



**CHATEAUX**  
DEER VALLEY

# STYLE GUIDE

03.26 | v1

# WELCOME

We take great pride in our iconic namesake. Stein Eriksen was 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 Chateaux Deer Valley and is exemplified in how staff and guests interact. Chateaux 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 Chateaux Deer Valley has been 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.

## **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](mailto:marketing@steinlodge.com)**

**(435) 604-2793**

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# ABOUT THE LOGO

Chateaux Deer Valley's logo features an emblem inspired by the surrounding mountain peaks, symbolizing both the property's natural setting and its sense of place. Its intersecting forms echo the diamond shapes found in the Stein Collection logo, creating visual cohesion within the brand while standing out as a distinctive graphic of its own. Beyond evoking mountains, the mark also suggests a shield or coat of arms—a subtle nod to the Chateaux's French aesthetic and heritage.



# LOGO SUITE

Chateaux Deer Valley's logo suite consists of the vertical (primary) lockup, the horizontal lockup, the emblem and the wordmark. Follow this guide to learn how we use each logo asset within the brand system.



## VERTICAL (PRIMARY) LOCKUP

The vertical Chateaux Deer Valley lockup consists of the wordmark and the emblem. We use this lockup for all purposes, especially when showcasing the brand externally. This can be in marketing materials and at events.



## 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 Chateaux Deer Valley's website.



## EMBLEM

Chateaux Deer Valley's emblem is a secondary logo treatment. Use it in assets or places where we already have a high brand recognition, like in on-property publications. It should also be used for social media profile icons.

The emblem may also be used as a graphic element or pattern to add visual impact to a design.



## WORDMARK

The standalone Chateaux wordmark should be used sparingly. It may be used in applications where brand recognition is already established, such as on-property publications and signage.

# LOGO INTEGRITY

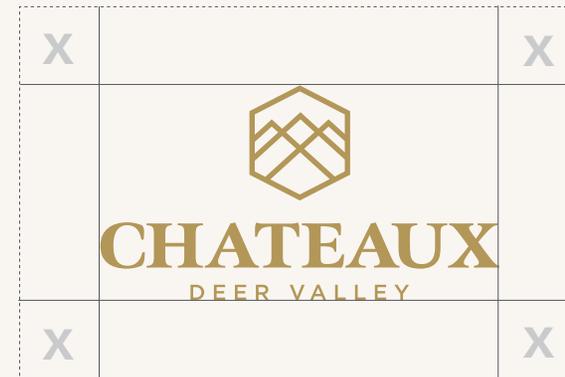
The logo must be perfectly legible and without obstruction. For this reason, we ask that designers maintain a minimum area of breathing room around the logo that allows it to breathe and shine. The Chateaux logo and all of its variations must at all times have the clear space that is specified on this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

## CLEAR SPACE

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

## MINIMUM SIZE

The lockup and wordmark should be at least 1 inch wide for print applications, and 96 pixels wide for digital applications.



Print: 1" width  
Digital: 96px width



# TAGLINE

A tagline embodies the core principles of a brand within but a few words. The tagline for Chateaux Deer Valley is “Steps From Adventure, Miles From Mundane” for the winter months and “Four Stars, Endless Benefits” 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 taglines must always include the comma and the period as shown.



**Four Stars, Endless Benefits.**

## TYPESSETTING WHEN TAGLINE IS USED BENEATH THE LOGO

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**Correct:**      **Steps From Adventure, Miles From Mundane.**

Incorrect:      steps from adventure, miles from mundane.  
Steps from adventure, miles from mundane  
STEPS FROM ADVENTURE, MILES FROM MUNDANE.

**Correct:**      **Four Stars, Endless Benefits.**

Incorrect:      four stars, endless benefits.  
Four stars, endless benefits  
FOUR STARS, ENDLESS BENEFITS.

# LOGO MISUSE

Our logo is important to us, and we have spent much time and effort into 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 book'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 Chateaux 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 USE UNSPECIFIED COLORS



DO NOT ALTER THE TYPEFACES OF THE LOGO



DO NOT OUTLINE



DO NOT APPLY EFFECTS

# BRAND PALETTE

## PRIMARY COLOR PALETTE

Chateaux Deer Valley's primary color palette consists of Bright Gold, Deep Gold and Copper.

