



**SNOWRIVER**  
— MOUNTAIN RESORT —



# 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



LEGENDARY  
POWDER

LEGENDARY  
— U.P. —





# BRANDING: HOSPITALITY

- Concept and Design
- Logo File Suites





# BRANDING: DINING

- Concept and Design
- Logo File Suites





# STYLE GUIDE

- Design
- Comprehensive Color System
- Copywriting
- 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: [fontbundles.net/arpona](https://fontbundles.net/arpona)

To activate through Adobe Fonts, visit: [fonts.adobe.com/fonts/arpona](https://fonts.adobe.com/fonts/arpona)

**Arpona 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

**Arpona Extra 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

#### Delaney

Delaney bold is intended to be used sparingly as an accent typeface or as secondary headers.

Script fonts are not ADA compliant and therefore shouldn't appear as live text online, only in graphics.

Delaney can be purchased at: [store.typekit.net/fonts/delaney](https://store.typekit.net/fonts/delaney)

To activate through Adobe Fonts, visit: [fonts.adobe.com/fonts/delaney](https://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: [letterman.designkit.com](https://letterman.designkit.com)

To activate through Adobe Fonts, visit: [fonts.adobe.com/fonts/ingra](https://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

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### PRIMARY HEADER

#### Secondary Header

##### TERTIARY HEADER INGRA CD MEDIUM





Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vitae finibus nisi. Proin faucibus quam vel pulvinar auctor. Donec pulvinar dignissim urna in tincidunt. Sed ultricies, massa eu porta venenatis, nunc lectus sodales urna, id iaculis dolor urna at risus. Aenean scelerisque massa mi, eget rhoncus orci auctor vel. Fusce sed risus tempus, consectetur felis et, suscipit libero. Praesent ut ante vitae nibh fringilla laoreet. Morbi tristique urna at felis viverra egestas. Aliquam hendrerit quis ligula in ornare. Sed sit amet pellentesque massa. Ut a porttitor lacus. Integer eget egestas nulla.

SAMPLE HIERARCHY STRUCTURE

## SNOWRIVER MOUNTAIN RESORT

BRAND GUIDE v2

### COLOR PALETTE<sup>†</sup>

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

<sup>†</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® (correct.pantone.com). Please work directly with your print vendor if reproducing your logo in CMYK to maintain color consistency with your PANTONE® brand color(s).

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## SNOWRIVER MOUNTAIN RESORT

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](https://fonts.google.com/specimen/Red-Rose)

**Red Rose 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

#### 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](https://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

