



SEAT@SUMMIT

BRAND BOOK



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BRAND OVERVIEW

At Sea to Summit we take our brand and adventures seriously, but not ourselves.

We're constantly working as a team to keep our message focused and authentic. We have a unique story as a founder-run design powerhouse where we constantly push the limits of innovation and relentlessly field test our gear. As our name implies, our products are just as essential on a sailboat in the middle of the Pacific as they are on top of a Himalayan peak, giving us a distinctive position in the outdoor retail market. Sea to Summit is distributed in over 73 countries, with offices in Australia, USA, Germany and China, and we stay close to our Australian roots while speaking to our international audience.

This brand book contains the elements you need to express the essential qualities of Sea to Summit. We need to represent our brand clearly and consistently, every time, everywhere. We want to communicate in powerful and engaging ways every chance we get, while also leaving room for some Aussie humour and fun. These tools will help you strike a good balance and give you what you need to be part of our evolving global brand.

seatosummit.com



BRAND DNA

BRAND DNA
INTRO

Sea to Summit's Brand DNA is a filter that we apply to everything we do. From the foundational mission to the promise at the top, our Brand DNA Pyramid helps us stay focused and manage our brand as a team. Regardless of your role in the company, Brand DNA can be used to help us remember what sets Sea to Summit apart and what value we bring to our customers and partners.

Use our Brand DNA to inspire words, products, images and actions that are true to our unique identity, rather than as a source of direct quotes or taglines. That way, it can remain an enduring point of reference for our day-to-day editorial and brand positioning decisions over time and across the world.



SEA TO SUMMIT

BRAND DNA PYRAMID

PROMISE

YOUR RELENTLESS ALLY
IN EVERY ADVENTURE

ARCHETYPE & PERSONALITY

THE CREATOR

Purposeful | Ingenious |
Irreverent | Perfectionist

POINTS OF DIFFERENCE

FUNCTIONAL

- Omni-terrain
- Better experience through constant innovation.
- Perfect balance of weight, durability and packability.

EMOTIONAL

- Unlimited exploration and self-reliance.
- Aussie-tough; always fun and welcoming.

REASON TO BELIEVE

Run by founders obsessed with design and exploration since 1991.

More awards in more categories than any other manufacturer in the industry.

Continuously tested in the Australian Outback and other demanding environments worldwide.

Used by professionals to meet the biggest challenges—special operations, NASA and extreme athletes.

MARKET EQUAL

Customer Service | Sustainability | Diversity, Equity and Inclusion | Consumer Focus and Marketing Investment

VALUES & BEHAVIOURS

WHO THINKS OF THAT? WE DO.

We solve the problems so that you don't have to. We're always refining the details that make your gear feel frictionless and your adventure feel limitless.

MINIMALISM

Anyone can make things more complex. We make things lighter, more packable and more purposeful.

WE BRING THE PARTY

We take our adventures seriously, but not ourselves. Our Aussie humour lightens any journey, and anyone is welcome around our fire.

WE FOLLOW OUR OWN HEADING

We approach life with directness, candour and integrity, doing what we know is right to build products and relationships that last.

MISSION

WE INVENT GEAR THAT ENABLES FREEDOM AND SELF-RELIANCE IN ANY ENVIRONMENT

BRAND DNA

OUR MISSION

WE INVENT GEAR THAT ENABLES FREEDOM
AND SELF-RELIANCE IN ANY ENVIRONMENT.



BRAND DNA

OUR VALUES

WHO THINKS OF THAT? WE DO.

We solve the problems so that you don't have to.
We're always refining the details that make your
gear feel frictionless and your adventure feel limitless.



BRAND DNA

OUR VALUES



MINIMALISM

Anyone can make things more complex.
We make things lighter, more packable and more purposeful.
To us, perfection means there is nothing left to take away.

BRAND DNA

OUR VALUES

WE BRING THE PARTY

We take our adventures seriously, but not ourselves. Our Aussie humour lightens any journey, and anyone is welcome around our fire.



BRAND DNA

OUR VALUES



WE FOLLOW OUR OWN HEADING

We approach life with directness, candour and integrity, doing what we know is right to build products and relationships that last.

BRAND DNA

REASONS TO BELIEVE

RUN BY FOUNDERS

obsessed with design and exploration for 38 years.

CONTINUOUSLY TESTED

in the Australian Outback and other demanding environments worldwide.

USED BY PROFESSIONALS

to meet the biggest challenges—special operations, NASA and extreme athletes.

MORE AWARDS

in more categories than any other manufacturer in the industry.



BRAND DNA

POINTS OF DIFFERENCE



FUNCTIONAL

- Omni-terrain.
- Better experience through constant innovation.
- Perfect balance of weight, durability and packability.

BRAND DNA

POINTS OF DIFFERENCE

EMOTIONAL

- Unlimited exploration and self-reliance.
- Aussie-tough.
- Always fun and welcoming.



BRAND DNA

ARCHETYPE & PERSONALITY

'THE CREATOR'

PURPOSEFUL | INGENIOUS | IRREVERENT | PERFECTIONIST



BRAND DNA

OUR PROMISE

YOUR RELENTLESS ALLY IN EVERY ADVENTURE.



BRAND IDENTITY

BRAND ANTHEM VIDEO



[Click to play from link](#)

OUR CUSTOMERS

OUR CUSTOMERS

CONSUMER TARGETS

Our Primary Consumer is committed to outdoor recreation, already buys outdoor products and is the current core of our global business. We focus most of our attention on them because they are likely to resonate with our brand and because authentic messaging to our Primary Consumer will attract our Secondary Target.

Our Secondary Target is newer to outdoor activity but has shown a desire to maintain and expand their recreation time outdoors. We reach them through addressing our Primary Consumer and through speaking directly to them. If we successfully support them, they will likely grow into a Primary Consumer over the next three to five years.

The following profiles for these two audiences are based on data from the Outdoor Industry Association (2020 Outdoor Participation Report and 2021 Special Report - The New Outdoor Participant).

OUR CUSTOMERS

PRIMARY CONSUMER

EMOTIONAL DRIVERS

EXPLORATION
SELF-RELIANCE
EXPERIENCE

KEY STATISTICS

51% Male | 49% Female

48% Under 50 years old | 52% Over 50 years old

45% No children in household | 55% Children in household

60% Some university education | 40% No university education

45% above average income | 55% below average income

55% Participate in outdoor activity at least once a week

PERSONAL STATEMENT

My adventures are a fundamental part of my life. My outdoor and travel experiences make me feel fulfilled and whole.

RELATIONAL STATEMENT

I identify as being part of the outdoor community. I use my outdoor activities to share my passion with others and to connect with like-minded people. This includes family, friends and the people I meet in the pursuit of adventure.

RELATIONSHIP TO OUTDOOR ACTIVITY

I am good at the outdoor sports I participate in. I feel confident in my skills and in my ability to learn new outdoor activities. I like to explore new places.

RELATIONSHIP TO OUTDOOR GEAR

All my gear should support exploration and help me stay focused on having great experiences. I want all my gear to be well designed for the activities I do, and I need to be able to trust its quality.

RELATIONSHIP TO BRAND

I want a partner who can offer me a constant stream of design innovation and whose products are totally reliable wherever I take them.



SECONDARY TARGET

EMOTIONAL DRIVERS

CONNECTION
FITNESS
STRESS RELIEF

KEY STATISTICS

42% Male | 58% Female

70% Under 50 years old | 30% Over 50 years old

38% No children in household | 62% Children in household

50% Some university education | 50% No university education

35% above average income | 65% below average income

35% Participate in outdoor activity at least once a week

PERSONAL STATEMENT

I am looking for ways to make my life more enjoyable, meaningful and healthy. I want to get away from my computer and house and to find a sense of relaxation and freedom.

RELATIONAL STATEMENT

Being outdoors gives me opportunities to spend time with my friends, partner, children and others. Strengthening these connections is very important to me.

RELATIONSHIP TO OUTDOOR ACTIVITY

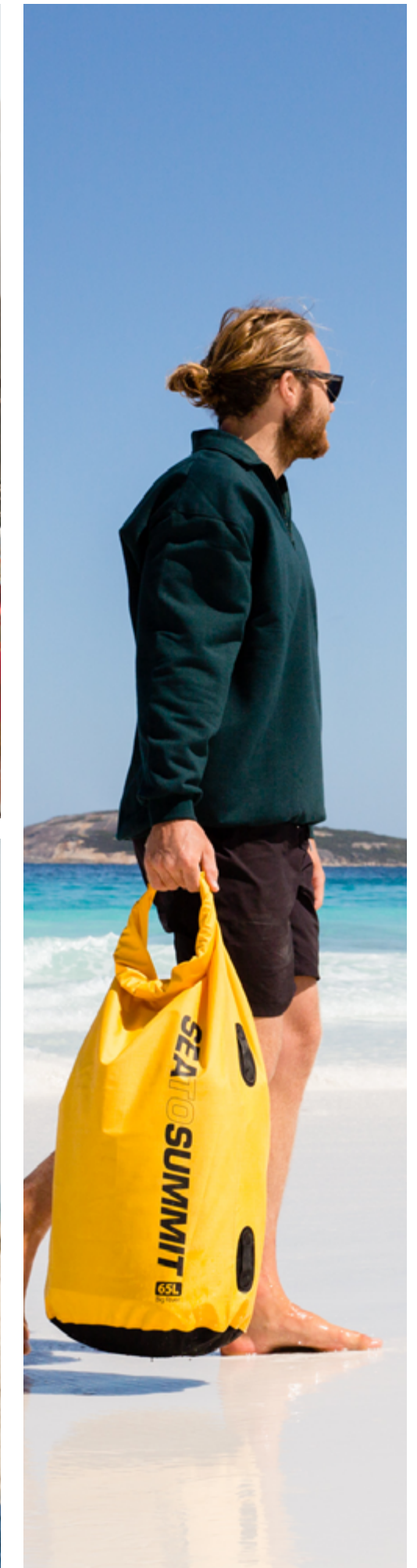
I enjoy being outdoors but I am not particularly experienced. I want to continue to make outdoor activity a part of my life and to become better at it. I am discovering new places close to home.

RELATIONSHIP TO OUTDOOR GEAR

I am looking for gear that is easy to understand and use. The gear I buy must be versatile because I am trying new activities and am not always sure about what I need.

RELATIONSHIP TO BRAND

I am looking for a brand that makes purchasing decisions simple. I need good value for the price I pay.



OUR STORY

Roland Tyson started making outdoor gear on an old industrial sewing machine in his childhood bedroom in 1983, at the age of 17.

As a young outdoor enthusiast, Roland realised that he had a passion and a talent for creating cutting-edge outdoor equipment. Soon he was designing and manufacturing equipment for other Australian adventurers. By 1991, after outfitting an unusual first ascent of Mt. Everest (a 1126+ kilometre, 8848 metres in elevation trek from sea level to a solo summit), Sea to Summit was born.

Roland's drive to design the best, lightest and most durable equipment would take him farther into the remote Australian outback and eventually into the Himalayas. In these wild places, he could put his inventions to the ultimate test.

In 1993, Roland was joined by Penny Sanderson, who had spent six years at Australian Geographic. Her passion for exploration and innovation was a perfect fit for Sea to Summit. She and Roland began travelling several months out of each year, spending time climbing, sailing, trekking, overlanding and biking. Everywhere they went, they tested products and iterated design.

Sea to Summit quickly grew into a successful global brand, with Penny and Roland's love of travel and design as the foundation. Together, they own and manage Sea to Summit, still taking part in every step of the journey from developing raw materials to putting perfected gear into the hands of customers worldwide.



BOILERPLATE

Use our boilerplate paragraph whenever you need to communicate the essence of the Sea to Summit brand in a simple, clear and concise way.

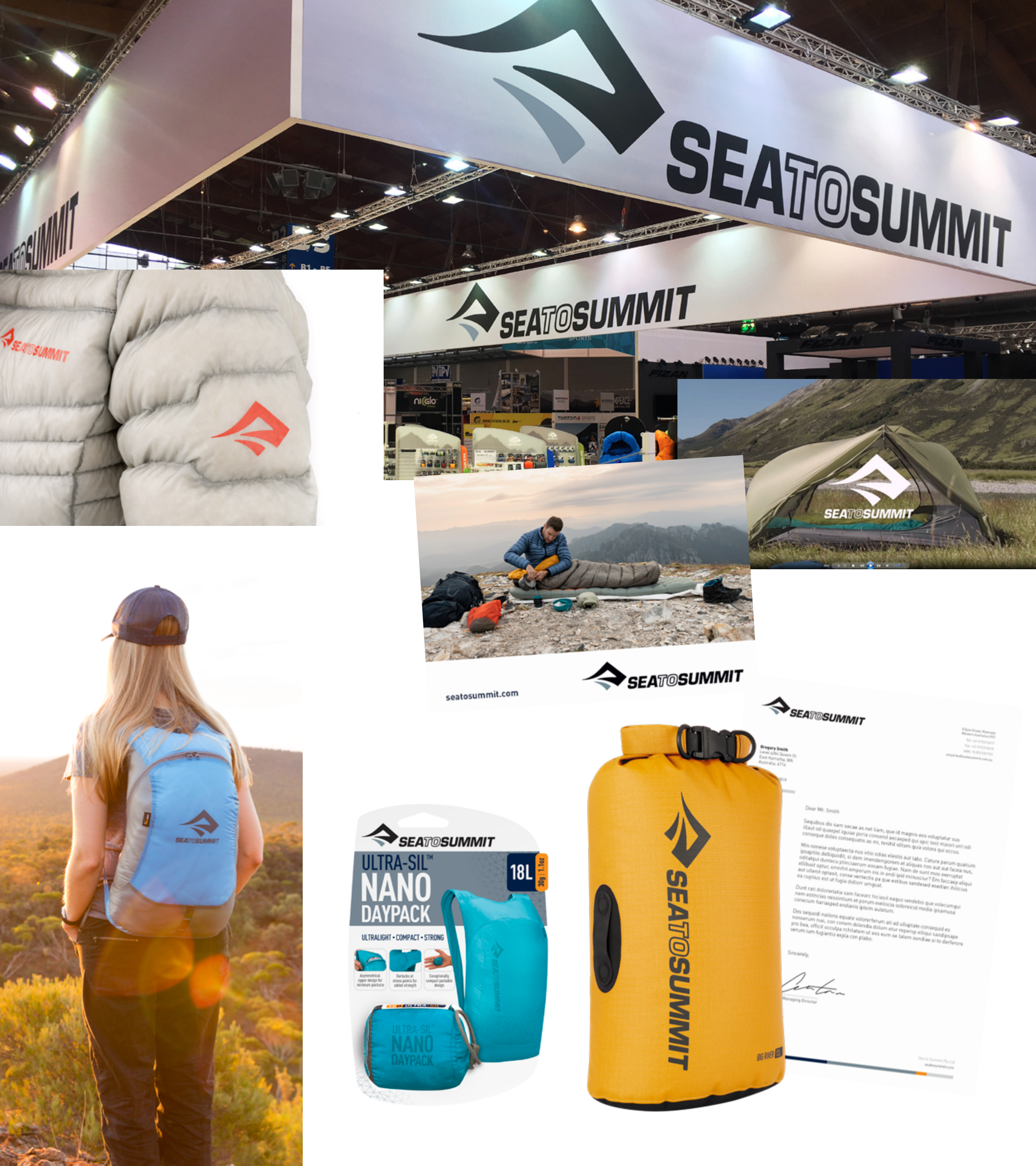
Sea to Summit is an award-winning manufacturer of ingeniously designed, omni-terrain outdoor gear. Their product line ranges from ultralight cookware to the most versatile tent on the market.

