

NOAH DENKER

INDEPENDENT TRUCKS

REBRANDED IDENTITY SYSTEM





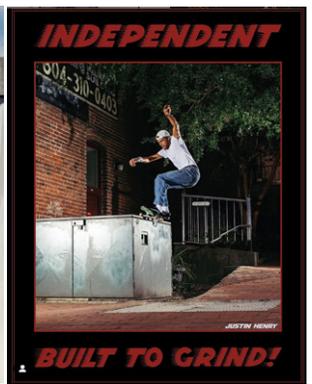
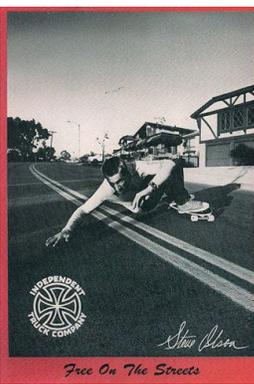
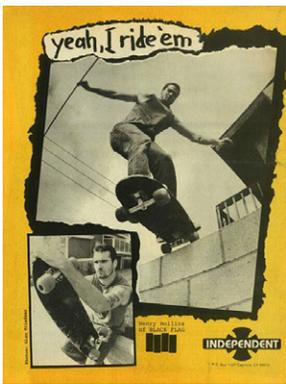
For this project, I have chosen to rebrand Independent Trucks. They are one of the staples in skateboarding branding, considered one of the best performing trucks since the 80's. Independent is also one of the top suppliers in skateboarding accessories such as bushings, bolts, bearings, riser pads, kingpins, baseplates, grip tape, tools, and all sorts of softgoods. Founded by NHS Fun Factory, they are grouped with world famous skateboarding brands such as Santa Cruz skateboards, OJ Wheels, Creature Skateboards, Bronson Bearings, Mob Griptape, and many other classics.

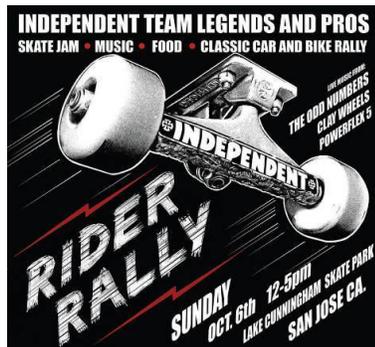
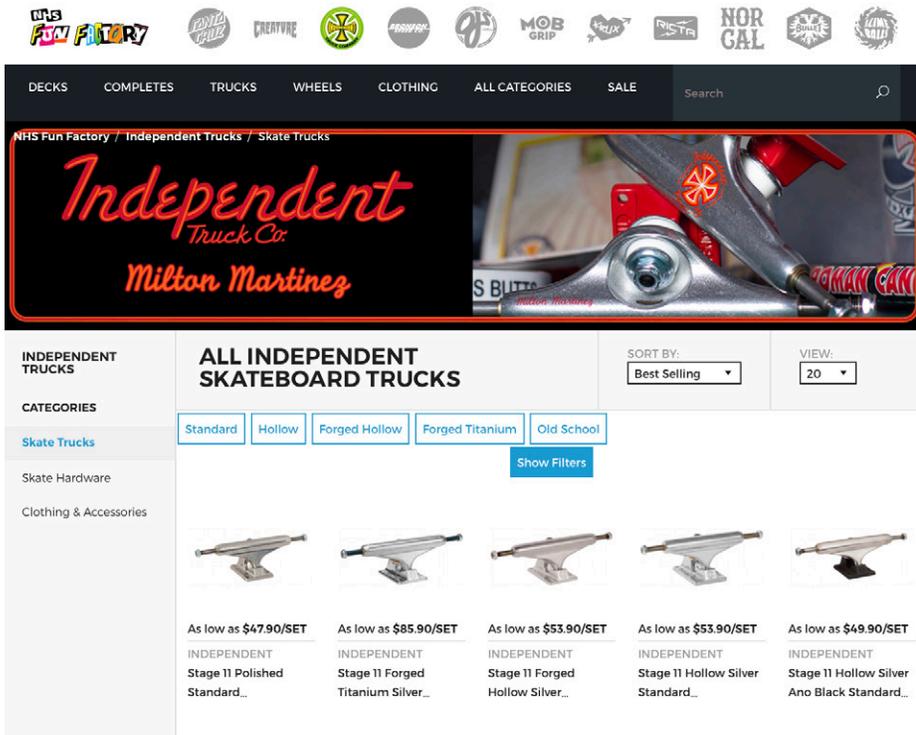
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How is the brand currently portraying itself?

