



# brand equity guidelines



# Welcome to the Mountain of Youth™!

It's a playground 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.

As a brand, everything we create, from the experiences at the resort, to our advertising, to collateral and signage, to our emails and social media posts needs to bring the ageless fun of Keystone to life for everyone who sees it. This guide will help show you how.



# how to use this guide

This brand guide is designed to give you a quick resource for creating communications that authentically represent the Keystone brand. Think of this less as guidelines and more as rules to play by. On rare occasions, there may be instances where you will need to color outside the lines. When in doubt, consult the marketing team to figure out the best solution. Wherever possible please stay as true to these as you can. By sticking to these simple guidelines, we'll make sure that everything consistently portrays the playful mountain fun of Keystone that keeps us all young at heart.

## our review process

As you use this guide to create experiences, emails, ads, videos, Facebook Twitter and Instagram posts, (breathe), collateral, signage, hats, t-shirts, bumper stickers, postcards — you get the idea, we need to make sure that everything looks and sounds like Keystone's fun playful self. To make sure you don't get put in timeout, be sure to run everything by the marketing team with plenty of time to review and approve.

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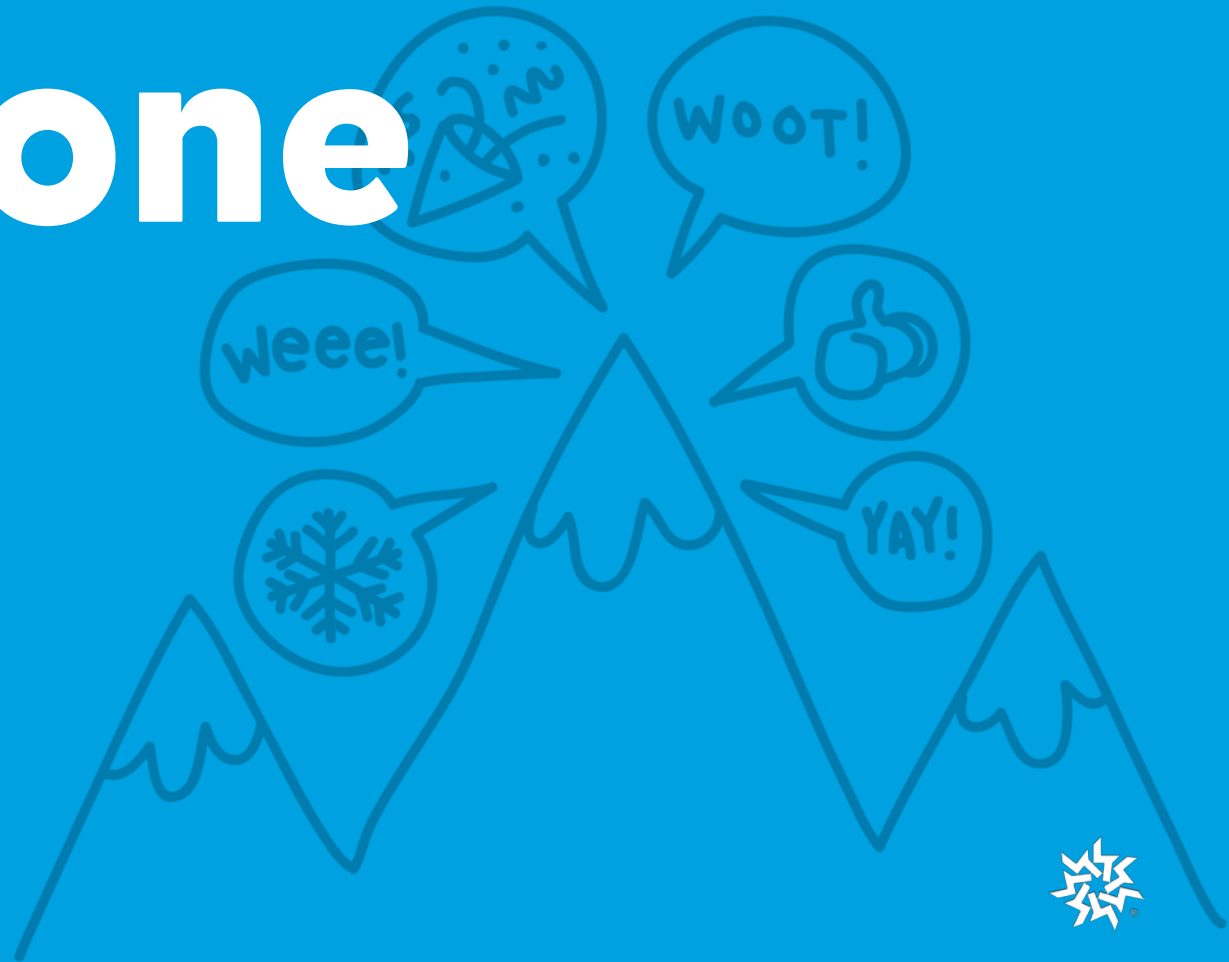


# come one. come all. come play!

Who comes to play at Keystone? 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 resort. They want to play right now, where they have a permission slip to to be their unadulterated selves and everyone's happy to play along.



# the Keystone brand



# our brand position

## The Mountain of Youth™

At Keystone, we believe play is the root of all good.

Play is rejuvenating, enchanting, endearing, freeing, inclusive, equalizing, gratifying, and therapeutic.

Play is for everyone, and everyone is a truer, happier version of themselves when they're playing.

Be it carving up fresh powder, exploring the snow fort, relaxing in the spa, swinging for the greens, or enjoying the flavors of a five-star dining experience, we make sure all the ways you play at Keystone are an Experience of a Lifetime™. Creating these experiences for our guests is our mission, and it's what keeps us all young.





