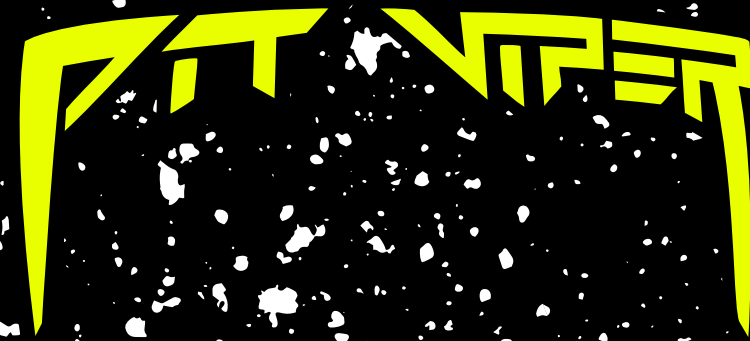




**THE OFFICIAL
UNDERGROUND FIELD GUIDE**



PART 1: HISTORY & MISSION STATEMENT

INTRODUCTION



MISSION STATEMENT

Pit Viper is here to party.

Sunrise to sunset, reef breaks to ridge lines, holeshots to holy shit, we build the functional, fun-loving gear that is serious about taking things less seriously.

Our foundation is creating eyewear that can take a beating. Our goal is building quality gear for the activities we love. We are bold. We take chances. We will always deliver the optimal blend of style and performance.

So, where's the party at? It's anywhere. It's a mindset. It's an "everyone come along", "let's have a good time", "we take care of each other" attitude that encourages you to fly your flag and share the stage with other people that fly theirs. We call these people Key Players.

Big deal if you didn't "make varsity," so what if you weren't "prom royalty," who cares that you don't "own a toothbrush". Key Players come from all backgrounds to take life by the horns, bring home the bacon, throw you a curveball, put all their eggs in one basket, tickle your funny bone, ham it up, break the ice and the glass ceiling, and always lay out the welcome mat.

Whatever your definition of party, that is where Pit Viper aims to be.

SINCE 1993



THE HISTORY

Pit Viper was founded on a simple principle - sunglasses that can take a beating.

In the spring of 2012, Chuck Mumford felt a disturbance in the force. He had come to realize, after years of skiing, partying, and living it up, there were no high-end sport sunglasses out there that could hold up to his lifestyle. It was then that he started to develop a rugged product that could be shot at, sat on, shoved in pockets, run over, and still maintain their sun and wind bucking ability. He painted his creations to match his extreme lifestyle, and damn did they look good. Chuck teamed up with successful champagne popper Chris Garcin and together they brought Pit Vipers from the Rocky Mountains to the world stage.

We've been selling these highly functional and fashionable sunglasses for years now, always striving to find the optimal blend of style and performance. We believe in keeping the fun alive, and are very serious about not taking ourselves too seriously. We love our products and what they stand for, and we know you will too.

ABOUT OUR PRODUCT



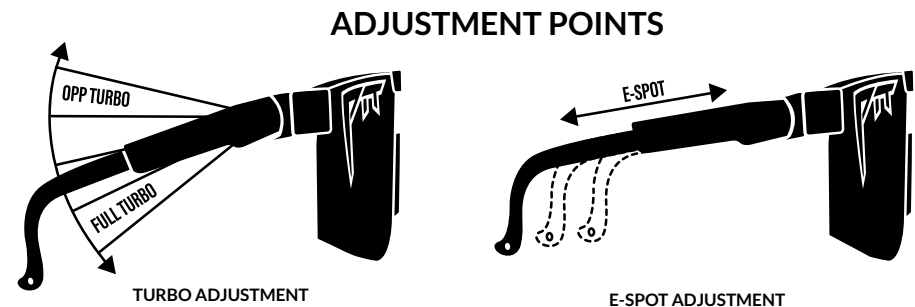
Pit Vipers demand respect & authority. Put them on and let the world be jealous. It's that simple.

Oh okay, so you need some convincing? Try this on for size poindexter:

- **Military design.**
- **Solar protection.**
- **Optimal peripheral vision.**
- **Adjustment points for the perfect fit.**

ANSI Z87+ SAFETY RATING

Most of our sunglasses are Z87+ Safety Rated, meaning they stand up to high-impact testing and meet OSHA safety standards.



THE ORIGINALS



THE DOUBLE WIDES



THE 2000s



THE INTIMIDATORS



THE PIT VIPER XS



THE GRAND PRIX

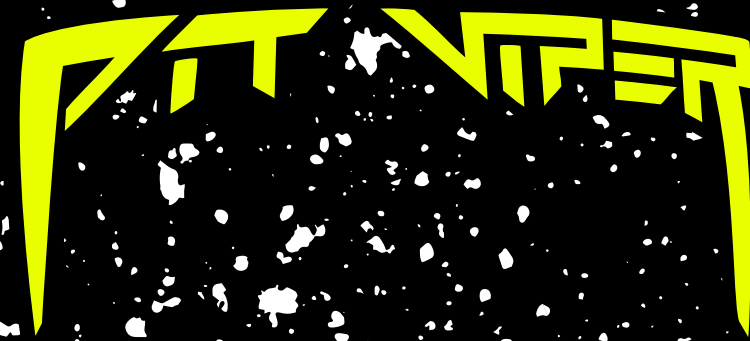


THE EXCITERS



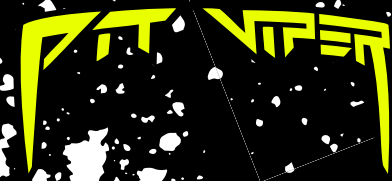
THE GOGGLÉS





PART 2: BRAND IDENTITY & VOICE

BRAND IDENTITY & VOICE



Speaking of Pit Viper....