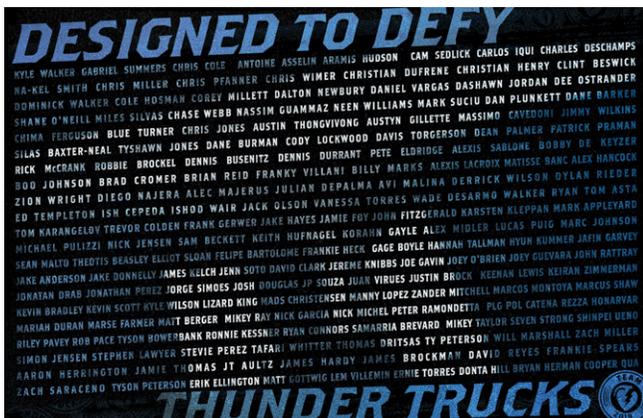
Since the brand's beginning, Independent has kept its gritty, raw, tough as nails, punk ethos with a recognizable visual identity that's stayed consistent throughout its 40 year timeline. They present themselves as uncensored, uncompromised, and unapologetically the best, as told in their tagline "Ride the best, fuck the rest." Their messaging includes claiming that they're the best performing truck in skateboarding, backed by phrasings of superiority, besting their competition, and being unbeatable. In the last couple of years, it has become a raising issue in skateboarding culture that the logo directly resembles an iron cross, which is infamously a nazi german symbol. This concern has been raised by the community, professional skateboarders, and riders for the company on why this is problematic while sponsoring BIPOC and LGBTQIA+ skaters, in which several have split ways with the brand in protest. Readings from the origin stories of Independent have told that the logo was directly taken from the iron cross, reflecting punk and biker culture in the 70's that took from nazi symbolism in efforts to change its context. Independent has since put out a statement denying these quotes from brand originators and ex-riders, claiming that none of the above is true and they denounce any form of discrimination, racism, hate, and racial injustice. However, the greater community continues to raise awareness on this issue and demanding a rebrand. As a longtime fan and supporter of Independent, I hope to use this project as an opportunity to seek solutions for the brand to keep its consistency while progressing in positive symbolism and messaging.





Competitor 1: Thunder Trucks

Thunder Trucks is owned by Deluxe San Francisco, which is home to some of the most successful street skating companies today including Spitfire Wheels, Antihero Skateboards, Real Skateboards, Krooked Skateboards, and Venture Trucks. Like Independent, Thunder's visual identity is raw, gritty, but plays further on the DIY aspects of skateboarding and contextual elements, pairing that with an upper echelon classiness with their photography, videography, color usages, and font choices. Where Independent keeps a punk aesthetic through every visual asset, Thunder adapts its branding to match the team riders and ambassadors' personalities, bringing a range of aesthetics throughout their advertising and products while still maintaining a cohesive and unified brand.



Competitor 2: Venture Trucks

Under the same parent company as Thunder Trucks, Venture offers a different approach in truck branding. While still showcasing DIY, raw, and bold elements similar to Thunder and Independent, Venture also focuses on more retro, cartoonish, and pristine visual elements that reference the alternative skate cultural aspects outside of punk rock aesthetics. Their photography style is much more abstract and emphasized, featuring more up-close fisheye photos, referencing styles of 90's skateboarding photo/design methods.



VENTURE X THRASHER
TEAM EDITIONS



- POLISHED HANGER
- YELLOW BASEPLATE
- 5.2 LO W/ RED BUSHINGS
- 5.2 HI, 5.6, 5.8, 6.1 W/ PURPLE BUSHINGS

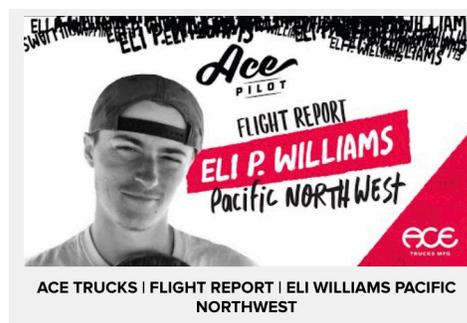
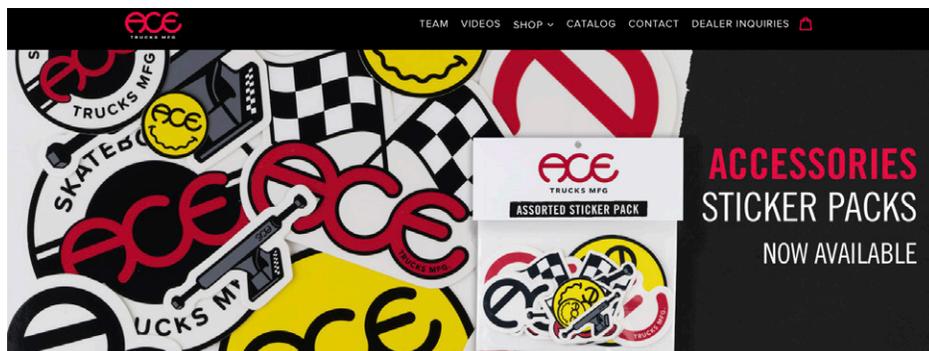