# our tagline

## The Mountain of Youth™

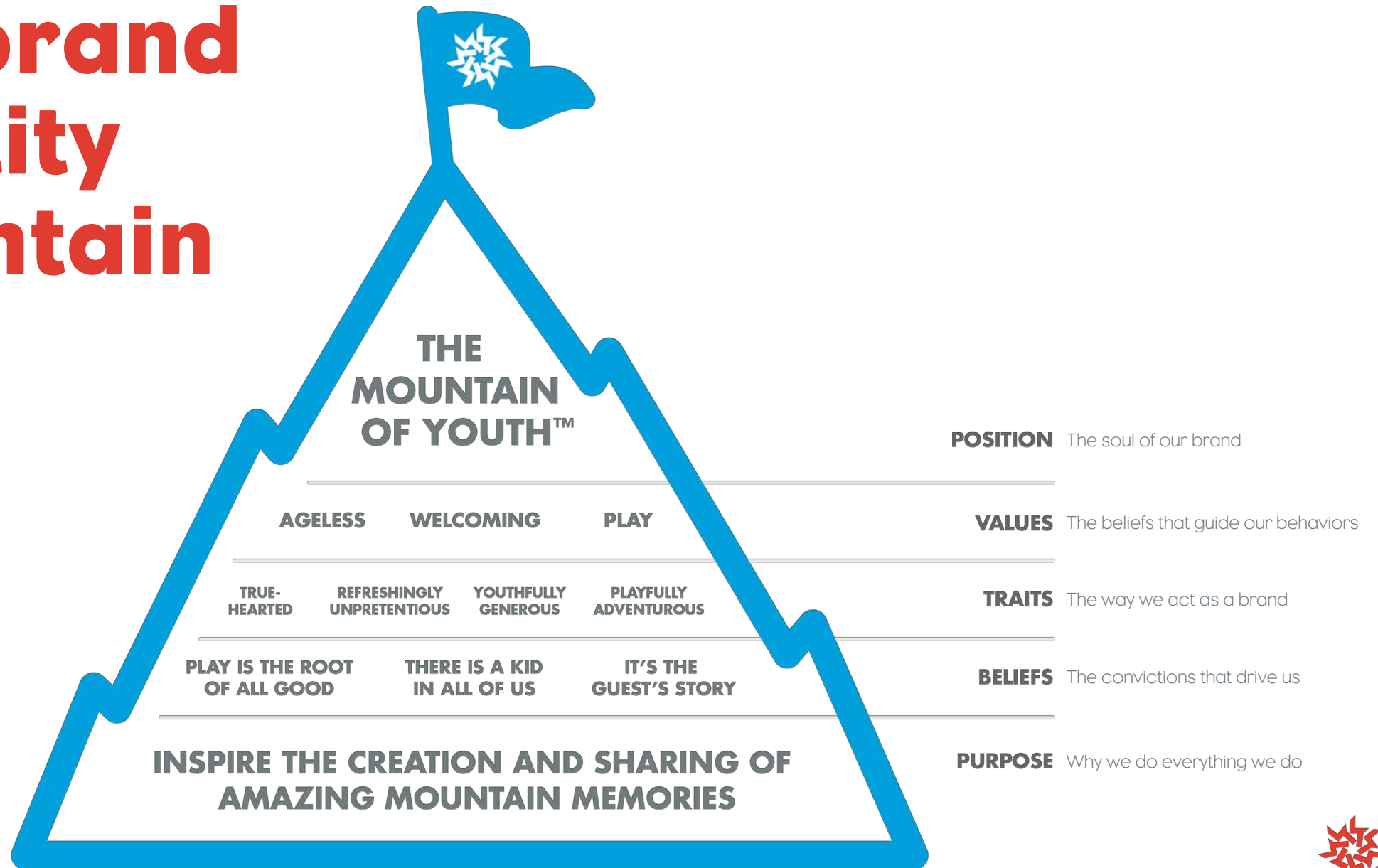
Yep. It's our brand positioning and our tagline and for good reason.

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.





