# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Website: discovervail.com</td>
<td>3</td>
</tr>
<tr>
<td>New Lodging Booking Platform</td>
<td>5</td>
</tr>
<tr>
<td>Campaign &amp; Logos</td>
<td>7</td>
</tr>
<tr>
<td>Campaign Color &amp; Type</td>
<td>10</td>
</tr>
<tr>
<td>Downloadable Photos/Videos</td>
<td>13</td>
</tr>
<tr>
<td>Public Relations Resources</td>
<td>17</td>
</tr>
<tr>
<td>Fly Vail Information</td>
<td>18</td>
</tr>
<tr>
<td>Sustainability</td>
<td>19</td>
</tr>
<tr>
<td>COVID-19 Vail Business Resources</td>
<td>20</td>
</tr>
</tbody>
</table>
NEW WEBSITE FOR VAIL, CO
DISCOVERVAIL.COM
WELCOME TO DISCOVERVAIL.COM

Discovervail.com has just launched and will represent Vail, CO for the Spring, Summer and Fall months.

- Listing of all TOV businesses (dining, shopping, lodging, activities, etc.)
- Full Vail Event Calendar
- Lodging Booking Component
- Complementary of vail.com, cross linking between the two, based upon the guest needs.
Welcome to DiscoverVail.com

The VLMD has funded the Book Direct platform to ensure the best experience for both our guest and our properties in Vail.

- All revenue and bookings go directly to the individual properties
- Any Vail property* can be listed
- Check to ensure your reservation system is connected.
- To connect your property contact: Liz Gladitsch: Lgladitsch@vailgov.com

*Must have a business license with Town of Vail

View Community Integration Plan
The goal of DiscoverVail.com is to have the most accurate information to provide to our guests. If you see outdated or missing information, please fill out one of the forms below.

- **GROUP/WEDDING VENUE UPDATE**
- **ADD/EDIT AN EVENT**
- **ADD/EDIT A BUSINESS**
- **CONNECT YOUR PROPERTY***

*see page above
SUMMER CAMPAIGN

CAMPAIGN & LOGOS
CAMPAIGN GUIDE: EXAMPLES IN MARKET

Print example

FIND THAT THE BEST WAY TO RECHARGE, IS TO UNPLUG.

With stunning mountain vistas, exhilarating outdoor activities and a Bavarian-inspired village full of world-class shopping and dining, Vail is where you can live a life full of endless possibilities and find the freedom to explore what you’ve been missing.

DISCOVERVAIL.COM

Banner/Social example
LOGOS

TOWN OF VAIL + URL

DISCOVERVAIL.COM

URL ONLY

VAIL WORDMARK

DV WORDMARK

DV WORDMARK + URL

DOWNLOADABLE LOGOS HERE
COLOR PALETTE

The campaign introduces two new warm colors that compliment the summer photo assets and can be used as a background color or an accent or CTA button color.

BACKGROUND AND ACCENT COLORS

- **White**
  - RGB: R255 G255 B255
  - CMYK: C0 M0 Y0 K0
  - Hex Code: #f1eadf

- **VLMD Cream**
  - RGB: R231 G234 B223
  - CMYK: C2 M4 Y9 K2
  - Hex Code: #f1eadf

- **VLMD Gold**
  - RGB: R225 G206 B122
  - CMYK: C13 M14 Y63 K0
  - Hex Code: #e1ce7a

EXAMPLES:

- **VAIL**

- **Find Your Thrill**

- **Discover Vail This Summer**
TYPOGRAPHY

The campaign utilizes the Vail Resorts brand fonts, used only in black or white.

**HEADLINE:**

AVENIR NEXT CONDENSED: DEMI BOLD

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**HEADLINES:**

Letter spacing of headlines should be tracked very wide, as wide as is appropriate for the layout. When used with a subhead, there should be a significant difference between primary and secondary font sizes. Should be set in all caps.

**BODY COPY:**

Body copy can be set in Avenir Medium in a legible size.

