



The BRAND GUIDE



The BRAND PROMISE

Nestled on the shores of the pristine spring-fed Elkhart Lake, The Osthoff Resort & Spa immerses guests in an experience that is all at once nostalgic while being notably novel. Greeted at the doors by a welcoming staff, one immediately feels a sense that the unexpected will not only be expected but channeled through every encounter. Gleeful children in swim gear scurry on their way to the pools or lake, reminding all what it is like to spend the entire day striving to make the biggest splash or how to shake your head to get that water out of your ear. Couples are afforded an environment where spending joyful moments together is not seen as a luxury but understood to be the precious commodity it truly is... especially the ones embarking on their journey together as a bride and groom. Those here meeting for business benefit from all the

modern amenities required to work, network and learn, but they can do so in an atmosphere that allows them to feel a little less like businesspeople and a lot more like “people people.” And families? Well, with so many coming back year after year after year, we just have to think, it must be something in the water. From enjoying our many activities to catching an event to rejuvenating at our spa to gathering at one of our restaurants, we want to provide you with a quantity of opportunities to spend quality time with others. Why? Because even though we have a shop where you can buy things, the greatest gift you will take home are the stories you will share. And those are the souvenirs that are priceless. At The Osthoff Resort & Spa, it is less about the getaway, than it is the takeaway.

Graphic Identity

LOGO SIZE & CLEAR SPACE

To ensure readability, never reproduce The Osthoff Resort & Spa logo smaller than 1" wide. Always maintain a clear space around the logo. This prevents text, illustrations, photos or other elements from interfering with the logo's legibility. More space is generally preferred. For the logo, the height of the letter "T" in the word "Osthoff" should be used as a measure to determine the minimum amount of space required between the logo and the other elements and text.



The Logos

LOGO VARIATIONS

The logo can be shown in a variety of colors and sizes as well as in (1) stacked, (2) simplified and (3) social icon variations. When choosing which version of the logo to use, take into account the other images and colors that will be seen around the logo and choose the option that works best.

ALTERNATIVE LOGOS

Alternative logos are used to represent entities within The Osthoff Resort such as meeting rooms and ballrooms.

1. STACKED LOGO



2. SIMPLIFIED LOGO



3. SOCIAL ICON LOGO





Alternate Logos

ELK TRADER GIFT SHOP

AT THE OSTHOFF RESORT & SPA

The
PALM GARDEN
BALLROOM AT THE OSTHOFF
RESORT & SPA

The
GRAND LIBELLE
BALLROOM AT THE OSTHOFF
RESORT & SPA

The
ELKHART LAKE
BALLROOM AT THE OSTHOFF
RESORT & SPA

The
CRYSTAL LAKE

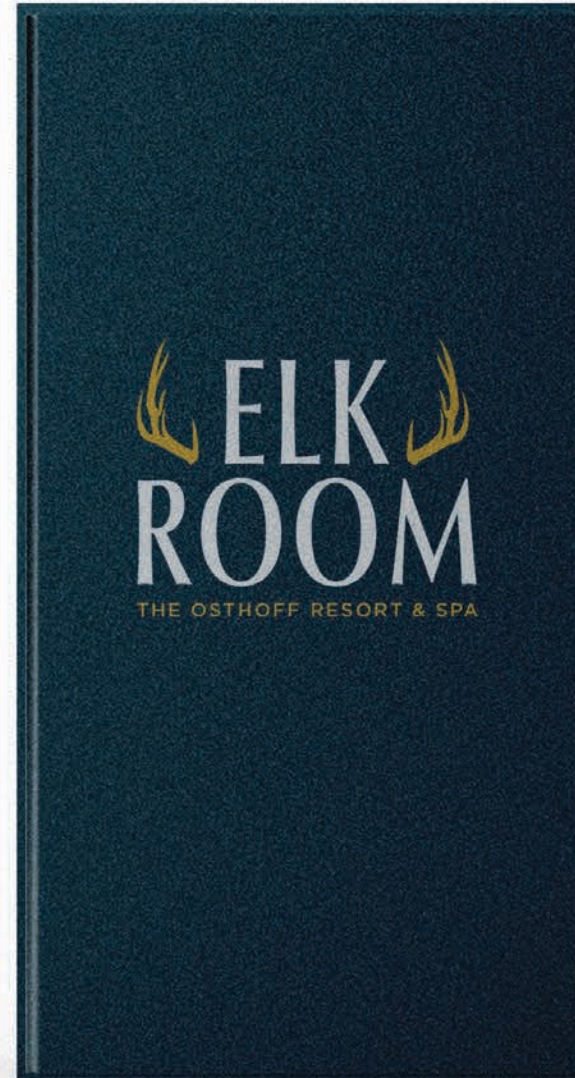
BALLROOM AT THE OSTHOFF
RESORT & SPA

The VILLA
GOTTFRIED

BALLROOM AT THE OSTHOFF
RESORT & SPA

The
TURTLE BAY

MEETING ROOM AT THE OSTHOFF
RESORT & SPA



SPAGHETTI BOLOGNESE

Spaghetti, ground beef, onions, garlic, tomatoes, tomato paste, herbs (such as basil and oregano), olive oil, salt, and pepper.