- POLISHED HANGER
- POLISHED BASEPLATE
- 5.2 LO W/ RED BUSHINGS
- 5.2 HI, 5.6, 5.8, 6.1 W/ PURPLE BUSHINGS



Competitor 3: Ace Trucks

Under the ownership of Diamond Supply Company, Ace takes a different approach to branding influence, specifically with the system they've developed based on racing. They are recognized for their use of checkered flags, bold black, white, red, and grey color scheme, minimal design of typography, photography, and products, and even use phrasings on their website in theme; calling their team riders "ace pilots" and skate video segments "flight reports." They use icons, hand lettering, and seals similarly to classic racing, creating a consistent identity throughout their videos, catalogs, products, and ads.



Differentiators; What are your brand's 1 or 2 primary differentiators from its competitors?

The first differentiator would be that Independent hasn't gone through any rebranding in the 40 years it's existed, all the brand assets, logos, wordmarks, color choices, typography, and photography have remained consistent throughout; which has its pros and cons in many aspects. Along with being around much longer, Independent's branding influences the riders' aesthetics, boxing them in to match the brand, rather than allowing the brand to extend their own personality traits and signature aesthetics. An example of this is skaters who are not punk, but more fresh, hip-hop, streetwear based being featured with more punk brand elements rather than the standard ad template Independent puts out with a solid color/texture, logo, and rider name; whereas competing brands will bend brand guidelines to match the skater's aesthetics more.

Elevator pitch; how is your brand different (in 25-seconds).

Independent is the original DIY skateboarding truck company. We have been skateboarding's number one truck since 1978, working for every genre of skater, spot, and terrain. Evolving skating from the pools, to vert, to the streets, the best skateboarders have progressed and reinvented our culture in Independent Trucks. From the coping, to handrails, to hubbas, skate the classics and show us how you ride your Indy's.

Design Brief

Independent Trucks Rebrand

The Problem

Independent's 40+ year old brand identity, while classic and hosts great design, contains an iron cross icon that directly references hateful symbolism. This does not match the attitude or morals of the company, so while updating the logo, this project aims to create an entirely refreshed branding identity that reflects Indy's inclusivity and love for the skate community and its members while still being punk, DIY, and badass.

Target Audience

We cater to the skaters are authentic, unapologetically original, and identify within skateboarding culture. Newly skating or riding for over 20 years, these skaters are punk in their resilience, and eat, sleep, and bleed skateparks and lighting up spots at 2am. They are community driven, taking care of skaters in their scene, repping their shops, and have pride in the skate brands that support their DIY lifestyle.

Scope of the project

A brand re-design including a new logo (pictorial, abstract, letterform, or emblem), a brand identity system, stationary system, stylescape, advertising campaign. (format tbd)

Tone

Straying away from exclusive language, the new Independent will be bold, punk, DIY, and raw while celebrating the diversity and inclusivity of our demographics.

Due Dates

Oct 27 - Mindmap/Moodboard
Oct 29 - Logo Sketches
Nov 3 - Portfolio 1
Nov 5 - Design system
Nov 10 - Stationary
Nov 17 - Portfolio 2
Nov 19 - Stylescape
Nov 24 - Advertising
Dec 3 - Portfolio 3
Dec 8 - Full delivery

