

# Mountain Goat Adventures

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**Mountain Goat Adventures** arranges backpacking adventures for youth ages 16 to 24. We inspire and empower youth to explore the world around them and develop their own relationship with the world, allowing them to develop self-confidence, teamwork, and leadership skills.

## Mission Statement

**Mountain Goat Adventures** is a non-profit organization and wilderness education school consisting of professionals from various outdoor agencies dedicated to bringing the challenges and experiences of wilderness adventure to youth of all backgrounds aged 16 to 24 as a means to personal growth, self-discovery, and an appreciation for hardship as a catalyst to positive change.

## Motto: Inspire – Empower – Explore

We **inspire** because we show youth that there is a potential for a life much bigger than they may have experienced before, and they may learn to better appreciate and respect the world of nature.

We **empower** because through our active learning wilderness events, youth from all walks of life will gain an awareness of their own worth and self-sufficiency.

Our youth will begin to **explore** because once they have been inspired and empowered, they will have the ability and confidence to face things unfamiliar, to survive hardship, to embrace challenge as a potential for change, and to be a willing and able participant within the world community.

## Target Audience

Our target audience is youth who have been identified by their parents or counselors as likely to benefit from a wilderness adventure. For that reason, we reach out not only to youth ages 16 to 24, but also to their parents and counselors.

Youth demographics and psychographics:

- **Gender:** both male and female.
- **Marital status:** probably single.
- **Age range:** 16 to 24. Median age: 19.
- **Location:** urban or suburban.
- **Occupation:** They may be in high school, in college, or working.
- **Income range:** zero to low income, \$0-20,000
- **Education:** not finished high school, just finished high school, early college, possibly recently finished college.
- **Interests:** pop culture, music, electronic games, comic books, sports, cars, dating, clothing, outdoors.
- **Note:** They may or may not be interested in outdoor adventures.
- Youths struggling from confidence issues, family issues, and who may benefit from the recognition and strengthening of one's place and purpose within this world.
- Youths exhibiting potentially destructive behaviors can benefit from learning the value of self-reliance and encouragement.
- Youths who do not have a chance for exposure to different kinds of people and places will benefit from working as a team.

We reach out to the parents of these youth (who in some cases may need to give permission for their children to participate) and also to their counselors. Parent and counselor demographics:

- **Gender:** both male and female.
- **Marital status:** probably married, but they may be single parents.
- **Age range:** 40-50.
- **Location:** urban or suburban.
- **Occupation:** could be working in any field.
- **Income:** \$20K+
- **Education:** Probably finished high school, may have some college.
- **Interests:** They may or may not be interested in outside adventures, but they are primarily interested in their children and their development. Parents who want their children to develop self-confidence, camaraderie, teamwork and leadership skills.

## Logos We Like

Because our mascot is a mountain goat, we looked at logos with animals. We also looked at logos for our competition (see below).



We like the Puma logo because it is simple. The Puma is positioned as if jumping over the name, which reinforces the image of power, agility, and athleticism.

We like the Clemson University logo because it incorporates the tiger's paw into the logo text. We think it might be nice to incorporate a mountain goat hoof or head into the text for our organization name.



We like the Hartford Whalers logo because it includes the whale's tail, and the negative space forms the H in the franchise initials HW.

We like the Operation Groundswell logo just because it is simple and elegant.

## Logos We Do Not Like



We do not like the compass logo for Outward Bound because it is too simple.

We do not like the H logo for Hilton Hotels because it doesn't say anything about the organization.

We do not like the Bronto Software logo. While it has some characteristics we like, such as the green color, the animal, and the simple drawing, we feel the overall effect has a child-like aspect that might alienate our teen target audience.

## Our Competition

### Operation Groundswell

<http://operationgroundswell.com/>

"Operation Groundswell is a non-profit organization that offers group volunteer backpacking programs to the developing world. We pride ourselves on providing the most genuine, ethical, and affordable opportunities out there." (from their web site)

Our organization is different because we organize backpacking adventures in California, while Operation Groundswell organizes trips in developing countries.

