



**SNOWRIVER**  
— MOUNTAIN RESORT —

WORK SAMPLES + PROGRESS REPORT 2022–2023

# BRANDING: THE RESORT

- Concept and Design
- Logo File Suite



# BRANDING: THE RESORT (CONTINUED)

- Concept and Design
- Logo File Suites



# BRANDING: CAMPAIGN EFFORTS

- Concept and Design
- Logo File Suites

**POWDER**  
**U.P.**



**LEGENDARY**  
**POWDER**

**LEGENDARY**  
**— U.P. —**



# BRANDING: HOSPITALITY

- Concept and Design
- Logo File Suites



# BRANDING: DINING

- Concept and Design
- Logo File Suites



# STYLE GUIDE

- Design
- Copywriting
- Comprehensive Color System
- Fonts for Print & Web

**SNOWRIVER MOUNTAIN RESORT**  
BRAND GUIDE v2

**TYPOGRAPHY**

**ARPONA**  
Arpona is the primary headline typeface. The font should appear in title-case in any graphics that appear on the website. For all print applications, the typeface should be uppercase.  
Arpona can be purchased at: [flecofonts.com/arpona](http://flecofonts.com/arpona)  
To activate through Adobe Fonts, visit: [fonts.adobe.com/fonts/arpona](http://fonts.adobe.com/fonts/arpona)

**Arpona Bold**  
**ABCDEFIGHJKLMNOPQRSTUVWXYZ**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Arpona Extra Bold**  
**ABCDEFIGHJKLMNOPQRSTUVWXYZ**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Delaney**  
Delaney bold is intended to be used sparingly as an accent typeface or as secondary headers. Delaney font is not an Adobe compliant and therefore shouldn't appear in the text online, only in graphics. Delaney can be purchased at: [store.typefoundry.com/foundry/lightonletterdesign/fonts/delaney](http://store.typefoundry.com/foundry/lightonletterdesign/fonts/delaney)  
To activate through Adobe Fonts, visit: [fonts.adobe.com/fonts/delaney](http://fonts.adobe.com/fonts/delaney)

**Delaney Bold**  
**A B C D E F G H I J K L M N O**  
**P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Ingra Condensed (Font Family)**  
Ingra Condensed is the primary body copy typeface.  
Ingra Condensed can be purchased at: [letterrain.bepiksel.com](http://letterrain.bepiksel.com)  
To activate through Adobe Fonts, visit: [fonts.adobe.com/fonts/ingra](http://fonts.adobe.com/fonts/ingra)

**Regular**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Semibold**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Bold**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**SNOWRIVER MOUNTAIN RESORT**  
BRAND GUIDE v2

**COLOR PALETTE<sup>1</sup>**

**SNOWRIVER MOUNTAIN RESORT**

**EVERGREEN** **WOODEN SKIS** **RIVER ROCK** **POWDER**

CMYK	CMYK	CMYK	CMYK
83   42   75   37	27   66   99   15	68   57   50   30	18   13   10   0
RGB	RGB	RGB	RGB
37   86   66	167   96   39	79   84   89	199   201   212
HEX	HEX	HEX	HEX
#255642	#A76027	#4F5459	#C7C9D5
PANTONE® C	PANTONE® C	PANTONE® C	PANTONE® C
554 C	471 C	Cool Gray 11 C	420 C
PANTONE® U	PANTONE® U	PANTONE® U	PANTONE® U
3295 U	2021 U	7547 U	5305 U
RAL	RAL	RAL	RAL
6028	8001	7015	Telegrey 4

<sup>1</sup> Color can vary greatly depending on the medium. Special attention should be paid to using the correct color codes for CMYK, web, and spot colors. The color codes represent the channel mixes for various color profiles, developed to maintain the closest possible translation between profiles. Please use approved logo files and refer to the PANTONE® + Solid Uncoated/Coated Formula Guides, CMYK, and RGB color values when reproducing logos for print, web, merchandise, or other applications. Color data CMYK and RGB builds are recommendations provided by PANTONE® (connect.pantone.com). Please work directly with your print vendor when reproducing your logo in CMYK to maintain color consistency with your PANTONE® brand colors.

