



Brett Montplaisir

Senior Project 1

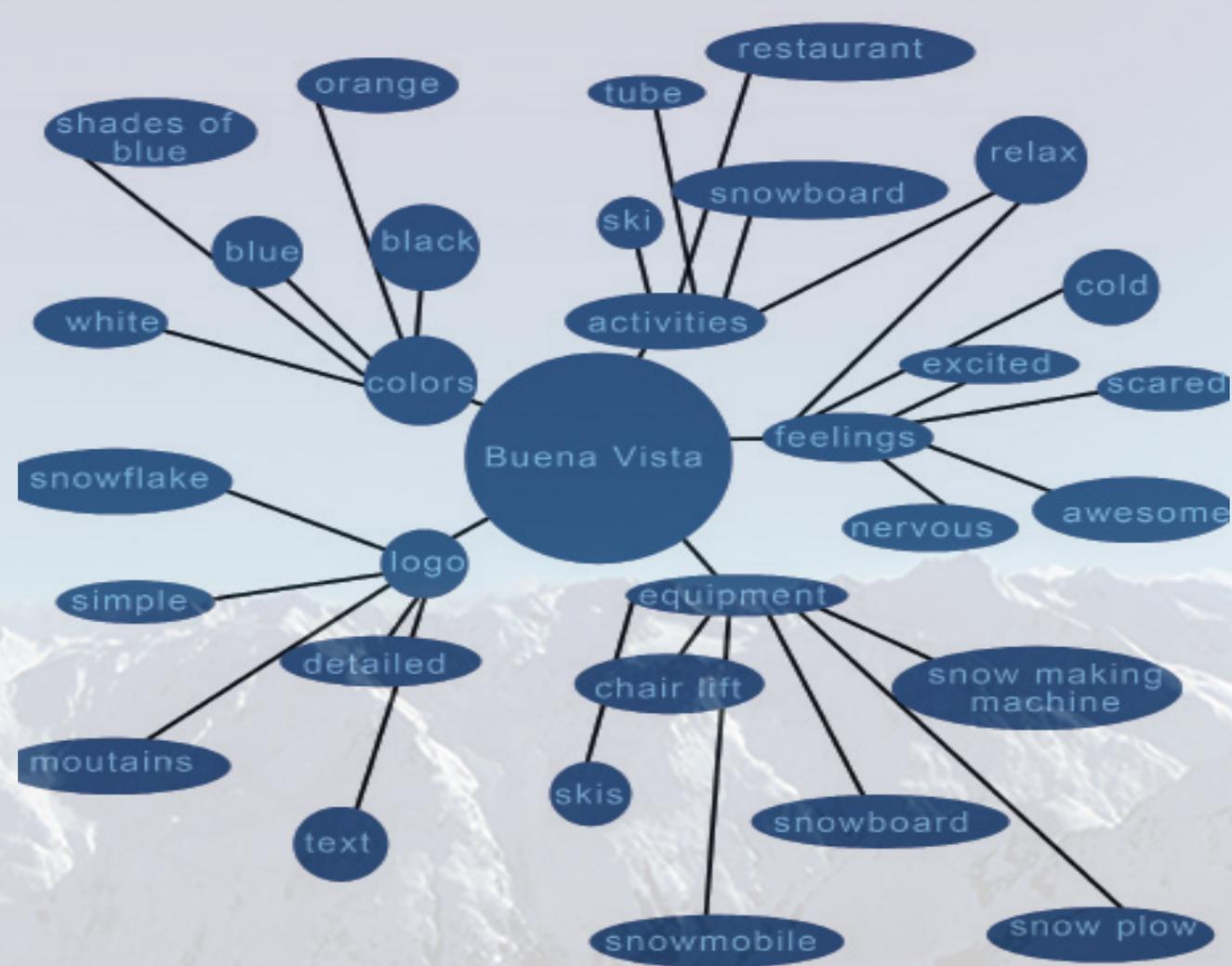
Problem

Buena Vista Ski Area is expanding and they would like a new logo along with an altogether new look. The current logo is very old and boring and they would like to modernize their entire company image, by doing so they hope to draw in new customers, along with a new crowd.

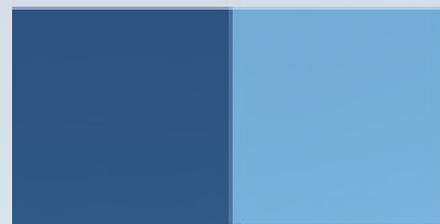
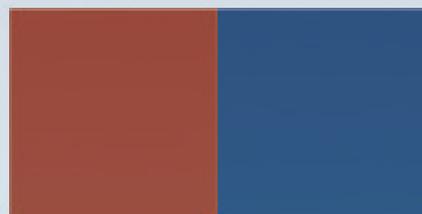
Solution

My solution to Buena Vista Ski Area's problem is to create for them an entirely new identity. This new branding technique can be achieved by creating an identity manual for Buena Vista Ski Area. By making such a manual I will be able to create for them a new brand. This will be possible by giving them a new look and company image.