CHICKEN CURRY

Chicken pieces, onions, garlic, ginger, curry powder or paste, tomatoes, coconut milk, vegetable oil, salt, and various spices.

CAPRESE SALAD

Fresh tomatoes, mozzarella cheese, fresh basil leaves, extra virgin olive oil, balsamic vinegar, salt, and pepper.

MARGHERITA PIZZA

Pizza dough, tomato sauce, mozzarella cheese, fresh basil leaves, olive oil, salt, and pepper.

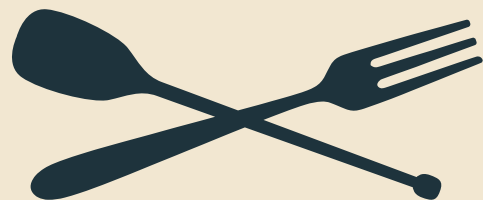
GUACAMOLE

Ripe avocados, lime juice, tomatoes, onions, cilantro, jalapeño peppers (optional), garlic, salt, and pepper.

PRIMARY LOGO



ICON



SECONDARY LOGO



PRIMARY LOGO

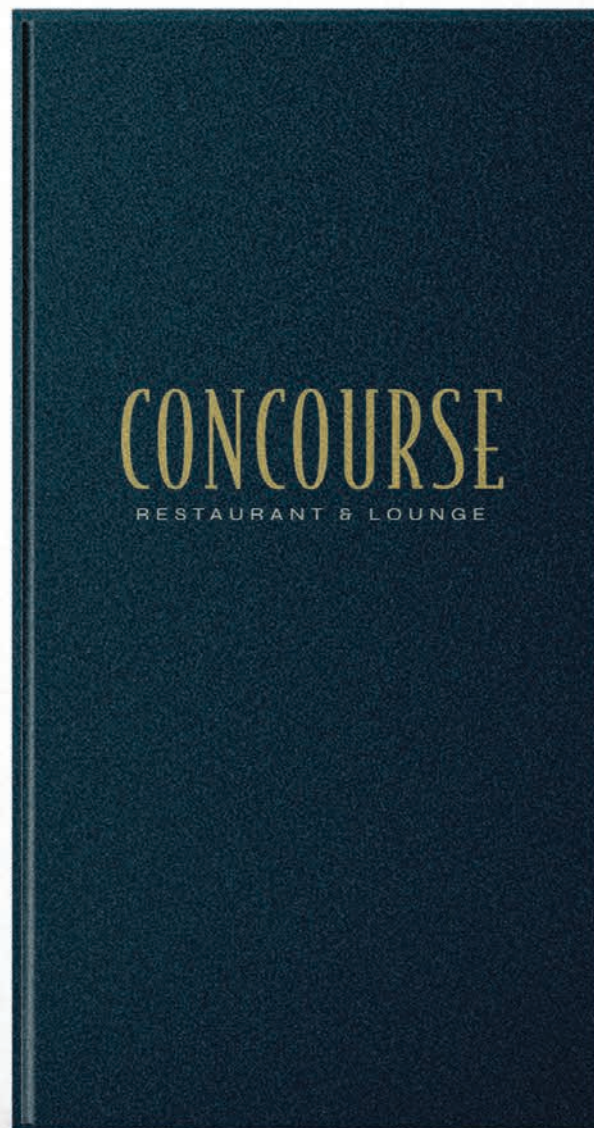
CONCOURSE
RESTAURANT & LOUNGE

ICON

CONCOURSE
RESTAURANT & LOUNGE

SECONDARY LOGO

CONCOURSE
RESTAURANT & LOUNGE



PRIMARY LOGO



ICON



ONE COLOR LOGO



STARTERS

LOREM IPSUM DOLOR SIT AMET.....\$10.99
LOREM IPSUM DOLOR SIT AMET.....\$10.99
LOREM IPSUM DOLOR SIT AMET.....\$10.99
LOREM IPSUM DOLOR SIT AMET.....\$10.99

COCKTAILS

LOREM IPSUM DOLOR SIT AMET.....\$10.99
LOREM IPSUM DOLOR SIT AMET.....\$10.99
LOREM IPSUM DOLOR SIT AMET.....\$10.99
LOREM IPSUM DOLOR SIT AMET.....\$10.99



MASSAGES

DEEP TISSUE | 80 MIN | \$275

CRYSTAL CHAKRA EXPERIENCE | 50 MIN | \$225

DEEP TISSUE WITH DETOX BATH | 100 MIN | \$325

PRENATAL | 50 MINS | \$215

FACIALS

DERMAPLANING FACIAL | 80 MIN | \$245

GROUNDING HOT STONE FACIAL | 80 MIN | \$255

CUSTOM FACIAL | 50 MIN | \$205

GENTLEMAN'S FACIAL | 50 MIN | \$185

Brand Use

Incorrect Logo Usage

These are some examples of how NOT to apply the Osthoff Resort & Spa logo. A good rule to follow is to only use an approved version of the logo and never modify it.



