



Keystone Resort Design and Sign Standards

Client: Genesis, Inc. for Keystone Resort, Vail Resorts and IntraWest

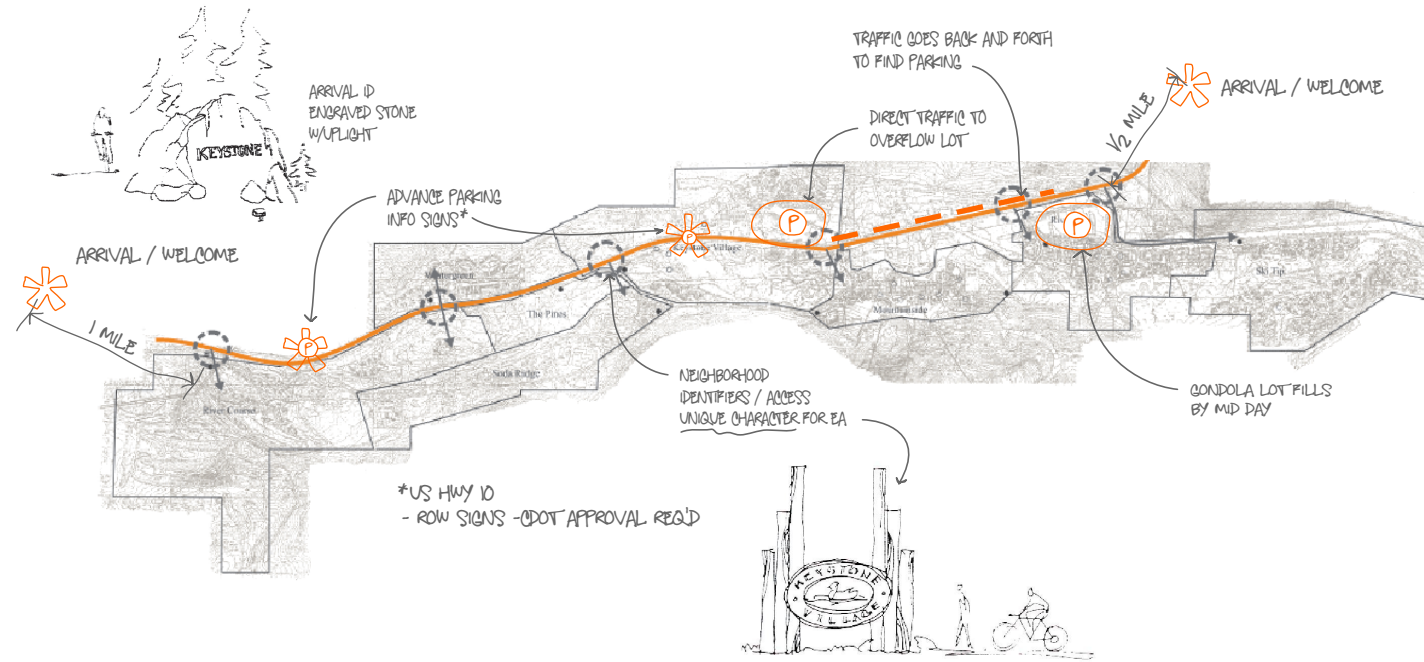
Scope of Work: Site Analysis, Evaluation, Thematic Concept Design, Brand Evaluation and Positioning, Sign Standards and Sign Ordinance for Summit County, CO, Roadway Sign Standards and Construction Documents

Design Services Cost: \$125,000

Completed: 1989

Designers: Steve Keller for Genesis; Bob Lane for Lane Design Group, Inc.

Project Summary: The objectives of this project were to delineate the natural and man made assets of the Valley, the Mountain and the Resort, and to develop a brand position, supported by environmental and physical changes, that would differentiate Keystone as a unique three season Colorado destination resort.





