



STEIN ERIKSEN LODGE
DEER VALLEY

STYLE GUIDE

03.26 | v1

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 Stein Eriksen Lodge and is exemplified in how staff and guests interact. The Lodge 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 style guide for Stein Eriksen Lodge was developed to provide instruction for logo usage, 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 guide covers 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 winning heritage and exclusive personality are 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 and style guide elements, please contact the Marketing Department directly.

marketing@steinlodge.com

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PRIMARY LOGO

The 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 only. The logo should never be altered or modified to work with a background color or photo.



PRIMARY (VERTICAL) LOGO

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

SECONDARY 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. They are to be strictly used only when the primary logo is ill-fitted to the situation.



HORIZONTAL LOCKUP

The horizontal lockup consists of the emblem placed on the left side of the wordmark. This version is best used when space constraints make it difficult to use the vertical lockup. Examples of use include the Stein Eriksen Lodge website.



STACKED LOCKUP

The stacked lockup consists of the emblem centered over a stacked version of the wordmark. This version is best used for outdoor signage or billboards—any situation where the wordmark may not be readable from a distance.

TERTIARY LOGOS

Tertiary logos may be used in applications where brand recognition is already well established, such as on-property publications and signage. They are also appropriate for branded apparel and promotional or giveaway items. With the exception of the retro skier logo, tertiary logos may additionally be used as graphic elements or patterns to enhance visual impact.

The emblem version of the logo is used as the Stein Eriksen Lodge social media profile thumbnail.

Tertiary logos should never be used as the sole representation of Stein Eriksen Lodge in any application.

EMBLEM



EMBLEM 2



SKIER EMBLEM



RETRO SKIER



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.

CLEAR SPACE

As the diagram indicates, the clear space (x) is equal to or greater than that of the height of the wordmark (Stein Eriksen Lodge and Deer Valley).

MINIMUM SIZE

The primary (vertical) and stacked lockups should be at least 1 inch wide for print applications, and 96 pixels wide for digital applications. The horizontal lockup should be at least 1.5 inches wide for print applications, and 144 pixels wide for digital applications. The stacked lockup should be at least .7 inches wide in print, and 67 pixels wide in digital applications.



$$X = \left[\begin{array}{c} \text{STEIN ERIKSEN LODGE} \\ \text{DEER VALLEY} \end{array} \right]$$



Print: 1" width
Digital: 96px width



Print: 1.5" width
Digital: 144px width



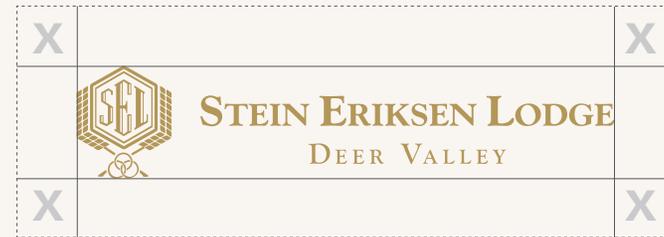
Print: .7" width
Digital: 67px width

LOGO INTEGRITY

CONTINUED

CLEARSPACE FOR SECONDARY & TERTIARY LOGOS

Secondary and tertiary logos must maintain a clear space that is at least 20% of the width of the logo.



X = 20% of the width of the logo

TAGLINE

A tagline embodies the core principles of a brand within but a few words. The tagline for Stein Eriksen Lodge is “World’s Best Ski Hotel” in the winter months, and “For those who seek the best, there’s only Stein” in the summer.

FOR GREATEST IMPACT:

- The tagline, when used with the logo, should be in Avenir Heavy 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 summer tagline ‘For those who seek the best, there’s only Stein’ must always include the comma and the period as shown.



For those who seek the best, there’s only Stein.

TYPESSETTING WHEN TAGLINE IS USED BENEATH THE LOGO

Correct: World’s Best Ski Hotel

Incorrect: world’s best ski hotel
World’s best ski hotel
WORLD’S BEST SKI HOTEL

Correct: For those who seek the best, there’s only Stein.

Incorrect: for those who seek the best, there’s only stein.
For Those Who Seek The Best, There’s Only Stein.
FOR THOSE WHO SEEK THE BEST, THERE’S ONLY STEIN.

LOGO MISUSE

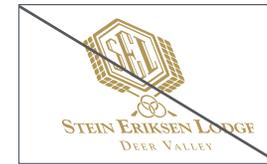
Our logo is important to us, and we have spent much time and effort carefully crafting it to be a perfect embodiment of our brand. We ask that designers and users respect the thought and craftsmanship that has gone into the logo by keeping it pure and within the guide's rules.

Be careful 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.

In addition to the misuses listed, please do not use the wordmark to replace text headlines or body copy.