Do not squeeze, stretch, pinch, or distort the logo.



Do not change or alter colors in any way.



Do not change the font or typesetting in the logo.



Do not alter the logo, add, or remove any elements.



Do not apply the logo to a colored background that is not in the brand colors.



Do not apply the logo to a busy photo background.

Brand Colors

OSTHOFF BLUE

CMYK: 85 66 56 54

RGB: 31 50 59

Hex#: 1f323b

PMS 2955 C

ON VACATION BLUE

CMYK: 82 55 19 2

RGB: 61 109 155

Hex#: 3d6d9b

PMS 2390 C

ELKHART LAKE BLUE

CMYK: 17 0 7 0

RGB: 210 236 235

Hex#: d2eceb

PMS 629 C

SUNSET GOLD

CMYK: 26 43 100 5

RGB: 205 157 43

Hex#: ba8c2f

PMS 1245 C

ROOM KEY LIGHT GOLD

CMYK: 20 29 88 0

RGB: 209 174 67

Hex#: D1AE44

PMS 110 C

LINEN WHITE

CMYK: 5 7 18 0

RGB: 242 231 209

Hex#: f2e7d1

NA (Use pure white)

PURE WHITE

CMYK: 0 0 0 0

RGB: 255 255 255

Hex#: fffffff

STARGAZER BLACK

CMYK: 71 65 68 79

RGB: 25 25 22

Hex#: 191916

PMS Black 6

