

**POW**   
**PROTECT OUR WINTERS**

POW ALLIANCES DESIGN SYSTEM



**WHO AM I? I am a passionate outdoor enthusiast and designer who faces every challenge as a new adventure to explore and innovate. I am inspired by the sustainability efforts of POW and strive to work for a company that shares my values.**

**FRANCESCA MONDO**  
GRAPHIC DESIGNER

**GOAL: Design a system for POW Trail and POW Climb, that leverages the strength of the POW brand, but can be recognized by the unique Trail and Climb communities as an organization suited to the concerns and needs of their sport.**





**RESEARCH**

**COLOR EXPLORATION**

**DESIGN**

**APPLICATION**



**RESEARCH**



# CLIMB FOR CLIMATE

A MODERATED DISCUSSION & SWEEPSTAKES, HOSTED BY PROTECT OUR WINTERS AND MOUNT WASHINGTON VALLEY ICE FEST



Join **Protect Our Winters**, Graham Zimmerman, Anne Gilbert Chase, Majka Burhardt, and Dr. Alix Contosta for "Climb For Climate", a moderated discussion focused on the distinct role climbers can take in protecting and preserving their wild escapes. Raffle to follow.

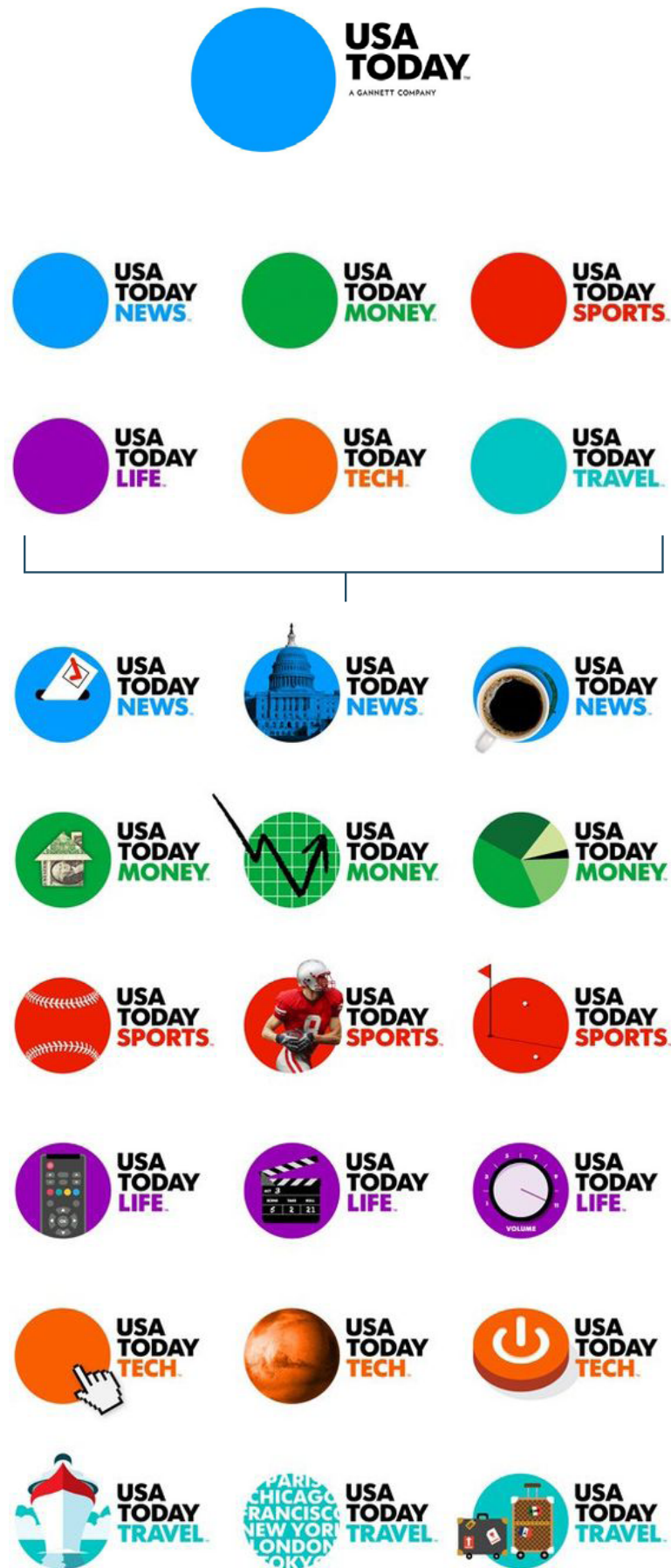
**MOUNT WASHINGTON VALLEY ICE FESTIVAL**  
**THEATER IN THE WOOD, 41 OBSERVATORY WAY, INTERVALE, NH 03845**  
**FRIDAY, JANUARY 31, 2020 8:30-9:30 PM**