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BRAND GUIDE v2

**WEB TYPOGRAPHY**

**Red Rose**  
Red Rose is the web headline typeface. The font should appear in title-case.  
Red Rose should only be used in web applications.  
Red Rose can be downloaded at: [fonts.google.com/specimen/Red+Rose](http://fonts.google.com/specimen/Red+Rose)

**Red Rose Bold**  
**ABCDEFIGHJKLMNOPQRSTUVWXYZ**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Source Sans Pro (Font Family)**  
Source Sans Pro is the web body copy typeface. The font should appear in sentence-case.  
Source Sans Pro should only be used in web applications.  
Source Sans Pro can be downloaded at: [fonts.google.com/specimen/Source+Sans+Pro](http://fonts.google.com/specimen/Source+Sans+Pro)

**Light**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Regular**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Semibold**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Bold**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

**Black**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

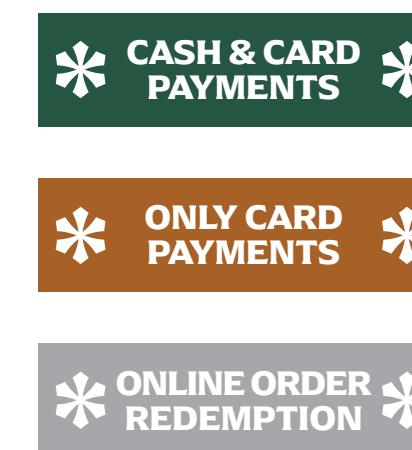
# SIGNAGE

- Design
- Illustration



# SIGNAGE CONTINUED

- Design
- Mockups and Illustration



# WEBSITE ASSETS

- Design
- Copywriting
- Backend Site Assistance
- Illustration

Book Your **Stay Free**  
Midweek Lodging Package

[See Details](#)

**LEGENDARY**  
PASS

LUTSEN MOUNTAIN RESORT + SNOWRIVER MOUNTAIN RESORT + GRANITE PEAK

[GET YOURS TODAY](#)

Ski & Save With  
**Spring Fever**  
Lodging Package

[Save Now](#)

Join us for  
**Mardi Gras**  
Festivities March 3rd-5th

[Check it Out](#)

Enjoy  
**20%**  
Off Food & Beverage  
Midweek

Black River Basin's  
**Slush Cup**  
Join the fun on April 8th

[See Details](#)

**FIND YOUR GROOVE**  
AT BLACK RIVER BASIN

[SEE WHO'S PLAYING](#)

**LIVE IN THE**  
MOMENT  
AT JACKSON CREEK SUMMIT

[SEE WHO'S PLAYING](#)

