



Thank you for adhering to the SUN VALLEY brand standards.
Your efforts will help to ensure our continued success in building a cohesive image
for our company and brand.

Brand Standards & Style Guide





Introduction

The Sun Valley Resort Brand Standards and Style Guide is designed to effectively demonstrate our brand in communications. When properly and consistently applied, these guidelines allow Sun Valley Resort to be easily recognized. As a result, the values, promises and personality of our resort will naturally associate themselves with the voice, tone and graphic identity. Thus, it is crucial that we deliver a consistent and proper identity in order to promote our brand and preserve our reputation.

It is the responsibility of the Marketing Department to confirm that all forms of communications bearing the company logo comply with the rules outlined in this guide. However, it is each individual's responsibility to bring questions or concerns about proper usage to the Marketing Department's attention before incurring associated costs.

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1. Brand Strategy

The story of Sun Valley Resort starts here. All writing and creative concepting, for both internal and external communication, should always lead back to the elements of our brand platform, particularly the brand ideal and mantra. While voice and tone should always match the feel of our tag line and anthem.



TAG -

What will you say to stake a claim in your customer's mind?

Audience facing slogan that communicates Brand Conviction and sets a level of expectation in an action-oriented manner.

GO OUT OF YOUR WAY

ANTHEM -

Why is the ideal important?

An audience-facing manifesto that evangelizes the ideal. Position, and Aspiration without seeking to sell the company itself. It is the statement of belief in the ideal that establishes the authenticity of the organization. It is the raising of the standard and the drawing of the line in the sand.

Tucked inside the extra mile you'll find something new that feels like home a place where 'Above and Beyond' describes more than just the landscape.

Where 'in the moment' is exactly where you can stay, And what you get out of it depends on what you put in. Challenging you to discover something about yourself, Then inspiring you to share it.

Extraordinary is a step in any direction, all you have to do is go out of your way and look inside the extra mile to find Sun Valley.

BRAND STORY -

Why is our brand important?

The uninitiated come to Sun Valley looking for exceptional experiences - and they certainly find them. Before long, though, they realize that what will bring them back is deeper and more profound than just the sum of all there is to do here. Sun Valley has changed them, renewed them, showed them what is possible, reminded them of who they would like to be and how they could live if they ignored the noise. To paraphrase Hunter S. Thompson, in writing about what drew Ernest Hemingway to Sun Valley, "this place brings them back to their center."

The essence of Sun Valley is the drive to build something bigger than oneself, to take responsibility for another, to work and provide for others' benefit. Sun Valley is about doing more than is necessary or expected because you can. It is shoring with others instead of taking from them so that everybody is better off.

It doesn't take long for the newcomer to discover what we have known since we were new to this place ourselves - Sun Valley is full of amazing experiences, but those experiences truly become life changing when they are shared. It is in the giving that this place really becomes a part of us.

IDEAL -

The intangible you seek to embody

Generosity

CONVICTION -

The reason the ideal will deliver change.

Generosity of Spirit Unlocks Potential.

ASPIRATION -

The change we seek to achieve through the ideal.

The abundance of Sun Valley liberates all who go there from their limitations, giving them a vision of the person they each want to be and the life they each want to live. In realizing that vision, they nurture in others the possibility for the same experience.

MANDATE -

What we're doing to affect that change.

To establish and cultivate an environment where giving becomes one's natural instinct.

MANTRA -

What we tell each other to remind us of our mandate.

We get out of Sun Valley what we put into it.

BRAND PROMISE -

What should our customers say about us?

Sun Valley didn't have to do that, but my life is so much better because they did.

BRAND VALUE PROPOSITION -

How do we deliver on our Brand Promise?

There is what you do to make money, and then there is what you do because it's the right way to do it. When you put doing right first, the money takes care of itself. Whether it's summer activities, winter sports, or the shopping, lodging, eating or operations that make all of it possible, we work to make Sun Valley not just where you go to have the best, it's where you go to be your best; not just where you go to get more, it's where you go to be more.

BRAND PERSONALITY -

What are the brand's key visual guidelines?

TIMELESS / IRRELEVANT
CAREFREE

CLASSIC / CONSERVATIVE
INDEPENDENT

NOSTALGIC / DATED
UPSCALE / SWANKY

SPIRITED

BRAND VOICE & TONE -

What is the brand's personality?

In all that Sun Valley does and says, there should be an air of quiet confidence derived from its unique pedigree and contributions to the industry. It is as if Sun Valley is the adult who has kept watch while the children slept through the night, oblivious to the care that was taken on their behalf. To brag about that care, or expect something for it, is to lose the position earned by making the effort in the first place. Avoid haughtiness, arrogance or exclusivity from messaging that leans too heavily on pedigree or entitlement. Sun Valley is an enabler and inviter, a door full of velocity and a change agent, not a city on a hill or the center of the world.

ACCESSIBLE › INCLUSIVE
RELAXED › CASUAL
FAMILIAL › FAMILIAR
SPONTANEOUS › UNPLANNED

EXCITING › TRANQUIL
COLLEGIAL › COMPETITIVE
PURPOSEFUL › INNOVATIVE
CONFIDENT › PRESUMING

WORLDLY › REGIONAL
INVITING › DEFERENTIAL
TIMELESS › TRENDY
INFORMED › ARROGANT

UNAFFECTED › COOL
SOPHISTICATED › POMPOUS
PROVIDER › LEADER
PEDIGREED › FORMAL

THIS › AS OPPOSED TO THAT THIS › WITHOUT BEING THAT THIS › INSTEAD OF JUST THAT

COMPETITIVE POSITION & STRATEGY -

Why is your ideal and position dominant in the market place?