TEXT **POW MWV TO 52886** TO ENTER SWEEPSTAKES & PLEDGE TO VOTE



RESEARCH



FedEx Corporation

FedEx Express

FedEx Ground

FedEx Freight

FedEx Custom Critical

FedEx Trade Networks



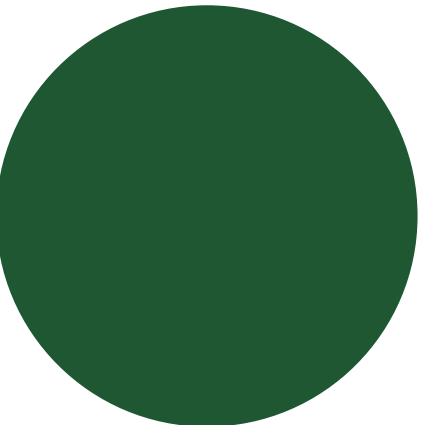
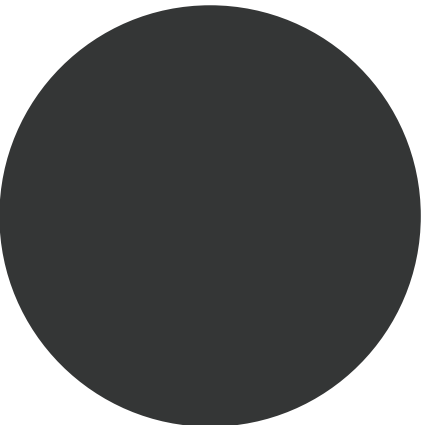
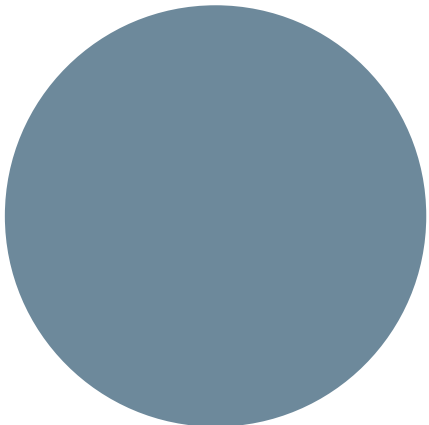
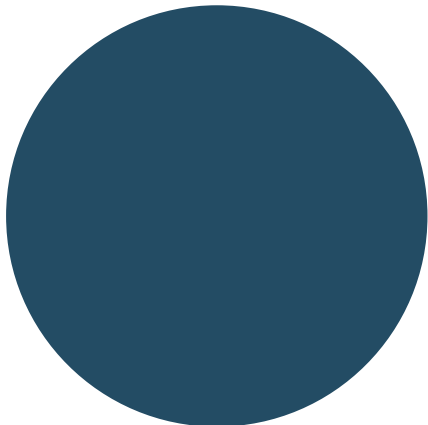






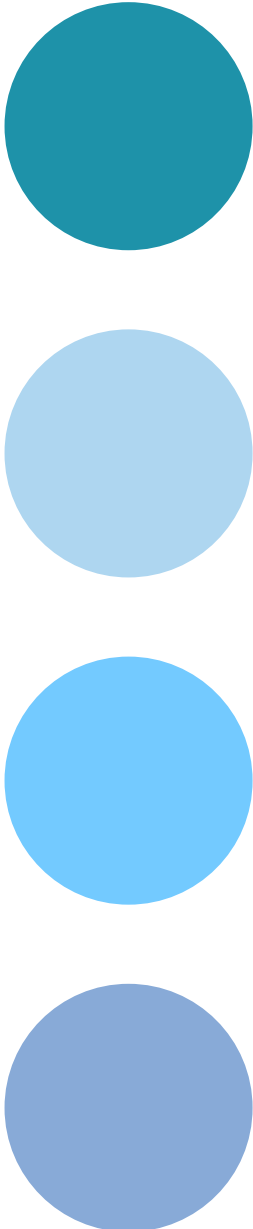
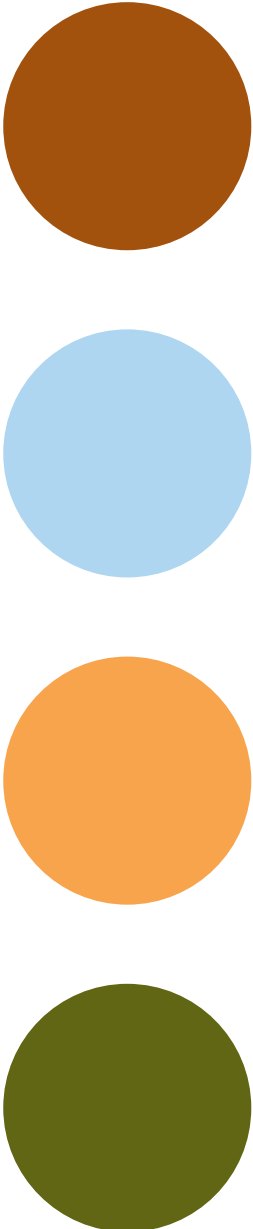
# COLOR EXPLORATION