**CALL TO BOOK**  
CHAT WITH A RESERVATIONIST & LOCK IN YOUR GETAWAY

906.229.5181

**CHECK THE**  
CONDITIONS

**NEW CHALET**  
UPDATES

**MORE POW,**  
**SKI NOW**

**100"**  
OF SNOWFALL  
& COUNTING

SPOTS ARE FILLING UP  
**BOOK YOUR**  
VACATION  
**NOW**

**SNOWRIVER**  
MOUNTAIN RESORT

**Enjoy 20%**  
Off Food & Beverage  
Midweek

**Ski & Save With**  
**Spring Fever**  
Lodging Package

**LIFT TICKETS**

**211" OF SNOWFALL & COUNTING**

**BOOK YOUR U.P. GETAWAY**

**BONUS WEEKENDS**

**MOUNTAIN MELTDOWN**

**SPRING FEVER**

**Third Annual Muk Up**  
Saturday, March 4th

**Don't Miss**  
**Family Weekend**  
March 10th-12th

**NEW** ENTERTAINMENT LODGING SNOW

**140" OF SNOWFALL & COUNTING**

**YOUR LEGEND BEGINS**  
AT MIDWEST FAMILY SKI RESORTS

**SPRING FEVER**

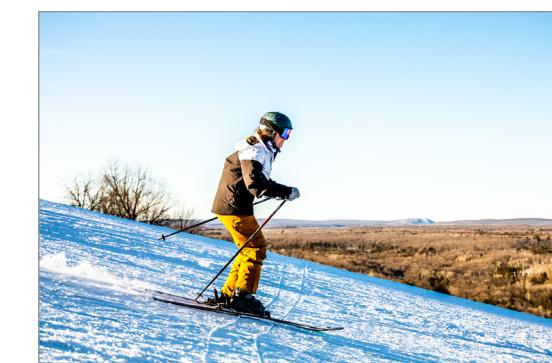
# MERCHANDISE

- Design
- Product Sourcing & Ordering
- Vendor/Production Assistance



# PHOTOGRAPHY

- Shoot Scheduling
- Talent Coordinating
- Photo Shoot
- Photo Editing
- Final Photos for Release

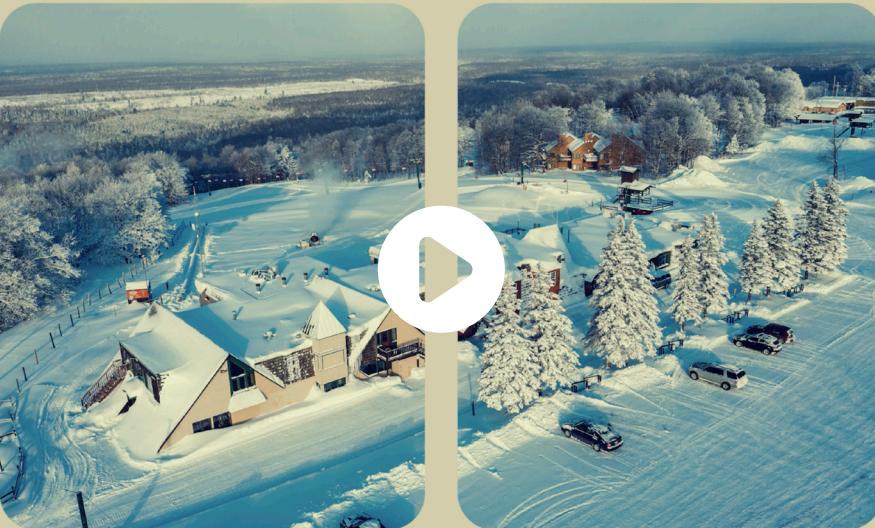


# VIDEO

- Videography
- Motion Graphics
- Voice Overs
- Copywriting
- Market Implementation

Multiple formats, platforms, and market placements for:

- Lodging Push
- Recession Push
- Ski Town Push
- New Year's Eve Push



DISCOVER  
QUAINT  
SKI-TOV  
CHARM  
AT SNOWRIVER



# RADIO

- Voice Acting & Recording
- Audio Editing
- Copywriting
- Market Implementation

New Year's Eve



Lodging



Recession



Ski Town



# PRINT

- Design
- Copywriting
- Copy Proofing
- Production Assistance



**POWDER U.P.**

**YOUR RESPONSIBILITY CODE (2022)**

- Always stay in control.
- Look uphill and avoid others before starting downhill or entering a trail.
- You must prevent runaway equipment.
- Read and obey all signs, warnings, and hazard markings.
- Keep off closed trails and out of closed areas.
- You must know how and be able to load, ride, and unload lifts safely. If you need assistance, ask the lift attendant.
- Do not use lifts or terrain when impaired by alcohol or drugs.
- If you are involved in a collision or incident, share your contact information with each other and a ski area employee.

Winter sports involve risk of serious injury or death. Your knowledge, decisions, and actions contribute to your safety and that of others. If you need help understanding the Code, please ask any ski area employee.

**TWO MOUNTAINS, ONE RESORT**

Which mountain is right for you? Why not both? At Snowriver Mountain Resort, BOTH mountains are included with your lift ticket. One in the morning, one in the evening. Start from the Jackson Creek Summit on your first day, venture out of the Black River Basin on your second. The possibilities are up to you. Our shuttle service makes getting back and forth a breeze. Each mountain offers its own unique vistas, terrain, and experience. How will you carve up your adventure at Snowriver?

