

BRAND BOOK

2018

Always Good Times

elan

WWW.ELANSKIS.COM

ELAN is a dedicated ski manufacturer
in the Slovenian Alps with more than
70 years of experience building the best skis
in the world for friends and families who live
the skiing lifestyle and are all about
good times in the mountains.



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ALWAYS GOOD TIMES

THE SPORT OF SKIING IS A PARADOX

It's an individual sport that is only truly great when done in groups.

Alone on a chairlift? Alone in the freezing wind or finding your way alone through frozen fog? Having lunch alone in the lodge? No, that doesn't sound like much fun. But, you add great friends or family to those situations, and you have something completely different. You have an experience. You have an adventure. You have stories to share and tell for years. You've created great memories, together.

That's why perfect skiing days aren't measured by ultimate snow conditions and sunny weather (although, that helps). They're measured by emotions and the feeling that we all get being able to laugh, smile and throw high fives after a great day – whether that's spending it carving the perfect turn on the groomers to ripping bottomless powder or just casually cruising the mountain. A great day of skiing is different for everyone, but there's one thing they all have in common – good times. At Elan, we want our skiers to have the best time possible on the mountain and share the experience with the people closest to them. Having a good time with friends, family, kids, parents, your partner, brother, sister or cousin – that's what skiing is all about.

Skiing creates memories and memories create bonds. And that is why Elan is all about good times.



OUR BRAND

- _BRAND NARRATIVE
- _BRAND HISTORY
- _WE BUILD SKIS
- _HOW? WHY? WHAT?
- _THE ELAN PROMISE
- _PERSONAS
- _THE ELAN SKIER
- _POINTS OF DIFFERENCE
- _REASON TO BELIEVE



BRAND NARRATIVE

Our brand narrative is crafted to give us the feeling of The Elan brand. It's an internal tool, It is not the language we share with consumers, but it sets the tone for what we want to express through our brand.

- WE ARE CONFIDENT AND BELIEVE IN THE PRODUCTS AND THE EXPERIENCES WE PROVIDE.
- WE SEEK ADVENTURE AND CHALLENGE OURSELVES EVERYDAY IN WORK AND PLAY.
- WE EXPLORE THE GREAT OUTDOORS WITH FRIENDS AND FAMILY AND BELIEVE THE BEST TIMES ARE THE ONES THAT ARE SHARED.
- WE ARE ALWAYS POSITIVE AND INCLUSIVE.
- WE DESIGN INNOVATIVE PRODUCTS THAT EMPOWER SKIERS TO HAVE GREAT EXPERIENCES.

For decades, the name Elan has been synonymous with sports equipment that is designed with a clear goal in mind: to provide the absolute best sporting experience to recreational and professional athletes. Receiving the prestigious title of the Most innovative brand of 2012, 2013 and 2015 in the sports equipment category, awarded by the german organization Plus X Award, comes as a new confirmation that innovation combined with technical and design perfection are the qualities that make us the first choice for industry experts as well as our customers. We collaborate with leading experts in design, because we know that excellence comes through the integration of a wealth of experience and specialized multidisciplinary knowledge. Our commitment to development and innovation and our dedication to achieving our goals have strengthened Elan's position among the world's leading manufacturers of skis as well as other sports equipment; the Elan ski factory has become the largest production facility in the world. Since 1945 when the first wooden elan skis were created, each season the new features and improvements of our product collections have dictated trends on ski slopes around the world.

On the global level, Elan's greatest achievements have included carving skis (1990), which completely redefined skiing, Waveflex™ (2006), a technology that provides high torsional stiffness and simultaneously improves the skis' bending ability, and Amphibio (2011), an original technology that uniquely combines powerful edge grip and easy turning – for safe and smooth skiing. Innovation is a key element of Elan's organizational culture, integrated into every stage of development and all areas of activity.



BRAND HISTORY



WE BUILD SKIS

WE BUILD SKIS

At Elan, we build skis, and we've been doing it in the heart of the Julian Alps for more than 70 Years. 70 years of consistently pushing the design envelope - from sidecuts to constructions, materials to production processes - we challenge ourselves to build the best performing, highest quality, state of the art standard products for friends and family to enjoy great days on the mountain. It is with uncommon valor that we have committed our brand to this one goal, and to deliver on our promise to make every day the best day on snow for Elan skiers, again and again.

WHY?

Whether you live in the city or the mountains, Elan believes skiing should be experienced by everyone.

HOW?

100% handcrafted in the Alps for more than 70 years, Elan is dedicated to innovation that makes the skiing experience better for everyone.

WHAT?