**POW BRAND COLORS**





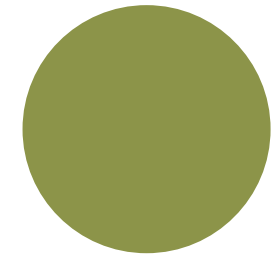
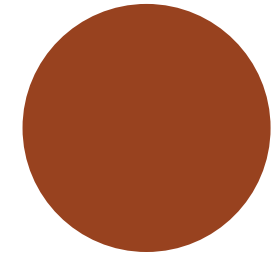
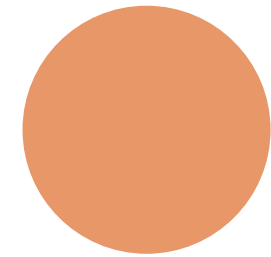
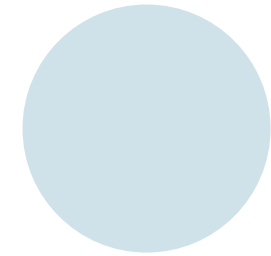
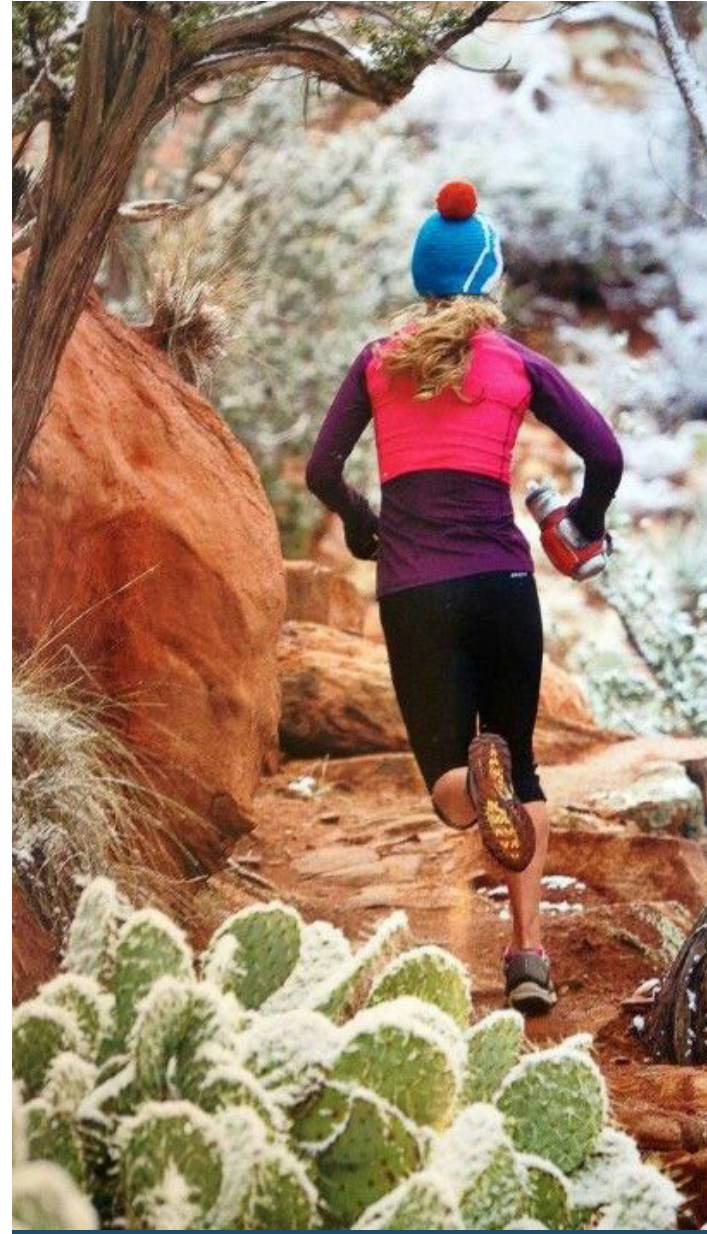
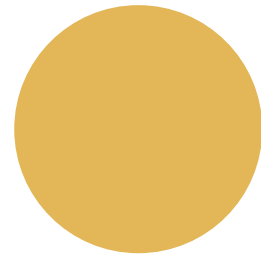
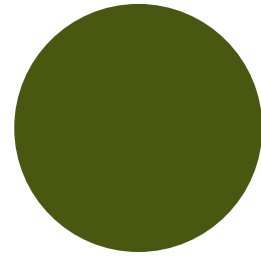
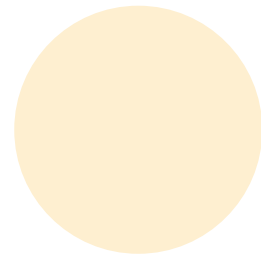
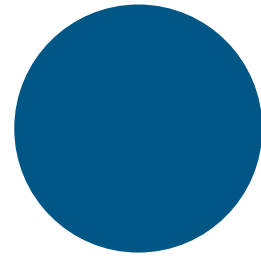
**POW CLIMB**





