

HiP CAMP

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Brand Story

In 2013, Hipcamp founder and CEO, Alyssa Ravasio, tried to go camping on the beach. She was utterly frustrated with the lack of options and information about the campsites she had chosen. She had spent several hours searching dozens of websites for a spot that fit what she thought was a simple request: a beach to set up camp and watch the first sunrise of 2013. When she got there she realized how little she knew about the campsite listing, and she decided she was going to change that. She took matters into her own hands, and decided to take a website development bootcamp in order to make a better option. And thus Hipcamp was born.



Core Values

Embrace Adventure. Being an adventure seeker, on the quest to find the perfect trip that defines you.

Move with purposeful urgency. Being an agent of change in land preservation by incentivising private landowners to sharing their land as campgrounds for others.

Build resilient communities. Building a connected community of campers and outdoorsmen, to encourage a more environmentally aware mindset.

Leave it better. In our trek to the outdoors, we aim to have the world be a more accessible experience for everyone by leaving our campsites better than we left them.

Mission + Onlyness

Hipcamp is the bucket list for every outdoor explorer, no matter your experience level. We value having a fun, unique, and exciting adventure for everyone, with an endless number of campsites that guarantee the trip of your lifetime.

With over 300,000 unique campsites in the United States, Hipcamp offers far out experiences for everyone from lone wolf campers to families looking for adventure.

Trademark

HIPCAMP

Original Logo

HiPCAMP

Updated Logo

Color Palette

#E3E4D5

#F3AB35

#DC4E4F

#1D7874

#071E22



Tagline

Camp more.

Camp more is a double entendre that invites people to camp more often but also indicated the vast amounts of campsites and experiences that Hipcamp has to offer.



Typography

Camp more.

Scarlet Wood Bold

We've got your **site.**

Quasimoda Regular + **Extrabold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 ¿?¡!&@

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 ¿?¡!&@

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 ¿?¡!&@

Environmental Ad



The outdoors are
for everyone,
just bring yourself.
We got the rest.

HiPCAMP
camp more.

HiPCAMP.COM

The billboard is a large rectangular sign with a black border, mounted on a metal pole. It features a photograph of a person in a green shirt and blue shorts standing next to a red tent in a grassy field. In the background, there is a large, isolated tree on a hill under a clear blue sky. The text is white and positioned in the upper half of the image. The logo and website are in the bottom left corner.



Environmental Ad

**Tents aren't for you?
We've got the site.**

HiPCAMP
~~camp more.~~ glamp more.

