

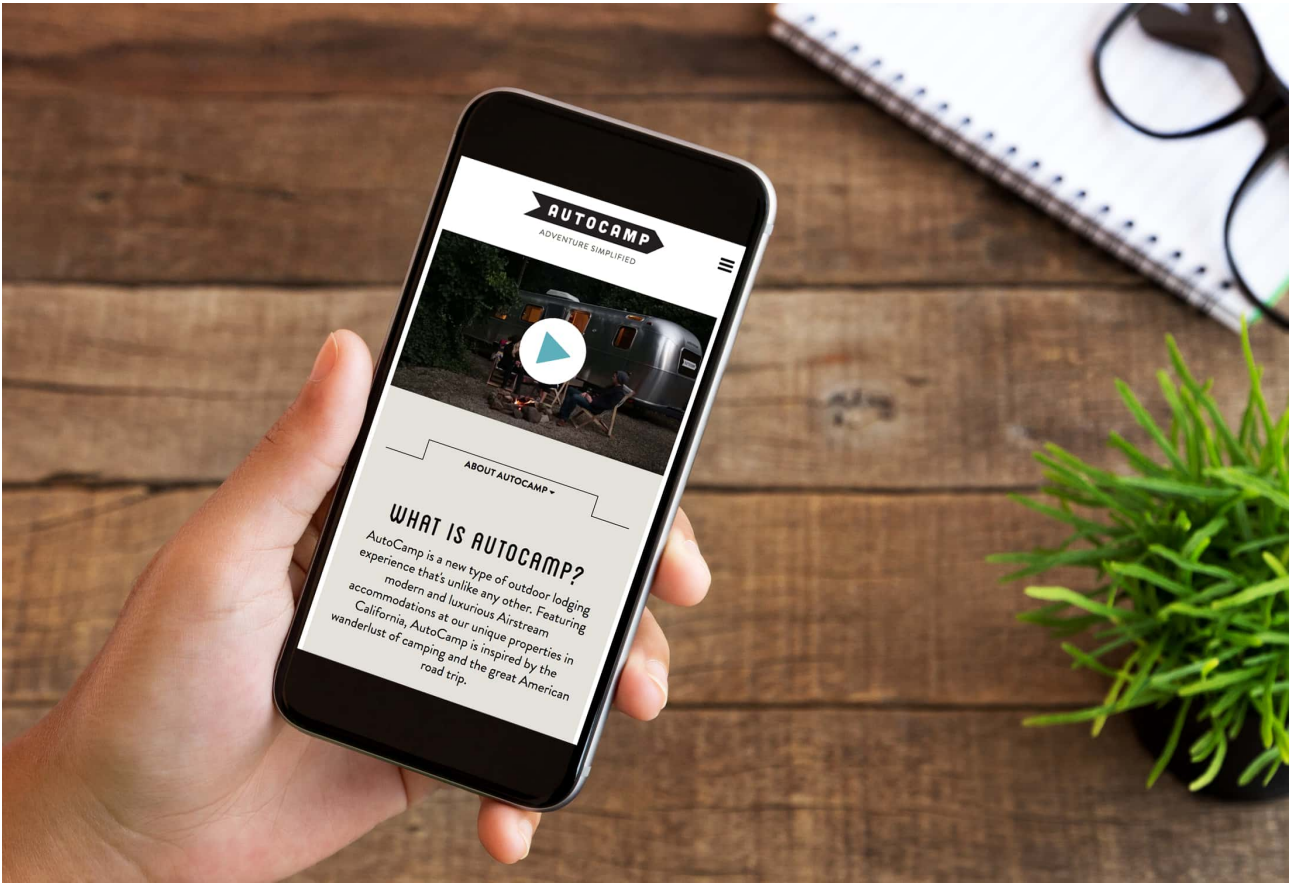
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AutoCamp
National

Capturing the right low-key lux vibe for AutoCamp.

OBJECTIVE
AutoCamp originated in Santa Barbara as a unique "glamping" idea that combined Airstream travel trailers with mid-century modern furnishings in active, upscale locations. We were hired to revise their brand identity and website so that they conveyed the right mix of luxury with adventure.