## USING RICH BLACK

Rich Black is also a part of Chateaux's brand palette. It is used to create a deeper, more saturated and opaque black. Use Rich Black in the Combo (Bright Gold + Rich Black) version of the logo (see page 14). Rich Black is also 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**

**PRINT**  
CMYK: 20, 30, 70, 15

**WEB**  
RGB: 180, 151, 90  
HEX: B4975A

**SPECIAL**  
PMS: 872 C  
FOIL: 131

**DEEP GOLD**

**PRINT**  
CMYK: 0, 18, 46, 45

**WEB**  
RGB: 157,132, 94  
HEX: 9D845E

**SPECIAL**  
PMS: 872 C  
FOIL: 131

**COPPER**

**PRINT**  
CMYK: 34, 56, 66, 7

**WEB**  
RGB: 166, 117, 93  
HEX: A5755D

**SPECIAL**  
PMS: 876 C  
FOIL: Copper

**RICH BLACK**

**PRINT**  
CMYK: 40, 30, 30, 100

**WEB**  
RGB: 0, 1, 4  
HEX: 000104

# 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.

#### VERDIGRIS

**PRINT**

CMYK: 50, 0, 25, 30

**WEB**

RGB: 91, 155, 152

HEX: 5B9B98

**SPECIAL**

PMS: 7475 C

#### WARM GRAY

**PRINT**

CMYK: 67, 62, 59, 48

**WEB**

RGB: 64, 62, 63

HEX: 403E3F

**SPECIAL**

PMS: 447 C

#### BURGUNDY

**PRINT**

CMYK: 0, 91, 100, 60

**WEB**

RGB: 255, 254, 242

HEX: FFFEF2

**SPECIAL**

PMS: 483 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

Chateaux Deer Valley's logo may be used in one of the three primary colors or a combination of bright gold and rich black. 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.

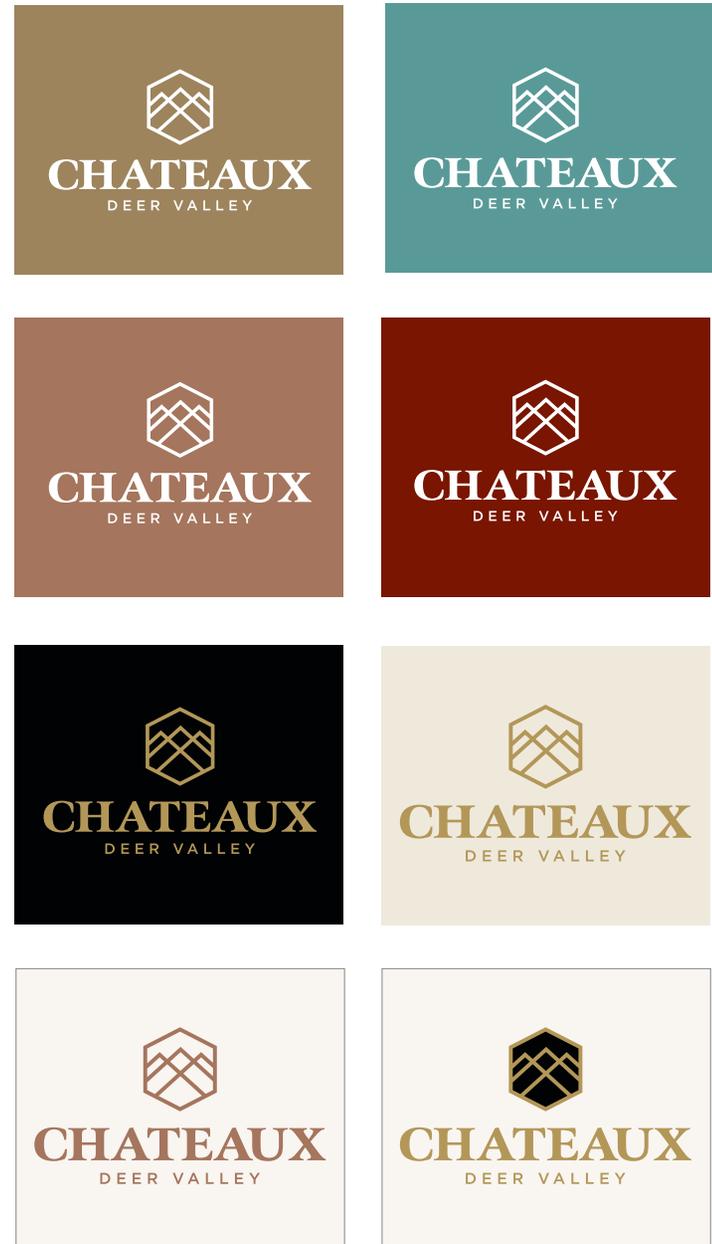
Consult with the Marketing Department for further guidance.

