

MOOD BOARDS



This document presents two sets of visual styles. You'll be presented a statement about us, and we want you to choose which of these two styles you feel connects best with the statement. Which one is more “true,” and feels “right” to you? There are no wrong answers.

All images are presented for stylistic purposes only. Pay no attention to the words, brands, or specifics of each image. We're only defining a feel right now.

Thank you!



BRAND POSITIONING

Huntington Beach: forever summer, flawless weather, non-stop waves, perfect for surfing or just watching, surrounded by an active community of life enthusiasts. Luxurious? Absolutely, yet we're proud of our unhurried, laid back, and welcoming culture. For those seeking the quintessential California experience, we invite you to the hub and soul of SoCal — Surf City USA.



Track A



1) WE ARE FIERCE

The original surf culture, all grown up: a culture and heritage we're fiercely passionate about. We are entrepreneurial, inventive, but still inspired and welcoming. Here you'll find all of the hustle, and none of the bustle. We're not everything to everyone, but for those who seek the soul of SoCal, Huntington Beach is perfect—a vacation you don't need-a-vacation-to-recover-from vacation.

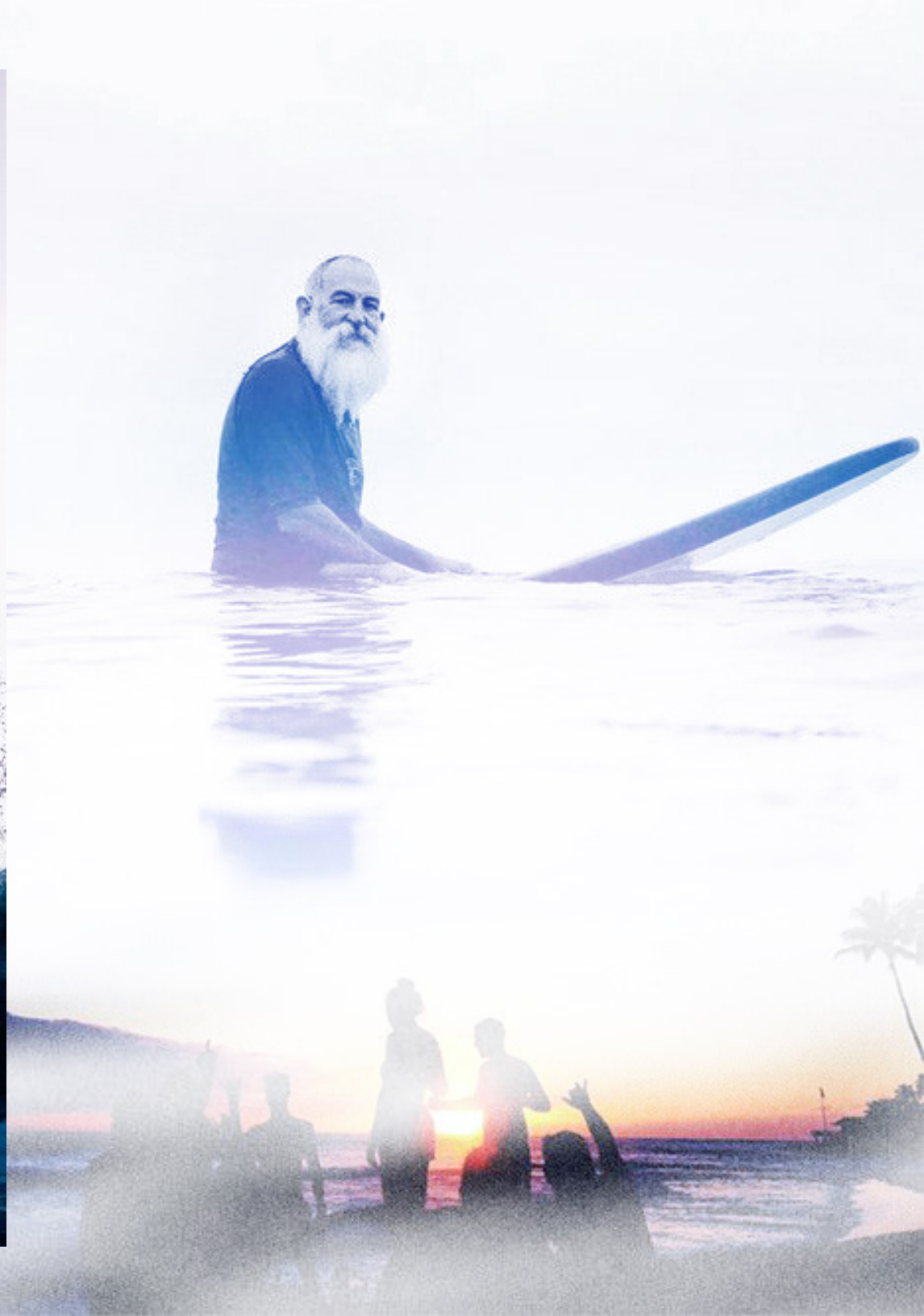




OTHERS

FADE,







EAT.
BEACH.
SLEEP.
REPEAT.

cameraink



加
R

2) **WE ARE WARM**

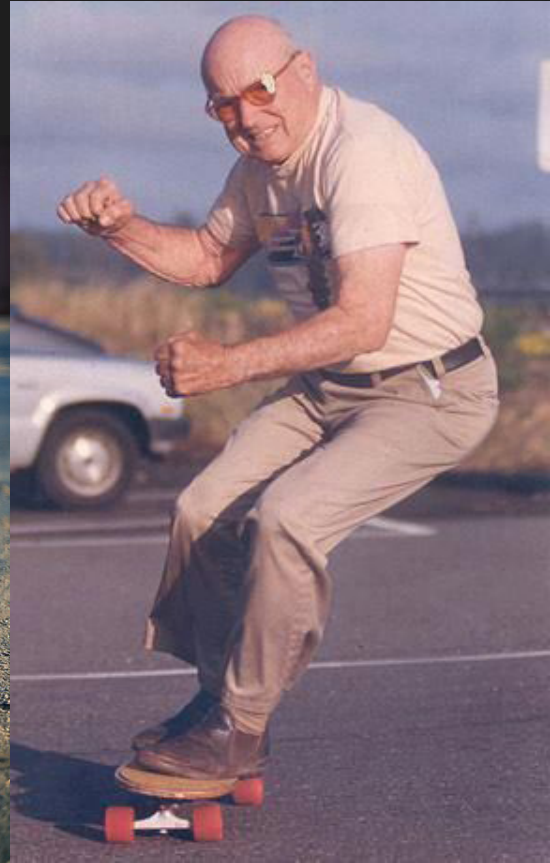
Families thrive here. Activity-loving, beach-going, adventure-seeking, surf-riding family. Because this is what forever summer feels like: peaceful, not passive; active, not busy; always welcoming, and never boring. We're optimistic and full of hope.