Their innovation team is constantly searching for the perfect balance of weight, durability and packability. This Australian brand is no stranger to some of the most remote places on the planet, and its products are field-tested in the world's most demanding environments.

The Sea to Summit trademark was established in 1991 and is currently distributed in over 73 countries, with offices in Australia, USA, Germany and China.



BRAND IDENTITY



Sea to Summit's brand identity encompasses everything from our logo and colours all the way down to the typography we use. It's what fundamentally represents our brand—particularly when imagery and products cannot be relied upon.

Ensuring that these elements are used correctly is essential when it comes to consistently delivering a professional appearance.

IN-LINE LOGO

PRIMARY



CLEAR SPACE

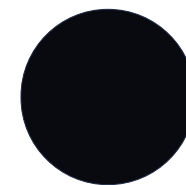


USAGE

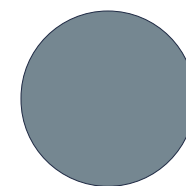
The Sea to Summit primary in-line logo is our principal mark and is to be used wherever possible. The primary logo should be used on everything from websites, videos, print and web advertising to signage and apparel.

Only resort to using secondary logos when absolutely necessary.

FULL COLOUR



RICH BLACK



DUSK

MINIMUM SIZE



30mm

STACKED LOGO

SECONDARY



CLEAR SPACE

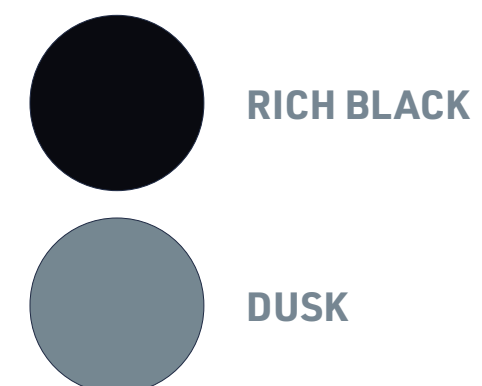


USAGE

The Sea to Summit stacked logo is to be used only when the primary in-line logo is not practical. E.g. there is limited space to fit the primary in-line logo in at a reasonable size.

The stacked logo should only be used when absolutely necessary.

FULL COLOUR



MINIMUM SIZE

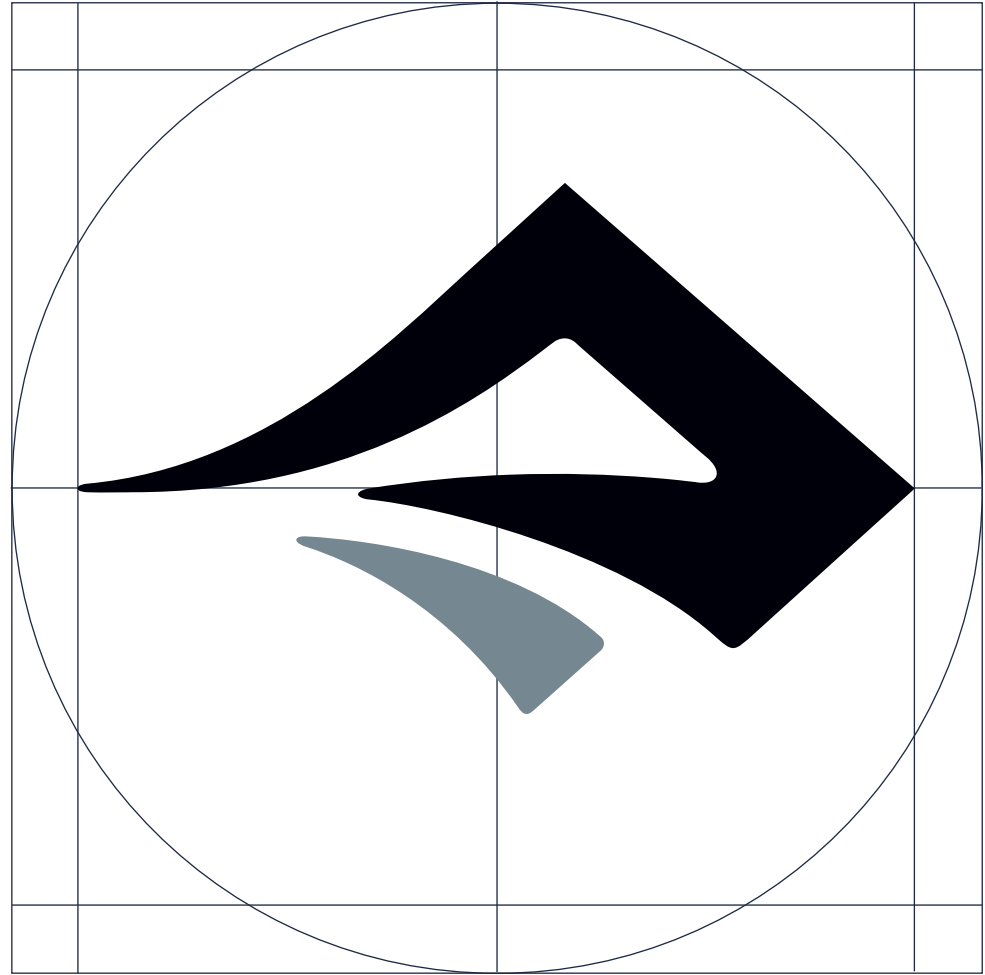


LOGO MARK

SUPPORTING GRAPHIC



ALIGNMENT



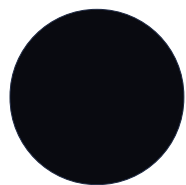
USAGE

The Sea to Summit logo mark (logo without text) can be used when the Primary or Secondary logo has already been implemented as the initial brand identifier.

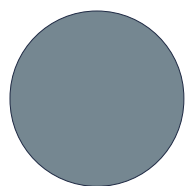
Uses can include: Company presentations, catalogue/brochure pages and videos (provided one of the full logos has appeared beforehand).

Never use the logo mark by itself. I.e. on cover pages or for any stand-alone consumer facing material, such as in advertising, sponsorship graphics or web pages.

FULL COLOUR



RICH BLACK



DUSK

MINIMUM SIZE



10mm



SOCIAL MEDIA

Due to its smaller size, the logo mark can be used for social media profile pictures.

COLOUR APPLICATION

FULL COLOUR

The Sea to Summit logo should appear in full colour on a white background wherever possible.



BLACK & WHITE

All logos are available in black or white. Use these only when necessary, like when the background is too dark or doesn't provide enough contrast with the logo.



✗ Background is too dark/detailed.



✓ Use white logo to ensure logo is visible.



✗ Background does not contrast well with full colour logo.



✓ Use black logo to ensure the entire logo is visible.

INCORRECT USAGE

Under no circumstances should you modify the Sea to Summit logos.



✗ Don't adjust the colour of the logos in any way that is not specified on page 25.



✗ Don't apply a drop shadow or any artistic effects to the logos.



✗ Don't obscure the logos by running them off the edge of a page or frame (adhere to Clear Space guidelines).



✗ Don't adjust the opacity of any of the full colour logos.



✗ Don't rotate, flip or distort any of the logos.



✗ Don't use the word mark on its own. The word mark should always appear with the logo mark.

The Sea to Summit team reserves the right to make exceptions to the Incorrect Usage guidelines where necessary.

LOGO ANIMATION

The Sea to Summit logo is available as an animation graphic that can be used within promotional or campaign videos as either an introduction or sign-off piece.

Please adhere to respective usage rules when using either the Primary Logo or Logo Mark version of the animation.



[Click to play from link](#)

BRAND IDENTITY

COLOURS

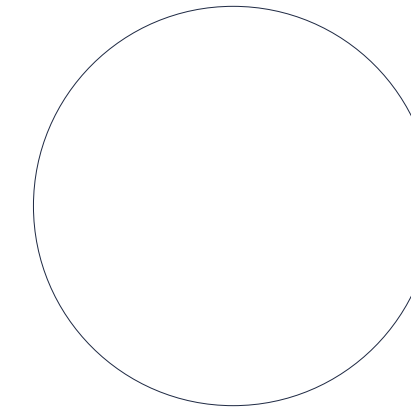
The Sea to Summit brand colours are inspired by the natural Australian landscape and the vast night sky. Our primary colour White offers an important contrast, ensuring that our perfectionist qualities and highly technical products remain front and centre.

Please use brand colours at 100% saturation at all times.

WHITE

CMYK
0 / 0 / 0 / 0
RGB
255 / 255 / 255

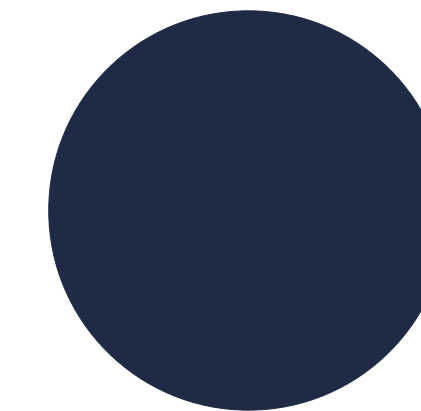
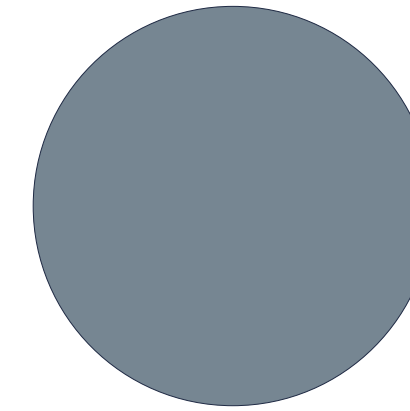
HEX
#FFFFFF
PMS
White



DUSK

CMYK
35 / 14 / 11 / 34
RGB
118 / 134 / 146

HEX
#768692
PMS
7544C



MIDNIGHT

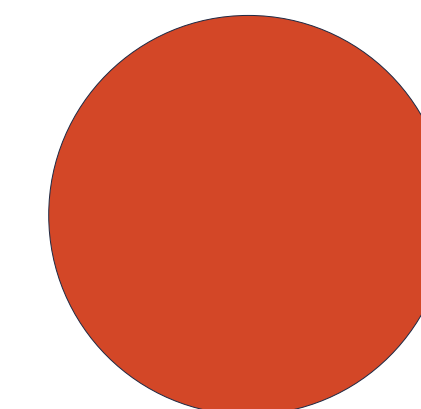
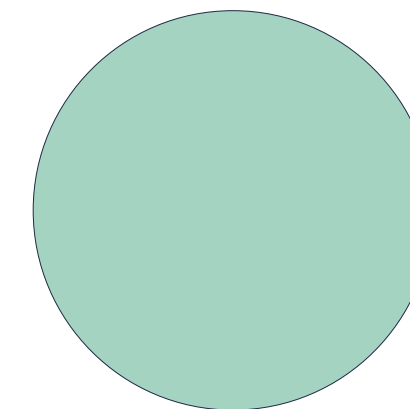
CMYK
95 / 72 / 15 / 67
RGB
31 / 42 / 68

HEX
#1F2A44
PMS
533C

SEAGRASS

CMYK
36 / 2 / 28 / 0
RGB
164 / 211 / 193

HEX
#A4D3C1
PMS
7464C



PINDAN

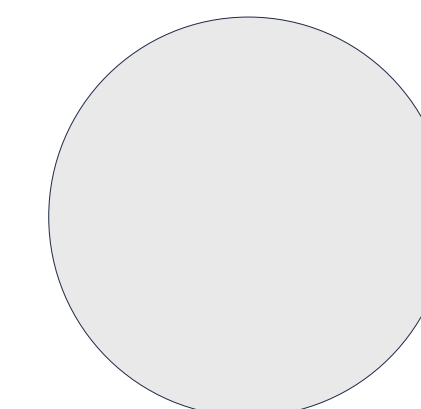
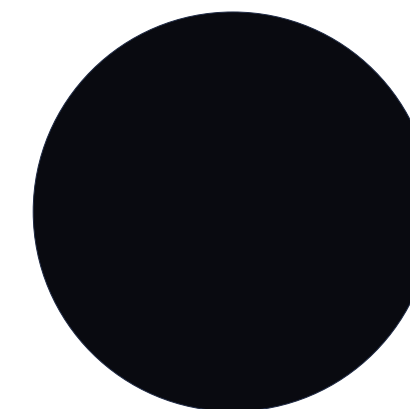
CMYK
12 / 86 / 100 / 2
RGB
211 / 71 / 39

HEX
#D34727
PMS
173C

RICH BLACK

CMYK
40 / 30 / 20 / 100
RGB
0 / 0 / 0

HEX
#000000
PMS
BlackC



COOL GREY

CMYK
0 / 0 / 0 / 9
RGB
233 / 233 / 234

HEX
#E9E9EA
PMS
50% Cool Grey 1C

COLOUR USAGE

Try to apply Sea to Summit brand colours following the ratio demonstrated here.



USAGE RATIO

50%

WHITE

Whitespace is a big part of our minimalist look.

35%

DUSK | MIDNIGHT

These two colours are used often for branded materials.

10%

PINDAN | SEAGRASS | COOL GREY

These accent colours should only be used in small amounts.

5%

RICH BLACK

We use Rich Black sparingly when needed.

TYPOGRAPHY

HEADINGS

URW DIN Condensed is used for headings at Sea to Summit. At least one of these header styles should appear on any brand related content.

HEADING COLOURS

Midnight and Dusk (including White for inverse backgrounds) are the preferred colours for headings.



PRIMARY HEADINGS

URW DIN Condensed Demi*

All caps, -10 tracking

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890+!()-%&

HEADING COMPANION FONT

URW DIN Condensed XLight*

All caps, -10 tracking

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890+!()-%&

SUB HEADING & INTRO TEXT

URW DIN Condensed Medium*

-10 tracking

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+!()-%&

*All Heading fonts using URW DIN Condensed should have their tracking set to -10.

TYPOGRAPHY CONT'D

LABELS & BODY COPY

URW DIN is used for body copy and small bolded text at Sea to Summit. There are two weight options. Please use them as outlined.

LABELS, CAPTION TEXT & URLs

URW DIN Bold

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopq**rstuv**wxyz
1234567890+/- (%)&

BODY COPY

URW DIN Light

Please note: use Black or an 80% Black tint for all URW DIN body copy only.

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopq**rstuv**xyz
1234567890+/- (%)

[URW DIN](https://fonts.adobe.com) fonts can be activated via fonts.adobe.com for anyone with access to an Adobe CC subscription.

Fonts to activate: URW DIN Condensed **Demi**
URW DIN Condensed **XLight**
URW DIN Condensed **Medium**
URW DIN **Bold**
URW DIN **Light**

TYPOGRAPHY CONT'D

USAGE EXAMPLES

PRIMARY HEADING

URW DIN Condensed Demi

**FOR EVERY BODY &
EVERY ADVENTURE**

SUB HEADING / INTRO

URW DIN Condensed Medium

Our sleeping mats, bags, pillows and liners are engineered to be mixed and matched for maximum performance and comfort.

