

**Rose Rock
Group**



**Brand
& Visual
Style Guide**

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01

Introduction

Introduction

Mission and Vision

Rose Rock Group empowers Oklahoma businesses to **connect with clarity, energy and authenticity.**

Our vision is simple. The same way we focus on the beauty in Oklahoma, we plan to highlight **the strengths of your business and promote success.** Rose Rock Group strives to provide unparalleled service and dedication to each and every client. Using innovative and strategic tactics, we are determined to perform above expectation and accomplish your goals.

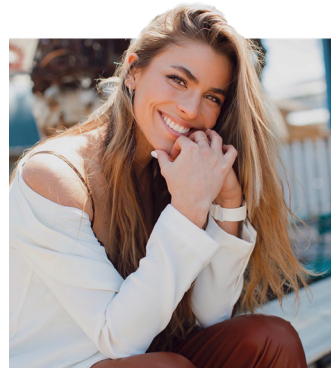
Introduction

Meet the Team



RACHEL BUSSERT

Writing



RAINA STROESCU

Research



HALLE BROWN

Message

Introduction

Meet the Team (cont.)



MIKAYLA MARTIN

Action



NATE PROCTOR

Creative

02

Logo

Logo

The official logo of Rose Rock Group should be used in all instances relating to the brand.

The logotype is a symbolic representation of the brand. It should not be altered in any way under any circumstances.



**Rose Rock
Group**

Logo

Structure

The logo is structured using a grid system that properly aligns all elements.

The icon along with the logotype brings a sense of harmony and completes the logo.



Logo

Meaning

In choosing our identity, we sought to define what makes Oklahoma, Oklahoma. From the red rocks of the Wichita Mountains to the sunsets painting the sky, we look to highlight the qualities that make Oklahoma our home. As a result, Rose Rock Group was born. The rose rock is Oklahoma's state rock and symbolizes endurance, strength, determination and clarity. As a reflection, Rose Rock Group embodies each of these qualities in your communications while also combating negative energy with positivity.

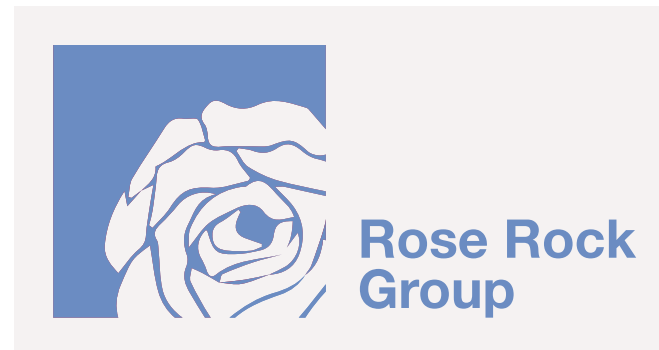
Inspired by the state's red dirt, the colors and logo of Rose Rock Group embody the true spirit of Oklahoma. The color red draws attention and sparks action. Here at Rose Rock Group, we promise to be bold in our communication and make an impact.



Logo

Variations

The logo is available in a variety of color combinations, including black and white. Colors of the logo may be changed depending on the background. Do not recreate your own colors.



Logo

Mock-Ups

We've provided mock-up examples of Rose Rock Group's letterhead and business cards to showcase the use of our logo.

The business cards feature a signature gradient on the back with our icon and logotype. The front showcases employee information in front of an outline of a rose rock.



Logo

Letterhead

The letterhead continues our theme utilizing our signature gradient, logo and rose rock outline.



