



THERMAL THREADS



TABLE OF CONTENTS

LOGO PROCESS

20 SKETCHES

21 DIGITAL

23 FINAL

MOODBOARDS

25 FIRST VERSION

27 SECOND VERSION

29 THIRD VERSION

ABOUT US

01 DID YOU KNOW

02 HOW MIGHT WE

03 OUR PRODUCTS

ASPIRATIONS

11 OUR VISION

13 OUR MISSION &

GOALS

DELIVERABLES

31 CC PACKAGE

34 MAGAZINE AD

36 PRODUCTS

BACKGROUND

06 OUR HISTORY

07 SIMILAR COMPANIES

09 OUR PURPOSE

MARKET REACH

15 DEMOGRAPHICS

16 USER NEED

STATEMENT

17 AUDIENCES

BRAND GUIDE

43 INTRODUCTION

A person is sitting on a bench, wrapped in a thick green blanket. They are wearing a dark hooded jacket with a fur-lined hood. A white McDonald's cup is visible next to them. The background is a blurred outdoor setting with other people and a white structure.

DID YOU KNOW?

About **700** people at-risk or experiencing homelessness are killed from hypothermia in the United States.

According to my.neighbor.org

HOW

might we... design and sell
a clothing line that
also provides for the
homeless population?



OUR PRODUCTS

Our clothing line includes a variety of heated coats, vests, gloves, and hats designed to be self sufficient with innovative solar power technology.





OUR HISTORY

A few years ago, I moved to a new city with an extremely colder climate than my hometown. When I experienced my first winter there, I could only imagine how those who were living on the streets were impacted. If I could barely handle the freezing temperatures, how were they fairing? I began to ponder the ways in which I could make a difference to this ongoing issue. **The result?** An idea of a clothing brand that provides heatable, winter gear.

COMPETITORS



Venture Heat



ORORO



Weston Store

WHY *US*?

Unlike our competitors, we are conscious about our impact by using sustainable resources & materials for our clothing and distribution, as well as our focus on donating to the homeless population.

OUR PURPOSE

We believe no one should be denied their basic needs for survival. Therefore, we seek to develop products that allow anyone to protect themselves from the cold, anywhere. Besides providing for the everyday customer and to those in need, we strive to educate the public about the reality of homelessness and climate change across the globe.



A high quality

WINTER GEAR BRAND

driven to provide

WARMTH

and destigmatize
homelessness in our society.

For decades, housing instability has been a threat towards many low-income individuals. This is especially prevalent in a post-pandemic world, where the cost of living unfortunately increases everyday. Our goal is to simultaneously create clothing and a better future. With our **“buy one, donate one”** business model, we intend to heavily impact the homeless population. Besides donating life-saving products, we will invest in various non-profits that support homeless shelters, food banks, the environment, and more.

DISTRIBUTION

Our products will be sold in store and online.

BUSINESS SECTOR

Retail/clothing

VALUE POSITION

Low profit with continuous donations to the homelessness and related non-profit organizations.



OUR VISION



**OUR
MISSION
AND
*GOALS***

RELIABLE & DURABLE

We aim to design & sell high quality products that are long lasting and weather proof. lasting and weather proof.

GIVING

We strive to give back to the communtiy by donating our products and a percentage of our profits.

SLEEK & CONCISE

We want our designs to be bold, modern, and chic to appeal to a variety of consumers.

TARGET MARKET

Market Reach: International

- Adults: 18+
- Both male and female
- Middle class: \$50,000-\$99,999
- High School or above
- All marital statuses
- Occupations: Forestry and fishery workers, winter sports professionals/hobbyists, essentially any outdoor work related environments
- Stands up for social issues & the effects of climate change
- Altruistic and motivated in helping their communities
- Outdoor enthusiasts
- Lives in countryside/remote areas and cities; cold (mid to extreme) weather conditions

USER NEED STATEMENT

Tommy, an avid skier and mountain climber, needs clothing that will keep him warm so that he can pursue sporting adventures without developing cold weather injuries such as frostbite or hypothermia.