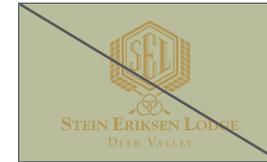
DO NOT SCALE VERTICALLY OR HORIZONTALLY



DO NOT ROTATE, SKEW OR CREATE FALSE PERSPECTIVES



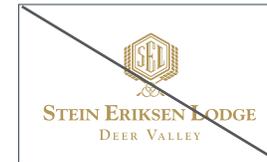
DO NOT PLACE ON BUSY BACKGROUNDS



DO NOT PLACE ON LOW CONTRAST BACKGROUNDS



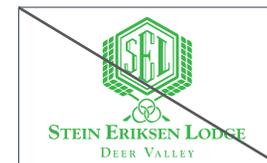
DO NOT REPOSITION THE ELEMENTS



DO NOT SCALE THE ELEMENTS SEPARATELY



DO NOT CREATE NEW COLOR COMBINATIONS



DO NOT USE UNSPECIFIED COLORS



DO NOT ALTER THE TYPEFACES OF THE LOGO



DO NOT APPLY EFFECTS

BRAND PALETTE

PRIMARY COLOR PALETTE

The Stein Eriksen Lodge primary color palette consists of Bright Gold, Deep Gold, and Rich Black

USING RICH BLACK

Rich Black is used to create a deeper, more saturated and opaque black. It is ideal for large, solid black backgrounds or bold, heavy graphic elements. However, please do not use Rich Black in body copy or headlines with thin fonts, as it will cause a halo effect due to slight misalignments in registration.

COLOR USAGE TIPS

- **CMYK** For print, logos should be produced in CMYK whenever possible
- **RGB/HEX** For digital and broadcast, the RGB or HEX formulas should be used
- **PMS / FOIL:** In instances when Pantone printing is available and metallic shimmer is crucial, the Pantone color information is provided. PMS (or Spot) colors should also be used when it's crucial to maintain color consistency throughout printed materials.

When budget allows, use foil stamping to add a special touch to print materials

BRIGHT GOLD	DEEP GOLD	RICH BLACK
PRINT CMYK: 20, 30, 70, 15	PRINT CMYK: 0, 18, 46, 45	PRINT CMYK: 40, 30, 30, 100
WEB RGB: 180, 151, 90 HEX: B4975A	WEB RGB: 157,132, 94 HEX: 9D845E	WEB RGB: 0, 1, 4 HEX: 000104
SPECIAL PMS: 872 C FOIL: 131 & 876 INK	SPECIAL PMS: 872 C FOIL: 131 & 876 INK	

BRAND PALETTE

CONTINUED

ACCENT COLOR PALETTE

These colors can be used as an accent with the primary color palette. This additional palette helps keep the brand looking fresh and provides alternatives when the primary color palette blends in with the background.

BLUE SPRUCE

PRINT
CMYK: 90, 44, 58, 30

WEB
RGB: 6, 92, 90
HEX: 065C5A

SPECIAL
PMS: 7721

SLATE BLUE

PRINT
CMYK: 79, 64, 51, 41

WEB
RGB: 52, 65, 76
HEX: 34414C

SPECIAL
PMS: 8503 C

MERLOT

PRINT
CMYK: 37, 78, 80, 44

WEB
RGB: 109, 54, 40
HEX: 6D3628

SPECIAL
PMS: 175 C

WHEAT

PRINT
CMYK: 0, 8, 35, 10

WEB
RGB: 232, 211, 162
HEX: ED83A2

SPECIAL
PMS: 7502 C

PARCHMENT

PRINT
CMYK: 6, 6, 12, 0

WEB
RGB: 237, 232, 220
HEX: EDE8DC

SPECIAL
PMS: 4545 C

IVORY

PRINT
CMYK: 0, 2, 3, 2

WEB
RGB: 248, 242, 237
HEX: F8F2ED

SPECIAL
PMS: 9142 C

LOGO COLOR USAGE

The Stein Eriksen Lodge logo may be used in one of the two primary brand colors. In cases where color printing is not available, or the primary color does not have enough contrast against the background, use the black or white versions of the logo.

Consult with the Marketing Department for further guidance.

BRIGHT GOLD (PMS 872)

Bright Gold is the preferred CMYK match to Pantone 872. It emulates the gold foil stamping that is periodically used.



DEEP GOLD (PMS 872)

Only use the Deep Gold version when the Bright Gold CMYK match does not provide enough contrast with the background, or otherwise reduces legibility.



BLACK



WHITE



LOGO COLOR USAGE

CONTINUED

When the Stein Eriksen Lodge logo appears alongside other Stein Collection logos, all logos should be presented in the same color.

