



Annual Offsite  
San Diego, CA  
September 2023



# THE VIBE

brand guidelines & mood board

*the vibe*



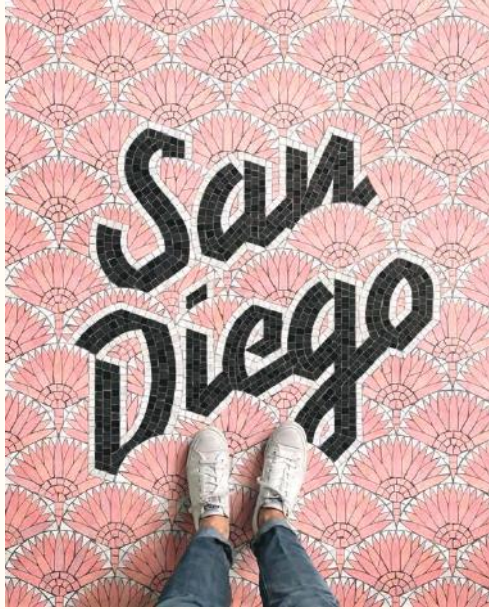
## *Team Whitestone Surfs the Wave in San Diego!*

When you think of Southern California, what's the first thing that comes to mind? Salty surf, soothing waves, and the Beach Boys playing "Surfin' U.S.A.!"

That's why Team Whitestone headed to San Diego for our annual company offsite. After an incredible experience at our [offsite](#) in Austin, Texas, we knew it would be hard to top the location, vibe, and custom merch. But here we are, riding the wave!



the mood





## color palette



spring mint

crystal pier

cool lilac

melon

lagoon

tourmaline

windansea

midnight

## typography

**This is an example of body type**

This is an example of body type

## primary logomark



## THE DESIGN CONCEPT:

Inspired by the chic beach vibes synonymous with Southern California, our Brand Team opted for simple and functional items with a spin on beach essentials.

## ELEMENTS:

- Retro surf style
- Soft dusted pastels & sherbert hues
- Nostalgic 90s surf prints
- Funky typography with playful lettering
- Hand-drawn patterns

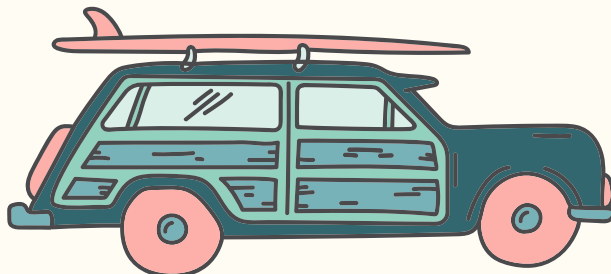
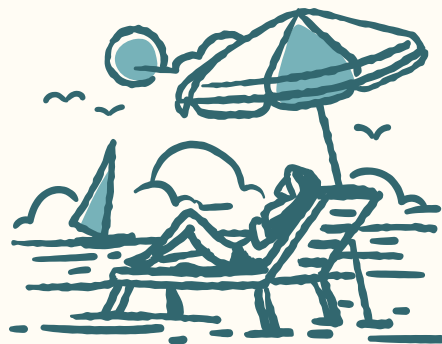


