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N  
D IDENTITY  
GUIDELINES**

**2025**



**GIPFELGLÜCK**

**Reach Your Peak.**



# GIPFELGLÜCK

WELCOME  
ADVENTURER +

## Core Attributes

Our brand is built on three forces: **precision, performance, and exhilaration.**

These qualities guide the look and feel of everything we create — from the structure of the grid to the motion of sculptural curves and the impact of bold color accents.

## Brand Essence

**Gipfelglück** represents the rush of reaching the peak — sharp focus, power, and pure performance. Our visual identity carries this adrenaline into every touchpoint, distilling the intensity of extreme alpine environments into a clean, modern design language.

## Visual Systems

### Precision

- Clear modular grid structure
- Exact alignment and spacing
- Reduced, minimal compositions
- Technical consistency across layouts

### Performance

- Engineered, purposeful typography
- Strong geometric shapes
- High-contrast visual hierarchy
- Functional, stripped-back elements

### Exhilaration

- Sculptural curve forms (altitude & flow)
- High-visibility orange accents (power + energy)
- Large-scale action imagery
- Dynamic tension between dark and bright tones





**+** CHECK MY STYLE  
- image style

Up here, everything hits different

—  
the air, the view, the energy.  
Gipfelglück designs for the ones  
who climb hard even when the  
journey is long and tiresome.

***For the free, wild, and  
unbreakable.***



**Reach  
Your  
Peak.**

**GIPFELGLÜCK**

# ACTION

„Remember, slowly is the fastest way to get to where you want to be, and the top of one mountain is only the bottom of the next. Keep climbing.“

- Andre Deshields

+

breathe + believe +

dare +



IMAGE  
GUIDELINES



## IMAGE GUIDELINES



### Overall Look

- Cold, high-altitude atmosphere
- Sharp contrast with crisp details
- Clean, minimal, high-energy mood

### Subjects & Scenarios

- Real athletes in authentic action
- Ice climbing, snow climbing, high-mountain routes
- Close-ups of gear, rope, tools, and texture

### Composition

- Strong directional light
- Clear focus, no clutter
- Dynamic angles that emphasize height and motion
- Wide shots for scale / close-ups for intensity

### Color & Tone

- Cool tones (blue, grey, white)
- Natural light only
- Orange accents appear only in gear or small elements
- No filters, no vintage edits

### What to Avoid

- Posed lifestyle shots
- Warm, cozy aesthetics
- Blurry or low-quality images
- Busy backgrounds or heavy color grading



# GIPFELGLÜCK

- Don't stretch, squeeze, or rotate the logo
- Don't place the logo over busy or low-contrast images
- Don't apply shadows, glows, outlines, or filters
- Don't change the logo color outside the official palette
- Don't place the logo inside shapes or containers

NO

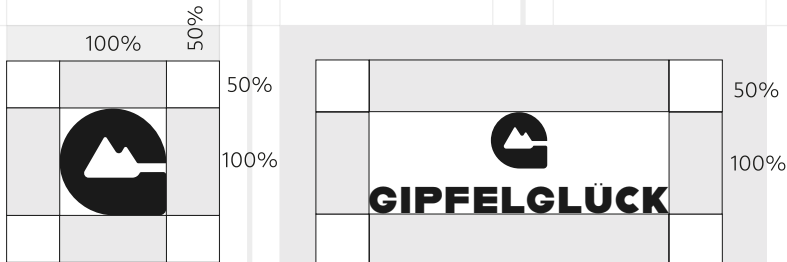


## DO'S & DONT'S

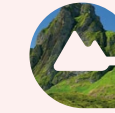
- Logo usage guidelines



YES



## Clear Space – Minimum Size



## TYPOGRAPHY



### HEADLINE TYPEFACE

#### Brandon Grotisque Bold

- 18 pt
- ALL CAPS
- Used for headlines and strong statements
- Geometric, modern, high-impact

### Subheadline Typeface

#### Brandon Grotisque Bold

- 18 pt
- Small caps
- Used for structure, section titles
- Clear, stable, functional

### Body Text Typeface

#### Komet Light

- 11 pt
- Used for paragraphs and descriptions
- Clean, technical, highly readable

### Typographic Rules

- Left-align inforatic text
- Maintain strict spacing and hierarchy
- No shadows, outlines, or decorative effects except extensions or movement of headlines or mood text.
- Use limited sizes for a disciplined, technical look

breathe + believe + dare +



# ACTION

## COLOR PALETTE



### Primary colors

#### Anthracite — Base

HEX **#1A1A1A**

RGB 26 / 26 / 26

CMYK 0 / 0 / 0 / 90

Used for: backgrounds, structure, contrast, technical clarity.

#### Cream — Light Surface

HEX **#F5F0E8**

RGB 245 / 240 / 232

CMYK 4 / 3 / 7 / 0

Used for: soft backgrounds, calm surfaces, refined balance.

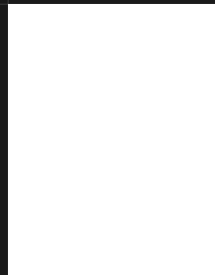
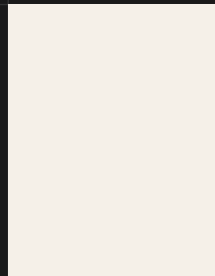
#### White — Clarity

HEX **#FFFFFF**

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

Used for: typography, negative space, high-contrast moments.



## Color usage rules

- Use colors flat and solid; avoid gradients or heavy effects.
- Transparency (Deckkraft) is allowed only for shapes and grids (5–12%).
- Do not apply transparency to logos or typography.
- Maintain strong contrast for readability and clarity.
- Apply orange accents sparingly to preserve impact.
- Avoid using unapproved or mixed colors outside the official palette.

#### Safety Orange — Energy

HEX

RGB 234 / 91 / 51

CMYK 0 / 75 / 85 / 0

Used sparingly for highlights and dynamic emphasis.



## Color Ratios

**65% Anthracite** — foundation for most pages

**20% Cream / White** — light surfaces, clarity, text blocks

**10% Glacier Grey** (created through transparency)

- Used for sculptural shapes
- Achieved through 5–12% opacity overlays of Cream or White

**5% Safety Orange** — accents, emphasis only





WELCOME  
TO THE TEAM





Reach  
Your  
Peak.

GIPFELGLÜCK