

W I L D E R N E S S  
R O A D

H O S P I T A L I T Y

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BRANDING &  
MESSAGING GUIDE

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## OVERVIEW

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The goal of this document is to provide guidance on the proper standards for communicating about the companies that make up Wilderness Road Hospitality in written and visual form.

You will see guidance on branding pillars for the companies as a group and as individuals, as well as standards for logos, fonts, and colors.

Any inquiries on the information contained in this document should be directed to:

Marketing & Public Relations  
99 Lancaster Street  
Stanford, KY 40484  
Marketing@fsnb.net  
606.365.3555

## BRANDING PILLARS

Messaging for Wilderness Road Hospitality should generally be built around three pillars or relation points for our customers. These are the ideas of retreat, healthy living, and experience.

R E T R E A T

H E A L T H Y  
L I V I N G

E X P E R I E N C E

### RETREAT

The lives of the average Americans seem to get busier everyday. This leads to an innate desire to pursue a slower pace and to retreat for renewal on occasion. This is especially true for people who live and work in highly populated metropolitan areas. Wilderness Road Hospitality's small town setting and slower pace provide these customers with a much needed respite from the hustle and bustle of their lives.

### HEALTHY LIVING

The companies that make up Wilderness Road Hospitality put a high premium on great products and services that appeal to those interested in healthy living. Our restaurants offer all-natural, locally sourced foods that are good for the customers and good for the Earth. Kentucky Soaps & Such provides naturally sourced products infused with essential oils for healthy skin and hair. Esther's Wellhouse uses these products and others to promote relaxation and a healthy mind, body, and spirit through their services.

### EXPERIENCE

Wilderness Road Hospitality offers visitors the opportunity to experience dining, lodging, and services that aren't generally available in our local area. This allows customers to experience the amenities of larger cities and luxury hotels in their own backyard. Our setting is also tailor-made for group events that can be experienced together.

## STAY | EAT | SHOP | RELAX

S M A L L - T O W N C H A R M  
S L O W E R P A C E  
E N J O Y T H E S I M P L E  
T H I N G S  
S O A K I N H I S T O R Y

A L L - N A T U R A L  
L O C A L L Y S O U R C E D  
E S S E N T I A L O I L S  
B O D Y , M I N D , S P I R I T  
R E J U V E N A T I O N  
S U S T A I N A B I L I T Y

B I G C I T Y A M E N I T I E S  
W O R L D C L A S S D I N I N G  
O N E - O F - A - K I N D  
S H O P P I N G  
S H A R E D E X P E R I E N C E

## W I L D E R N E S S R O A D H O S P I T A L I T Y

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The Wilderness Road Hospitality word mark is built using the Mrs Eaves font in the Roman All Petite Caps variation. This font is also used for display text in publications. The primary colors are PMS 419 U and PMS 400 U. PMS 130 U is to be used as an accent color only.

W I L D E R N E S S  
R O A D  
H O S P I T A L I T Y



PMS 419U



PMS 400U



PMS 130U

## FONT STYLES

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### DISPLAY TEXT & HEADLINES

MRS EAVES - ROMAN ALL PETITE CAPS

### BODY COPY

Mrs Eaves OT - Roman

*Mrs Eaves OT - Italic*

**Mrs Eaves OT - Bold**

***Mrs Eaves OT - Bold Italic***

### SANS SERIF

Geogrotesque - Thin

*Geogrotesque - Thin Italic*

Geogrotesque - Light

*Geogrotesque -Light Italic*

Geogrotesque - Regular

*Geogrotesque - Regular Italic*

Geogrotesque - Medium

*Geogrotesque - Medium Italic*

**Geogrotesque - Semi Bold**

***Geogrotesque - Semi Bold Italic***

**Geogrotesque - Bold**

***Geogrotesque - Bold Italic***

## KEY VERBIAGE

SMALL-TOWN CHARM

SLOWER PACE

ENJOY THE SIMPLE  
THINGS

SOAK IN HISTORY

ALL-NATURAL

LOCALLY SOURCED

ESSENTIAL OILS

BODY, MIND, SPIRIT

REST, RELAX,

REJUVENATE,

RESTORE, RENEW,

RECHARGE

SUSTAINABILITY

BIG CITY AMENITIES

WORLD CLASS DINING

ONE-OF-A-KIND

SHOPPING

SHARED EXPERIENCE

## THE INN AT WILDERNESS ROAD

The Inn at Wilderness Road word mark is built using the Mrs Eaves font in the Roman All Petite Caps variation. This font is also used for display text in publications. The horse tying post mark is hand-drawn in raster format and may be removed in certain applications. The primary colors are PMS 419 U and PMS 400 U. PMS 130 U is to be used as an accent color only.