Competition

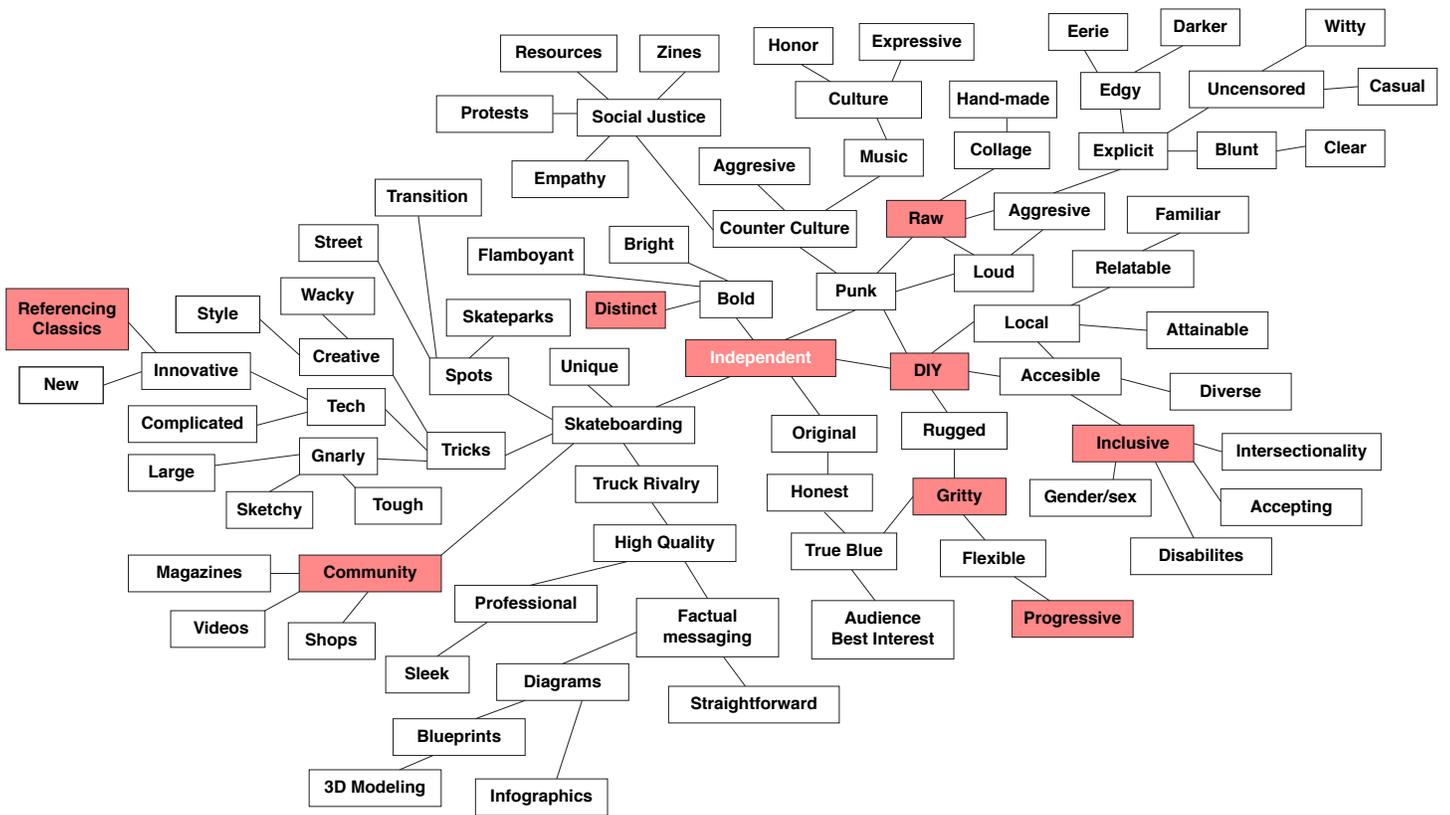
Thunder Trucks - Deluxe
Tough, serious, and gothic branding that highlights the diverse aesthetics of the team riders.

Ace Trucks - Diamond Supply Co.
Racing-inspired, bold, quirky branding that's minimal and illustrative.

Venture - Deluxe
Edgy, illustrative, and urban branding that uses flamboyant photography and rider aesthetics in ads and product.

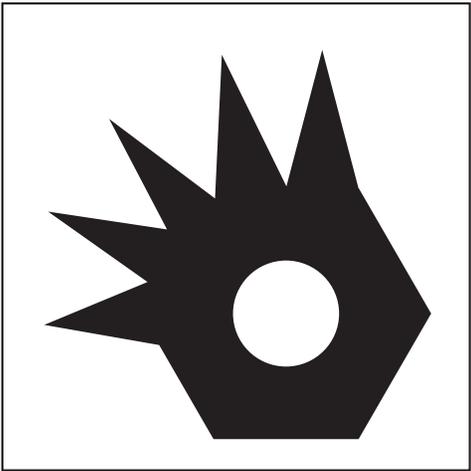
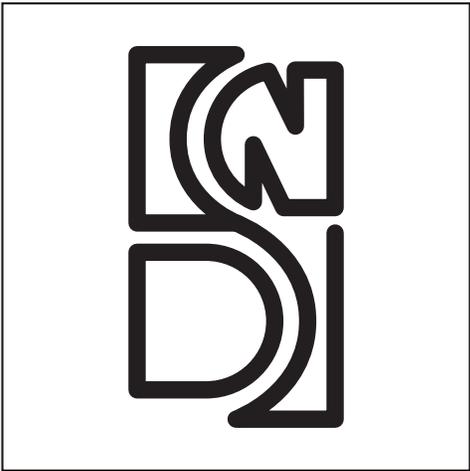
Key Market