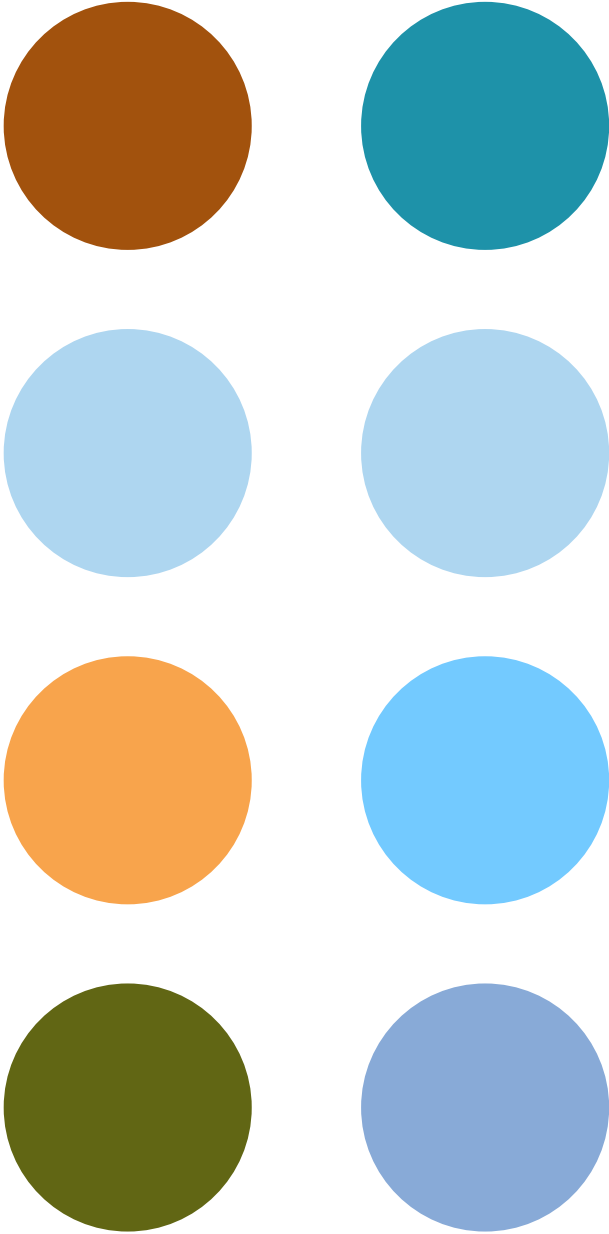
COLOR EXPLORATION

**POW TRAIL**

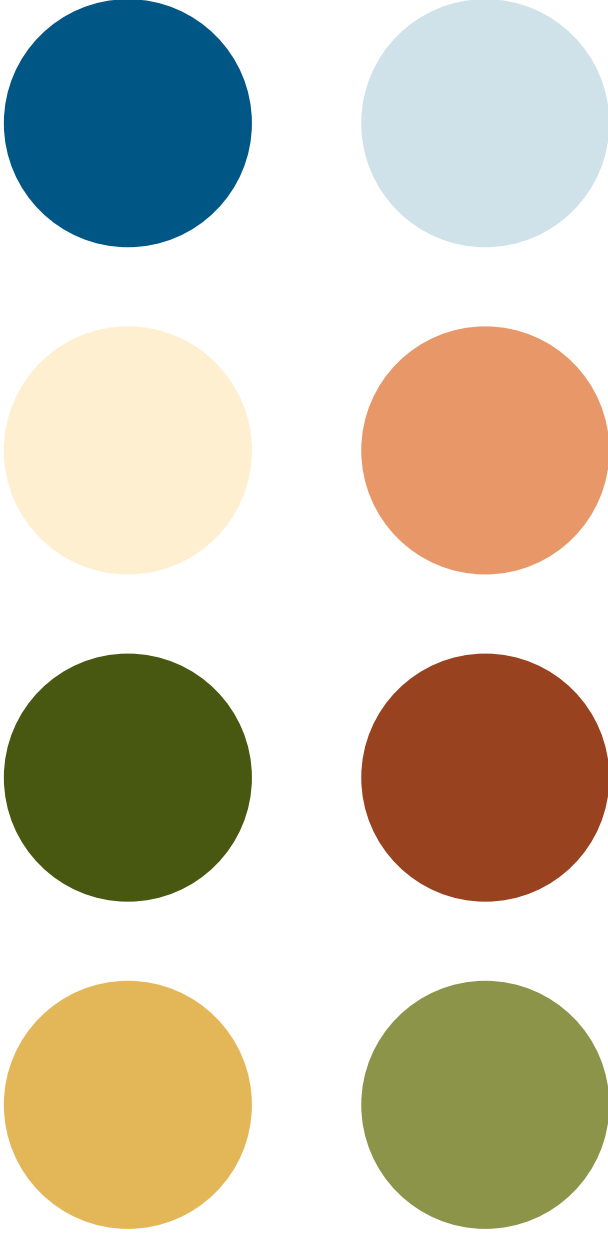


COLOR EXPLORATION

**POW CLIMB**



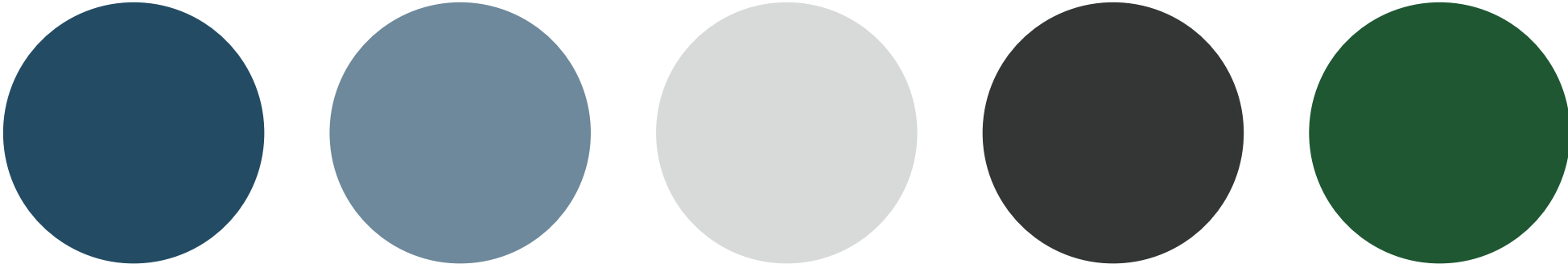
**POW TRAIL**



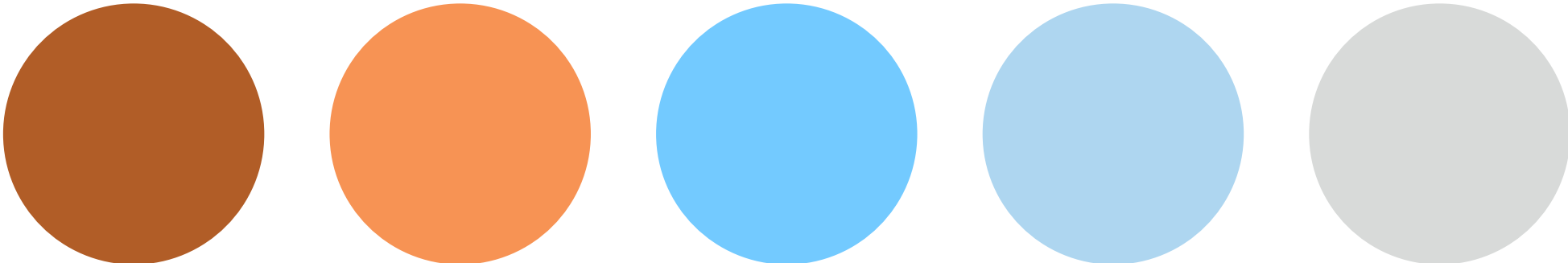