# our brand identity mountain



# brand beliefs

Our fundamental beliefs that make Keystone more fun for everyone

**WE BELIEVE PLAY IS THE ROOT OF ALL GOOD.**

**WE BELIEVE THERE IS A KID IN ALL OF US.**

**WE BELIEVE IT'S THE GUEST'S STORY. WE'RE JUST  
HELPING THEM WRITE IT.**



# brand behaviors

How we serve our guests and each other a hearty helping of fun

## **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.

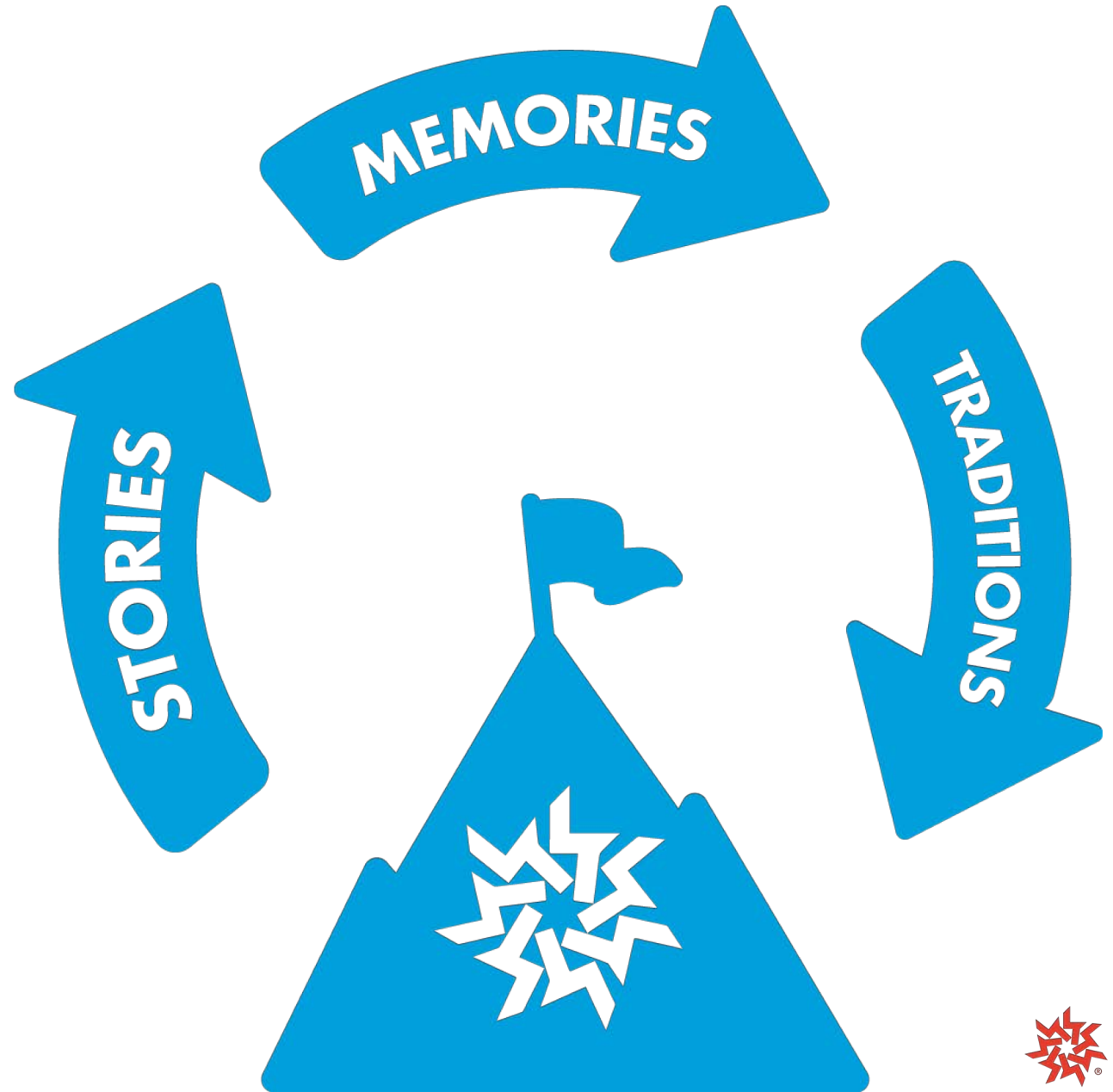


# turn trips into traditions

Every guest interaction, be it sharing a friendly smile as they head out for the day's adventure or teaching them how to link turns on a snowboard is a chance to make their story more fun.

The more fun their story is, the better their memories will be. The better their memories, the more likely they are to make coming to Keystone a tradition.

It's what we call **The Magic Cycle**, and once we get it rolling, it snowballs.



# brand personality

Keystone is a kid at heart. We're obsessively playful. We can't help it. It's in our nature. Speaking of nature, out in it is our favorite place to play. First and foremost, we're a happy-to-help host. But that's just the beginning. We're also equal parts camp counselor, seasoned guide, and fun facilitator. We never take ourselves too seriously, and we live for sharing our mountain funaticism with all kids no matter how old they are.

We are: **True-Hearted, Refreshingly Unpretentious, Youthfully Generous, Playfully Adventurous.**

## YEAH!

## NOPE.

Neighborly

Inconsiderate

Refreshingly Unpretentious

One-uppy or boastful

Full of life

Boring

Playful

Childish or cheesy

Obsessively Accommodating

Overbearing

Ageless Adventurers

Reckless

Family-first

Kidophobic

Spontaneous

Mischievous/Troublemakers



# brand voice and tone

Keystone's voice is always positive, friendly, conversational, and welcoming.

Since we take kidding around here seriously, using kidisms (No take backs!) and dad jokes (Let's ski-daddle.) are also fair game. Childish baby talk? Not so much. We're active fun enthusiasts, so whenever possible, use the active tense with just the right amount of enthusiasm. No going all exclamation point crazy!!!!

In general, as long as whatever you're saying sounds as if you have an excited, playful smile on your face, type, text or shout it from the mountain tops.

## USE OF HUMOR

Keystone's brand of humor is clever, light-hearted and even a little corny and cheeky at times. Though never sophomoric, it can for sure have a youthful lean to it. We love a good laugh, but never at anyone's expense.

The punchline: Use humor where and when it makes sense, and make sure your audience is always in on the joke.

**Watch out!** When referring to Keystone's owned & operated offerings (spa, golf, shops and restaurants), our voice takes a slightly more sophisticated tone, albeit still playful. Avoid using kidisms or dad joke type humor to maintain their premium appeal.



# what we say

## **PLAYGROUND RULES** **(CAMPAIGN HEADLINES)**

Use your outdoor voice.

Take turns, lots of 'em.

Put your feet on the furniture.

Play in the deep end.

Learn your lesson the fun way.

Act your ice skate size, not your age.

## **GENERAL HEADLINES**

Kids ski free! No take backs.

Crow young together

Let's ski-daddle

Do the youngthinkable.

Call dibs, a.k.a., book now.





# what we say

## TWITTER

Happy Friday Jr. Just got 10", and more is coming tomorrow and Saturday. The deep end is calling. Just sayin'.

Daydreaming about night skiing? There's nothing better than shredding past your bedtime. Snooze ya lose.

## FACEBOOK

Keystone is the ultimate winter playground for the never-sit-stillers of any age. It's hard to decide what to do next. Something tells us you'll figure it out though.

Explore the Mountain of Youth! Where you can use your outdoor voice and have all kinds of rule-bending family fun.

