



The Keystone brand bible



WELCOME TO KEYSTONE.

COME OUT AND PLAY!

PLAYING LIKE A KID IN THE MOUNTAINS IS WHAT KEYSTONE IS ALL ABOUT.
IT'S WHAT TRANSFORMS MEMORIES INTO TRADITIONS FOR FAMILIES AND FRIENDS.

AS A BRAND, WE WANT TO MAKE SURE THAT EVERYTHING WE DO,
FROM THE EXPERIENCES WE CREATE IN THE RESORT TO THE COMMUNICATIONS
WE SEND OUT, BRINGS OUR AGELESS FUN TO LIFE FOR EVERYONE
WHO EXPERIENCES IT.

ABOUT OUR GUESTS

KIDS OF ALL AGES HAVING THE TIMES OF THEIR LIVES.

THEY REALLY LOVE US:

FEEDBACK FROM OUR GUESTS TELLS US
THAT WE'RE DOING IT RIGHT. THESE ARE
THE WORDS THEY USE TO DESCRIBE US.



*In-market guest intercepts 2017

KEYSTONE'S TARGET AUDIENCE:

WHO COMES TO OUR PLAYGROUND?

**KIDS DO! KIDS AGED 3 TO 93 WHO PUT THEIR BIG KID PANTS ON BOTH LEGS
AT A TIME WHO WANT A FRONT ROW SEAT FOR WHATEVER IS GOING ON.
SOME COME WITH THEIR FAMILIES. SOME COME WITH THEIR FRIENDS.
ALL OF THEM COME ALIVE AS SOON AS THEY HIT THE PLAYGROUND.**

KEYSTONE'S TARGET AUDIENCE:

FUN IS AGELESS!



16 likes
msheehey
#keystone
dizzy_ex
adaafri



29 likes
wheelyboi87 Brought the bearded fo
out to play today 🤪🤪🤪#dopepic
#beardgang #keystone #colorado ..
was at the summit of the #mountain
beard_gains 🔥🔥🔥



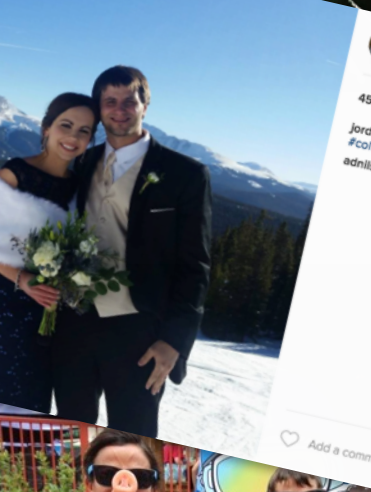
34 likes
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@justsunshine
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3,005 likes
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Birthday 🎉
#colorADO
#MountainVibez #Mountains
#foreverfun #snowboard #p
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#snowboarding #cetek #in
#getsome #grommymy #win
view all 51 comments
muhbauerd Pika Power
mike_traslin Awesome.
brandicooley Happy birthd
thesnowboardingfamily
sashaarguta 🥳🥳🥳
ashlyno.onthesnow HAP
BIRTHDAY Z 🥳
nullard #brechard #cume



37 likes
magicmorgn4
Keystone Resort
Follow
magicmorgn4 A successful day of
and 🍷ing. Also found this sweet giant
chair! #morningcaradio #skiday #keystone
#keystonecolorado #pizzafrench
emilie_ng... 🍷
amanda.hinshaw
fries?!!



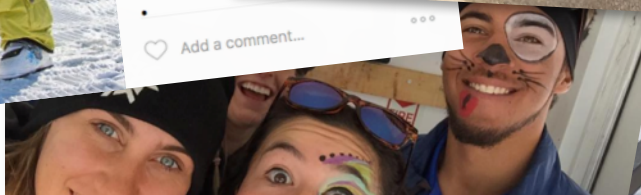
111 likes
lexiciulla TODAY = sledding down hills,
scraped elbows, frost bit



174 likes
misadventurethe
Colorado Trail
misadventurethe
handlebars for yo
Someone please
rubber side dow
carnage and dai
add us on snap
#eatingdirt #ru
#colorADO #m
misadventure
...



ski_doc @claubecerra - the fox goes...
;))
darealpeglegmea
@b...



THE MAGIC CYCLE

UNFORGETTABLE VACATIONS ARE JUST THE BEGINNING.

INCREDIBLE EXPERIENCES BECOME **STORIES**.

