



**MARION
MANOR**



**SNUG
HARBOUR**



TWO FRIENDLY MARINAS ONE BEAUTIFUL LAKE

At the east end of Oneida Lake, the sunsets are breathtaking, the beach comes alive with families and friends, and the little vacation town teems with classic cars, bicycles and every kind of boat you can imagine.

That's where you'll find two full-service marinas welcoming boaters for the day, the season or a lifetime.

Oneida Lake has something for every boater. It's famous for fishing – walleye, bass, lake trout and more. There's plenty of family fun, making pontoon boats popular. It's a big lake, so cabin cruisers abound. And it's on the canal route, which means boaters navigate their way to and from the Great Lakes all season.



Oneida Nation Marinas are here for every boater, with the exceptional service and amenities you'd expect from a world-class hospitality and recreation organization.

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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 of our brand voice. Use them to guide development of advertising, promotions, internal communications and recruitment for the marinas of Oneida Nation Outfitters.

YOUR BOAT, YOUR ESCAPE.

THERE'S SOMETHING ABOUT BEING ON THE WATER. WHETHER POWERING ACROSS THE OPEN WAVES AT FULL THROTTLE, WAITING FOR A WALLEYE TO HIT THE LINE, OR RELAXING WITH FAMILY AND FRIENDS AT THE DOCK, BOATING IS AN EXPERIENCE LIKE NO OTHER.

With two conveniently located marinas and one legendary commitment to putting guests first, Oneida Nation Outfitters gets it. We know how to make boating season the best it can be.

Experienced staff. Hundreds of safe, protected dock slips. Clean, well-maintained facilities. Convenient, fuel, snacks and marine service.

It all comes together at the east end of Oneida Lake, where the sunsets are breathtaking over the water...and awesome getaways begin at Snug Harbour and Marion Manor marinas.

WE ARE

EXPERIENCED

Whether it's fueling up safely, winterizing properly or simply keeping the hull clean and scratch-free, our team knows what's important to boaters and how to deliver.

WELCOMING AND FRIENDLY

All boaters are welcome! Nothing makes the boating experience more enjoyable than friendly staff and dock neighbors.

SAFE

With the right products and advice, plus dependable engine and hull service, we're here to provide a safe boating experience at the marina and out on the water.

CONVENIENT

With two easy-access locations – one right off Rt 31 at the south-east corner of the lake and the other perfectly positioned in Sylvan Beach, our marinas are where people want to go for boating.

“MY MARINA”

People are proud of their boats, and feel a sense of ownership about the marina they choose. It's a home away from home, a place to meet up and hang out. People call it “my marina.” And we like that.

WE ARE NOT

EXCLUSIVE

We welcome to all boaters! It's not about whose vessel is larger or has the latest gear. We're here to help you enjoy the lake at every level.

DIPPING OUR TOES IN THE WATER

Oneida Nation Outfitters has owned and operated these marinas for XX years. We know the business and the community. In fact, other marinas call us for advice, even sending big repair jobs our way.

BOAT DEALERS

We're focused on providing the best possible marina experience for every guest. That means easy access launches, seasonal and transient docks, fuel, great service and storage.

OVERPRICED

Our marinas charge fair rates for services, and find ways to make sure everyone can afford to enjoy the water.

BRAND VOICE
BRAND PROMISE



The marinas of Oneida Nation Outfitters:

Marion Manor and Snug Harbour

are where

Central New York's boaters

Choose to go for

Convenient launching and docking, expert service, plus ethanol-free fuel and essentials

Because

We have two ideal locations at the east end of the lake,

and we're known for putting boaters first

So,

When you want to be on Oneida Lake

your getaway starts at "my marina."



BRAND VOICE
POSITIONING COPY

MARION MANOR
50 WORDS +/-

Fishermen's Favorite

Find out why Marion Manor is the fishermen's favorite. The convenient location at 13 and 31 gets you on Oneida Lake in minutes. Our two self-serve boat launches have plenty of room for boats up to 26 feet. Plus, you have access to expert mechanics should you need a repair, oil change, winterization or other service.

MARION MANOR
100 WORDS +/-

Fisherman's Favorite

Welcome to Marion Manor marina, the fishermen's favorite. Our convenient South Bay location at 13 and 31 gets you on Oneida Lake in minutes. There's a convenience store across the street, so you can stock up before a day on the water. Our two self-serve boat launches have plenty of room for boats up to 26 feet. Plus, we have 100 slips available for rent by the season, the week or the day. Our expert mechanics are available should you need a repair, oil change, winterization or other service. Ask about indoor and outdoor winter storage.