The resort and snow sports industries, as a whole, focus their appeal most on novelty drivers (discovering new experiences, out of the ordinary, different and varied terrain or snow, etc), even though adherents to the sport are primarily motivated by self determination and internal validation motivations (lifestyle, self-fulfillment, identity, therapy, spirituality, community). The focus on novelty has encouraged commoditization, resulting in season pass wars, generic messaging, and a general lack of new interest. By employing 'Generosity' messaging against higher-tier drivers during awareness-building experiences, and against novelty, external validation, and avoidance of unknown drivers during the later consideration experiences, Sun Valley simultaneously:

- Optimizes its value proposition relative to competitors by elevating the consideration criteria beyond lift ticket and lodging cost and generic novelty messaging
- Optimizes its value proposition relative to competitors by providing a more compelling context for 'rest' and 'er' comparisons, like first resort, first chair lift, biggest snow making, etc.
- Protect pricing against erosion from commoditization
- Assumes a leadership role in an industry that is not effectively addressing or messaging to shrinking interest
- Speaks to a non-skier audience in a compelling way on behalf of the entire industry, thereby selling the category and not just competing for existing market share.

In elevating industry and consumer discussions through more aspirationally focused messaging, Sun Valley should never claim leadership, but rather strive for it through the establishment and promotion of an industry-beneficial, ideal-centered position.

NOTES:

The uninitiated come to Sun Valley looking for exceptional experiences – and they certainly find them. Before long, though, they realize that what will bring them back is deeper and more profound than just the sum of all there is to do here. Sun Valley has changed them, renewed them, showed them what is possible, reminded them of who they would like to be and how they could live if they ignored the noise. To paraphrase Hunter S. Thompson, in writing about what drew Ernest Hemingway to Sun Valley, “this place brings them back to their center.”

The essence of Sun Valley is the drive to build something bigger than oneself; to take responsibility for another; to work and provide for others’ benefit. Sun Valley is about doing more than is necessary or expected because you can. It is sharing with others instead of taking from them so that everybody is better off.

It doesn’t take long for the newcomer to discover what we have known since we were new to this place ourselves—Sun Valley is full of amazing experiences, but those experiences truly become life changing when they are shared. It is in the giving that this place really becomes a part of us.

Welcome to the Sun Valley experience.



Brand Ideal

Generosity.

The abundance of the Wood River Valley, and the craft and stewardship that Sun Valley has applied to the landscape and the community, inspire and make the spirit of generosity possible.

To experience Sun Valley is to want to share it with those you hold closest.

We get out
of Sun Valley
what we put
into it.



How can we
showcase
generosity
the right way?



Personality

What is Sun Valley's personality?

When approaching written content for internal and external marketing materials, it's important to keep the following key words in mind. This is the brand's voice and tone and should live throughout everything we create.

ACCESSIBLE › INCLUSIVE

RELAXED ‹ CASUAL

FAMILIAL › FAMILIAR

SPONTANEOUS / UNPLANNED

EXCITING ‹ TRANQUIL

COLLEGIAL ‹ COMPETITIVE

PURPOSEFUL › INNOVATIVE

CONFIDENT / PRESUMING

WORLDY ‹ REGIONAL

INVITING ‹ DEFERENTIAL

TIMELESS ‹ TRENDY

INFORMED / ARROGANT

UNAFFECTED › COOL

SOPHISTICATED / POMPOUS

PROVIDER ‹ LEADER

PEDIGREED / FORMAL

THIS ‹ AS OPPOSED TO THAT

THIS / WITHOUT BEING THAT

THIS › INSTEAD OF JUST THAT

Tagline

Audience facing slogan that sets a level of expectation in an action-oriented manner.

“Go out of your way.”



The audience-facing manifesto and the statement of belief in the ideal that establishes the authenticity of **Sun Valley**.

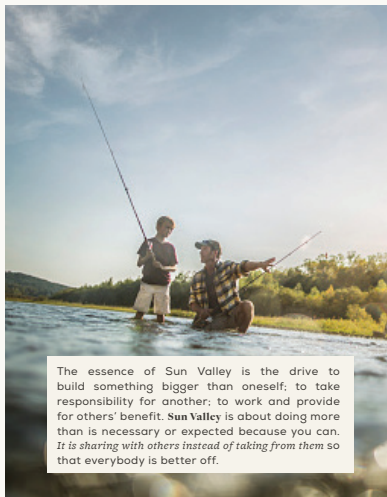
Sun Valley Anthem

Tucked inside the extra mile
You'll find something new that feels like home
A place where 'Above and Beyond' describes
more than just the landscape.

Where 'in the moment' is exactly where you
can stay, And what you get out of it depends
on what you put in. Challenging you to discover
something about yourself, Then inspiring you
to share it.

Extraordinary is a step in any direction,
All you have to do is go out of your way and
Look inside the extra mile

To find Sun Valley.



Wordbank

The purpose of the word bank is to provide inspiration when writing content for various marketing materials. It is meant to set a tone for Sun Valley and be used as a jump-off point for writing for our brand.

Aspire	Inspire	Sun
Backdrop	Landscape	Timeless
Beauty	Leisure	Tradition
Care	Natural	Treasure
Create	Over exceed	Uncover
Discover	Pristine	Untouched
Embrace	Pure	Vibrant
Energy	Radiate	View
Experience	Relax	Wonder
Explore	Scenery	Wander
Genuine	Share	
Give	Shine	

Headline Examples by Department

Hospitality

Example Situation: general awareness

Going the extra mile isn't out of our way.

A resort town that doesn't resort to the expected.

We take all the steps to create extraordinary experiences, and then take it one step further.

Recreation and ticketing

Example Situation: activity promotions

Memories are best made at 9150 feet.

430 miles of hiking trails that have yet to be explored—by you.

Snowsports

Example Situation: ski school enrollment

Our instructors come with unparalleled experience and unlimited encouragement.

Ski school with the option for 2000 acres of extracurricular terrain.

Spa

Example Situation: spa promotions

Your getaway within your mountain getaway.