- Pit Viper is two words and the P and V (nice) should always be capitalized.
- Our customers have come up with a lot of slang terms for Pit Vipers, (i.e. Pitties, Vipes, Vipers, PVs) but they should never be used by us. We stick with Pit Vipers.
- We refer to all sunglasses as Pit Vipers. It's rare that we use the word sunglasses. Ie: "The Pit Vipers stay on during sex." vs "The sunglasses stay on during sex."

How We See Ourselves:

- Positive. Irreverent. Confident. Inclusive. Unapologetically Celebratory.
- We're serious about not taking ourselves too seriously.
- Whatever we're doing, we have fun doing it.
- We take the ideas that people only dream of doing, do them, and do them good. (i.e.: Limo Jumps, Jet Ski Giveaways, Making A Living Selling Splatter Painted Shades)
- Anybody can wear Pit Vipers, and feel as confident as we do.

Voice

- Pit Viper's voice is upbeat, stoked, energetic, and ready to party. We stay away from typical corporate tones or plain salesy messaging. Don't be afraid to:
 - Use CAPITALS. They express ENERGY and we use them a LOT on social media.
 - Stretch grammar rules for humor or cadence. Catch how I said "good" when I should have said "well" up there? No ones grading your work, you're allowed to start a sentence with a preposition if you feel it packs the right punch!

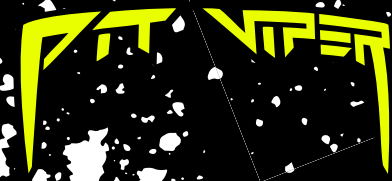
Profanity (The Fun Part)

- We don't use: Slurs of any type, and overly sexual words
- The down under clause: cunt is acceptable when used in conjunction with Australians.

When It Comes to Politics

- Pit Viper is apolitical and will not vocally support a party, political figure, or candidate.
- Pit Viper was not put on this planet to be social justice warriors. We make the world better through laughter and lead with our hearts for what's decent and right.
- Equal rights is not a political stance and we have and will continue to stand for equality, justice, and kindness.

THE PIT VIPER DICTIONARY



We've got a very colorful company collection of terms and go to phrases. If you're lost for words, start here.

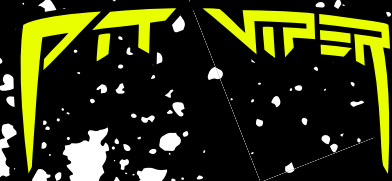
DICTIONARY

- **Full turbo (adj./adv.):** An adjustment setting on the temple of Pit Vipers, but also how we describe our intensity. Can also be used to mean "rad," "fast," or just plain "good." ex: "He hit a top speed of 69 mph on the slopes without spilling his beer, that's Full Turbo!"
- **Hippo (verb):** A favorite pose of ours, in which the model's ears and eyes (and Pit Vipers of course) are above water, while the rest of them is below).
- **69 (number):** Our favorite number, that just so happens to refer to a mutually reciprocated oral sex position.
- **Turbo Adjustment™ & E-Spot Adjustment™:** adjustment settings on our shades.

PHRASES

- The Sunglasses that Sunglasses Would Wear if Sunglasses Wore Sunglasses.
- The Optimal Blend of Style and Performance.
- Demand Respect and Authority: The official motto of Pit Viper. ex: "Pit Vipers will help you walk past secret service to go crack open a cold one with the president. Demand respect and authority, with Pit Viper."
- NEVER break up these terms. "Demand Authority" and "Turbo!" just don't have the same ring to them.

JOKES, WE MAKE A LOT OF THEM



People come for our products but stay for our copy and attitude. Our humor and choice of expression sets us apart from the rest. It's hard to put into words how to be funny, but we can give you some pointers.

If We Had A Time Machine:

- Would our jokes hold up? We stay away from pop culture or current event jokes, and stick to timeless original jokes. People should be able to scroll 3 years back on our Instagram and still laugh. (This does not apply to TikTok, where we see participating in some trends as participating in the app's conversation)

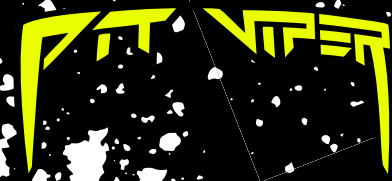
Common Comedic Tools We Use:

- Over exaggerating the awesomeness of something or someone.
- Act like we invented something that already existed.
- Using lists and contrasting items on them.
- Visual comedy is comedy too. We love over exaggerated action, facial expressions, and props.

Some Tips From Our Copywriter:

- When working on copy, write down everything that comes to mind, don't stifle yourself or be too critical on the first go round.
- Sometimes you've read something over 10x and it doesn't feel funny anymore. Run it by your friends/roommates/lovers, they may crack up hearing it for the first time.

DO AND DO NOTS



We like to push our jokes a little further than most, but let's clear up what is and isn't cool right now.