### Outward Bound



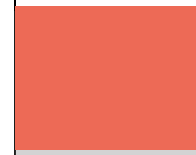



<http://www.outwardbound.org/>

"Outward Bound is a non-profit educational organization and expedition school that serves people of all ages and backgrounds through active learning experiences and expeditions that inspire character development, self-discovery and service both in and out of the classroom. Outward Bound delivers programs using unfamiliar settings as a way for participants across the country to experience adventure and challenge in a way that helps students realize they can do more than they thought possible." (from their web site)

Our organization is more similar to Outward Bound than to Operation Groundswell. The main difference is that we reach out to youth, while Outward Bound reaches out to people of all ages, and they have programs directed specifically at struggling teens, veterans, and other groups.

## Logo Design – Colors

We have chosen a palette of colors that we like. The basic colors are brown, green, and beige. If there are accents, they could be done in unsaturated versions of red-orange, yellow-orange, or blue. We prefer that the logo use brown and green and at most two other colors. (But we are willing to negotiate.)

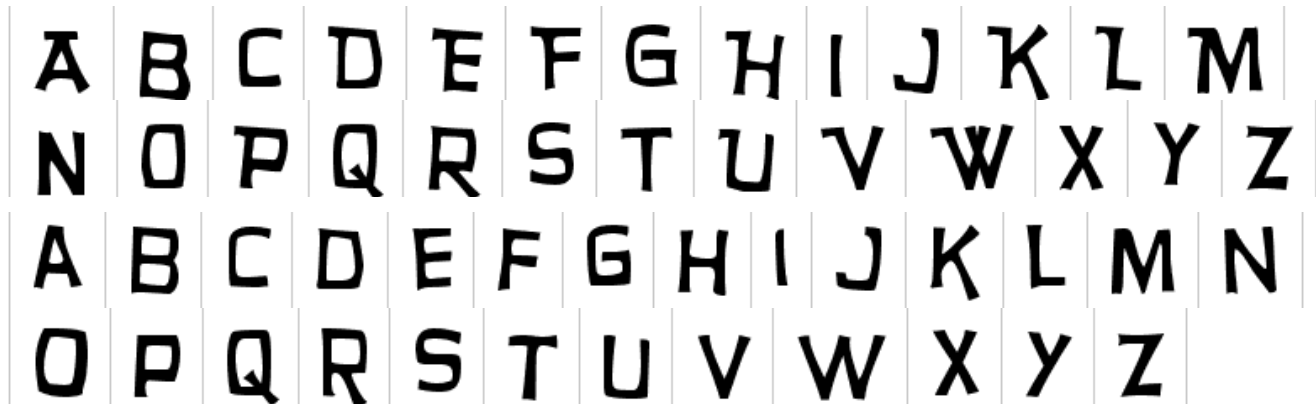
					
Green #789971	Yellow #FFC74E	Red-Orange #ED6A56	Beige #F9E3B2	Brown #6A4542	Blue #00587E

## Logo Design – Fonts

We think a good logo would be one that has the name **Mountain Goat Adventures** with a pictorial icon that represents a goat. The icon could be entirely separate from the text, as in the Puma logo, or somehow embedded within the text as a pictorial letterform, as in the Clemson University logo.

