

THE
LAKE HOUSE
AT SYLVAN BEACH

FOOD · SLOTS · DRINKS

SYLVAN BEACH JUST GOT COOLER

There's no place more iconic of summer in Central New York than Sylvan Beach. Rides, restaurants, outdoor bands and beach culture all come together in this high-energy town. The newest addition is The Lake House – a gastropub where great food, cool drinks and hot slots are steps away from the sun and sand. This familiar location was totally remodeled for gaming and fun. It's a relaxed décor featuring indoor and outdoor dining, plus all the energy and thrills of 100+ slot machines. Game on!

BRAND VOICE.....4

VISUAL IDENTITY SYSTEM.....9

IMAGERY.....15

ACTIVATIONS.....18



BRAND VOICE

“Brand voice” is how we talk about ourselves, and how we hope guests will come to talk about us. Just like imagery, colors and interior design, it’s a reflection of our personality. On the pages ahead you’ll find several elements and examples for The Lake House. Use them to guide development of advertising, promotions, internal communications and recruitment for this unique venue.

FOR SOME PEOPLE, SUMMER IS A STATE OF MIND

In Central New York, summer means Sylvan Beach. The sand. The boats. The bikes. The park. It all combines for a vibe that just makes you want to play.

Welcome to The Lake House, where the drinks are cool, the slots are hot and there's always fun on the menu. Sylvan Beach just got a whole lot cooler. Because now you can win!

WE ARE

FRESH

Like a tall, fruit-filled drink, we bring a refreshing spirit, an exceptional gastropub menu plus award-winning hospitality expertise to a familiar vacation destination.

CASUAL

Summertime is all about feeling relaxed and comfortable, right? More than sandals and shades, it's a chair in the sun, a cocktail in your hand, good friends and live music.

SOCIAL

Sylvan Beach is a place to see and be seen. There's no hotter spot to meet old friends and make new ones, and the guest experience is exceptional for one and all.

SUNNY

The atmosphere is always warm, friendly and inviting.

WE ARE NOT

DULL

Rain or shine, there's always something fun happening at The Lake House. Hot slots and big jackpots make summer memories even brighter.

DATED

The building has history, but we're rewriting it for the next decade and beyond.

PRETENTIOUS

We're not a country club. From bikers to bankers, The Lake House welcomes everyone who wants that winning feeling.

KITSCHY

Forget what you expect. The Lakes House is dialing up your Sylvan Beach visit with all the quality, service and taste you'd imagine from this area's resort casino experts.

BRAND PROMISE



For seasonal vacationers and locals of Sylvan Beach, The Lake House offers a fresh take on summer recreation combining gaming, dining and entertainment in an idyllic waterfront setting like no other venue in the area. The Lake House is a quintessential summer experience where guests are welcomed by friendly service, a lively social scene, fun slots and delicious food and drink that rival the view. We encourage every guest to seize summer.

BRAND VOICE
POSITIONING COPY

“Looking for specific examples of how you can describe The Lake House? Here are few you can use online, in printed materials, as part of promotions and in advertising.

50 WORDS +/-

Welcome to The Lake House -- a fresh take on summer recreation combining gaming, dining and entertainment in an idyllic waterfront setting like no other. You'll find friendly service, a lively social scene, fun slots plus delicious food and drink that rival the view. You're invited to seize summer!

75 WORDS +/-

For seasonal vacationers and locals of Sylvan Beach, The Lake House offers you a fresh take on summer recreation combining gaming, dining and entertainment in an idyllic waterfront setting like no other venue in the area. The Lake House is a quintessential summer experience where you'll find friendly service, a lively social scene, fun slots plus delicious food and drink that rival the view. You're invited to seize summer!

100 WORDS +/-

If you think you know Sylvan Beach, think again. For seasonal vacationers and locals, The Lake House offers you a fresh take on summer recreation. We combine hot slots, cool sips and rockin' entertainment in an idyllic waterfront setting like no other venue in the area.

Right on the beach, The Lake House takes summer to a whole new level of cool. You'll find friendly service, a lively social scene, fun slots plus delicious food and drink that rival the view. You're invited to seize summer at The Lake House!

