



ELK RIDGE
RESORT

ELK RIDGE RESORT BRAND MANUAL

BRAND GUIDELINES & BEST PRACTICES



ARNE PETERSEN

1937 - 2022

In summarizing the heart and soul of Elk Ridge Resort, it would be remiss not to mention the legacy of Arne Petersen.

With the help of some good friends and some reliable equipment, Arne broke ground and laid the foundation of Elk Ridge Resort with an unwavering work ethic and a humble heart.

A tremendous visionary and courageous entrepreneur, Arne's dream led to the development of a strong community in Northern Saskatchewan filled with genuine hospitality.

Arne had many business ventures throughout his life, but none gave him more satisfaction than building his dream of Elk Ridge.

We are proud to carry on and grow his legacy.

BRAND PROMISES

OUR MISSION

ELK RIDGE RESORT EXISTS TO PROVIDE AN IMMERSIVE, AUTHENTIC SASKATCHEWAN EXPERIENCE IN A TRANQUIL, PICTURESQUE SETTING.

We create a space where families, friends, and colleagues can escape the everyday, reconnect with nature and each other, and return home with renewed energy.

We achieve this through outstanding customer service, diverse activities and amenities, high quality events, and exceptional food and beverage offerings, all designed to deliver unforgettable moments year-round.

TAGLINE

Exhale.... you are here

OUR VISION

To be Saskatchewan's premier all-season resort, renowned for exceptional experiences, genuine Saskatchewan hospitality, and connections with what matters most.

EVERY VISIT LEAVES GUESTS INSPIRED, REJUVENATED, AND EAGER TO RETURN.



AUDIENCE

GROUPS

GROUPS DESIRE COMMUNITY.

Elk Ridge Resort fosters connection by providing inviting spaces, curated experiences, and exceptional service for corporate retreats, weddings, and reunions.

We encourage meaningful moments, seamless gatherings, and shared memories in the heart of nature.

FAMILIES

FAMILIES DESIRE CONVENIENCE.

Designed for ease and enjoyment, we offer family-friendly accommodations, dining, and activities that make travel effortless.

From seasonal adventures to thoughtful amenities, Elk Ridge Resort creates a stress-free getaway where families can relax and reconnect.

ADVENTURERS

ADVENTURERS CRAVE EXPERIENCES.

From golf carts to snowmobiles, Elk Ridge Resort is a destination for those who seek exploration and excitement in every season.

With endless outdoor activities and immersive nature experiences, we offer the perfect blend of challenge and discovery.



CORE VALUES



SASKATCHEWAN HOSPITALITY

WE OFFER GENUINE KINDNESS SO OUR GUESTS CAN PASS IT ALONG.

We create warm, welcoming experiences that make every guest feel at home.

WELLNESS

WE PROVIDE A SPACE FOR RESTORATION.

We provide opportunities for guests to recharge, reconnect with what matters most, and immerse themselves in nature.

EXCELLENCE

WE WORK HARD AND WE CARE ABOUT WHAT WE DO.

We strive for constant improvement and effective problem solving so every guest experiences the best of Elk Ridge Resort.

BRAND VOICE

FRIENDLY

WARM, WELCOMING, & GENUINE

We communicate with a down-to-earth, inviting tone that makes every guest feel at home. Our language is approachable, engaging, and personable, like a conversation with an old friend.

We prioritize clear, thoughtful communication that fosters trust and builds relationships.

DO

- Use inclusive, conversational language (“Join us for a cozy escape in the forest.”)
- Express excitement and hospitality (“We can’t wait to see you!”)
- Keep messaging warm, yet professional, but not overly formal or rigid

DON'T

- Use corporate jargon or overly complex phrasing
- Sound distant, unapproachable, or transactional
- Overpromise.
Be genuine in what we can deliver

HUMBLE

HONEST, & UNPRETENTIOUS

While Elk Ridge is a premier resort, we remain rooted in authenticity and humility. We let the resort’s natural beauty, exceptional service, and guest experiences speak for themselves without arrogance.

Our communication reflects our passion for hospitality without ever feeling boastful.

DO

- Share accomplishments with pride but without exaggeration
- Emphasize guest experiences and community over self-promotion
- Acknowledge our commitment to continuous improvement

DON'T

- Use overly grandiose or self-congratulatory language
- Make claims that feel too promotional or insincere
- Diminish competitors or other destinations. Our focus is on what makes us special

POETIC

EVOCATIVE, INSPIRED, & IMMERSIVE

Our words should reflect the beauty and wonder of Elk Ridge Resort.

We use rich, sensory-driven language to bring the experience to life, helping guests feel the crisp winter air, hear the rustling trees, and taste the warmth of a fireside meal before they even arrive.

DO

- Use descriptive, immersive language (“A peaceful retreat where the whisper of the forest meets the crackle of a warm fire.”)
- Tell stories that transport the audience to Elk Ridge, highlighting the magic of each season
- Keep it elegant and natural, never forced or flowery

DON'T

- Overuse clichés or generic travel phrases
- Make the language so poetic that it loses clarity
- Force a metaphor where simple, beautiful language will do

VISUAL POSITIONING

PHOTOGRAPHY & MEDIA

PHOTOGRAPHY FOCUSES ON TWO CATEGORIES:

THE LOCATION

Wide, panoramic shots that showcase the beauty and vastness of the resort and its surroundings. These images highlight the stunning landscapes, architecture, and natural scenery.