BODY COPY

URW DIN Light

And now we've released a new line of quilts designed to integrate with the rest of your sleep system. Our new Cinder and Glow quilts and updated Ember can be used on their own or secured to our sleeping bags through our QuiltLock feature—for when you need extra insulation on sub-zero adventures.

LABEL

URW DIN Bold

CINDER QUILT

20D Nylon waterproof NanoShell fabric protects against wind and moisture, while soft touch 20D Nylon lining fabric is lightweight and breathable.

URL

URW DIN Bold

seatosummit.com/sleepsystemfinder



PRIMARY HEADING

URW DIN Condensed Demi

SUB HEADING

URW DIN Condensed Medium

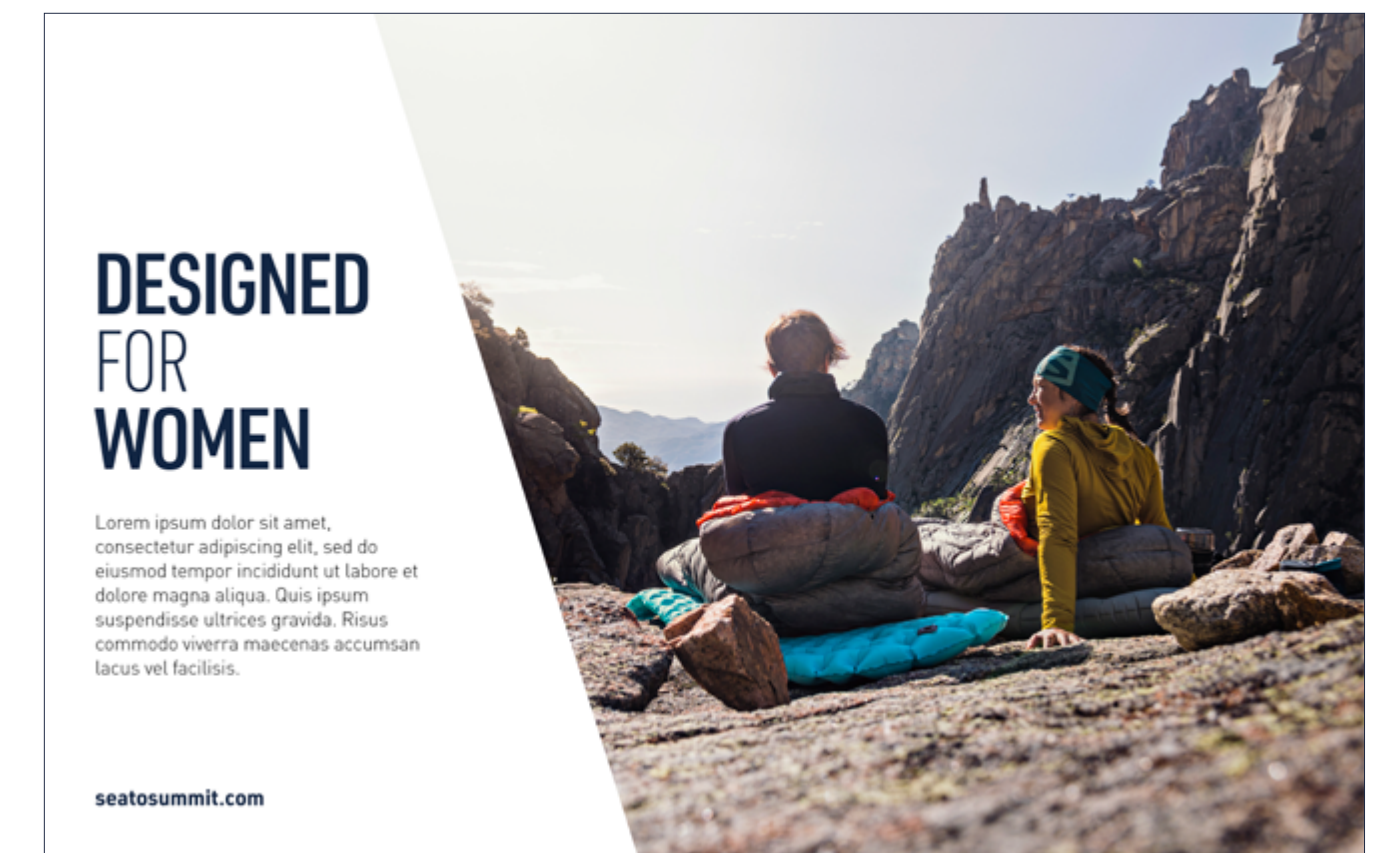
HEADING ACCENT

URW DIN Condensed XLight

TYPOGRAPHY CONT'D

TEXT / IMAGERY PAIRING

Text is often required to be used on top of imagery. Here are some examples of how to handle content when on top of images and photography.



Please refer to **Digital Guidelines /Social Media Typography** ([page 73](#)) for social media examples.

TYPOGRAPHY CONT'D

DO & DON'T

✗
HEADING

✗
DO NOT OVERLY TIGHTEN OR LOOSEN TRACKING VALUES

✗
All blocks of text must be left aligned. Text should only be right or centre aligned if necessary.

✗
INTRO TEXT UIT REM IDIT ETRE APELIQUE NIS VOLUPTAS QUE SUSASEO AT VEL ETUR SIN PARCHIT, ESCI OMNI VENDITI ATIBUS. RORUM UT DEM VOLORE QUIA NULLA SI VELIQUOS REPTAT.

✗
Bus aut as exeruptatemo cone aut la prem eume imin pa prem dolorro venda aspitassitas ut volenda eprepera nonsedi geniasperia vero doluptatem.

✓
HEADING

✓
URW DIN CONDENSED TEXT SHOULD HAVE TRACKING SET TO -10.

✓
All blocks of text must be left aligned. Text should only be right or centre aligned if necessary.

✓
Intro text uit rem idit etre apeli que nis voluptas que susaseo At vel etur sin parchit, esci omni venditi atibus. Rorum ut dem volore quia nulla si veliquos reptat.

✓
Bus aut as exeruptatemo cone aut la prem eume imin pa prem dolorro venda aspitassitas ut volenda eprepera nonsedi geniasperia vero doluptatem.

Don't use fonts other than **URW DIN Condensed Demi** for primary headings.

Always track URW DIN **Condensed** fonts to **'-10'**. Do not tighten or loosen tracking values beyond this point.

In most cases we ask that all of our text is **left aligned**. Exceptions can be made for right aligning or centre justifying text (e.g. social media).

Don't use **URW DIN Condensed** fonts in all caps for large blocks of text (i.e. longer than two lines).

Body copy should only be used in **Black, 80% Black or White**.

EDITORIAL

EDITORIAL
INTRO

At Sea to Summit we pore over every detail of product design, and we don't stop until we get it right.

Refining our use of brand voice and message deserves the same kind of attention and care. Words are powerful. Words will convince someone to buy your product, to trust your brand and to tell others to do the same.

Words, paired with matching actions, draw people in and keep them around for a lifetime. This section of the brand book is intended to help us all use one brand voice and to communicate clearly with our customers, our partners and each other.



EDITORIAL

BRAND VOICE

Sea to Summit's Brand Voice is true to our Brand DNA—purposeful, ingenious, striving for perfection and always a little bit irreverent.

To communicate purposefully, we always think about who we're speaking to and why. Our words should be inclusive and respectful. Our audience comes from all over the world—so we use simple, conversational language that's easy to understand.

Some audiences will also require more information than others. An industry professional will probably want lots of technical product detail, whilst a customer on Facebook might just want to know if their sleeping bag will keep them warm enough.

TAGLINES

All taglines for Sea to Summit, our products, campaigns and categories will be provided by our Marketing Team. Please don't create your own.



COPY & STYLE

DO

- ✓ Use standard Sea to Summit measurement, grammar, spelling and formatting conventions.
- ✓ Use Australian English over US English (with the exception of places like US social media platforms).
- ✓ Write in first and second person as much as possible (I, we, you).
- ✓ Use contractions to keep things conversational (you're, we're, we'll etc.).
- ✓ Make the technical understandable.
- ✓ Be straightforward and to-the-point.
- ✓ Be inclusive and respectful.

RESOURCES

For more details download our [Editorial Guidelines](#) or contact marketing@seatosummit.com.au

DON'T

- ✗ Overwhelm people with too much technical knowledge and industry jargon.
- ✗ Make fun of anyone or use vulgar humour.
- ✗ Capitalise the 'to' in Sea to Summit or abbreviate Sea to Summit to 'STS'.
- ✗ Use the Oxford/Serial Comma.
- ✗ Repeat yourself or be overly wordy.

BRAND MESSAGE

We draw from our Brand DNA for our brand message and refer to it regularly to make sure we are working together to keep the brand on track. We're always trying to make sure that our whole Brand Pyramid shapes and refines our message.

Here are some examples:

'For us, it all comes back to one question: how can we make it better?' At our core, we're a design-driven team that tirelessly innovates, distilling each piece of gear into its simplest, best possible form.'

'After 38 years, our family spans four continents.' We've won hundreds of awards and designed thousands of pieces of gear, all in the pursuit of supporting limitless adventures for our customers and ourselves.'

'Genuine design is in the details, and design is in our DNA.' We're there for you with the gear that enables your passion for adventure, wherever that passion leads you.'

'We love to play, but we take design very seriously.' Let our commitment to detail allow you to kick back and enjoy a bit of Aussie fun on your next adventure. We've got you covered.

'The Sea to Summit ethos means taking every step of the journey under our own steam:' owning the process, developing the materials, perfecting the manufacturing and putting the products to the ultimate test.'

'Our gear gives you the confidence to find the remotest places on earth and immerse yourself.' We use that same gear in our quest for the wild and we know it will live up to whatever journey you set out on.'

MESSAGE HIERARCHY

Our messages need to be different in different settings.

Use this hierarchy to fine-tune your message to the literal application (imagine the range from signage to page copy) and figurative uses (imagine the range from big picture thinking to technical detail).



AT 10 METRES

Messaging at the 10m level should be simple and to the point. It should be motivational and emotional. We're trying to create a desire for inquiry and make the audience want to know more. Even if they stop interacting with us at 10m, the audience should leave the interaction understanding what Sea to Summit does, our general brand message and how the specific ask fits within the brand message.

- Homepage
- Ad headings
- Store window displays
- Overhead signs

AT 3 METRES

At 3m the message should focus on value proposition and promote engagement with Sea to Summit. We're building on the audience's existing knowledge of Sea to Summit and want to encourage them to begin a relationship with us around the ask. This messaging should begin to explain the "why" of whatever we're proposing.

- Product landing pages
- Ad sub-copy or product copy
- Interactive e-commerce features
- In-store headers
- Infographics

AT 1 METRE

Messaging at 1m should inspire trust. We want to emphasise and increase the audience's connection with Sea to Summit. At this point, we want to provide them with enough detail and feature specifics to let them take an action, make a decision or complete a purchase.

- Copy
- Social media post content
- E-commerce detail
- Packaging / Hang tags
- Catalogue

TYPOGRAPHY

COMPANION FONT

Use this font in an editorial context. It should only be used for pull quotes.

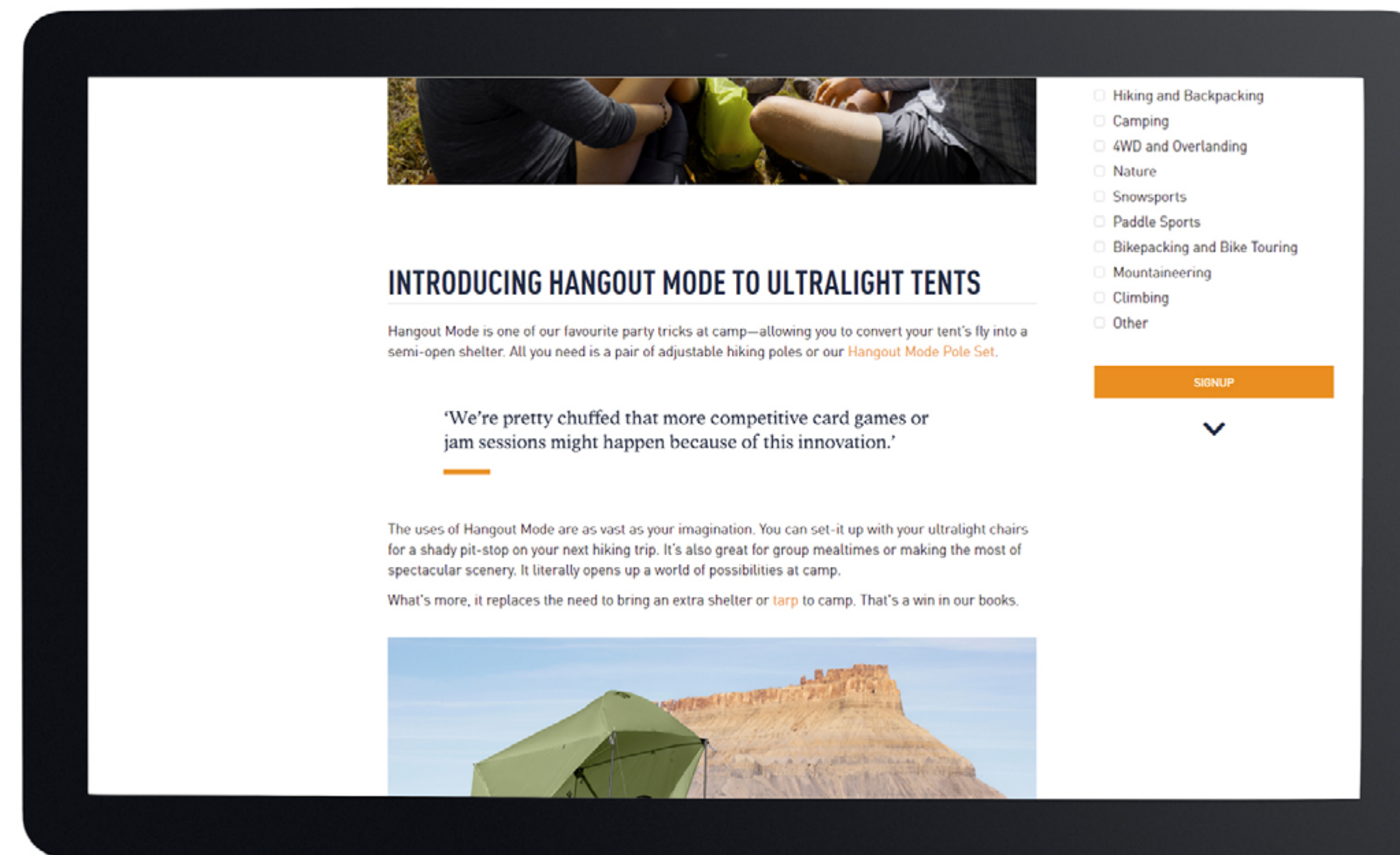
EDITORIAL QUOTES

Addington CF Serif Medium

‘Aa’

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890+ /()-%&’

EXAMPLE



GRAPHIC ELEMENTS

INTELLECTUAL PROPERTY

Sea to Summit is a global brand that is committed to protecting its intellectual property.