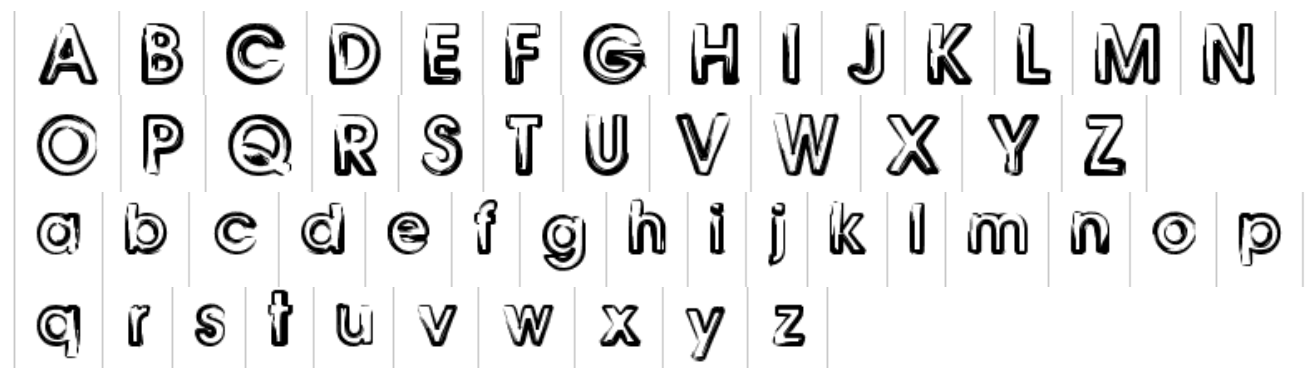
We like the font "Hurry Up" as found at <http://www.dafont.com/hurry-up.font>.

This font is free for commercial use. It is a cartoon font that looks somewhat like letters that might be carved into wood as on a Forest Service sign. Here is a sample of the font:



We also like the font "Benny Blanco" as found at <http://www.dafont.com/benny-blanco.font>.

It is described as a "freeware" font but the license for commercial use is not clear. The contact information in the DaFont database seems out of date, but this more recent contact information may work: [http://popdog\\_fonts.tripod.com/](http://popdog_fonts.tripod.com/) and email [kolyris@hotmail.com](mailto:kolyris@hotmail.com). This font looks somewhat distressed, and we could envision it carved into wood. Here is a sample of the font:

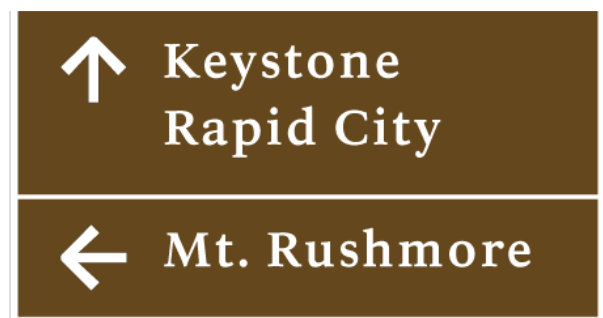


Two serif fonts actually used by the National Park Service for their signs are these:

- NPS Rawlinson Roadway (currently in use)  
[http://en.wikipedia.org/wiki/NPS\\_Rawlinson\\_Roadway](http://en.wikipedia.org/wiki/NPS_Rawlinson_Roadway)
- Clarendon (formerly used)  
[http://en.wikipedia.org/wiki/Clarendon\\_%28typeface%29](http://en.wikipedia.org/wiki/Clarendon_%28typeface%29)



Above: Example of Clarendon font (from Wikipedia)



Above: Examples of NPS Rawlinson Roadway font (from <http://www.meekerdesigns.com/> and <http://www.terminalsdesign.com/>)

In addition, Gotham Rounded ([http://en.wikipedia.org/wiki/Gotham\\_%28typeface%29](http://en.wikipedia.org/wiki/Gotham_%28typeface%29)) is similar to the sans-serif font used by the Forest Service on its trail signs.



Examples of Forest Service signs (from <https://fsplaces.fs.fed.us/>). The first two use sans-serif fonts that *could* be Highway Gothic ([http://en.wikipedia.org/wiki/Highway\\_Gothic](http://en.wikipedia.org/wiki/Highway_Gothic)) or FHWA Series (Federal Highway Administration). They *could* be rendered in Gotham Rounded.

The third sign is an example of sans-serif all-caps roughly carved into wood.