PRIMARY AUDIENCE

Craig, 40

- Married with 2 kids
- Lives in Jackson, Wyoming in an one story house on the countryside
- Works as a forester
- Interested in our company to provide durable & warm gear while at work or at home

SECONDARY AUDIENCE

Riley, 27

- Single
- Lives in Sacramento, California in an apartment
- Graduate student
- Interested in our company to provide comfort when she goes camping in the fall with friends



LOGO PROCESS

SKETCHES

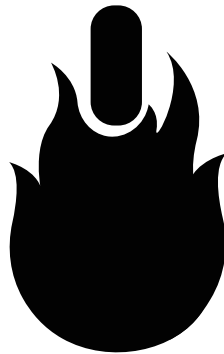
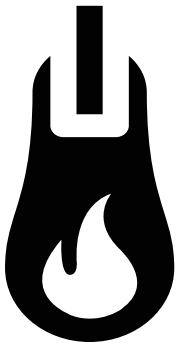


DIGITAL SKETCHES

THERMAL



THREADS



FINAL

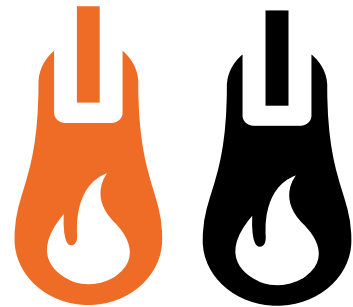
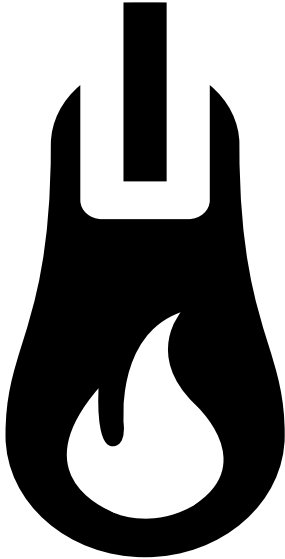
THERMAL  **THREADS**

THERMAL  **THREADS**


THERMAL
THREADS


THERMAL
THREADS


THERMAL
THREADS



MOODBOARDS

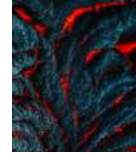
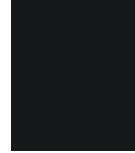


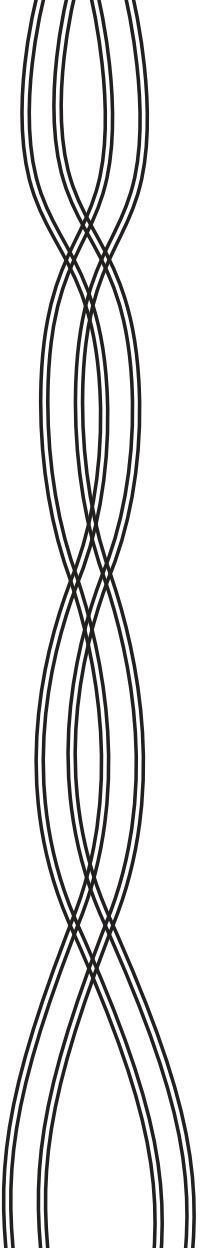


THERMAL*THREADS*

INSTANT WARMTH ON THE **GO**.

We believe no one should be denied their basic needs for survival. Therefore, we seek to develop products that allow anyone to protect themselves from the cold, anywhere. Besides providing for the everyday customer and to those in need, we strive to educate the public about the reality of homelessness and climate change across the globe.





ThermalThreads

INSTANT WARMTH ON THE GO.

We believe no one should be denied their basic needs for survival. Therefore, we seek to develop products that allow anyone to protect themselves from the cold, anywhere. Besides providing for the everyday customer and to those in need, we strive to educate the public about the reality of homelessness and climate change across the globe.



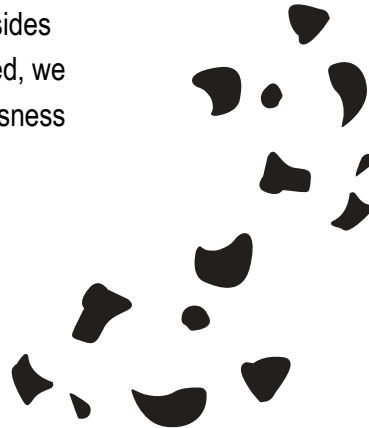




THERMALTHREADS

INSTANT WARMTH ON THE **GO**.