VISUAL IDENTITY SYSTEM

Visual language is more important than ever. In a world of Facebook, Instagram, YouTube and selfies, our visual vocabulary communicates our brand in seconds. Consistent use of photography, icons, video and interior design are all part of the conversation.

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LOGO STACKED



SECONDARY LOGOS



MONOGRAM



SMALL USE LOGOS



LOGO USAGE



IMPROPER USAGE

1. Do not put drop shadows on the wordmarks or use glows
2. Do not distort the wordmarks
3. Do not size or move words separately; instead scale entire wordmark as one
4. Do not outline the wordmarks
5. Do not use any non brand approved colors or multiple colors
6. Do not place logo on a background without sufficient contrast
7. Do not place logo on patterns or busy imagery for legibility reasons
8. Do not use non brand fonts

LOGO LEGIBILITY

Always prioritize logo legibility by placing it on contrasting backgrounds and images. Reverse color of logo if needed to add more contrast to the logo.



SMALLEST LOGOTYPE SIZE

The minimum allowable logo size for web and mobile applications.



APPROPRIATE CLEAR SPACE

Wordmarks should always be placed with an appropriate amount of clear space. The preferred amount of clear space is shown above. No other design elements can invade the space measured here by the "L". When logo is placed, it should sit at least 1 "L" from the edge of the paper or piece.

VISUAL SYSTEMS
COLOR



PMS: PANTONE 280C
CMYK: 100/82/0/30
RGB: 6/53/122
HEX: 06357A



PMS: PANTONE 285C
CMYK: 100/60/0/0
RGB: 0/102/179
HEX: 0066B3



PMS: PANTONE 130C
CMYK: 0/32/100/0
RGB: 253/181/21
HEX: FDB515

Lighter percentage tones of each brand color can be used when a need for variance or softer color applications arise.

HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

CRAW MODERN BOLD

CALLOUTS &
ACCENTUATED TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()*

CRAW MODERN ITALIC

CAPTIONING
& DETAILS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

MONTERRAT EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

MONTERRAT EXTRA LIGHT

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

MONTERRAT ITALIC

HOT SLOTS & BIG JACKPOTS



With the hottest slots, waterfront gastropub dishing up elevated takes on the classics, and bar serving up the best views and cocktails around, The Lake House is sure to be the place to be in Sylvan Beach.

*Enjoy elegant
waterfront dining
WITH
stunning views of
Oneida Lake*

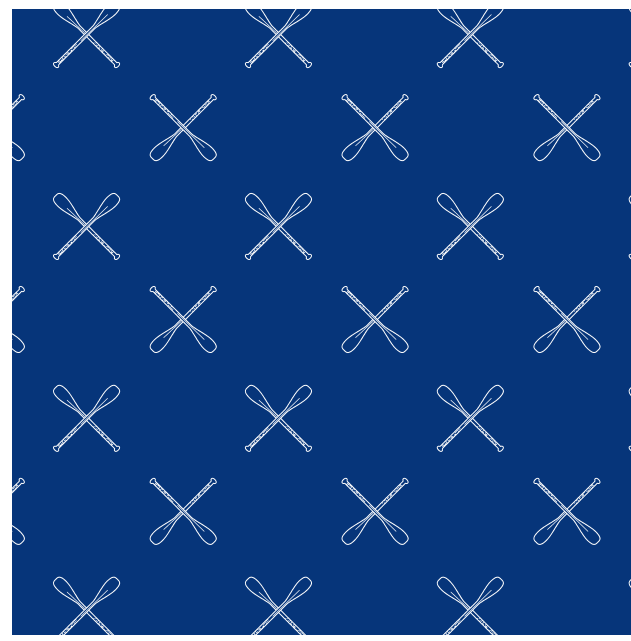
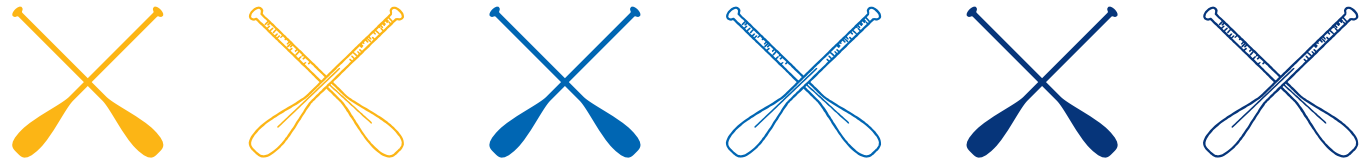
WE'VE GOT