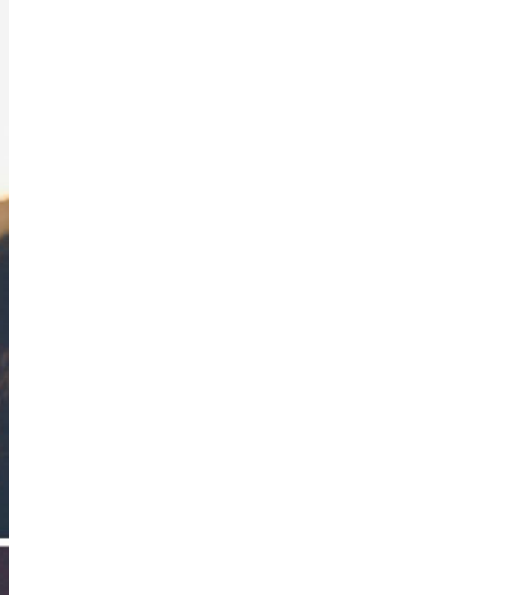
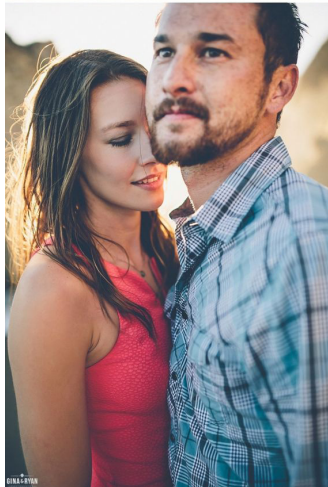
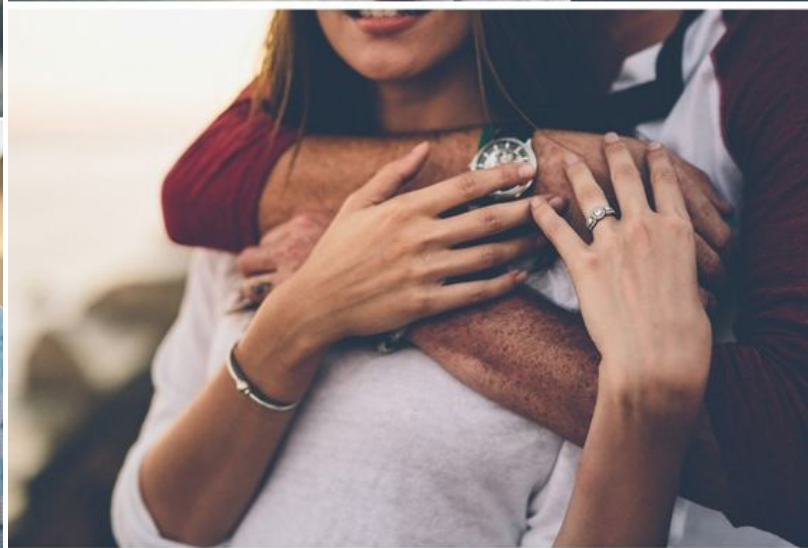
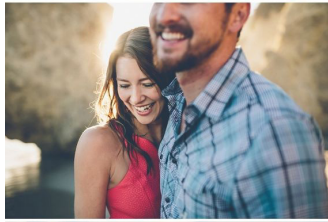


KEEP DANCING



SALT
HAIR,
DON'T
CARE







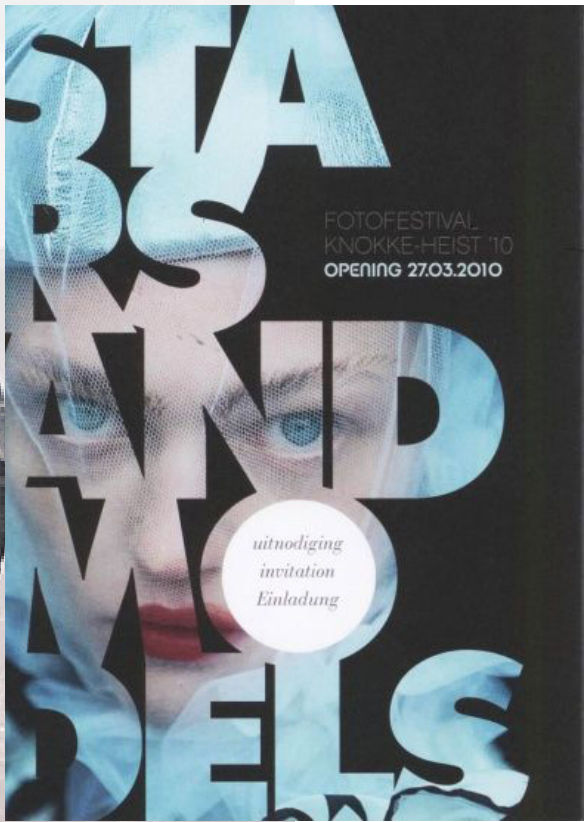
3) **WE ARE LUXURY**

It comes in many forms and is found on many paths. Here luxurious is re-imagined: never overindulgent or overemphasized. It's upscale—but as a state of mind—while relaxing and easy going. Luxury looks different here, because it's unexpected, tailored to each visitor's unique definition.



An aerial photograph showing a large icebreaker ship navigating through a narrow, dark channel of open water. The channel is carved through a vast, textured expanse of white sea ice. The ship is positioned in the lower-middle part of the frame, moving towards the top. The ice consists of various sized floes and leads, creating a complex, cracked surface.

