

STEIN ERIKSEN RESIDENCES

— *Brand Guide* —



STEIN ERIKSEN RESIDENCES
DEER VALLEY

6702 Stein Circle | PO Box 4138 | Park City, Utah | (435) 940-6600 | (844) 940-4504 | www.steinres.com

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STEIN ERIKSEN RESIDENCES
DEER VALLEY

Welcome

We take great pride in our iconic namesake. The Stein Eriksen Residences 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 Residences 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 Residences 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.

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 in black should be reproduced as designed on all marketing and promotional applications.

The Stein Eriksen Residences' logo was created to work at various sizes and be used either in black, 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.



STEIN ERIKSEN RESIDENCES

DEER VALLEY

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.

Secondary Logo Colors & Website Logo

In the case in which you will need to place The Stein Eriksen Residences 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



STEIN ERIKSEN RESIDENCES
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*Use the gold logo for website and
social media sites*

Secondary & Tertiary Logos

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

1



STEIN ERIKSEN RESIDENCES
DEER VALLEY

2



3



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 Residences logo and all of its variations must at all times have the clear space that specified on this page and page 6.



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.

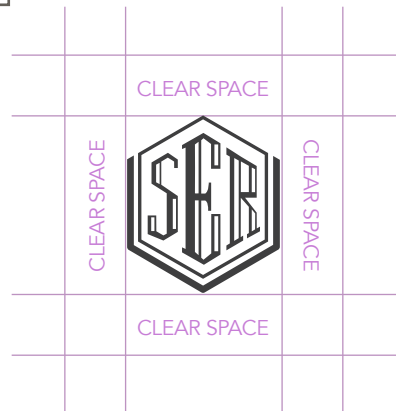
Secondary & Tertiary Logos Integrities

Similarly, the primary The Stein Eriksen Residences logo brand 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.

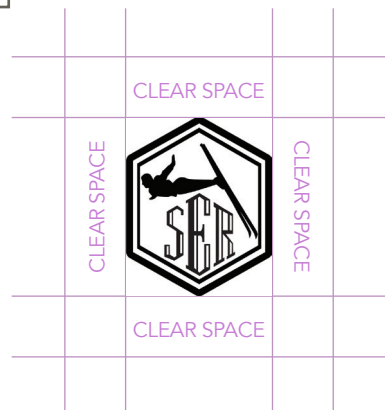
1



2



3



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 Stein Eriksen Residences tag-line is “Extraordinary at Every Turn.”



Correct: Extraordinary at Every Turn.

Incorrect: extraordinary at every turn.

Extraordinary at every turn

EXTAORDINARY AT EVERY TURN.

For the 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 Residences, and their usage is contingent upon each of their brand guideline. In the instance that a brand guide is not available, each logo must be held up to the same standards, as seen with The Stein Eriksen Residences logo.

1



*Rich Black &
Matte Foil Gold: Mm129*

2



*CMYK: 40, 30, 32, 0
HEX # : A0A3A2*

3



*Pantone 877 C &
Pantone 871 C*

4



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 Residences 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, etc.

4



Do not scale elements separately

5



Do not recreate the logo

6



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

7



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

8



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

Typography

The Stein Eriksen Residences branding uses Georgia and Helvetica Neue 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.

1 **GEORGIA BOLD : HEADINGS, ALL CAPS**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!\$#%&*?@(){}[]|\/<>”:;

2 **HELVETICA NEUE BOLD : HEADINGS, ALL CAPS**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!\$#%&*?@(){}[]|\/<>”:;

3 *Helvetica Neue Light : Body copy*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
123456789!\$#%&*?@(){}[]|\/<>”:;

4 *Helvetica Neue Regular : Body copy*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
123456789!\$#%&*?@(){}[]|\/<>”:;

5 **Helvetica Neue Bold : Body copy, sentence case**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
123456789!\$#%&*?@(){}[]|\/<>”:;

6 *Georgia Regular : Body Copy, sentence case*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
123456789!\$#%&*?@(){}[]|\/<>”:;

7 *Georgia Italic : Body Copy, sentence case*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
123456789!\$#%&*?@(){}[]|\/<>”:;

Primary Logo Colors & Secondary Colors

Pantone black is 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 black. The additional color palettes elevate the brand 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

Pantone: Black



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX #: 0

Secondary Color Palette



CMYK: 60, 48, 47, 49
RGB: 70, 75, 77
HEX #: 464B4D



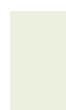
CMYK: 58, 53, 57, 26
RGB: 100, 95, 90
HEX #: 645F5A



CMYK: 0, 7, 17, 43
RGB: 162, 152, 138
HEX #: A2988A



CMYK: 14, 12, 17, 0
RGB: 218, 213, 205
HEX #: DAD5CD



CMYK: 7, 2, 14, 0
RGB: 236, 239, 221
HEX #: ECEFDD

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 official name of the resort is Stein Eriksen Residences Deer Valley. The full name appears in the logo. “Stein Eriksen Residences” may be used in all copy.

AMENITIES & FACILITIES PROPER NAMES

7-8-8-0 Club
Deer Valley Ticket Office
Silver Aspen Spa
Stein Eriksen Residences Real Estate
Stein Eriksen Sport

LOCATION DESCRIPTORS

Ski-Out Ski-In Access to Silver Dollar Trail
Minutes from Snow Park Lodge
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