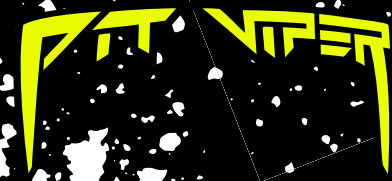
DON'T BE AFRAID TO:

- Use 69, 420, etc in place of boring numbers. Other favorites include 1993 and 8008135.
- Use toilet humor. We LOVE a good poop or fart joke, critics be damned.
- Use sexual innuendos. A great example is our "Come in Your Jeans" world record jean ski events. Take any opportunity you have to talk about things like: coming, lasting long, large, small, or perfectly average sized items, releases, growth, performance anxiety, stiffness, firmness, pleasure, bottoms, oral activities, etc.
- Poke fun at the customer.
- Self deprecate to an extent. We can be: unorganized, slow to restock, money hungry, drunk, stupid, unskilled/ungifted in the bedroom, etc. We are NOT: lame, uncool, nerdy.

JUST DON'T:

- Don't make fun of someone's disability, race, religion, sexuality, or gender, they will never be the butt of our jokes.
- Use racial stereotypes, caricatures, or anything pertaining to race/ethnicity as a joke. We don't care if Disney did it in the 70's, it ain't funny.
- Use sexuality or femininity as a joke or insult. "Sissy", "pussy", "gay," and the like are not insults.
- Use the word "retarded." There are a ton of other words to use, we know you can come up with something.
- Joke about someone's physical or mental disability.
- Joke or speak disrespectfully about any religion or religious holiday.
- Refer to someone's weight derogatorily. We have a lot of models whose body types add humor to their sexy shots, but there is a difference between laughing with someone and at someone. We are here to make everyone feel confident and sexy.
- Get too weird/graphic with the sexual jokes. Vague mentions of having lots of sex ironically is hilarious. Overly detailed wording or non ironic bragging is a little much. We don't want to hear about slaying poon, drowning in juices, or gobbling wieners.
- Joke about suicide or mental health
- Joke about hard drugs. Alcohol, weed, and psychedelics are acceptable, however stay away from jokes about drugs like cocaine, opiates, meth, etc, and joking about drug addiction.
- Force it. Forced humor is worse than no humor.

DO AND DO NOTS



CONTINUED...

Funny Over Cool:

- The title says it all. We love bad ass shots, but if you can choose between a 720 and a Spread Eagle, always go for the Spread Eagle.

Save It For Your Private Gallery:

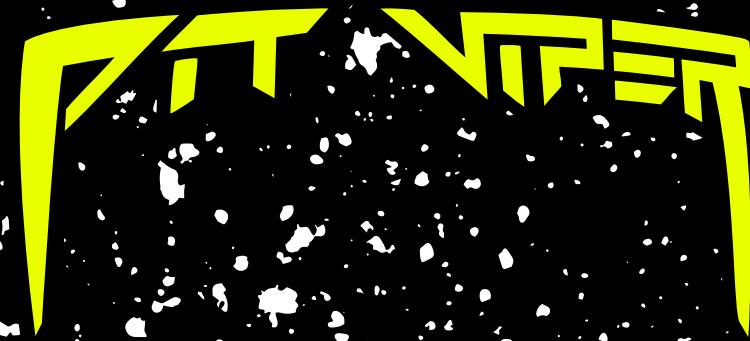
- Sometimes a picture comes out awesome, but it shows something that we don't feel comfortable encouraging for our fanbase, which includes a lot of minors. For that reason, we don't post or use media that shows: smoking, underage drinking, drinking while driving, hard drug usage, real life genitals, or malicious violence. If you don't feel comfortable with a 14 year old seeing it, don't post it.

Nobody Knows What It Means, But It's Provocative!:

- We've come a long way since 2012, but we haven't kicked our love of nudity. Nudity & sexual content is acceptable when used inclusively, like our "Butts of 2020" post, or when used as comedy.

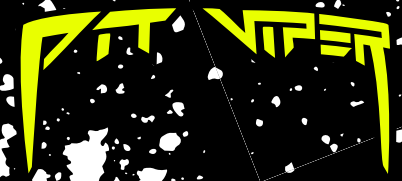
What About #PitViperBabes?

- The early days of #PitViperBabes were filled with swimsuit shots, and while we still dig chicks in swimsuits we have expanded #PitViperBabes as a way to support and show off our rad female identifying customers. The occasional sexy lady photo is okay, but make sure that the accompanying copy is respectful and not based around the sexuality of the photo. More on that later!



PART 3: PHOTOGRAPHY & GRAPHIC ELEMENTS

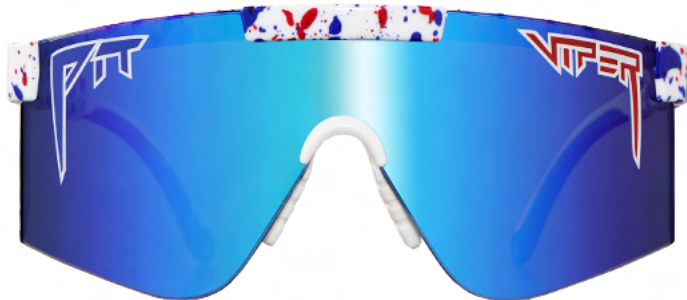
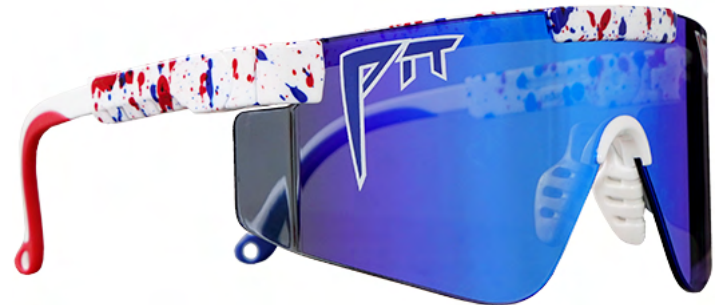
PHOTOGRAPHY