Take care of yourself, we'll take care of the rest.

2. Sun Valley Audiences

COASTAL EXPERIENCE AFICIONADO

SUN VALLEY WINTER

BUYING DRIVER	<ul style="list-style-type: none"> • Take an annual ski vacation as part of their routine, with many of the country's top resorts checked off the list. • May not have found a destination that they can call home for a week out of the year. • Go to places their peers have tried - looking for the latest trend/resorts on the move or in resurgence. • Finding the 'soul' of skiing or alpine would be cool/instaworthy as it would increase status among peers. • Pass wars have left many resorts overcrowded, making many places more trouble than they're worth.
FEATURE	<ul style="list-style-type: none"> • Snow making and location mean it's never overcrowded, never skied out. • Been under the radar so long, it's just waiting for you to find it/tell your friends. • North American Skiing founded in a place hand picked for that very purpose - took 4 years of scouting to find the right location.
PROMISE	<ul style="list-style-type: none"> • We've spent 82 years preparing for your first homecoming. • You'll find you want to brag to your friends, then invite them up next year.
REGIONAL CONSIDERATIONS	<p>Regional audiences can access more convenient resorts, so lean into benefits of being a destination and not a 'canyon' player.</p> <ul style="list-style-type: none"> • Snow making • Birthplace of resorts (here in the west) • Heritage • Actually closer than other resort locations • Just like everywhere else in West, it'll only be under the radar for so long.
KEY MESSAGE	Discover a resort that's high above your expectations far beyond the ordinary.

SUN VALLEY SUMMERS

BUYING DRIVER	<ul style="list-style-type: none"> • Many options to choose from to enjoy the outdoors, but few of them are glamorous, or the right mixture of glamour/ease/sophistication and ruggedness. • Everybody is on vacation in the summer, and when everybody else is out, it's not as fun for us. • Not looking for a summer vacation, but a summer tradition.
FEATURE	<ul style="list-style-type: none"> • Summer concert series in the amphitheater SV built and donated to the city for the arts. • Size of SV and its location relative to national parks. • Self contained, yet out of the way location allows you to immerse yourself in something other than your normal life. • Local community.
PROMISE	<ul style="list-style-type: none"> • We've spent 82 years preparing for your first homecoming. • Familiar like home, exciting like nothing else.
REGIONAL CONSIDERATIONS	<p>Regional audiences can easily access top-tier wilderness areas, but they are not glamorous, accompanied by resort amenities, or surrounded by culture.</p> <ul style="list-style-type: none"> • Sheer size of wilderness areas. • Nontraditional amenities like amphitheater and rink. • Proximity of activities and quality of delivery/staff.
KEY MESSAGE	Everybody won't know your name, but it'll still feel familiar.

COASTAL ACTIVE FAMILIES

SUN VALLEY WINTER

BEHAVIORAL DRIVER	<ul style="list-style-type: none"> Want to pass on traditions/identity to children. Want to be seen/remembered/recognized by kids as providing. Be a 'good' parent. Validation from kids. Want to provide experiences for kids on par with peer group. Have the means to avoid the headaches of family travel, so opt for more 'managed' opportunities.
FEATURE	<ul style="list-style-type: none"> Amenities that appeal to children of every age. Dollar Mountain Multiple price levels in lodging, dining, shopping, etc.
PROMISE	<ul style="list-style-type: none"> Sun Valley provides things to do as a family, it's the difference between a vacation and a tradition. With Dollar, we take as much care with your kids as you do. A lifetime of memories starts with a little extra care.
REGIONAL CONSIDERATIONS	<p>Regional families can make less and still be in SV's target demo. Stress difference between a ski day and a ski tradition. No Wasatch offerings have a Dollar Mountain robust enough set of activities/amenities to keep kids occupied/content for longer than a night. Colorado offerings are too busy for a family to enjoy.</p> <ul style="list-style-type: none"> Village and other amenities, Remote, yet closer than coastal ski destinations and higher quality/less jammed than inland competitors.
KEY MESSAGE	Memories are best made at 9150 feet.

SUN VALLEY SUMMERS

BEHAVIORAL DRIVER	<ul style="list-style-type: none"> Want to pass on traditions/identity to children. Want to be seen/remembered/recognized by kids as providing. Be a 'good' parent. Validation from kids. Want to provide experiences for kids on par with peer group. Have the means to avoid the headaches of family travel, so opt for more 'managed' opportunities.
FEATURE	<ul style="list-style-type: none"> Amenities that appeal to children of every age. Amphitheater, horses, flowers, all the things Sun Valley does just because. Ice rink.
PROMISE	<ul style="list-style-type: none"> Sun Valley provides things to do as a family, it's the difference between a vacation and a tradition. A lifetime of memories starts with a little extra care.
REGIONAL CONSIDERATIONS	<p>Regional families often spend summers exploring the west because of the abundance of parks. Stress proximity and the facilities SV has established at the edge of the wilderness.</p>
KEY MESSAGE	430 miles of hiking trails that have yet to be explored—by you.

COASTAL PASSIONATE PARTICIPANT

SUN VALLEY WINTER

BEHAVIORAL DRIVER	<ul style="list-style-type: none"> • Being a capable skier is part of identity. • Member of brotherhood of skiers. • Wants varied/new experiences to keep lifestyle exciting and from becoming repetitive.
FEATURE	<ul style="list-style-type: none"> • The first ski resort in North America. • Dollar • Ski School • Amenities
PROMISE	<ul style="list-style-type: none"> • The first ski resort in North America is a right of passage - The mecca of skiing. Take your hobby to a new level by understanding the 'why' of nordic life. • Become a student of alpinism/nordic life. Learn other disciplines on Dollar - become a well-rounded mountain man. • The mountain is as much about apres as anything else - and nobody puts more into apres than SV.
REGIONAL CONSIDERATIONS	<ul style="list-style-type: none"> • Ketchum. • SV heritage as the grandfather of North American Alpinism (providing a way for generations to learn and appreciate the winter outdoors) and it's place in every skier's bucket list. • Haven't experienced all the west has to offer until you've been where it all started.
KEY MESSAGE	Teach your old tradition new tricks.