HIPCAMP.COM

Magazine Ad



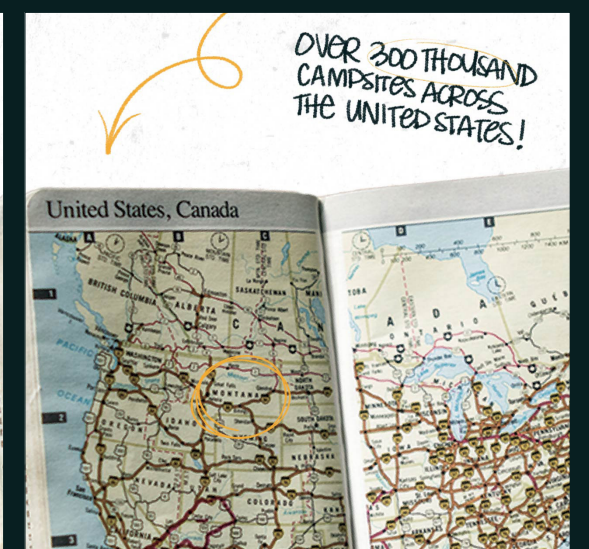
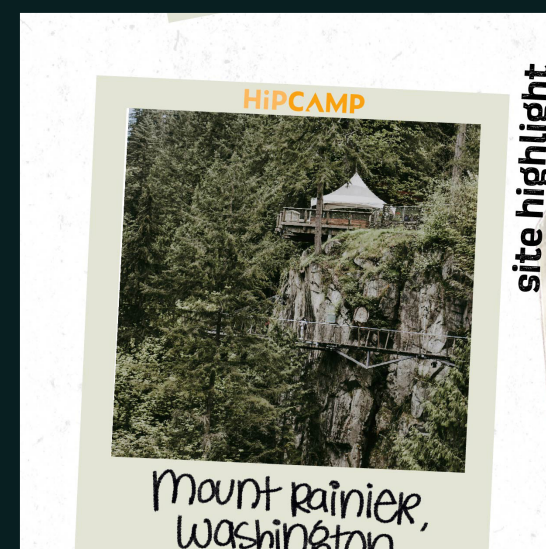
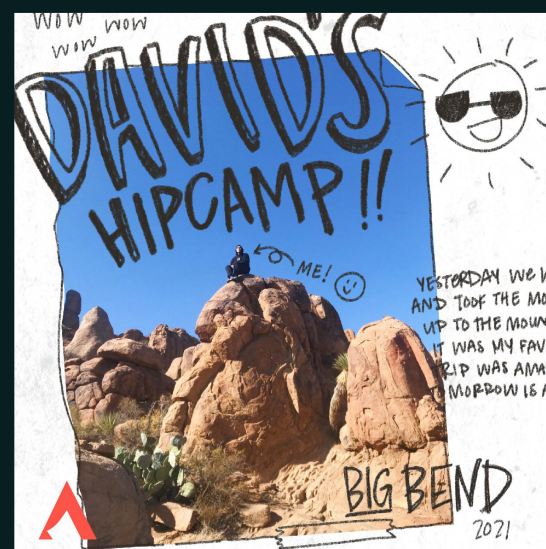
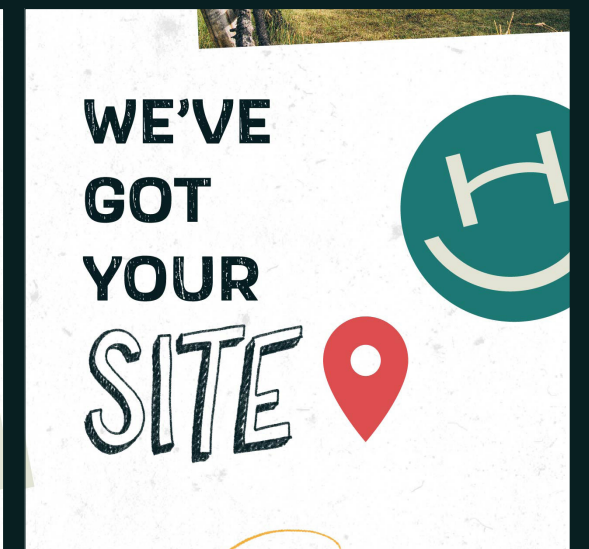
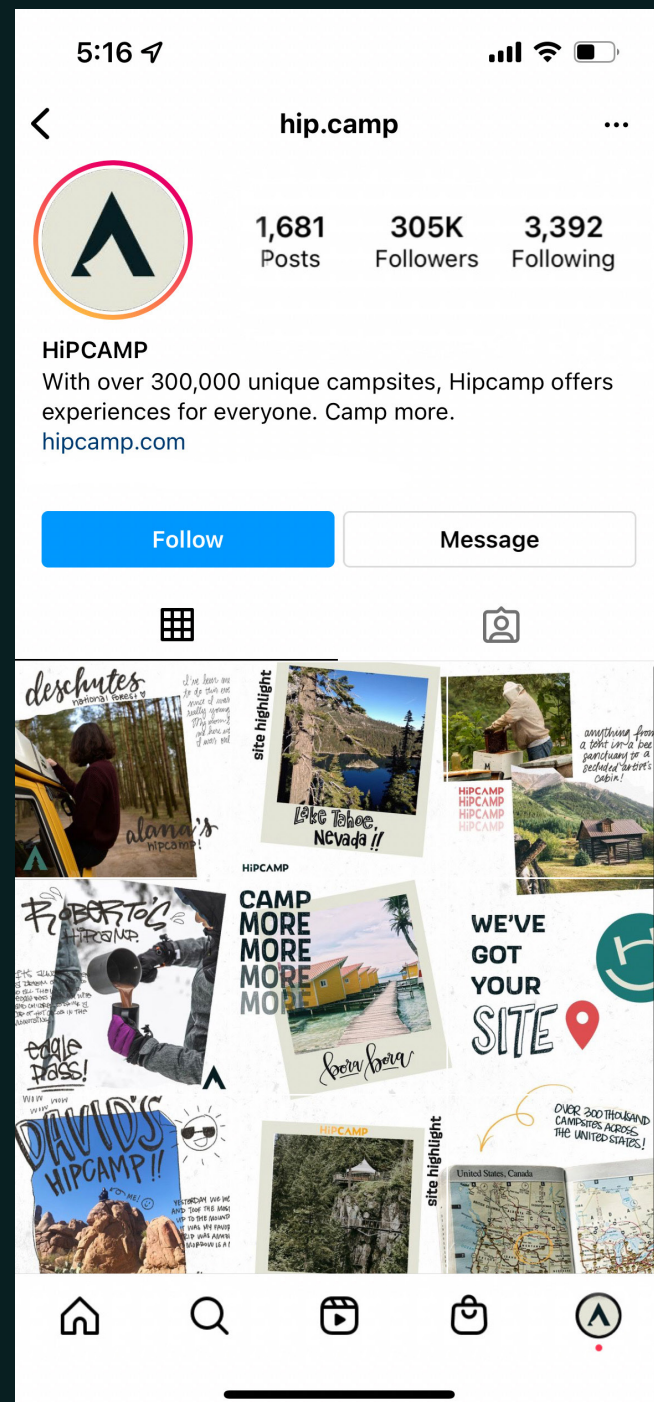
HiPCAMP

**WE'VE
GOT
YOUR
SITE
CAMP MORE.**

**WITH OVER THREE
HUNDRED SIXTY
THREE THOUSAND
FOUR HUNDRED
FIFTY NINE 🚐
CAMPSITES IN THE
U.S. AND COUNTING,
WE'VE GOT THE
LOCATION FOR YOU.**

