

STEIN ERIKSEN LODGE

— *Brand Guide* —



STEIN ERIKSEN LODGE
DEER VALLEY

7700 Stein Way | Park City, Utah | (435) 649-3700 | (800) 453-1302 | www.steinlodge.com

TABLE OF CONTENTS

Welcome & Brand Message	Page 1	The Tagline & Logo Tagline Integrity	Page 7
Primary Logo	Page 2	Sub Brands	Page 8
Logo Colors & Website Logo	Page 3	Unacceptable Usage	Page 9
Secondary and Tertiary Logos	Page 4	Typography	Page 10
Primary Logo Integrity	Page 5	Primary Colors & Secondary Colors	Page 11
Secondary and Tertiary Logos Integrities	Page 6	Email Signatures	Page 12



Welcome

We take great pride in our iconic namesake. Stein Eriksen is known as an innovator, a world champion, and an Olympian who forever revolutionized the alpine skiing world. More importantly, he treated everyone with genuine respect and kindness.

Stein's pursuit of the best has been infused into The Stein Eriksen Lodge and is exemplified in how staff and guests interact. The Stein Eriksen Residences strives to maintain the highest standards in every property, service, and amenity, and uphold the Stein Way standards that Stein Eriksen lived by every day.

BRAND IDENTITY

The Stein Eriksen Lodge Style Guidelines were developed to provide instruction for hotel logo, color, typography, name usage, and general formatting. Visual symbols impact how a business is perceived, and consistent logo use is an essential component of building and maintaining a strong identity.

The Style Guidelines cover basic elements and can be shared with anyone working on printed or web materials. The Marketing Department must approve all materials before being printed or published.

OUR BRAND PROMISE

Stein Eriksen Lodge sets the standard for authentic hospitality, and impeccable service. The Stein Eriksen Lodge's winning heritage and exclusive personality is the natural extension of Olympic gold medalist, Stein Eriksen, and his signature, transformative style. Year-round, guests and owners escape into the very finest mountain getaways, where they enjoy the delights of gracious hospitality, relaxed luxury, and awe-inspiring views. The Stein Eriksen Lodge logo is more than just a brand, it's a promise and a commitment that the Lodge will deliver perfect, legendary experiences every moment of every day.

FOR ADDITIONAL ASSISTANCE

If you are unsure about logo usage, font types, color palettes, or any other branding & style guide elements, please contact the Marketing Department directly.

MARKETING@STEINLODGE.COM
(435) 604-2793

Primary Logo

Our Stein Eriksen Lodge logo is designed to be a strong visual statement representing the hotel's values and history.

The primary logo in gold should be reproduced as designed on all marketing and promotional applications.

The Lodge's logo was created to work at various sizes and be used either in gold, as shown, or in a reverse white or black (see next page) only. The logo should never be altered or modified to work with a background color or photo.



This is the primary version of the logo. It should be used in all cases possible, unless color, size or white space becomes an issue.

Logo Colors & Website Logo

In the case in which you will need to place the Stein Eriksen Lodge logo against a photograph or dark color, it is best to use the reverse to white secondary logo. This should only happen when the photo/background photo or color is in mid to dark tones so that contrast is created that allows the logo to stand out.

1



Secondary logo in reverse white against a mid to dark solid color

2



Secondary logo in reverse white against a photograph

3



Contact marketing with inquiries for any other color requests besides black, white or gold.

Secondary & Tertiary Logos

While the primary logo should be used whenever possible, we understand that scenarios will arise that can compromise the logo's legibility or are just not compatible with it. We offer these two versions of the logo as secondary marks and three tertiary logos. They are to be strictly used only when the primary logo is ill-fitted to the situation.

1



STEIN ERIKSEN LODGE
DEER VALLEY

2



3



4

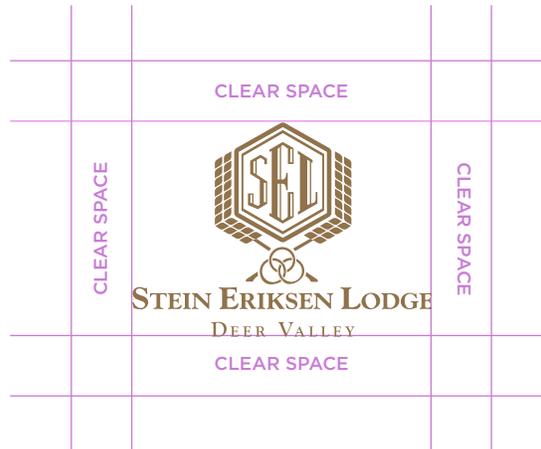


5



Primary Logo Integrity

The logo must be perfectly legible and without obstruction. For this reason, we ask that designers maintain a minimum area of breathing room around the logo that allows it to breathe and shine. The Stein Eriksen Lodge logo and all of its variations must at all times have the clear space that is specified on this page.