PMS 419U



PMS 400U



PMS 130U

## FONT STYLES

### DISPLAY TEXT & HEADLINES

MRS EAVES - ROMAN ALL PETITE CAPS

### BODY COPY

Mrs Eaves OT - Roman

*Mrs Eaves OT - Italic*

**Mrs Eaves OT - Bold**

***Mrs Eaves OT - Bold Italic***

### SANS SERIF

Geogrotesque - Thin

*Geogrotesque - Thin Italic*

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*Geogrotesque - Regular Italic*

Geogrotesque - Medium

*Geogrotesque - Medium Italic*

**Geogrotesque - Semi Bold**

***Geogrotesque - Semi Bold Italic***

**Geogrotesque - Bold**

***Geogrotesque - Bold Italic***

## KEY VERBIAGE

SMALL-TOWN CHARM

SLOWER PACE

ENJOY THE SIMPLE  
THINGS

SOAK IN HISTORY

BIG CITY AMENITIES

SHARED EXPERIENCE

ALTERNATIVE

LODGING

RESTORATION

SPIRITUAL RETREAT

### ALTERNATE



THE HOUSES  
AT WILDERNESS  
ROAD

## ESTHER'S WELLHOUSE

The Esther's Wellhouse word mark is built using the Mrs Eaves font in the Roman All Petite Caps variation. This font is also used for display text in publications. The primary colors are PMS 419 U and PMS 5497 C. PMS 5527 C is to be used as an accent color only.



ESTHER'S  
WELLHOUSE



PMS 419U



PMS 5497C



PMS 5527C



## FONT STYLES

### DISPLAY TEXT & HEADLINES

MRS EAVES - ROMAN ALL PETITE CAPS

### BODY COPY

Mrs Eaves OT - Roman

*Mrs Eaves OT - Italic*

**Mrs Eaves OT - Bold**

***Mrs Eaves OT - Bold Italic***

### SANS SERIF

Geogrotesque - Thin

*Geogrotesque - Thin Italic*

Geogrotesque - Light

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Geogrotesque - Regular

*Geogrotesque - Regular Italic*

Geogrotesque - Medium

*Geogrotesque - Medium Italic*

**Geogrotesque - Semi Bold**

***Geogrotesque - Semi Bold Italic***

**Geogrotesque - Bold**

***Geogrotesque - Bold Italic***

## KEY VERBIAGE

FOR SUCH A TIME

AS THIS

REJUVENATION

RENEWAL

RELAXATION

BODY, MIND, SPIRIT

HEALING

HEALTHY LIVING

FULL SERVICE SPA

## ALTERNATE



ESTHER'S  
WELLHOUSE

AT WILDERNESS  
ROAD

## BLUEBIRD

Bluebird's word mark is built using the Ribbon font. The primary colors are PMS 566 C, Black, and White. The bluebird mark is built using PMS 7689 C, PMS 647 C, PMS 483 C, and Black.



BLUEBIRD



BLUEBIRD



PMS 566C



PMS 7689C



PMS 647C



PMS 483C



BLACK

## FONT STYLES

### DISPLAY TEXT & HEADLINES

MRS EAVES - ROMAN ALL PETITE CAPS

### BODY COPY

Mrs Eaves OT - Roman

*Mrs Eaves OT - Italic*

**Mrs Eaves OT - Bold**

***Mrs Eaves OT - Bold Italic***

### SANS SERIF

Geogrotesque - Thin

*Geogrotesque - Thin Italic*

Geogrotesque - Light

*Geogrotesque -Light Italic*

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**Geogrotesque - Semi Bold**

***Geogrotesque - Semi Bold Italic***

**Geogrotesque - Bold**

***Geogrotesque - Bold Italic***

## KEY VERBIAGE

ALL-NATURAL

LOCALLY SOURCED

FARM-TO-TABLE

FRESH INGREDIENTS

SUSTAINABILITY

RESTORATION

CASUAL DINING

WORLD-CLASS CHEF

PASTURED MEATS

HOUSE-MADE

## ALTERNATE



BLUEBIRD

AT WILDERNESS

R O A D

## MAMA DEVECHIO'S PIZZERIA

Mama DeVechio's Pizzeria's word mark is built using Campinile Regular, Bodoni MT Condensed Bold, and Keep Calm Regular fonts. The primary colors are PMS 492 C, PMS 540 C, and White. PMS 120 C is to be used as an accent color only.