We suggest that you familiarise yourself with the usage guidelines relating to trademarks and patents in the countries you are working in. You should only use the symbols and terms in accordance with this Brand Book and the directions of Sea to Summit.

Please alert Sea to Summit Marketing if you see any incorrect or unauthorised usage in any format. If you have any questions about registration usage in your country or region, or are using other brands' logos and registered images, please contact Sea to Summit Marketing for guidance.

TM

This symbol indicates that a word, phrase or image is an unregistered trademark. Not all countries recognise the TM symbol. For brand consistency, the TM symbol **should not** be used with any product or name associated with Sea to Summit.



This symbol means a word, phrase or image is a registered trademark however not all trademarks are registered worldwide. For brand consistency, the registered trademark symbol **should not** be used with any product or name associated with Sea to Summit.

PATENTED AND PATENT-PENDING

Patents means that a product is subject to a patent registered in one or more countries. Patent pending means that an application has been made to register a patent associated with a product in one or more countries. Any reference to 'patent' and 'patent-pending' should be used with caution as patents are country specific. Please check with the Marketing Team before making any representation that a product is subject to a patent or that it is patent-pending.

REGISTERED DESIGN

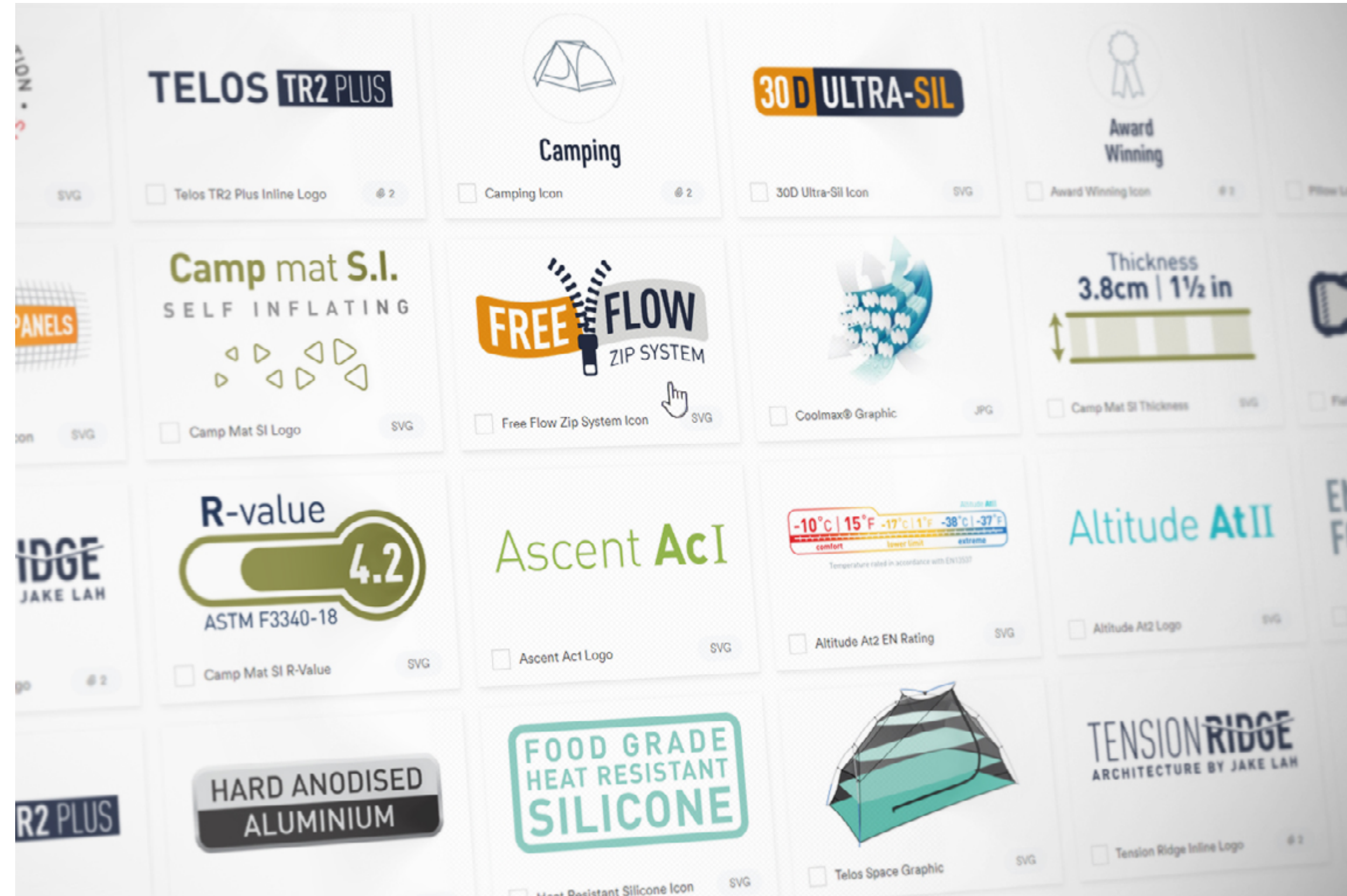
A registered design means that a specific product design has been registered in one or more countries. Even where a registered design exists, it does not mean that it has been registered all countries. Any reference to a product being a 'registered design' should be used with caution as it is country specific. Please check with the Marketing Team before making any representation that a product is a 'registered design'.

ICONS

MATERIAL, PROPERTY & FEATURE ICONS

Our icons help customers identify the different features and design properties of our products.

All icons can be accessed on [Brandfolder](#).



MEASUREMENT GUIDELINES

Sea to Summit uses one standard set of measurements and a set method for measuring product.

These measurements apply to the product when in-use, packed, packaged and shipped. Our process is based off the GS1 Package Measurement Rules Standards and customised where necessary.

For full details on usage guidelines, view the latest version of our [Measurement Guidelines in Brandfolder](#).

IN-USE



PACKED



PHOTOGRAPHY

PHOTOGRAPHY

INTRO

Epic photography is essential to showcase who we are and what we can do. By following these guidelines, we can ensure that Sea to Summit continues to have a distinctive and consistent visual style that inspires our adventurous audience.



LIGHTING

Lighting is the first thing we think about with any photo.

We try to take all photos in the golden hours (an hour before sunset/after sunrise) and blue hours (the hour before sunrise and after sunset). Shooting into the sun (with the subject backlit and correctly exposed) can also result in really dynamic shots—as long as you have a high-quality camera.

NATURAL

Natural light only, no flash. Headlamps are fine at night.

SHADY DAYS

Overcast days and shady spots can be useful for shooting portraits and product closeups—just make sure they don't look 'flat.'

HIGH-KEY

We prefer high-key (light and bright) images over low-key (dark and moody) images.

WARM

We prefer warmer images over cooler images. Obviously, believability is key—a dark stormy image with no sun in the shot would need to be more on the neutral/cool side.



MODELS

Adventurers come in all shapes and sizes, from all walks of life. We want our models to reflect this so ensure diverse representation across race, age, gender identity/expression, body size and ability.

REPRESENTATION TARGETS

- 40% of models must be people that identify as Black, Indigenous or people of colour (BIPOC).
- 50% of models must be people that identify as women.

Example: If we have 4 photoshoots over the course of 2022, and 10 models total, at least 5 of those models must be people that identify as women. At least 4 of those models must be people that identify as Black, Indigenous or people of colour.

RECRUITMENT INITIATIVES

- Hire at least 1 photographer/content creator that identifies as Black, Indigenous or a person of colour.

DON'T BE A POSER

Subjects should have a natural expression and avoid cliched poses at all costs—no peace signs or waving your arms on top of a mountain. People doing an activity like hiking, setting-up camp or cooking is ideal. An image of people catching their breath at the end of a long hike is ok,



but simply standing and smiling at the camera is not.

MIX IT UP

Where possible, get single, couple and group shots—camping doesn't always mean travelling solo.

COPYRIGHT & CONSENT

Unless otherwise negotiated, all images supplied provide Sea to Summit with unconditional and irrevocable permission to use, copyright and publish in connection with the promotion of our brand and products for an unlimited time period, worldwide. The photographer is responsible for obtaining photo releases for anyone easily identifiable in supplied images.



GEAR

We avoid shots featuring competitor products like a GSI pot, a SealLine dry bag or a Thermarest sleeping mat.

Products that Sea to Summit don't produce are generally exempt from this (such as clothing or larger backpacks) but logos need to be hidden or unobtrusive.

TELL A STORY

We like shots of our gear to feel authentic and tell a story. A sleeping mat and bag on its own (with no backpack or accessories like dry bags or camp kitchen gear) doesn't really provide context and ends up looking staged.

USE IT

We prefer shots of people using our gear over shots of our gear on its own.

CHOOSE WISELY

Select the appropriate gear for the appropriate activity—don't use a warmer weather sleeping bag in a wintry camping scene.

BE A PERFECTIONIST

We want our gear to look good—no saggy dry sacks, dirty pots with unappetising food inside or sleeping bags full of creases.



USE IT RIGHT

Find out exactly how to use our gear. Make sure your dry bags are properly rolled, your pillow isn't upside down and your sleeping bag isn't inside out.

PHOTOGRAPHY

ENVIRONMENT

Location is important. Images should excite the viewer and make them want to be there.

NO TRESPASSING

Don't be anywhere you shouldn't be, like on private land without permission or required permits.

BE RESPECTFUL

This applies both to the environment and the people and wildlife within it. Don't bring a dog into a nature reserve or light a fire where there is a fire ban in place.

SHOW US YOUR RANGE

Take some photos near trees, a rocky outcrop or a sandy area—as much variety as your location will allow.



COMPOSITION

We like dynamic and clever composition—think leading lines, natural framing and creative use of depth-of-field.

KEEP IT MINIMALIST

Avoid unnecessary visual clutter in images—think clean, simple images without overly busy backgrounds.

GET MOVING

Feature activities like camping, hiking, climbing, ski touring, sailing, kayaking, bikepacking, camp cooking, paragliding, etc.

BE INNOVATIVE

If something looks boring, change up the viewpoint—try shooting from a lower angle or a bird's eye view.

SHOOT DIFFERENT ORIENTATIONS

Shoot vertical (portrait format) images as well as horizontal (landscape format) images of the same scene to give us more options for usage.

PROVIDE OPTIONS

We like to have a variety of images where the subject is off-centre to the left, to the right and centred. This gives us more options for usage.



PHOTOGRAPHY

WARDROBE

Choose the appropriate clothing for your environment and activity—we're about function over fashion.

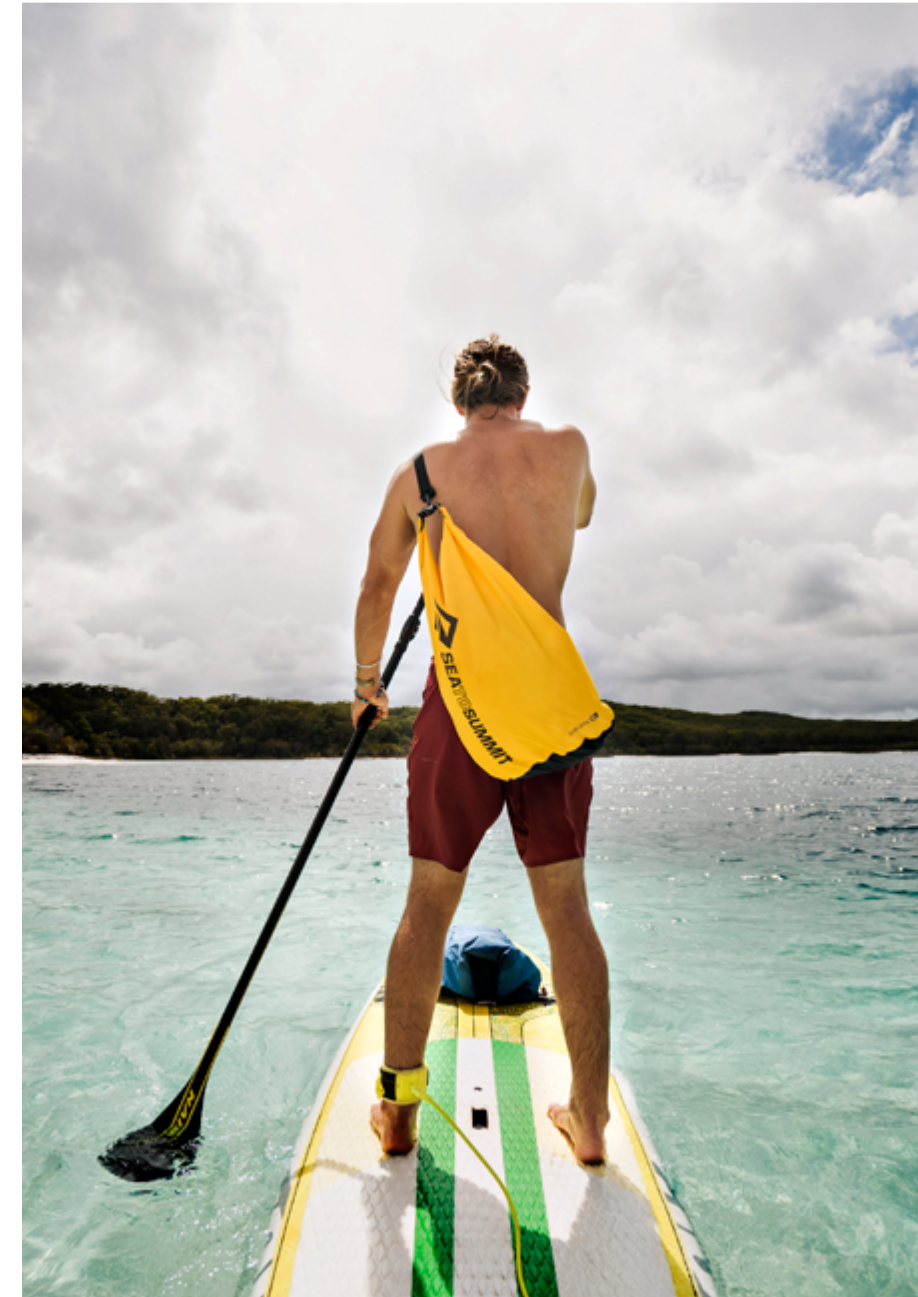
KEEP IT REAL

Technical looking expeditions need models with technical apparel, but boardies and bare feet are fine for beachy travel shots.

We usually only picture partially clothed models if they're doing an activity like swimming or kayaking.

NO LOGOS

Make sure the clothing doesn't display any large logos that may distract from our gear.



PHOTOGRAPHY

TREATMENT

We dislike overly processed shots. Clean images shot in great lighting always win over excessive post processing.

RAW

Please shoot and supply RAW images over JPEGs or TIFFs if possible.

SUBMISSIONS

Please send original submission to us as JPEGs and final submission as RAW images.



PHOTOGRAPHY

STUDIO PRODUCT PHOTOGRAPHY

We shoot our product photography in our Sea to Summit studio in Perth, using specific angles, lighting and production techniques. Please don't create product photography yourself.

You can find up-to-date [imagery on Brandfolder](#).



PRODUCT GUIDELINES

INTRO

At Sea to Summit, we have a wide variety of products and product lines and we work to display them in ways that make sense to our consumers and motivate add-on sales.

Please make sure to read the full-length Sea to Summit Merchandising Guidelines if you are responsible for a display of Sea to Summit products in a retail setting.