03

Color Palette

Color Palette

Primary Color Palette

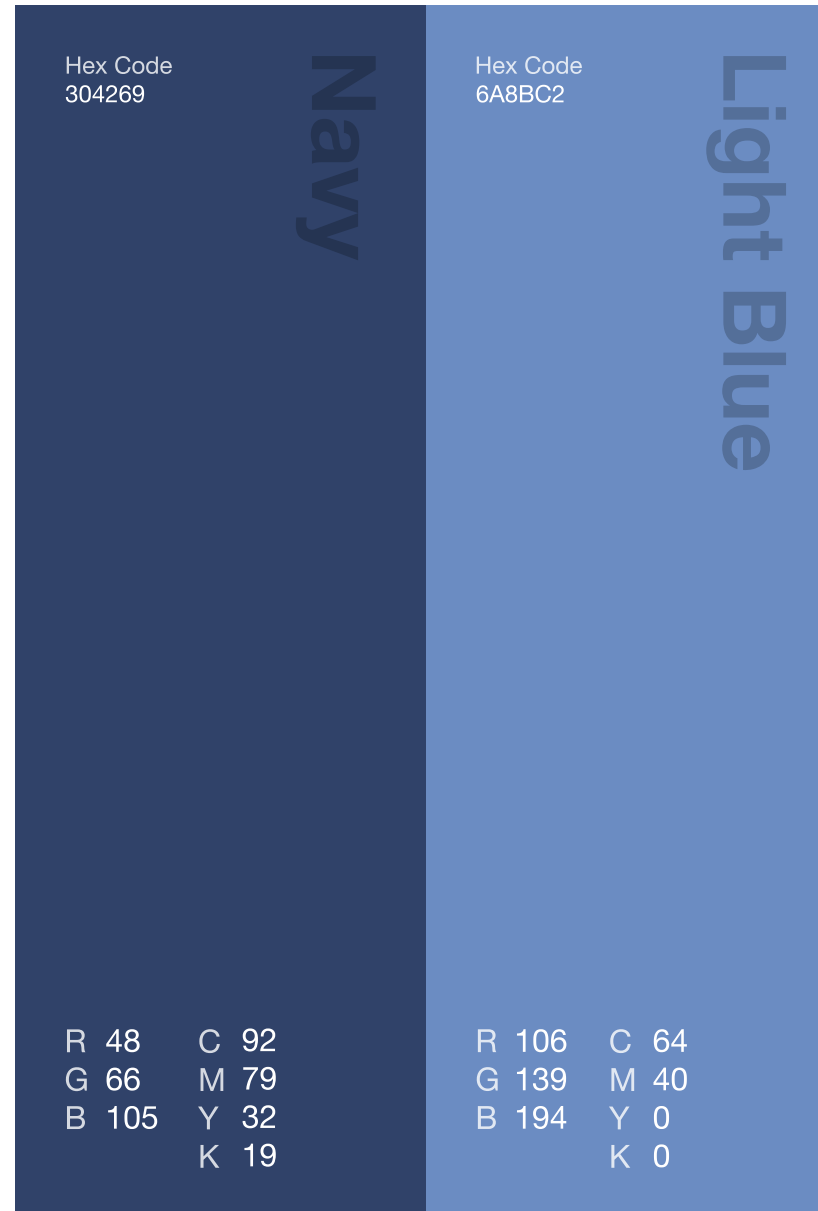
Our color palette consists of three colors following red, salmon and gray. Red and salmon may be mixed to create a gradient for stylistic designs.

Hex Code CF0000	Red	Hex Code F29191	Salmon	Hex Code E8E8E8	Gray
R 207 G 0 B 0 K 1		R 242 G 145 B 145 K 0		R 232 G 232 B 232 K 0	

Color Palette

Secondary Color Palette

Our secondary color palette consists of two colors: navy and light blue. These colors may be used to complement our primary color palette.



04

Typography

Typography

Helvetica Neue is the official typeface of the Rose Rock Group. Helvetica comes in a variety of weights and styles.

This font should be maintained in all official content.

A light gray square containing the text 'Aa' in a light, thin font style.

Aa

Helvetica Neue Light

A light gray square containing the text 'Aa' in a medium-weight font style.

Aa

Helvetica Neue Regular

A light gray square containing the text 'Aa' in a bold, thick font style.

Aa

Helvetica Neue Bold

05

Client Review

Client Review

History

Pine Lakes first opened their location in Broken Bow, Oklahoma in 2019, and they have since grown to have 16 cabins on the property, each hosting between 2-18 guests and ranging in price from \$440 to \$560 per night. Each house has its own unique set of amenities with fully stocked game rooms, hot tubs, and fire pits at some of the cabins. Pine Lakes aspires to fill the gap between camping and luxury vacations, and thus provides everything the guest could possibly need in their newly constructed cabin, ranging from linens, washers and dryers, a clubhouse, pool and an on-site restaurant.