SUN VALLEY SUMMERS

BEHAVIORAL DRIVER	<ul style="list-style-type: none"> • Being a capable _____ is part of identity (biker, hiker, angler, golfer, runner) • Member of brotherhood of _____ • Looking for new ways to enjoy the mountain or outdoors. • Wants varied/new experiences to keep lifestyle exciting and from becoming repetitive.
FEATURE	<ul style="list-style-type: none"> • Proximity to excellent outdoor recreation of all kinds, national parks, untouched land. • Proximity to town of outdoorsy people. • Remote location and being at the doorstep to the wild. • Hand-picked over 3 year search as perfect foyer to the wild.
PROMISE	<ul style="list-style-type: none"> • The place that was designed to introduce you to your next great passion.
REGIONAL CONSIDERATIONS	<p>In summer, the SV region competes more favorably with regional alternatives because of it's location adjacent to 5 ranges, the snake, and the resort proper. You almost have to get away for a week just to fit it all in.</p> <ul style="list-style-type: none"> • Quantity and quality of activities. • Remote location that is still closer than coastal alternatives.
KEY MESSAGE	Our great outdoors are just as great in the summer.

GLORY DAY WARRIOR

SUN VALLEY WINTER

BEHAVIORAL DRIVER	<ul style="list-style-type: none"> Looking for ways to remember the freedom of times past. Want the great times, but have developed a taste for comfort and ease. Don't need to 'rough it' to be genuine. Wants varied/new experiences to maximize the little time he/she can dedicate to the past time.
FEATURE	<ul style="list-style-type: none"> Remote location away from the every day. Timeless feeling. Heated sidewalks, managed slopes, helpful staff, comprehensive amenities. Comprehensive mountain activities (Nordic lifestyle), and dollar mountain as a learning center. Terrain
PROMISE	<ul style="list-style-type: none"> Audience has put a lot into the hobby over the years, and SV helps them relive those times to their fullest/get the most out of the memories. 20 year old memories are only 3 hours away - the proximity of SV to regional audience.
KEY MESSAGE	Experience the comforts of home from the comfort of vacation.

SUN VALLEY SUMMERS

BEHAVIORAL DRIVER	<ul style="list-style-type: none"> Looking for ways to remember the freedom of times past. Want the great times, but have developed a taste for comfort and ease. Don't need to 'rough it' to be genuine. Wants varied/new experiences to maximize the little time he/she can dedicate to the past time.
FEATURE	<ul style="list-style-type: none"> Proximity to excellent outdoor recreation of all kinds, national parks, untouched land. Comprehensive amenities.
PROMISE	<ul style="list-style-type: none"> In SV, 'legroom' means 35,000 acres. Mother nature's generosity, massive expanse of nature. All the ways you've always loved to play in the outdoors, and some new ones, are just around the corner.
KEY MESSAGE	Experience the comforts of home from the comfort of vacation.

NEW ENTRANT

SUN VALLEY WINTER

BEHAVIORAL DRIVER

- New things are scary, yet exciting.
- At a discounted price point taking up skiing is on par with local activities.
- Find a sport they're good at.
- Kids spend too much time doing useless things, they should care about what I think they should care about.

FEATURE

- Dollar.
- Nordic/alpine terrain.
- Snow making.
- Comfort level of amenities.
- Regional discounts on passes and lodging in shoulder seasons.

PROMISE

- The place that was designed to introduce you to the outdoors, and to yourself.
- With a little courage, this could be the best winter ever.

KEY MESSAGE

Gain new perspective on winter from the top.

SUN VALLEY SUMMERS

BEHAVIORAL DRIVER

- New things are scary, yet exciting.
- Find a sport they're good at.
- Kids spend too much time doing useless things, they should care about what I think they should care about.

FEATURE

- Summer activities and amenities.
- Shoulder season discounts.

PROMISE

- The place that was designed to introduce you to the outdoors, and to yourself.

KEY MESSAGE

Summer vacation with a view.

3. Visual Language

To maximize impact, consistency and brand equity, all materials should be designed using the following guidelines. The combination of typography, correct use of the word mark and color guarantees that each piece of work is aesthetically aligned with how the rest of the brand is presented.

While there is a high degree of creative flexibility, compliance with these guidelines preserves the distinctive look and feel that makes our brand iconic and ensures our brand's visual integrity.

What is Sun Valley's visual personality?

TIMELESS, NOT IRRELEVANT

CAREFREE, NOT CARELESS

CLASSIC, NOT CONSERVATIVE

INDEPENDENT, NOT EXCLUSIVE

NOSTALGIC, NOT DATED

UPSCALE, NOT SWANKY

SPIRITED, NOT OVERCOMPENSATING

The Sun Valley Logo

Sun Valley's logo is the single most recognizable element of our brand identity. It is our hallmark, and its consistent application throughout all of our communication materials is imperative to the strength of that identity.

The Sun Valley logo should be used for all general marketing materials including brochures, sales communications, advertisements, etc. It should also be used on formal business documentation including contracts, Terms and Conditions, invoices, paychecks, purchase order forms, etc.

The following explains the proper use of the Sun Valley Resort logo.

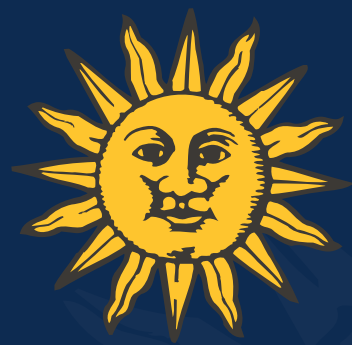


The Sun Valley logomark.