We build better skis. We live for the skiing lifestyle and challenge ourselves with new experiences.



WHY? HOW? WHAT?



Elan inspires you to discover your great day
on snow, again and again.



THE ELAN PROMISE

Strong brands have unique personalities. Our personality is how people would describe Elan if it were a person and just like a person, the traits in combination make us different.

THE GOOD TIMES SKIER

This person craves adventure and wants to discover the world.

He journeys, he seeks out and experiences new things. He is curious, ambitious, daring and driven by achievement.

He is also selfless, kind and responsible guardian. He likes to share his experiences with his friends and family. He does so by taking them caringly out of their comfort zones and into the freedom of new experiences.

He empowers you to live great experiences.

TRAITS OF A GOOD TIMES SKIER

- Confident
- Fun
- Adventurous
- Positive
- Inclusive
- Modern
- Trustworthy



PERSONAS



The Elan customer is a passionate inspiration to others, always seeking out new experiences with friends and family in the pursuit of exciting fun new challenges, all in the name of the true mountain lifestyle.



THE ELAN SKIER



EMOTIONAL / "I FEEL"

- Allows to experience the joy of winter outdoors.
- Give me the confidence to enhance my skiing.
- Fulfills my need of freedom and fun.

SELF-EXPRESSIVE / "I AM"

- I'm adventurous, pioneering, caring and trusting.

SOCIAL / "I AM WITH"

- I journey together with friends and family.
- I am among a group of skier that value discoveries with trusted
- and caring companions.

FUNCTIONAL / "I GET"

- Performance driven design.
- Innovation.
- Safety.



POINT OF DIFFERENCE



REASON TO BELIEVE

We can't just tell people what we are, we have to demonstrate them. Our points of differentiation are what create a unique personality, give unique positioning in the market, and drive choice. Our reasons to believe are the concrete reasons why we can deliver on our promise.

- DEDICATED SKI SPECIALIST
- DESIGNED, 100% HANDCRAFTED AND TESTED ON THE ALPS
- MORE THAN 70 YEARS OF EXPERIENCE
- PROVEN BY MILLIONS OF SKIERS

OUR
CONSUMER





THE GOOD TIMES SKIER

At Elan, we're changing the way we think about and engage our consumer. While we have been product focused in the past, today we are analyzing behavior attitudes and emotions.

It will give us a unique position on the market allowing to improve credibility and brand equity.

We will enhance skiing experience through safe and performance-driven products, widening their comfort zone.

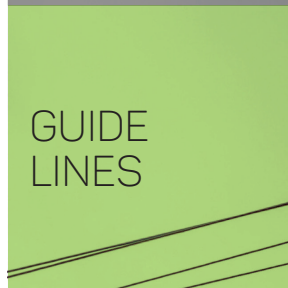
We will do in a way that drives engaging and emotional connection, using our dedication as main driver.

THE GOOD TIMES SKIER

Targeting the good times skier we will have a holo effect on all new skiers segments, because they recognize in exploration, freedom and joy, safety and helpfulness, the main values of a skiing experience.

GUIDE LINES

_TAGLINE
_LOGOTYPE
_ADV BRAND PAGE
_PHOTOGRAPHY
_MESSAGING
_DOS
_DONT'S





Good times is what Elan is all about, and the best times are those spent with friends and family in the mountains. Whether it's a family weekend road trip to your favorite local destination or a backcountry adventure with your best buddies, it's always good times when you surround yourself with the ones you're closest too. The good times skier may or may not be local, but they are always up for an adventure or new experience in any condition - laughing, joking and enjoying being around each other.

Whether they're related or not, they act as family. When they get to the top of a run they encourage each other, and when they get to the bottom they celebrate and enjoy everything the mountain lifestyle has to offer. When skiing lifestyle meets friends and family it's ...

Always Good Times

TAGLINE



PRIMARY USE

The brand logo should have the
Always good times tagline.

The word "elan" in a bold, italicized, lowercase sans-serif font, followed by a horizontal green line.

Always Good Times

SECONDARY USE

Only when the tagline is already
used separately on the same
document/website.

The word "elan" in a bold, italicized, lowercase sans-serif font, followed by a horizontal green line.

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EXCEPTION

When referring to Elan
company (i.e. all four divisions).

The word "elan" in a bold, italicized, lowercase sans-serif font, followed by a horizontal green line.

LOGOTYPE
USE

PRIMARY USE

The logo should be positioned in the bottom right corner of the page, and the green line should continue into the bleed.

SECONDARY USE

If the lower right corner lacks the space for the logo, it can be positioned on the top right, with the green line into the bleed.