SNUG HARBOUR
50 WORDS +/-

The East End's Premier Marina

With 200 slips, a launch for boats up to 50 feet, plus 13 covered picnic pavilions, Snug Harbour is the premier marina at the east end of Oneida Lake. Fuel dock features diesel and ethanol-free gasoline, as well as ice, cold beverages, snacks, deli meats and more. Expert mechanics are on site for repairs, maintenance and winterization. Indoor and outdoor winter storage available.

SNUG HARBOUR
100 WORDS +/-

The East End's Premier Marina

Welcome to Snug Harbour marina. With 200 slips, a launch for boats up to 50 feet, plus 13 covered picnic pavilions, Snug Harbour is the premier marina facility at the east end of Oneida Lake. Our fuel dock features diesel and ethanol-free gasoline, as well as ice, cold beverages, snacks, deli meats, and more. You can be on Oneida Lake in minutes by water, or walk to all the fun, restaurants and excitement of Sylvan Beach. Our expert mechanics are on site for repairs, maintenance and winterization. Ask about indoor and outdoor winter storage. This year, make Snug Harbour your marina.

SEARCH TERMS

Boating

Boat detailing

Boat fuel

Boat launch

Boat repair

Boat storage

Boat winterization

Boater safety equipment

Boating supplies

Central New York marina

Deep-water slips

Dockage

Erie Canal marina

Ethanol-free fuel

Fishing

Fishing charters

Fishing derby

Fiberglass repair

I/O service

Inboard service

Oneida Lake Marina

Outboard service

Permanent slips

Protected slips

Sylvan Beach marina

Transient slips

Winter storage

Winterization

VISUAL IDENTITY SYSTEM

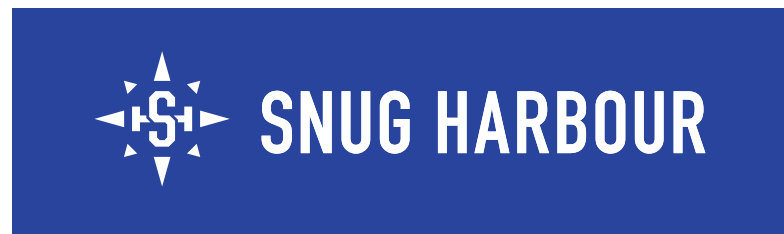
Visual language is more important than ever. In a world of Facebook, Instagram, YouTube and selfies, our visual vocabulary communicates our brand in seconds. Consistent use of photography, icons, video and interior design are all part of the conversation.

VISUAL SYSTEMS
SNUG HARBOUR PRIMARY LOGO USAGE



DARK BLUE

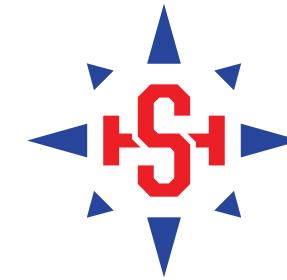
Use on contrasting lighter backgrounds



REVERSED

Use on contrasting darker backgrounds

VISUAL SYSTEMS
SNUG HARBOUR STACKED LOGO USAGE



**SNUG
HARBOUR**



**SNUG
HARBOUR**



**SNUG
HARBOUR**

DARK BLUE or RED

Use on contrasting lighter backgrounds



REVERSED

Use on contrasting darker backgrounds

VISUAL SYSTEMS

MARION MANOR PRIMARY LOGO USAGE



GOLD

Use on contrasting lighter backgrounds



REVERSED

Use on contrasting darker backgrounds

VISUAL SYSTEMS

MARION MANOR STACKED LOGO USAGE



2-COLOR, DARK BLUE or GOLD

Use on contrasting lighter backgrounds



REVERSED

Use on contrasting darker backgrounds

VISUAL SYSTEMS

SNUG HARBOUR / MARION MANOR LOGO LOCKUPS



2-COLOR



1-COLOR



WITH DIVIDER

VISUAL SYSTEMS

MARINA AND MAPLE LEAF MARKET LOGO LOCKUPS



FULL COLOR



1-COLOR

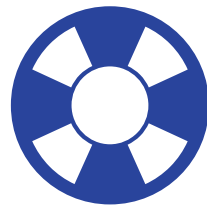


FULL COLOR WITH DIVIDER

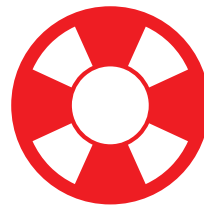


1-COLOR WITH DIVIDER

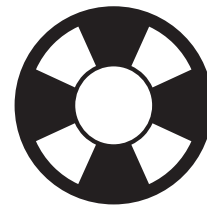
VISUAL SYSTEMS
SNUG HARBOUR COLORS



C96 M87 Y0 K0
R43 G68 B156
HEX2b449c



C0 M100 Y100 K0
R237 G28 B36
HEXed1c24



C0 M0 Y0 K100
R0 G0 B0
HEX000000

SNUG HARBOUR FONT

DIN CONDENSED BOLD

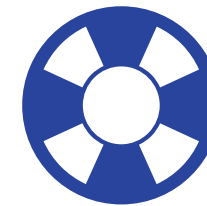
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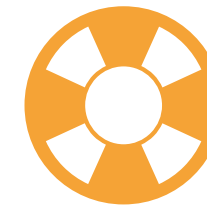
1234567890!@#\$%^&*()