The Sun Valley sun is as unique as the resort itself. The symbol radiates with optimism and positivity.

The sun is symbolic of the spirit of generosity that is expressed outwardly – the self that shines openly to our friends, family, co-workers, etc.

The Sun Valley symbol relates more to a generous spirit: satisfaction and a sense of self found in its own work, the enjoyment of personal creative endeavor, inner drive and concentration directed toward a generous goal.



Visually strong and classic. It is the graphic definition of the Sun Valley brand.

FULL COLOR LOGO LOCKUP



The **Sun Valley Resort logo** is made up of two elements: the Sun Valley logomark (sun) and the logo type.

Sun Symbol

The sun represents the longevity of the brand and the resort's warm, fun and friendly approach to its visitors.

Logotype

The logo type imbues the duality of the Sun Valley Resort brand. Bold to represent the strength of the resort and its offering. Playful to represent the resort's culture and recreational purposes.

SUN VALLEY LOCK UP

The Sun Valley word mark was designed giving specific attention to presentation and letter-spacing—for print as well as electronic communications—and therefore the font has been modified. This alteration means the **SUN VALLEY** word mark is no longer a font, but a graphic element, and must be treated as such to ensure its integrity.

RIGHT ALIGNED



HORIZONTAL



CENTERED



Minimum Reproduction Size

Minimum size refers to the smallest size at which the Sun Valley signature may be reproduced without sacrificing legibility.

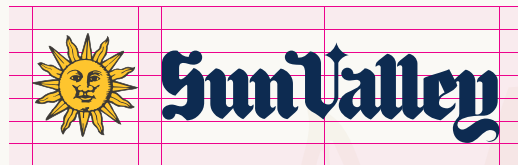
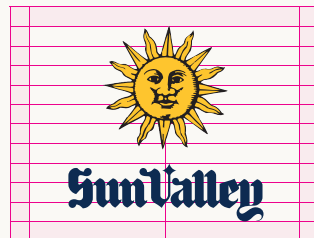
The minimum reproduction size of the Sun Valley Signature is 1" in width.

Note that the Sun Valley sun logo mark is scaled larger in ratio to the word mark for small scale purposes. When the logo is reduced to less than one inch in width please use small scale version of the signature. When space limitations dictate the need to use a production size that is smaller than the recommended minimum, please contact the Sun Valley Design Team.

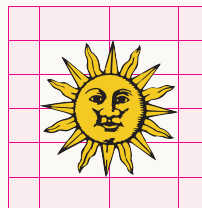
Observe the reproduction size requirements of the signature to avoid poor quality or distortion.

Never try to mimic the logo in text using different fonts or treatments.

SMALL SCALE VERSION



A clear area equivalent to x the height of the Sun Valley word mark must be preserved around the complete signature. Non-signature elements such as type or images (excluding a background treatment) may not encroach on the clear space.

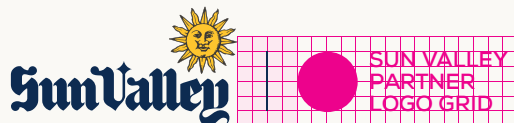


A clear area equivalent to x the height of the Sun Valley logomark must be preserved around the complete logomark. Non-logomark elements such as type or images (excluding a background treatment) may not encroach on the clear space.

Horizontal Partner Logo Grid

The partner logo grid is a 6-by-15 unit grid based on the proportions of the Sun Valley logo. Partner logos may be any size within this grid as long as their widest measurement is not wider than 15 units and their tallest measurement is not taller than 6 units. Partner logos should snap to the grid as much as possible and should be optically centered with the Sun Valley logo. Partner and partner logos may be set in full color whenever possible.

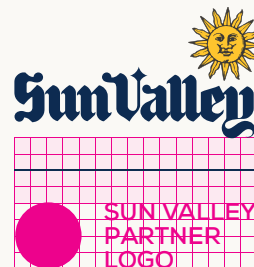
Use this horizontal lockup structure for Sun Valley partners and sub-brand partners.



Vertical Partner Logo Grid

The partner logo grid is a 4-by-15 unit grid based on the proportions of the Sun Valley logo. Partner logos may be any size within this grid as long as their widest measurement is not wider than 15 units and their tallest measurement is not taller than 4 units. Partner logos should snap to the grid as much as possible and should be optically centered with the Sun Valley logo. Sun Valley and partner logos may be set in full color whenever possible.

Use this horizontal lockup structure for Sun Valley partners and sub-brand partners.



The Logo. What Not To Do.

Consistency is key to maintaining the strong visual integrity of our brand. Never attempt to recreate the logo and signature lockup. Examples below illustrate a few key examples of misuse, but by no means constitute a complete list

1. Do not change the logo to an inappropriate color.
2. Do not add gradients or strokes.
3. Do not tilt the logo at an angle.
4. Do not skew or distort the logo.
5. Do not add effects like drop shadows or inner glows.
6. Do not substitute with fonts for word marks.



4. Brand Tiers

With many variables in levels of service from premium to general communication there are three branding tiers to adhere to- **General, Formal, and Informal** that will ensure consistent guest experience at every touch point.

General Brand

Sun Valley Blue

PMS® 295C
PMS® 295U
c/100 m/69 y/08 k/54
r/0 g/40 b/95 (web)
hexadecimal/ 002855

Resort Primary Palette

The primary Sun Valley colors are blue and yellow. See specifications above. Use these as much as possible in creative executions. Although, yellow should be used sparingly throughout marketing and promotional materials.

Sun Valley Yellow

PMS® 123C
PMS® 123U
c/00 m/18 y/89 k/00
r/255 g/199 b/44 (web)
hexadecimal/ FFC72C

PLEASE NOTE:

For all Print, Presentations, Flyers, etc. the colors should reflect the CMYK values. For all Web applications, it should reflect the RGB or hexadecimal code. The Web RGB color is much brighter than the CMYK, which matches closer to the actual logo.

