



STEIN ERIKSEN RESIDENCES
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 Residences and is exemplified in how staff and guests interact. The 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 style guide for Stein Eriksen Residences 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 Residences sets the standard for authentic hospitality and impeccable service. The Stein Eriksen Residences 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 Residences logo is more than just a brand; it's a promise and a commitment that the Residences 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

(435) 604-2793

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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, or in a reverse white or gold (see page 14) only. The logo should never be altered or modified to work with a background color or photo.



STEIN ERIKSEN RESIDENCES
DEER VALLEY

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.



STEIN ERIKSEN RESIDENCES
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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.



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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. The 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 Residences social media profile thumbnail.

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

EMBLEM



FLYING SKIER EMBLEM



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 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 Residences 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” wide in print, and 67 pixels wide in digital applications.



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



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 Residences is “Extraordinary at Every Turn.”

FOR GREATEST IMPACT:

- The tagline, when used with the logo, should be in Avenir Heavy in either black, grey, 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.
- The tagline should end with a period.



STEIN ERIKSEN RESIDENCES
DEER VALLEY

Extraordinary at Every Turn.

TYPESSETTING WHEN TAGLINE IS USED BENEATH THE LOGO

- Correct:** **Extraordinary at Every Turn.**
- Incorrect:** extraordinary at every turn.
Extraordinary at every turn.
EXTRAORDINARY AT EVERY TURN.

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

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.

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

RICH BLACK

PRINT

CMYK: 40, 30, 30, 100

WEB

RGB: 0, 1, 4

HEX: 000104

BLACK

PRINT

CMYK: 0, 0, 0, 100

WEB

RGB: 0, 0, 0

HEX: 000000

SILVER

PRINT

CMYK: 0, 0, 0, 30

WEB

RGB: 179, 179, 179

HEX: 000000

SPECIAL

PMS: 877 C

FOIL: SILVER

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.

SLATE PRINT CMYK: 60, 48, 47, 49 WEB RGB: 70, 75, 77 HEX: 464B4D	WARM GRAY PRINT CMYK: 58, 53, 57, 26 WEB RGB: 100, 95, 90 HEX: 645F5A	TAUPE PRINT CMYK: 0, 7, 17, 43 WEB RGB: 162, 152, 138 HEX: A2988A
STONE PRINT CMYK: 14, 12, 17, 0 WEB RGB: 218, 213, 205 HEX: DAD5CD	IVORY PRINT CMYK: 0, 2, 3, 2 WEB RGB: 248, 242, 237 HEX: F8F2ED	SLATE TEAL PRINT CMYK: 92, 53, 35, 12 WEB RGB: 9, 99, 126 HEX: 09637E

LOGO COLOR USAGE

The Stein Eriksen Residences logo may be used in either black or white. The logo may be used in gold when it appears alongside other Stein Collection property logos or on websites or social media sites (see pages 17 and 18).

Consult with the Marketing Department for further guidance.

BLACK



WHITE



SILVER



SILVER



LOGO COLOR USAGE

continued

USING GOLD IN SPECIAL INSTANCES

The gold versions of the logo may be used on websites and social media sites, or in the instance when the Residences logo appears with other gold Stein Collection property logos (see page 18).

BRIGHT GOLD

PRINT

CMYK: 20, 30, 70, 15

WEB

RGB: 180, 151, 90

HEX: B4975A

SPECIAL

PMS: 872 C

FOIL: 131 & 876 INK

DEEP GOLD

PRINT

CMYK: 0, 18, 46, 45

WEB

RGB: 157, 132, 94

HEX: 9D845E

SPECIAL

PMS: 872 C

FOIL: 131 & 876 INK



STEIN ERIKSEN RESIDENCES
DEER VALLEY

BRIGHT GOLD

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



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DEEP GOLD

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

LOGO COLOR USAGE

continued

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

BRIGHT GOLD



DEEP GOLD



BLACK



WHITE



LOGO COLOR USAGE

continued

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



TYPOGRAPHY

Helvetica Neue and Georgia Pro are the primary font families used in the Stein Eriksen Residences branding.

HTML/WEB SAFE FONTS:

When designing for HTML and web use, please use the following web-safe font substitutes for Helvetica Neue (Inter), and Georgia Pro (Georgia), respectively:

INTER

GEORGIA

HELVETICA NEUE

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!\$#%&*?@(){}[]\|/ <> ” ;

STYLES

Ultralight	<i>Ultralight Italic</i>
Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>

GEORGIA PRO

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!\$#%&*?@(){}[]\|/ <> ” ;

STYLES

Light	<i>Light Italic</i>
Regular	<i>Italic</i>
SemiBold	<i>SemiBold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</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.

USING HELVETICA NEUE

Helvetica Neue is generally considered a highly modern, clean, and legible typeface, but it is often debated for long-form body copy due to its tight character spacing and lack of distinctiveness between similar letters. While excellent for headlines, UI, and short, branded text, it may cause eye fatigue in large blocks of text compared to specialized body fonts. If the body copy is extensive, use Georgia Pro instead.

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 Residences, 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 Residences logo.



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



- PMS 877
- CMYK: 40, 30, 32, 0
- HEX: #AOA3A2



- PMS 877 C
- PMS 871 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.



STEIN ERIKSEN RESIDENCES
DEER VALLEY

((DisplayName)) | ((JobTitle))
[O] ((DirectPhone)) | [C] ((Mobile))
6702 Stein Circle | P.O. Box 4138
Park City, Utah 84060
((Email))
www.steinres.com

A MEMBER OF SMALL LUXURY HOTELS OF THE WORLD
— Stein Eriksen Residences Is A Luxury Property Of Stein Collection —

PROPER NAME USAGES

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-o 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 RESIDENCES

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

FILE FORMATS & ASSET LINKS

Dropbox Links to Logos

[Stein Eriksen Residences Primary Logos](#)

[Stein Eriksen Residences Secondary Logos](#)

[Stein Eriksen Residences Tertiary Logos](#)

[Stein Eriksen Residences Gold Logos](#)

Links to Fonts

[Georgia Pro \(Adobe Font\)](#)

[Georgia](#)

[Helvetica Neue \(Adobe Font\)](#)

[Inter \(Google Font\)](#)



STEIN ERIKSEN RESIDENCES
DEER VALLEY

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