



360 Outdoors Branding Package



Brand Platform

Empowering - 360 Outdoors was created as a new beginning, a rebirth. Coming from a mother and son who have been through a lot, one of the core values of the brand is to bring customers a sense of empowerment. From choosing a tool to capturing your own food, the last thing we want to do is make someone feel as if they aren't in control. As such, we want to be strong, but not overpowering.

Personability - While we do follow similar traits of other popular guided hunting brands (adventure, expertise, and conservation), something that sets us apart is our focus on a personable attitude. Most other brands focus on the ruggedness of the outdoors and the challenge, while we focus on the people we meet and their stories, while still going on new and/or exciting adventures.

Adeptness - We pride ourselves on providing high-quality, professional-level hunts, as well as continued support in dressing and butchering the animals. With hunts on private land that border BLM, CO Parks, and National Forest areas, as well as permits from the Bureau of Land Management that allow us to hunt off private land when needed, we are proud to advertise expertise and an almost guarantee of a kill.

Brand Voice

Friendly but not **naive**

Welcoming but not **tame**

Organized but not **restrictive**

Expert but not **conceited**

Important but not **arrogant**

Audience

Experienced and Inexperienced Hunters in Colorado Springs

- Looking for new experiences
- Need help
- New hunters that don't want to be ridiculed
- Looking to join community
- Want to share their story

We want them to feel

- Welcome
- At home / among friends
- In control of their life

Archetype

The Neighbor

Neighbor brands delight in providing reliability and a sense of belonging. Altruism is a large component of this archetype, putting focus on the people and their lives; absolute concern into *their* welfare. Connecting with people emotionally while maintaining a down-to-earth attitude. Neighbor brands want to make people feel resilient towards adversity while offering camaraderie.

Neighbor brands are unpretentious, easy to get along with, and aim to establish a deep emotional connection with people, and promise to offer acceptance.

Logo - Mark

360⁰

Logo - Full

360°
OUTDOORS

360°
OUTDOORS

360° **OUTDOORS**



360°

360° **OUTDOORS**



Business Card & Letterhead



Brochure

ABOUT 360 OUTDOORS

At 360 Outdoors we have been delivering some of the best fair chase hunting available. Our personal services is the heart of our business. Many come as strangers and leave as life long friends. As a mother and son team we've stuck together through many unforgetable feats. We've gone full circle to create a new brand. 360 outdoors is brought to you by a new perspective, young eyes, and a desire to chase trophy game!

Our hunts are private land hunts that border U.S. Bureau of Land Management (BLM), CO Parks and Wildlife and National Forest areas. We have many BLM permits in place in GMU's 42, 23, 32 and 22. Therefore we have the option of hunting off of the private land if the opportunity arises. All hunts include housing and food, as well as helping get the animal dressed and butchered after the kill.

Our goal is to empower our clients with their choice of tool (offering a muzzle loader, a bow and arrow, or a rifle) to capture their own food. 360 Outdoors invites you into our family and to see the full circle of life and our beautiful state of Colorado.

OUR HUNT EXPERIENCES

Can purchase up to 2 doe tags per person.

INCLUDED
 3 Meals, a Day
 Opportunity to Harvest Trophy
 Mule Deer or Whitetail
 50,000+ Acres of Sage Hills,
 Farmland, and CRP

Gear List
 Weather Appropriate Hunting Attire
 Valid Hunting License/Tag
 Personal Items and Supplies
 Overnight Case

INCLUDED
 Experienced Local Guide
 50,000+ Acres of Sage Hills,
 Farmland, and CRP
 Logging
 3 Meals, a Day
 Opportunity for a Trophy
 Harvest

Gear List
 Weather Appropriate Hunting Attire
 Valid Hunting License/Tag
 Personal Items and Supplies

INCLUDED
 Experienced Local Guide
 50,000+ Acres of Sage Hills,
 Farmland, and CRP
 Logging
 3 Meals, a Day
 Opportunity to fill the freezer

MULE DEER OR WHITETAIL
Starting at \$7750/experience

5-Day Rifle/Muzzleloader,
 7-Day Archery Hunts

These deer hunts take place on the eastern plains of Colorado with access to 50,000+ acres of sage hills, farmland, and CRP grass. This is a trophy hunt not getting 175" Bucks or higher.

Base Price is one person for your choice of 5-day Rifle or Muzzleloader hunt or a 7-day Archery Hunt.

COLORADO PRONGHORN
Starting at \$2750/experience

2-Day Rifle, 3-Day Muzzleloader,
 or 5-Day Archery Hunts

These pronghorn hunts take place on the eastern plains of Colorado over 50,000+ acres of prime pronghorn habitat. We pursue mature bucks with the chance of harvesting 80" Pronghorn bucks.

Base price is one person for a 2-day rifle or 3-day Muzzleloader hunt, 3-Meals, 3-Day Archery hunt for an additional fee per person.

PRONGHORN DOE HUNT
Starting at \$990/experience

3 Day Rifle Hunt

If you're looking for an action packed hunt for all day fun and adventure, we highly recommend hunting Pronghorn! These animals can make for a very fast paced hunting experience all day long! These pronghorn hunts take place on the eastern plains of Colorado over 50,000+ acres of prime Pronghorn habitat. We pursue mature bucks with the chance of harvesting 80" Pronghorn bucks.

Base price is one person for a 3-day rifle hunt.

COLORADO STATE LAW

All hunters born after Jan. 1, 1949 must have and carry their valid hunters safety education card while hunting.

For more rules and regulations go to the Colorado division of wildlife website at www.wildlife.state.co.us/rulesregs/

Fair Chase Hunting
 Pronghorn, Mule and Whitetail Deer

360 OUTDOORS

CONTACT INFORMATION

Shayla and Levon McCullough
 info@360outdoors.com
 719-244-2268
 360outdoors.com



Thank You