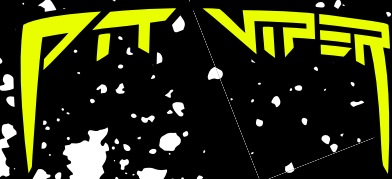
SUNGLASSES PRODUCT PHOTOS

Sunglasses should show the full color spectrum of the lens reflection, this can be done with solid photography and digital manipulation. Sunglasses will have three photos, one main front facing photo and two 3/4 shots of the sides. Attention to detail is key for these photos as they are the money makers. Reflections fully eliminated with digital manipulation will give you an uninterrupted color spectrum of each lens. Utilizing color correction to balance real life colors and a cameras interpretation of color is also essential so that the customer sees the correct version of what we offer.

Notice how the turbo adjustment is in the middle, and the lens shows the full color range it is capable of. Nice Huh?



PHOTOGRAPHY



LIFESTYLE PHOTOGRAPHY

What we want when photographers are taking lifestyle photos for us:

Self expression

- Be yourself and express yourself with Pit Viper
- What are your skills, passions, hopes, desires? Can you put on Pit Vipers and become that?

Faces

- Ideal to be overly serious, or completely not serious. If the situation is not serious -- ex: playing chess -- take it too seriously. If the situation is serious -- ex: jumping a car -- take it not seriously.
- Never ever smile like you are taking a family photo.
- **Always wear sunglasses over your eyes.**

Action

- Action is usually best. Action can make the best photos.
 - But we would rather see something stupid over something cool. Ex: spread eagles are cooler than 720s
- Ex:** this was cooler than this, at the same spot

Unique

- This was our best photo on instagram for about a year
- Do not do what other people would do.

TOP INSTAGRAM PHOTO



THIS



NEVER THIS



THIS IS COOLER



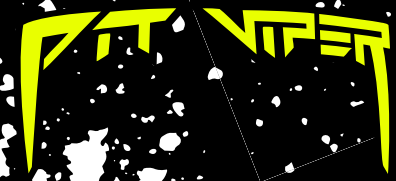
THAN THIS



SOMETIMES THIS IS OKAY



PHOTOGRAPHY



CONTINUED

This isn't your average family photo. We want to see exaggerated action, over the top expressions, and fun props. That being said, serious expressions or poses can be funny when paired with the right situations, models, or wardrobe.

THIS



NOT THIS



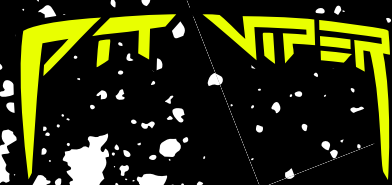
SOMETIMES THIS



THIS FOR SURE



PHOTOGRAPHY

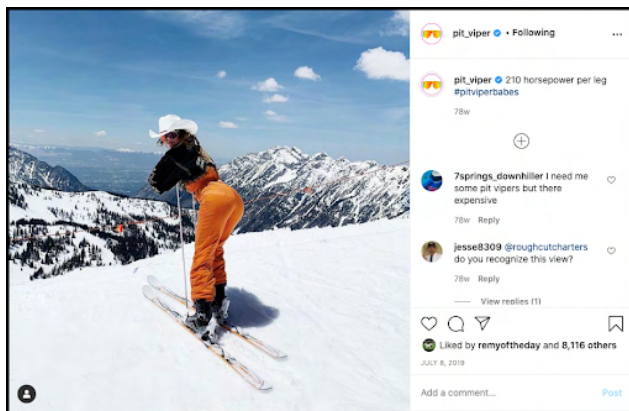
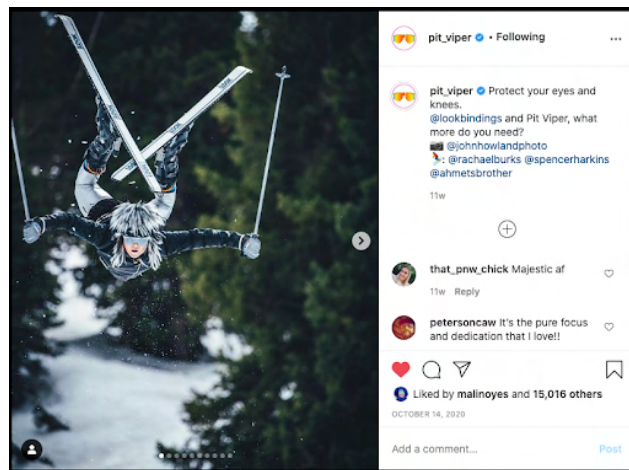


