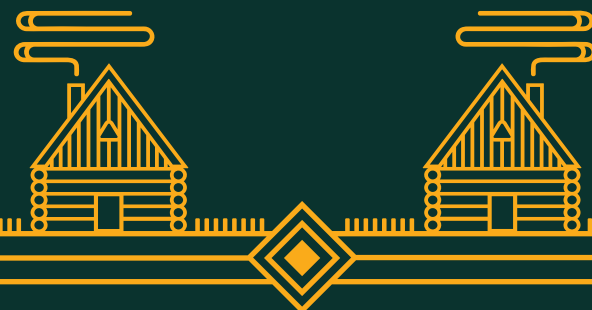




BRANDING & STYLE GUIDE



THE COMPANY

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THE COMPANY





ABOUT CRYSTAL ROCK

Crystal Rock Campground is located near Sandusky, Ohio is just minutes from Cedar Point Amusement Park and the Lake Erie Islands, including Put-in-Bay and Kelleys Island! Crystal Rock offers campers a one of a kind quiet place to stay with nearby access to a variety of area attractions.

Crystal Rock seamlessly combines the sense of luxury and the essential peacefulness of nature. The sprawling 100-acre property provides guests with upscale cabins, luxury glamping tent camp sites, deluxe RV camping spots and the Crystal Rock Event Center. Attention to detail can be seen in every aspect at Crystal Rock – from custom camp chairs by the fire to the famous Crystal Camp shop.

There is never a dull moment at Crystal Rock – you can spend your day fishing in one of our ponds, hiking 8 miles of trails or canoeing. If relaxation is what you're looking for, you can read a book in a camp pavilion or enjoy a glass of wine under the stars. With incredible scenery and top of the line amenities, Crystal Rock is sure to offer campers the perfect getaway.

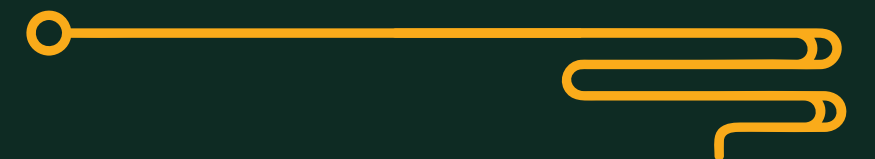


Crystal Rock's mission is to provide guests with an unforgettable experience that can last a lifetime.

Crystal Rock strives to bring families and campers together through the joy of being outdoors. Crystal Rock works to provide a high-quality camping and recreational experience for all ages by enhancing the well-being each individual.



THE MARK





CRYSTAL ROCK

THE MARK

Crystal Rock is a one of a kind camping getaway. In an effort to bring that same highend mentality to the brand, Crystal Rock has chosen to set themselves apart in more ways than one. The primary logo consists of custom graphic elements and a custom a typeface unique to Crystal Rock. The mark has similarities to patch when worn is an be worn with pride.

As the primary mark that represents Crystal Rock in all visual media, the correct usage of the mark is vital. Crystal Rock has worked to establish a unified brand system that seamlessly combines the sense of luxury and the essential peacefulness of nature.



CLEARSPACE

when using the Crystal Rock signature logo one must insure to always maintain the minimum amount of clearspace. This use of clearspace is shown in the diagram to the left. This clearspace will ensure that the Crystal Rock logo will be properly portrayed in various types of media.

SIZE

When using the Crystal Rock logo, the proper sizing must always be applied. In print application, one must use a minimum inch of 1". During digital application, the minimum size is 100px in width.



1" MINIMUM WIDTH PRINT



100PX MINIMUM WEB WIDTH

CORRECT USAGE



FULL COLOR ON WHITE BACKGROUND



WHITE ON DARK BACKGROUND



SOLID COLOR ON WHITE BACKGROUND



FULL COLOR ON IMAGE WITH 25% OVERLAY

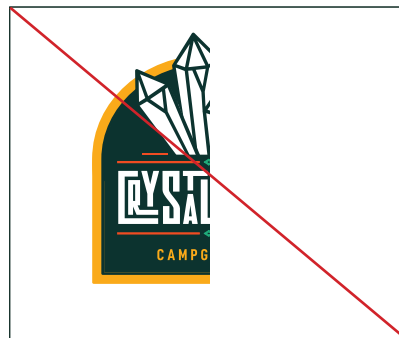
INCORRECT USAGE X



USING ANY COLORS OUTSIDE OF CR SCHEME



CHANGING PROPORTIONS OF ELEMENTS



CUTTING LOGO IN HALF



WHITE ON A LIGHT COLORED BACKGROUND

CORRECT USAGE

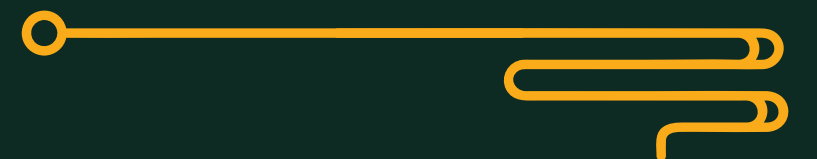
when using the Crystal Rock signature logo one must insure it's usage remains correct. The four examples displayed to the far left are the proper ways to use the Crystal Rock logo. These prime examples are ways one could possibly alterate the logo if needed – which in all can be made with appropriate scaling and color changes leaving logo still legible to the naked eye. Any other uasge or application of the Crystal Rock logo is to be disapproved till proven otherwise.