**FOOD
SLOTS
DRINKS**

*The only place to be for
Sylvan Beach residents
and visitors alike.*

PRESS QUOTE EXAMPLE

VISUAL SYSTEMS
PATTERNS



GRADIENT



IMAGERY

Imagery plays an important role in how The Lake House is visually represented and perceived. When selecting imagery, focus on content that is captivating and appealing, breaking the norm of typical stock images. All imagery should be high quality, but not overly produced. Include images that capture visually interesting views and authentic emotion, avoiding overly posed shots. When possible, select imagery that features people actively experiencing the amenities as opposed to images without people. Imagery with human subjects should feel candid, appearing unaware of the camera. Imagery should make the viewer feel like they are right there in the middle of the action.

IMAGERY
PHOTOGRAPHY



PHOTOGRAPHY USAGE/ PHOTO RELEASES

As we introduce more photography featuring people, it's important to maintain accurate records and release forms.

- All identifiable people in our original photos must have a photo release form on file, including employees.
- When working with photographers and paid models, it's critically important to track the rights and all usage restrictions, including media, geographic or time-based limitations. (Total buyouts are preferred.)
- Stock photography used for promotional purposes must be purchased on a "commercial" license, not "editorial."

If you have questions about appropriate usage of photos, contact Creative Services.

AVOID THIS PHOTOGRAPHY

Avoid overly posed or manipulated shots and old or outdated photography. When choosing indoor photography, stay away from showing too much of the interior.