SOLUTION
The identity we created is the ideal mix of modern and luxury, capturing the attention of Gen-X and Millennials who seek authentic, unique and Instagram-worthy experiences. The brand really took off, allowing AUtocamp to expand into Sonoma, Yosemite, Joshua Tree, the Catskills, and many other locations nationwide.



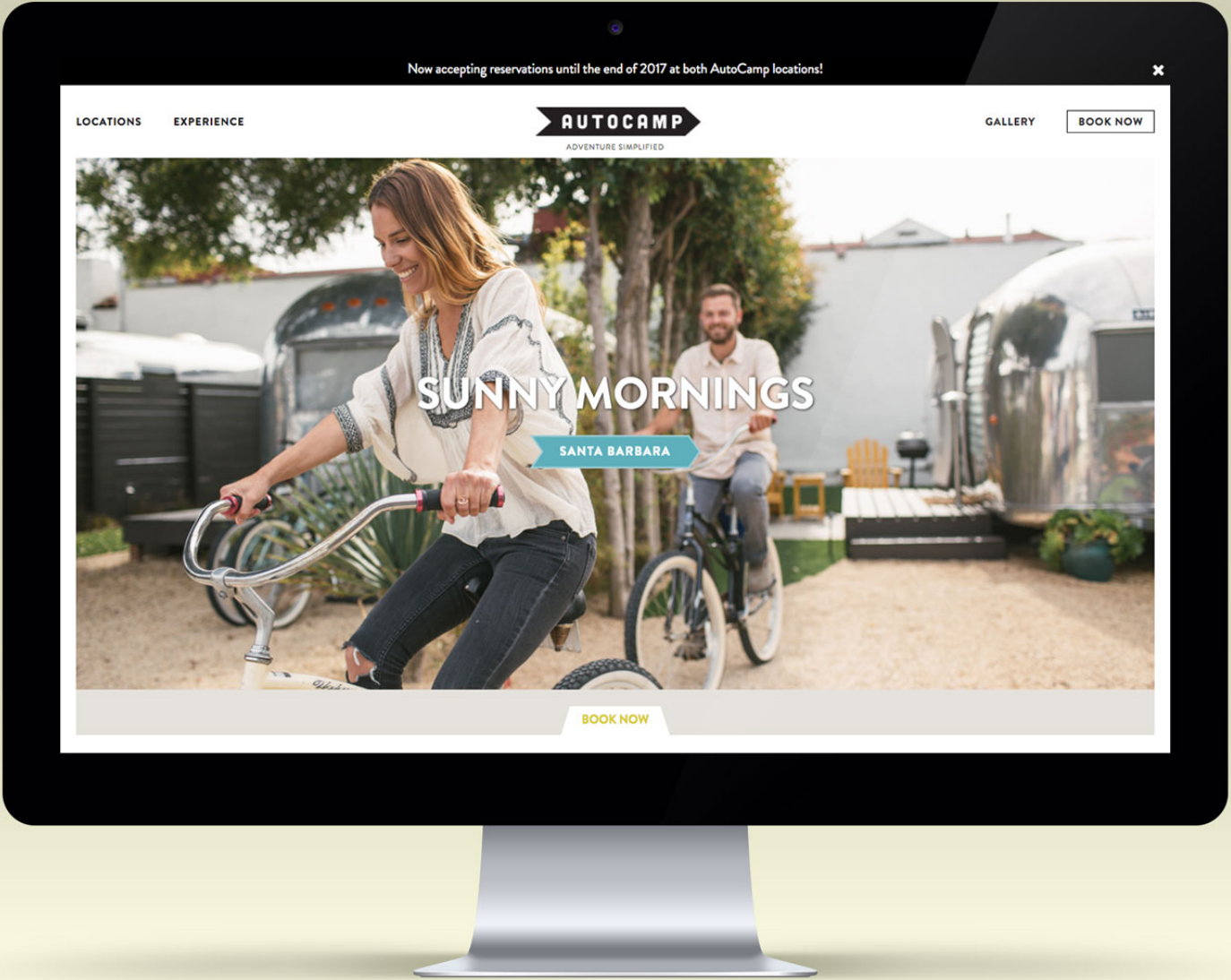
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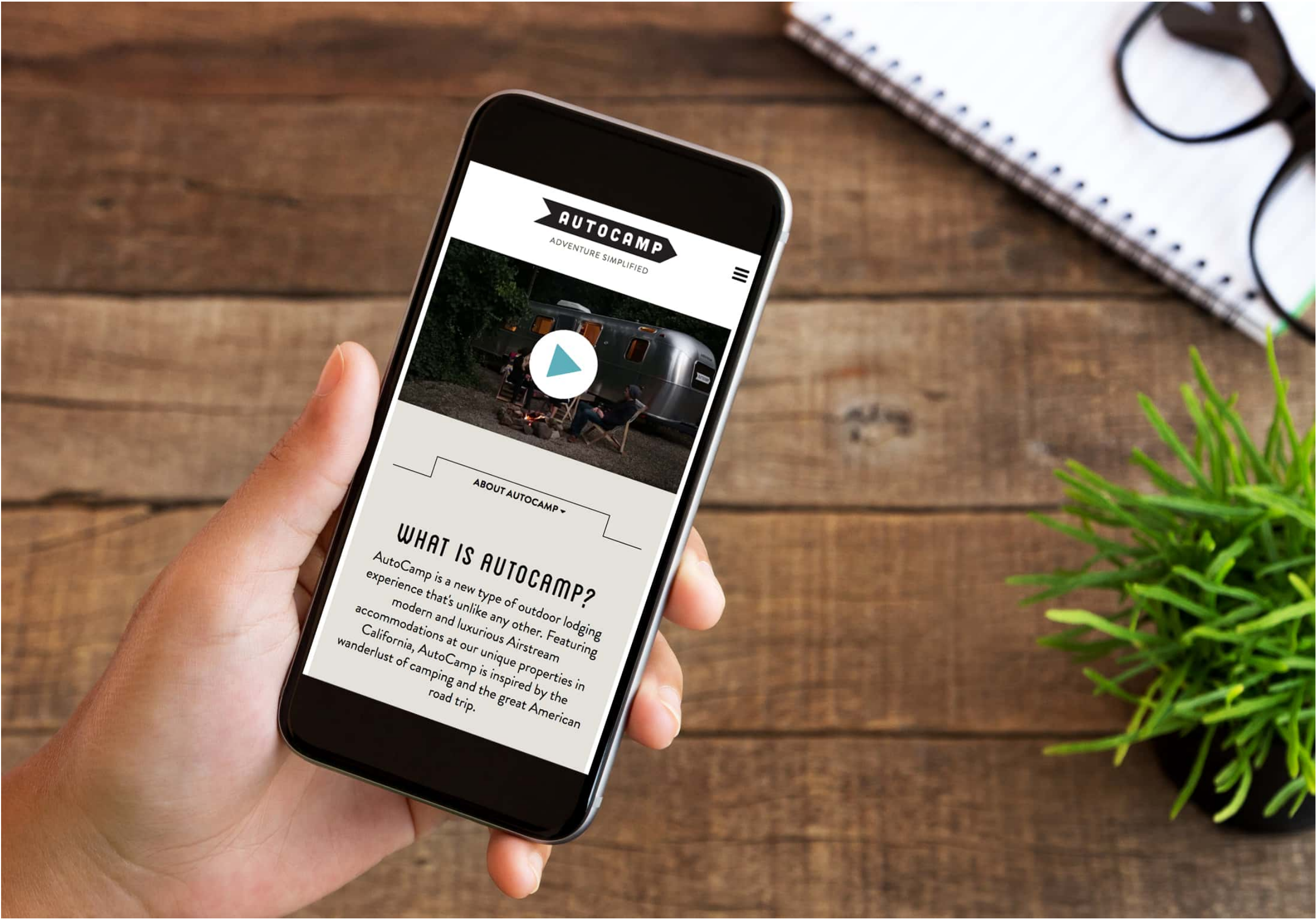
AutoCamp

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AutoCamp Clubhouse,
Russian River Location







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AutoCamp
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AutoCamp Mug



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AutoCamp
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AutoCamp Room Key Card



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AutoCamp
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AutoCamp Tote Bag