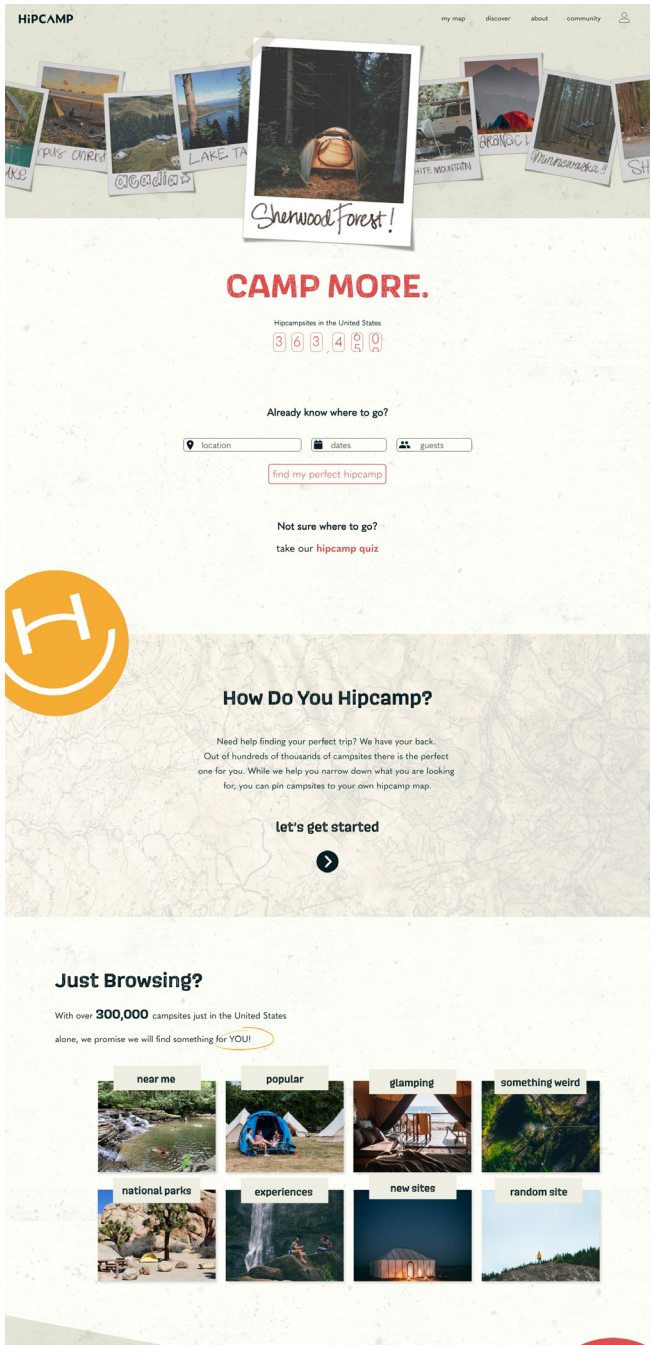
HIPCAMP.COM

Instagram Look + Feel



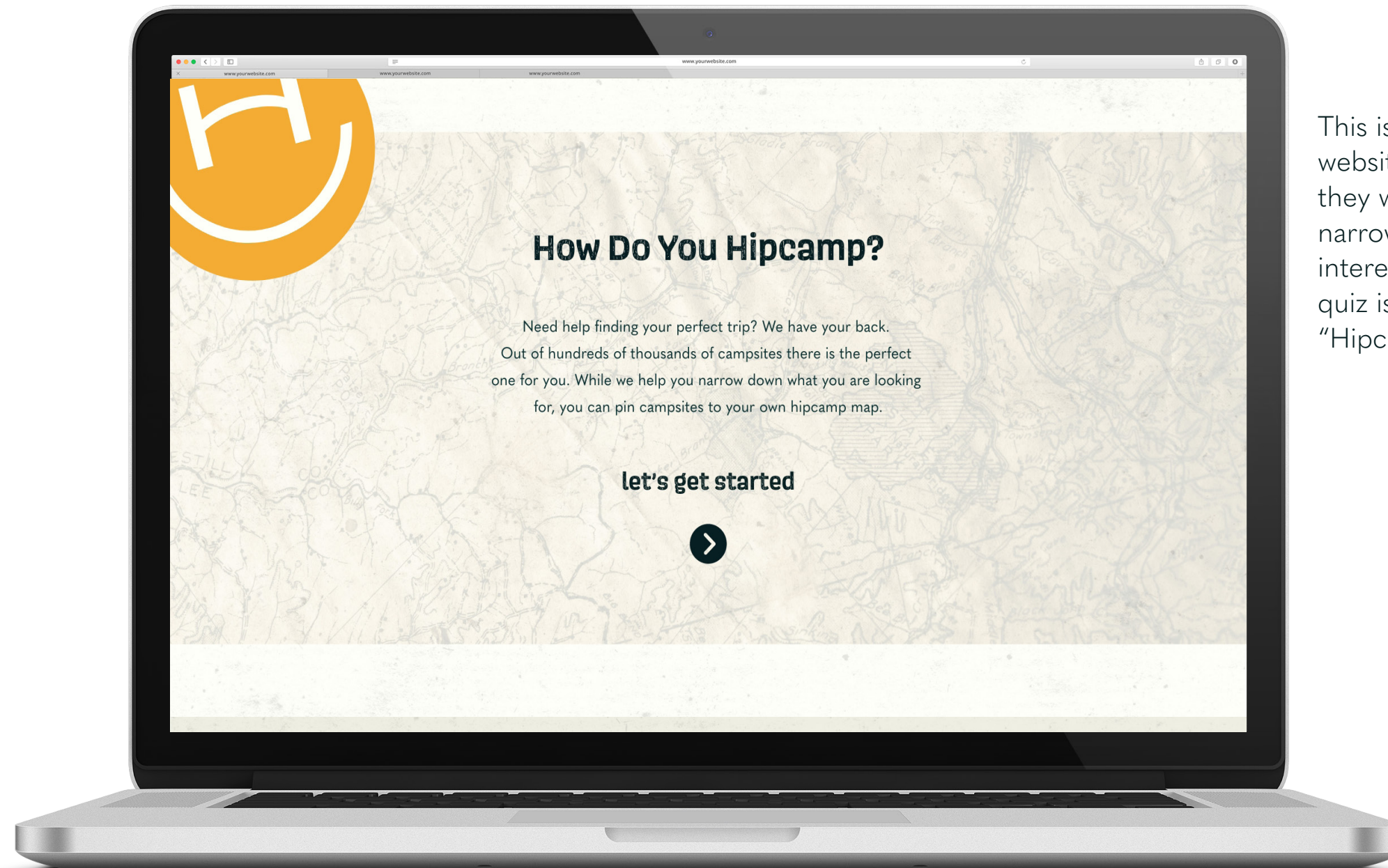
The Instagram feed uses hand drawn elements to create a more personal feel and attracts users to the uniqueness of each experience. We want users to feel like they can put themselves into these perspectives and places.