# THE ART

elements & icons



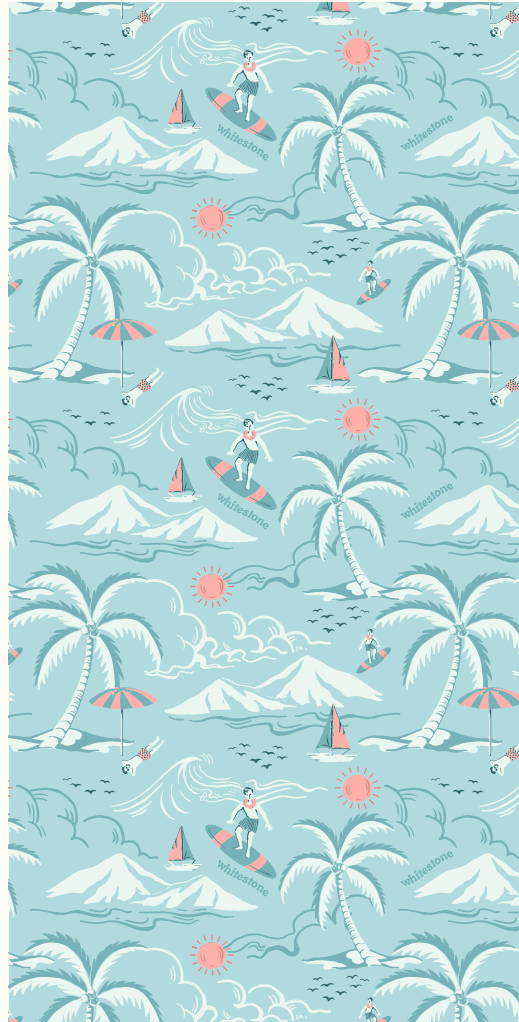
elements & icons



SAN DIEGO



CALIFORNIA







# THE MERCH

retro surf essentials

# COMPLETE KIT

In alignment with the Whitestone Surf Club theme, we gifted each team member with custom-designed merch inspired by 90s surf culture and our highlighted annual trends: [Good for the Planet](#) and [90s Nostalgia](#). These versatile items were practical and useful during our offsite activities and events.



90s Inspired



Gives Back



Good for the Planet





# MARINE LAYER CUSTOM-DYED LONG SLEEVE



We partnered with California-based [Marine Layer](#) to create our exclusive Whitestone Surf Club Long Sleeve Tee.

Eco-friendly and absurdly soft, this custom-dyed signature long sleeve tee is perfect for hanging beachside at sunset.

## FEATURES:

- Comfortable lightweight fit for beach nights
- Custom-dyed [neutral hue](#)
- Custom fabric - 50% Supima Cotton and 50% Micromodal - Modal comes from recycled beech wood, a [sustainable](#) source of raw materials
- Whitestone Surf Club branding featured on front and back

[Read More](#)



# CHAMELEON LIKE JOURNAL



In collaboration with our brand partner, [Chameleon Like](#), we custom-designed our [eco](#) offsite journals. Environmentally conscious and artfully crafted, these journals were the perfect choice for our team members to jot down offsite notes and goals! Sustainable surf style in one exceptional journal book.

## FEATURES:

- Chameleon Like's 5x7" Paperzen Perfect Bound Journal
- Durable cover in a subtle [earth-gray hue](#)
- Lightweight, washable, and made from [sustainable](#) "jeans tags" material
- Whitestone Surf Club hot stamp imprint on front, back, & spine
- 4 custom full-color inserts, including a note from our president, a map of San Diego recommendations, and a sticker page!

[Read More](#)





# MICRO CORDUROY 6-PANEL CAMP HAT



This camp hat was selected with the bright California sun in mind. Combining quality comfort and throwback style, the eco-friendly, [90s-inspired](#) cap keeps the sun off your face the SoCal way. 100% good vibes.

## FEATURES:

- 6-panel unstructured, mid-profile shape
- Deep emerald ocean hue
- 100% cotton - constructed from premium 21 wale micro corduroy fabric
- Flat bill [sustainably made](#) from recycled plastics
- Poly/mesh sweatband
- Whitestone Surf Club patch



# CUSTOM TERRYCLOTH BEACH BAG



With all the merch packed inside our Whitestone Surf Club beach bag, this retail-inspired, extremely oversized beach bag is the ultimate necessity with ample room for each person to fit all their offsite gear! Bonus: the all-you-need tote doubles as a handy carry-on when team members return home and for future vacations!