We believe no one should be denied their basic needs for survival. Therefore, we seek to develop products that allow anyone to protect themselves from the cold, anywhere. Besides providing for the everyday customer and to those in need, we strive to educate the public about the reality of homelessness and climate change across the globe.



TOUCHPOINT 1



**THERMAL
THREADS**
589 Tinkerswood Road
Anchorage, AK, 99503
(907) 748-4030



THEMALTHREADS.COM • INSTANT WARMTH ON THE GO.



**THERMAL
THREADS**
589 Tinkerswood Road
Anchorage, AK, 99503

INSTANT WARMTH ON THE GO.



**THERMAL
THREADS**
Sadie Brooks
CEO & FOUNDER

(907) 748-4030
sbrooks@thermalthreads.com
www.thermalthreads.com
589 Tinkerswood Road
Anchorage, AK, 99503

To:

INSTANT WARMTH ON THE GO.



589 Tinkerswood Road
Anchorage, AK, 99503
(907) 748-4030
www.thermalthreads.com



**THERMAL
THREADS**


**THERMAL
THREADS**
501 Emberson Road
Anchorage, AK, 99503
(907) 748-4038



THERMALTHREADS.COM • INSTANT WARMTH ON THE GO.



TOUCHPOINT 2

**ZIP
HEAT
GO**

**THERMAL
THREADS**

INTRODUCING... the Solar Hybrid, the world's first solar powered and community driven jacket. We believe everyone should be warm, anywhere at anytime. This is why when you buy our products, we donate to those in need. Join our mission for a better future today.

**THERMAL
THREADS**
thethermalthreads.com

The advertisement features a dark brown quilted jacket with vertical orange and red stripes on the front. The jacket has a small logo on the chest that reads "THERMAL THREADS" with a flame icon above it. The background is a misty, green landscape with a tent and a fence in the foreground. The text "ZIP HEAT GO" is prominently displayed on the left side, with "ZIP" in black, "HEAT" in orange, and "GO" in white. The Thermal Threads logo and name are in the bottom right corner, along with the website "thethermalthreads.com". A small paragraph of text is located below the jacket, describing the "Solar Hybrid" jacket as the world's first solar powered and community driven jacket, and mentioning a donation mission.

TOUCHPOINT 3

YOUR PERSONAL INSULATOR.



thank you
for your order.

Enjoy 20% off the Element only when in
ThermalThreads.com
ZPHEATG020

The card features images of a pair of socks (one white with black polka dots, one black with white polka dots), a black beanie with a red and white pattern, and a black thermal jacket with a red flame logo on the chest.



THERMAL
THREADS

YOUR PERSONAL INSULATOR.

**BUY ONE.
DONATE ONE.**

At ThermalThreads, we believe everyone should be warm, anywhere at anytime. This is why when you buy our products, we donate to those in need.

Join our mission for a better future today.



**THERMAL
THREADS**



THERMAL
THREADS

TOUCHPOINT 4







STYLE GUIDE

LOGOTYPE



THERMAL
THREADS

BRANDMARK



THERMAL
THREADS



THERMAL
THREADS

KINETIC IDENTITY

INCORRECT USAGE



THERMAL
THREADS



DO NOT STRETCH

NEVER UPSIDE DOWN

COLOR



R:239
G:109
B:38



C:1
M:71
Y:97
K:0



158 C



R:7
G:47
B:53



C:91
M:63
Y:59
K:59



547 C



R:104
G:199
B:194



C:56
M:0
Y:28
K:0



325 C

PATTERN/ICONS



MAKE A CHANGE.

When we established ThermalThreads, we knew our top priority was to help out vulnerable and struggling individuals . Our company stands for making a change and creating a better future. This is why when you purchase a product such as a jacket, hat, or gloves, the same item is donated to a homeless person within the country.

If you are curious and want to learn more about our donation system, please visit our website at www.thermalthreads.com

Designed by Heather Banks.

Images found on google.com and pexels.com.