EXCEPTION

Websites and digital documents may deviate from positioning guidelines for design purposes.

LOGOTYPE
POSITIONING

DARK GREY

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WHITE

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Always Good Times

GREEN

Pantone 375 C

CMYK 46 0 90 0

RGB 151 215 0

HEX #97D700

NCS S 0570-G40Y

Pantone Textil 15-0545 TPX

Pantone Uncoated 382 U

GREY

Pantone Cool Grey 11 C

CMYK 44 34 22 77

RGB 83 86 90

HEX #53565A

NCS S 7000-N

Pantone Textil 18-0000 TPX

Pantone Uncoated 425 U

LOGOTYPE
COLOR

ALLOWED

If it's unavoidable to sit the Elan logo on a color (we prefer black) or photo, use the negative logo.



NOTE

We are no longer using the Elan logo in the light grey version. Please pay special attention if you are using old files.

NOT ALLOWED

Do not reverse the logo from backgrounds that are too light or cluttered. Don't sit the logo on green ELAN colour.



LOGOTYPE
ALLOWED / NOT ALLOWED

Elan uses photography and video to tell stories and demonstrate our personality. All photography must be inspirational, and the viewer must be able to see a bit of themselves enjoying the visual experience we are showing in the photo/video. Photo's should convey group experiences, never individual achievement.

The photo's should be upbeat and show portions of the experience and fun in skiing together and spending a day in the mountains.

Our images must create engagement and emotion with the viewer.

Photos should always tell stories. Stories consistent with every specific segment.

In general, pictures must always have two or more people, also trying to mix men, women, and children where required. We will require both portrait images, images of gestures, glances and action.

Full body images, but also more emotional images where focus is on landscape.

Images must be taken along the entire day time on snow. Based on the segment that we have to shoot, there may be images of preparation, skiing and conviviality.

The products must never be in the foreground.

They will be present in the most part of the pictures, without being the protagonists.

The framing therefore have to be studied depending from the type of photos required.



PHOTOGRAPHY



PHOTOGRAPHY

For photo shooting we require professional photographers specialized in sports and lifestyle.

All images must have a modern, contemporary look.

The images subsequently, as for the layout needs, could however be treated in black and white or with other tones and transparencies.

The “models” used for the photo shoot, must be professional and sporty, in line with the skiing segment.

During the photo shoot, the “models” must be equipped with uniforms and colors that represent the ski segment.

The helmet and any safety gear needed must always be used.

All the gestures and attitudes should be real and spontaneous also in the static images.

Photos must be real, not built.

Photos must convey a sense of fun, freedom and adventure, courage, spirit of friendship.

The locations used for the shooting must be chosen according to the segment that we are representing.

They must vary from year to year, in order to “enhance” the spirit of adventure of the Discoverer.

Every location must show not only the slopes, but also environment, the huts, après skis, the village center, etc.

Our new positioning has to be present in all of our communication. We must express our shared passion, discoverer to discoverer, and we are by their side every step of the way. we use this language to open a dialog and gain trust. We always build a conversation, not a monologue.

TONE OF VOICE

Tone of voice has to be colloquial empathic, focused on emotions.

To be understated. Simple, direct, and unadorned statements give more strength to our message.

We have to speak to the heart, after to reason.

Describe gear and equipment as a partner of their experience.

Communicate experience and benefits first, features second. Always.



MESSAGING



MESSAGING HIERARCHY

We create our messages differently, depending on how much information our consumers need from us at every single stage of their buying behaviour. We start the conversion at the point of sale, then move to engagement, and awareness messaging on owned, earned and paid media.

PURCHASE PHASE

We use messaging on the point of sales to convey details and provide consumers with all the information they need to move toward purchase. While it is important to maintain the Elan style, we want to convey benefits and features that a consumer needs to make their decision. Credibility and transparency at this phase are key.

Where we use:

Hangtags, POP Materials, In store overheads, E-commerce Copy, Magazines, consumer brochures

AWARENESS PHASE

In order to convey intrigue, inspire curiosity, and uphold the Elan brand image, we use messaging on and off line to be inspirational and engaging yet simple and direct. They must be emotional related to what Elan stands for.

Where we use:

On snow tests and demo days, Advertising on-off line, Social media, PR.

Always consider those guidelines when developing messages to represent Elan.

- Think about the good time skier when you write. Enhance their confidence, truthfulness, and humor.
- Match our expertise with the right moments. Use the same language our skier use, but make it credible when the audience is broader.
- Put the experience and fun ahead of the single performance. The different steps along the way are where our customers find themselves.
- Show, don't tell. Focus on different situations, to engage them.
- Be understated. Simple, straightforward; unadorned statements have more power.
- Short sentences are stronger than long ones.
- Say what is essential to your experience.
- Present products as safe partners in their experience.