## EMAIL

Subject Line: Almost time to ski-daddle

Body copy: Hang in there. You're so close. Only 604,800 seconds to go until the first chair of the season. Here's a quick checklist to make sure you're ready to go.

1) tune your skis and boards, 2) lay out your jacket, pants, gloves, hat, socks and underwear or Underoos - your call, and 3) stretch out your cheeks for that permagratin you're gonna be sporting. You got this!



# design elements



# color

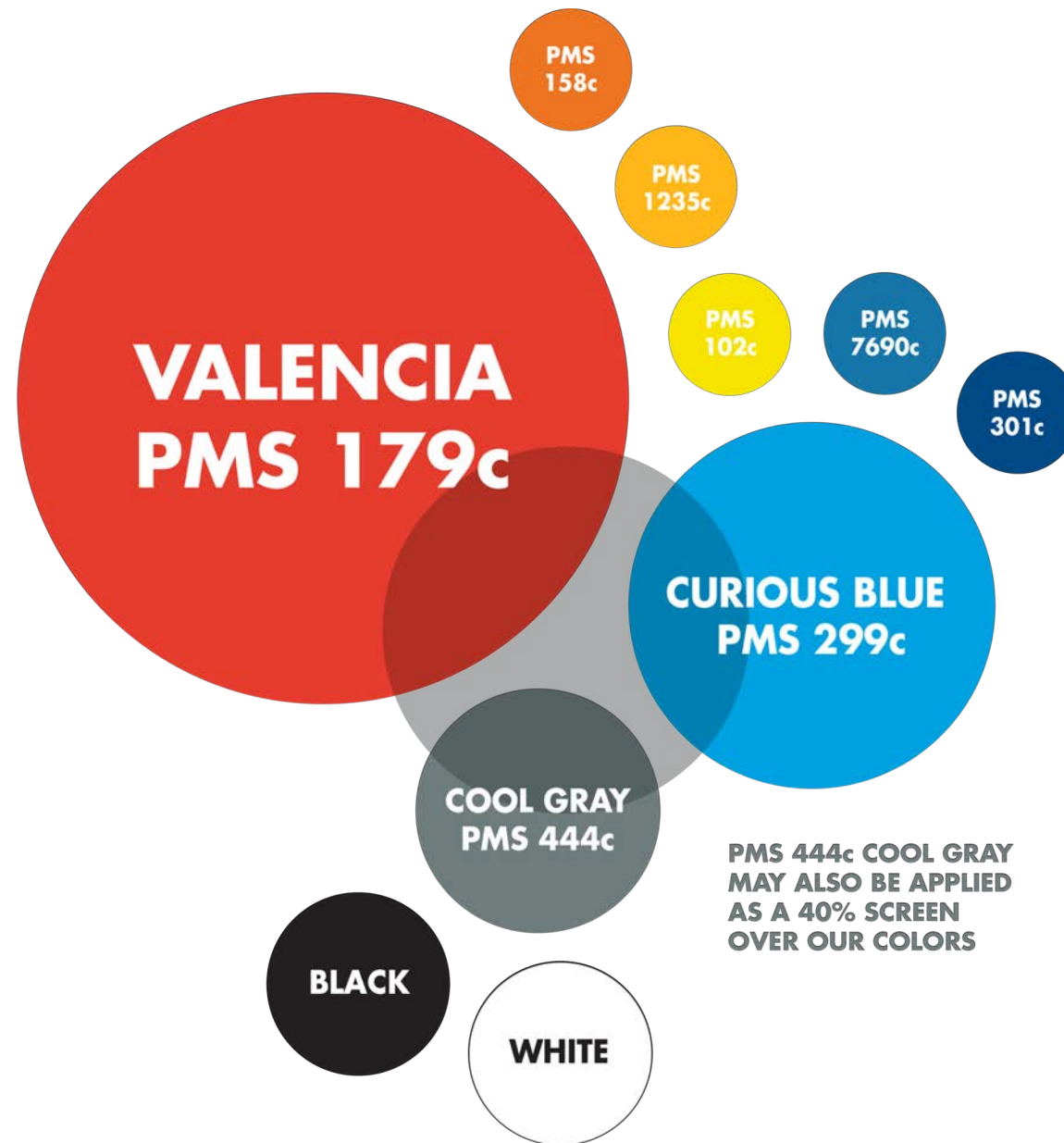
Our colors are simple and vibrant. Valencia is a mainstay, and is our primary color. Curious Blue is our supporting secondary color.

Cool gray is a main Keystone color as well. In fact, we use it as the color of our body copy and subheads. It can also be used in a 40% screen over our colors when a color shift is needed for legibility, but a tertiary color isn't appropriate.

The remaining 5 colors are tertiary colors. They were selected to support Valencia and Curious Blue. Check with the marketing team if you are thinking of using them.

And of course every color system has to work with both black and white, but we only use black where absolutely necessary. Use Cool Gray instead of black wherever possible.

**Note:** Valencia and Curious Blue are contrasting colors that create a visual vibration when they are layered over each other, so we don't do it.



**VALENCIA**  
**PMS 179C**  
RGB 224 60 49  
HEX/HTML E03C31  
CMYK 0 87 85 0

**CURIOUS BLUE**  
**PMS 299C**  
RGB 0 163 224  
HEX/HTML 00A3E0  
CMYK 86 8 0 0

**COOL GRAY**  
**PMS 444C**  
RGB 113 124 125  
HEX/HTML 717C7D  
CMYK 45 16 25 50

**PMS 301C**  
RGB 0 75 135  
HEX/HTML 004B87  
CMYK 100 53 4 19

**PMS 7690C**  
RGB 0 118 168  
HEX/HTML 0076A8  
CMYK 95 41 10 0

**PMS 102C**  
RGB 252 227 0  
HEX/HTML FCE300  
CMYK 0 0 95 0

**PMS 1235C**  
RGB 255 184 28  
HEX/HTML FFB81C  
CMYK 0 31 98 0

**PMS 158C**  
RGB 232 119 34  
HEX/HTML E87722  
CMYK 0 62 95 0



# typography

Keystone's typographic approach is simple and focused, but certainly not boring. If our fonts are the visual voice of the brand, then our voice is fun-loving, low-key and extremely relatable.