**TAKE YOUR BOOTS OFF, STAY AWHILE**

With over 400 skiable acres and nearly 60 runs spanning two mountains, there's a lot to ski and ride. That's not to mention the snowshoeing, waterfalls, yoga, swimming, and much more. There really is something for everyone at Snowriver, and you just can't experience it all in a day. The best way to make the most of our resort is to lodge with us. We have everything from economy hotel rooms to luxury chalets to suit your group's needs. Visit us online and book your lodging today.

**WELCOME TO THE FAMILY**

A season pass to Snowriver unlocks your access to an entire family of resorts. Get your Legendary Pass today, and explore incredible terrain at Granite Peak, Lutsen Mountains, and Snowriver Mountain Resort. It's time to experience the best skiing and riding in the Midwest.

**SKI & RIDE THE BEST OF THE MIDWEST WITH LEGENDARY PASS**

[SNOWRIVER.COM/LEGENDARYPASS](http://SNOWRIVER.COM/LEGENDARYPASS)

**SNOWRIVER MOUNTAIN RESORT**

**TRAIL MAP 2022-23**

## SNOWRIVER BY THE NUMBERS

	JACKSON CREEK SUMMIT	BLACK RIVER BASIN
NATURAL SNOWFALL	17'+ PER YEAR	17'+ PER YEAR
VERTICAL DROP	538'	490'
SKIABLE AREA	230 ACRES	170 ACRES
BOTTOM ELEVATION	1,214'	1,185'
TOP ELEVATION	1,752'	1,675'
TRAILS	30 WIDE-OPEN RUNS	26 RUNS
LIFTS	7 LIFTS, 1 MAGIC CARPET	4 DOUBLE CHAIRS, 1 TOW
TERRAIN PARKS	1 PARK	2 PARKS
ADVANCED TERRAIN	15 TRAILS (50%)	11 TRAILS (40%)
INTERMEDIATE TERRAIN	10 TRAILS (33%)	10 TRAILS (40%)
BEGINNER TERRAIN	5 TRAILS (17%)	5 TRAILS (20%)



**MIDWEST FAMILY SKI RESORTS**

**SNOWRIVER MOUNTAIN RESORT**

**LUTSEN MOUNTAINS**

**GRANITE PEAK**

# DIGITAL DISPLAY & SOCIAL AD CAMPAIGNS

- Design
- Copywriting & Copy Proofing
- Market Implementation

## Winter Campaign: Re-Brand



## Winter Campaign: Lift Tickets



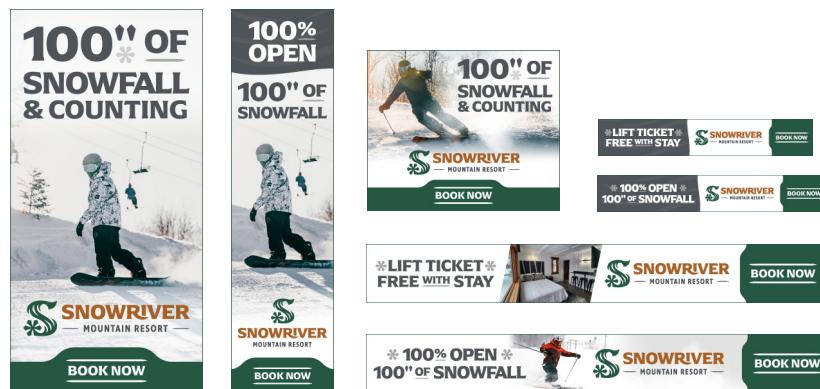
## Spring Break



## Recession Campaign:



## Powder U.P. Campaign:



# SOCIAL AND EMAIL

- Design & Animation
- Copywriting & Copy Proofing
- Market Implementation

## Instagram Story Templates



## Email & Social Media Assets





# THANK YOU FOR A LEGENDARY SEASON

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TRAMPOLINE LOOKS FORWARD TO ANOTHER YEAR  
OF RAISING THE BAR FOR SNOWRIVER'S CREATIVE.  
LET'S TAKE 2023-24 BY THE SKIS!