All ads campaigns, product lines, and advertisements will be shown on Indy's social media platforms, skateboarding magazines/websites, skate shop displays, and team riders/embassadors' platforms.



For this project, I want to project a very modernized punk rock tone to Independent's branding. Mixing the classic DIY, rugged, bold, and explicit imagery into clean, diverse, and grunge finishes. This will reference the positive and respectable aspects of Independent's original intent, giving it a deep focus rather than the previous tough and exclusive tone.





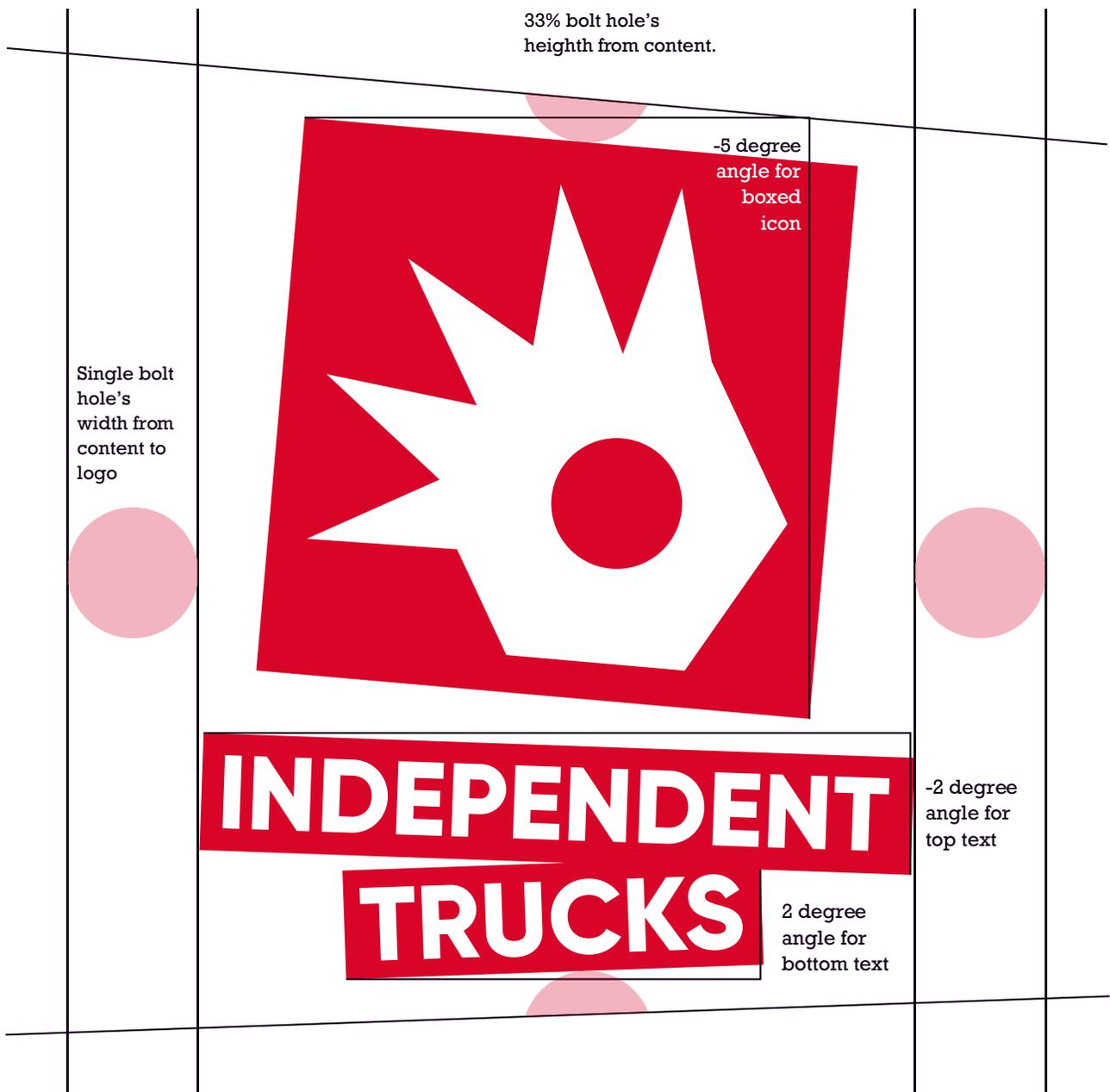
INDY PUNK BOLT

Introducing the Independent Punk Bolt logo. One of the brand's signature aspects is the sophistication of their truck construction and as of late, their inverted kingpin. To celebrate the genuine parts and skateboarding products Independent makes outside of trucks, the bolt became the staple visual in identifying the brand's discipline. Harking back to the brand's punk rock roots and core morals, the mohawk resembles Indy's loud, unique, and attitude in skateboarding culture and the brand's authenticity.



PUNK BOLT LOCKUP