COLOR EXPLORATION

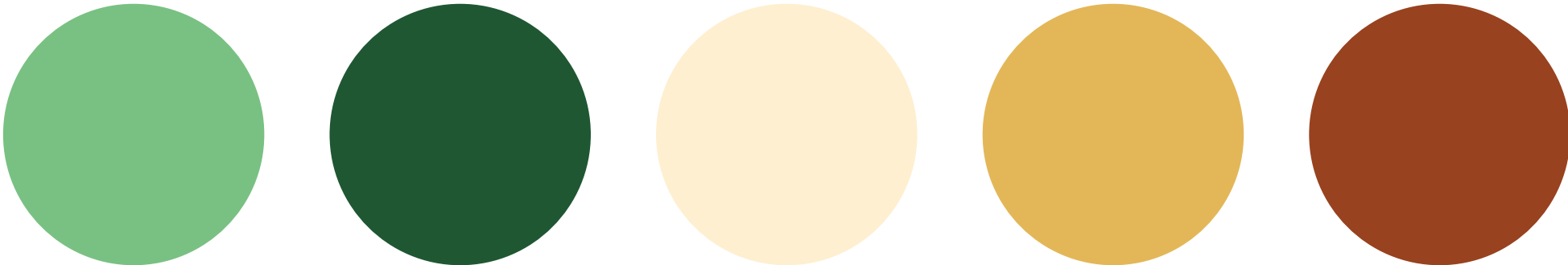
**POW BRAND COLORS**



**POW CLIMB COLORS**



**POW TRAIL COLORS**

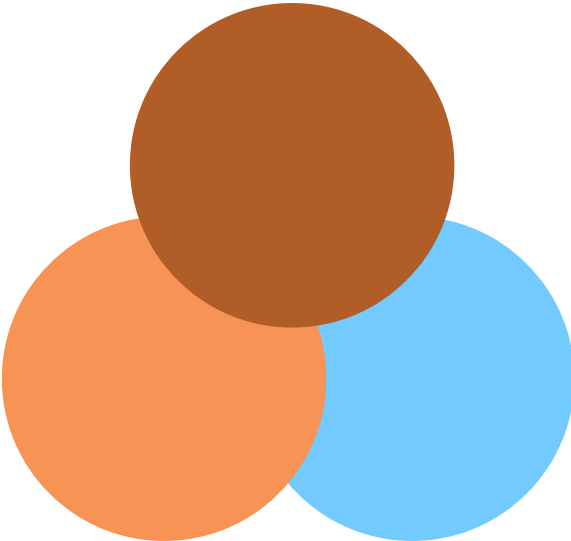


COLOR EXPLORATION

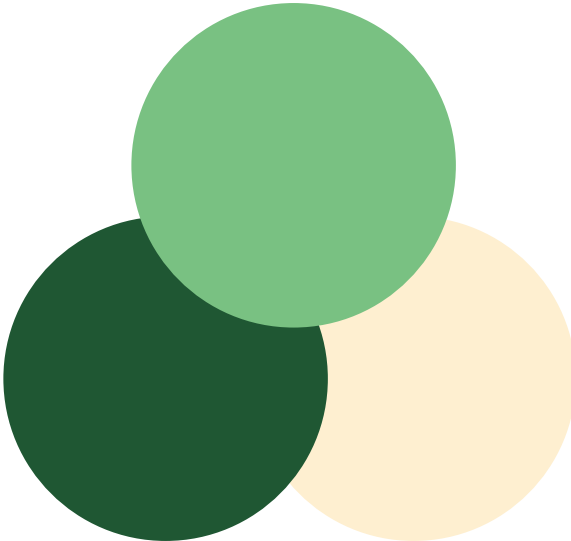
