

Brand Identity Development

Two decisions for the board: a logo for GEA Alliance, and an update to the Summit Scholarship logo and fonts while we are at it.

01 · THE REASON

Give GEA Alliance a brand identity

The parent organization has operated without a visual identity of its own. As boards, regulators, and alliance-spanning sponsors increasingly deal with GEA directly, it needs one — institutional, durable, and distinct from its initiatives.



02 · THE OPPORTUNITY

Refresh the Summit Scholarship logo & type

Building GEA's identity is the natural moment to fix Summit Scholarship's mark and fonts, which don't serve us well visually — the current logo fails at small sizes, in single color, and on merchandise.

What the board is asked to do: review both identities against a shared set of criteria (next page), **vote** on the Summit Scholarship logo and the GEA Alliance logo, and **approve** the typography and color systems that support them.



GEA ALLIANCE



What makes a good identity

Both decisions are judged against the same criteria, so the board is comparing on substance rather than taste. A mark that meets these will still be working in ten years with a one- or two-person team maintaining it.

A good logo or mark

It is recognizable at a glance and unmistakable from the others in the family. It stays legible at small sizes (down to about 24 pixels) and in a single color, and it survives the unglamorous places a logo has to live: embroidery, low-resolution print, a stamp on a water bottle. It carries its meaning without needing a caption, and it reproduces in charcoal, slate, black, or white so it never depends on a particular color to work.

A good wordmark

The name reads cleanly whether or not a symbol sits beside it, and it is set in the brand's own typeface rather than a default font. The relationship between the words — their spacing and weight — is fixed, so anyone on the team can reproduce it consistently, and a defined clear-space keeps it from getting crowded. Above all it has to lock up gracefully with the parent and initiative marks, because in an alliance these names frequently appear together.

Good typography

The fonts are free and license-clean (Google Fonts), so non-designers can maintain everything without a subscription or a designer on call. The system is small — a title, a section heading, body, and a caption — and every text-and-background pairing meets WCAG AA contrast. Each brand keeps its own voice while sharing a common foundation across the family, and the type has to look right in a board memo or on a donation receipt, not only on a poster.





One family, distinct voices. The Cairn Project (fixed), Summit Scholarship, and GEA Alliance share a cool tonal range and a common type foundation so they read as relatives — but each keeps its own mark and register so it stands on its own.

Summit Scholarship — refreshed identity

The legal name has dropped "AWE" and is now the Summit Scholarship Foundation; the public brand is Summit Scholarship, with "AWE" and "Foundation" retired from the logo. The board votes the mark; the typography and color are shown for approval.

The mark

BOARD VOTE

<p>CURRENT FOR REFERENCE</p>  <p>Hairline sketch, ultra-light type. Fails small, in one color, on merch.</p>	<p>A — CONTOUR CLOSEST TO CURRENT</p>  <p>Two-peak silhouette as clean lines. Immediate recognition.</p>	<p>B — SOLID SUMMIT BOLDER</p>  <p>Same silhouette, filled. Most durable; works at any size.</p>	<p>C — CALLIGRAPHIC PEAK DISTINCTIVE</p>  <p>A single brushed ridgeline to a summit point. Hand-drawn warmth, most distinctive.</p>
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A and B keep the recognition equity of the current mark; C is the distinctive option, carrying the hand-drawn character forward in a single calligraphic gesture. All reproduce cleanly small and in one color.

TYPOGRAPHY

FOR APPROVAL

H1 / Title Archivo SemiCondensed Bold (87%) · caps	THE 2026 COHORT
H3 / Subsection Caveat Bold · Alpenglow · ≥14pt	<i>From the essays</i>
Body Source Sans 3 Regular	2,159 applications from 82 countries.
Caption IBM Plex Mono · Deep Slate	82 COUNTRIES // 2,159

Matches the website's character. The new official typography preserves the visual feel of summitscholarship.org while moving to free, license-clean fonts: Archivo stands in for the site's Adobe heading typeface (acumin-pro), with no perceptible change in feel. The website itself needs no change.

COLOR — THE WEBSITE PALETTE, NAMED

#545454 Charcoal Text	#677181 Deep Slate Links	#3A4456 Twilight Deep anchor
#A4B3C2 Slate Graphic	#B98A45 Alpenglow Accent	#ECEDF1 Mist Panels

The site's existing palette, named and given rules, plus one warm accent (Alpenglow). No changes to the website required.