INCORRECT USAGE

Displayed in the far right boxes are four examples when one may be breaking the rules of application. The Crystal Rock logo can not be manipulated including: using unrelated color scheme, changing proportions, cutting the logo in half, and placing the logo in white over a image or color that makes it unlegible.



THE LOOK



TYPOGRAPHY

Typography plays an important role in a brand's identity besides the mark itself, typography is perhaps the second most important piece of any successful branding. For Crystal Rock consistency is created across all printed and digital materials by using typefaces from the DIN family. D-DIN has been chosen for Crystal Rock for its dual purpose in both style and legibility.



WOODS GREEN
PANTONE 627 C
C=86 M=56 Y=67 K=60



SUNSET ORANGE
PANTONE 7417 C
C=0 M=85 Y=100 K=0



HAMMOCK YELLOW
PANTONE 7409 C
C=0 M=37 Y=100 K=0



CANOE GREEN
PANTONE GREEN C
C=78 M=5 Y=69 K=0



CUSTOM TYPE USED IN APPLICATIONS

D-DIN REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . , ? ! &
% \$ @

D-DIN BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . , ? ! &
% \$ @

D-DIN ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . , ? ! &
% \$ @

D-DIN COND. BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . , ? ! &
% \$ @

D-DIN COND. REG

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . , ? ! &
% \$ @

COLOR

The proper use of color will help to enhance the communication and overall experience of the Crystal Rock identity. The color palette was chosen to attract the eyes of customers and through the art of the unexpected represent the overall ideals that Crystal Rock has to offer. Each of the color meanings are as follows:

WOODS GREEN represents Crystal Rock's connection to nature and commitment to keeping their customer's feel that connection too.

SUNSET ORANGE represents the energy and creativity that one can find while visiting Crystal Rock. Also nothing can beat a camp sunset.

HAMMOCK YELLOW represents the life and joy that campers will be able to find at Crystal Rock making those life long connections.

CANOE GREEN represents that over sense of calmness and rejuvenation that the camp provides something that is hard to find in everyday life.



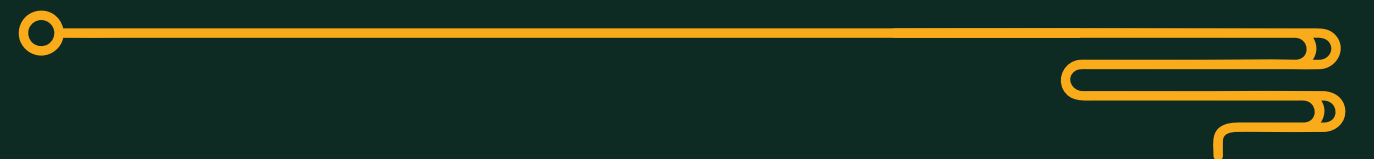
PHOTOGRAPHY

Photography is also an important element in Crystal Rock's brand message. This aspect in itself can make or break a brand of such nature. All imagery should be used to show Crystal Rock in a classy but also fun manner. Images will focus on the sense of luxury found within camp such as accommodations, the people, and camping activities. Color scheme is also a huge aspect used in tying together the Crystal Rock brand. While choosing photography picking photos with hues of yellow, green, or teal are a successful way to keep the feeling of cohesion when paired with the Crystal Rock logo and Illustrations.