SV BLACK

PMS® BLACK 7C
PMS ® BLACK 7U
c/38 m/35 y/33 k/92
r/61 g/57 b/53 (web)
hexadecimal/ 3D3935

SV MID GRAY

PMS® 7527C
c/03 m/04 y/14 k/08
r/214 g/210 b/196 (web)
hexadecimal/ D6D2C4

SV OFF WHITE

c/03 m/03 y/07 k/00
r/245 g/241 b/233 (web)
hexadecimal/ F5F1E9

SV Sage

PMS® 5763C
PMS ® 2935U
c/100 m/57 y/12 k/66
r/0 g/48 b/87 (web)
hexadecimal/ 003057

SV Gold

PMS® 4515C / 8383 (metallic)
PMS ® 4515U
c/13 m/19 y/62 k/28
r/180 g/167 b/108 (web)
hexadecimal/ B4A76C

SV Burgandy

PMS® 188C
PMS ® 188U
c/16 m/100 y/65 k/59
r/118 g/35 b/47 (web)
hexadecimal/ 76232F

Secondary Support

The secondary support colors are provided to add depth and richness to the primary colors. Each should be used in a support role to the primary colors – adding variety to the resort's visual communications. Use of the accent colors should be discreet and somewhat minimal, be used to add depth to the main brand color through gradients, burned edges, or patterns. These colors should only be used with the main brand color and never on their own.

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Gradient Support

The gradient support colors are provided to add depth and richness to the primary colors. Each should be used in a support role to the primary colors – adding variety to the resort's visual communications. Use of the gradients should be discreet and somewhat minimal. Used to add depth to the main brand color through. These gradients should only be used with the main brand color and never on their own.

Ag

FREIGHT DISPLAY 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

Ag

NEXA

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

First Level Header

SECOND LEVEL HEADER

MICRO DETAILS

Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney's sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh. Wayfarers shoreditch letterpress elit, aliquip 3 wolf moon Pinterest art party Marfa.

" Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney's sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh."

20 / NUMERICS

Type Family

The primary typeface for Sun Valley Resort is NEXA and FREIGHT. These type families were chosen for their modern, differentiated look and clarity, both on and off mountain. It is used across all applications, along with the support fonts provided on the next page. Consistent use of these type families will help promote

brand recognition.

Support Typefaces

To ensure some flexibility and variety, Sun Valley Resort has approved NEXA typeface families for use in support of the primary typeface. Approval from the Marketing Department is required for application of the typefaces in all communications materials.

DISPLAY TEXT/HEADERS

Freight Display Black: 10 Tracking, Title Case, Sentence Case

SECOND LEVEL HEADER

NEXA BLACK : 40 Tracking, Title Case, All caps

MICRO DETAILS

NEXA BLACK : 40 Tracking, all caps

BODY COPY/SUPPORT/ITALICS:

Nexa Book
Nexa Book *Italic*
Nexa Light
Nexa Light *Italic*
Nexa Thin
Nexa Thin *Italic*
Nexa Bold
Nexa Bold *Italic*

NUMERICS

Freight Display Black: 0 Tracking

Nexa Xbold
Nexa Xbold *Italic*
Nexa Black
Nexa Black *Italic*
Nexa Heavy
Nexa Heavy *Italic*

Typography is a fundamental building block of the Sun Valley design architecture, providing a uniform structure that reinforces our brand identity throughout all of our materials.

The Sun Valley typography is a collection of fonts to be used exclusively when creating printed materials for Sun Valley.

In certain instances, it may be necessary to use additional typefaces to call interest, coordinate with other marketing efforts, or capture a feeling that can't properly be expressed using the fonts provided. In these cases, it is extremely important that the overall visual impression is still clearly Sun Valley

Formal Brand

Sun Valley Blue

PMS® 295C
PMS® 295U
c/100 m/69 y/08 k/54
r/0 g/40 b/95 (web)
hexadecimal/ 002855

Resort Primary Palette

The primary Sun Valley colors are blue and yellow. See specifications above. Use these as much as possible in creative executions. Although, yellow should be used sparingly throughout marketing and promotional materials.

Sun Valley Yellow

PMS® 123C
PMS® 123U
c/00 m/18 y/89 k/00
r/255 g/189 b/44 (web)
hexadecimal/ FFC72C

PLEASE NOTE:

For all Print, Presentations, Flyers, etc. the colors should reflect the CMYK values. For all Web applications, it should reflect the RGB or hexadecimal code. The Web RGB color is much brighter than the CMYK, which matches closer to the actual logo.



Secondary Support

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AG

Freight Big 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

Ag

Freight Text Book

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

First Level Header

SECOND LEVEL HEADER

MICRO DETAILS

Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney's sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh. Wayfarers shoreditch letterpress elit, aliquip 3 wolf moon Pinterest art party Marfa.

"Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney's sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh."

20 / NUMERICS

TYPE FAMILY

The primary typeface for Sun Valley Resort Formal use is FREIGHT. These type families were chosen for their modern, differentiated look and clarity, both on and off mountain. It is used across all applications, along with the support fonts provided on the next page. Consistent use of these type families will help promote brand recognition.

SUPPORT TYPEFACES

To ensure some flexibility and variety, Sun Valley Resort has approved NEXA typeface families for use in support of the primary typeface. Approval from the Marketing Department is required for application of the typefaces in all communications materials.