Web Look + Feel



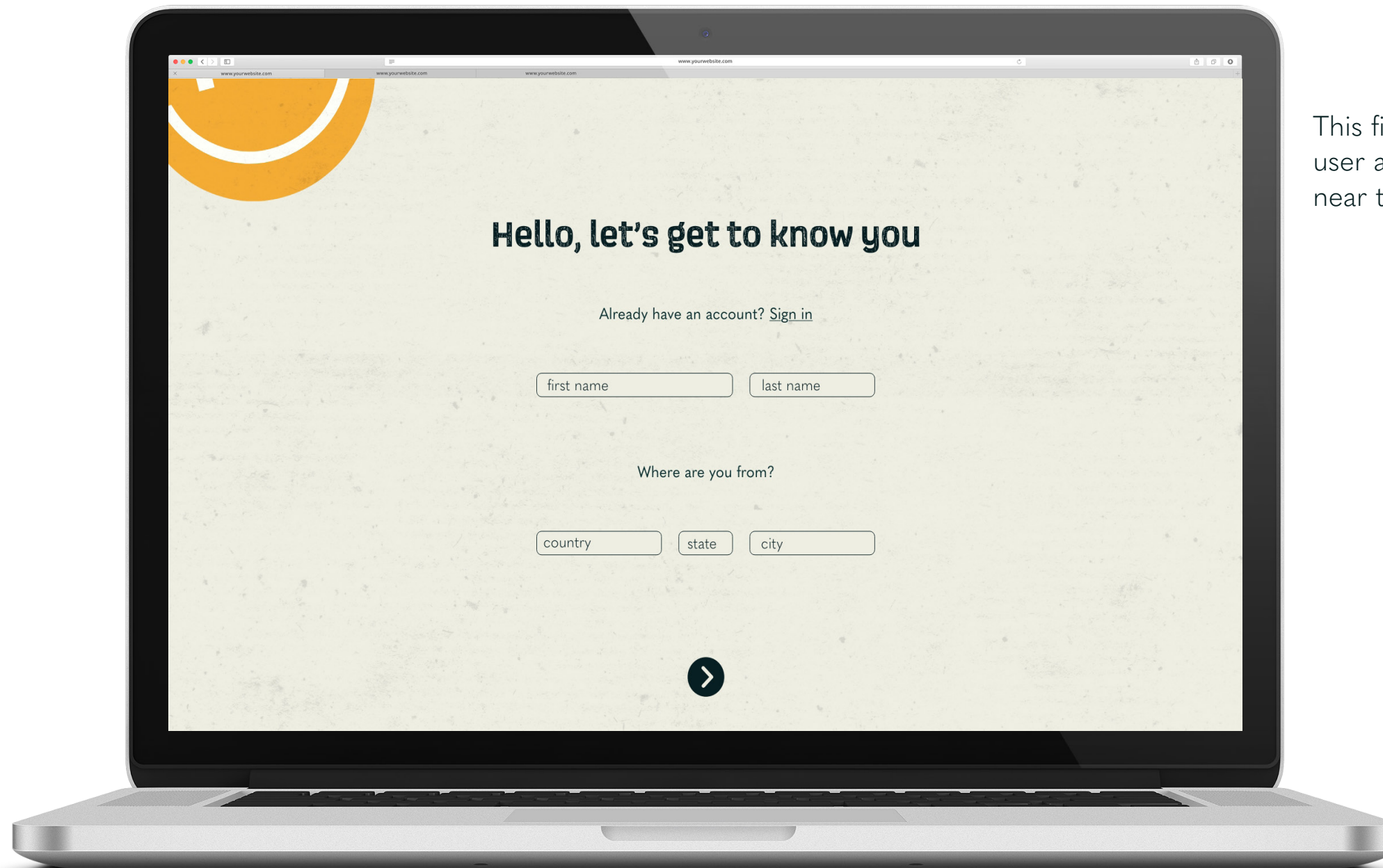
The website has a similar look and feel as the Instagram page, making it more personal and realistic. The polaroids in the hero show real and specific sites available at Hipcamp. The live counter also indicates this and further drives the message of "Camp more". The location search is immediately under the hero for users who already have an idea of where they want to go.