ROOFTOP GREEN

CMYK: 82 45 92 53

RGB: 30 68 35

Hex#: 1c4423

PMS 357 C

OWCM GREEN

CMYK: 78 31 95 18

RGB: 62 120 62

Hex#: 537060

PMS 7741 C

ASPIRA GREEN

CMYK: 51 17 74 1

RGB: 136 171 105

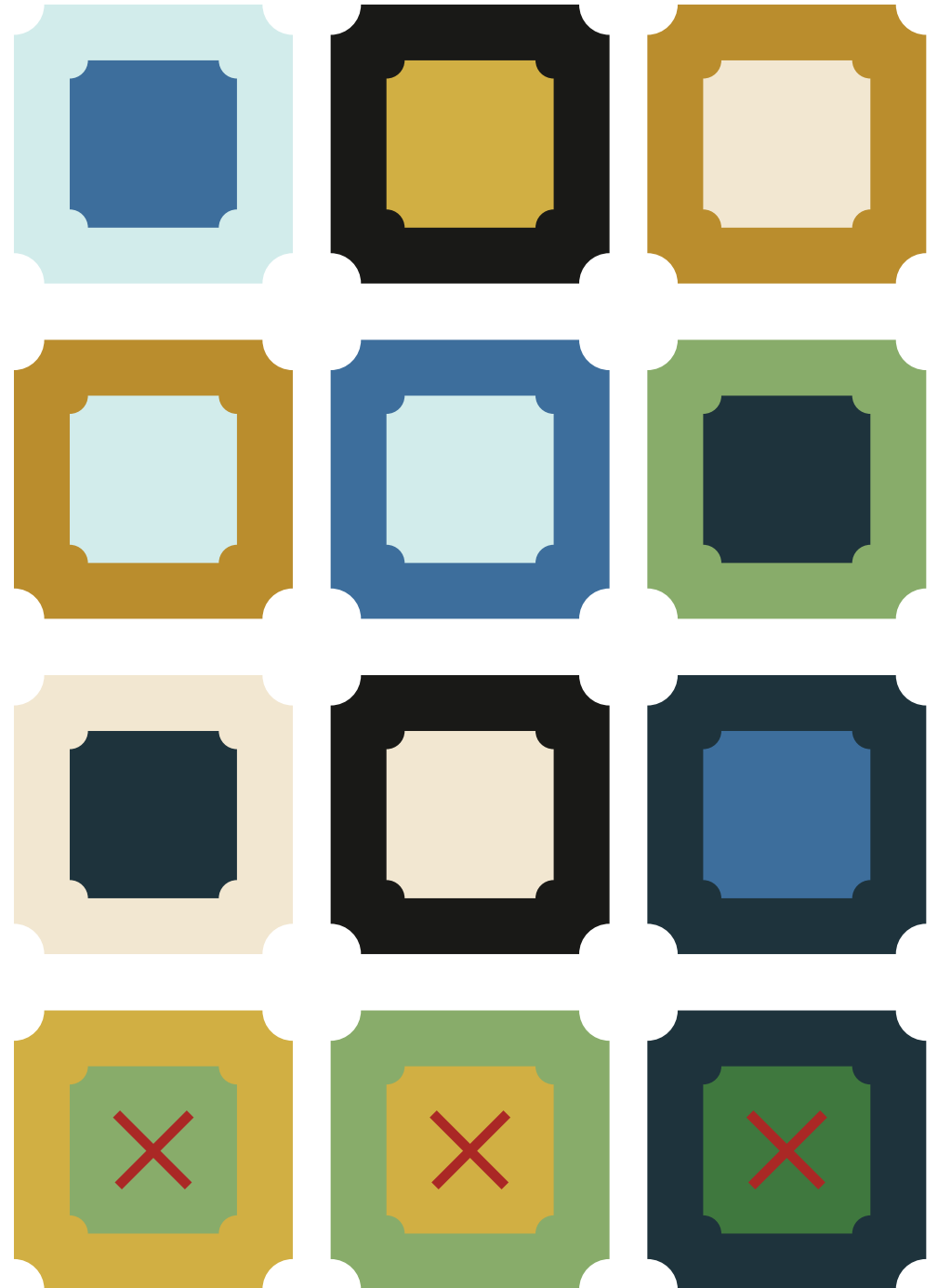
Hex#: 8aac6a

PMS 2263 C

Use of Color

COLOR COMBINATIONS

Combine colors accordingly for best contrast. Osthoff Blue, Stargazer Black and Linen White work great for background colors. Each of the main colors have light and dark variants to ensure ease of use with other colors. The primary brand colors should always be Osthoff Blue and Room Service Gold. This wide color palette gives the opportunity to use certain colors for different entities.



Brand Elements

TEXTURES

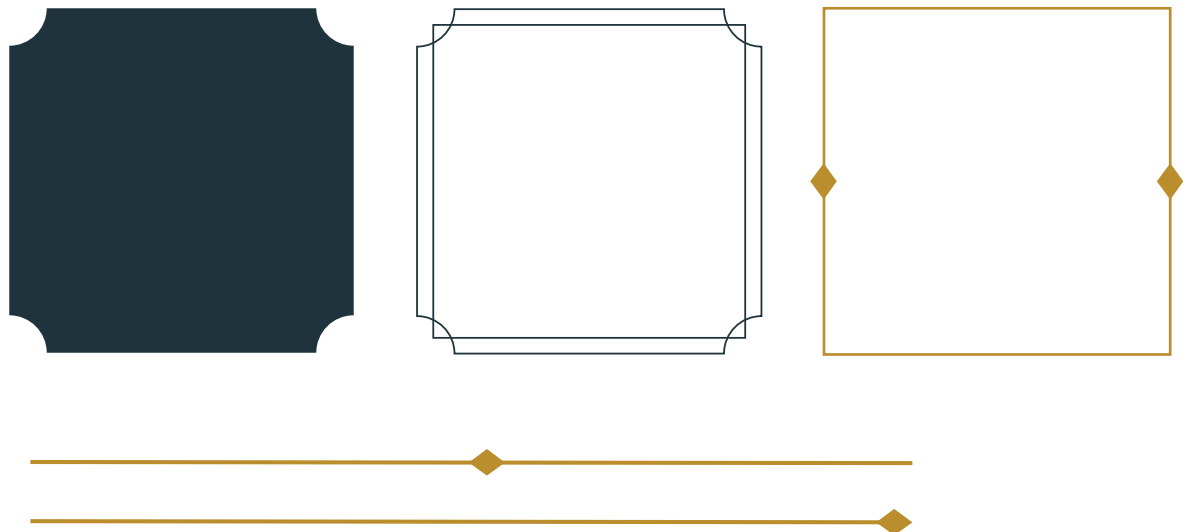
Background elements such as canvas texture and archway pattern can be used to add depth & interest to advertising materials. These can also be used for design inspiration around the actual resort.*