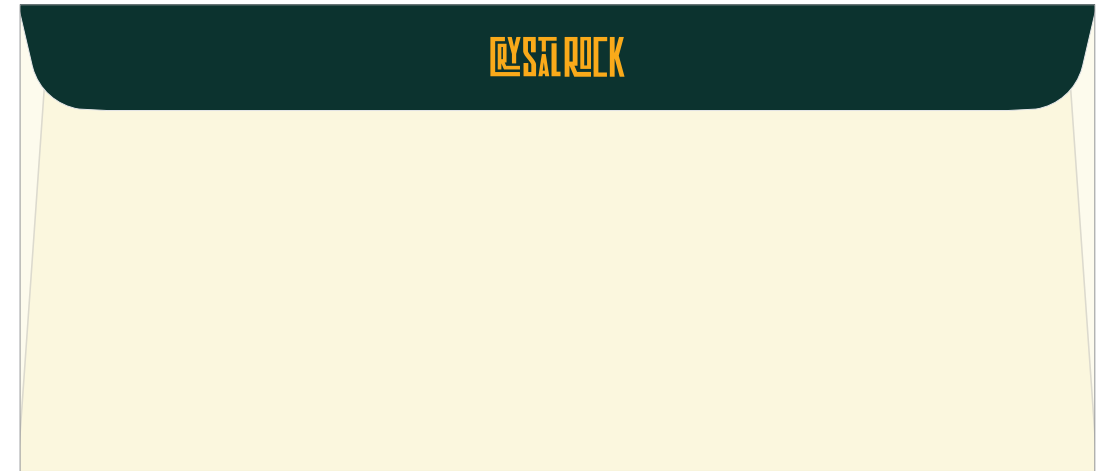


THE APPLICATION

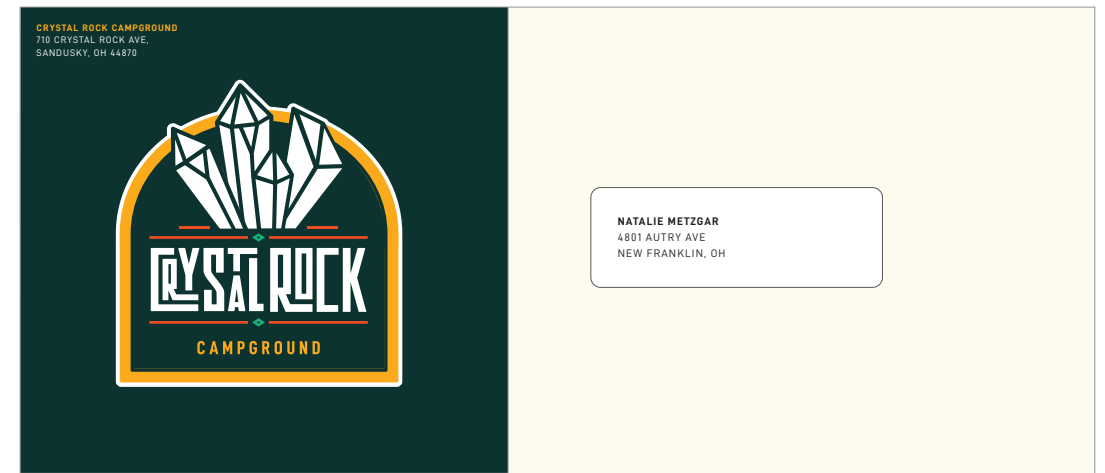




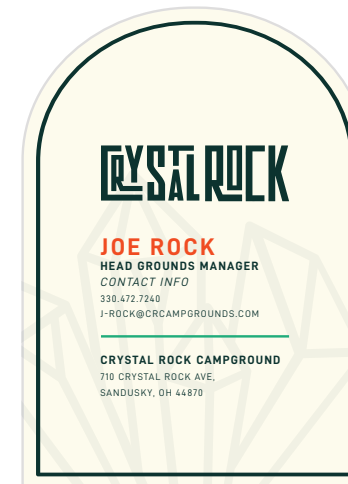
LETTERHEAD
FRONT & BACK



ENVELOPE
FRONT



ENVELOPE
BACK



BUSINESS CARD
FRONT



BUSINESS CARD
BACK

INVOICE
(WITHOUT ENVELOPE)



INFO@CRYSTALROCK.COM
419.684.7177
CRYSTALROCKCAMPGROUND.COM

INVOICE	
NATALIE METZGAR 4801 AUTRY AVE. NEW FRANKLIN, OH 44319	INVOICE NO. METZ-2439678 NOVEMBER 15TH, 2021

QTY	ITEM NO.	DESCRIPTION	TOTAL
1	GTHQ-10042	CRYSTAL CAMP SIGNATURE HOODIE	\$39.99
1	CPTY-10682	EMBROIDERED PATCH SET	\$12.99
1	NPHJ-30452	ROCK THE CAMP FESTIVAL CAMPING PASS	\$150.00
1	KDMG-30513	SEASONAL CAMP PARKING PASS	\$70.00


NOTES:
Due to high demand seasonal camping passes are limited to 2 per camper for the 2021/2022 Crystal Rock camping season. Questions or additional information on how to obtain more passes please contact our STAFF at INFO@CrystalRock.com

SUB TOTAL	\$272.98
TOTAL PAID	\$272.98
TOTAL DUE	\$0.00

THANK YOU FOR YOUR BUSINESS!