**LOGO & ALLIANCES**



**CLIMB**



**TRAIL**



COLOR EXPLORATION

**POW**   
PROTECT OUR WINTERS

**POW**   
PROTECT OUR WINTERS | CLIMB

**POW**   
PROTECT OUR WINTERS | TRAIL



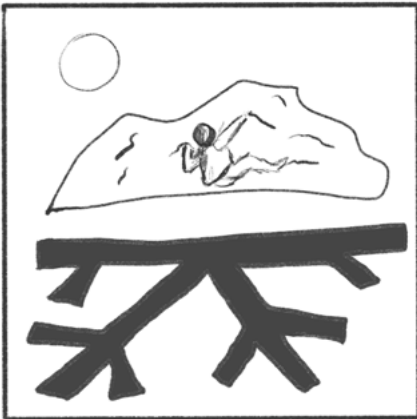
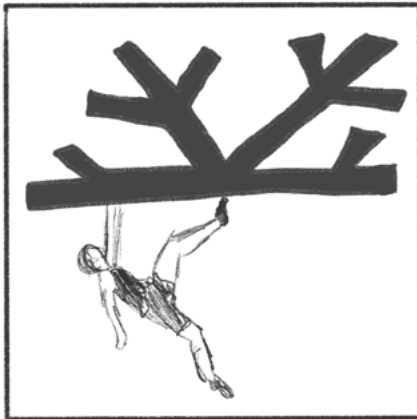
**DESIGN**