THE MOMENT

Close-up shots that focus on the experience; people enjoying activities, dining, and events, or the small, meaningful details that make a visit special.

EDITING STYLE

Photos should have a soft, natural warmth. Images should be kept true to life with minimal adjustments for brightness and clarity.

GRAPHICS & POSTERS

Graphics should be visually appealing, using strong imagery and minimal text. When more details are necessary, designs should remain clean and simple.



ELK RIDGE RESORT

FAMILY WEEK

FEBRUARY 15TH - 22ND

SATURDAY, FEBRUARY 15TH
SHINNY GAME ON THE POND | 2 PM
TAMARACK TUBING HILL BONFIRE | 3 PM
Shinny kits will be available for purchase at the Front Desk.
MOVIE NIGHT IN THE WAPITI BALLROOM | 7 PM
Movie to be determined! Please sign up at the Front Desk.

SUNDAY, FEBRUARY 16TH
SHINNY GAME ON THE POND | 2 PM
TAMARACK TUBING HILL BONFIRE | 3 PM
Shinny kits will be available for purchase at the Front Desk.
FIREWORKS AT THE POND | 8 PM

MONDAY, FEBRUARY 17TH
MOVIE NIGHT IN THE WAPITI BALLROOM | 7 PM
Movie to be determined! Please sign up at the Front Desk.

TUESDAY, FEBRUARY 18TH
PIZZA MAKING IN THE WAPITI BALLROOM | 4 PM
Guest Price | \$60 • Tax per family of 4
Non-Guest Price | \$75 • Tax per family of 4
Includes family-size Caesar salad & fountain drink.
Additional pizzas will be available for \$5 per pizza.
Please sign up at the Front Desk by February 16th!

WEDNESDAY, FEBRUARY 19TH
COOKIE DECORATING IN THE WAPITI BALLROOM | 3 PM
Guest Price | \$20 • Tax per family of 4-6
Non-Guest Price | \$25 • Tax per family of 2-4
Please sign up at the Front Desk by February 18th!

THURSDAY, FEBRUARY 20TH
FAMILY SKATING DANCE PARTY | 7-8 PM
Please sign up at the Front Desk!

FRIDAY, FEBRUARY 21ST
SHINNY GAME ON THE POND | 2 PM
TAMARACK TUBING HILL BONFIRE | 3 PM
Shinny kits will be available for purchase at the Front Desk.

SATURDAY, FEBRUARY 22ND
WINE TASTING IN THE WAPITI BALLROOM | 2-3 PM
\$30 • Tax per person
Please sign up at the Front Desk by February 21st!

ALL WEEK
ENJOY OUR WINTER ACTIVITIES!
PHOTO SCAVENGER HUNT
Your family could win a free weekend stay in the lodge!

LEARN MORE AT [ELKRIDGERESORT.COM/EVENTS](https://elkridgeresort.com/events)

UNFORGETTABLE

TEAM BUILDING EVENTS

"THEY HAVE EVERYTHING YOU NEED TO GET BACK TO NATURE AND HAVE FUN DOING IT!"
- GUY F.

A man and a woman are sitting in a golf cart on a golf course. The man is driving, and the woman is in the passenger seat. They are both smiling and looking towards the camera.

PLAN YOUR NEXT EVENT WITH US AT [EVENTS.ELKRIDGERESORT.COM](https://events.elkridgeresort.com)

STUNNING

GATHERINGS

"CAN'T SAY ENOUGH ABOUT THIS AS A WEDDING DESTINATION!"
- GAIL S.

A bride in a long white wedding dress is standing on a golf course. She is holding a bouquet of flowers and looking towards the camera. Other people are visible in the background.

PLAN YOUR NEXT EVENT WITH US AT [EVENTS.ELKRIDGERESORT.COM](https://events.elkridgeresort.com)

EXCEPTIONAL

MEETINGS

"ACCOMMODATIONS WERE EXCELLENT. STAFF WERE VERY ACCOMMODATING AND VERY PLEASANT IN DEALING WITH ALL OF US IN A TIMELY MANNER."
- THE HONORABLE GUY F.

A man and a woman are sitting together, smiling and looking towards the camera. They appear to be in a relaxed setting, possibly a lounge or bar.

PLAN YOUR NEXT EVENT WITH US AT [EVENTS.ELKRIDGERESORT.COM](https://events.elkridgeresort.com)

INCREDIBLE

MEMORIES

"ELK RIDGE IS A CANADIAN GEM. FOR ANYONE WANTING AN INCREDIBLE WEEKEND IN NATURE, WITH THE AMENITIES OF A 5-STAR RESORT, I WOULD RECOMMEND IT. IT HAS ACTIVITIES FOR PEOPLE OF ALL AGES. WE CAN'T WAIT TO GO BACK."
- GUY F.