ESCAPE
ROUTE



**PANG
PANG**



BAMBOLEO

Hand brewed in Hökarängen

HOPS 'N' WEISSE

Innehåller kornmalt & vetemalt.
33 cl. Starköl. #pangpangbrewery

4,5%

**PANG
PANG**



FLAMINGO-GO

Hand brewed in Hökarängen

INDIA PALE ALE

Starköl. Innehåller kornmalt.
33 cl. #pangpangbrewery

6,0%

**PANG
PANG**



LIBERTANGO

Hand brewed in Hökarängen

FLÄDER SAISON

Starköl. Innehåller kornmalt.
33 cl. #pangpangbrewery

4,5%

**PANG
PANG**



IKITANGA

Hand brewed in Hökarängen

PALE ALE

Innehåller kornmalt.
33 cl. #pangpangbrewery

4,5%



KEEP DANCING
IT'S ONLY FASHION





Track B



1) **WE ARE FIERCE**

The original surf culture, all grown up: a culture and heritage we're fiercely passionate about. We are entrepreneurial, inventive, but still inspired and welcoming. Here you'll find all of the hustle, and none of the bustle. We're not everything to everyone, but for those who seek the soul of SoCal, Huntington Beach is perfect—a vacation you don't need-a-vacation-to-recover-from vacation.









OPEN ALL NIGHT

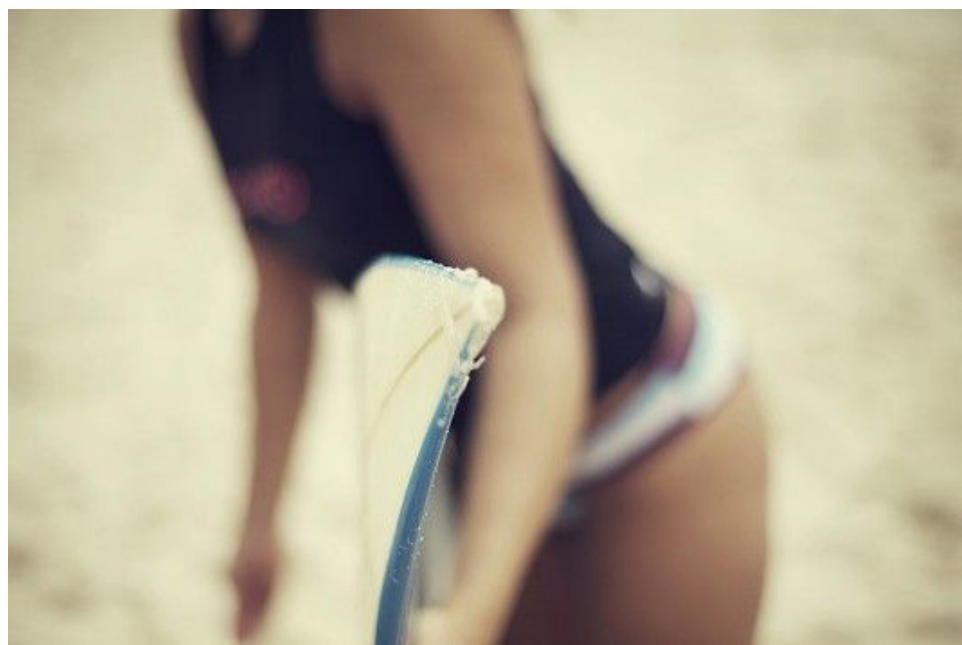


RADICAL PARADISE



CLOSED IN THE MORNING







A woman with long blonde hair, wearing a blue bikini, stands on the deck of a boat, looking out at the ocean. The text "Seek the sun" is overlaid in a white, cursive font.

Seek
the sun

2) **WE ARE WARM**

Families thrive here. Activity-loving, beach-going, adventure-seeking, surf-riding family. Because this is what forever summer feels like: peaceful, not passive; active, not busy; always welcoming, and never boring. We're optimistic and full of hope.