ACTIVATIONS

ACTIVATIONS
DIGITAL

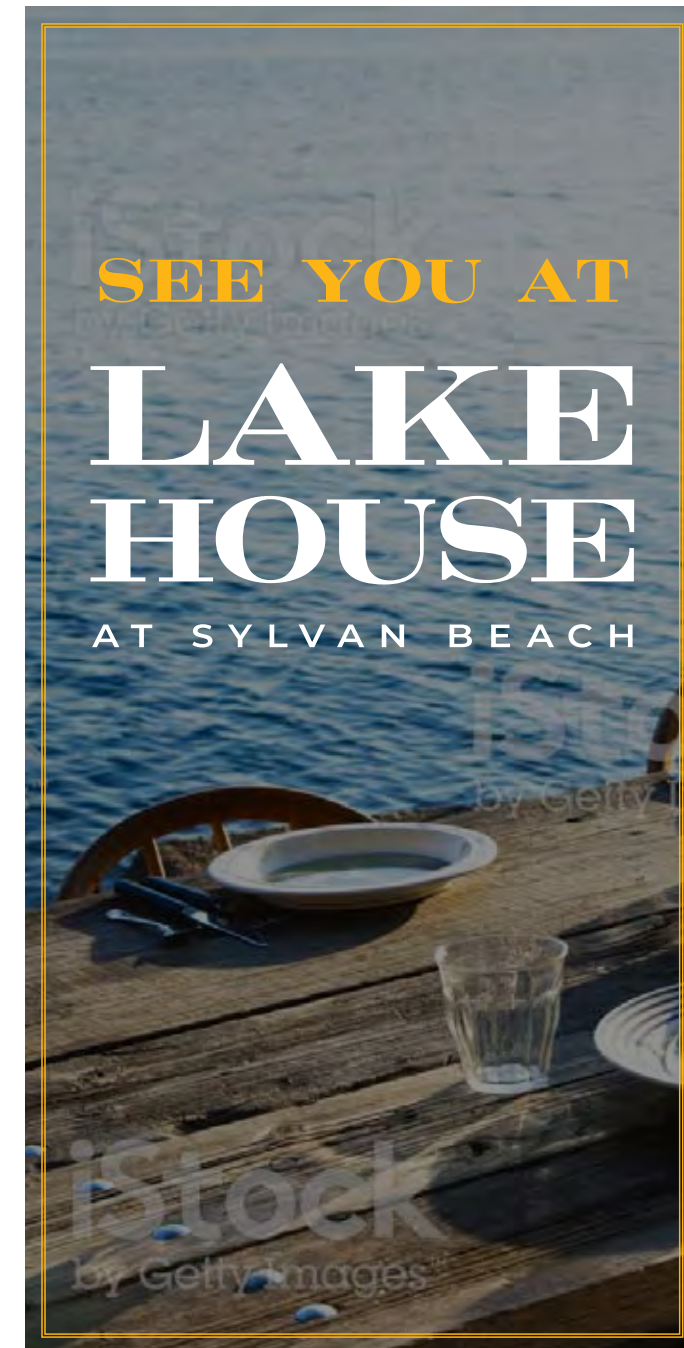
ANIMATED BANNER-300x250