PACKAGING

Sea to Summit has some of the most environmentally friendly packaging in the industry.

For practical, aesthetic and environmental reasons, Sea to Summit primarily uses a #5, 100% recyclable, 'single polymer' polypropylene (PP) that includes recycled content. In the few cases where we have opted to use two materials, we make them separable for ease of recycling.

There is a lot of design and innovation built into our packaging systems and we constantly apply the value of minimalism to appeal to our consumers, reduce waste and decrease the cost of shipping.



POINT OF SALE DISPLAYS & MERCHANDISING

At Sea to Summit, we consider a variety of factors when deciding how to display a product, including colour, product placement, signage and visual orderliness.

CONSISTENCY IS KEY

We have many small products that can be hard to display. The Sea to Summit formula for merchandising the hard-to-merchandise accessories category is simple: Coordinate headers with the packaging so that the display draws customers, makes products easy to inventory and re-stock, and has a small footprint while holding the maximum amount of stock in an organised way.



POINT OF SALE DISPLAYS & MERCHANDISING CONT'D

DO

- ✓ Message clearly and concisely about the product being displayed.
- ✓ Make sure that the display looks full by filling the retail display with available stock.
- ✓ Make sure products are well defined on the retail display through horizontal and vertical merchandising.
- ✓ Arrange products small to large and light to dark in order to increase consumer visual focus.
- ✓ Tell a story with the displays:
 - Brand stories—organise around the brand in a display.
 - Product stories—organise around the type of product.
 - End-use/ lifestyle stories—organise around the end-use.
- ✓ Incorporate multiple products in a display to spur add-on sales in different categories.
- ✓ Take advantage of seasonal opportunities (hiking season, hunting season, paddling season).

DON'T

- ✗ Let a display fixture become cluttered by products that are spaced too tightly together.
- ✗ Put darker and larger items near the top.
- ✗ Fill a display with only one item or item type.
- ✗ Display Sea to Summit items alongside competing brands (when possible).
- ✗ Display Sea to Summit items in a partially filled display.

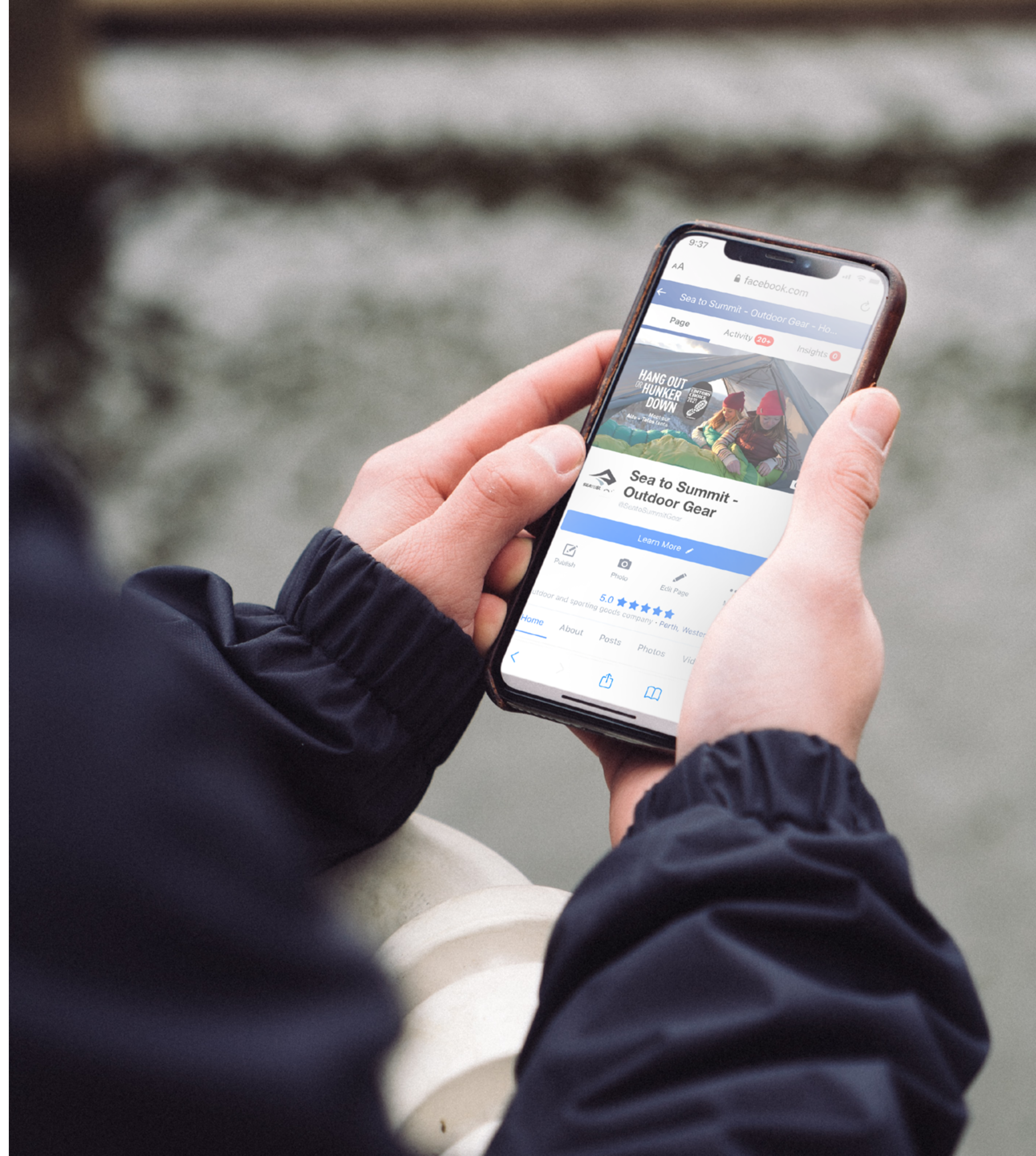
DIGITAL GUIDELINES

DIGITAL GUIDELINES

INTRO

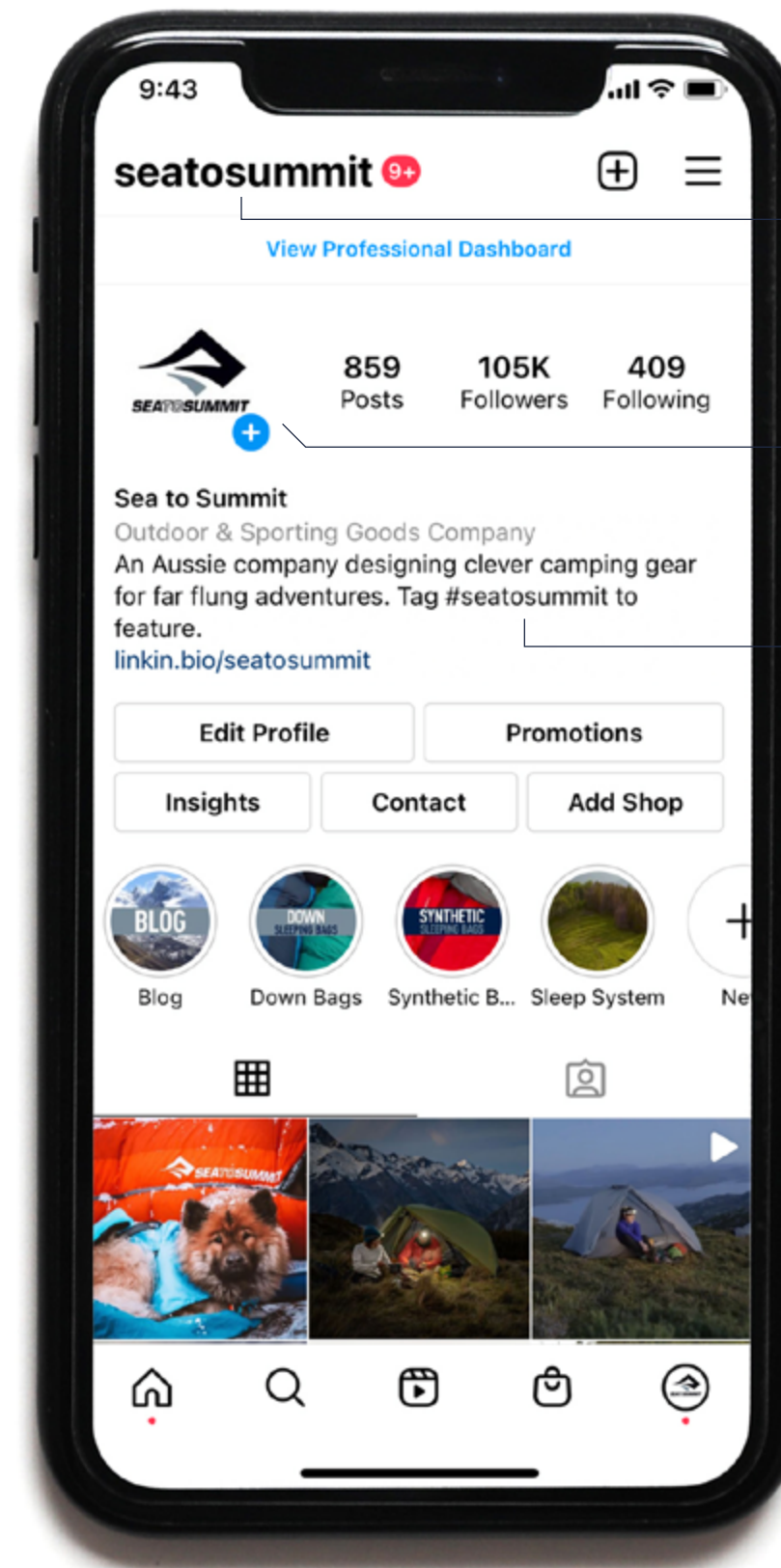
These days, more and more of our interactions happen in the digital world rather than in-person.

We want our customers to have a seamless experience with Sea to Summit wherever they find us online—from social media platforms to our e-newsletters.



SOCIAL MEDIA GUIDELINES

Social media is one of the most powerful tools a brand has. It's where Brand Voice ([page 41](#)), Brand Messaging ([page 43](#)), Photography ([page 50](#)) and Customer Service come together to build brand loyalty and reach new customers.



HANDLE

Our format is @seatosummit[your country]
e.g. @seatosummitusa

PROFILE PICTURE

Use stacked logo, centred.

OFFICIAL HASHTAG

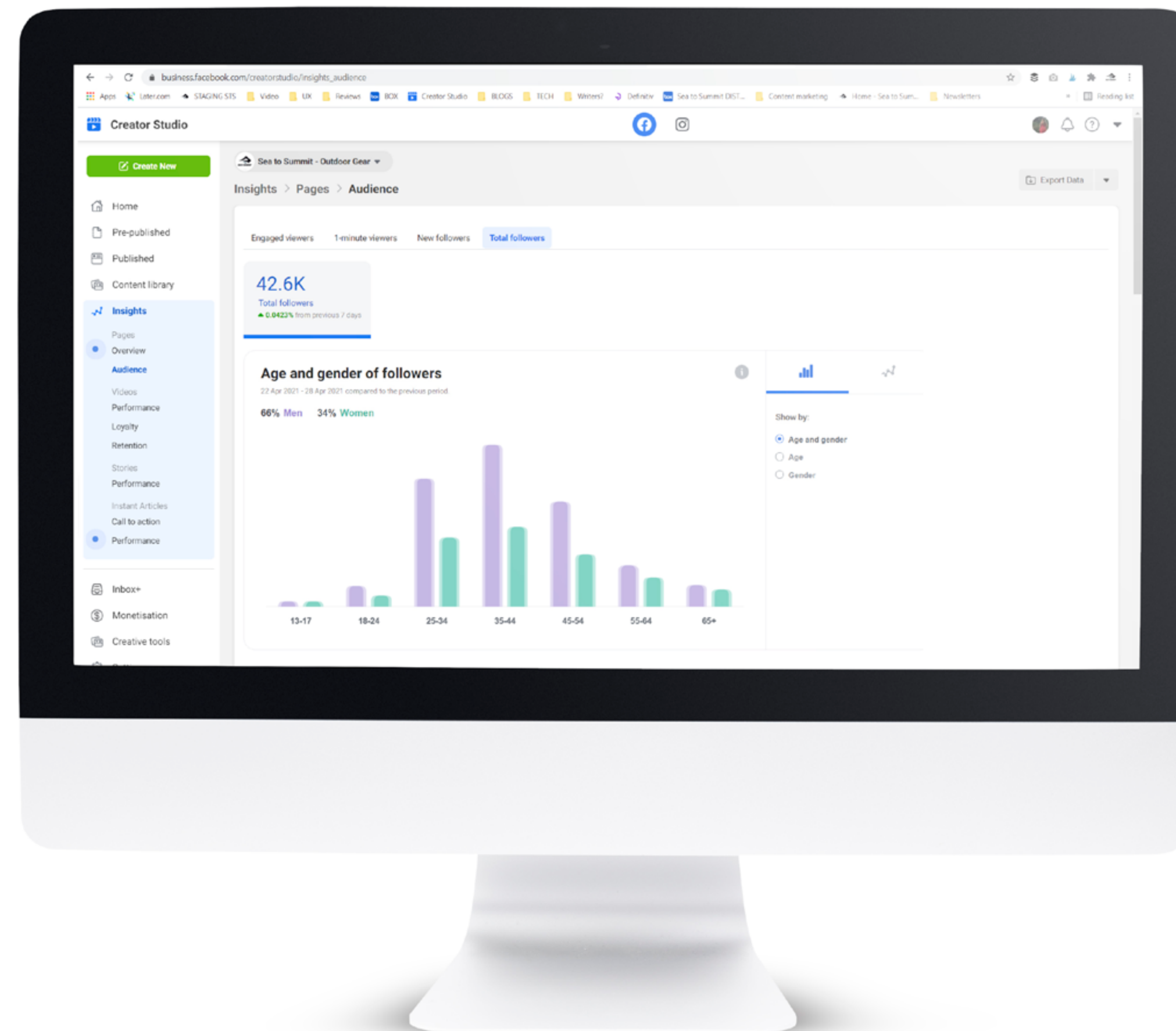
Use this on your bio and in every post.

MEET YOUR AUDIENCE

Our social media content is intended for the people who use our products and love the outdoors.

Use the audience insights provided on your social media platforms, along with our Primary and Secondary Consumer Target ([page 20](#)), to decide what to post.

Make sure to get social too—share, repost (with their permission) and interact with your followers as often as possible. We never get tired of helping people learn about our products.



