BATALEONS EVIL TWIN NAMED SUMMER BRANDMANUAL
So here you are, reading about Bataleons Evil Twin. She’s named Summer. This brand manual is a follow up on the concept book. Instead of telling you what she’s like, this book will tell you how her characteristics are exposed.
BATALEONS snow stoked target group is loyal to their ever-smiling brand, but at the first signs of spring, they face a problem. Leaving those snow slackers crying next to their fridge, waiting for snow. Summer has arrived. So it is time for BATALEONS Evil Twin named Summer, a sub brand for the hot as hell season.
As said she is **GNARLY, PROVOCATIVE** and **UNCONVENTIONAL**.
She is **CRAZY, COLORFUL** and **HUMORISTIC**.
**BATALEONS** Evil Twin is **BOLD, OUTSTANDING, IN YOUR FACE**.

These values will be exposed from different angles. For example the boldness will be shown in typography, the tone of voice and the gnarly-ness in the photography. This brand manual will make clear how the values will be used. These values capture the core of Evil Twin Named Summer’s identity. They will be applied to the visual identity, photography, the use of colors, tone of voice, graphic design, look and feel, logo, in a way that fits the target group.
BATELEONS Evil Twin will tempt the target group of BATELEON snowboards. Summer sees them as young adults, between 20 and 35 years old. Summer, as a girl, seduces more boys than girls. They don’t visit the snow just once a year. They’re the true diehards, determined, absolutely snow stoked and they spent their winter seasons on snowboards. They know what they want and what they’re talking about when it comes to snow and snowboarding. That’s what lead them to BATELEON and will make them stick with BATELEON. They are brand loyal. Loyal to BATELEON, make their snowboard related choices within BATELEON and don’t feel the need to search any further. They fell for BATELEON and they sure as hell will fall for Summer. During the snow free season Summer will seduce them to fill this emptiness with skate, longboarding, barbeques and between the acts a popsicle and some grass. In order to hold on to the snowboard lifestyle to which they are so addicted, they are searching for a way to keep on riding without snow.

Summer will make them ride her.
**BATALEONS** Evil Twin will use the snowboard jargon as tone of voice. Meaning it will be raw, upbeat and informal. For example, while others will talk about fresh snow, the Evil Twin will mention it as POW. Usually you talk about the lovely weather naming the blue sky and a sunny day, to us it’s BLUEBIRD. To make it our own, we add a humoristic, provocative and slightly ironic touch to it.

Summer with a capital S, is a person; the Evil Twin of BATALEON snowboards. Summer is a hot (longboard) chick, which flourishes in the summer days. She is the girl that rides with the boys, while dropping their jaws with her skills and –of course- boobs. BATALEON identifies with the target group and they both talk about the Evil Twin Summer using typical guys humor: Slightly sexist, but in a humoristic way. But that’s okay: Summer can take it

Summer convinces the target group to get over their mourning for snow by showing them summer as a challenge. Since the summer season is big. **THAT’S WHAT SHE SAID.**
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Evil Twins’ visual identity derives from the early years of the skate en longboard-scene. The days when ‘Punks’ (they rather be referred to as rock star kids) saw the cities as concrete playground and lived eternal summer vacations. The kids became legendary and were featured in magazines, photographed by anyone and anywhere. They were living in the moment and had no goals or aspirations. They were represented in an iconic way.

The Evil Twin will communicate with this grainy raw, relaxed summer feel visually. The photos will capture the atmosphere of the 70’s freewheelers. Those punks are an awesome inspiration. Their attitude, lifestyle and identity are translated into the visual language of the Evil Twin.
- Two hundred years of American technology has unwittingly created a massive cement playground of unlimited potential, but it was the minds of the 11 year olds that could see that potential. - CRAIG STECYK 1975
While BATALEON snowboards communicates through a lot of black and white with the focus on the darks, the Evil Twin embraces the brights. Turning black into white and adapting the atmosphere of the summer palette. Summer most of the time looks like a blonde, bit sunburned chick, while it’s bluebird.

The font is based on the existing font of BATALEON snowboards. It is a bold, but unpretentious and effortless font, which emphasizes the brands bold and provocative tone of voice.

When giving information it will be in EuropaGroNr2SHOP-Lig 12pt

Highlights and the brand-name will be in EuropaGroNrr2SHOP-Bol 12pt

When talking about Summer with a capital S. This S will be EuropaGroNr2SHOP-Ligita 12pt.

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Evil Twin Named Summer's logo derives from BATALEON Snowboards' logo, just “subtle” removing two fingers. The middle finger is a reference to both the target groups hate for the snow-less season and the brands tagline: “An Evil Twin named Summer. Fuck it, let’s do her!”

Oh, and just like BATALEON does during the winter, the logo itself is bounded to this shape. This doesn’t mean you can’t play with the inside of it.
BATALEONS brand extension, Evil Twin named Summer, is a product line of longboards. Providing their brands’ “groupies” with boards to spend their days on in summer instead of winter.

The longboards are handmade from scratch. The graphics share the same esthetics as BATALEONS snowboards, but are based on Evil Twin named Summers identity. The logo, colors, gradient and photography of the Evil Twin named Summer will be used directly onto the boards.
Evil Twin named Summer uses typical promotion material, used in the snowboard as well as the skate scene: T-shirts, stickers, posters and post-cards. Products such as t-shirts, bags and accessoires will be seen as promotional material also.
AN EVIL TWIN NAMED SUMMER

FUCK IT.

LET'S DO HER