GEA Alliance — new identity

The parent's mark: institutional, durable, deliberately not a mountain (both initiatives own theirs). The board votes the mark and approves the type, color, and family lockups.

The mark

BOARD VOTE

1 — THE WORDMARK

GEA ALLIANCE

No symbol — name and legal descriptor are the mark. Maximum credibility, never competes with the initiatives.

2 — THE STRATA



GEA ALLIANCE

Bedrock layers: the stewardship base. Strongest in endorsement lockups.

3 — THE OPENED GATE



GEA ALLIANCE

A barrier opened, a path through — equity as access. Fluid brush forms.

Decision guidance: Option 1 optimizes for credibility; Option 2 for the brand architecture; Option 3 for meaning and warmth. All work alongside Summit Scholarship or The Cairn Project.

TYPOGRAPHY

FOR APPROVAL

H1 / Title

Archivo Bold · title case

Impact report

Body

Source Sans 3 Regular

Shared governance and stewardship.

Fine print

Source Sans 3 Italic

501(c)(3) · EIN 87-2236254

Same Archivo + Source Sans 3 foundation as Summit Scholarship — one font ecosystem — but normal-width title case, never condensed, never Caveat.

COLOR — THE CONNECTIVE PALETTE

#2E3338

Graphite
Text

#35535A

Petrol
Accent

#7FA1A8

Lt Petrol
Decor

#EDF0F0

Limestone
Panels

#000

Black
Print

#FFF

White
Base

Petrol sits between Summit Scholarship's slate and The Cairn Project's teal. Dosage rule: GEA is predominantly graphite/white/limestone; petrol in small doses only.

FAMILY LOCKUPS — THE PETROL RULE CONNECTS THE FAMILY



THE CAIRN PROJECT

A GEA ALLIANCE INITIATIVE





**SUMMIT
SCHOLARSHIP**

A GEA ALLIANCE INITIATIVE

Identical construction for both initiatives — mark, petrol rule, standardized line. Not used on legacy-funder communications where the relationship belongs to the initiative.

The family at a glance

How the three brands fit together. GEA Alliance is the parent and the connective tissue — its petrol palette sits between The Cairn Project's teal and Summit Scholarship's slate, and its type shares the same Archivo + Source Sans 3 foundation. The Cairn Project is fixed; the others are shown pending the votes in this package.

<p>INITIATIVE</p> <p>The Cairn Project</p>	<p>PARENT · THE ALLIANCE</p> <p>GEA Alliance</p>	<p>INITIATIVE</p> <p>Summit Scholarship</p>
<p>LOGO & WORDMARK</p>  <p>THE CAIRN PROJECT</p>	<p>LOGO & WORDMARK</p> <p>GEA ALLIANCE</p> <hr/> <p>ALLIANCE FOR GENDER EQUITY IN OUTDOOR ADVENTURE</p>	<p>LOGO & WORDMARK</p>  <p>SUMMIT SCHOLARSHIP</p>
<p>COLOR</p> <ul style="list-style-type: none"> Teal #5E7C7E Light Teal #7DA1A4 Seafoam #C0D9DB Salmon #E8927C Slate Gray #4D4D4D 	<p>COLOR</p> <ul style="list-style-type: none"> Petrol #35535A Light Petrol #7FA1A8 Graphite #2E3338 Limestone #EDF0F0 	<p>COLOR</p> <ul style="list-style-type: none"> Deep Slate #677181 Twilight #3A4456 Slate #A4B3C2 Charcoal #545454 Alpenglow #B98A45
<p>TYPOGRAPHY</p> <p>TURN ADVENTURE INTO ADVOCACY</p> <p>Grants to girls and young women getting outside.</p> <p>Display Barlow / Ubuntu Condensed · Body Ubuntu</p>	<p>TYPOGRAPHY</p> <p>Impact report</p> <p>Shared governance and stewardship for both initiatives.</p> <p>Display Archivo · Body Source Sans 3</p>	<p>TYPOGRAPHY</p> <p>THE 2026 COHORT</p> <p>Expedition scholarships for women and gender-diverse adventurers.</p> <p>Display Archivo SemiCondensed + Caveat · Body Source Sans 3</p>

The initiatives carry the adventure energy — warmer palettes, expressive display type, their own marks. GEA stays the quiet center: near-monochrome, no competing symbol, the petrol rule its only flourish. Shared DNA signals one organization; distinct registers keep each brand legible on its own.