Website Quiz



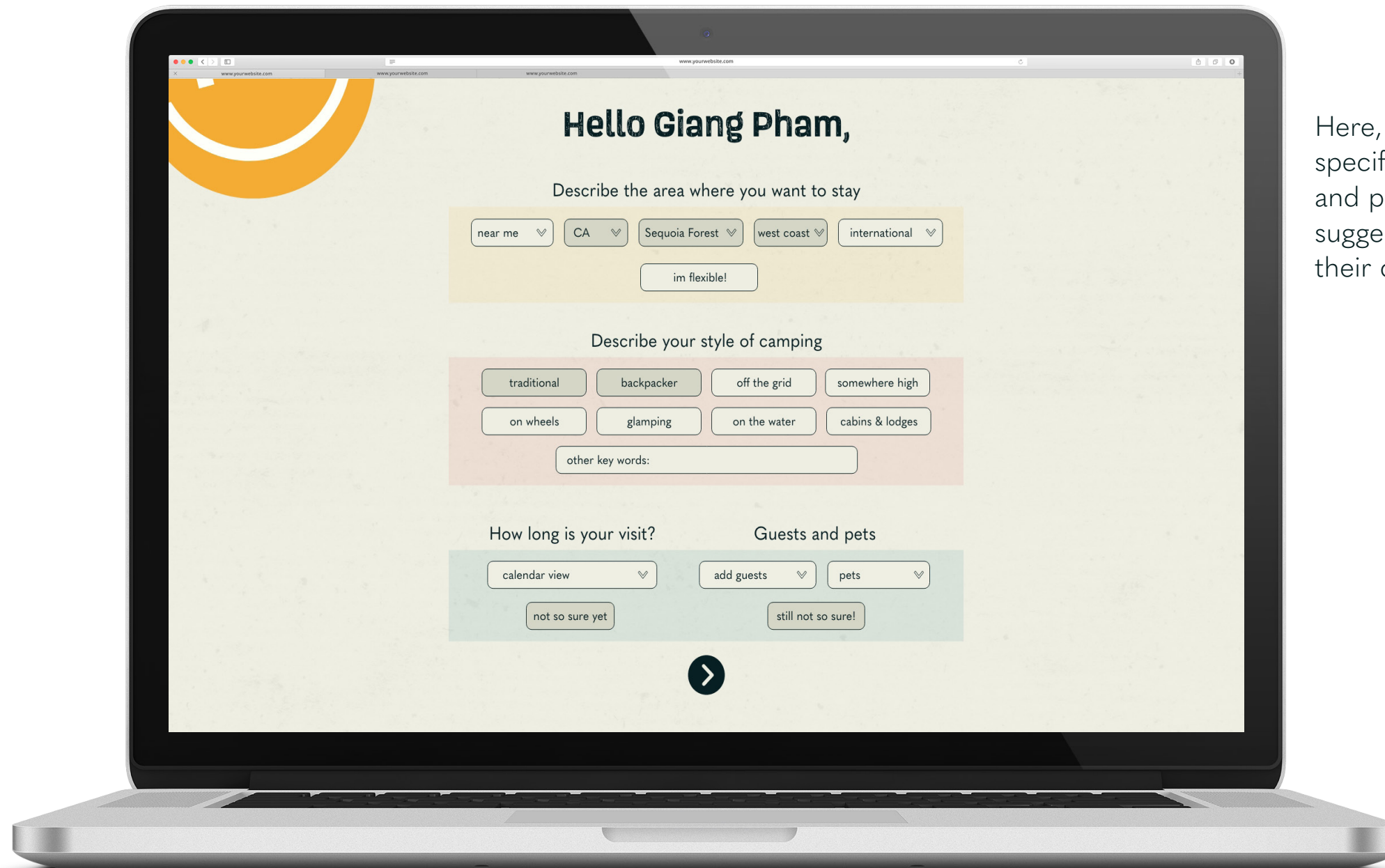
This is the main interactive element of the website. If the user does not know where they want to go, this quiz will help them narrow down locations and sites that may interest them. Another purpose of the quiz is for Hipcamp to find bloggers or “Hipcampers” similar to you!