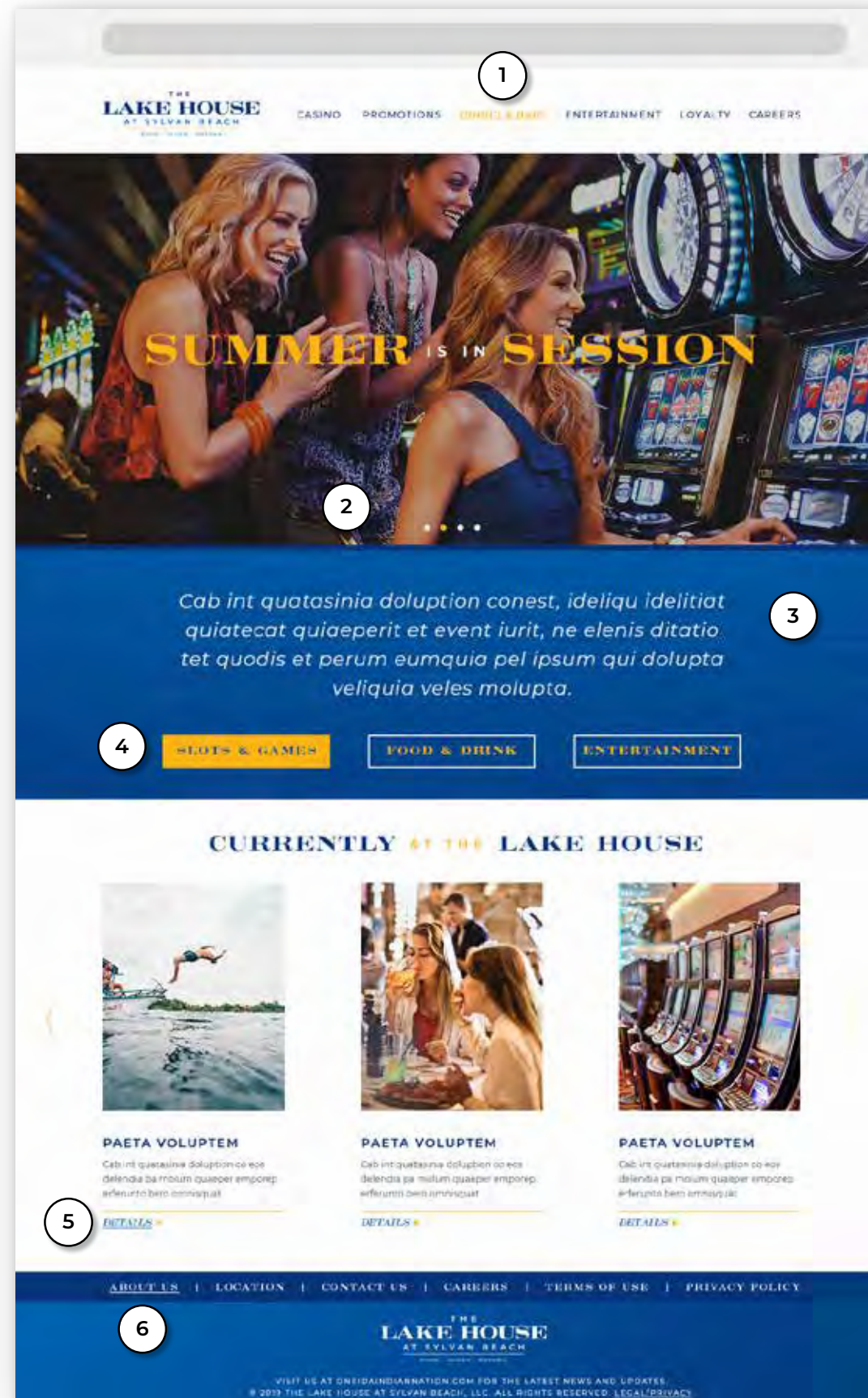
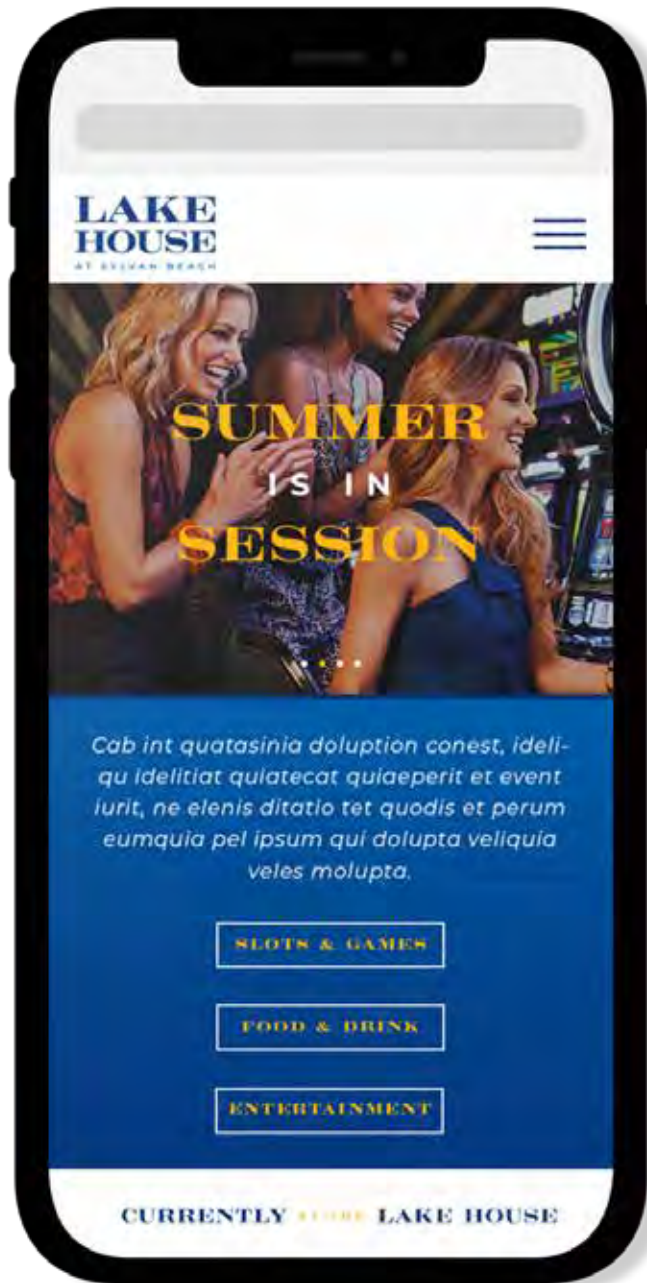
ANIMATED BANNER-728x90