A large, multi-story resort building with a prominent chimney is situated on a hill overlooking a calm lake. The scene is peaceful and scenic.

PLAN YOUR NEXT EVENT WITH US AT [EVENTS.ELKRIDGERESORT.COM](https://events.elkridgeresort.com)

ELK RIDGE RESORT LOGO

PRIMARY LOGO



MONOCHROMATIC VARIATIONS



LOGO FILES

The Elk Ridge Resort logo is the primary logo used for all brand communications and should always be presented clearly and legibly.

The logo may appear in all brand colours, but if it does not use the primary logo colour scheme, it must only use one colour, as in the monochromatic variations.

Each of the logos listed in this manual and their variations can be found [here](#).

BRAND ASSETS

THE ELK ICON

The elk is the primary symbol of Elk Ridge Resort. It serves as an elegant or playful accent for various purposes.

The elk may appear at a low opacity behind text as a background element, or in a small size after sections of text as an accent.

The Elk must always appear in conjunction with a logo. If a logo is not already present on the design, add a logo, or do not use the elk.

The Elk appears in all brand colours.



SPRUCE BRANCHES

Spruce branches may be used to add texture to solid colours. They may appear in any brand colour. Opacity may be lowered depending on the use.

If more than one is used in a design, all overlays must be the same colour and opacity.



LOGO INTEGRITY

Maintaining the logo's integrity at all times ensures guests recognize the Elk Ridge Resort brand both on and off property. These requirements apply to all logos listed in this manual.

REQUIREMENTS

- At minimum, leave space equivalent to the height of the ridge in the elk icon on all sides of the logo.
- Scale the logo proportionately. Do not squash or stretch the logo.
- Only use the logo colours found in this manual or in the logo folder.
- Preserve the original design. Do not remove elements or change the proportions of individual elements.

SPACING

Proper spacing ensures the logo is always presented with dignity and intention, never as an afterthought.



- Use the colour logo on a white or light-colored background. Use the white logo on dark backgrounds
- Maintain legibility when using over imagery or dark backgrounds. When using over imagery, a light drop shadow may be applied, but must not have harsh edges.
- Maintain minimum clear space all around the logo
- The logo should never be smaller than 1/2 inch in width.

USAGE

To maintain brand-wide consistency, the colour, proportions, and individual elements of the logo must remain unchanged from the formats listed in this manual.



DEPARTMENT LOGOS

RESTAURANT LOGOS



PARTNERSHIP LOGOS



8 SECONDS
AT THE 'RIDGE

FONTS

BARLOW CONDENSED

REGULAR | **MEDIUM** | *LIGHT ITALIC*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

USES

HEADINGS, TITLES, SUBHEADINGS.

When used a Title or Heading, use this font in all caps.
Sentence case may be used for subheadings.

May occasionally be used as body text in graphics or menus.
In this case, sentence case or lowercase is preferred.

You may download this font from Google Fonts [here](#).

Source Sans

Regular | **Bold** | *Italic*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

USES

BODY TEXT.

Occasionally as subheadings, in which case, use in all caps.

Italic is reserved for disclaimers & additional text in a small font size.

You may download this font from Google Fonts [here](#).

BRAND COLOURS



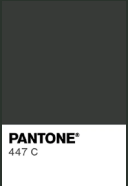
WARM, NATURAL, AND EARTHY

Other colours may occasionally be used as accents for special events, but only with approval from management.

Before using additional colours in your design, ask if the colour is complementary to these brand colours, warm-toned, something you would find in nature around the resort, or earthy (less saturated).

In general, stay away from bright vivid colours and neon. Elk Ridge is a relaxing place to visit, so the colours used in design must reflect this.

BRAND COLOURS

 PANTONE® 7457 C <i>LICHEN GREY</i> RGB 107/99/78 CMYK 20/22/45/58 HEX #6B634E PANTONE 7457 C	 PANTONE® 447 C <i>BLUE SPRUCE</i> RGB 46/51/45 CMYK 71/58/68/61 HEX #2E332D PANTONE 447 C	<i>IRON BLACK</i> RGB 2/17/9 CMYK 78/61/70/83 HEX #021109 <i>LINEN WHITE</i> RGB 247/245/240 CMYK 2/2/4/0 HEX #F7F5F0
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THE PRIMARY COLOURS

Lichen Grey is the colour of sturdy stones and forest moss. This warm, golden grey is the most commonly used colour.

Blue Spruce is the reimagined Elk Ridge Green. This cool blue version of the classic green evokes the same connection to nature, while tying in more neutral tones for greater usability.

These two colours are at the helm of the Elk Ridge brand. Iron Black and Linen White provide further contrast when needed. These colours may be used in place of pure black and white, or against them for texture.

BRAND COLOURS



THE ACCENT COLOURS

Foggy Morning is the colour of the sky, the pond, and the walls of our Lodge rooms. It is crisp, clean, and calming.

Antler is a warm, rosy grey suitable for backgrounds and accents alike.

Timber is the colour of the wood beams and leather that create coziness and warmth in the Lodge.



THANK
YOU