

**B
R
A
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



GIPFELGLÜCK



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

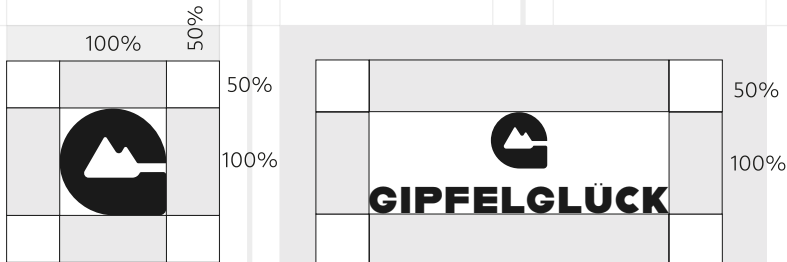


DO'S & DONT'S

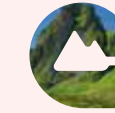
- Logo usage guidelines



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.

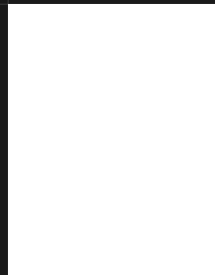
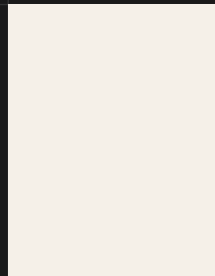
White — Clarity

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.

GIPFELGLUCK