DISPLAY TEXT HEADERS

FREIGHT BIG BOLD: 10 TRACKING, TITLE CASE

SECOND LEVEL HEADER

NEXA BLACK: 40 Tracking, Title Case, all caps

MICRO DETAILS

Freight Big Medium: 40 Tracking, Title Case

BODY COPY/SUPPORT/ITALICS:

Freight Text Book
Freight Text Book Italic
Freight Text Light
Freight Text Light Italic
Freight Text Medium
Freight Text Medium Italic

Freight Text Bold
Freight Text Bold Italic
Freight Text Black
Freight Text Black Italic

NUMERICS

FREIGHT BIG BOLD: 0 TRACKING

Typography is a fundamental building block of the Sun Valley design architecture, providing a uniform structure that reinforces our brand identity throughout all of our materials.

The Sun Valley typography is a collection of fonts to be used exclusively when creating printed materials for Sun Valley.

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Informal Brand

Sun Valley Blue

PMS® 295C
PMS® 295U
c/100 m/84 y/36 k/39
r/0 g/40 b/86 (web)
hexadecimal/ 002856

Resort Primary Palette

The primary Sun Valley colors are blue and yellow. See specifications above. Use these as much as possible in creative executions. Although, yellow should be used sparingly throughout marketing and promotional materials.

Sun Valley Yellow

PMS® 123C
PMS® 123U
c/100 m/23 y/91 k/00
r/255 g/189 b/41 (web)
hexadecimal/ FFC629

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Ag

NEXA 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

Ag

NEXA 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

First Level Header

SECOND LEVEL HEADER

MICRO DETAILS

Selfies deserunt elit +1. Delectus Godard kale chips, chambray fixie qui non Odd Future hashtag irony beard banh mi cornhole et. McSweeney's sriracha quinoa whatever fingerstache. Bitters thundercats ad, sed fap meggings banjo hella tofu pop-up direct trade keffiyeh. Wayfarers shoreditch letterpress elit, aliquip 3 wolf moon Pinterest art party Marfa.

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20 / NUMERICS

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Support Typefaces

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DISPLAY TEXT/HEADERS

Nexa Black : 10 Tracking. Sentence Case

SECOND LEVEL HEADER

NEXA BOLD : 40 Tracking, Title Case, All caps

MICRO DETAILS

NEXA BLACK : 40 Tracking, all caps

BODY COPY/SUPPORT/ITALICS:

Nexa Book
Nexa Book *Italic*
Nexa Light
Nexa Light *Italic*
Nexa Thin
Nexa Thin *Italic*
Nexa Bold

Nexa Bold Italic
Nexa Xbold
Nexa Xbold Italic
Nexa Black
Nexa Black Italic
Nexa Heavy
Nexa Heavy Italic

NUMERICS

Freight Display Black: 0 Tracking

Typography is a fundamental building block of the Sun Valley design architecture, providing a uniform structure that reinforces our brand identity throughout all of our materials.

The Sun Valley typography is a collection of fonts to be used exclusively when creating printed materials for Sun Valley.

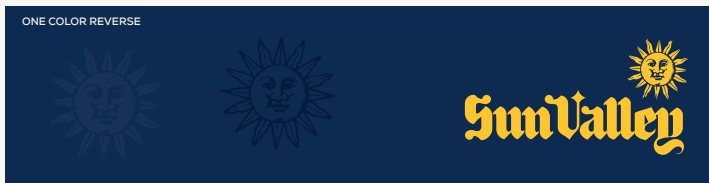
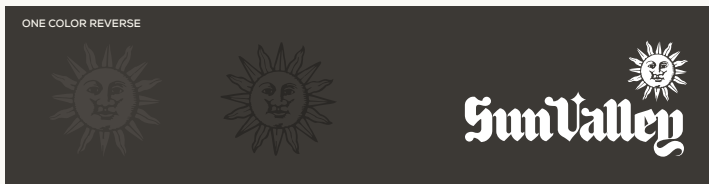
In certain instances, it may be necessary to use additional typefaces to call interest, coordinate with other marketing efforts, or capture a feeling that can't properly be expressed using the fonts provided. In these cases, it is extremely important that the overall visual impression is still clearly Sun Valley

Brand Color Story

Seasonal accent colors may be used for events and promotional materials, with careful adherence to seasonal color guidelines. Accent colors should always play a secondary role to the core branding colors.

An accent color should not be used as a primary color by itself; it should only be used in a secondary role and in conjunction with the core branding colors. It should never be applied to the logo. This color may change or be seasonal.





Reverse Reproduction Of The Sun Valley Logo

The Sun Valley logo may only be reproduced in the standard branding colors. These are the only approved variations of the logo when printed on a dark or colored surface.

Background & Legibility

To ensure legibility, the positive logo should always be reproduced on a light, neutral background that has a visual density no greater than 50% value of black. Reproduce the reverse logo on a visual density no less than 50% black.





Guidelines showing best case application is shown here. However, good judgment should be used to determine which version will provide maximum visibility.

Whatever the application, the logo mark and logotype must be recognizable and readable. Approval from the design team is required for application of the logo in all communications materials.

5. Photography

Photography should show the whole journey, not just the destination—capturing people in a storytelling fashion. Each Sun Valley photo shoot should be approached with an understanding of other brands' photographic treatments and the realization that lifestyle photography is a visual language that's ever changing.

Photography

In order to preserve the spirit and history of Sun Valley, be sure to read carefully through the following pertaining to what to do and what not to do in terms of photography.

DO

- Portray Sun Valley as an all-seasons resort
- Utilizing the sunshine and its symbolism
- Stick with warm color palettes regardless of season
- Create a focal point that highlights moments within the landscape
- Create drama through lighting
- Make sure all activities are portrayed as being accessible
- Keep lighting natural

DON'T

- Use staged or expected shots
- Choose anything too glossy or polished
- Use anything that's too dark or gloomy
- Use extreme sports moments
- Use shots where talent is looking into the camera
- Use anything with obvious flash usage

LIFESTYLE PHOTOGRAPHY

Lifestyle images need to capture those moments of *generosity* or *sharing* through the use of consistent quality of light that speaks to warmth. The images should be journalistic in approach. Nothing completely scripted, but unexpeted. Golden hues, light leaks and subtle imperfections will drive home their authenticity.