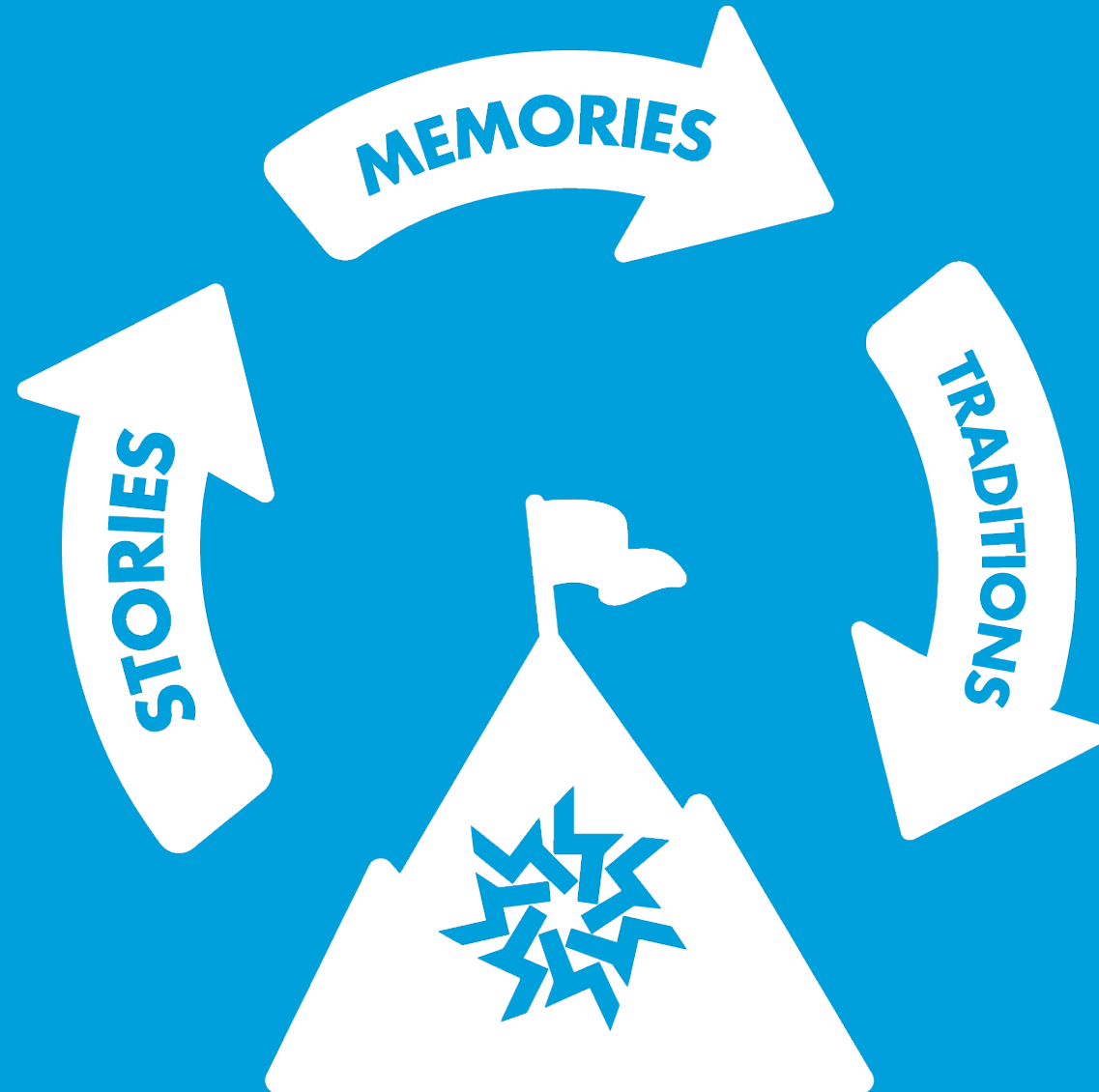


STORIES RETOLD BECOME **MEMORIES**.



MEMORIES INSPIRE THE RETURN TRIP, WHICH CREATES **TRADITIONS**.

KEYSTONE'S MAGIC CYCLE:



KEYSTONE'S PURPOSE:

**THEREFORE, WE WILL DO EVERYTHING
WITHIN OUR POWER TO
INSPIRE THE CREATION AND SHARING OF
AMAZING MOUNTAIN MEMORIES.**

BRAND BELIEFS & BEHAVIORS

THESE ARE OUR GUIDING PRINCIPLES AND HOW WE ACT ON THEM.

KEYSTONE'S BRAND BELIEFS:

- 1. WE BELIEVE THAT PLAY IS THE ROOT OF ALL GOOD.**
- 2. WE BELIEVE THAT THERE IS A KID IN ALL OF US!**
- 3. WE BELIEVE THAT IT'S THE GUEST'S STORY, WE'RE JUST HELPING THEM WRITE IT.**

KEYSTONE'S BRAND BEHAVIORS:

MAKE A CONNECTION

SEIZE EVERY OPPORTUNITY TO BE FRIENDLY AND HELP PEOPLE HAVE THE TIMES OF THEIR LIVES.