Pine Lakes was created when the founders “saw the need for something different in the community. Something better. A community that will stand out amongst the crowd.” They chose to bring this new sector of luxury to Broken Bow, where they are the only resort-style community. Within this community, they hope to be a location where families and large or small groups can come together and enjoy a relaxing vacation together.

They are surrounded by lakes, mountains, walking and hiking trails and beautiful wooded scenery, in addition to the pool and other artificial amenities that Hurst Custom Homes built when they created the property. The creators of Pine Lake believe there is an advantage to having one source building all of their properties, allowing every guest to have the same amazing experience regardless of which cabin they choose to stay in.

Pine Lakes has a strong presence on both Facebook and Instagram where they present their different cabins and amenities, and they also respond to comments and engage with their following. In addition to this, there is a blog on the Pine Lakes website that is updated once every few months with information about activities to do in Broken Bow.

Though Three Creeks Reserve is owned and operated under the same conglomerate as Pine Lakes, it has a slightly different model where individuals can purchase land and have a house built within this up-and-coming community. It is unclear as to whether this project has had any houses built

Client Review

History (cont.)

yet, but their first phase included the reserving and building of 63 lots, and will have amenities including a clubhouse, pool, welcome center, walking trails, playgrounds, picnic areas, sport courts and cabanas. Three Creeks Reserve has less of a social media presence, but it also appears as though this part of the company is still very new.

Pine Lakes aims to be the luxury “glamping” spot in Oklahoma and give families or groups a place to come together to enjoy themselves in a stress free environment. Three Creeks Reserve fills a similar niche by creating a community of homes where families and couples can go to relax and enjoy nature. **We are excited to work with these companies and form a partnership with their brands and the Rose Rock Group.**

Client Review

PR Situation

Awareness Public

Our first public is the awareness public, which consists of people who are unfamiliar with the offerings of Pine Lake Resort and Three Creeks Reserve. We have an understanding that this public is either unaware or not actively seeking information on this resort or available lots in Broken Bow. The primary challenge for Pine Lake Resort is bringing more attention to the resort and increasing awareness of its amenities. In addition, we infer that Three Creeks Reserves is battling the level of awareness its key public has on the construction process. We infer that action tactics and promotion will help persuade this public to consider Pine Lake Resort and Three Creeks Reserve.

Acceptance Public

Our second public consists of the acceptance public. This is the group who is aware of Pine Lake Resort and Three Creeks Reserve, but they aren't familiar with crucial details, such as price points, location specifics, and the benefits both companies offer for groups or families. Our main challenge with this public is prompting them to plan a trip with a large group and

encouraging them to come during seasonal months, such as winter and summer. Also, we predict another challenge is persuading this public to consider purchasing a vacation home in the Three Creeks Reserve community. Our agency will need to focus on motivating this public to take action.

Action Public

Our last public is the action public. This public engages with Pine Lake Resort by booking a stay, visiting our website and interacting with social media posts. A variety of people in the action public might be ready to book a reservation, actively looking to stay at Pine Lake Resort or purchasing property at Three Creeks Reserve. The primary challenge facing this public is maintaining their interest and encouraging continuous stays in the future. Our objectives will likely be to create a long-term relationship and prompt this public to share their positive experience with others.

Client Review

Questions

- 01.** How integrated do you want the two brands campaign objectives and strategies to be?
- 02.** What are your goals for the Pine Lakes and Three Creeks campaign?
- 03.** What audience (publics) are you attempting to reach?
- 04.** What tactics have worked in the past?
- 05.** What is your existing marketing, advertising and public relations infrastructure?
- 06.** What do you think is the biggest challenge and opportunity for this campaign?
- 07.** What's the story of Pine Lakes and the Three Creeks Reserve? What's your why?

Client Review

Questions (cont.)

08. What is your relationship with Pine Lakes and Three Creeks?

09. How do you view Pine Lakes and Three Creeks?

10. As we measure if our tactics are successful, what are the metrics you want to see improved?