<p><b>BRIGHT GOLD (PMS 872)</b></p>  <p>Bright Gold is the preferred CMYK match to Pantone 872. It emulates the gold foil stamping that is periodically used.</p>	<p><b>DEEP GOLD (PMS 872)</b></p>  <p>Deep Gold is best used when the Bright Gold CMYK match does not provide enough contrast with the background, or otherwise reduces legibility.</p>	<p><b>BLACK</b></p> 
<p><b>COPPER (PMS 876)</b></p> 	<p><b>COMBO (BRIGHT GOLD + RICH BLACK)</b></p> 	<p><b>WHITE</b></p> 

# LOGO COLOR USAGE

## CONTINUED

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



# LOGO COLOR USAGE

## CONTINUED

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

### BRIGHT GOLD



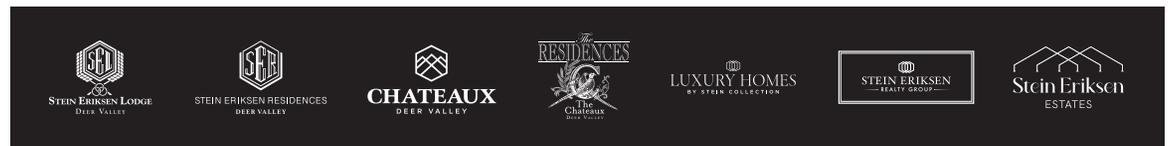
### DEEP GOLD



### BLACK



### WHITE



# TYPOGRAPHY

Meno Text and Avenir are the primary font families used in Chateaux's branding.

## HTML/WEB SAFE FONTS:

When designing for HTML and web use, please use the following Google font substitutes for Meno Text and Avenir, respectively:

**LIBRE BASKERVILLE**

**NUNITO SANS**

## MENO TEXT

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

### STYLES

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Regular	<i>Regular Italic</i>
Semibold	<b><i>Semibold Italic</i></b>
	<b><i>Bold Italic</i></b>

## AVENIR

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

### STYLES

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

# 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.

### TYPESSETTING EXAMPLES

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## 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 Chateaux's umbrella, 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 Chateaux Deer Valley's logo.



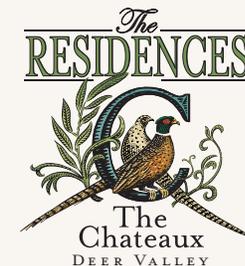
- Rich Black
- PMS 8384 C
- Matte Foil Gold: 118



- Pantone 5763 C
- Pantone 5783 C



- Pantone 1815 C



# 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.



**First Name Last Name** | Title  
[O] xxx-xxx-xxx | [C] xxx-xxx-xxx  
7815 Royal Street East  
Park City, Utah 84060  
email@the-chateaux.com  
www.the-chateaux.com

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FORBES FOUR-STAR HOTEL | CONDE NAST READERS' CHOICE AWARD WINNER | TRIPADVISOR CERTIFICATE OF EXCELLENCE  
— Chateaux Deer Valley is a Luxury Property of Stein Collection —

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# PROPER NAME USAGES

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

## AMENITIES & FACILITIES PROPER NAMES

Front Desk	Degas
Bell Desk	Courchevel
Concierge	Mt. Blanc Boardroom
Cena Ristorante	Marseille
Cena Lounge	Ski ‘N See
Le Spa Chateaux	Deer Valley Ticket Office
Impressionist Ballroom	Chateaux Realty
Monet	Fitness Center & Pool
Renoir	

## 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

## AFFILIATED OF STEIN ERIKSEN LODGE

Stein Eriksen Lodge Management Corporation  
Stein Eriksen Residences Deer Valley  
Stein Eriksen Lodge Real Estate  
Chateaux Deer Valley  
The Residences at Chateaux Deer Valley  
Chateaux Realty  
Cena Ristorante & Lounge  
Le Spa Chateaux

# FILE FORMATS & ASSET LINKS

## PROVIDING LOGOS TO VENDORS

### FOR PRINTING

Most printers, unless they specify otherwise, prefer vector files. Vector files are scalable to any size and will maintain their clarity and integrity.

The following file formats are vector files:

.eps  
.ai  
.pdf

### FOR DIGITAL (web, email)

The following file formats are suitable for digital use:

.png  
.jpg  
.svg

## DROPBOX LINK TO LOGOS

[Chateaux Logo](#)

[Chateaux Emblem](#)

[Chateaux Wordmark](#)

## LINKS TO FONTS

[Meno Text \(Adobe Font\)](#)

[Libre Baskerville \(Google Font\)](#)

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

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



**CHATEAUX**  
DEER VALLEY