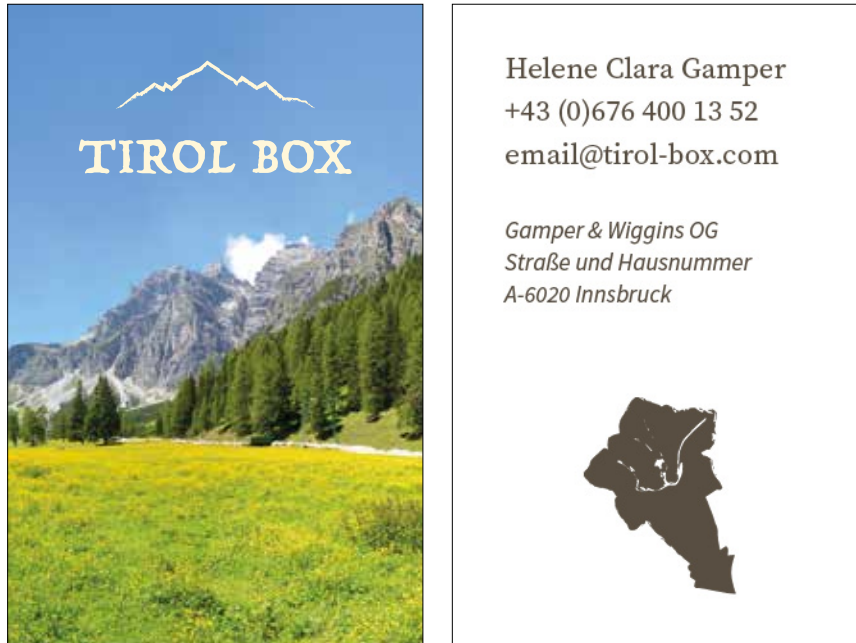creme colour layer 5-30 % soft light

left: without colour filter
right: with colour filter

PRINCIPLE OF ORDER

Design elements are generally placed centered, with plenty of empty room around them to „breathe" (no frames to be used!). This gives the content more weight and transports a feeling of freedom and elegance.

The protection zone of the logo „Tirol Box" is 2 „Gevierte" left, right and bottom (= 2 x height or width of a capital letter). On top of the logo, the protection zone is 1.5 „Gevierte".
The protection zone of the logo „Tirol Box Basic" is like „Tirol Box", but only 1.5 „Gevierte" on top.

Logo width (without protection zone, purely text) = 25 % of the page width (landscape format). For square formats the logo width should be wider than 25 % (roughly a third of the width is recommended). However, the minimum width of the text in the logo must not be smaller than 30 mm.

The Serles mountain symbol always has to be placed on top of the layout. When using flowers, they must always be placed below the Serles mountain, preferably at the bottom of the layout. This transports the logic that flowers/plants grow from the bottom upwards, whereas the mountain is on top in the sky.

EXAMPLE BOOKLET

The booklet in the boxes measures 8 x 8 cm and has 6 to 12 pages (2 page steps, because it is folded zig-zag). It is printed on Gmund Act Green Straw 270 g paper. The products are always illustrated with the coal-feather-stroke, combined with the description in German and English on one page. The German text shall always be above the English translation.

TIROL BOX

Sommer, Freunde, BBQ
Summer, friends, BBQ

8-2016

❧ Zirm Drop Set ❧

Alpine Naturprodukte GmbH, Pitztal

Text Beschreibung deutsch. Text Beschreibung deutsch. Text Beschreibung deutsch. Text Beschreibung deutsch. *Text Beschreibung laut deutsch.* Text Beschreibung deutsch. Text Beschreibung deutsch.

Text Beschreibung englisch. Text Beschreibung englisch. Text Beschreibung englisch. Text Beschreibung englisch. *Text Beschreibung laut englisch.* Text Beschreibung englisch. Text Beschreibung englisch.

Danke Thank you

Wir wünschen Dir viel Freude mit Deiner Tirol Box und einen herrlich-sonnigen August.
We wish you a lot of joy with your Tirol Box and a wonderful August with a lot of sunshine.

*#tirolbox* 📷 **f**

www.tirol-box.com

EXAMPLE POSTCARD

Postcards with beautiful Tirol pictures and the Tirol Box branding are a good eye-catcher and (free) give-away at hotel receptions, in tourist areas, local tourist shops, tourist information offices etc. They shall be beautifully presented, transporting a feel of nature, quality and tranquility. This is acchieved by presenting them on a beautifully crafted wood stand.
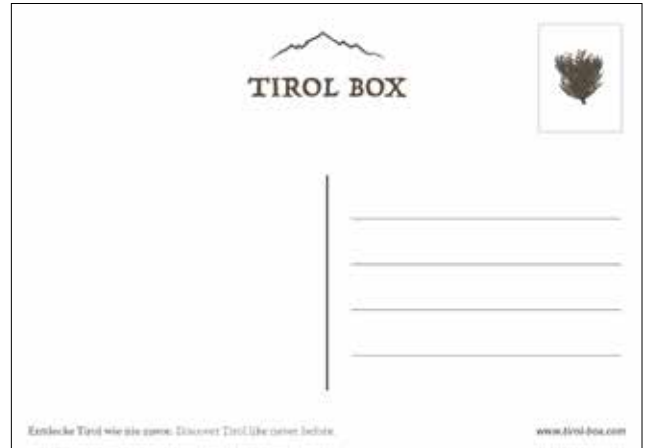
EXAMPLE POSTCARD IN BOXES

Postcards in the Tirol Boxes represent the theme of the month and show the number of the month on the front, to make them collectables.
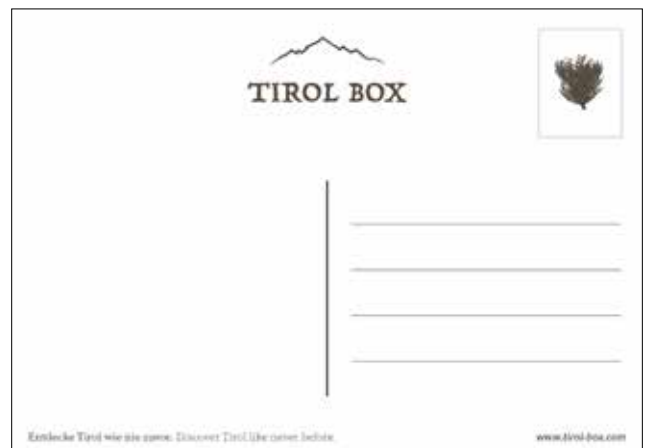
EXAMPLES SOCIAL MEDIA

EXAMPLE BUSINESS CARD

For business partners (suppliers, promoters, etc.) business cards shall be handed out. The two different flowers (Enzian for Helene and Arnika for Ashley) give an extra personal touch and are placed centered.

These business cards are never given out to end customers (buyers of the box). They get the promotion cards (see page 21).

Helene Clara Gamper
+43 (0)676 400 13 52
email@tirol-box.com

Gamper & Wiggins OG
Straße und Hausnummer
A-6020 Innsbruck

Ashley Wiggins
+43 (0)660 392 55 77
email@tirol-box.com

Gamper & Wiggins OG
Straße und Hausnummer
A-6020 Innsbruck

EXAMPLE LETTERHEAD/INVOICE

Also the letterhead/invoice shows an axial style.

WEBSITE

Buttons have a coal-feather-stroke for a natural look and feel.
When hovering over with the mouse, the button turns into two lines.

Links in the main copy are underlined, when hovering over, the text turns grey. In the top na-
vigation menu, links are not underlined, but the text still turns grey when hovering over.