PMS 492C



PMS 540C



PMS 120C

## FONT STYLES

### DISPLAY TEXT & HEADLINES

**BODONI MT CONDENSED BOLD**

**CAMPINILE REGULAR**

**TM STANLEY**

### BODY COPY

Mrs Eaves OT - Roman

*Mrs Eaves OT - Italic*

**Mrs Eaves OT - Bold**

*Mrs Eaves OT - Bold Italic*

### SANS SERIF

Geogrotesque - Thin

*Geogrotesque - Thin Italic*

Geogrotesque - Light

*Geogrotesque - Light Italic*

Geogrotesque - Regular

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*Geogrotesque - Medium Italic*

**Geogrotesque - Semi Bold**

***Geogrotesque - Semi Bold Italic***

**Geogrotesque - Bold**

## KEY VERBIAGE

WE TAKE DOUGH

SERIOUSLY

NON-GMO

HANDMADE

KENTUSCANY

MAMA D'S DIFFERENCE

SUSTAINABILITY

PASTURED MEATS

GOOD FOOD YOU CAN

FEEL GOOD ABOUT

## ALTERNATE





## CERULEAN

The Cerulean word mark is built using the Trajan Pro 3 Light font. The primary colors are PMS 297 C, PMS Cool Gray 3 U, and White.



PMS 297C



PMS COOL GRAY 3U

## FONT STYLES

### DISPLAY TEXT & HEADLINES

MRS EAVES - ROMAN ALL PETITE CAPS

TRAJAN PRO 3 LIGHT

### BODY COPY

Mrs Eaves OT - Roman

*Mrs Eaves OT - Italic*

**Mrs Eaves OT - Bold**

***Mrs Eaves OT - Bold Italic***

### SANS SERIF

Geogrotesque - Thin

*Geogrotesque - Thin Italic*

Geogrotesque - Light

*Geogrotesque - Light Italic*

Geogrotesque - Regular

*Geogrotesque - Regular Italic*

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*Geogrotesque - Medium Italic*

**Geogrotesque - Semi Bold**

***Geogrotesque - Semi Bold Italic***

**Geogrotesque - Bold**

***Geogrotesque - Bold Italic***

## KEY VERBIAGE

WORLD-CLASS

CATERING

FINE DINING

GOURMET

UNIQUE SETTING

EVENT EXPERTS

CUSTOM MENUS

WORRY FREE

PLANNING

## ALTERNATE



## KENTUCKY SOAPS & SUCH

The Kentucky Soaps & Such word mark is built using Minion Pro and Apple Chaucery fonts. The primary colors are PMS 534 C and White.

STANFORD  
KENTUCKY  
*Soaps & Such*

STANFORD  
KENTUCKY  
*Soaps & Such*



PMS 534C

## FONT STYLES

### DISPLAY TEXT & HEADLINES

MRS EAVES - ROMAN ALL PETITE CAPS

*Jane Austen*

GOUDY BOOKLETTER 1911

### BODY COPY

Mrs Eaves OT - Roman

*Mrs Eaves OT - Italic*

**Mrs Eaves OT - Bold**

***Mrs Eaves OT - Bold Italic***

### SANS SERIF

Geogrotesque - Thin

*Geogrotesque - Thin Italic*

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**Geogrotesque - Semi Bold**

***Geogrotesque - Semi Bold Italic***

**Geogrotesque - Bold**

## KEY VERBIAGE

HEALTHY LIVING

ESSENTIAL OILS

UNIQUE GIFTS

ARTISAN

HANDCRAFTED

GOAT MILK SOAP

ONE-OF-A-KIND

PROMOTE THE GOAT

DAISY'S PICKS

BATH PRODUCTS

PARIBAN FREE

NATURAL

## ALTERNATE

STANFORD  
KENTUCKY  
*Soaps & Such*  
WILDERNESS  
ROAD

W I L D E R N E S S  
R O A D  
H O S P I T A L I T Y