PROJECT 171

PRESS KIT · EN

PRESS KIT & BRAND DNA

Facts, approved descriptions, my bio, logos, colours and voice for journalists, race organisers and partners. Use anything here to write about PROJECT 171. For anything else, ask me directly.

ABOUT ME

I'm a trail runner from Stavanger documenting my own path toward the UTMB start line. Formerly an experienced hiking guide with DNT, I now support Protect Our Winters as a brand advocate. I hold an MSc in Innovation and Sustainable Development from NTNU and a BSc in Marketing and Brand Management from Kristiania University.

01 FACT SHEET

NAME	PROJECT 171
SHORT FORM	P171
TAGLINE	“Earn the start line.”
WHAT IT IS	An independent, documented path toward the UTMB start line: guides, training plans, kit tools and a small advisory cohort
FOUNDER	Fredrik Asche Kaada
OPERATOR	Kaada Nordic MarTech
ORGANISATION NO.	936 289 835
BASED IN	Stavanger, Norway
LANGUAGES	English, French, Spanish and Norwegian
PRICING	Every price published on the Plans and Advisory pages, in EUR
CAUSE	Brand advocate for Protect Our Winters
WEBSITE	project171.com

02 BOILERPLATE

SHORT (ABOUT 40 WORDS)

PROJECT 171 is Fredrik Asche Kaada's documented path toward the UTMB start line. From Stavanger, Norway, he shares practical guides, training plans and kit tools so runners worldwide can prepare for long mountain races with honest structure.

LONG (ABOUT 80 WORDS)

PROJECT 171 is an independent trail-running project founded by Fredrik Asche Kaada in Stavanger, Norway. Named after the long loop around Mont-Blanc (174 km on the official 2026 course), it documents his own preparation for UTMB and turns it into free race guides, mandatory-kit checklists, structured training plans and a small Advisory cohort. Runners of every gender, age and pace are welcome. The site is published in English, French, Spanish and Norwegian, lists every price openly, and is not affiliated with UTMB Group.

03 FOUNDER



FREDRIK ASCHE KAADA

I'm a trail runner from Stavanger documenting my own path toward the UTMB start line. Formerly an experienced hiking guide with DNT, I now support Protect Our Winters as a brand advocate. I hold an MSc in Innovation and Sustainable Development from NTNU and a BSc in Marketing and Brand Management from Kristiania University.

Follow the training on Strava or read more about me. A higher-resolution headshot is available on request.

04 BRAND DNA

Trail orange	Dusk slate	Fjord blue	Paper
#C94A06	#1C2E3D	#3E5A73	#F8F2E8
Actions, the 171 in the logo	Text, dark surfaces, footer	Gradients, illustration	Light surfaces

Headings: BEBAS NEUE · **Body:** Barlow

VOICE

First person — Write as "I". "We" only for joining the community.

Honest — No invented figures. Race facts come from official UTMB sources only.

Warm and inclusive — Runners worldwide, every gender, age and pace, same place in the story.

Concise — Short sentences, plain words, field-guide clarity.

NAME AND LOGO USE

• Write the name as PROJECT 171, or P171 for short. Not "Project171" or "P-171".

• Keep clear space around the badge of at least a quarter of its width. Do not recolour, stretch, rotate or add effects.

• Orange marks an action. Slate carries text and dark surfaces. Don't pair orange with green.

• Never suggest UTMB endorsement. UTMB® and related names are trademarks of UTMB Group. Full rules on the brand and trademark page (project171.com/brand).

05 COMMENTARY TOPICS

I'm available for comment in English or Norwegian on:

- Preparing for a first 100-mile mountain race while working full time
- Qualifying for UTMB: Running Stones, the lottery and choosing races
- Mandatory kit and mountain safety on long races
- Climate and the mountains we run in, as a Protect Our Winters advocate

MEDIA CONTACT

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