

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

---

BRANDING &  
MESSAGING GUIDE

---

## OVERVIEW

---

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

SMALL-TOWN CHARM  
SLOWER PACE  
ENJOY THE SIMPLE THINGS  
SOAK IN HISTORY

ALL-NATURAL  
LOCALLY SOURCED  
ESSENTIAL OILS  
BODY, MIND, SPIRIT  
REJUVENATION  
SUSTAINABILITY

BIG CITY AMENITIES  
WORLD CLASS DINING  
ONE-OF-A-KIND SHOPPING  
SHARED EXPERIENCE

## THE GRAND

The Grand word mark is built using Goudy Old Style Bold and Gotham Bold fonts. Goudy Old Style Bold may be used for display text in publications. Standard Wilderness Road Hospitality fonts should be used in other applications. The “G” mark can be used separately 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 P 108-16 C



PMS P 5-8 U



WHITE

## FONT STYLES

### DISPLAY TEXT & HEADLINES GOUDY OLD STYLE - BOLD

#### 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

PERFORMING ARTS

HIGH-END

ENTERTAINMENT

KENTUCKY FLAVOR

LOCAL HISTORY

INTIMATE VENUE

HISTORIC LANDMARK

## ALTERNATE



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