ANIMATED BANNER-300x600



ACTIVATIONS
DESKTOP HOMEPAGE

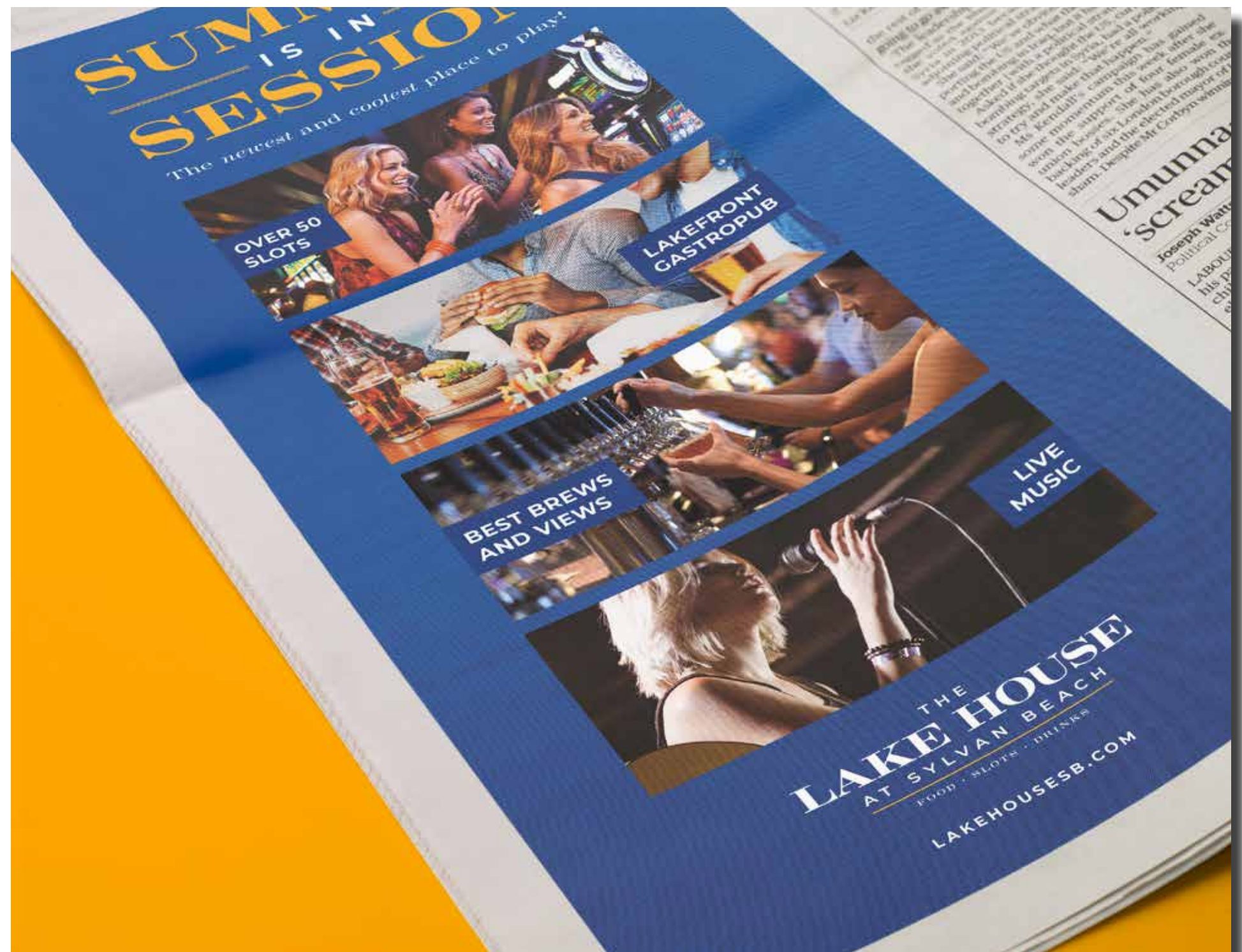


- 1 Menu items highlight yellow and underline from left to right on hover.
- 2 Header images in carousel rotate to show property amenities.
- 3 Water video creates subtle movement behind text. (Mp4 video file hosted on vimeo so as not to reduce the webpage load time).
- 4 Buttons highlight yellow on hover.
- 5 "Details" buttons underline from left to right on hover.
- 6 Bottom navigation items underline on hover.