Eagle Book is our headline font. Use it loud and proud, all lowercase except for proper names. Use punctuation only when necessary.

Futura Bold is our subhead font. You won't see it much, but it's there if you need it. Use it in all uppercase with a nice, tight kern.

Lakesight is our accent font. Use it sparingly. It exists to provide a playful flourish when the situation calls for it. It is always used to introduce our Playground Rules (see 2017/18 Campaign Guidelines).

Eagle light is our body copy font.

Finally, Helvetica is our web safe font.

Headline font

**eagle book lowercase**

Subhead font

**FUTURA BOLD ALL CAPS**

Accent font

*Lakesight*

Body copy font

Eagle Light

Web safe font

Helvetica



# typography

Our collection of fonts, icons and colors allows us to create playful and expressive communications.

As is always the case, our default color scheme is lead by Valencia. Playful touches utilizing our color palette are encouraged when appropriate. Be sure to reference the approved color combinations guidelines on page 18.

*Kids*  
**activity**  
*Guide*

2018   
*Summer*  
*Kickoff*

*Scenic*  
**gondola**  
**RIDES**

WINTER 2017/18  
**trail**  
**map**

**THANKS!**

**horseback**  
*Rides*

*Summer*  
**snow tubing**

**rentals**  
*This-a-way!* 

*winter*  
**dining**  
**GUIDE**

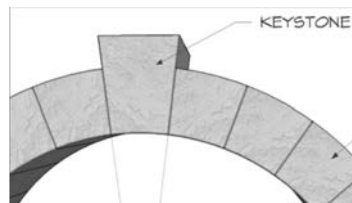
JANUARY 2018  
**conference**  
*Schedule*



# playful shapes

Inspired by an actual Keystone and the signs of the National Forest that we call home, our use of dynamic shapes bring a playfulness and sense of energy to even the simplest of layouts.

**Note:** Shapes are used to contain information like playground rules. They are not merely decorative.



Floating



Top & bottom anchors



Corner anchors



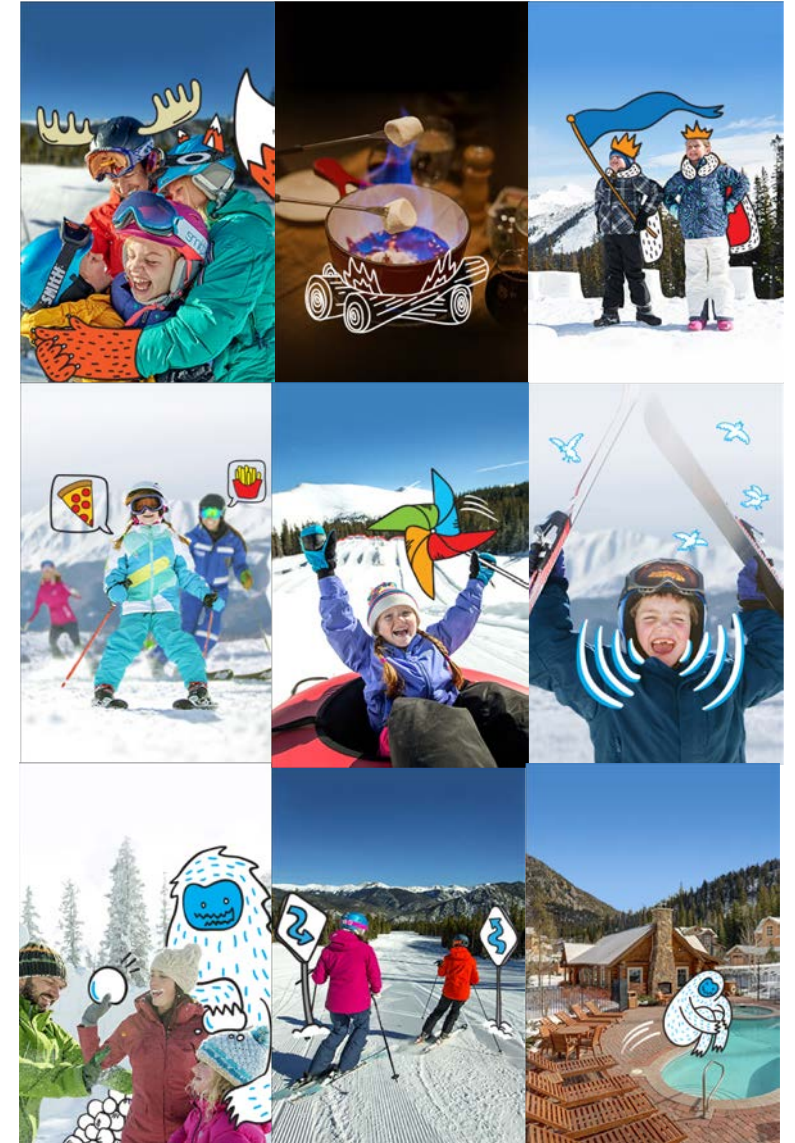


# illustration

Illustration is a very important part of the Keystone identity. It brings a strong sense of personality, relatability and human touch to our communications. It lightens the mood and allows us to show emotion and expression that can't be felt in photography and flat graphics.

Our illustration style is a thoughtful reflection of who we are — playful and kid first, yet polished. These aren't just doodles. Each illustration is conceived to convey the feeling of the participant, and/or to help pull the viewer in emotionally. Then that concept is lovingly drawn up in our artists' playful hand-drawn style.

