



RISE ABOVE THE CLOUDS

Open a box from Summit Surprise and get blasted with cool mountain inspiration. Summit Surprise has set out to help those with a love of the mountains keep close to the soul rejuvenating power of nature with a monthly subscription. Packed with apparel, energy boosting munchies, natural scents, outdoor travel tips and much more they inspire people to connect with the great outdoors and do what they love. Summit Surprise was in need of a fun, cool and inspiring brand that spoke to both men and women who crave the awesomeness of the outdoors.

LOGO

CAREFULLY CONSTRUCTED AND GEOMETRIC BUILD



SUBMARK



ICON/FAVICON



FONT

MONABERS

Vintage and hip hand drawn font is retro but still edgy. Used for title and captions.

WORK SANS

Friendly and easy to read google font sans-serif body copy for print and web.

COLORS

	Primary			
Secondary				
	MAIN	HIGHLIGHT	ACCENT #1	ACCENT #2
	CMYK: 100.96.12.5 RGB: 6.32.141 #06208d	CMYK: 11.83.97.2 RGB: 219.73.43 #d54f2b	CMYK: 63.45.73.29 RGB: 86.98.73 #566249	CMYK: 59.69.56.46 RGB: 78.56.64 #4e3a40
	CMYK: 17.3.0.0 RGB: 205.230.254 #cde6fe	CMYK: 1.11.18.0 RGB: 253.228.205 #fde4cd	CMYK: 17.4.24.0 RGB: 213.224.199 #d5e0c7	CMYK: 17.16.14.0 RGB: 209.204.206 #d1ccce

ICONS



Icons are line drawings with secondary colors.

ILLUSTRATION



Fun rustic illustrations with a vintage flair

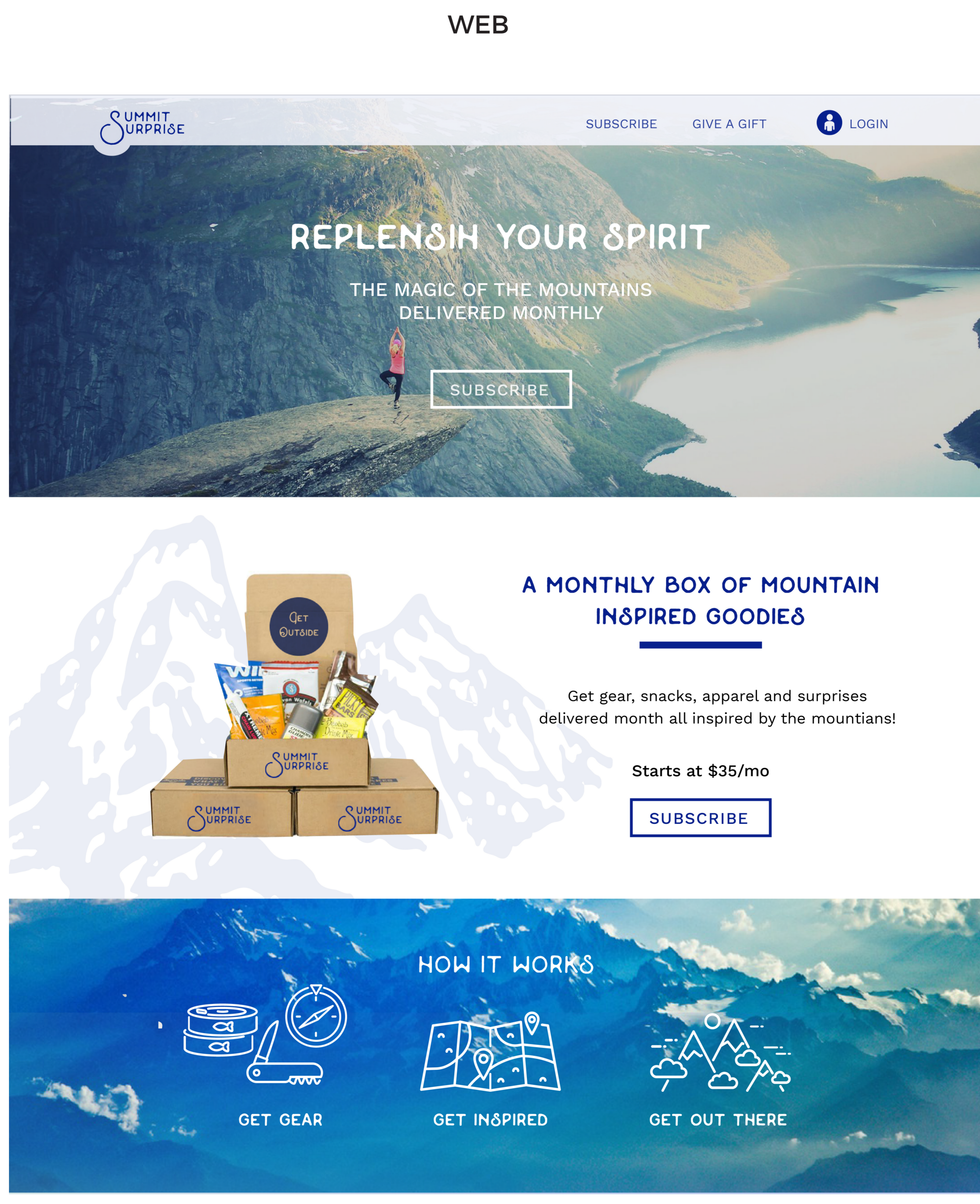
PHOTO STYLE



Colorful awe-inspiring images of mountains and outdoor recreation. Summit Surprise is nature focused and seeks to refresh your spirit. Blue dominant hues images are best. Opacity or blue filter can be used to apply text over images

APPLICATION

WEB



THIS EXPERIENCE IS FOR YOU