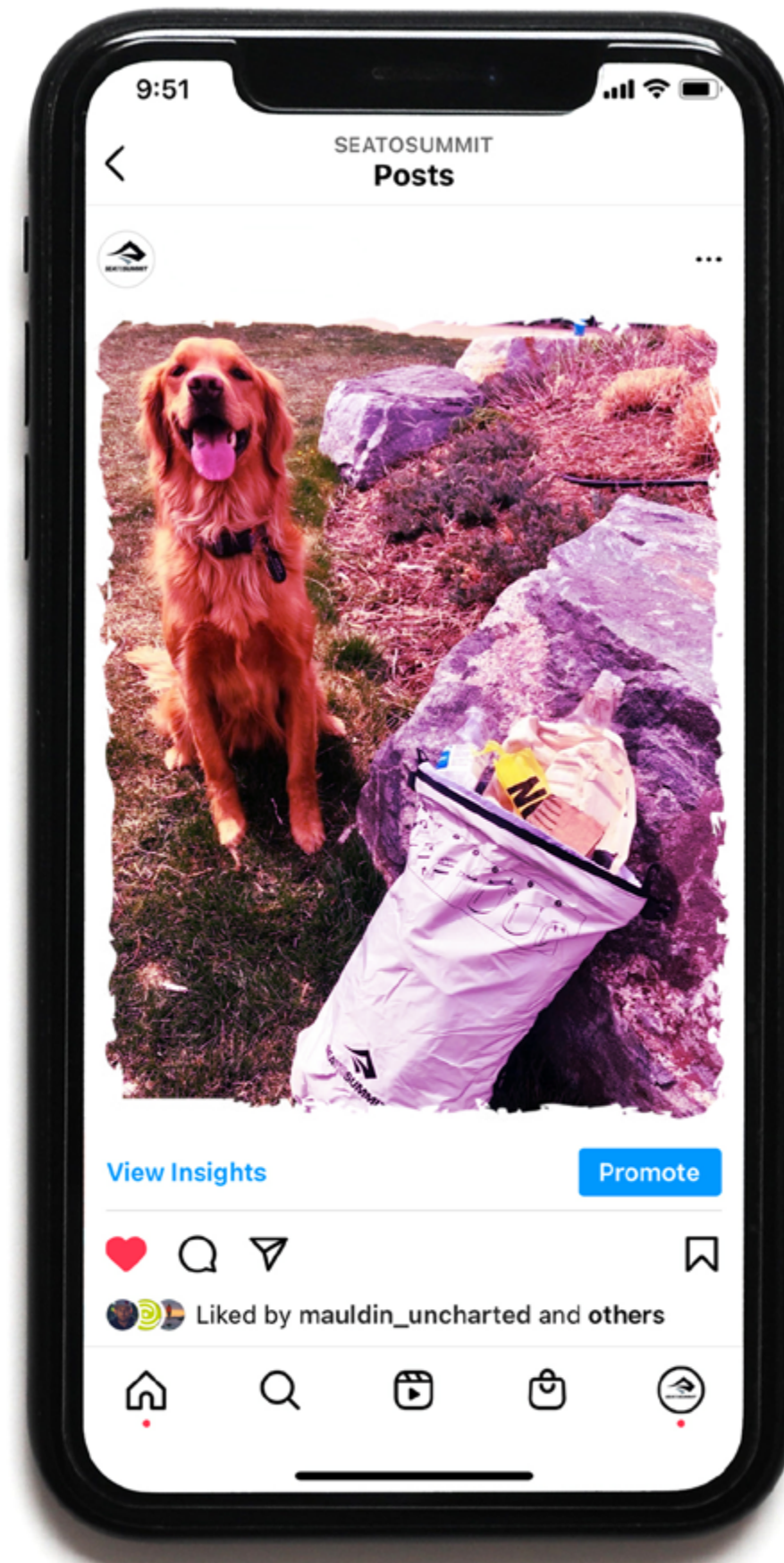
SOCIAL MEDIA POSTING



DO

- ✓ Use this Brand Book as your guide.
- ✓ Educate, celebrate, have fun and start a conversation. Don't just sell.
- ✓ Post consistently—three or more times a week is ideal for Facebook and Instagram. A scheduler like Later.com will help with this.
- ✓ Be responsive—preferably within 24 hours, if possible.
- ✓ Post a variety of content—from video and blogs to carousels and Stories.
- ✓ Pass on any product issues or serious complaints to your Customer Service team.
- ✓ Research the best way to grow your audience and increase engagement on the platforms you're on.
- ✓ Credit the photographer.
- ✓ Have someone double check your captions, photography and links before posting.
- ✓ Check how content displays on different devices and in different views.

SOCIAL MEDIA POSTING



DON'T

- ✗ Tolerate abusive language—delete the comment, block the poster (if necessary) and report to Customer Service.
- ✗ Be defensive. Everyone is entitled to their opinion and you don't always need to have the last word.
- ✗ Repost user-generated content without permission.
- ✗ Participate in too many competitions/giveaways—it will attract the wrong kind of audience.
- ✗ Tag locations that can't handle a sudden influx of visitors.
- ✗ Tag more than 1/3 of products in any photo.
- ✗ Use more than 15 hashtags, or use a hashtag without researching it first.
- ✗ Buy followers.
- ✗ Use filters or borders on images.

TAKE IT 'OFFLINE'

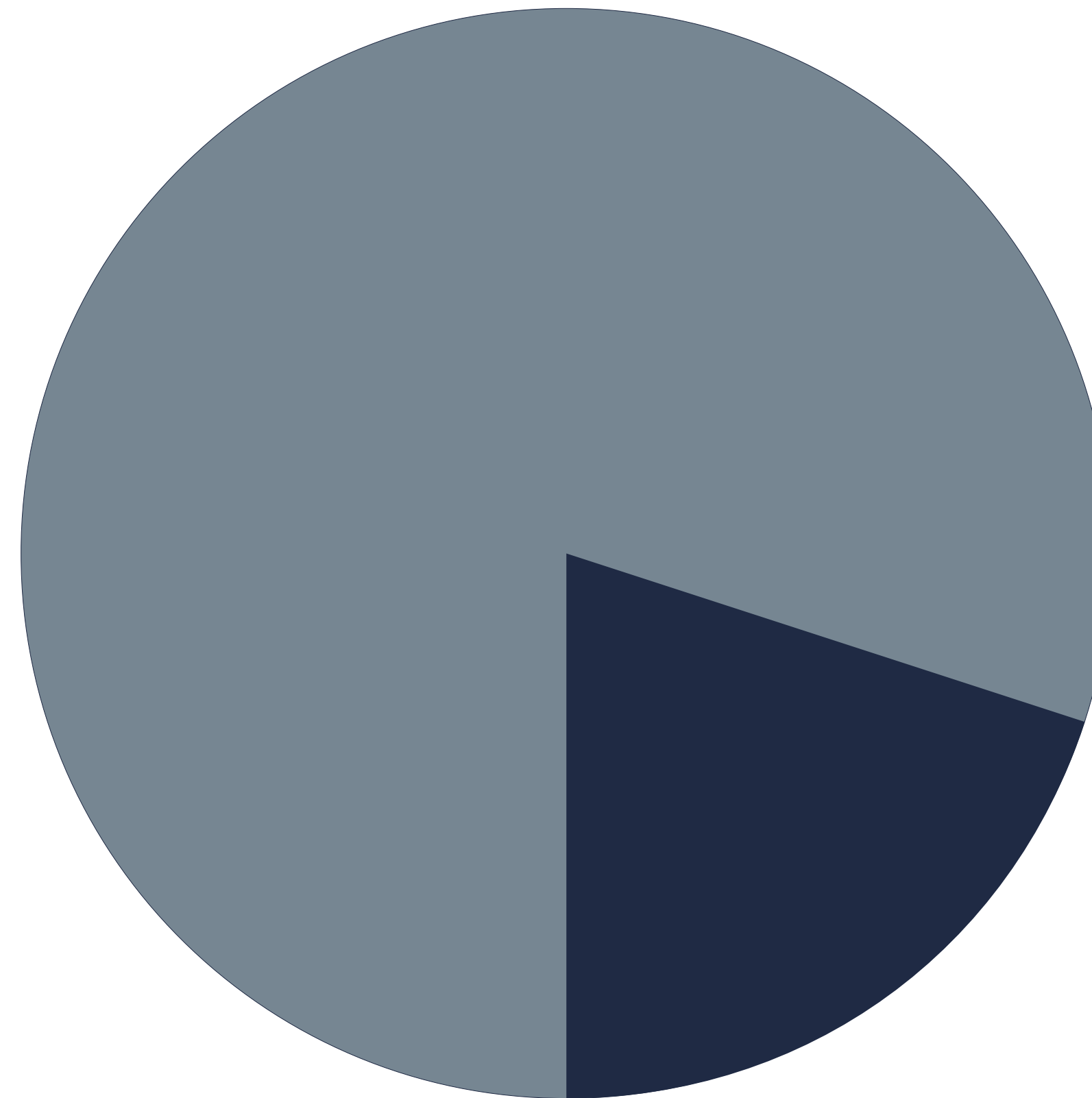
Public social media feeds are not the place for long, complicated or sensitive discussions. Where appropriate, ask customers to email or PM (private message) you so that you can properly respond to them.

COMPETITIONS

Please don't participate in competitions or giveaways without permission from marketing@seatosummit.com.au. There are many international laws and regulations to consider.

WHAT TO POST: FACEBOOK & INSTAGRAM

Strike the right balance of quality content and promotion by following the 80/20 rule:



80%

ORIGINAL CONTENT

Everything from lifestyle imagery and video to blogs and Stories.

USER GENERATED CONTENT

Reposted content (with permission).

20%

PROMOTIONAL CONTENT

Competitions*, promotional content, product launches, reviews.

*Please email marketing@seatosummit.com.au before participating in a giveaway/competition.

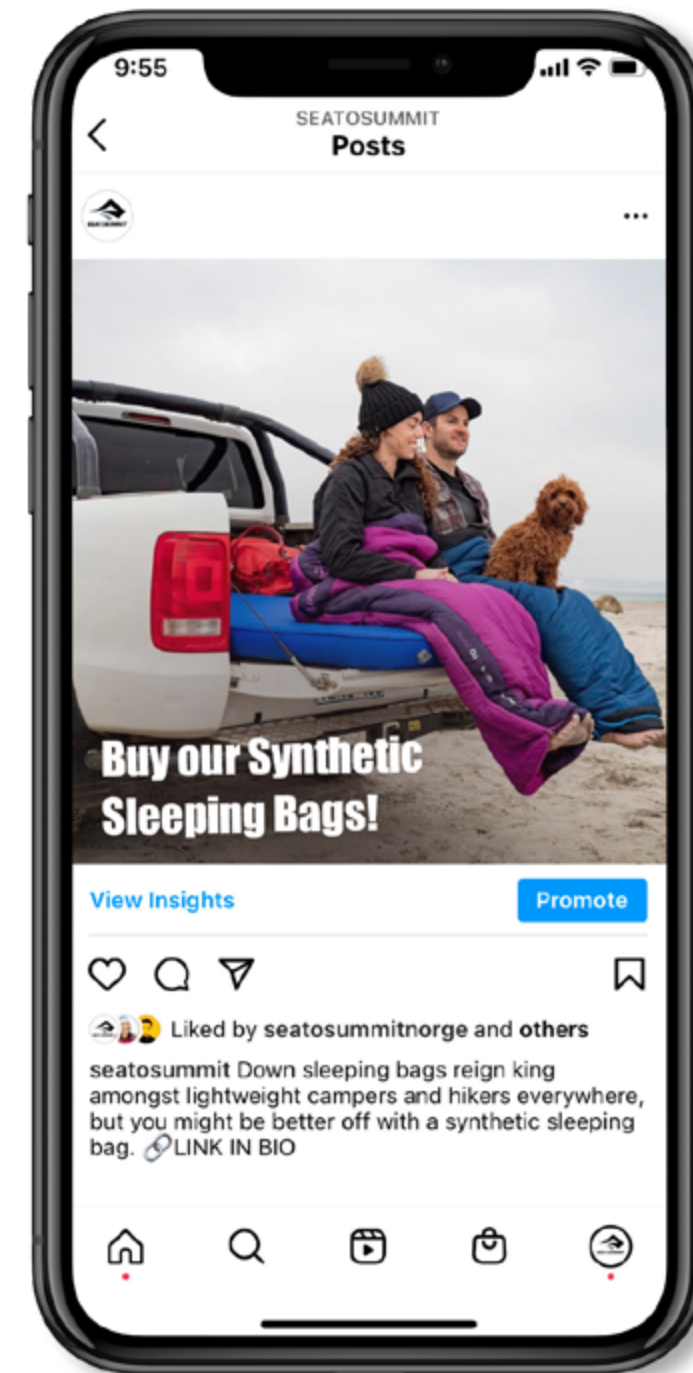
SOCIAL MEDIA PHOTOGRAPHY

Our Photography Guidelines ([page 50](#)) will help you choose imagery that best represents our brand—but some photos are better for social media feeds than others.



DO

- ✓ Favour lifestyle images over studio shots.
- ✓ On Instagram, choose images where the subject is centred. This will crop better within the feed.
- ✓ Show diversity—of landscapes, people, activities and products.



DON'T

- ✗ Use graphic designed images (with text on them) unless directed by Sea to Summit Marketing.
- ✗ Use filters or borders.

SOCIAL MEDIA TYPOGRAPHY

When pairing graphics and text for social media posts, please use the following three fonts to maintain brand consistency.

EXAMPLE



HEADINGS

URW DIN Condensed Black

All caps, -10 tracking

Please note: This font weight is reserved for social media purposes only.

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890+!()-%&

SECONDARY HEADINGS

URW DIN Condensed Demi

-10 tracking

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+!()-%&

COPY

URW DIN Condensed Medium

-10 tracking

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+!()-%&

SOCIAL MEDIA BEST PRACTICES

DO

- ✓ Always include #seatosummit.
- ✓ Use video whenever possible.
- ✓ Respond to everything as quickly as possible.
- ✓ Make sure all hashtags and @s are relevant.
- ✓ Always credit user-generated content.
- ✓ Organise YouTube videos with a naming structure, playlists and short descriptions.
- ✓ Proofread your work before hitting the "Post" button.

