

STEIN COLLECTION

— Brand Guide —



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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 The Stein Collection and is exemplified in how staff and guests interact. The Stein Collection 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

Each managed property in the Stein Collection sets the standard for authentic hospitality, and remarkable service, found only at our one-of-a-kind destinations. The Collection's winning heritage and personality is the natural extension of Olympic gold medalist downhill skier Stein Eriksen, and his legendary dedication to perfection. Year-round, consistent, award-winning service is delivered to guests and owners against the backdrop of world-renowned locations.

OUR BRAND PROMISE

Each Stein Collection entity sets the standard for authentic hospitality, and impeccable service. The Collection's winning heritage and exclusive personality is 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 Collection logo is more than just a brand. It's a promise and a commitment that these destinations 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 & style guide elements, please contact the Marketing Department directly.

MARKETING@STEINLODGE.COM
(435)604-2793

Primary Logo

Our Stein Collection logo is designed to be a strong visual statement that represents the managed assets of the Stein Eriksen Management Corporation.

The primary logo in gold and black could be reproduced as designed on all marketing and promotional applications. The logo should never be altered or modified to work with a background color or photo. If the logo needs to be placed on a dark photo or mid to dark background color then the Secondary logo should be used instead (see page 3).

Our Stein Collection logo is designed to be a strong visual statement that represents the managed assets of the Stein Eriksen Management Corporation. It is designed to work at a variety of sizes and to be used either in full color as shown below or in a reverse white (see next page) only.



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 Stein Collection 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.

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 Collection 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 tagline, when used with the logo, is the only item to be placed closer to the logo.

Tagline & Tagline Clearspace

A tagline is important to a brand in that it embodies the core principles of the brand within but a few words. The Stein Collection tagline is “Perfect, Ledgendarly Experiences.” speaking towards our brand promise of legendary service to all of our guests whether they are staying at the Stein Eriksen Lodge in Deer Valley, Utah or in any of our managed properties.



Correct:

Perfect, Legendary Experiences.

Incorrect:

perfect, legendary experiences.

Perfect, legendary experiences

PERFECT, LEGENDARY EXPERIENCES.

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 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 Collection, and their usage is contingent upon each of their brand guideline. If a brand guide is not available, each logo must be held up to the same standards, as seen with the Stein Collection logo.

1



2



3



4



5



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 Collection brand.



Do not alter the colors of the logo except when in accordance to the color rules.



Do not place the logo on a light photograph, graphic, pattern or solid color



Do not in any way distort the logo, either by stretching, squishing, ect.



Do not scale elements separately



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



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



Do not recreate the logo



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

Typography

Gotham has been selected as the sans serif to accompany the Stein Collection logo for its contemporary look, clean lines and readability in printed materials.

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

Gotham : body copy in light, book, medium, or bold

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

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

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

Primary Colors

The Stein collection logo is designed to be a strong visual statement that represents the managed assets of the Stein Eriksen Lodge Management Corporation. It is designed to work in a variety of sizes and to be used either in full color as shown above or in reverse white. The full color logo was designed for print use in black and gold foil. The gold should not be printed as a pantone metallic on uncoated stock.

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



CMYK: 32, 36, 73, 4

RGB: 165, 130, 66

FOIL: Great Western Foils (GWF) Gold: 131

Black



PROCESS CMYK: 0, 0, 0, 100

PROCESS RGB: 0, 0, 0

PROCESS HEX #: 231F20



RICH BLACK CMYK: 40, 30, 30, 100

RICH BLACK RGB: 0, 1, 4

RICH BLACK HEX #: 000104

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 time of hire. The IT department will ensure it works properly and can assist with any issues.



((DisplayName)) | ((JobTitle))
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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