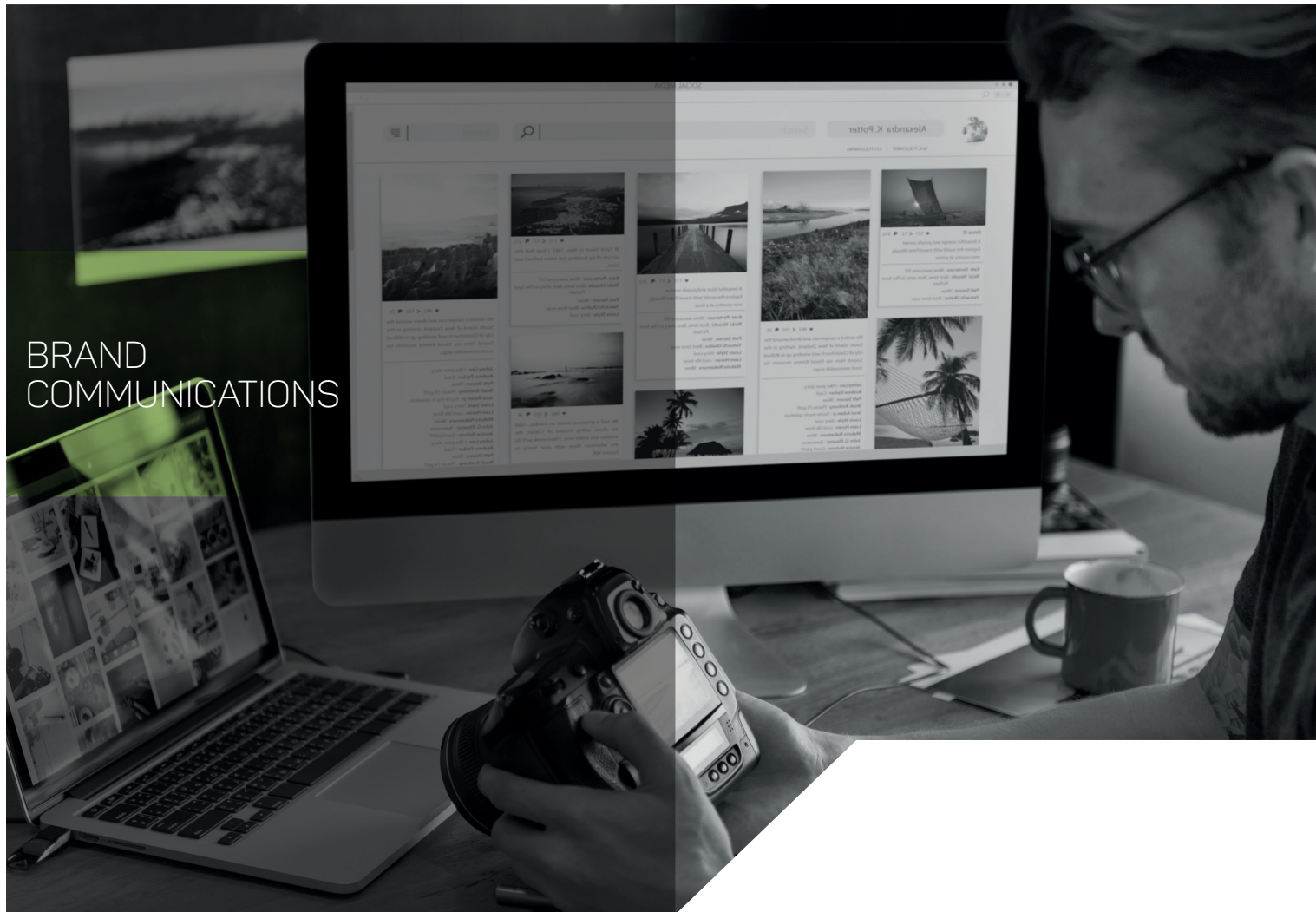
DOS



DONT'S

- Keep distance from clichés—don't say too much.
- Don't be arrogant in any way. We are their supporters and partners.
- Don't be too confidential. Balance being conversational with respect.
- Don't use terms like "power", "victory", "thrill" to suggest benefits.
- Don't overexplain or over-enrich.
- Don't use excessive language.
- Don't make sentences too long or put too much punctuation.
- Don't use ellipses or exclamation points to convey emotion.
- Don't be unclear or abstract.