When the punk bolt and boxed text are matched together, they must vary in slight angling to maintain the DIY punk zine look, keeping a sense of randomness while remaining uniform. The punk bolt is not angled when unboxed, but when boxed must maintain the -5 degree angle.



TYPOGRAPHY

Gilroy

Used for titles, headers, lockups, H1s and H2s, and the primary font for the brand. Lockups and H1s upper case, other titles sentence case.

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

Light

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Rockwell

Reserved for body text, captions, H3-H5s, and serves as the secondary font. Always sentence case and used for descriptions and documents.

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

COLOR PALETTE

Primary Colors



RGB: 216 05 41
CMYK: 09 100 94 01
HEX: #D80529

RGB: 255 251 240
CMYK: 00 01 05 00
HEX: #FFFBF0

RGB: 18 00 22
CMYK: 75 76 58 80
HEX: #120016

Slappy Curb Red

Bushing White

Asphalt

Secondary Colors



RGB: 00 132 252
CMYK: 76 47 00 00
HEX: #0084FC

RGB: 229 119 219
CMYK: 18 60 00 00
HEX: #E577DB

RGB: 87 221 176
CMYK: 56 00 44 00
HEX: #57DDB0

Pool Tile Blue

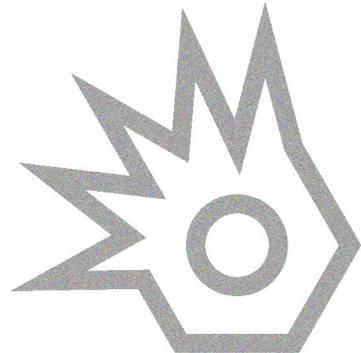
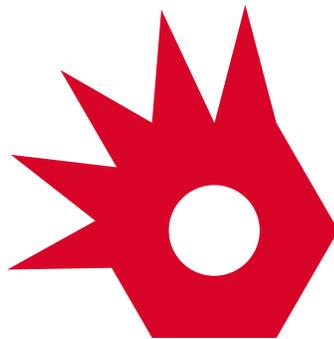
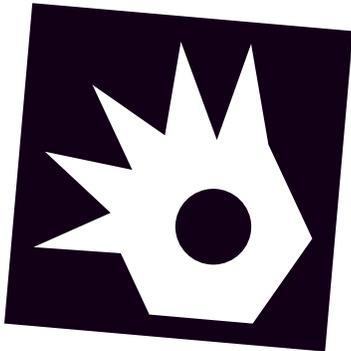
Bondo Pink