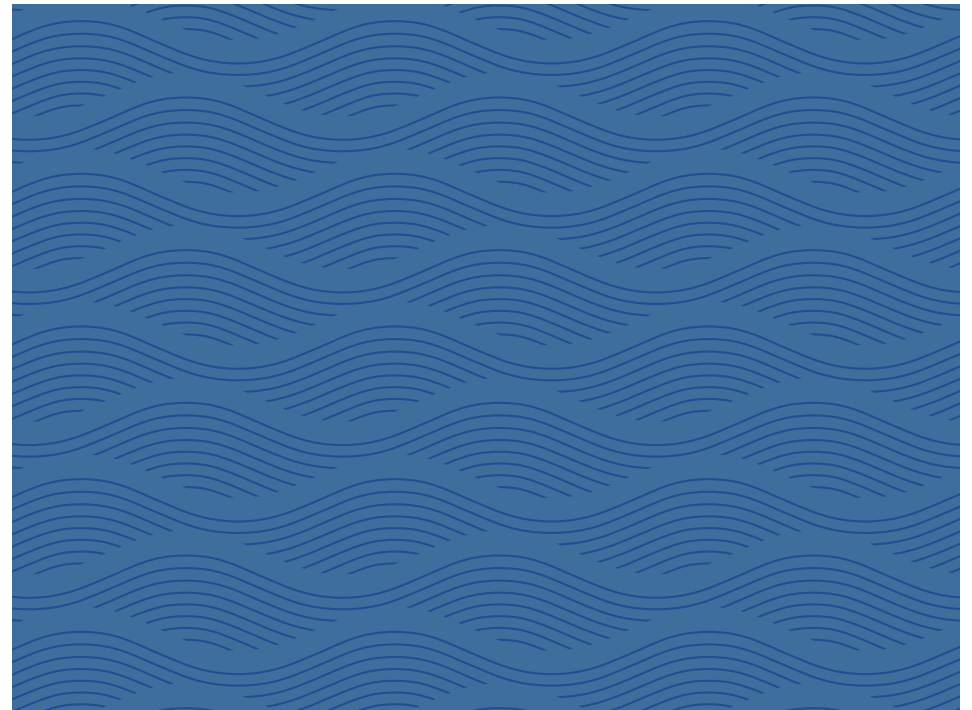
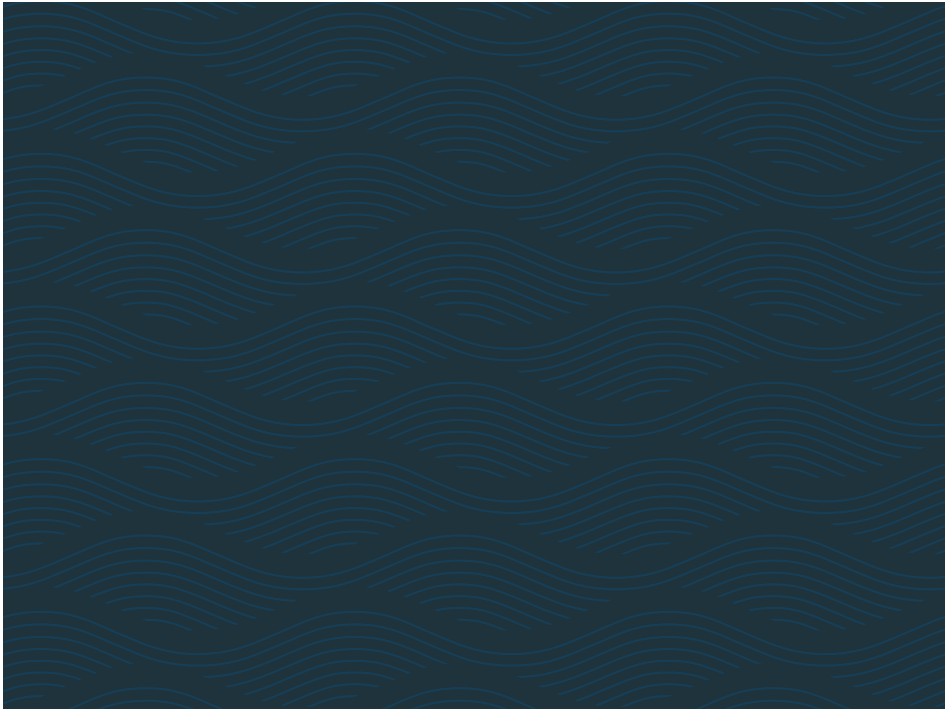
**Examples mocked up on pages 12-16 of this document.*



GRAPHICS & SHAPES

The brand elements also include shapes. The shapes can be used as areas for copy, photo frames or for the overall background shape of a design. The square shapes can bleed off edges of the frame or be totally contained.





Typography

The right typeface, used consistently, creates an effective presence and provides a sense of familiarity for the audience. It will also provide a consistent look and feel throughout all communications.

PRIMARY HEADLINE FONT

Aa Bb Cc

IvyOra Display

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

PRIMARY HEADLINE FONT

AA BB CC

GOLDENBOOK REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

SUB-HEADLINE FONT

AA BB CC

SYNE BOLD

Aa Bb Cc

CLASSICO URW CONDENSED

ACCENT FONT

Aa Bb Cc
Regina

Note: Used for design element callouts
limited to 1-3 words

BODY COPY FONT

Aa Bb Cc

Gotham Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Note: Use Montserrat when
Gotham is unavailable.