Salty styles,
70's Hues



Just Breathe

SHOP 365
ACTIVEWEAR





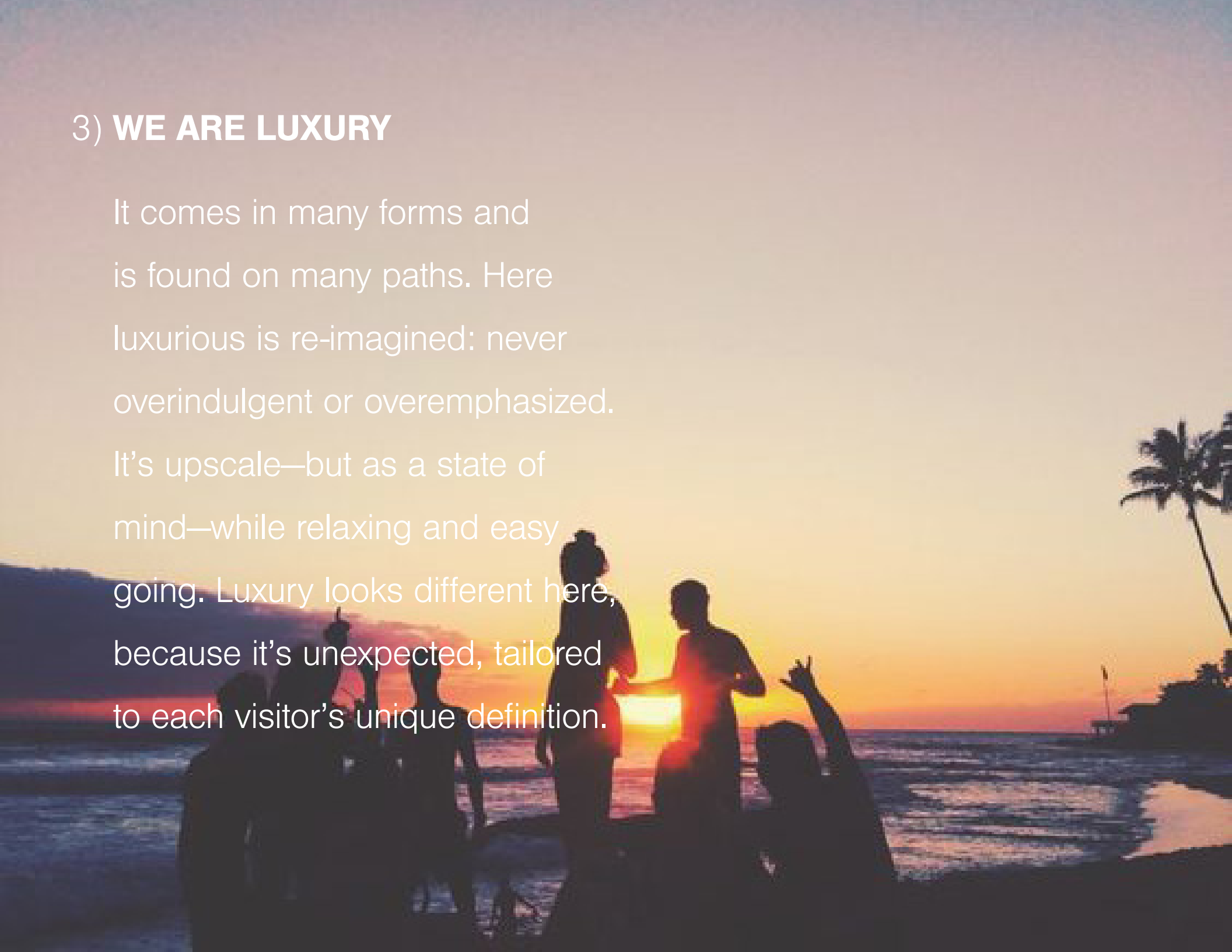
HELLO SUNSHINE





3) **WE ARE LUXURY**

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travel







A woman with long hair, wearing a dark crop top and blue jeans, stands outdoors with her arms crossed. The background shows a blurred landscape with trees and a body of water. Overlaid on her torso is the text "Can't Knock The Hustle" in a white, brush-stroke font.

Can't
Knock
The
Hustle

if theres
a will
theres a
wave

@BILLABONGWOMENS



when nothing
is going right
surf a left

@BILLABONGWOMENS







Oh,
summer