CRYSTAL ROCK CAMPGROUND • 710 CRYSTAL ROCK AVE, SANDUSKY, OH

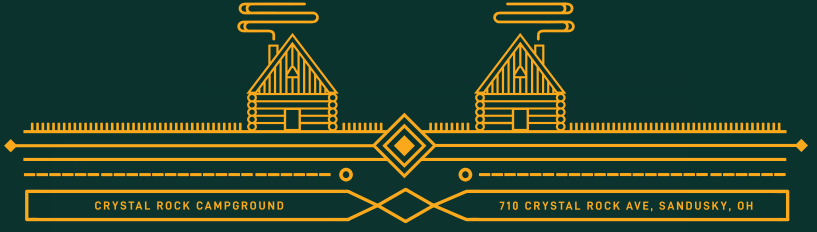
INVOICE
(WITH ENVELOPE)



INFO@CRYSTALROCK.COM
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CRYSTALROCKCAMPGROUND.COM

INVOICE
NATALIE METZGAR
INVOICE NO. METZ-2439678

CRYSTAL ROCK

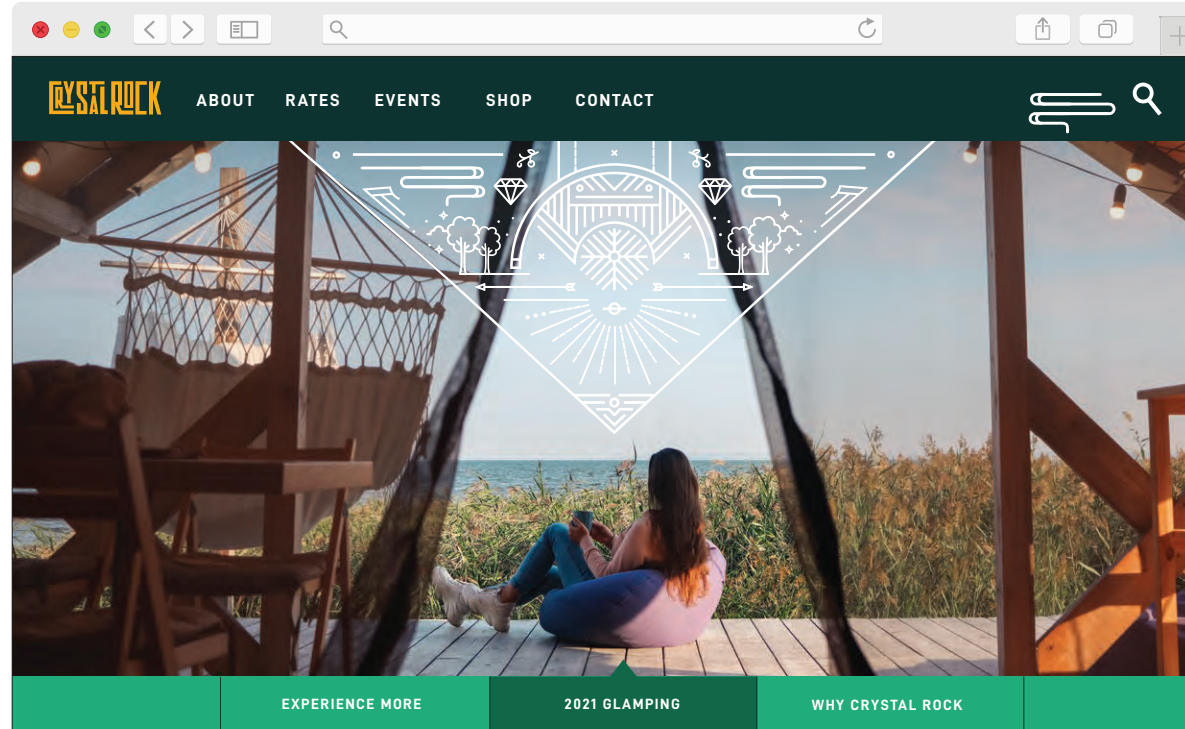


CRYSTAL ROCK CAMPGROUND 710 CRYSTAL ROCK AVE, SANDUSKY, OH

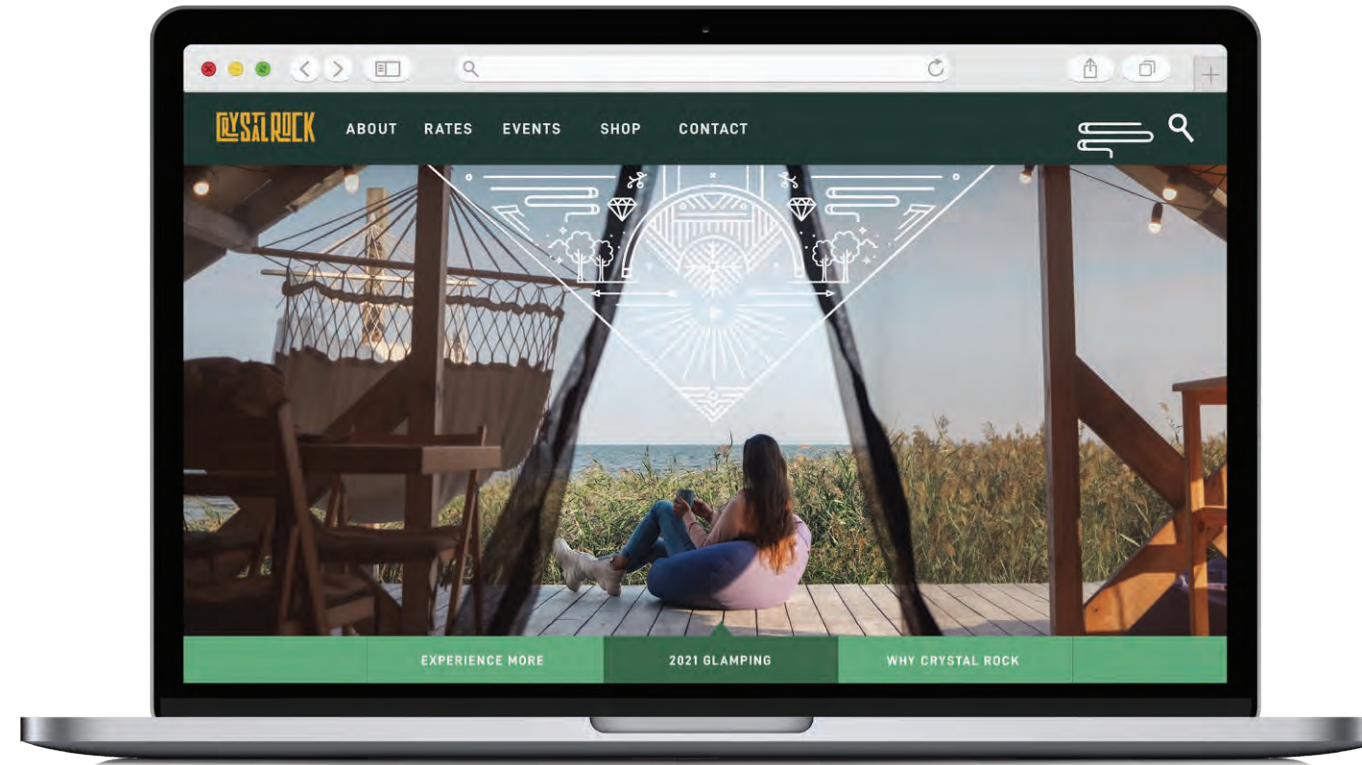
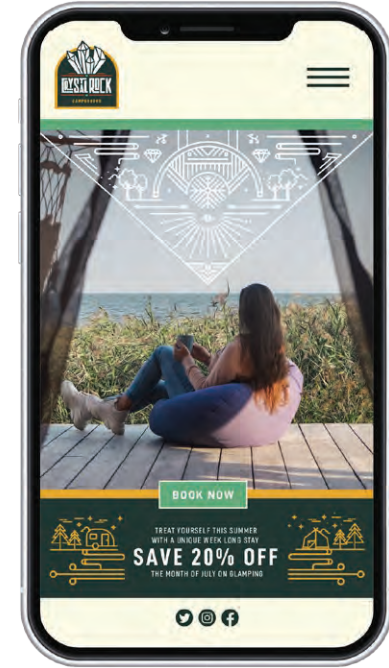
WEBSITE HOME PAGE