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# SIGNAGE

- Design
- Illustration





# SIGNAGE CONTINUED

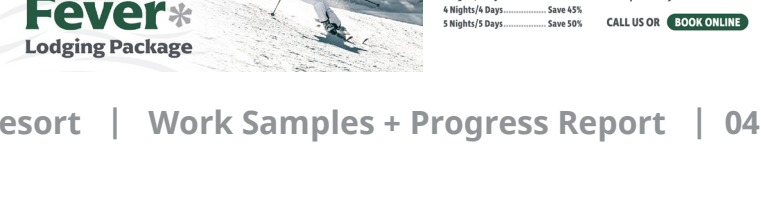
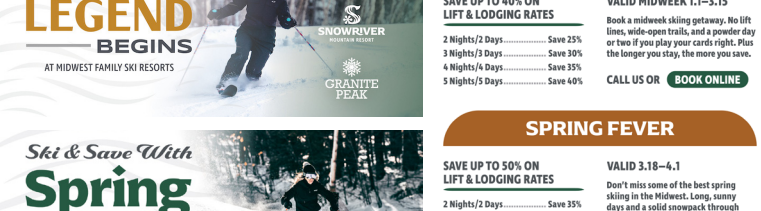
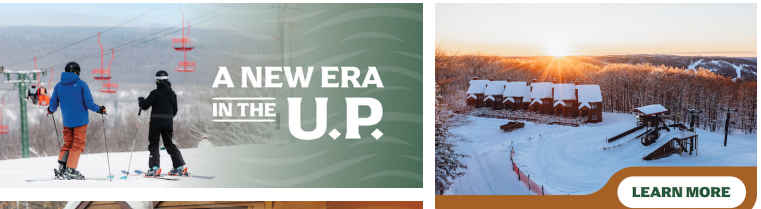
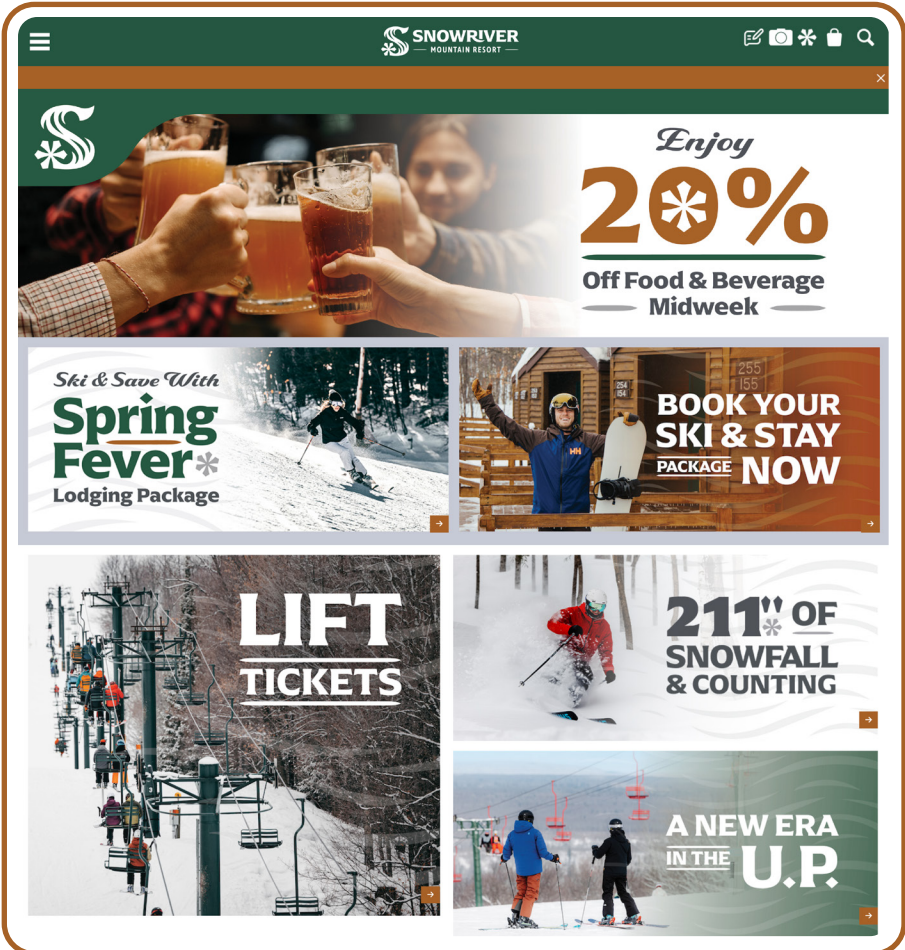
- Design
- Mockups and Illustration





