



swell



media kit



hiya!

We are thrilled that you are joining us this year at Swell, Outspring's inaugural gathering bringing women together to play outside, connect meaningfully, and discover women-led outdoor brands, like yours!

We've assembled this media kit with everything you need to amplify your participation at Swell. Use these resources to spread the word that your rad women-led outdoor brand will be a vendor at Swell and to highlight your collaboration with Outspring.

When we promote and support each other - a wave of opportunity swells, enhancing visibility for us all.

women + outdoors = magic



when:

September 15-17, 2023

where:

Weber County's

North Fork Park

4150 East 5950 North

Liberty, UT 84310

tickets:

theoutspring.com/swell23

tagline:

amplify. shop. play.

snapshot:

A camping weekend for rad outdoorsy women.

brief overview:

A camping weekend in the company of like-minded women with hands-on workshops, fun activities, and a market of women-forward outdoor brands.

full pitch:

Swell, Outspring's inaugural gathering, is a 3-day camping weekend in the company of like-minded women, with hands-on workshops, fun activities, and a market of women-forward outdoor brands. We'll hang out under the stars, learn from each other, gain new skills, and get to know brands that create women-forward solutions that help the outdoors be more accessible, comfortable, and fun. Swell is for ALL WOMEN who want to be outside, who are inspired by and want to connect with like-minded outdoorsy women, and who want to support women-owned businesses.

about

powered by:

Swell is powered by Outspring, a discovery platform of outdoor brands made for and by women.

about

outspring

swell brand guide

You can use the Swell logo in collaboration with your business branding to promote the event and your attendance. Please adhere to the following guidelines when using the Swell logo.

- ◆ The full-color version of the Swell logo should be used whenever possible to create consistency across all platforms. When a single-color logo is needed, a full black version (#000000) or full white logo version (#ffffff) may be used.
- ◆ Always maintain clear space around the Swell logo at a minimum the height of the “w” in the logo on all sides, and adhere to the minimum size to ensure legibility and visibility.
- ◆ Please do not change the color palette of the logo, add shadows or other effects, rotate, rearrange, or put on top of a crowded background.

The Swell logo in its full color, featuring a gradient from orange to teal.

full color

The Swell logo in white.

white

The Swell logo in black.

black



clear space

The Swell logo in full color, with a horizontal line below it indicating the minimum width.

Minimum Width: 1.75"

You can find the Swell logos [here](#).

swell brand guide

social media



You can use these social media posts together with your logo to promote the event and your attendance as a rad women-led outdoor brand.

You can find the social media assets here.

instagram post



Your Logo Here

instagram story



Your Logo Here

facebook post



Your Logo Here



Your Logo Here



Your Logo Here



Your Logo Here

social media



branded images

You can use these additional Swell branded images together with your logo to promote the event and your attendance as a rad women-led outdoor brand.



You can find the branded images [here](#).

branded images



You can find all the resources mentioned in the adjoining folders in this package. We're so grateful for your participation in Swell 2023 and are so looking forward to seeing you there!

Questions? Feel free to reach out to Tami Jo Benson:

swell@theoutspring.com

theoutspring.com/swell23