BRAND USE

Goldenbook Regular can be used for secondary short headlines, such as website service boxes or lines secondary to the main headline.

The font IvyOra Display can be used to call out highlighted words or the first word in headlines.

The font Syne Bold can be used for sub-headlines. For example, bylines or titles of sub-sections.

Use Gotham Book for the body copy font. Create emphasis by using Gotham Bold for bulleted lists and captions.

Classico URW Condensed can be used for special call outs and pull quotes.

Regina should only be used for special call outs. This should be used in one to three words maximum.

GOLDENBOOK BOLD

Use *IvyOra Display* for a minimal & elegant headline.

FOR A INVITING BUT STRAIGHT-FORWARD LOOKING SUBHEAD, USE SYNE BOLD.

The typeface Gotham in the weight “book” can be used for body copy. Setting the body copy size no smaller than 9 pt creates a cohesive look.

Example: No matter the season, there's always something happening in Elkhart Lake—and The Osthoff Resort is right at the heart of it all. From springtime strolls to summer lake days, fall colors to cozy holiday magic, this is truly a year-round destination. Looking for things to do during your stay? We've got a wide variety of resort activities for all ages, plus plenty more to explore just beyond our doors.

"USE CLASSICO URW CONDENSED FOR
SPECIAL CALL OUTS OR PULL QUOTES."

Accent Two

Design Examples

The *setting* that
makes a statement



LET US HELP YOU PLAN

In picturesque Elkhart Lake you'll find the perfect destination for events and conferences. From a variety of spaces ranging from 448 to 10,164 sq. ft. to suite accommodations and all the amenities of AAA Four Diamond resort hotel, we'll help you ensure attendance, wow your guests, and exceed your expectations.

Visit osthoff.com/meetings or call 800.876.3399 for more info.



Less about the
getaway, than it is
the *takeaway*.