Inspiration Web

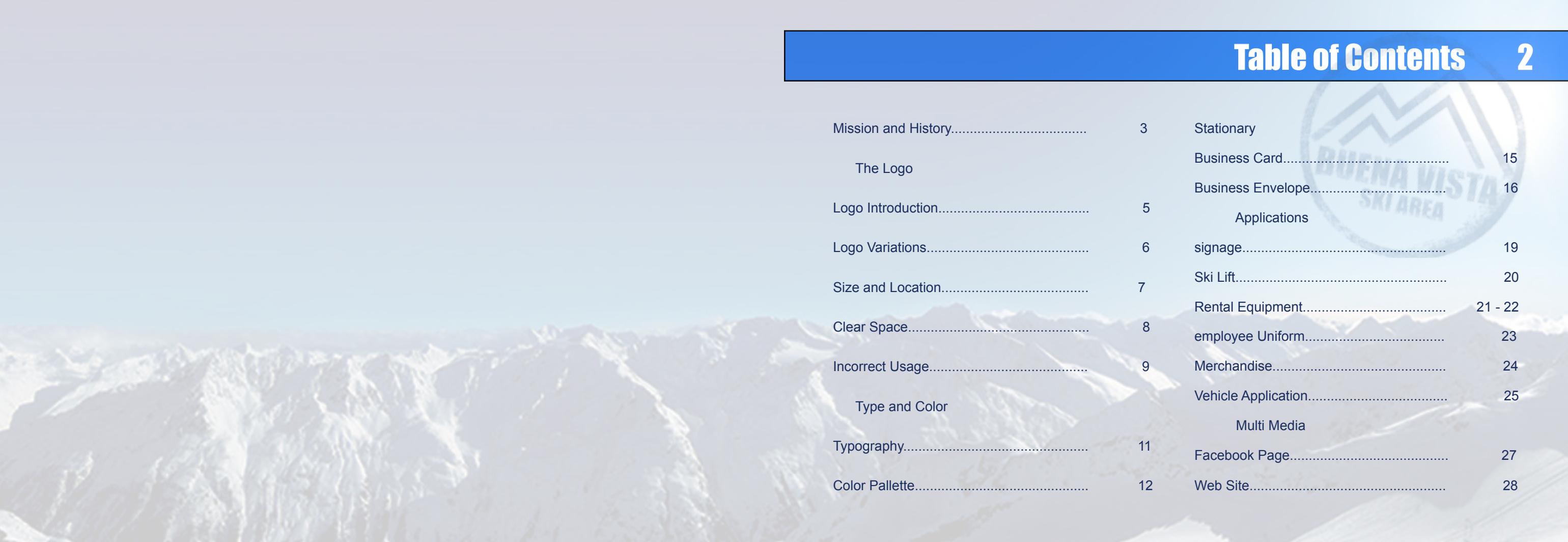


Ski Logo Examples





Visual Identity Manual



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Mission and History

What started out as a local hill for family and neighbors, Buena Vista Ski Area has since then blossomed into the premiere ski resort in northern Minnesota. Established in 1936 by Lenoard R. Dickson, Buena Vista Ski Area located just outside Bemidji, MN. It is the perfect place for skiers young and old, of all skill levels. With everything from beginner runs, to only the most experienced, to a terrain park and even a down hill tubing course; Buena Vista has several runs of varying varieties and has something for everyone. From their excellent staff to their cozy chalet Buena Vista offers a fun family atmospere that will have you and your family coming back time after time.



THE LOGO

MODERN

COOL



EXCITING

FUN

The colors for the Buena Vista logo primarily should use the dark blue or light blue. I have also created a black and a white logo. Keep in mind the logo color should be chosen based upon the background color.



The logo may also be used as a sticker or graphic for skis, snowboards, helmets, ect...it can be applied in a variety of different colors. These stickers or graphics may be sold in the board shop.



For everyday use besides a couple exceptions the Buena Vista logo should maintain a size of no smaller than 2"
(This does not include applications or business stationary)



2"

(Actual Size)

The Proportions of the Buena Vista logo should remain unchanged. Please note the blank space around the logo is the width of the letters "BU". This rule is to be primarily used for text.





Don't Stretch



Don't drop shadow



Don't feather

**COLOR AND TYPE**

Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

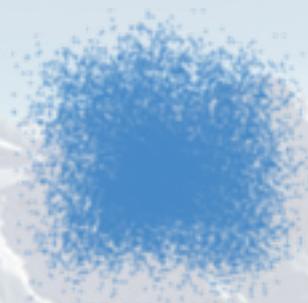
0123456789

By using these colors you will help to maintain the image and integrity of Buena Vista Ski Area

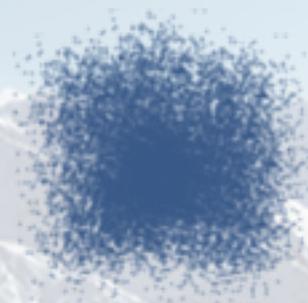
The two primary fonts to be used with the Buena Vista Ski Area include Impact and Arial. Both fonts embrace the modern fun element of Buena Vista Ski Area.