ACTIVATIONS
RETAIL BAGS AND STICKERS







ACTIVATIONS
BUSINESS CARD



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SHARING

ALMOND CRUSTED BRIE

golden fig, chutney, brie, amouille flakes
seed, grilled figuette. 16

CRAB CAKES

dill caper tartar sauce, madras frisee
salad, caramelized onion vinaigrette. 16

GRILLED JUMBO ARTICHOKE

red curry aioli, crushed peanuts. 13

PORK CARNITAS STREET TACOS (3)

limalillo onion salsa, Ma cheese, avocado. 13

SALADS

LITTLE GEM & GOLDEN FIG SALAD

local red apples, glazed walnuts, bruschetta
cucumber, origanum vinaigrette. 13

POMEGRANATE GLAZED SHRIMP

pickled pecorino, sliced almonds,
orange, arugula, fresh pomegranate
vinaigrette. 17

MEDITERRANEAN CHOPPED

hearts of palm, artichoke hearts, tomato,
pepperoncini, kalamata olive, cucumber,
feta cheese, dill strangles with dill feta
hummus. 14

HOUSE SALAD

mixed greens, tomato, arugula, beets,
cucumber, choice of dressing. 10

ENTRÉES

GINGER GLAZED ATLANTIC SALMON

coconut cilantro rice, baby bok choy,
effort butter. 28

SESAME SEED CRUSTED SCALLOPS

forbidden rice, snap peas, bean sprouts,
thai curry. 25

GRILLED FRESH FISH TACOS (3)

salsa fresca, chili creme fraiche, cabbage,
pork ribs, beer's swain. 20

MAINE LOBSTER RISOTTO

roasted corn, heirloom tomatoes, watermelon,
herbed goat cheese. 26

CRISPY BAKED JIDORI CHICKEN

summer stew, baked potato wedges,
bbq sauce. 25

CALIFORNIA LOBSTER ROLL

resine lobster claw & knuckle, grilled
biscuits, avocado, lettuce, lemon &
tarragon aioli. 24

ANGUS BEEF BURGER

half pound patty, pretzel bun, red leaf
lettuce, tomato, sea onion, pickle, truffled
grain cheese. 16

add one \$5:

applewood smoked bacon (egg) avocado

CHIMICHURRI FLAT IRON STEAK

salt & vinegar fingerling, grilled tomato,
garlic green beans. 30

DRINKS

PEAR MARGARITA

lime, pear, tequila, salt

SPARKLING APPLE

bourbon, housemade sparkling cider

ROSE-RASPBERRY MULE

raspberry infused vodka, rose simple,
ginger ale, citrus bitters

MARINE LAYER

sea salt, cucumber infused gin, lemon,
violetta, bubbles

SMOKY PINEAPPLE MARGARITA

pineapple infused tequila, smoked sea salt, lime,
triple sec, pineapple juice

COVE MIMOSA

strawberries, brut, peach bitters, orange juice

CHOCOLATE OLD FASHION

cocoa port, bourbon, orange peel,
aztec chocolate bitters

GUAVA COLADA

pineapple, rum, guava puree, cream of coconut

THE PINK LADY

fresh grapefruit juice, gin, champagne

SMOKY MULE

cider, psychaud's, bourbon, ginger beer

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*** RECEIPT ***

CASHIER # 00102100 - 03:30 PM

ITEM 1	\$20.00
ITEM 2	\$20.00
ITEM 3	\$20.00
ITEM 4	\$20.00
TAX @ 8.50%	
GST	\$20.00
DISCOUNT	

SUBTOTAL 80.00

TOTAL AMOUNT 88.50

TAX 8.50

CASHIER

THANK YOU!

Your Bank

1876 5432

Menu Backer: Laser Engraved Rock Board in color *Scworill* (shown) or *Midnight*, with tuck pockets as bindery mechanism for paper menu. 1/8 3 strand cotton cord used to secure the cocktail menu sheets.

ACTIVATIONS
F&B COLLATERAL



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