BRIGHT GOLD



DEEP GOLD



BLACK

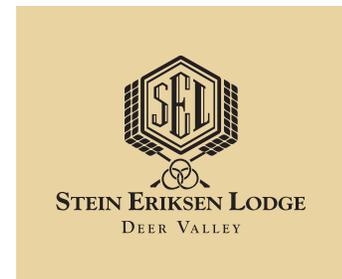
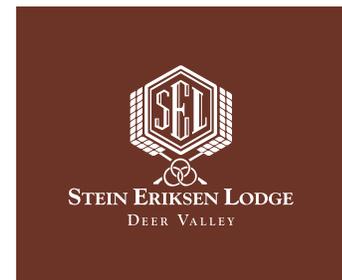
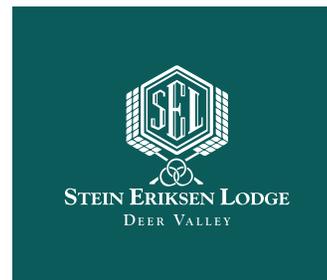
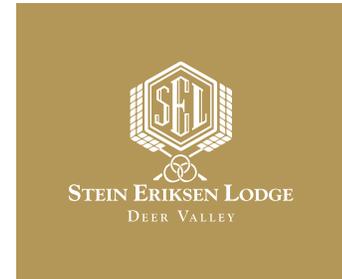


WHITE



LOGO COLOR CONTINUED

Please use the logos on background colors with a high contrast.



TYPOGRAPHY

Sorts Mill Goudy, LTC Goudy Oldstyle Pro Bold and Avenir are the primary font families used in the Stein Eriksen Lodge branding.

HTML/WEB SAFE FONTS:

When designing for HTML and web use, please use the following Google font substitutes for LTC Goudy Oldstyle and Avenir, respectively:

SORTS MILL GOUDY

NUNITO SANS

SORTS MILL GOUDY

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
123456789!\$#%&*?@(){}|\/<>"';

STYLES

Regular *Italic*

LTC GOUDY OLDSTYLE PRO

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
123456789!\$#%&*?@(){}|\/<>"';

STYLES

Bold ***Bold Italic***

AVENIR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
123456789!\$#%&*?@(){}|\/<>"';

STYLES

Light	<i>Light Oblique</i>	Medium	<i>Medium Oblique</i>
Book	<i>Book Oblique</i>	Heavy	<i>Heavy Oblique</i>
Roman	<i>Oblique</i>	Black	<i>Black Oblique</i>

TYPOGRAPHY CONTINUED

Typographic hierarchy is vital to our visual identity and also guides readers through our content, enhancing readability through structured information.

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 to 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.

TYPESETTING EXAMPLES

HEADLINE GOES HERE

SUBHEAD 1 GOES HERE

SUBHEAD 2 WILL GO HERE

The body copy will go here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

HEADLINE GOES HERE

Subhead 1 goes here

SUBHEAD 2 WILL GO HERE

The body copy will go here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

SUB BRANDS

These logos fall under the umbrella of Stein Eriksen Lodge, and their usage is contingent upon each of their brand guidelines.

In instances where a style guide is not available, each logo must be held up to the same standards, as seen with the Stein Eriksen Lodge logo.



GLITRETIND



Troll Hallen
LOUNGE



EMAIL SIGNATURES

Email signatures are saved and accessed via the digital platform in XINK. For new employees, Human Resources will set up your email signature at the time of hire. The IT department will ensure it works properly and can assist with any issues.



((DisplayName)) | ((JobTitle))
[O] ((DirectPhone)) | [C] ((Mobile))
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Park City, Utah 84060
((Email))
www.SteinCollection.com

UTAH'S ONLY FORBES FIVE-STAR HOTEL & SPA | FORBES MOST LUXURIOUS HOTEL | BEST U.S SKI HOTEL
— Stein Eriksen Lodge is a Luxury Property of Stein Collection —

PROPER NAME USAGES

The name of the resort should be referred to as “Stein Eriksen Lodge Deer Valley.” This is for 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	Mountain Lodge
Bjorn Stova Gift Shop	Olympic Ballroom
Champions Club	Stein Eriksen Ballroom
Deer Valley Ticket Office	Stein Eriksen Lodge Real Estate
First Tracks Kaffe	Stein Eriksen Sport
Flagstaff Meeting Room	The Spa
Freestyle Theater	Troll Hallen Lounge
Glitretind Restaurant	Valhalla & Odin Private Dining Rooms
Main Lodge	Viking & Stein Boardrooms

LOCATION DESCRIPTORS

Mid-mountain at Deer Valley Resort*
Yards to Sterling Lift at Deer Valley Resort*
5 minutes to Historic Main Street
30 minutes to downtown Salt Lake City
45 minutes to the Salt Lake City Airport

AFFILIATES OF STEIN ERIKSEN LODGE

Stein Eriksen Lodge Deer Valley
Stein Eriksen Residences Deer Valley
Stein Eriksen Lodge Real Estate
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

FILE FORMATS & ASSET LINKS

DROPBOX LINK TO LOGOS

[Stein Eriksen Lodge Primary Logos](#)

[Stein Eriksen Lodge Secondary Logos](#)

[Stein Eriksen Lodge Tertiary Logos](#)

LINKS TO FONTS

[Sorts Mill Goudy \(Google Font\)](#)

[LTC Goudy Oldstyle Pro \(Adobe Font\)](#)

[Avenir \(Adobe Font\)](#)

[Nunito Sans \(Google Font\)](#)



STEIN ERIKSEN LODGE
DEER VALLEY

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