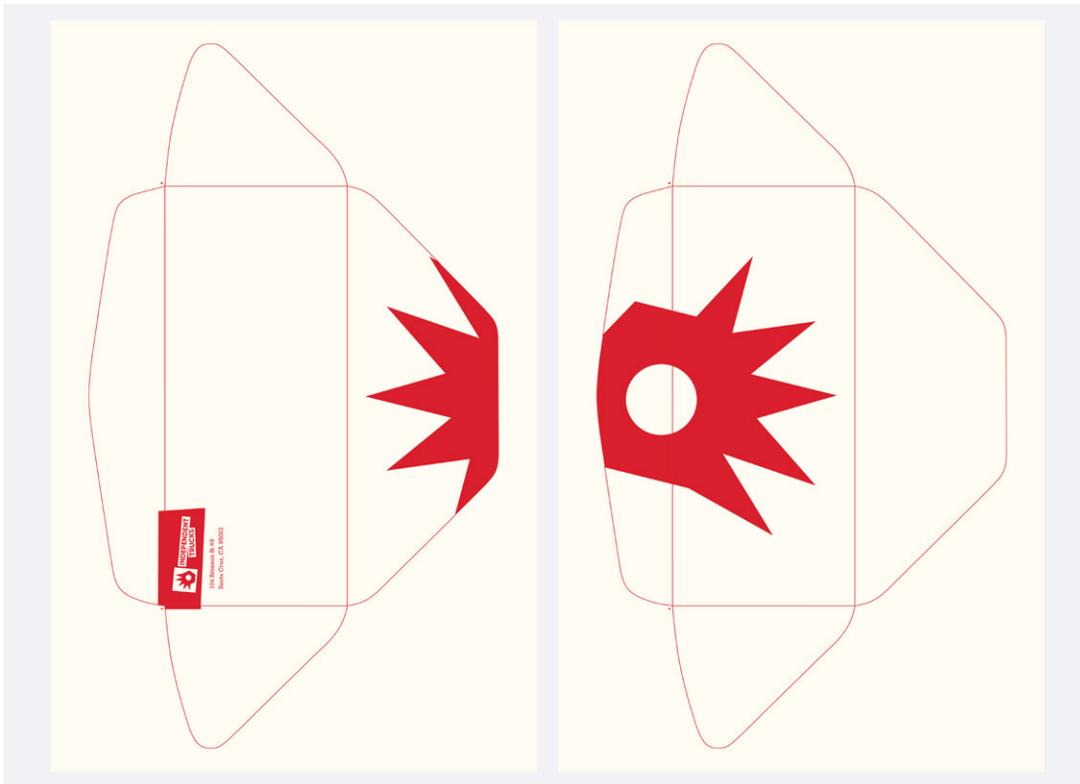
Tennis Court Green

ALTERNATIVE MARKS



**INDY
TRUCKS**













BUILT TO GRIND



INDEPENDENT TRUCKS

The most favored piece of engineering in skateboarding, Independent trucks have been the best truck for every type of skater since the 80's. Whatever you're grinding, Indy's got your back.



The most favored piece of engineering in skateboarding, Independent trucks have been the best truck for every type of skater since the 80's. Whatever you're grinding, Indy's got your back.

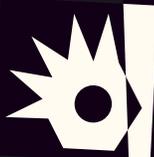


INDEPENDENT TRUCKS

FUCK HATE GO SKATE



FUCK HATE GO SKATE



INDEPENDENT TRUCKS

The most favored piece of engineering in skateboarding, Independent trucks have been the best truck for every type of skater since the 80's. Whatever you're grinding, Indy's got your back.



BUILT TO GRIND



INDEPENDENT TRUCKS

The most favored piece of engineering in skateboarding, Independent trucks have been the best truck for every type of skater since the 80's. Whatever you're grinding, Indy's got your back.

Snowboard Mag Spec Sheet

As of this year, Thrasher Magazine is the only skateboarding publication that offers monthly print issues. However, their ad specs are not available online to the public, so as an alternative for this assignment, I have formatted this ad campaign to the full page specs for Snowboard Mag as a nod to 80's skating, when skateboarding companies (including Independent) used to advertise in snowboarding and surfing magazines. These specs being the highlighted 9.25" x 11.0625" bleed for a 9" x 10.8125" trim as labeled in the bottom right corner of the spec sheet.

Snowboard Mag 2015 | Volume 12

2015/16 Snowboard Media Kit

07 SNOWBOARD PRINT RATES / SPECS

Advertising Rates

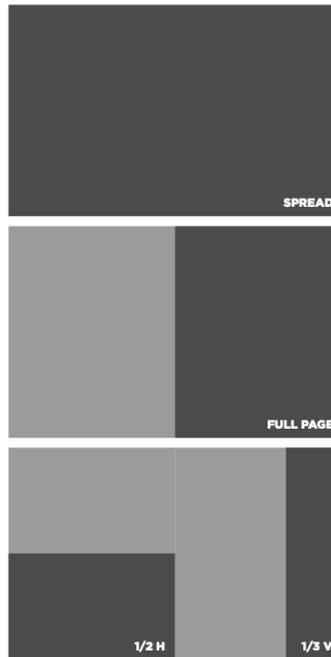
THE PRODUCT COLLECTION

| | |
|----------------------|-----------------|
| Inside Cover Spread: | \$17,350 |
| Two-Page Spread: | \$15,950 |
| Back Cover: | \$12,650 |
| Full Page: | \$8,850 |

| | |
|----------------------------|------------------------|
| Brand Guide: | \$13,850 |
| Additional Product Videos: | \$1,500 / video |

REGULAR ISSUE

| | |
|----------------------|-----------------|
| Inside Cover Spread: | \$16,400 |
| Two-Page Spread: | \$13,250 |
| Back Cover: | \$11,720 |
| Full Page: | \$7,350 |
| 1/2 Horizontal: | \$3,675 |
| 1/3 Vertical: | \$2,450 |



SUBMISSION GUIDELINES

We only accept .PDF/x1-a and .tif file types. We are not responsible for color reproduction of ads that are not supplied with SWOP-standard proofs. All files must be built in CMYK color at 300dpi. Any changes to or resubmission of ad materials will incur a \$75 charge per change.