We are very purposeful when it comes to the use of color in our illustration. Simplest is best, so start with white, or grey if you are working on a light background. Add in color if it is necessary to convey the concept or if white or grey just won't work on the photo.





# illustration

# ILLUSTRATED ICON LIBRARY

We've created a set of illustrated icons to help bring the playfulness of Keystone's communications to life in a way that extends beyond just words and color. We love it when our communications are a reflection of our playful spirit. Have fun and use them to add touches of play and youthfulness to our communications, but please use them purposefully. They aren't just for decoration.



# photography & videography

When selecting images, pick the most authentically playful moments you can find. The ones with big infectious smiles, honest expressions and candid interactions are what you're looking for. Try to capture moments when guests are letting their kid flags fly, when they're playing like no one's watching. We love showing the innocent enjoyment that peeks out when people play. Our photos should always strive to bring the viewer into those moments to invite their imaginations to come out and play along.

Oh, and did we mention that all these momentous moments are happening in one of the most beautiful places on earth? Our photography should always proudly showcase our incredible resort in all its playground glory by showing kids at heart having the experience of a lifetime all over the mountain.

## YEAH!

Candid moments

Authentic expressions

Shared experiences

Uninhibited outdoor play

Blue skies and warm sun

## NOPE.

Staged or posed scenes

Forced smiles

Solitary scenes

Restrained or grown up behavior

Gloomy or cold-feeling weather



# 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.



# logo lockup system

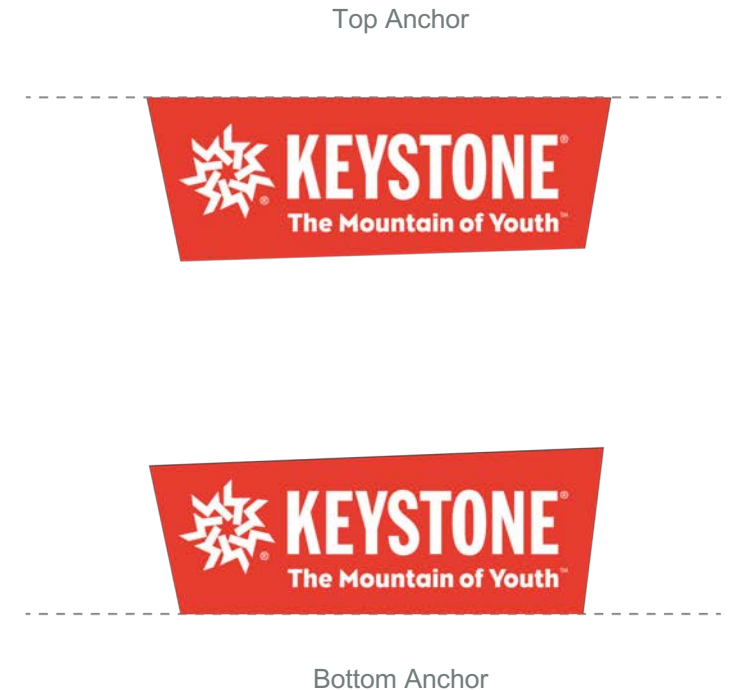
There are versions of the Keystone logo to fit every conceivable scenario, but the floating version is preferred.

The top and bottom anchor versions allow the logo to be pushed right up against the edge of the layout and can be used when the floating logo isn't appropriate. Use one of these three versions with the tagline in almost all scenarios.

A set of side and corner anchor versions are available for special circumstances.



Floating (no anchor)



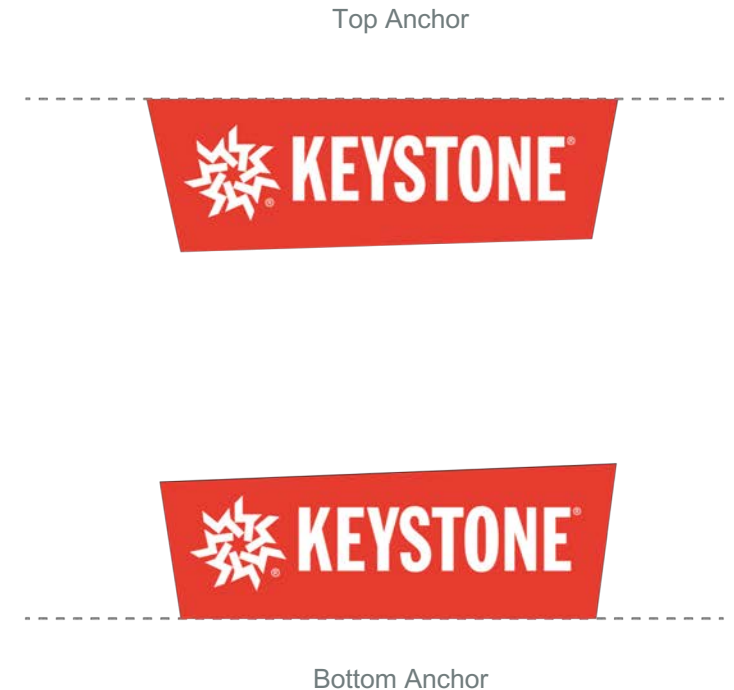
# logo lockup system

The logo locked up with the tagline "The Mountain of Youth" is preferred and appropriate for most uses. However, there are several instances when we use the logo without the tagline.

- On anything permanent or semi-permanent (items that could be consumer-facing for longer than a year)
- When simplicity is needed due to space constraints, readability or medium.
- When the tagline is being used as a headline.



Floating (no anchor)



# logo without the dynamic shape

We love the pop of color and playful twist that the dynamic shape provides. Please use the floating, top anchor, or bottom anchor versions of the Keystone logo with the Mountain of Youth tagline in most instances.