SCENIC/LANDSCAPE

Images should give a sense of scale. Pulled back framing that showcases the natural beauty of Sun Valley. Visually interesting, crops and perspectives. For consistency sake sticking with natural tones that evoke a sense of warmth. Light should lead the viewer to specific moments.

ACTION

Photography should capture the same sense of generosity in the use of its aspiration. It needs to feel as if one could accomplish the feat. It should never feel unobtainable. It should when possible, give a sense of its surroundings for scale, and natural generosity.

EVENTS

Event specific images should showcase generosity through the use of collaboration. Teams, or individuals in moments of celebration or accomplishment. Events by nature are large groups of individuals. Thought should be given to selection to showcase inclusivity and place where generosity feels abundant.



Brand Photography Style Examples



Photography Color

Image consistency is as important to the brand vocabulary as the color palette and typography. Consistency in color is important to make all photos feel like part of the Sun Valley brand. The differences may look subtle, but when seen over a vast number of photos, they will help to strengthen the brand.

Photos should be processed or shot so that the overall effect is cool (blues), rather than warm (reds). All whites should have a slight yellow tint to them. Existing photos can be used but should have a warming filter applied to increase the amount of yellow.

Existing imagery can be used but should have a warming filter applied to increase the amount of yellow.

In many instances a Sun Valley yellow screen at 20% over the image will generate the desired look.



20% Yellow Screen

Untreated

Photography Treatments

Consistency in the treatment of photography is important to evoke the same feeling across all spectrums of the of the Sun Valley brand tiers. The differences will be executed according to their respected color palletes.

Photos should be treated in a way that evokes the best feeling for the brand's tier. For example the richness of the Sun Valley blue or gold multiplied over the correct selection generates an appropriate brand feeling for the formality of the setting. In contrast, the use of Sun Valley yellow multiplied over the top as a color flood or the simplicity of a touch of yellow tells a much different story of generosity.

Either in small touches of gradient or full-flood of color the use of these treatments should be scrutinized for its audience and purpose.



Creative Checklist

Does the photo tell a story?

Does the image spark curiosity?

Does the photo draw the viewer in and make him or her part of the experience?

Does the image feel real, not artificial or fake?

Does the photo feel unique, reflecting generosity?

Will it inspire some to share in its generosity?

6. Brand Application













WELCOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui

sonvalley.com/groups

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Getting Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



03



Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto haerere vitae dicitur non placeat. Nam quisquam volutpat blanditiis molestias perferendis autem optio autem odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui

Locum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nam quod voluptate sit amet, consectetur adipiscing elit, sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nam quod voluptate sit amet, consectetur adipiscing elit, sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo.

Getting Here

[illegible]

The line between work and play gets a little blurrier in Sun Valley, Idaho—this tends to happen when you combine a business gathering with your award-winning summer activities in and around the resort. The 20,000-square-foot spa, fitness center, and poolside cafe have everything you need to stay relaxed and rejuvenated throughout your stay. We also boast 45 miles of golf, over 400 miles of single-track mountain biking and hiking trails, 11 local art galleries, and regular evening night life shows, featuring the likes of the Oblique, the Valley Music, and the Sun Valley Center for the Arts. An original landmark of the West, has become the area's cultural epicenter and "a music pavilion for the ages." If you come for the summer, be sure to check out some of its featured musical events, like the Sun Valley Summer Symphony and Sun Valley Center for the Arts Summer Concert Series.

www.valley.com/press

- Indoor & outdoor ice skating
- Weekly gallery walks
- Music concerts & festivals
- Bowling alley & game room
- 3 outdoor heated swimming pools
- Historic Opera House movie theater
- Spa, fitness center, & yoga studio
- Massage & acupuncture
- Body treatments & salon services
- Live lounge music & piano bar
- Summerline mountain-top dining
- 20 restaurants
- 13 retail shops

- championship golf courses
- 18-hole putting course • virtual golf
- Golf lessons with PGA professionals
- Summer lift and gondola service
- Horseback riding
- Scenic hiking trails
- Mountain biking
- Bald Mountain flow trail
- Guided fly fishing
- Group river rafting
- Sport shooting & gun club
- Lake paddle boating
- Horse-drawn wagon rides
- Paragliding
- Paddle boarding

03



Please join us for the employee appreciation



Barbeque

LOCATION: DORM LAWN/BBQ AREA BEHIND THE MORITZ
BUILDING DATE: WEDNESDAY, SEPTEMBER 6TH
TIME: 11AM - 3PM

Come enjoy free cotton candy, snow cones, popcorn, hot dogs, hamburgers, refreshments, and more! In addition to a pie-eating contest (12 spots available for raffle winners), we will have ladder ball games, a cornhole toss, spider jump trampoline, and a chance to dunk a fellow employee in the dunk tank!

Thanks for another great summer season!

Please join us for the

Employee Appreciation BBQ

LOCATION: DORM LAWN/BBQ AREA BEHIND THE MORITZ
BUILDING DATE: WEDNESDAY, SEPTEMBER 6TH
TIME: 11AM - 3PM

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Thanks for another great summer season!







Dollar Live

Places for learners.
Parks for pros.
And everything in-between.



The ideal location for first-timers to expert skiers and riders.
Sun Valley Resort's Dollar Mountain is the place to be this winter with newly-designed flow-style terrain parks and progressive features. With the help of Snow Park Technologies, Dollar Mountain is stepping into the future of "parks for everyone," from a family-friendly cross course and innovative "Terrain that Teaches" program, to larger skate-style transition parks. Stay tuned for the latest happenings and events for Dollar LIVE—including the debut of mascot "Sunny the Bear"—at sunvalley.com




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