

June Mountain Ski Area

SUCCESS STORY



A new ticket design improves June Mountain's image and communicates the exhilaration of the ski area.

Using form to win function

At first the people at June Mountain were a bit hesitant to talk to us about printing their season lift tickets, but when they saw what we could do to update their look they quickly changed their mind. The challenge here was to come up with a ticket design that would not only update their look but capture the true spirit of the mountain and appeal to a broad range of visitors from novice beginner to advanced enthusiast. We combined powerful photography and elegant design to convey the beauty and exhilaration of the June Mountain experience. The folks at June Mountain were sold. They not only gave us their ticket order but had us design their season passes as well. A classic case of form and function coming together to add value and enhance our customers brand.

*"You guys were really great to work with!
We couldn't be happier with our tickets."*

Abigail Ross
Marketing & Sales Manager
June Mountain Ski Area