



THE
SPORT LOFT

Company Brand Guide 2020

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About The Sport Loft

**WE ARE SKIERS, PASSIONATE ABOUT THE
OUTDOORS AND PASSIONATE ABOUT
YOUR NEXT BEST SKI DAY.**

The Sport loft was conceived on the slopes of Alta Ski Area in 1967. Earl Middlemiss, then an Alta instructor knew properly selected and fit ski gear was more fun. "What," Earl thought, "could I teach my students if their ski gear worked with them instead of against them." So in the fall of 1972 The Sport Loft was born. So in the fall of 1972 The Sport Loft was born.

The Sport Loft's focus on custom ski boot fitting has served customers needing custom fit ski boots from all over the world. The focus of ski boot fitting is you. More than 75 years of custom ski boot fitting expertise enables us to meet the most important goal—perfect fit and alignment in the right boot for you.



Taglines

“We build memories.”

“Old fashion customer service
is always in style.”

“We make mountain memories.”

“Your mountain memories start here.”

Our Values

Honest
Caring & Fun
Hardworking



The Sport Loft Logo



For White Backgrounds



For Dark Backgrounds





Color Scheme



#d34251
RGB - 211, 66, 81



#313742
RGB - 49, 55, 66



Fonts and Texts

Heading 1 : ***Hemi Head, Font Size 60px, Regular***
Download Here <https://www.1001fonts.com/search.html?search=hemi+head&x=0&y=0>

SUB HEADING : ***Hemi Head, Font Size 36px, Semi Bold***

Paragraph : Font Size 24px, Regular

Hemi Head : ***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Proxima Nova : ***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Hashtags

#skiutah

#thesportloft

#utahskiers

#skiuphill

#getbooted

#skidownhill

#skiboats

#madeforme

#getskiing

#fitatthesportloft

#fitforme






THE
SPORT LOFT
THANK YOU