FILE DELIVERY

Server: files.smpmags.com
 Username: sbproduction
 Password: sbproduction
 Create and upload files to a folder with your company's name

IMPORTANT DATES

| ISSUE | SPACE CLOSE | MATERIALS DUE | ON-SALE |
|------------------------|-------------|---------------|------------|
| The Product Collection | 7-4-2015 | 7-10-2015 | 9-1-2015 |
| November | 8-8-2015 | 8-14-2015 | 10-6-2015 |
| December | 9-19-2015 | 9-25-2015 | 11-17-2015 |
| January | 10-23-2015 | 10-29-2015 | 12-22-2015 |

ISSUE SPECS

| SIZE | BLEED | TRIM |
|----------------|-------------------|----------------|
| Spread | 18.25" x 11.0625" | 18" x 10.8125" |
| Full Page | 9.25" x 11.0625" | 9" x 10.8125" |
| 1/2 Horizontal | 9.25" x 5.3125" | 9" x 5.40625" |
| 1/3 Vertical | 3.125" x 11.0625" | 3" x 10.8125" |

Keep live area .25" from trim on all sides



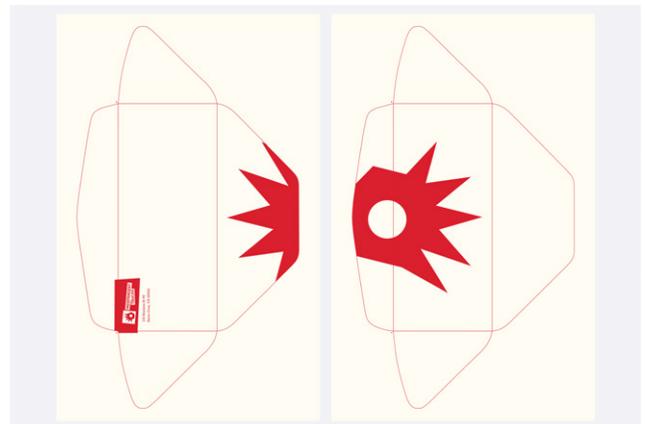
REFLECTION 1

Skate photography is an entire artistic discipline of its own. It has its own principles, techniques, and intricacies that make skate photos what they are. It shows when its not authentic. One place that I found extremely difficult to find skate photos was online for free; on pexels, unsplash, etc, solid skate photography is truly a needle in the haystack. Definitely was a lot of digging.



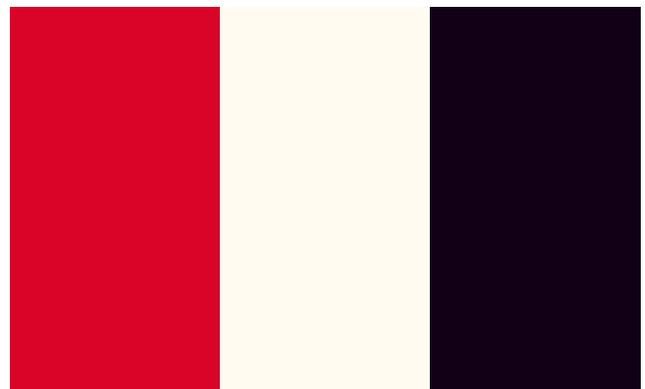
REFLECTION 2

One aspect of this project that I wasn't able to pull off due to the pandemic was printing. Specifically the stationary. To make up for this, I laid out every item prepped for print and featured them flat as they appear in print preview to get a feel for the process, along with showcasing mockups of the products.



REFLECTION 3

Creating a mood for the brand was difficult because when fixing a problem with the brand, it's simpler to completely rid any reference to that negativity. Whereas Independent still had great design/aesthetic elements in their current brand, so in re-using certain elements, it gives a more positive connotation to replace the old negative aspects, while still giving a nod to the proper design that was present.





**INDEPENDENT
TRUCKS**