BRAND COMMUNICATIONS





Good times is what Elan is all about, and the best times are those spent with friends and family in the mountains. Whether it's a family weekend road trip to your favorite local destination or a backcountry adventure with your best buddies, it's always good times when you surround yourself with the ones you're closest to.

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Always Good Times



RIPSTICK 102W
featuring

TNT
TECHNOLOGY

- QUICK RESPONSE
- EASY TURNING
- STABLE AT SPEED

TNT TECHNOLOGY

Elan's TNT technology is a unique and innovative combination of a TubeLite Woodcore, featuring tip-to-tail carbon tubes, Vapor Tip inserts, and advanced composites that are integrated into the tip of the ski's woodcore.

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Always Good Times



AMPHIBIO 16 T12
featuring

AMPHIBIO  TECHNOLOGY

- PRECISE ENTRY
- QUICK EXIT
- VIBRATIONS & WEIGHT REDUCTION

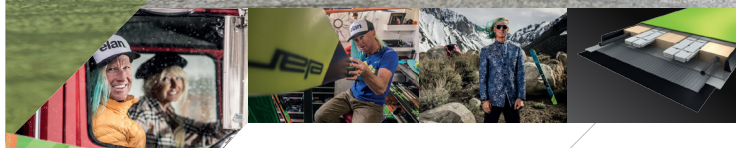
AMPHIBIO 4D TECHNOLOGY

Amphibio 4D technology is the latest evolution in modern ski design. Elan's 4D concept takes traditionally flat structural layers on the ski and shapes them in convex and concave forms on the tip and tail. This shaped titanium concept, combined with the Amphibio profile, provides unrivaled all mountain versatility, power and performance.

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Always Good Times



QUICK RESPONSE
EASY TURNING
STABLE AT SPEED

RIPSTICK 96
featuring

TNT
TECHNOLOGY

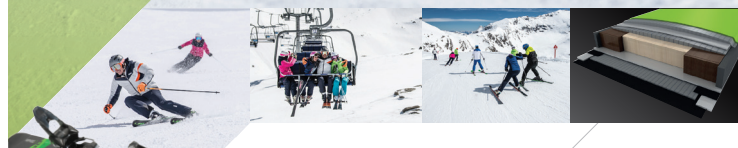
TNT TECHNOLOGY

Elan's TNT technology is a unique and innovative combination of a TubeLite Woodcore, featuring tip-to-tail carbon tubes, Vapor Tip inserts, and advanced composites that are integrated into the tip of the ski's woodcore.

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Always Good Times



PRECISE ENTRY
QUICK EXIT
VIBRATIONS & WEIGHT REDUCTION

AMPHIBIO 88 XT1
featuring

AMPHIBIO  TECHNOLOGY

AMPHIBIO 4D TECHNOLOGY

Amphibio 4D technology is the latest evolution in modern ski design. Elan's 4D concept takes traditionally flat structural layers on the ski and shapes them in convex and concave forms on the tip and tail. This shaped titanium concept, combined with the Amphibio profile, provides unrivaled all mountain versatility, power and performance.

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SPEED MAGIC
featuring



ARROW TECHNOLOGY

Arrow technology is the utilization of strategically shaped carbon plates and titanium structural layers in the ski that work in harmony to deliver lightning quick response with world class precision and accuracy. A cambered carbon plate is fixed to the ski and acts as a booster that generates power to the tip. An arrow shaped titanium layer gathers and transfers this energy simultaneously that translates into instant superior edge pressure.

● ENERGY BOOSTER
CONTROL GUARANTEED

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IBEX 84 CARBON
featuring



BRIDGE TECHNOLOGY

Bridge technology reduces weight and provides torsional stability and unparalleled power transfer to the edges. Innovative and unique 3D shape improves snow shedding and the wood core profile is reinforced with Vapor Tip inserts for smooth ride and further weight reduction.

● EFFORTLESS MOVEMENT
STRONG AND RELIABLE EQUIPMENT

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Always Good Times



SLX
featuring
ARROW
TECHNOLOGY

ARROW TECHNOLOGY

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ENERGY BOOSTER
CONTROL GUARANTEED

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DELIGHT SUPREME
featuring

SLIMSHAPE
TECHNOLOGY

SLIMSHAPE TECHNOLOGY

Patented SlimShape Technology dramatically reduces weight, ensuring that Elan skis are the lightest in the world. The specific shape of the shell allows them to be thin and light, while also providing incredible durability and strength. To further enhance performance, an optimized flex pattern boosts torsional stiffness increasing the transfer of energy from the skier and enabling extreme edge hold and controlled turns.

LIGHTWEIGHT
POWER
BALANCE

elan

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