MAKE IT EASY TO HAVE FUN

THE SAFER AND MORE STRESS-FREE THE EXPERIENCE, THE MORE FUN GUESTS WILL HAVE.

MAKE IT AGELESS

CREATE ACTIVITIES FOR BOTH THE YOUNG AND THE YOUNG-AT-HEART.

MAKE IT STORY-WORTHY

LITTLE THINGS MAKE THE BIG THINGS HAPPEN. BY PAYING ATTENTION TO THE DETAILS, WE'LL INSPIRE AND ENABLE BETTER STORIES AT EVERY POINT OF INTERACTION.

MAKE THE STORY SENSORY

ENGAGE ALL THE SENSES AT EVERY OPPORTUNITY. WHETHER IT'S WITH A WELCOMING GREETING OR AN ELEGANTLY PRESENTED DESSERT, WOW GUESTS WITH THE UNIQUE SIGHTS, SOUNDS, SMELLS AND FLAVORS THAT KEYSTONE HAS TO OFFER.

OUR BRAND POSITIONING

THIS IS THE SOUL OF OUR BRAND. THE INSPIRATION BEHIND EVERYTHING WE DO.

KEYSTONE'S BRAND POSITION:

THE MOUNTAIN OF YOUTH™

KEYSTONE'S BRAND ESSENCE:

**THE MOUNTAIN OF YOUTH™ IS WHERE KIDS OF ALL AGES
DISCOVER THE MAGIC OF PLAYING IN THE MOUNTAINS,
AND WHERE GROWNUPS DISCOVER
THAT DEEP DOWN THEY'RE STILL KIDS TOO.**

THE RALLY CRY

HOW THE MOUNTAIN OF YOUTH EMPOWERS OUR EMPLOYEES.

WE WILL DO EVERYTHING IN OUR POWER TO INSPIRE OUR GUESTS TO PLAY, TO CREATE AND SHARE
AMAZING MOUNTAIN MEMORIES.

TO DO THIS, WE MUST BE PLAY EXPERTS. IT'S UP TO US TO BE THE FUN WE WANT TO SEE IN THE WORLD, IN THE
PARKING LOT, AT CHECK-IN, IN THE LIFT LINE, OR SERVING A DELICIOUS MEAL.

WE COME TO PLAY EVERY DAY IN EVERY WAY, BECAUSE THE BEST WAY TO MAKE THE WORLD
A MORE FUN PLACE FOR EVERYONE IS TO...

KEYSTONE'S EMPLOYEE RALLY CRY:

PLAY IT FORWARD!

WITH THIS RALLY CRY, WE DOUBLE-DOG DARE EACH OTHER TO SET THE CHAIN REACTION
OF FUN INTO MOTION AROUND THE WORLD, STARTING RIGHT HERE AT KEYSTONE.

AT VAIL RESORTS, OUR MISSION IS TO DELIVER AN EXPERIENCE OF A LIFETIME™ FOR ALL OF OUR EMPLOYEES AND GUESTS. THAT MEANS WE OWN IT, PERSONALIZE IT, ELEVATE IT, WHENEVER POSSIBLE.

AT KEYSTONE, THE WAY WE DO THIS IS BY PLAYING IT FORWARD EVERY DAY! BEING ABLE TO PLAY AND ENJOY YOURSELF LIKE A KID IS WHAT MAKES COMING TO KEYSTONE THE EXPERIENCE OF A LIFETIME™. THAT'S WHY EVERYTHING THAT WE DO, WHETHER IT'S LIVING OUR CORE VALUES, EXECUTING OUR SERVICE CULTURE, OR INTERACTING WITH EACH OTHER, WE DO AS SAFELY, CONSIDERATELY AND PLAYFULLY AS POSSIBLE.