Website Quiz



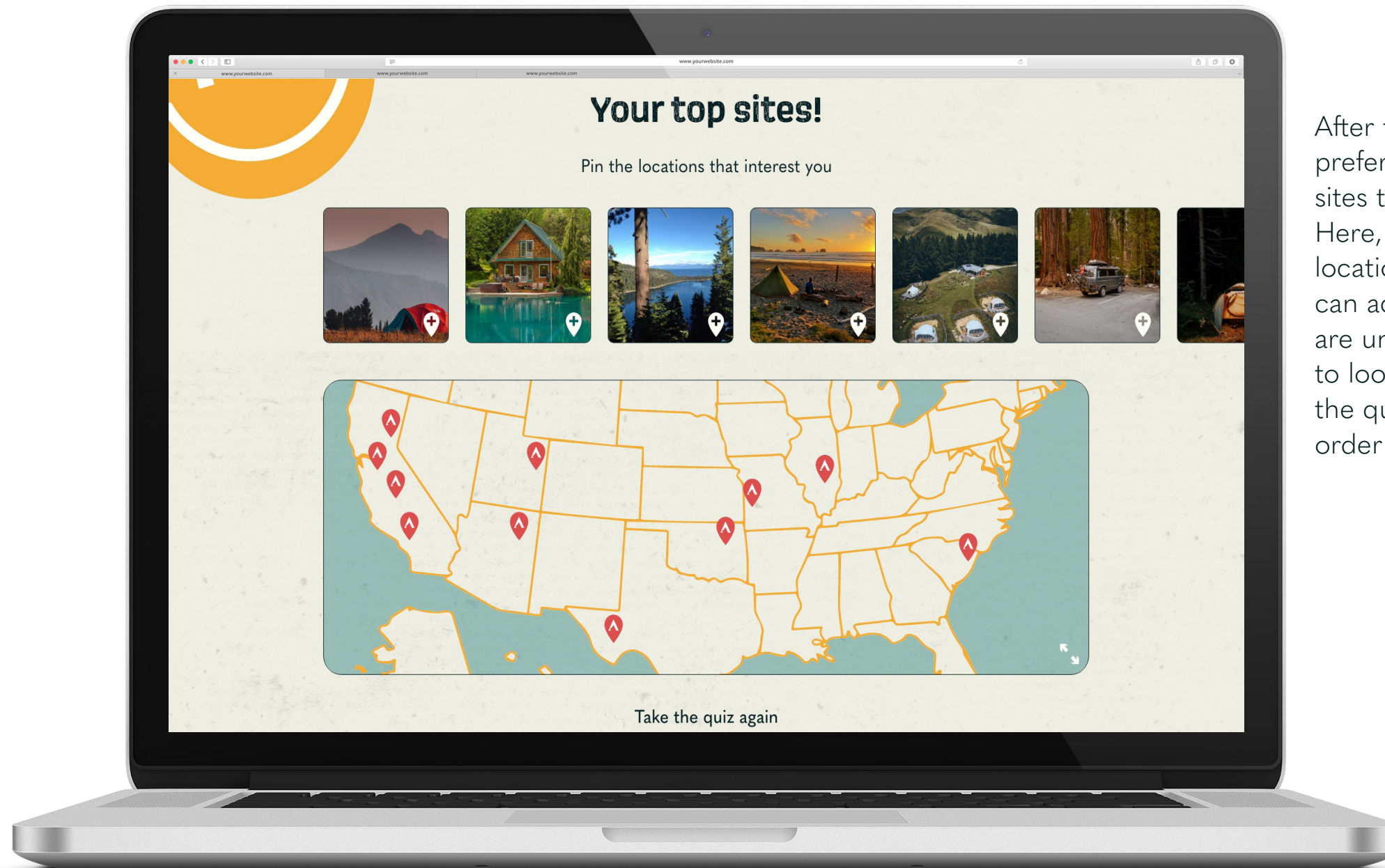
This first part of the quiz identifies the user and establishes locations and sites near them.

Website Quiz



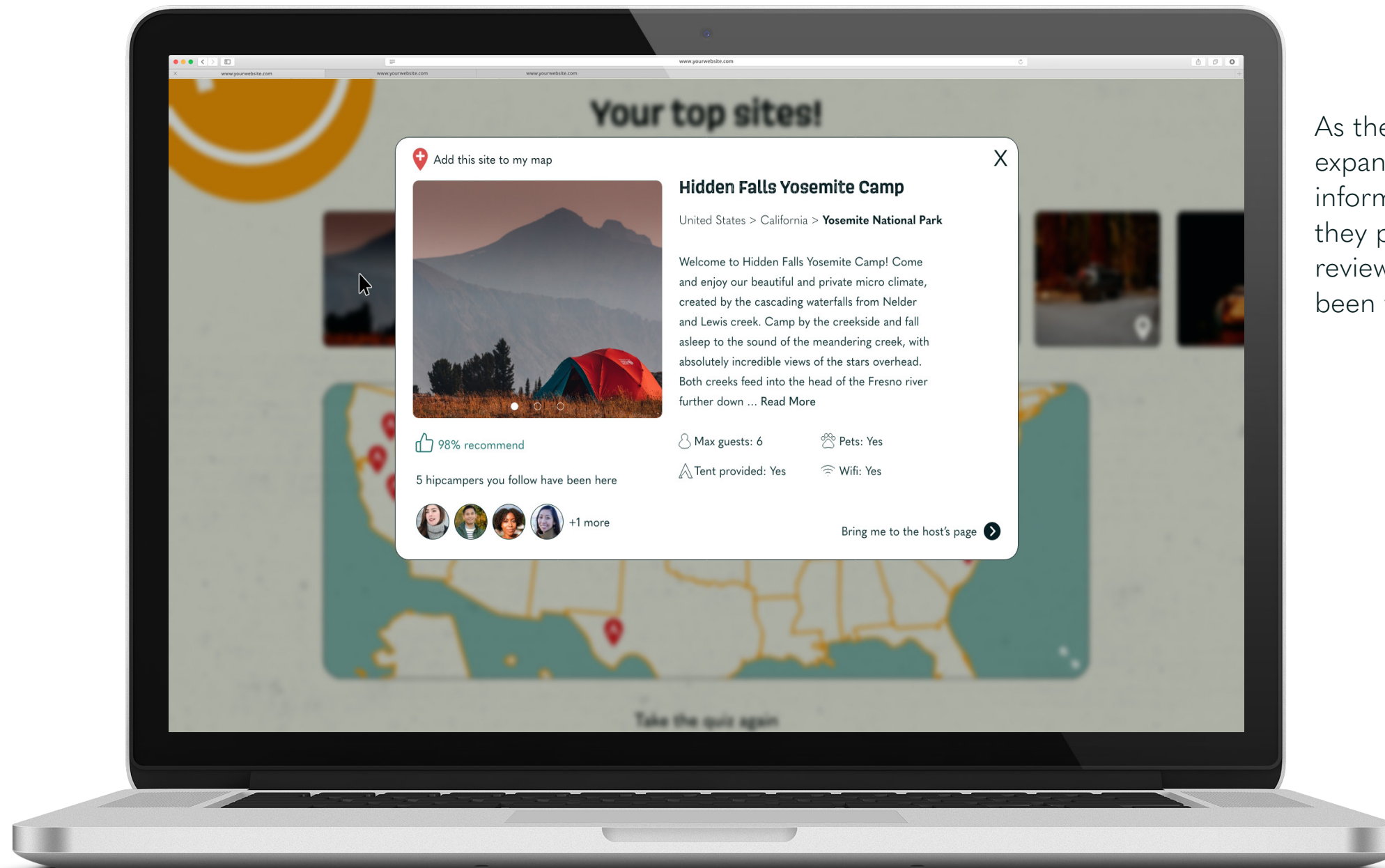
Here, the user can elaborate on their specific needs, level of camping expertise and preferences. It helps narrow down suggested sites ever that gears towards their choices.