Impact - is to be used for headers and page numbers. Impact is to be used no smaller than 24pt font.

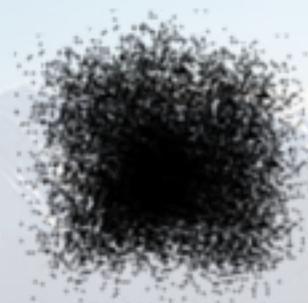
Arial - is to be used for body copy and sub heads. When using arial for sub heads, use Arial Bold. Arial body copy should be no smaller than 10pt.



C72 M38 Y0 K0
R72 G137 B200
Pantone 279C



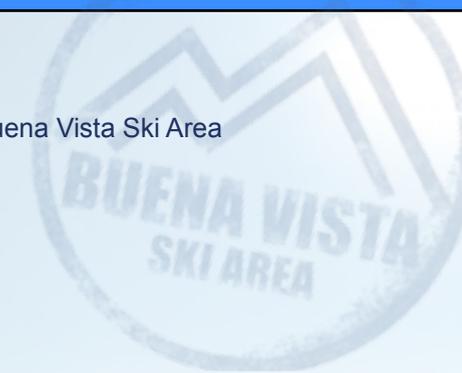
C86 M67 Y24 K7
R57 G90 B136
Pantone 653C



C75 M68 Y67 K90
R0 G0 B0
Pantone 426C



C0 M0 Y0 K0
R255 G255 B255
Pantone 7541C





STATIONARY

The Buena Vista Ski Area business card has a very modern approach, it goes along well with our new look. With everything from our front stamp to the back strip it has the feel of being cool and exciting yet very minimal-listic in the design and fits our image very nicely.



With the Buena Vista Ski Area it is very important to maintain our image. The image of cool and modern can even be extended down to such things as our business envelopes. The envelopes are quite plain with a very distinct blue strip across the top, along with our Buena Vista logo. It is very important to always abide by these guidelines to always maintain our company image.





APPLICATIONS



Above you see a great example of highway billboard for the Buena Vista Ski Area. This fun modern billboard will catch the eye of all passerby by intriguing them and will help draw in new customers. Thus creating a whole new market of fun young skiers and snowboarders alike.



Another great example of logo application is on the back of each chair on the ski lift. This will help customers to recognize our logo and promote our business



The rental equipment will have the Buena Vista logo applied but also be very cool and modern, while also using our company colors. This will help us to maintain our image and promote our company.



This will be the outfit used for all our ski instructors and other employees working outside. It has a very cool modern feel that we hope our employees will enjoy. This will help to promote our image and encourage people of all ages to brush up on their skills and take lessons.

These jackets will also be available in our board shop, along with a variety of others.



This is just a small sample of the type of merchandise we will have available in our board shop. As you can see everything goes along with our cool, fun, modern feel.

25 Vehicle Application

This is the vehicle operated by our safety crew. This vehicle along with a sled behind it is used for the safe transportation of injured skiers and snowboarders in assisting them down the hill.



MULTI MEDIA

facebook Profile edit Friends Networks Inbox Home account privacy login

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- My Questions
- LinkedIn Contacts
- Page Manager

Buena Vista Ski Area Education

Location: 19600 Irvine Ave NW Bemidji, MN, 56601
Phone: 218-243-2231

Monday: 10:00am - 8:00pm
Tuesday: 10:00am - 8:00pm
Wednesday: 10:00am - 8:00pm
Thursday: 10:00am - 8:00pm
Friday: 10:00am - 8:00pm
Saturday: 10:00am - 8:00pm
Sunday: 10:00am - 8:00pm

Add to my Organizations

Fans
2 of 4 fans. See All

Shelby Keith
Shelby Whaley

Photos
2 albums. See All

Mini-Feed
Displaying 4 stories. See All

Today

Buena Vista Ski Area uploaded new photos to Winter 2012. 5:44pm
Added to: Winter 2012 - 10 Photos

Buena Vista Ski Area created an event. 10:25pm
Best Trick Contest
When: 1:00 PM Saturday, November 21st
Where: Buena Vista Ski Area- Terrain Park

Buena Vista Ski Area created an event. 11:05pm
Down-Hill Ski Race
When: 1:00PM Sunday, November 13th
Where: Buena Vista Ski Area- Big Hill

This is an example of our facebook page. Having a facebook page will allow us to connect with a younger audience and draw in new customers.

This will also be used to inform the public of up coming events and activities going on at Buena Vista Skii Area.

This is an example of our website. It follows our cool modern theme, is much more visually appealing than the old website, and would help to draw in new customers.

About us Rates Calender Trail Map Web Cam Lessons Terrain Park Home

BUENA VISTA SKI AREA

Buena Vista Ski Area
19600 Irvine Ave. NW Bemidji, MN 56601
218-243-2231 - 800-777-7958 - general@bvskia.com

Home | Contact & Location | Season Passes | Rates | BV Blog