## FEATURES:

- Oversized shape with ample storage
- 100% terry beach towel material in dusted pastel blue
- Soft, packable, durable construction
- Machine washable
- Top zipper for easy access and secure closure
- Convenient interior and exterior pockets for beach accessories and offsite needs
- Custom Whitestone Surf Club patch on front center



# PESHTEMAL BEACH TOWEL



Classic, cool, and [eco-friendly](#), this towel was the perfect surfside companion for our offsite Cali outings! No ordinary beach towel, the Peshtemal also serves as a lasting gift that employees will have for always.

## FEATURES:

- Oversized 37"x69" rectangle shape
- Fine, supple, lightweight feel
- 100% Turkish cotton
- Whitestone Surf Club logo imprinted across the front center
- [Give Back](#): part of the proceeds from each item purchased are donated to a charitable organization.



# FILL IT FORWARD REUSABLE WATER BOTTLE



Whitestone partnered with our friends at [Fill it Forward](#) to create a superb water bottle and a whole hydration experience (dare we say, team contest?!). The durable reusable bottle allowed our team to stay ultra-hydrated and to have a collective impact on [people and the planet](#).

## FEATURES:

- Reusable 18 oz Cupanion® Bottle, made of durable Tritan and [manufactured sustainably](#) in New York
- Leakproof, dishwasher safe, and BPA free
- Lifetime guarantee
- Personalized QR code to track your teams/events impact
- Whitestone Surf Club logo

[Read More](#)





# THREE-COLOR PEN PACK



Pens are journals' best friends! Our custom pen packs include three pens with lively, uplifting messages imprinted on each. These high-quality pens with their fine points and cool colors were the perfect option for smooth writing during our Whitestone Surf Club events.

## FEATURES:

- Custom pen pack (set of 3) in retro-fun colors to match our Surf Club theme: Windansea, Lagoon, and Melon
- SoCal slogans digitized on each pen in whimsical, fun typeface
- Whitestone Surf Club print backer card



# CUSTOM ENAMEL PIN SET



What's a better way to honor an event than with a custom pin to mark the occasion and place? Our team tailor-made these enamel pins to highlight our “salty soul”/beach vibe theme; simple surf tokens to showcase and remind of our team's time together.

## FEATURES:

- Set of four full-color, die-struck soft enamel lapel pins
- Custom Whitestone Surf Club design
- Two-sided full-color backer card



# FULL-COLOR SUBLIMATED SUNGLASSES CROAKIES



The classic croakie securely keeps shades of all styles and varieties in place, away from the sand and waves. When taking surf lessons and playing beach volleyball, our team kept their sunnies on and secure with these custom Whitestone Surf Club croakies.

## FEATURES:

- High-quality neoprene
- Lightweight
- Whitestone Surf Club custom print



## NEXT STEP: KITTING

To create our Whitestone Surf Club merchandise, we followed the steps that are outlined in our Guide to Kitting.

### STEP ONE:

We created custom merchandise for our employees as a themed gift and for use during our annual offsite; this year, in San Diego, CA.

### STEP TWO:

We selected retro surf-inspired items that were also useful during the offsite activities and events.

### STEP THREE:

Products were organized and assembled at our fulfillment center.

### STEP FOUR:

All Surf Club merch was packed into the beach bag to be ready for our employees upon their arrival in San Diego.

### STEP FIVE:

Our team members were surprised and delighted with fully-custom, trend-forward items to enjoy during our offsite and have as memorabilia long after!





# COMPANY STORE

When our Whitestone Surf Club merchandise was finalized, we added the custom products to our company store. The company store allowed us to showcase our Surf Club items and streamlined the ordering process.

## READ MORE HERE:

- [10 Reasons Why You Should Consider a Company Store](#)
- [Whitestone's Guide to Company Stores](#)



## additional merch ideas





# READ MORE

- [Whitestone Surf Club Case Study](#)
- [Whitestonefest 2022 Offsite Case Study](#)
- [How to Plan an Offsite](#)

Fly Away With Us:  
San Diego Trend Shop

Shop All Trend Shops