

THE CHATEAUX DEER VALLEY

— *Brand Guide* —



7815 Royal Street East | Park City, Utah | (435) 650-9500 | (800) 288-2978 | www.the-chateaux.com

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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 The Chateaux Deer Valley and is exemplified in how staff and guests interact. The Chateaux Deer Valley 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 Chateaux Deer Valley Style Guidelines have been 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.

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

The primary logo should be reproduced as designed on all marketing and promotional items.

The Chateaux's logo was created to work at various sizes and be used either in full color, as shown below, or in a reverse white or gold (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 Chateaux Deer Valley 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



Use the gold logo only when used in conjunction with Stein Collection. Contact marketing with inquiries for any other uses.

3



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

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

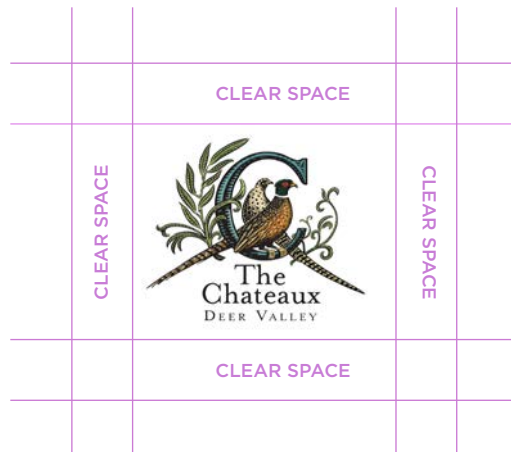


2

The
Chateaux
DEER VALLEY

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 Chateaux 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 tag-line, when used with the logo, is the only item to be placed closer to the logo.

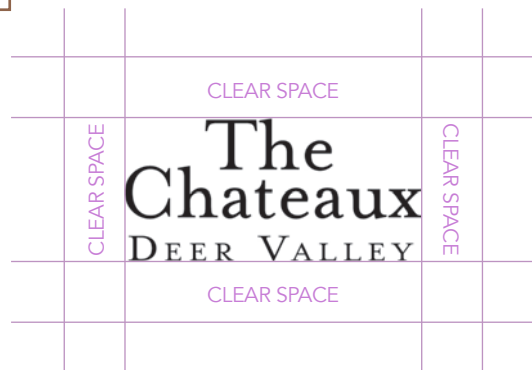
Secondary & Tertiary Logos Integrities

In the same way the primary The Chateaux logo needs to shine with plenty of breathing room, it's secondary and tertiary brands must also have at least the specified clear space at all times.

1



2



Tagline & Tagline Clearspace

A tag-line is vital to a brand in that it embodies the core principles of the brand within but a few words. The Chateaux Deer Valley tag-line is “Steps From Adventure, Miles From Mundane.” for the winter months and “Four Stars, Endless Benefits.” in the summer.



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.

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 tag-line 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 tag-line is in use with the initial letter of each word in upper case.

Sub Brands

These logos fall under The Chateaux's umbrella, and their usage is contingent upon each of their brand guidelines. In the instance that a brand guide is not available, each logo must be held up to the same standards, as seen with The Chateaux logo.

1



*Rich Black &
Matte Foil Gold: Mm129*

2



*Pantone 174C &
Pantone 5763C*

3



Pantone 1815C

Unacceptable Usage

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.

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



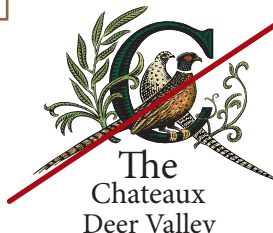
Do not add any effects to the logo, including drop shadow, glowing edges, gradients, ect.

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 Chateaux branding uses Mrs. Eaves, and Avenir font families in its 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 & 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.

1

Mrs. Eaves OT Bold : Headings in Small Caps

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

2

Mrs. Eaves Bold: Headings in All Caps

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

3

Avenir Medium : Headings in Sentence Case

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

4

Avenir LT 45 Book : Body copy in Sentence Case

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

5

Mrs. Eaves Roman : Body copy in sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 The Chateaux. Therefore, we have chosen gold Pantone color 872 C 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 876 C. The additional color palettes keep the brand looking fresh and provide options when the standard color 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



PANTONE: 876 C
CMYK: 37, 58, 71, 21
RGB: 141, 99, 75
HEX #: 8C634A



PANTONE: BLACK
CMYK: 50, 70, 50, 100
RGB: 0, 0, 0
HEX #: 000000



PANTONE: WHITE
CMYK: 0, 0, 0, 0
RGB: 141, 99, 75
HEX #: FFFFFFFF

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))
7700 Stein Way | P.O. Box 3177
Park City, Utah 84060
((Email))
www.SteinCollection.com

STEIN ERIKSEN LODGE STEIN ERIKSEN RESIDENCES THE CHATEAUX DEER VALLEY THE RESIDENCES AT THE CHATEAUX
STEIN ERIKSEN REALTY GROUP LUXURY BY STEIN COLLECTION

Proper Name Usage

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

AMENITIES & FACILITIES PROPER NAMES

Front Desk
Bell Desk
Concierge
CenaCena Ristourante
Cena Lounge
Le Spa ChateauxImpressionist Ballroom
Monet
Renoir
DegasCourchevel
Mt. Blanc Boardroom
MarseilleSki ‘N See
Deer Valley Ticket Office
Chateaux Realty
Fitness Center & Pool

LOCATION DESCRIPTORS

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