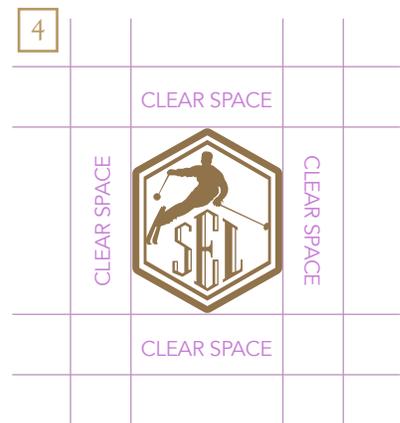
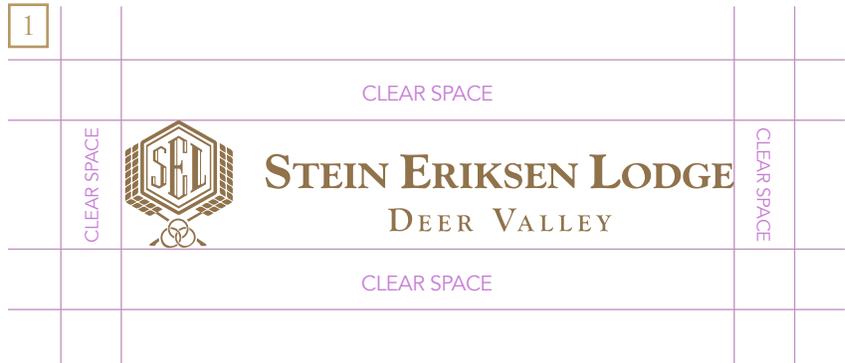


For greatest impact:

- Place the logo on white / light backgrounds
- The logo should be kept clear of any competing text, images, and graphics. It must be surrounded by a minimum of 20% of the total logo width. The tagline, when used with the logo, is the only item to be placed closer to the logo.

Secondary & Tertiary Logos Integrities

The logo must be perfectly legible and without obstruction. For this reason, we ask that designers maintain a minimum area of breathing room around the logo that allows it to breathe and shine. The Stein Eriksen Lodge logo and all of its variations must at all times have the clear space that specified on this page and page 7.



Tagline & Tagline Clearspace

A tagline is vital to a brand in that it embodies the core principles of the brand within but a few words. The Stein Eriksen Lodge tagline is “The Peak of Excellence.” speaking towards our brand promise of excellent service to all of our guests.



Correct:

The Peak of Excellence.

Incorrect:

the peak of excellence.

The peak of excellence.

THE PEAK OF EXCELLENCE.

For greatest impact:

- The tagline, when used, should be in Gotham medium in either gold, black or white depending on the background/application.
- If the reverse white logo is used then the tagline should also be reverse white.
- The tagline can stand on its own, as it does at the back of the business card or should be placed directly under the logo allowing space as shown above.
- The punctuation of the comma and period should be maintained whenever the tagline is in use with the initial letter of each word in upper case.

Sub Brands

These logos fall under the umbrella of The Stein Eriksen Lodge, and their usage is contingent upon each of their brand guideline. If a brand guideline is not available, each logo must be held up to the same standards, as seen with the Stein Eriksen Lodge logo.

1



Rich Black &
Matte Foil Gold: Mm129

2



Pantone 146

3



GLITRETIND

Pantone 627c

4



Troll Hallen
L O U N G E

Pantone Black

5



Pantone 175c &
Pantone 4625c

6



Pantone 877c & Pantone Gold
Metallic 872c

7



Pantone 8503c & Pantone Gold Metallic 872c

8



Unacceptable Usage

Our logo is important to us, and we have spent much time and effort carefully crafting it to be a perfect embodiment of our brand. We ask that designers and users respect the thought and craftsmanship that has gone into the logo by keeping it pure and within the rules specified in this style guide.

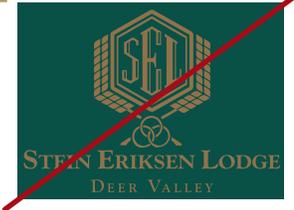
Be wary when using the logo not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this book. The following are merely a few examples of practices that would violate the logo and, ultimately, the Stein Eriksen Lodge brand.

1



Do not alter the colors of the logo except when in accordance to the color rules.

2



Do not place the primary logo on a mid to dark photograph, graphic, pattern or solid color

3



Do not in any way distort the logo, either by stretching, squishing, ect.

4



Do not scale elements separately

5



Do not add any effects to the logo, including drop shadow, glowing edges, gradients, ect.

6



Do not at any time angle the logo. It always sits on a 0 degree angle.

7



Do not recreate the logo

8



Do not use the "Stein Eriksen Lodge" typeface in any headlines or body copy in the Stein Eriksen Lodge branding and marketing materials.