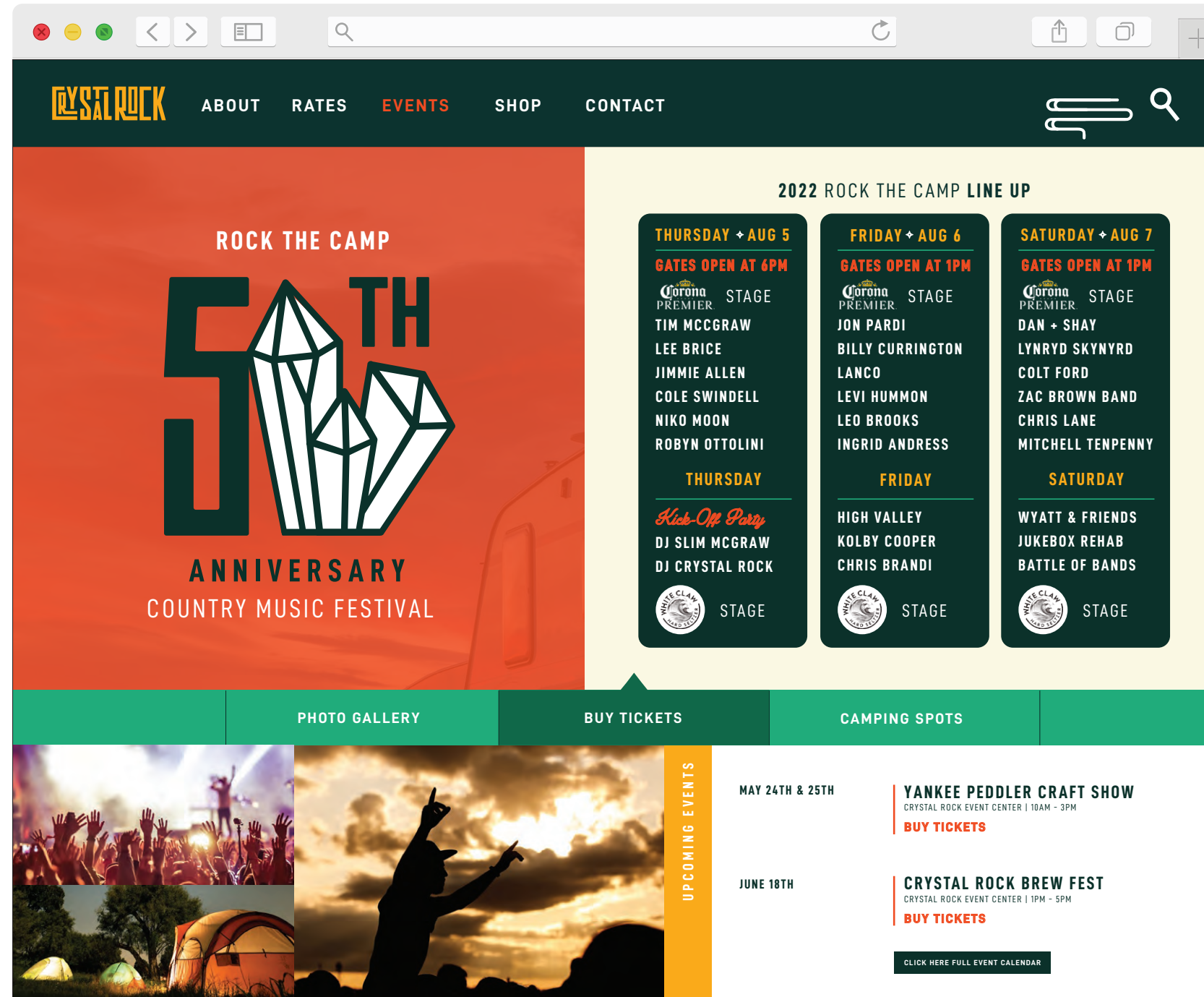
WEBSITE HOME PAGE



WEBSITE HOME PAGE MOBILE



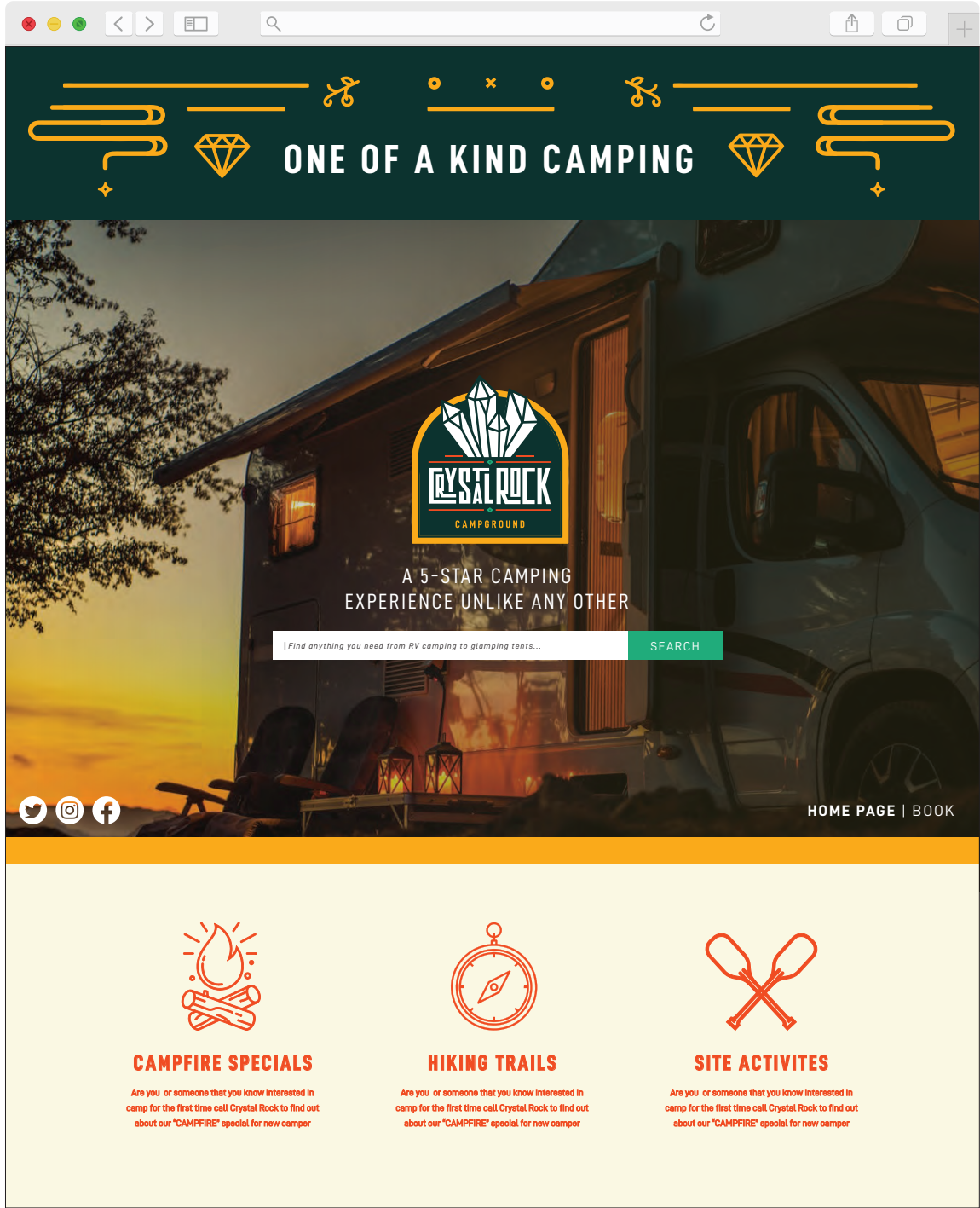
WEBSITE
EVENTS PAGE



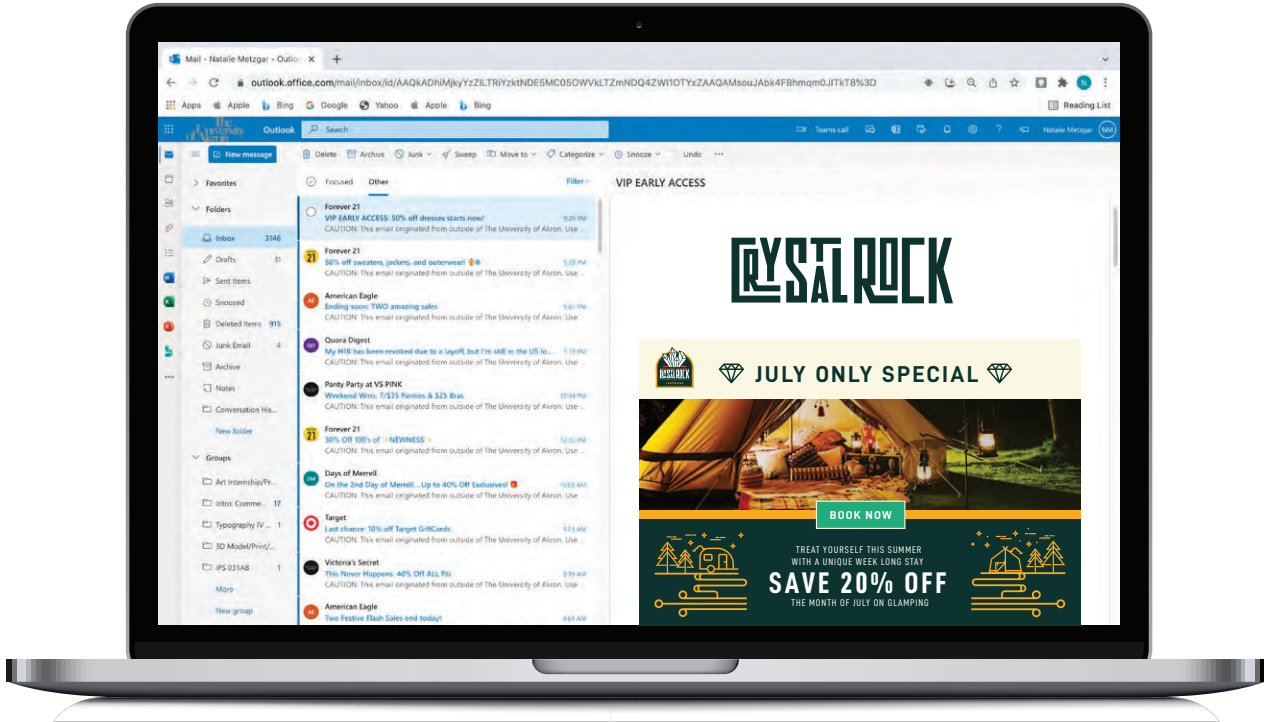
WEBSITE
EVENTS PAGE MOBILE



WEBSITE
LANDING PAGE



HMTL
EMAIL BLAST



MAGAZINE AD
HALF PAGE

tips For Kids

and structured

routine, which
This structure
and self-control.
encourages a
healthy eating
habits far into

secure, they feel
, to play and to
nce to express
y are.

is all about
ing, doing fun
ls, joining new
s a very major
take few step
roper summer

d for kids. The
to the summer
for kids to learn
this article has
efits of summer
the kids with new
programs and
and fun loving.