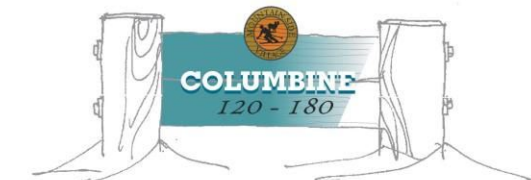
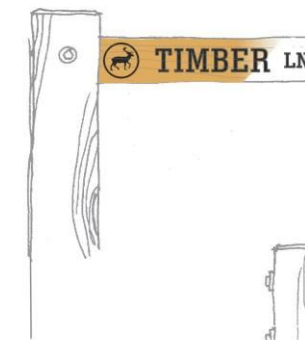
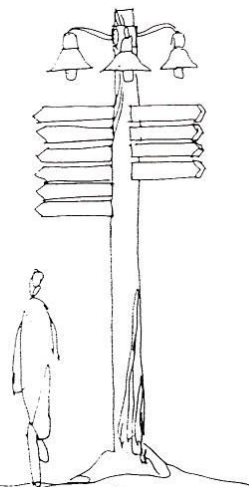
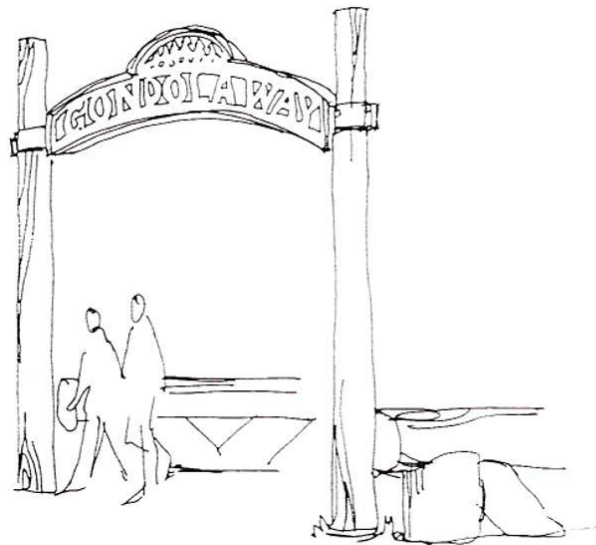
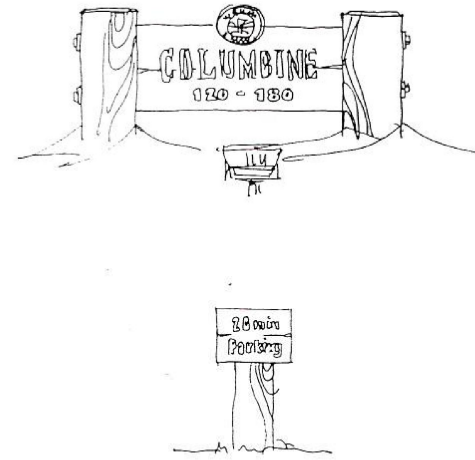
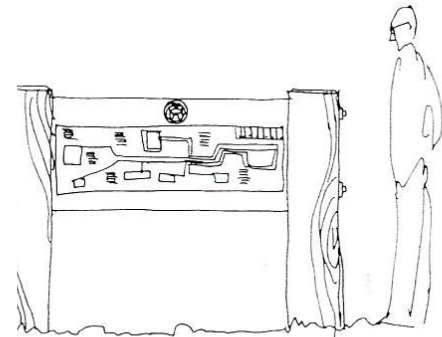
Analysis

The project began as a study to assess the existing conditions of the resort community including the Snake River Valley, all of Keystone's three mountains and adjacent bowls, and residential, retail, conference and various other recreational venues. Existing conditions, missed opportunities, inadequate and inappropriate conditions, as well as potential for enhancement were documented, evaluated and discussed with the client. Consensus was reached on the nature of change that was needed to create a cohesive and relevant brand promise.

Concept Development

Based on the initial analysis, discussions with the client, observations and an understanding of the ski industry and emerging three season resort trends, the design team developed a comprehensive strategy to lead the project forward. Concepts were developed for Resort and facilities identification, neighborhood identification, vehicular and pedestrian wayfinding, historical and landmark identification, retail and public building signs, nature pathway signs, on-the-mountain identification and wayfinding signs, inter-modal transportation graphics including gondolas, and employee uniforms.

Design and performance guidelines were created for two special projects that were developed to deliver on the brand promise that was solidified during this phase of work... "A place where the real Colorado Rockies still exist". The projects were a new remote and natural ski experience named, "Outback", and a new village within the Resort named, "River Run". Both projects have been completed and are major attractions at Keystone.



Concepts were developed as a holistic imaging process that included both functional and experiential elements focusing on a pleasurable, informative and authentic environment.



Implementation

Resort identification graphics, roadway signage, mountain signs, vehicle and gondola graphics, and employee uniforms were implemented as part of this project. Since much of the design would be implemented in phases and over a number of years, it was important to document the concepts and prepare guidelines for others (such as *Intrawest* who developed River Run) who would ultimately be responsible for implementation. This included a detailed sign criteria manual to later be incorporated into a sign ordinance for the PUD.

Design concepts were documented with a series of standards manuals and guidelines to insure immediate and long term application and design continuity. All state highway signing, including changeable parking directionals were presented to and approved by the Colorado Department of Transportation.

1 Sign 2-1-1 Layout
1/2" = 1'-0"

2 Sign Type 2-1 Typical Elevation
1/4" = 1'-0"
Refer to Location Plans for general sign locations. Use center-line stakes provided by Owner for exact sign placement.

3 Light Fixture Detail (optional)
1" = 1'-0"

Sign Program Documents	Date: 8/10/97 Rev:	genesis, inc. 604 West Sixth Avenue Denver, Colorado 80204 303 825 1230	sheet	page
Keystone Resort Sign Program			B3	7
Roadway Signs Design	Date: 8/5/96 Rev: 11/4/96			



Today the design concepts and criteria for Keystone are becoming evident, in varying degrees, through wayfinding, retail signing, identity, brand development and general character of the mountain resort community.