# WEBSITE ASSETS

- Design
- Copywriting
- Backend Site Assistance
- Illustration





# MERCHANDISE

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





# PHOTOGRAPHY

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



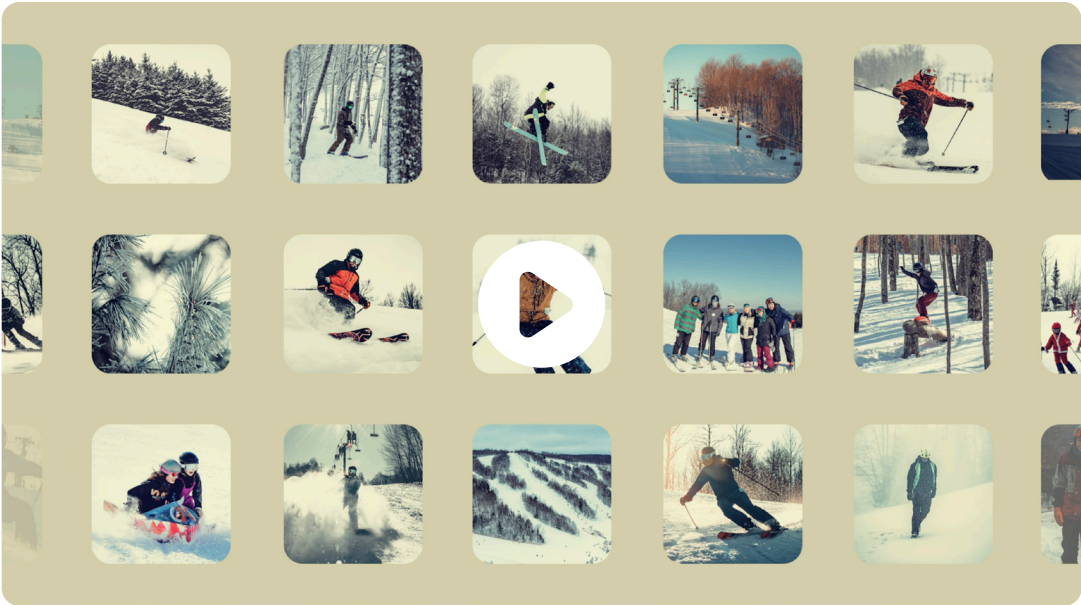
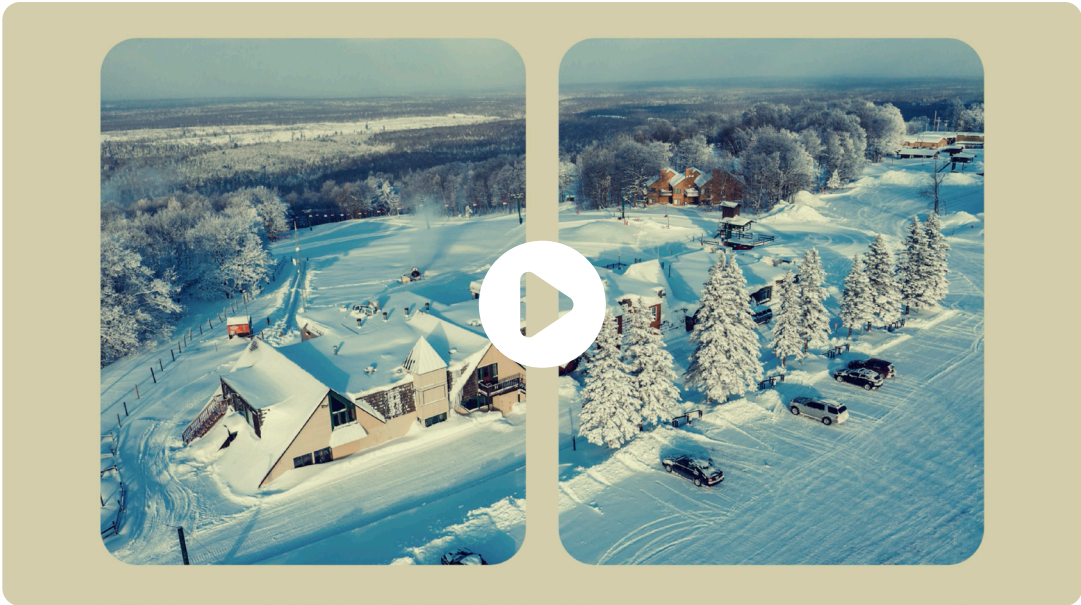


# VIDEO

- 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



# RADIO

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

New Year's Eve



Lodging



Recession



Ski Town





- Design
- Copywriting
- Copy Proofing
- Production Assistance



# POWDER U.P.

### YOUR RESPONSIBILITY CODE (2022)

1. Always stay in control.

4. Look uphill and avoid others before starting downhill or entering a trail.

9. Do not use lifts or terrain when impaired by alcohol or drugs.

5. You must prevent runaway equipment.

6. Read and obey all signs, warnings, and hazard markings.

10. 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.



## SNOWRIVER MOUNTAIN RESORT

### TRAIL MAP 2022-23

### 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.

## 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%)



## 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

## MIDWEST FAMILY — SKI RESORTS —





# 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

PLACE EVENT LOGO HERE

PLACE PHOTO AT BACK

00.00.2022

PLACE EVENT LOGO HERE

PLACE PHOTO AT BACK

00.00.2022

WE ARE COMPLETELY  
**SOLD OUT**

CHECK OUR ONLINE  
TICKET SALES FOR  
FUTURE DATES

 SNOWRIVER  
MOUNTAIN RESORT

PLACE PHOTO AT BACK

LET'S HEAR IT FOR...  
**\*STAFF MEMBER\***

INFORMATION BEING HIGHLIGHTED  
ABOUT THE EMPLOYEE.

PLACE PHOTO AT BACK

LET'S HEAR IT FOR...  
**\*STAFF MEMBER\***

INFORMATION BEING HIGHLIGHTED  
ABOUT THE EMPLOYEE.

 SNOWRIVER  
MOUNTAIN RESORT

PLACE PHOTO AT BACK

 SNOWRIVER  
MOUNTAIN RESORT

PLACE PHOTO AT BACK

PLACE PHOTO AT BACK

TICKETS ARE ON  
**SALE NOW**  
**21%**

OFF LIMITED TIME ONLY  
SNOWRIVER.COM

PLACE PHOTO AT BACK

'BLANK'  
TICKETS ON  
SALE NOW  
**00/00**

SNOWRIVER.COM

POWDER U.P.

PLACE PHOTO AT BACK

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## 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!**