THIS AND NOT THAT

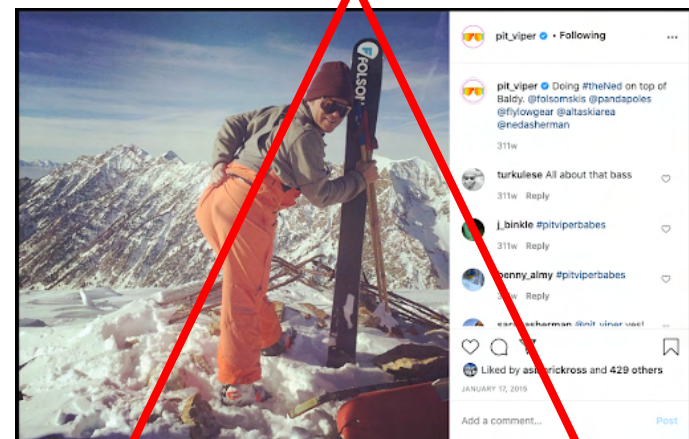
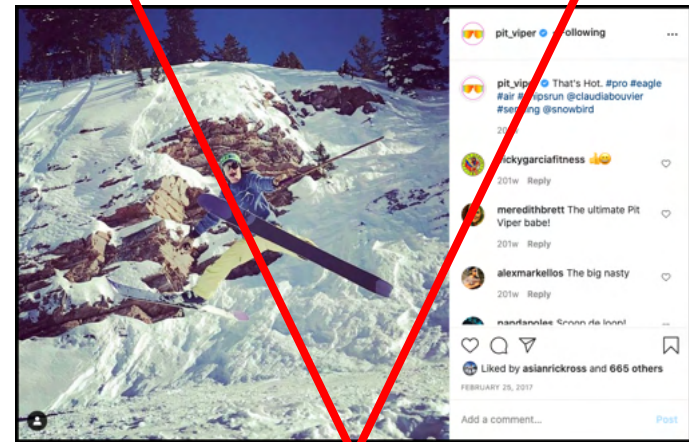
LAY OFF THE FILTERS!

Use realistic color correction at all times.

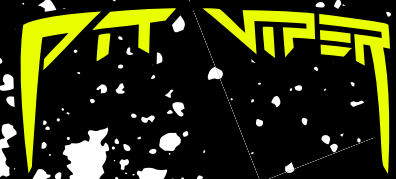
THIS



NOT THIS



PHOTOGRAPHY



Acceptable Usage of Sexuality and Provocativeness

- We get it, you guys post a lot of skin, but what are the acceptable levels of sexuality and provocativeness? What part of your promotional mix is it? Where do you draw the line, or is there no line at all?
- What has gotten you in the most trouble? Do you have sentiment analysis on your social media comments? What tends to piss people off the most?

Sexuality is acceptable when used inclusively



*Pit Viper Sticker example

EX: "Butts of 2020" Pit Viper Instagram Post



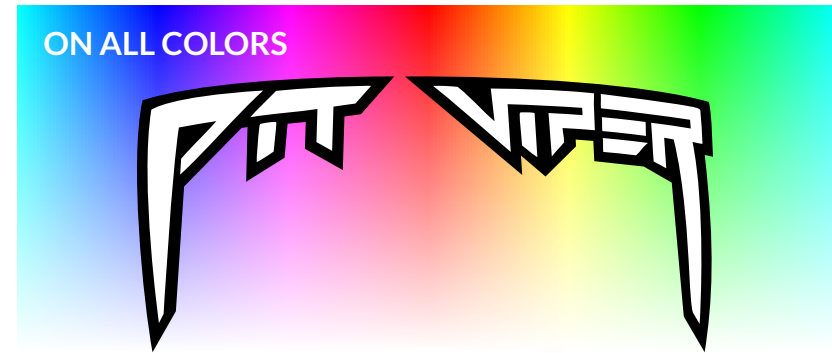
LOGOS



FANGS LOGO

This is the Pit Viper logo. Please use this logo first and alternate logos sparingly.

The ***Separated Fangs Logo*** looks great:



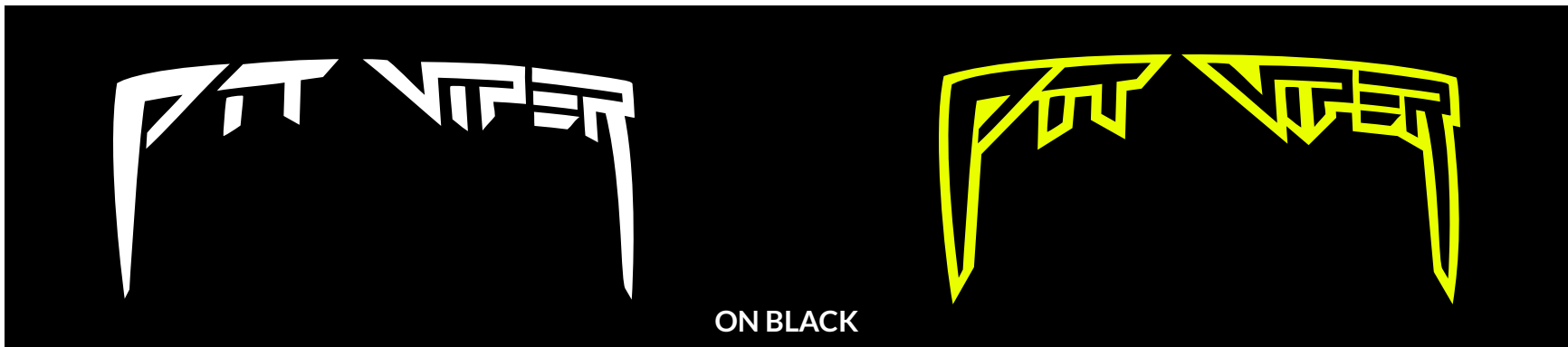
IN ONE COLOR



IN TWO COLORS



ON WHITE



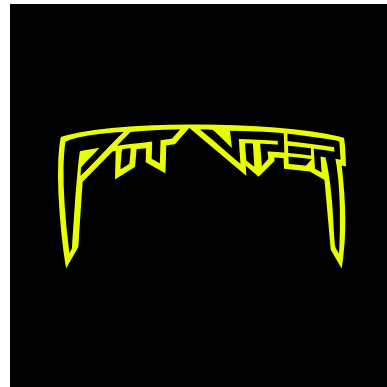
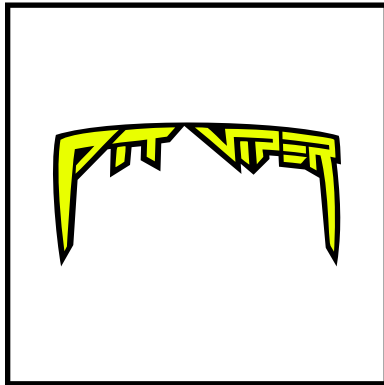
ON BLACK

LOGOS



FANGS LOGO cont.

The **Connected Fangs Logo** is a 2-color version of the logo, connected in a perfect 2:1 ratio for all you nerds. This version is best used for decals and when our logo has to be small.



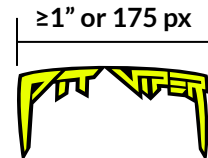
PRIMARY USAGE

We like seeing our logo everywhere, on everything from your \$30 bicep tattoo to NASCARs. But we want **CONTRAST**, people!

The logo should **read** and **stand out** on top of whatever the background happens to be.

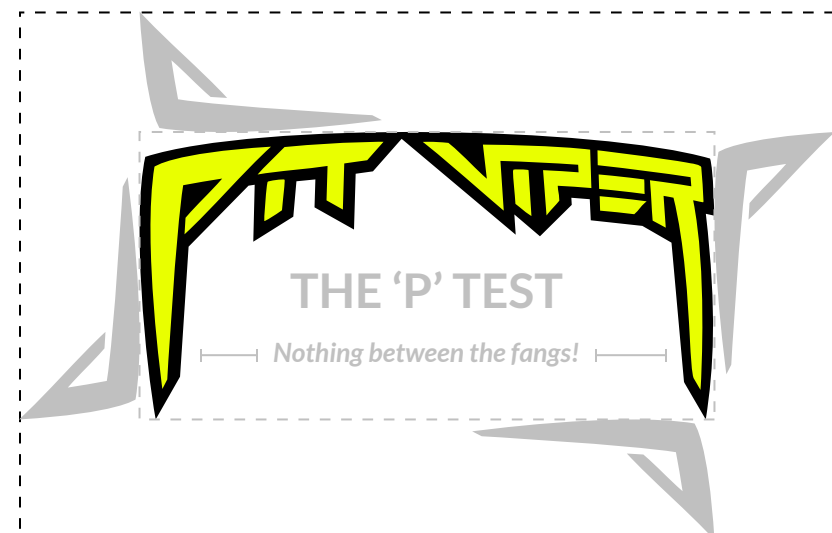
SIZE & CLEAR SPACE

Make our logo as big as you'd like. Just try not to display our logo smaller than 1" wide in print or less than 175px wide in digital form, okay? Geez.



ADMINISTER THE 'P' TEST

It's nice when our logo has space to do its thing. When it comes to other logos, graphic elements and text that doesn't relate to our products, give it some room!



LOGOS

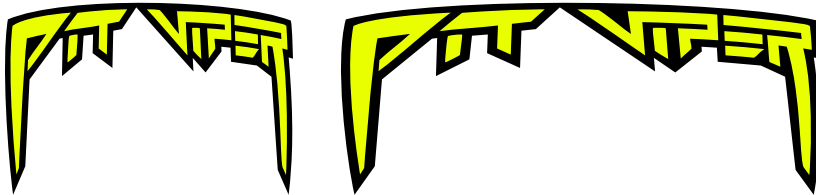


IMPROPER USAGE

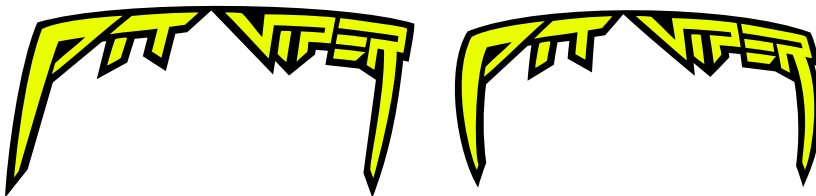
If you only knew the amount of dumb shit we've seen people do with our logo...

Just try not to be part of the problem.

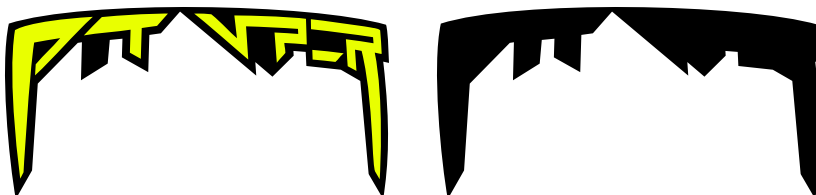
DON'T SQUISH, SQUASH OR STRETCH IT!