**POW**   
PROTECT OUR WINTERS

**POW**   
PROTECT OUR WINTERS | CLIMB

**POW**   
PROTECT OUR WINTERS | TRAIL

POW CLIMB SKETCHES



POW TRAIL SKETCHES





**POW**   
PROTECT OUR WINTERS | CLIMB

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PROTECT OUR WINTERS | TRAIL

**POW**   
PROTECT OUR WINTERS | CLIMB

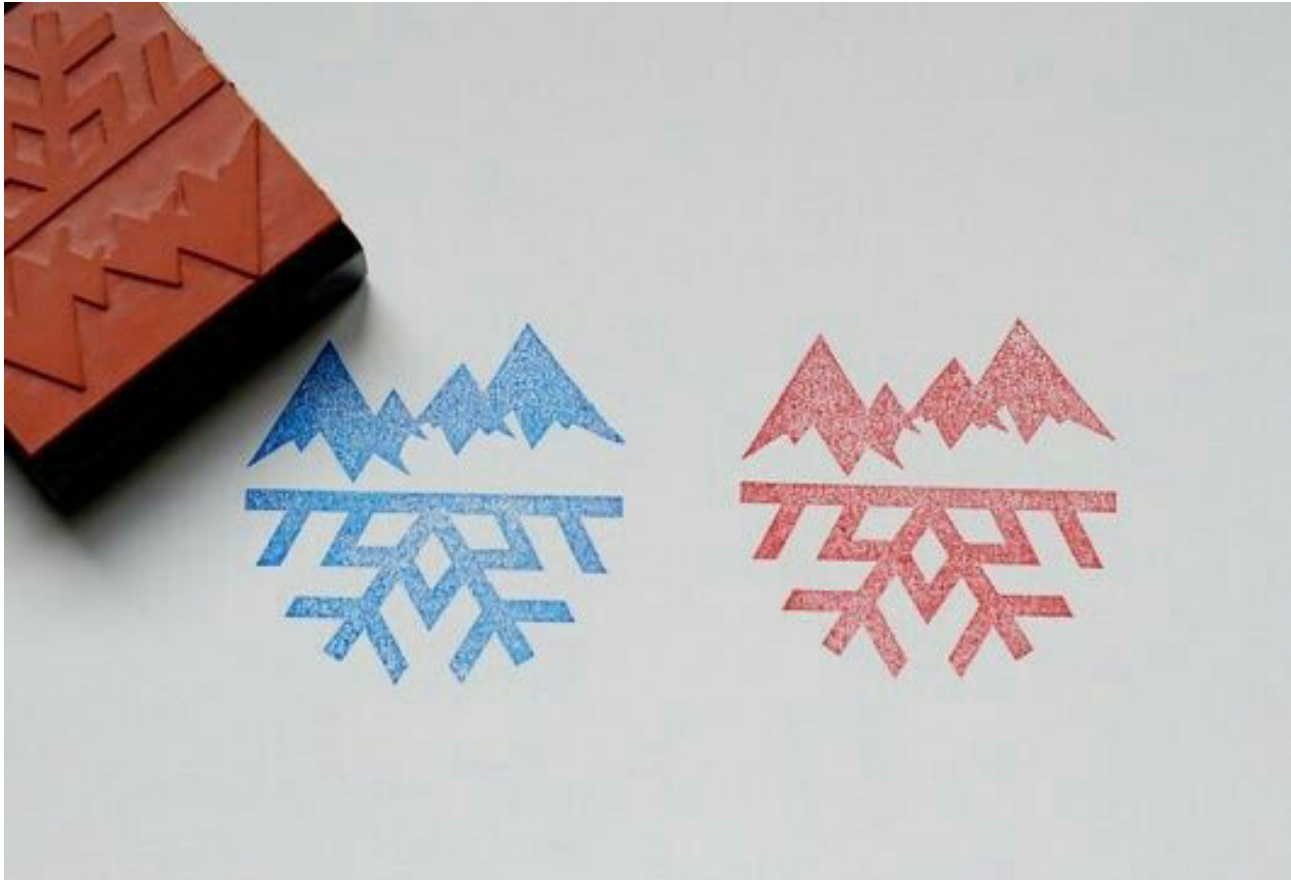
**POW**   
PROTECT OUR WINTERS | TRAIL

**POW**   
PROTECT OUR WINTERS | CLIMB

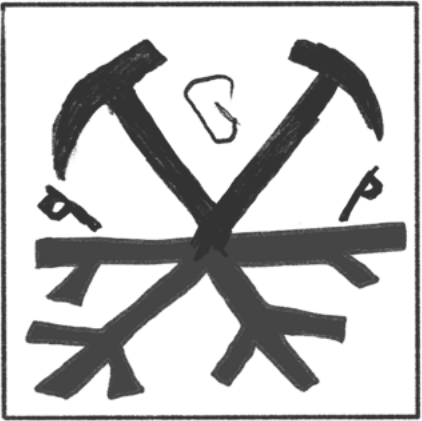
**POW**   
PROTECT OUR WINTERS | TRAIL



**POW**   
**PROTECT OUR WINTERS | CLIMB**









**POW**



**PROTECT OUR WINTERS | CLIMB**





**POW**



**PROTECT OUR WINTERS | CLIMB**

**POW**



**PROTECT OUR WINTERS | CLIMB**









**APPLICATION**



A MODERATED DISCUSSION & SWEEPSTAKES,  
HOSTED BY PROTECT OUR WINTERS AND  
TRAIL RUNNER MAGAZINE

**Calling all trail runners!** Have you heard of POW Trail? We help give trail enthusiasts a voice and band together to make meaningful change when it comes to the outdoor places and lifestyles we love. The outdoor community has the power to shift our nation's response to the climate crisis. Join POW for an evening of food, drink, music and inspiration as we hear from our POW Trail leaders on their journey to climate advocacy.

4676 Broadway Street, Boulder, CO 80304

THURSDAY, MARCH 12, 2020 5:30-7:30 PM



**Joe Grant**  
ULTRARUNNER



**Luke Nelson**  
ULTRARUNNER



**Stephanie Howe**  
TRAIL & MOUNTAIN  
RUNNER



**Anton Krupicka**  
ULTRARUNNER



**Clare Gallagher**  
ULTRARUNNER



# CRUSH IT 4 CLIMATE

If you haven't noticed, climate change is threatening our outdoor playgrounds, making it harder and harder to get out into the places we love to play. Join the POW [#CrushIt4Climate](#) challenge by donating to support POW's work, and by crushing it outside a little bit harder this month.