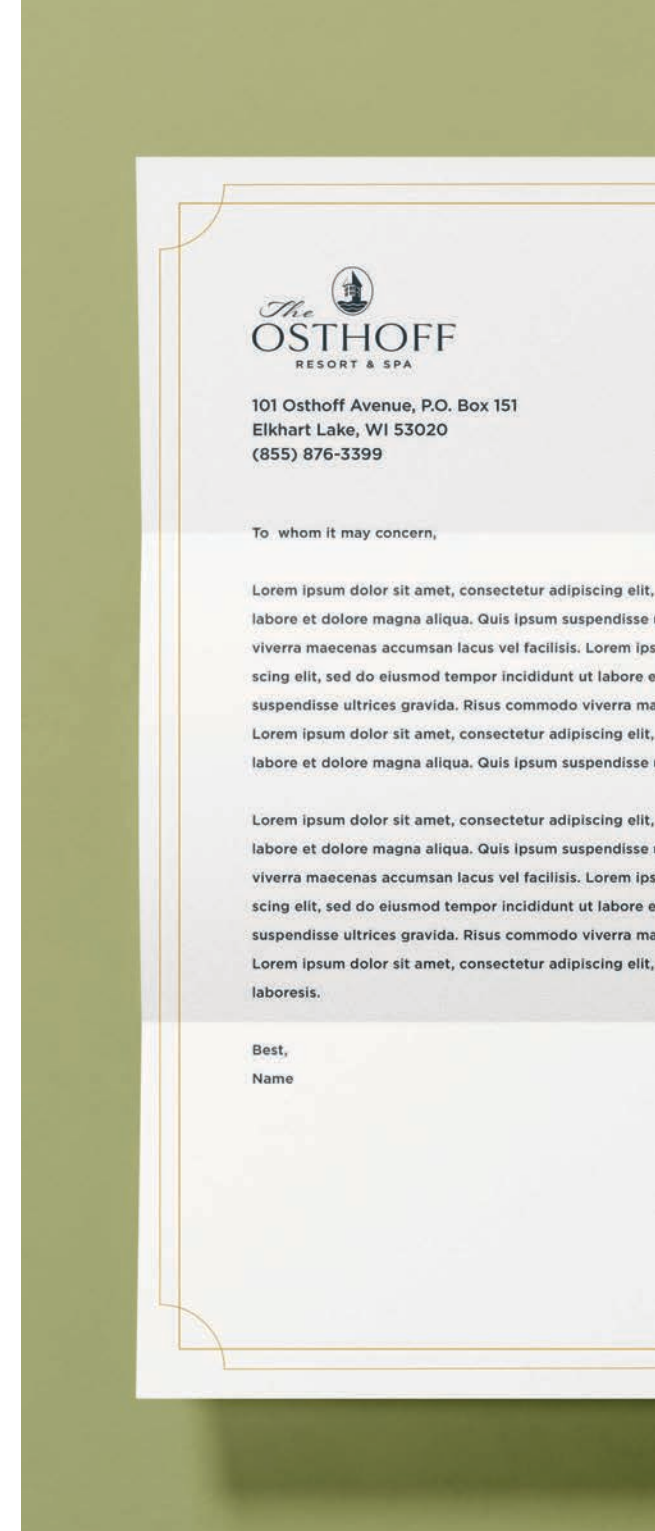


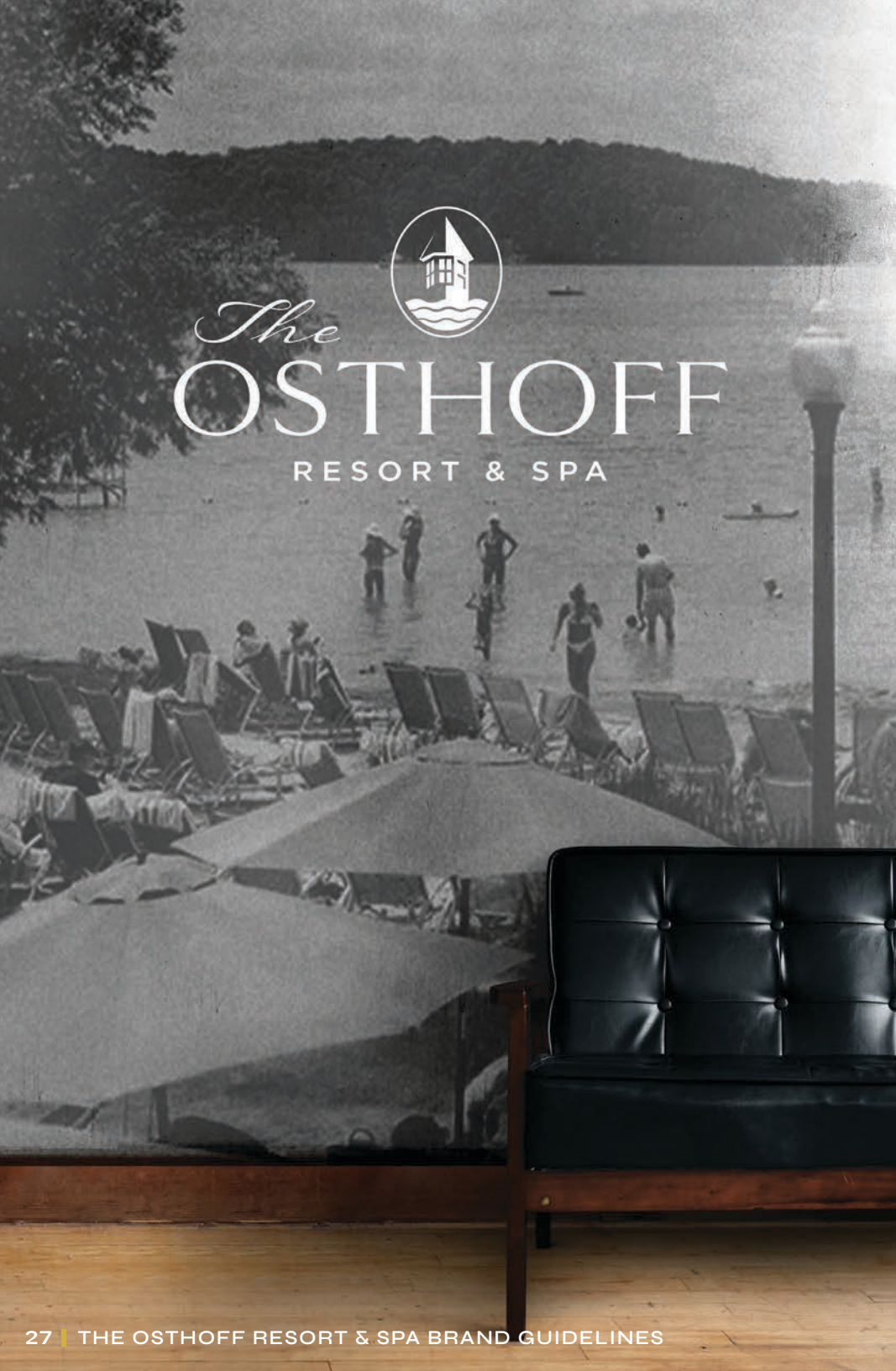
Brand Mock Ups

A man and a woman are standing on their respective blue and white paddleboards on a calm lake. The woman on the left is wearing a red life vest and tan shorts, holding a black paddle. The man on the right is shirtless, wearing sunglasses and striped swim trunks, also holding a black paddle. In the background, there is a dense line of green trees and a wooden dock. Overlaid on the center of the image is the Osthoff Resort & Spa logo, which features a circular emblem with a sailboat and the text "The OSTHOFF RESORT & SPA" in a serif font.