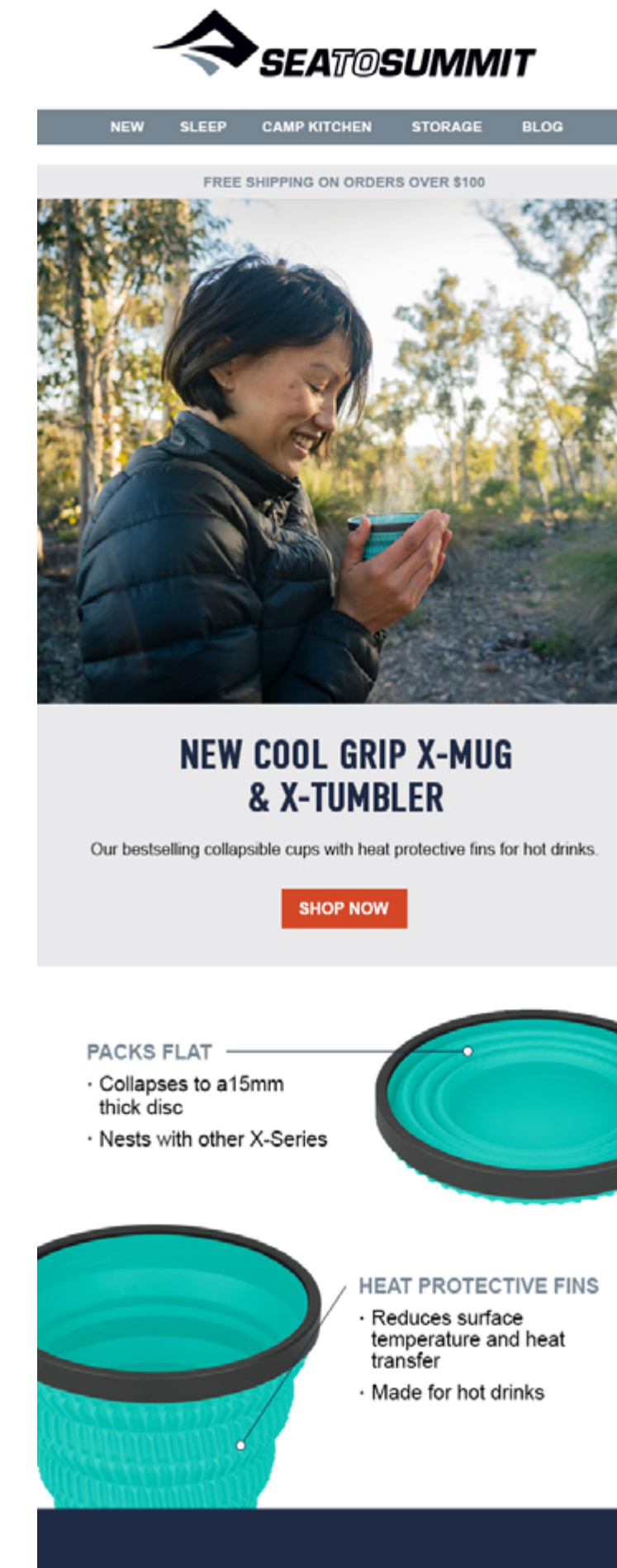
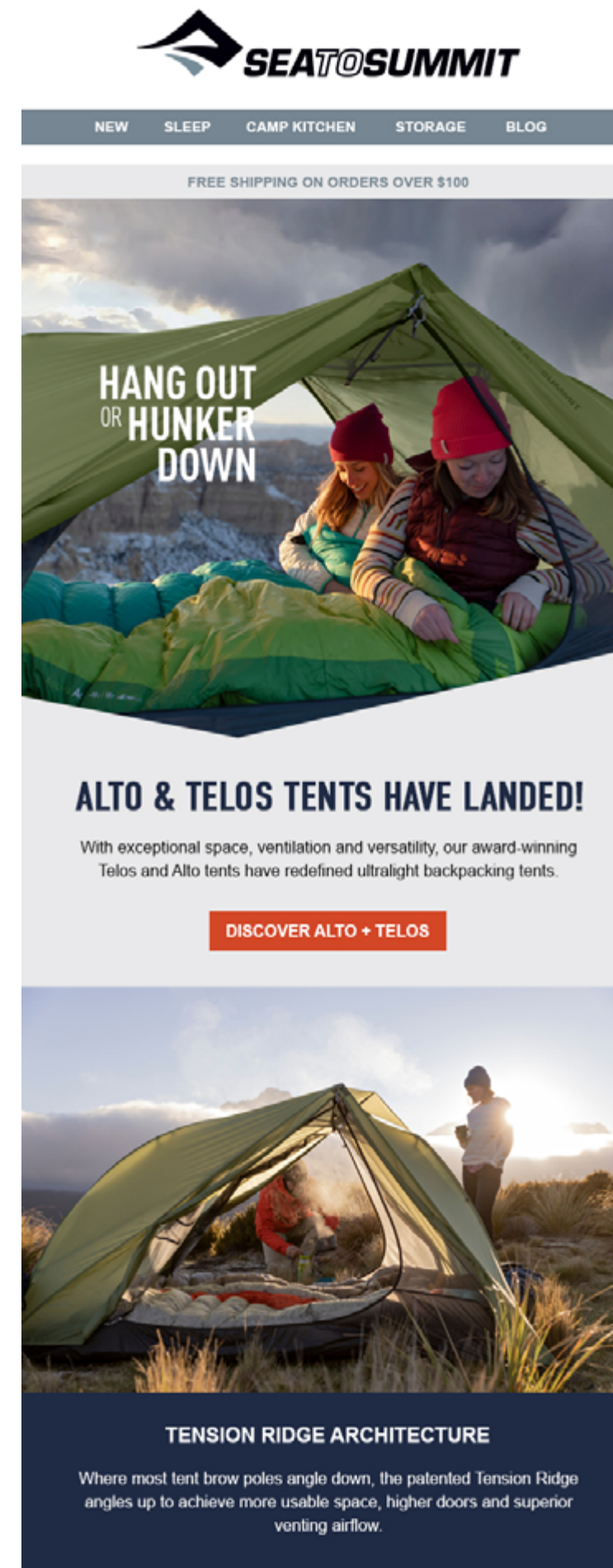
DON'T

- ✗ Use more than 15 hashtags per post.
- ✗ Tag products in every post— $\frac{1}{3}$ should be tagged, $\frac{2}{3}$ should be untagged.
- ✗ Use any banned hashtags.
- ✗ Run contests without prior approval from Sea to Summit marketing.
- ✗ Geo-tag locations that can't accommodate a sudden influx in tourism.
- ✗ Buy followers.

EMAIL TEMPLATE GUIDELINES

Email is a critical part of Sea to Summit's communication strategy.

Although we use platforms to create and schedule bulk email, it's crucial that every message our customers see is consistent with our brand standards. Occasionally, a specific campaign may require something slightly different, but, whenever possible, stick to these guidelines.



EMAIL TEMPLATE CONTENT

EDITORIAL GUIDELINES + BRAND DNA + EMAIL CONTENT

If you are writing email content for Sea to Summit, please make sure you know our Editorial Guidelines ([page 39](#)) and our Brand DNA.

Anyone writing content for Sea to Summit needs to be a strong writer with good grammatical skills and the confidence that they understand how to write in our Brand Voice (page 35). If you're unsure about your skills, find someone to proofread and edit your work before you hit send.

MAKE THE TECHNICAL UNDERSTANDABLE

Sea to Summit emails reach people across the globe. Some will understand product design terminology and some won't. Our job is to ensure that ordinary people can always understand the technical product information we are presenting.

SUBJECT LINE EMOJIS

There's strong evidence that emojis in subject lines can increase open rates. However, only use them if you're sure they support our Brand Voice, and you fully understand their possible connotations (some are not what you might imagine). Always use them sparingly.

DO KEEP TECHNICAL LANGUAGE TO A MINIMUM

With a clear value proposition. "Watercell X is built tough".

DON'T CONFUSE CUSTOMERS WITH TRADE LANGUAGE

RF-welded seams and burly 400D Nylon.

SUBJECT LINE LENGTH

30-40 characters maximum best utilises mobile-optimised previews.

SENT FROM NAME

Sea to Summit.

EMAIL TEMPLATE CONTENT CONT'D

PERSONALISED GREETINGS

Personalised messages can increase conversion rates. They generally merge information like 'recipient first name' into the email. At Sea to Summit, we use personalisation in customer-journey emails.

GREETING

G'day **[first name]**

CLOSINGS

Consumer-facing:

No closing needed

B2B communications:

Cheers,
The Sea to Summit crew

WORD COUNT PER EMAIL

Use as few words as it takes. Remember, minimalism is our thing.

CALLS TO ACTION

Pick your calls to action (CTAs) carefully for Brand Voice and effectiveness.

- ✓ DO try to keep them to four words and under.
- ✗ DON'T repeat what's already been said.

These are common phrases we use to drive our customers to act/click on a link:

FOR A PRODUCT

Shop Now / Discover **[insert product name]**

FOR A COLLECTION

Explore or **[insert collection name]**

FOR A LANDING PAGE

Explore / Learn More / Discover **[insert product name]**

FOR A BLOG

Read Now / Read the story

PHOTOGRAPHY

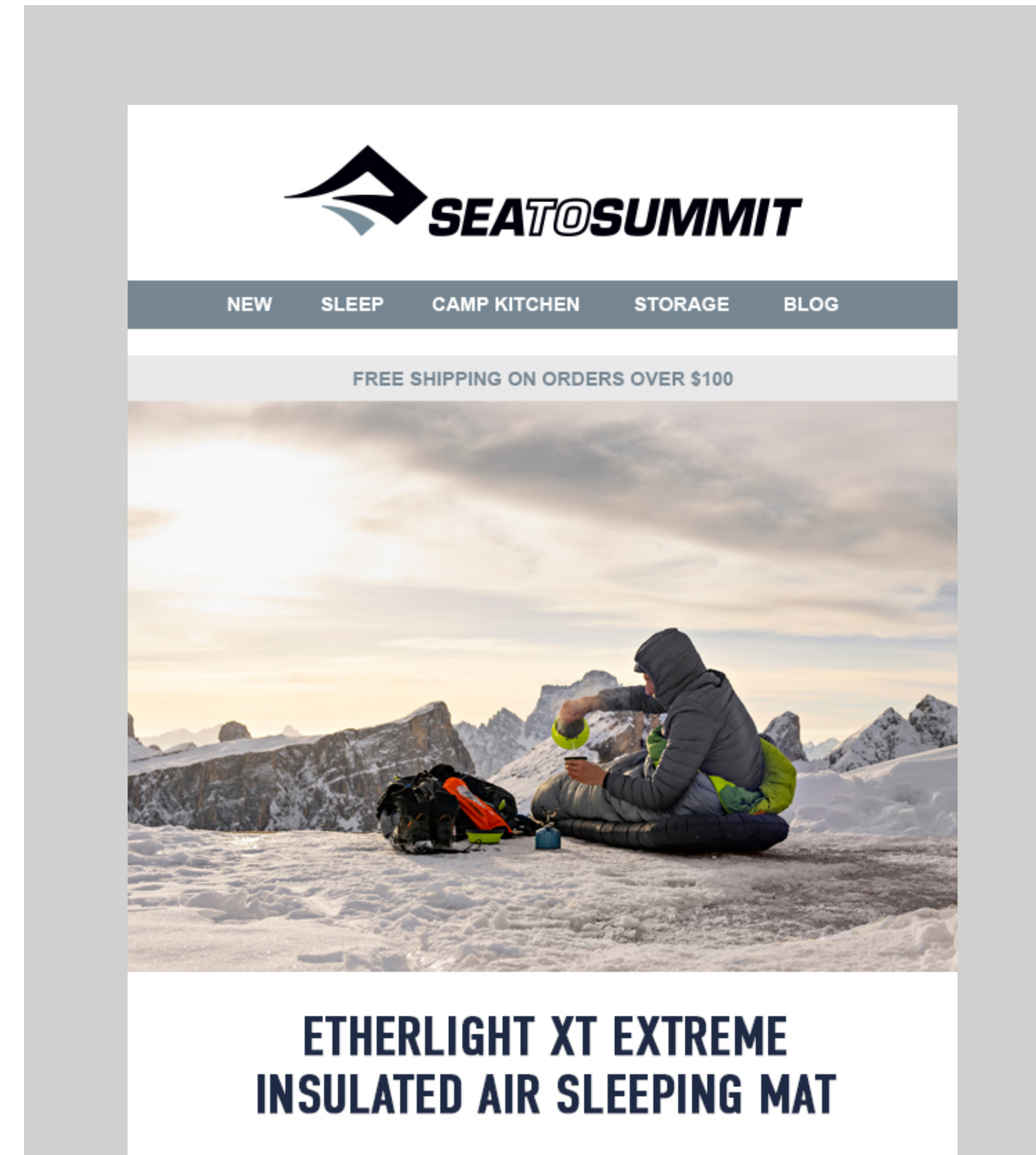
SIZE

Primary lifestyle photography should take up 100% of the content window with no bleed.

Secondary imagery where appropriate can have padding to draw the eye to a specific section.

RESOLUTION

All imported images should be 1200px. By importing a larger image and specifying a smaller width, we can deliver optimal resolution. GIF import size may vary.

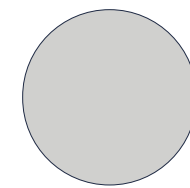


STYLE SETTINGS

Use these style settings for every email template.

EMAIL BACKGROUND

A light grey should be used as the default email background. On mobile there should be no padding and background colour should not be visible.



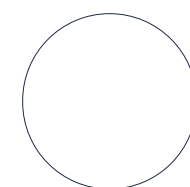
HEX
#D0D0CE

SPACERS & PADDING

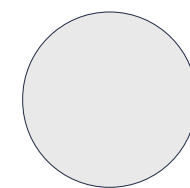
Spacers and padding can be used to get things to align correctly on the page. Often spacers render better in email browsers than padding, but either can work as long as the result looks good. Experiment across different browsers to see what works best.

CONTENT BACKGROUND

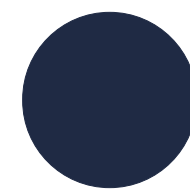
White should be used as the content background a minimum of 75% of the time. Alternative content background colour should be used no more than 25% of the time and only to better define sections if needed.



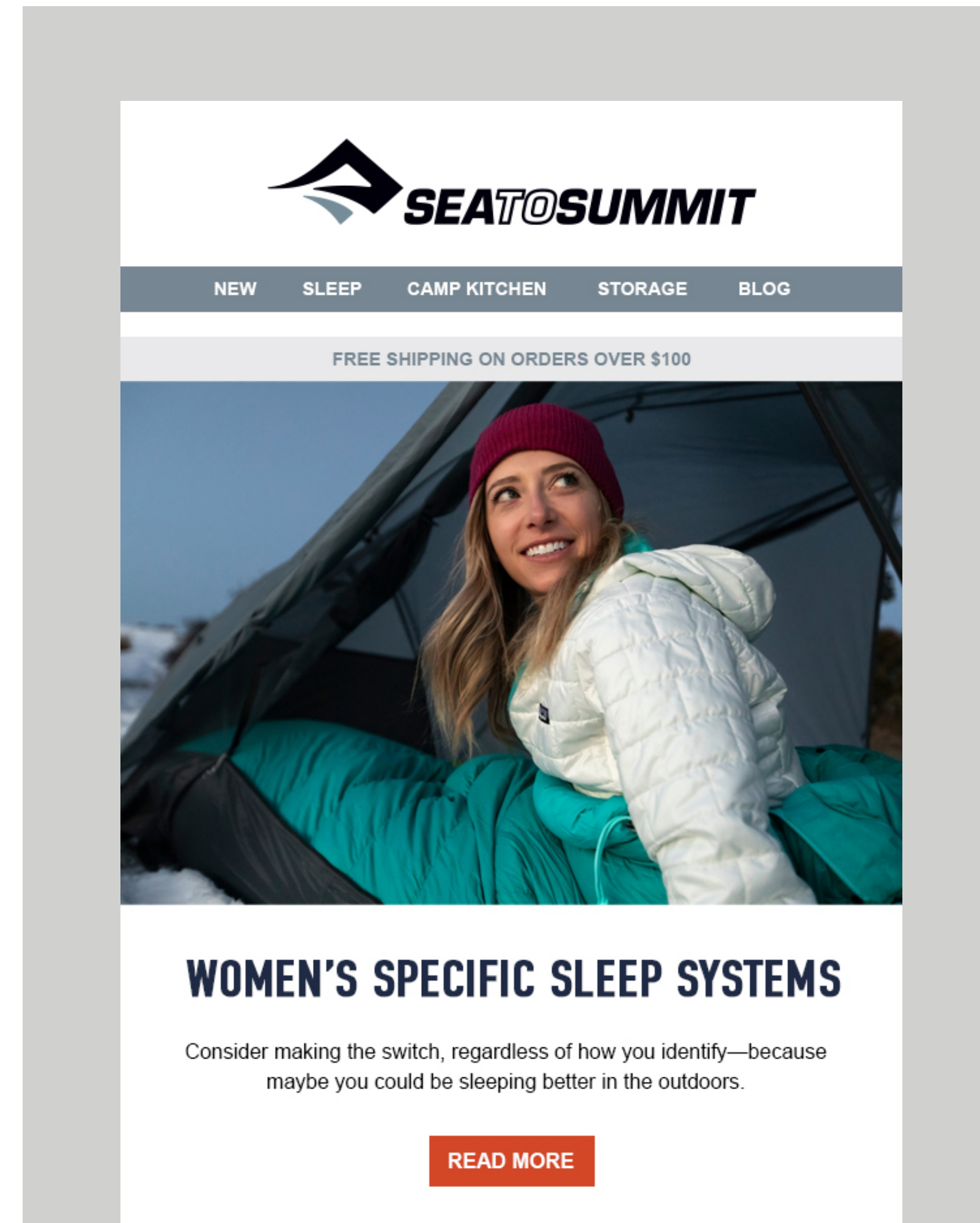
HEX
#FFFFFF



HEX
#E9E9EA



HEX
#1F2A44



DIGITAL MAILING FONTS

On many common digital platforms the Sea to Summit brand fonts will not be available. For this reason we allow two different fonts to serve as alternatives.