In instances where color and shape aren't appropriate, you can default to the horizontal logo without the dynamic shape. In the event of an impending design apocalypse and none of the other versions work, you can pull out our trusty stacked logo. All of these versions can be reversed out of colored backgrounds, preferably Valencia or Curious Blue.



Horizontal logo with tagline



Horizontal logo without tagline



Stacked logo with tagline



Stacked logo without tagline



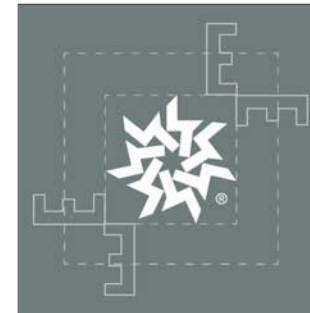
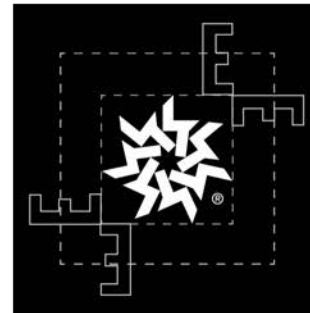
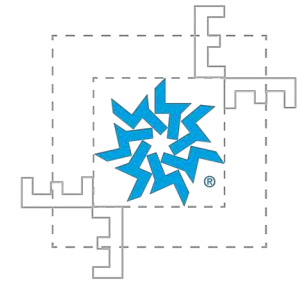
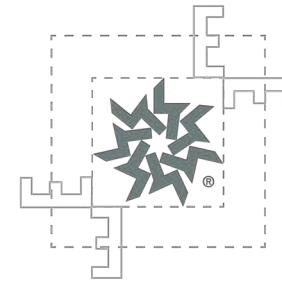
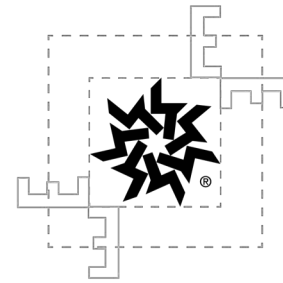
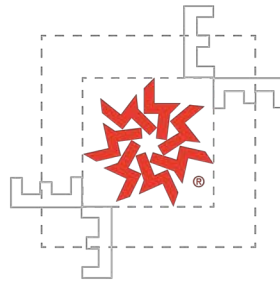


# the snowflake

In situations where the full-blown logo is too much, or space is limited, the snowflake logo can be used on its own.

The snowflake is best when it is reproduced in White or Valencia, but Cool Gray or Curious Blue can be used when appropriate. Use black only when color reproduction isn't available.

The versatility of the snowflake logo allows it to be placed on top of colored backgrounds. Use this versatility responsibly, defaulting to the simplest application possible.





# logo with a subhead

In some cases the logo may be locked up with an approved subhead, rather than the tagline. To determine whether this is appropriate, work with the marketing team. Never add a non-approved subhead to the logo on your own. You certainly don't want the logo police knocking on your door!

**Note:** Use the Colorado version of the logo only when there is no frame of reference for where Keystone may be for the viewer like business cards, prospecting destination direct mail initiatives, etc.



# clear space

Just like your pet hamster Snappy, logos need a little breathing room. They get a little agitated if you get too close, so we're showing you just how much space to give them.



# logo don't's

Of course you'd never do any of these things to the Keystone logo.

We just put these rules here for the naughty people.



No way bud. Just white on PMS 179 please.



Seriously? Let's not use patterns or textures. Not even a flashy hawaiian print.



Did you really think we'd let you put anything else in there?



That's better, but still not quite right. Just white on PMS 179 please.



Nope, no gradients either.



No bite marks either.



Whoa. That's neat, but no souping up our logo.



Hey there. No gettin' all crazy-shapes on us!



Tilts are bad too. Do you really think we didn't give you enough fun versions?