Website Quiz



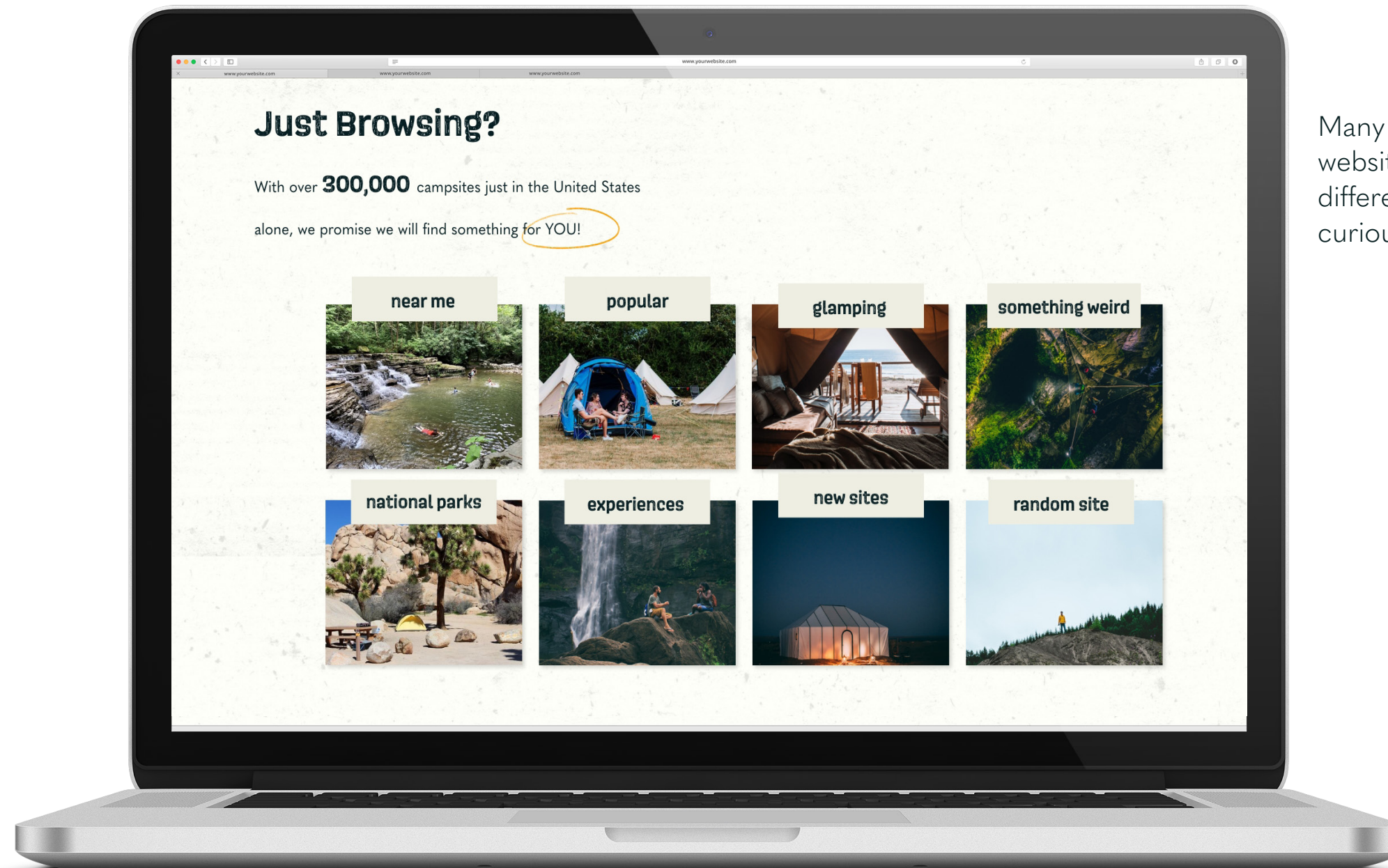
After the user has entered all their preferences, Hipcamp will display the sites that they think will most fit the user. Here, they are able to pin the campsites/locations to their personal map that they can access in their profile later on. If they are unsatisfied with their results, or want to look for new sites, they are able to take the quiz again. The sites appear in the order of relevance to the user's answers.