**SUBHEAD:**

AVENIR: Medium

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**BODY COPY:**

AVENIR: Book

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
SUMMER CAMPAIGN
PHOTOGRAPHY & VIDEO
Vail is a leader in the industry and presents itself as a world-class mountain resort. A leader never rests on their laurels, and Vail has continuously surpassed its own benchmarks of innovation. This relentless pursuit towards perfection is tangible in every element of Vail’s offerings. We want our video content and photography to reflect a bold, trail-blazing character, and convey a positive, vibrant sense of adventure.

AUTHENTICITY
Our imagery should project the powerful emotional reaction people have while enjoying their experiences and capture them in a candid, genuine way. The image should draw the viewer into the moment as it authentically unfolds.

THE VAIL EXPERIENCE THOUGH ITS TERRAIN
Vail Mountain and its villages should be the canvas that brings an emotional story to life. We want to balance the authentic moments of our character’s story with stunning visual sense of place.

CONTENT
Our imagery reflects one or more of our three key audiences: Family with tweens/teens, Active Professionals and Super Boomers. The subject matter should show people in environments that are not overly crowded. Avoid scenes with large gatherings of
PHOTO/VIDEO USAGE

Vail Summer Video Usage Instructions

- The VLMDAC will allow TOWN OF VAIL business and community partners use of the 2020 summer videos including :30’s, :15’s and :06’s
- The VLMDAC will allow TOWN OF VAIL business and community partners use of the Broll to incorporate into your own marketing.
- The VLMDAC requests that these videos be used in digital marketing efforts only; including a website, email and social marketing efforts.
- The video must link to the website discovervail.com
- If the video is shared on social media platforms. Tag @DiscoverVailCO and #DiscoverVail

DOWNLOADABLE VIDEOS HERE

Vail Summer Photography Usage Instructions

- The VLMDAC will allow TOWN OF VAIL business and community partners use of the 2020 summer images
- If the photo is shared on social media platforms. Tag @DiscoverVailCO and #DiscoverVail

DOWNLOADABLE PHOTOS HERE
PUBLIC RELATIONS

KEEP US INFORMED
Knowing what is going on throughout the community helps us to better promote the destination. Please include MYPR on any press release distribution lists to ensure your content is included on discovervail.com media center.

Send your press releases to: DiscoverVailPR@myprco.com

PR RESOURCES
Including free things to do in Vail and talking points on Vail’s Bavarian villages

VAIL PR BOILERPLATE
Discover Vail in the spring, summer and fall. There’s no place like Vail for year-round recreation, outdoor pursuits and cultural experiences in the heart of the Colorado Rockies. Nestled at the foot of Vail mountain just two hours west of Denver, Vail’s fresh air, rugged beauty and charming pedestrian villages await visitors. Discover quaint Bavarian villages where outdoor activities abound and the performing arts flourish. Matching the incredible winter mountain experience, Vail from May through October is characterized by a rich culinary scene, family activities, world-class events and everything in between.
FLY VAIL (EGE)

Access to Vail is easy and convenient via Eagle County Regional Airport (EGE) and Denver International Airport (DEN). EGE has non-stop jet service from numerous major domestic and international cities, and DEN is just two hours east of Vail.

Eagle County Regional Airport provides non-stop flights from 14 major markets in the winter, and two in the summer, Dallas/Ft. Worth and Denver with Denver service year-round. This makes traveling to Vail extremely convenient regardless of the time of year you visit. One-stop connections are available from over 250 cities worldwide, making EGE the number one choice for frequent visitors to Vail.
SUSTAINABILITY EFFORTS

VAIL’S COMMITMENT TO SUSTAINABILITY

Vail is one of the most beautiful places on earth. Which is why those of us lucky enough to live, visit, and play here care about keeping our footprint small, our resources plentiful, and our contribution to sustainability top of mind. It’s the least we can do for the place we all love.

LEARN MORE HERE

DOWNLOADABLE RESOURCES
COVID-19 BUSINESS RESOURCES

View the below page for access to documents and resources relating specifically to Vail businesses. This page will be updated as the COVID-19 situation shifts so be sure to check back often. Content includes:

- Printable informational signage
- County Business Toolkit
- Vail Strong Videos
- More

VIEW BUSINESS RESOURCE PAGE

VISITOR RESOURCE PAGE
THANK YOU