The
OSTHOFF
RESORT & SPA





Apparel & Merchandise

Each item should feature a version of The Osthoff Resort & Spa logo that fits best. Promotional merchandise and products branded with The Osthoff logo can be distributed to employees and visitors to promote The Osthoff Resort & Spa brand. Such products are often called "Swag" and can also be distributed as handouts at trade shows, during sales calls or presentations and at events.





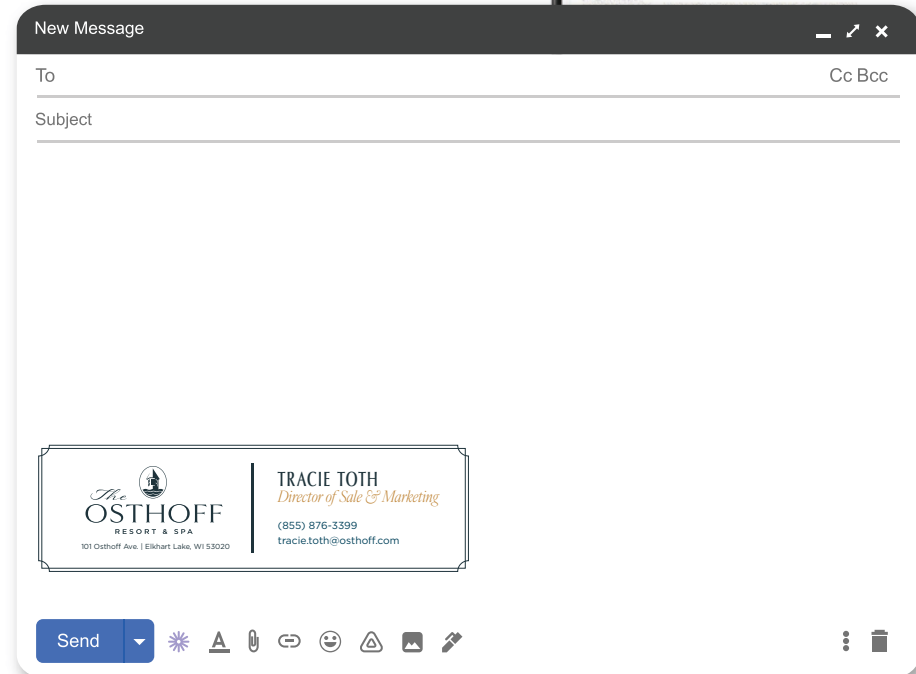


Digital Messaging

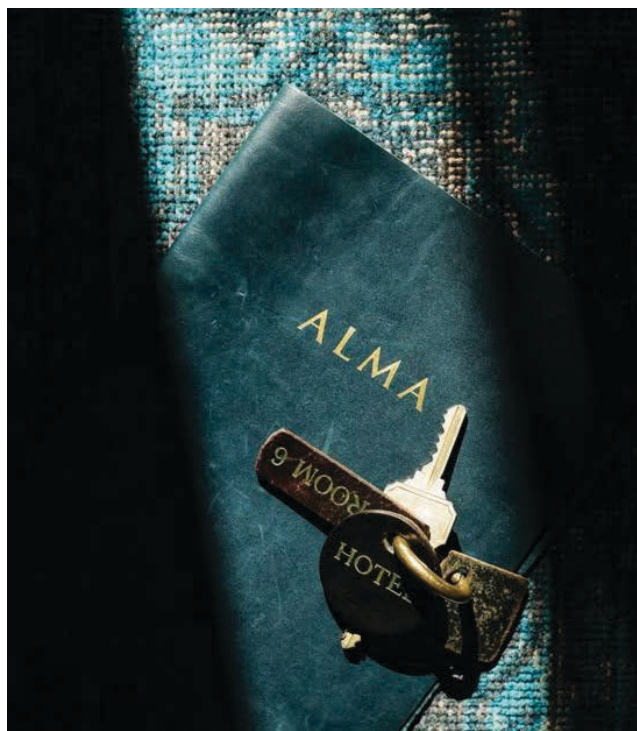
Social and digital messaging headlines should be clearly legible and placed on photos that are clean. Minimalistic close up shots can be used as background images to enhance each post or ad. The overall look for social and digital should be clean & crisp with minimal extra elements.



EMAIL SIGNATURE



Photography



The
OSTHOFF
RESORT & SPA

McD REMARKABLY
UNCOMMON.

Brand guidelines developed
for The Osthoff Resort & Spa
by McDaniels Marketing.

Questions? Contact:
info@mcdmarketing.com
or call 309-346-4230.

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