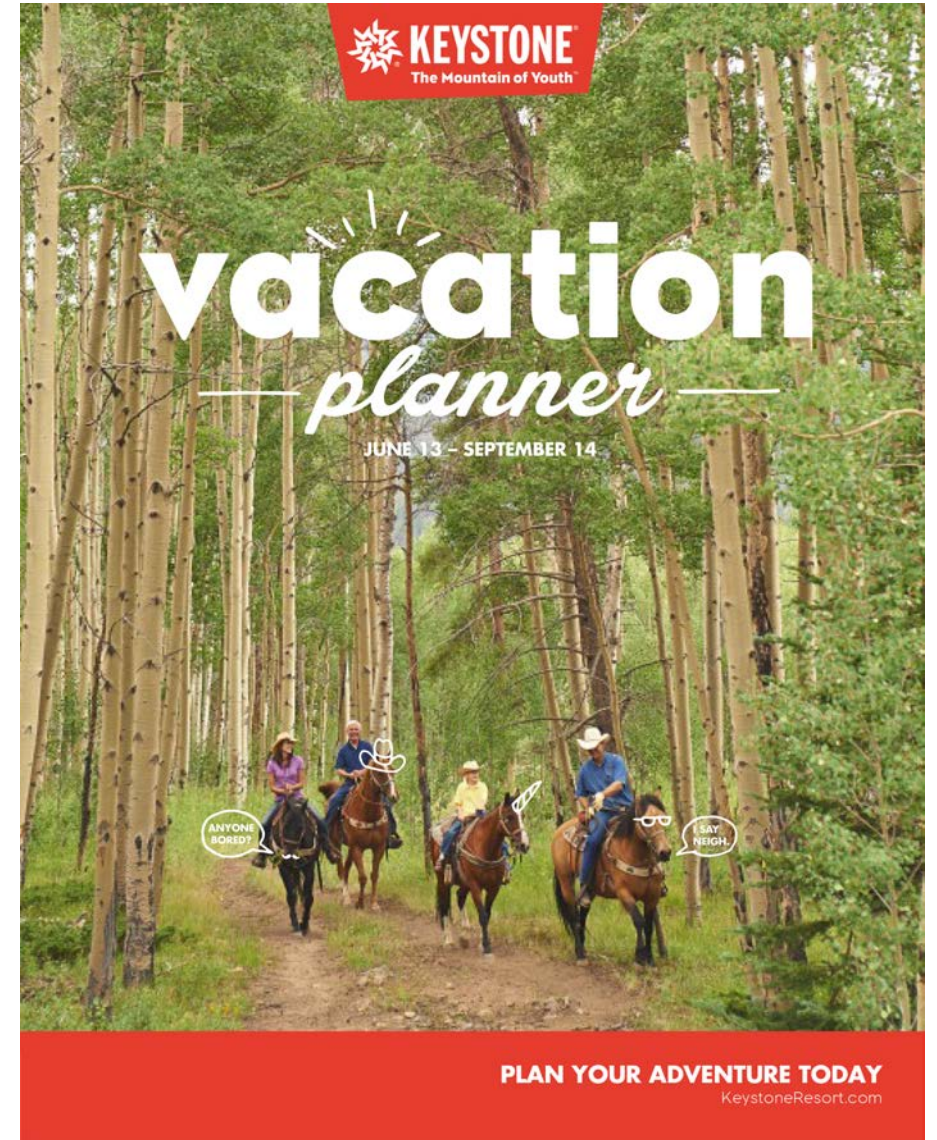
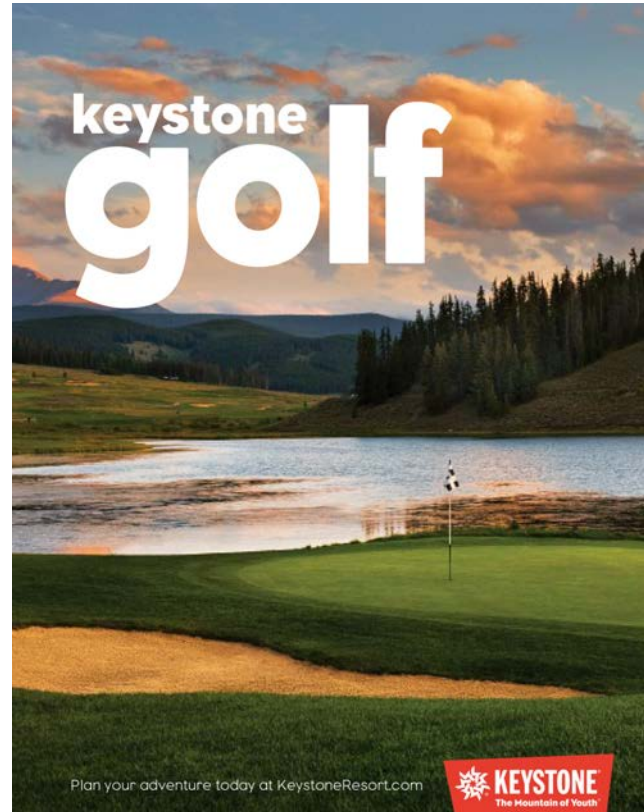


# examples





# collateral



# posters



# signage





# merchandising



# our winter campaign



# playground rules

As the Mountain of Youth™, Keystone has its own set of rules.

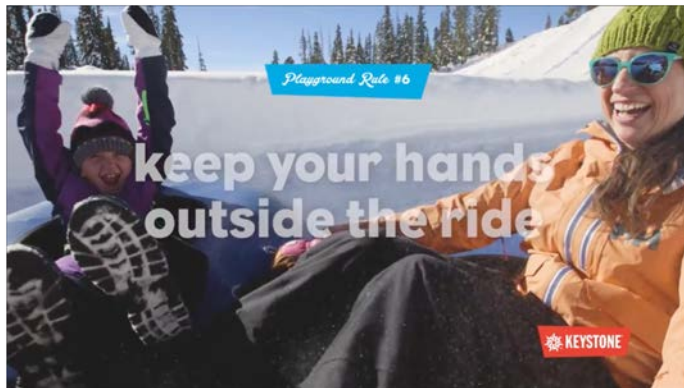
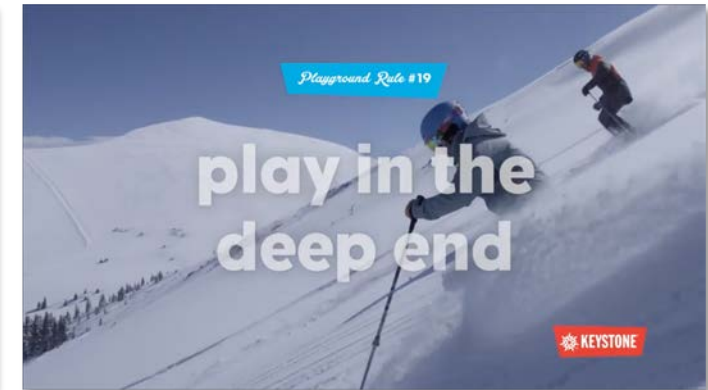
Why? Because you play differently here. You play like a kid.

Our FY18 Campaign introduces the new Mountain of Youth brand positioning one rule at a time to perfectly align us with our year-one goal to **establish** Keystone as the Mountain of Youth.

Each execution illustrates how much fun playing at Keystone can be by showing potential and known guests the ropes and all the ways they can play. At first glance these rules look like traditionally accepted rules of behavior, but instead each of our rules has a unique Keystone wink to it that gives guests permission to let their kid flags fly.



# video





# out of home





# print





# display ads







*Now go have some fun!*