FIND LOVE

CRYSTAL ROCK
CAMPGROUND

FIND LOVE ON A ONE OF A KIND CAMPING ADVENTURE UNLIKE YOU'VE EVER EXPERIENCED.

BOOK YOUR STAY TODAY 419.684.7177 crystalrockcampground.com FOLLOW US ON | [Twitter] [Instagram] [Facebook]

AD 1

DISCOVER

CRYSTAL ROCK
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AD 2

@NNECT

CRYSTAL ROCK
CAMPGROUND

CONNECT WITH OLD FRIENDS ON A ONE OF A KIND ADVENTURE UNLIKE YOU'VE EVER EXPERIENCED.

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AD 3

SOCIAL MEDIA
AD CAMPAIGN

CampCrystalRock

@CONNECT *with old friends*

likes Jules_pj32 and 14565 more

CampCrystalRock Happy Monday Campers! Are you looking for a more unique way to spend to quality... more
See 78 comments

AD 1

CampCrystalRock

DISCOVER *lost family time*

likes Jules_pj32 and 14565 more

CampCrystalRock Happy Tuesday Campers! Are you looking for a more unique way to spend to quality... more
See 78 comments

AD 2

Instagram

eme_23 benthomas nickjip 36_luis loralai

CampCrystalRock

FIND LOVE *where it's easy*

likes Jules_pj32 and 14565 more

CampCrystalRock Happy Wednesday Campers! Are you looking for a more unique way to spend to quality... more
See 78 comments

17

AD 3

MAGAZINE
EVENT HALF PAGE AD

03/24
nostrud exercitatio
ullamcorper



ROCK THE CAMP
50TH
ANNIVERSARY
COUNTRY MUSIC FESTIVAL

PRESENTED BY
Corona PREMIER
WHITE CLAW

Oat voluptat nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in

EVENT EXTRAS
(TICKETS & WRISTBANDS)



ROCK THE CAMP
50TH
ANNIVERSARY
General admission

SCAN HERE
CRYSTAL ROCK
CrystalRock.com (Rock the Camp)

0982015

EVENT CENTER ROW & SEATING INFORMATION
GATE A ROW 8 SEAT 12

2022 CRYSTAL ROCK FRIDAY VIP

2022 CRYSTAL ROCK 3-DAY VIP

0982015 2022 CRYSTAL ROCK GENERAL ADMISSION

0982015 2022 CRYSTAL ROCK BEER PASS Corona PREMIER



CAN COOLER
(FRONT)



CAN COOLER
(BACK)



SIGNAGE
TRAIL GUIDE & MAP



SIGNAGE
OUTDOOR DIRECTIONAL



SIGNAGE
ROADSIDE ENTRANCE

SIGNAGE
CAMPGROUND ENTRANCE



SIGNAGE
CAMP OFFICE HOURS



CRYSTAL ROCK POSTER
SIGNATURE DESIGN





CRYSTAL ROCK
SUNBRUST LANTERN



CRYSTAL ROCK
SIGNATURE CAMPING TENT



CRYSTAL ROCK
FOLDING CAMP CHAIR



RUFUS THE DOG
SIGNATURE CRYSTAL BANDANA



CRYSTAL ROCK
WOVEN THROW BLANKET

APPLICATION

CRYSTAL ROCK
SIGNATURE ITEMS COLLECTION



APPLICATION



CRYSTAL CAMP SHOP
LEATHER PATCH BEANIE



CRYSTAL CAMP SHOP
PENNANT FLAG

CRYSTAL CAMP SHOP
EMBROIDERED PATCH SET



CRYSTAL CAMP SHOP
KIDS DRAGON FLY T-SHIRT

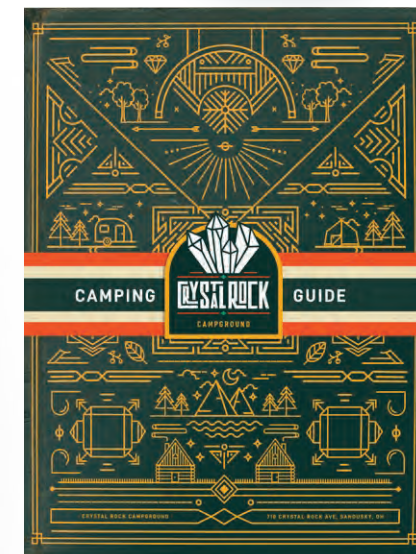
CRYSTAL CAMP SHOP
SIGNATURE CAMP HOODIE



CRYSTAL CAMP SHOP
VINTAGE BOOKBAG



CRYSTAL CAMP SHOP
CAMPING GUIDE





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