Typography

The Stein Eriksen Lodge branding uses Goudy and Avenir font families in it's design.

With every design piece, the rules of typography design should be observed. Utilize the variety of bold and light, all-caps, and sentence caps to create balance and hierarchy and lead the reader through your piece. Use leading, tracking, and kerning to ensure a piece's content readability is strong and aesthetically pleasing by avoiding type being inappropriately spaced out or tracked in too close.

I GOUDY EXTRA BOLD CG ATT : HEADINGS IN SMALL CAPS
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
123456789!\$#%&*?@(){}[]| \ / < > ” ;

2 GOUDY OLD STYLE BOLD : HEADINGS IN SMALL CAPS
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
123456789!\$#%&*?@(){}[]| \ / < > ” ;

3 AVENIR NEXT BOLD : Headings in ALL CAPS
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz****
123456789!\$#%&*?@(){}[]| \ / < > ” ;

4 Avenir LT 45 Book : Body copy in Sentance Case
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz****
123456789!\$#%&*?@(){}[]| \ / < > ” ;

5 Goudy Old Style : Body Copy in Regular, Italic, or Bold
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz****
123456789!\$#%&*?@(){}[]| \ / < > ” ;

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*abcdefghijklmnopqrstuvwx**yz***
123456789!\$#%&*?@(){}[]| \ / < > ” ;

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz****
123456789!\$#%&*?@(){}[]| \ / < > ” ;

Primary Colors & Secondary Colors

The color gold is a symbol of success, achievement, and triumph. Associated with abundance and prosperity, luxury and quality, prestige and sophistication. All of these are perfect examples of the pillars of Stein Eriksen Lodge.

Therefore, we have chosen gold Pantone color 872 as the primary color for our brand. It is used as the dominant color of the logo, and can also be used as background, border, and accent colors.

The secondary color palette can be utilized as an accent to the standard Pantone 872 C. The additional color palettes keep the brand looking fresh and provide options when the standard colors blends in with the background.

Color may be crucial, but without proper legibility, it's nothing. Please make sure that our precious logo is always shining!

Primary Logo | Color Palette

Gold



PANTONE: 872 C
CMYK: 30, 36, 75, 4
RGB: 180, 151, 90
HEX #: B4975A
FOIL: 131 & GOLD 876 INK

Black



PROCESS CMYK: 0, 0, 0, 100
PROCESS RGB: 35,31,32
PROCESS HEX #: 231F20



RICH BLACK CMYK: 40, 30, 30, 100
RICH BLACK RGB: 0, 1, 4
RICH BLACK HEX #: 000104

Secondary Color Palette



CMYK: 51, 64, 96, 59
RGB: 74, 51, 0
HEX #: 4A3300



CMYK: 34, 42, 66, 7
RGB: 166, 138, 99
HEX #: A68A63



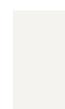
CMYK: 42, 53, 83, 25
RGB: 128, 100, 59
HEX #: 80643b



CMYK: 0, 4, 8, 11
RGB: 229, 219, 209
HEX #: E5DBD1



CMYK: 42, 48, 71, 0
RGB: 161, 133, 97
HEX #: A18561



CMYK: 2, 2, 4, 2
RGB: 241, 239, 234
HEX #: F1EFEA

Proper Name Usage

The name of the resort should be referred to as “Stein Eriksen Lodge Deer Valley.” This is for more distinctively introductory, headlines, and titling purposes. Once the location has been defined, the name “Stein Eriksen Lodge” may be used.

AMENITIES & FACILITIES PROPER NAMES

Bjorn Stova Boutique Shop
Bjorn Stova Gift Shop
Champions Club
Deer Valley Ticket Office
First Tracks Kaffe
Flagstaff Meeting Room
Freestyle Theater
Glitretind Restaurant
Main Lodge
Mountain Lodge
Olympic Ballroom
Stein Eriksen Ballroom
Stein Eriksen Lodge Real Estate
Stein Eriksen Sport
The Spa
Troll Hallen Lounge
Valhalla & Odin Private Dining Rooms
Viking & Stein Boardrooms

LOCATION DESCRIPTORS

Mid-Mountain at Deer Valley Resort
Steps from Sterling Lift at Deer Valley Resort
5 Minutes to Historic Main Street
40 Minutes to downtown Salt Lake City
45 Minutes to Salt Lake City Airport

AFFILIATES OF STEIN ERIKSEN LODGE

Stein Eriksen Lodge Deer Valley
Stein Eriksen Residences Deer Valley
Stein Eriksen Lodge Real Estate
The Chateaux Deer Valley
The Residences at The Chateaux Deer Valley
Chateaux Realty
Cena Ristorante & Lounge
Le Spa Chateaux
Silver Aspen Spa
The 7-8-8-0 Club