SUMMIT CHALLENGE COIN | INITIAL THOUGHTS
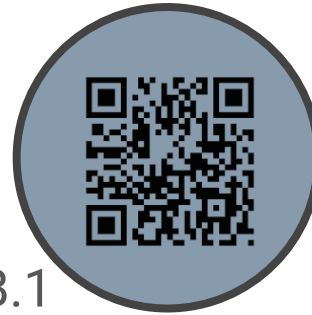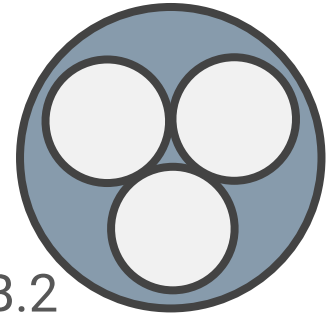
FRONT:

A.

BACKS:

B.

B.1

B.2

A) Sample front graphic (same across all coins)

B) Sample back, simple (Partnership imagery? We can move wording to the back if that makes sense too)

B.1) One of these will have a QR code on the back for recruiting.

B.2) Sample back, Co-Branded (Summit +)

CURRENT ISSUE: The primary concern with the existing coin is commonly that the design is too minimalist and does not carry the same visual weight as the coins we see in the field. The biggest struggle is finding a way to balance our existing branding in a way that aligns with traditional challenge coin aesthetics but stays true to Summit.

PURPOSE: Challenge coins typically are given or exchanged as a token of appreciation, partnership, or to acknowledge a special feat. For Summit, this is the primary use. The audience is largely high-ranking/standing corrections personnel (sherrifs, wardens, jail commanders, etc.) but needs to appeal to a national audience.

Our hope is to use the front 'emblem' on additional promotional items in the future. The back is much more flexible but we will want to see the three options above with a placeholder QR code and emblems.

IMAGERY: Strength, Partnership. Summit is a modern company, but we don't want to skew too minimalist. Does not need to be overly traditional but should still align with the example challenge coins so we can satisfy our audience (people that collect challenge coins). We could potentially lean on 'stars' as the allusion to corrections without doing a badge or anything too literal.

MATERIAL: Silver w/enamel fills (QR code option will be ceramic but does not need to be altered)

TEXT OPTIONS (SUBJECT TO CHANGE)
Consistency, Trust, Experience
Trust, Partnership, Community
Service, Partnership, Community

EXAMPLES