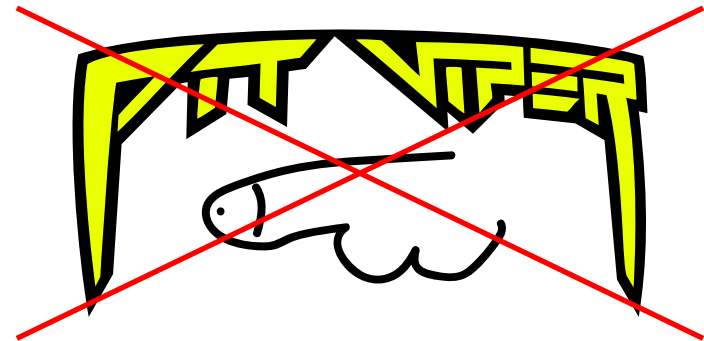
DON'T SKEW OR WARP IT IN ANY WAY!



DON'T LEAVE IT MISSING PARTS!



DON'T PUT THINGS BETWEEN THE FANGS!



ONLY THE WORD 'SUNGLASSES' CAN GO THERE.



COLORS



UNDERGROUND KEY PLAYER PALETTE

If you've been paying attention, you know that Pit Viper doesn't really fit into any specific box when it comes to color. However, the Underground Key Player palette is a classic Pit Viper look. Go ahead and use it as your default or go-to color scheme and style.

JET BLACK

HEX • #000000

RGB • 0 0 0

PMS • 19-0303 TCX

SAFETY YELLOW

HEX • #E9FF00

RGB • 233 255 0

PMS • 13-0630 TN

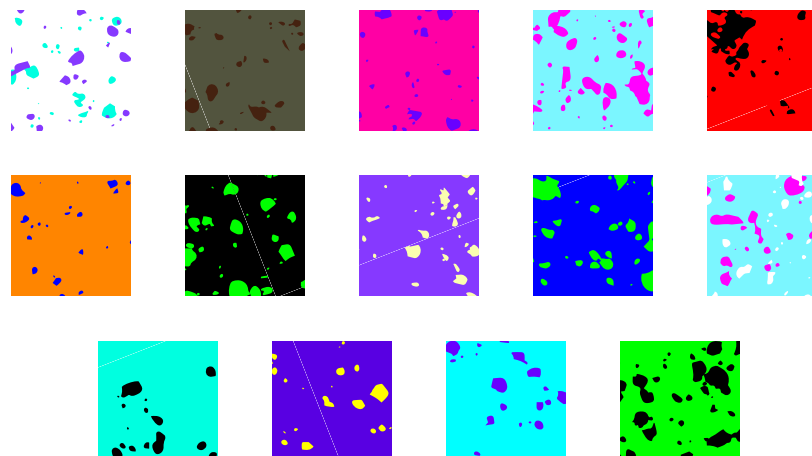
WHITE SPLATTER

NATURAL SPLATTER, WHEN POSSIBLE

VECTOR SPLATTER PATTERN INCLUDED IN FILE

SPLATTER COLORWAYS

Not all splatters are made equally. We like a semi-round, semi consistent splat, ***no big globs, drips or strings!***

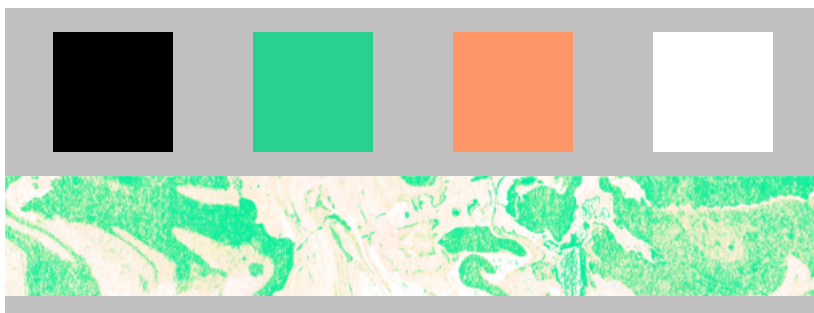
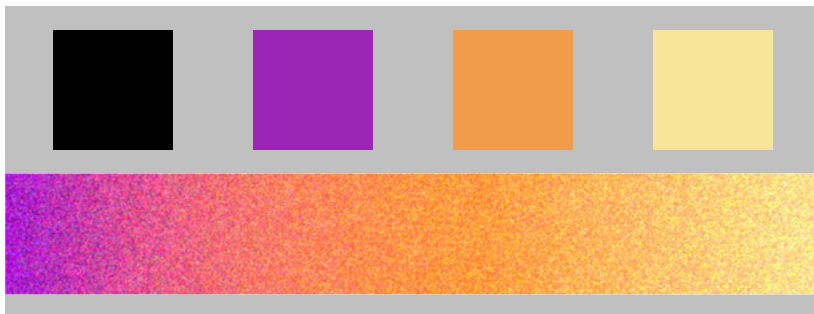
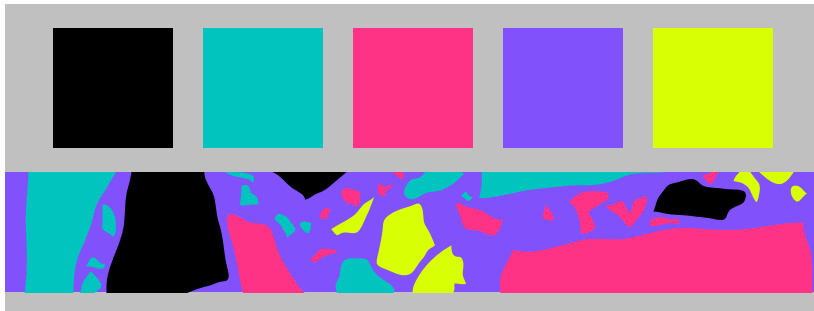