## STEP ONE

DONATE NOW AND YOUR  
SUPPORT WILL BE MATCHED!

## STEP TWO

JOIN THE [#CRUSHIT4CLIMATE](#)  
CHALLENGE ON STRAVA

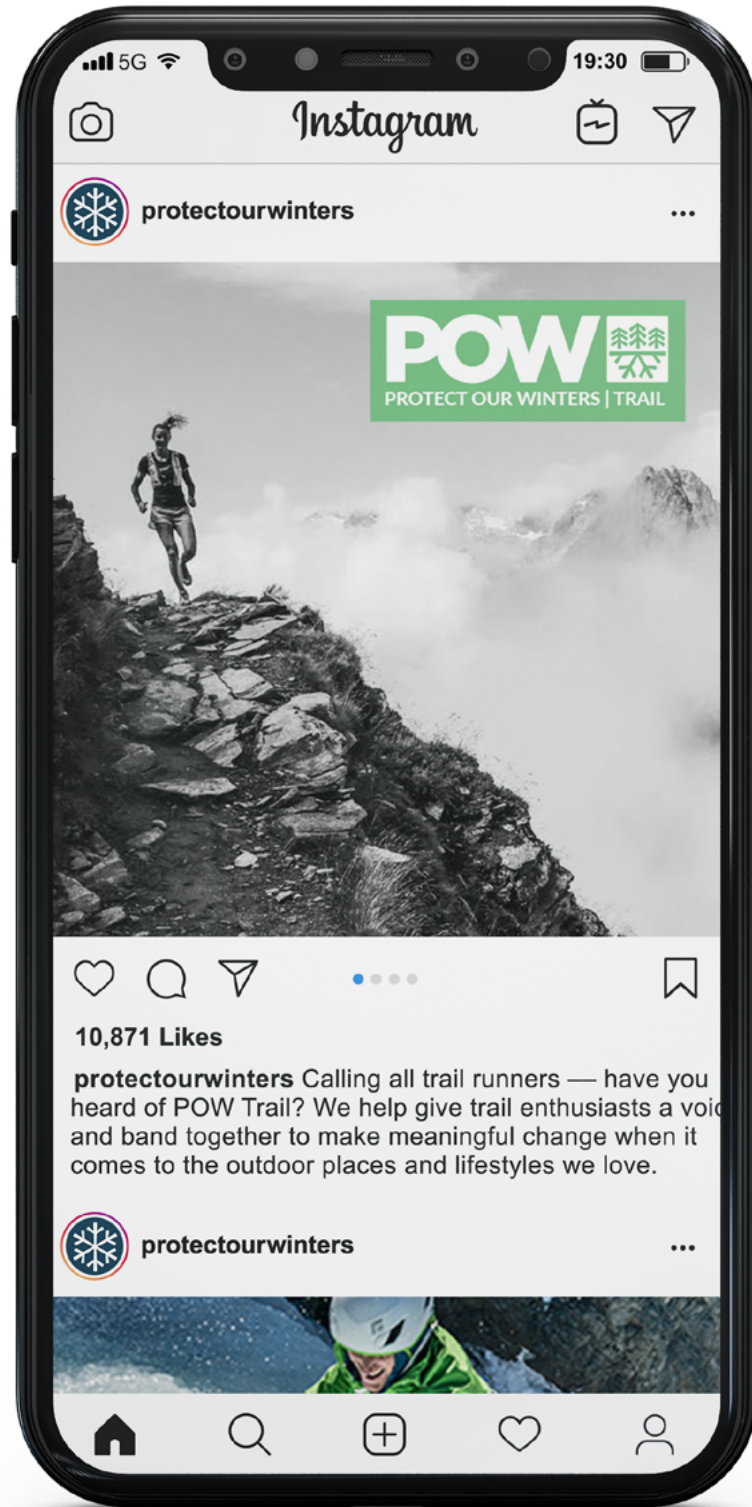
Your [#CrushIt4Climate](#) donations will be matched up to \$500,000- doubling the impact we can have protecting those places we love. So lace up, boot up, gear up and show how you're going to [#CrushIt4Climate](#) this month! Together, we can get the entire outdoor community stoked to protect our winters.



Think your [#CrushIt4Climate](#) challenge deserves to be featured? We think so too! Tag your photos with [#CrushIt4Climate](#) or slide into our DMs [@protectourwinters](#) on Instagram with your peak "crush" moment.



# APPLICATION – SOCIAL



APPLICATION - MERCHANDISE





APPLICATION - MERCHANDISE





APPLICATION – MERCHANDISE



**AND NOW I OPEN IT UP TO YOU...**

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