Because of it's reliability, **Arial Regular** is the official digital fall-back font and should be used across all platforms that require use of web-safe fonts.

If available, **DIN 2014 Narrow Demi** (available on [Adobe Fonts](#)) is also permitted as a substitute for headings (H1 only). Arial must still be used for all other fields.

H1

DIN 2014 Narrow Bold

Aa

**ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+ /()-%&**

H2 / H3 / H4 / TEXT / LINKS

Arial Regular

Aa

**ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+ /()-%&**

FONT SETTINGS

TYPE & USAGE RULES

SETTINGS

TEXT

Large chunks of text.

Font Colour: Black #000000
Font: Arial
Font Size: 16px

Alignment: Centre
Line Height: 150%
Letter Spacing: 0px

LINKS

Use as needed. If used for a CTA, refer to our 'Tertiary Call to Action' on page 71.

Font Colour: Pindan #D34727
Font Weight: Bold
Text Decoration: None

H1

Main callout of an email (usually first line). Always uppercase.

Only one H1 on screen at all times.

Font Colour: Midnight #1F2A44
Font: DIN 2014 / Arial
Font Size: 40px
Font Weight: Bold
Alignment: Centre

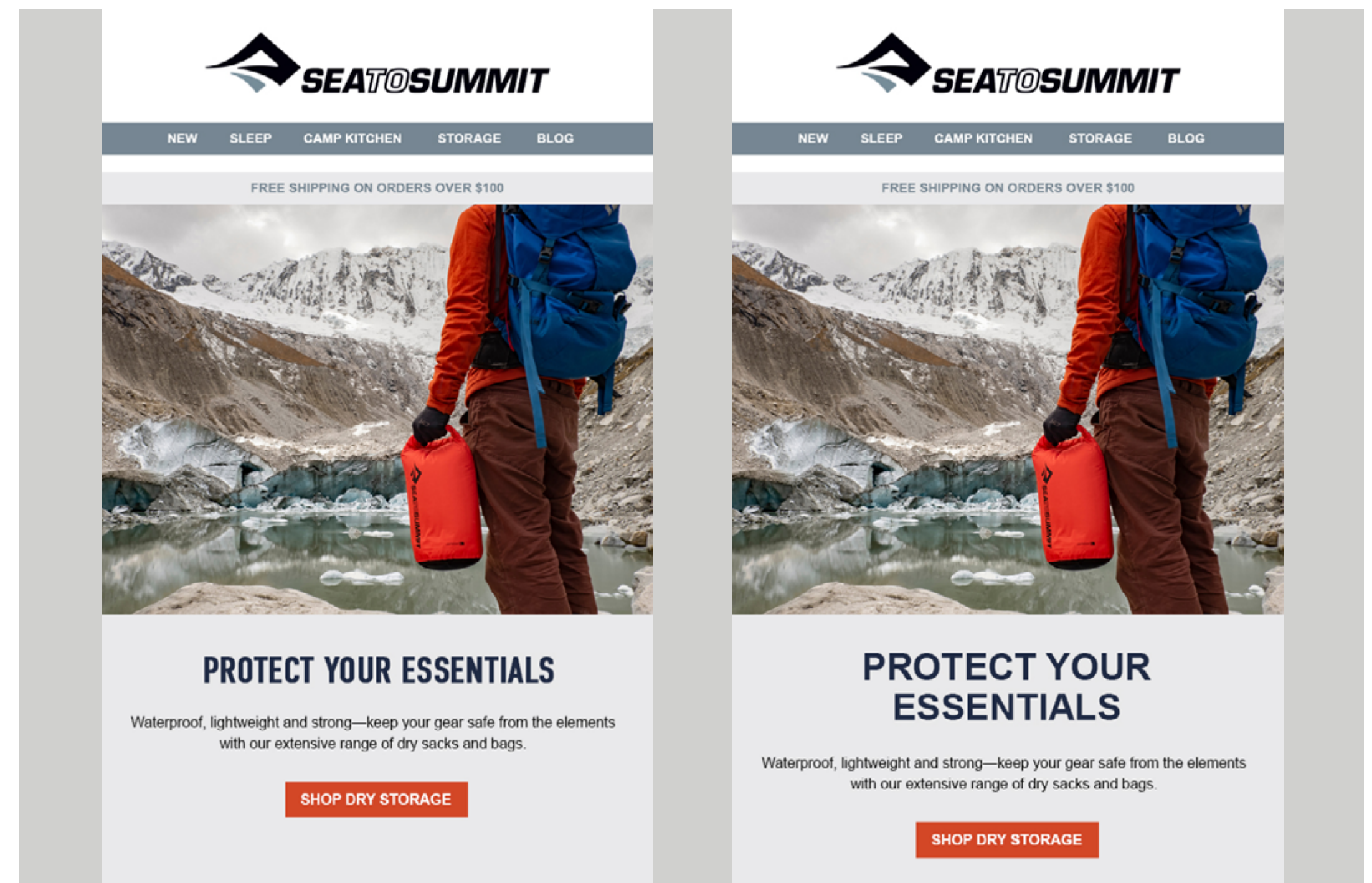
Font Style: Normal
Margin Bottom: 0px
Line Height: 110%
Letter Spacing: 0px

H2

Subtitle at beginning of email (good for taglines) Always sentence case

Font Colour: Dusk #768692
Alignment: Centre
Font: Arial
Font Size: 24px
Font Weight: Bold

Font Style: Normal
Margin Bottom: 0px
Line Height: 130%
Letter Spacing: 0px



H1 Default: DIN 2014

H1 Fall-back: Arial

FONT SETTINGS CONT'D

TYPE & USAGE RULES

SETTINGS

H3

Sub-section header.
Always uppercase.

Font Colour: Midnight #1F2A44
Alignment: Centre
Font: Arial
Font Size: 20px
Font Weight: Bold

Font Style: Normal
Margin Bottom: 0px
Line Height: 130%
Letter Spacing: 0px

H4

Italicised font can be used for
quotes or reviews.

Font Colour: Midnight #1F2A44
Alignment: Centre
Font: Arial
Font Size: 18px
Font Weight: Bold

Font Style: Italic
Margin Bottom: 0px
Line Height: 130%
Letter Spacing: 0px

MOBILE OPTIMISATION OF TEXT HEIRARCHY

Default, optimised for mobile.

Enable Optimisations: Yes
Content Width: 100%
Content Padding: 0px
Content Margin: 0px
Text: 16px, 150%

Heading 1: 24px, 150%
Heading 2: 18px, 150%
Heading 3: 16px, 150%
Heading 4: 18px, 150%
Block Padding: 0px



PROTECT YOUR ESSENTIALS

Waterproof, lightweight and strong—keep your gear safe from the elements with our extensive range of dry sacks and bags.

[SHOP DRY STORAGE](#)





AIR COMPRESSES OUT, WATER CAN'T GET IN!

Compress soft items like down jackets and clothing whilst keeping them dry.

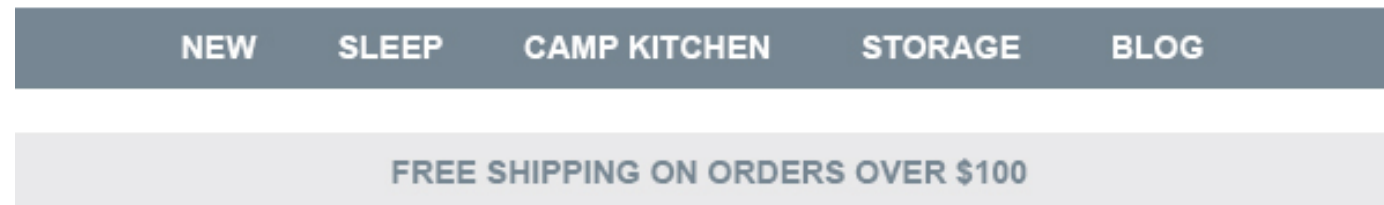
FROM \$42.99

[SHOP NOW](#)

CALL TO ACTIONS

CTA NAME	USE	STYLE	
PRIMARY (BOX) 	Main CTAs in email.	Background: #D34727 Padding Top/Bottom: 15 Padding Left/Right: 17 Font: White #FFFFFF	Font Family: Arial Text Size: 16px Letter Spacing: 0 No border radius, border or drop shadow
SECONDARY (GHOST) 	Alternative to primary button where: <ul style="list-style-type: none"> We don't want to compete with the main CTA. There are too many CTAs in the email and it looks 'busy'. 	Background: Match block background Border: 2px / Solid / #D34727 Padding Top/Bottom: 15 Padding Left/Right: 17 Font: Pindan #D34727	Font Family: Arial Text Size: 16px Letter Spacing: 0 No border radius, or drop shadow
TERTIARY (TEXT LINKS) SHOP NOW	To be used in the body of an email when lots of products are grouped together. Colour controlled by 'Links' setting in template styles. (see Font section)	Font Family: Arial Font Weight: Bold Text Size: 16px Align: Centre Font: Pindan #D34727	

LOGO / NAV / FOOTER



LOGO USE

- Always full colour inline logo on white background
- **Logo image size:** 600px
- **Logo image width in email:** 375px

NAVIGATION BAR

- **Background colour:** Usually Dusk #768692
- **Desktop:** Maximum 5 links—determined by content of email or relevancy to recipients.
- **Mobile:** Maximum 2-3 links—determined by content of email or relevancy to links—determined recipients.

FREE SHIPPING/PROMO BAR

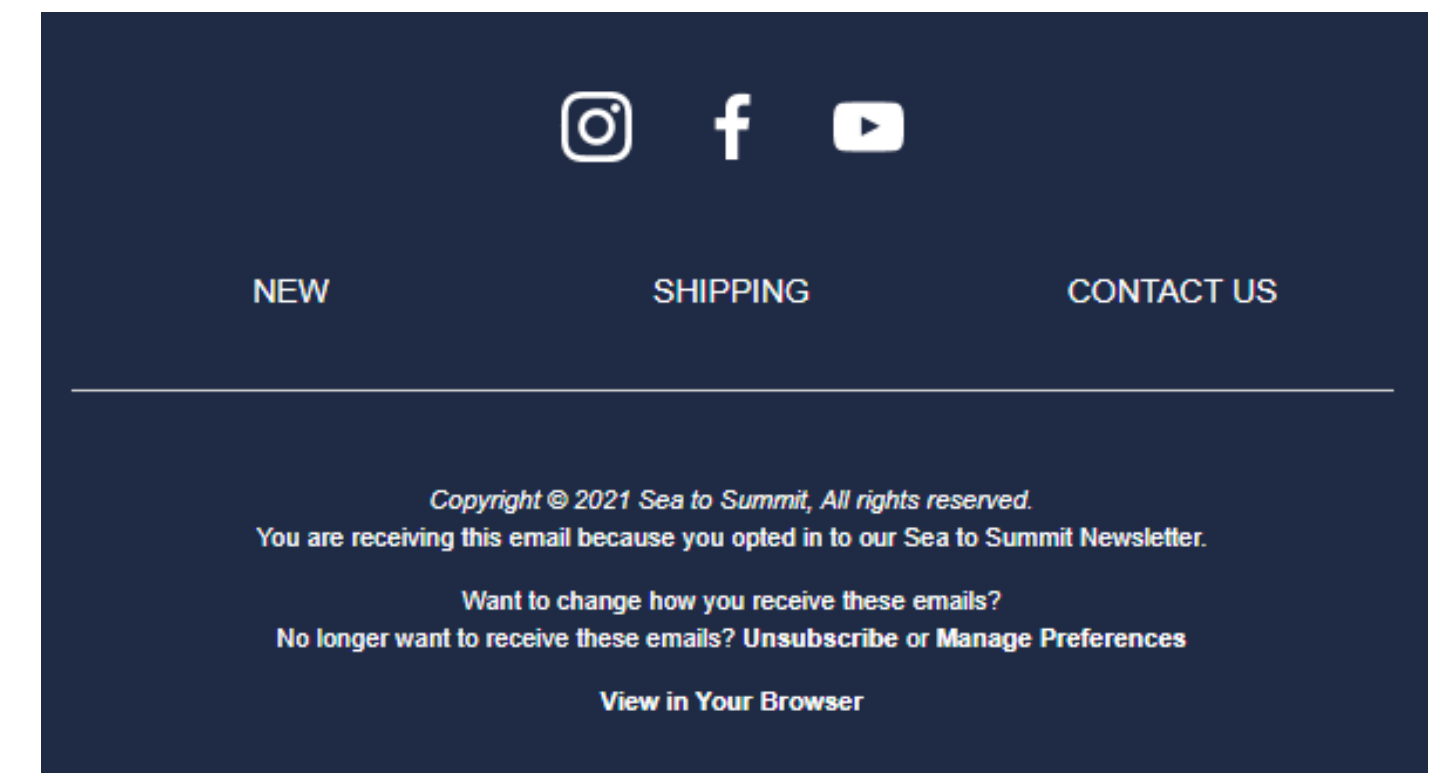
- Sits below Navigation Bar
- **Background colour:** #E9E9EA
- **Text colour:** Dusk #768692
- **Font size:** 14px

Text colour: #FFFFFF
Font: Arial
Font size: 14px
Font weight: Bold
Letter spacing: 0px
Link/Button spacing: Manual, 20px
Alignment: Center
Vertical align: Middle
Padding top/bottom: 5px
Padding left/right: 5px

Border: 0px, None
Border radius: 5px
Background: #768692
Padding: Top: 5px
Bottom: 5px
Left: 18px
Right: 18px
Show on: Desktop

FOOTER

- **Background colour:** Midnight #1F2A44
- **Text colour:** White #FFFFFF
- **Font size:** 12px
- Think about whether you want to feature your full address—people may turn up to your office. A good compromise is to include your city, state and postal code.
- Tailor the details as needed for your region.
- Footer needs to include Unsubscribe link.





SEAT@SUMMIT


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 **Sea to Summit - Outdoor Gear**

 **@seatosummit**

 **Sea to Summit**

 **Sea to Summit Head Office**