COLORS

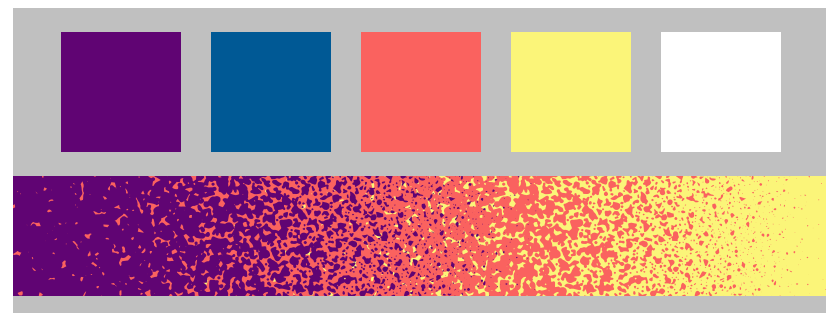
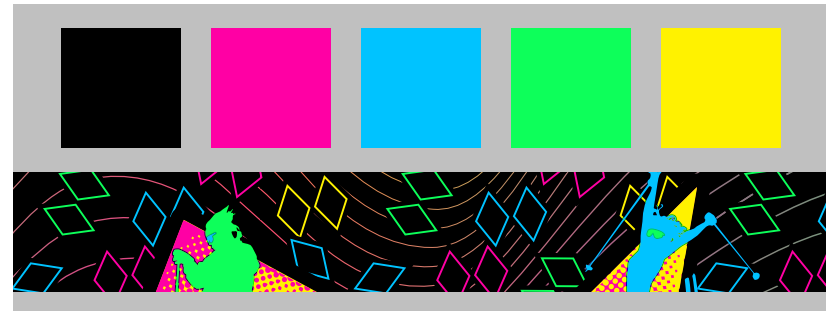


ALTERNATE COLOR SCHEMES

Here are a few example color schemes that have worked for us in the past.



Bright colors are cool. We love a good pattern. Tileable patterns in this file.



TYPOGRAPHY



PRIMARY TYPEFACE PAIR

Typography is no different than color as far as how we use it. There is no type pairing that sums up Pit Viper *but* there is a default pairing you can lean on. This is the same type combo from our website. Both can be found on Google fonts.

LATO BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
PERFECT FOR HEADLINES
EVEN FASTER WITH ITALICS

SOURCE CODE PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

ALTERNATE TYPEFACES

We like to use typography that inspires nostalgia for the **late 80s - early 90s**. If needed for design, be familiar with our past applications and use common sense. Here are a few we've used in the past.

FUTURA BOLD
Futura Medium

The typeface we used in the branding of the **2000s**. It was also used for branding the **Gogglés** along with:

MARVIN VISIONS BOLD
AND
EUROSTILE EXT

Crillee Italic

This is the typeface associated with our
GRAND PRIX COLLECTION

VISUAL MERCHANDISING



- *Guidelines*

- #1 Organize into Product Lines - Display Pit Vipers in product line groups. This will make it easy for customers to shop.
- #2 Organize into Polarized v. Non Polarized - Once grouped into product lines, display Pit Vipers into polarized versus non polarized groups.
- #3 - Organize by Lens Color - Once grouped into product lines and polarized versus non-polarized, display Pit Vipers in lens color groups. Official color spectrum TBD. But think light to dark.
- #4 Product Positioning - Strategically place Pit Vipers at varying heights with a hierarchy in mind. The top of the hierarchy (think NEW! and best sellers) should be the focal point of your display. The focal point should be eye level.
- #5 - Turbo Adjustment - Display styles with arms open with the turbo adjustment in neutral so the lens sits at a straight angle.
- #6 Overcrowding - Don't overload your display with too much merchandise. Crowded displays overwhelm and cheapen products.
- #7 Keep Displays Stocked
- #8 Repeats - Only display repeats of the same style to temporarily fill a void.
- #9 Inter-Merchandising - **DO NOT inter-merchandise Pit Viper with other brands. We are a stand alone brand. Pit Viper ideally should be separated into its own display.**
- #10 Cross Merchandising - Create a Pit Viper zone by cross-merchandising Pit Vipers with other Pit Viper product to increase sales. Think apparel and accessories.
- #11 Try On - Encourage customers to "put their face between a pair".
- #12 Mirror(s) - If you want customers to try on, they're going to need a mirror.
- #13 Lighting - Lighting is important. When possible, Pit Vipers should be front lit.

VISUAL MERCHANDISING



- #14 The 5 Senses - Consider the 5 senses. Sight should be covered but get creative with ways to engage the customers' other senses.
- #15 Props - Consider incorporating props into your display. Props can include but are not limited to Pit Viper boxes, synth guitars, lasers, real pit vipers, cassette tapes, 80s lifeguard hunks calendar, robot legs, celebrity hair, california raisins, shitty hats, ninja turtles, He Man action figures, Hot Wheels, Samurai swords, Chinese throwing stars, calculators, thrift store finds (if it's made between 1985 and 1995, it's probably great).
- #16 Cleaning - Keep your Pit Viper lenses clean. The cleaner the better. Make sure to remove smudges and fingerprints from lenses.
- #17 Locking vs. Non Locking - We leave looking versus non locking up to the discrepancy of the retailer. Statistics show an increase in sales with unlocked displays.
- #18 Display Logos - Always use the Pit Viper fangs logo for any header signage. Pit Viper secondary logos can be used throughout the rest of the display.

THATS PIT VIPER

FIT VIPER