Website Quiz



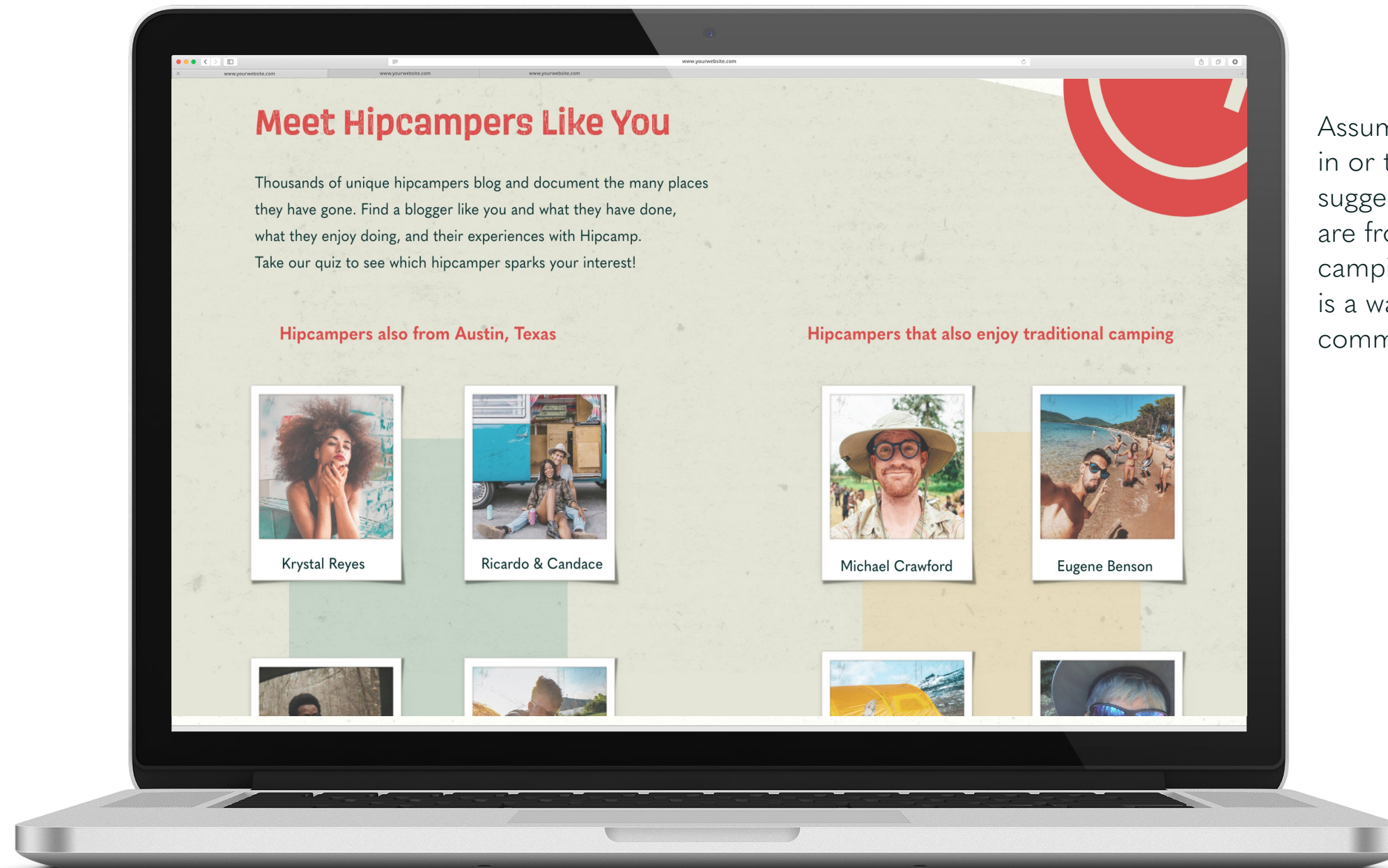
As the user clicks on each site, it expands, and they are able to view more information about each location before they pin it to their map. They can also see reviews and “Hipcampers” that have also been there.

Website Browsing



Many users just want to browse the website, and this section categorizes different locations that the user may be curious about.

Website “Hipcampers”



Assuming that the user has either signed in or taken the quiz, the website will then suggest Hipcampers based on where you are from as well as ones that share similar camping styles to you. Further down there is a way to redirect to the Hipcampers community page.