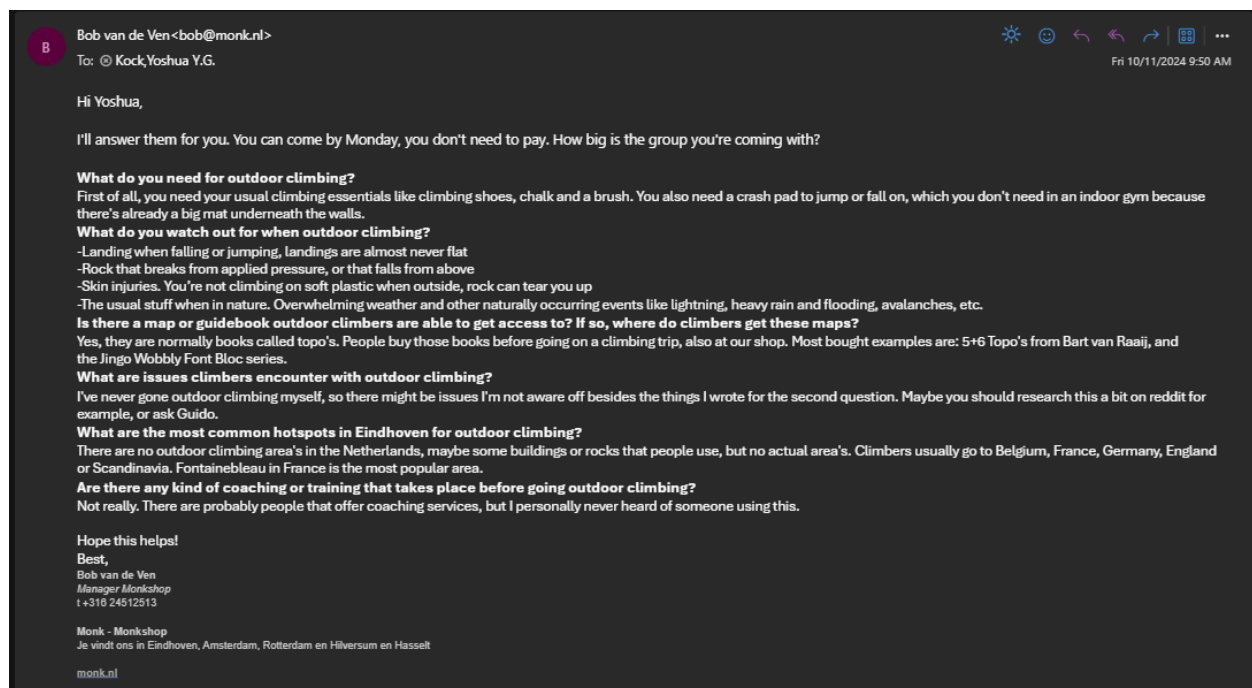
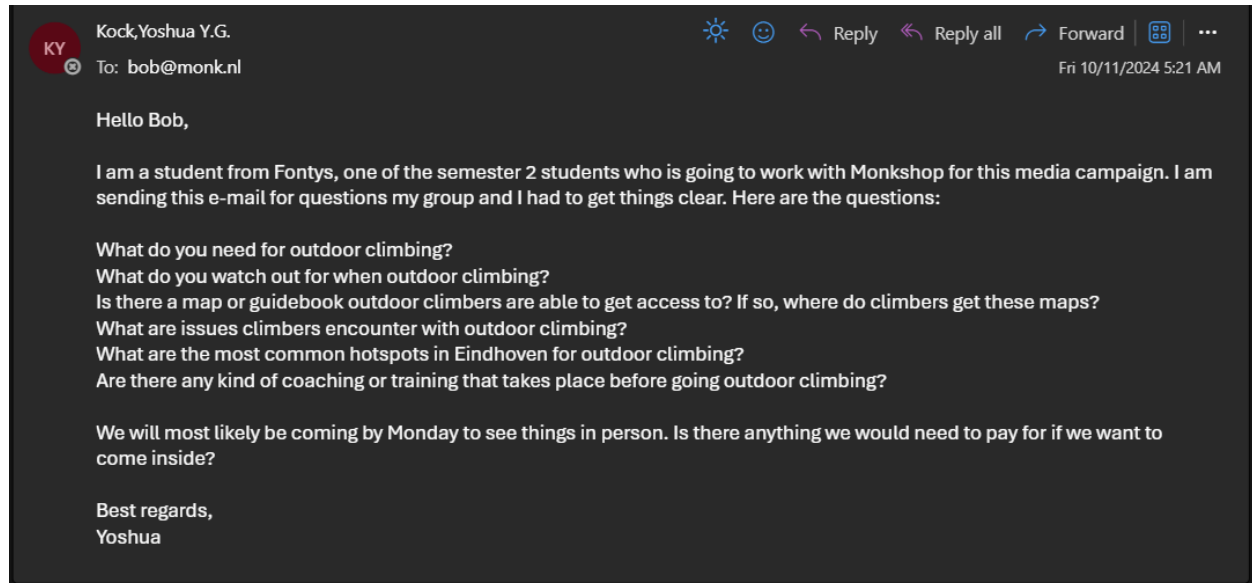


To ensure me and my group were on the right track with the media campaign. I needed to know in general how exactly does outside bouldering work?

So from that question I had sub questions, to which I asked Bob from Monkshop. The guidebook was extra as I was thinking of a campaign involving it but It was scrapped.



What is Monk's brand guide? This was important to us so our mockups align with their brand identity but in the end they don't even have a brand guide and we never received anything of the sort.