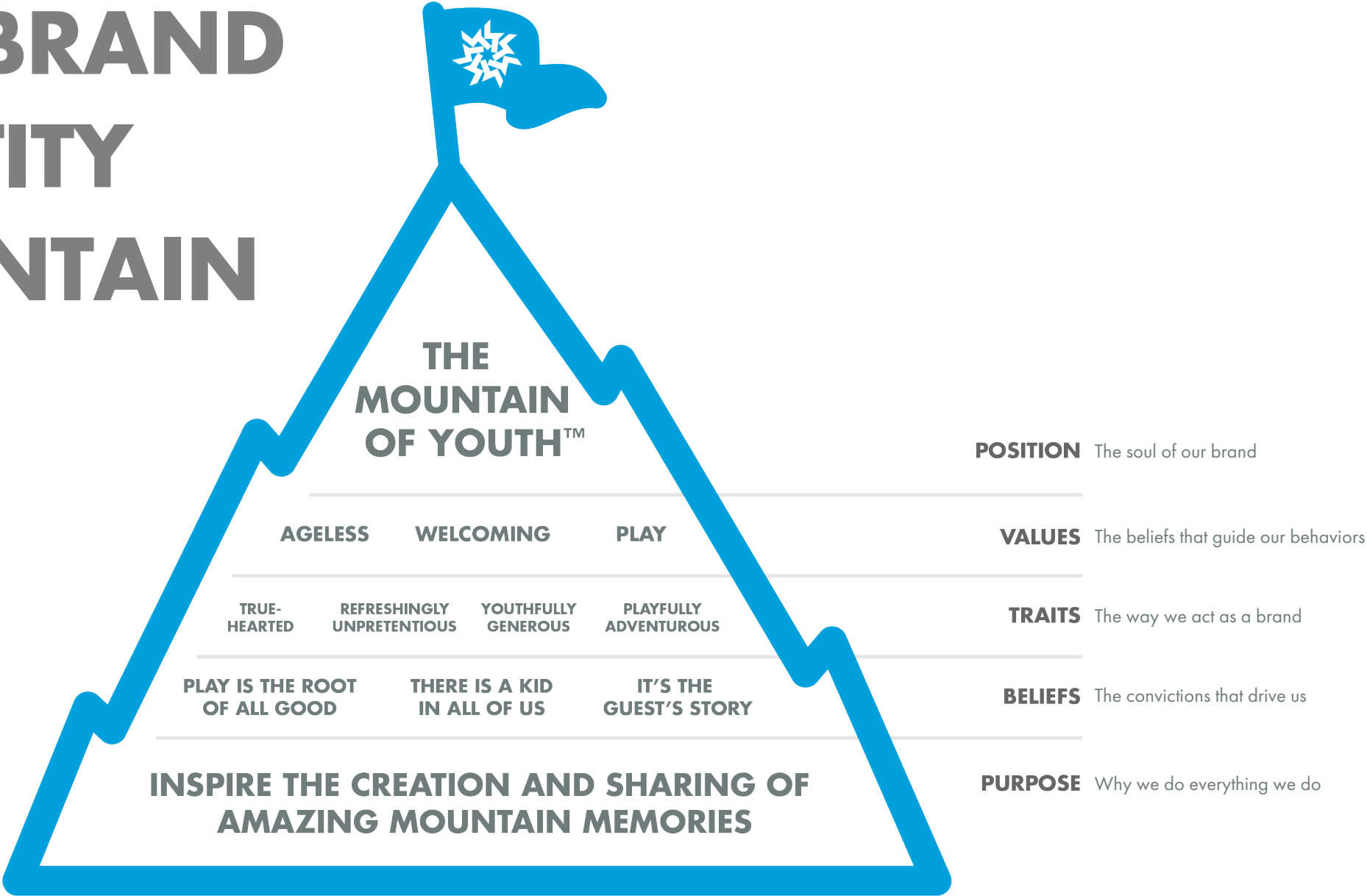
KEYSTONE'S EMPLOYEE RALLY CRY:

**PLAY IT FORWARD IS OUR WAY OF
EMPOWERING EVERY KEYSTONE EMPLOYEE
TO SELFLESSLY INSPIRE OUR GUESTS TO PLAY.**

BRAND IDENTITY MOUNTAIN

ONE SIMPLE TOOL TO BRING IT ALL TOGETHER.

OUR BRAND IDENTITY MOUNTAIN



OUR TAGLINE

The Mountain of Youth™

YEP. IT'S OUR BRAND POSITIONING AND OUR TAGLINE AND FOR GOOD REASON.

IT'S WHO WE ARE PLAIN AND SIMPLE, AND WE PROUDLY WEAR IT ON OUR SLEEVES.
IT IMMEDIATELY TELLS OUR GUESTS WHAT WE'RE ABOUT AND WHAT THEY'LL FEEL
WHEN THEY'RE HERE — PLAYFUL, ADVENTUROUS AND YOUNG AT HEART.

THE KEYSTONE LOGO

OUR LOGO IS BRIGHT AND PLAYFUL, ROOTED IN OUR HISTORY AND OUR NAME. PLUS, IT'S A PLAY OFF OF AN ACTUAL KEYSTONE!

AND, OF COURSE, WE'RE PROUDLY FEATURING OUR MOUNTAIN OF YOUTH TAGLINE.



THANK YOU!