SNUG HARBOUR OFFERS NON-ETHANOL FUEL, DOCKAGE AND STORAGE, REPAIR AND MAINTENANCE SERVICES, PICNIC PAVILIONS AND OTHER SERVICES.

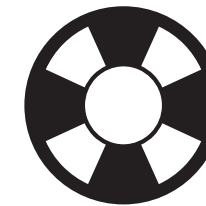
VISUAL SYSTEMS
MARION MANOR COLORS



C96 M87 Y0 K0
R43 G68 B156
HEX2b449c



C2 M41 Y89 K0
R244 G163 B55
HEXf4a337



C0 M0 Y0 K100
R0 G0 B0
HEX000000

MARION MANOR FONT

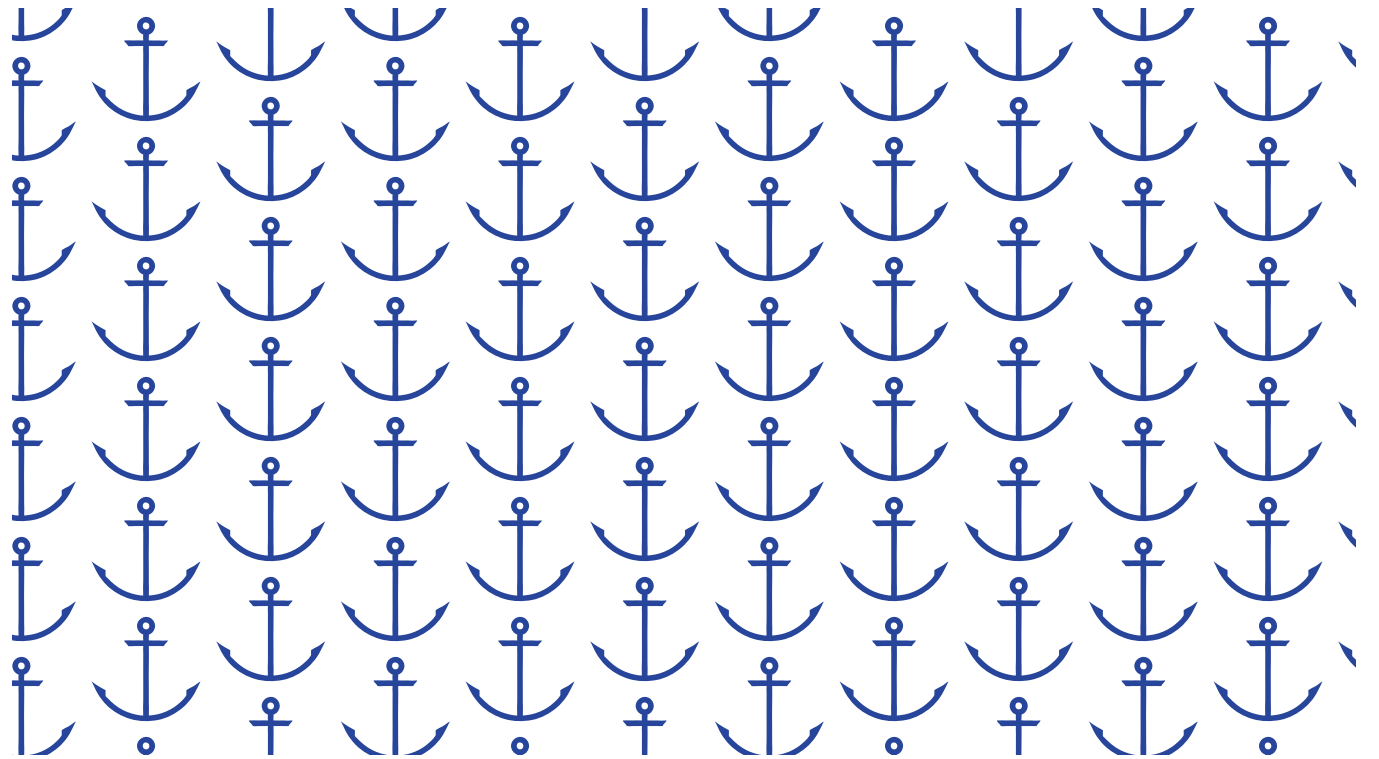
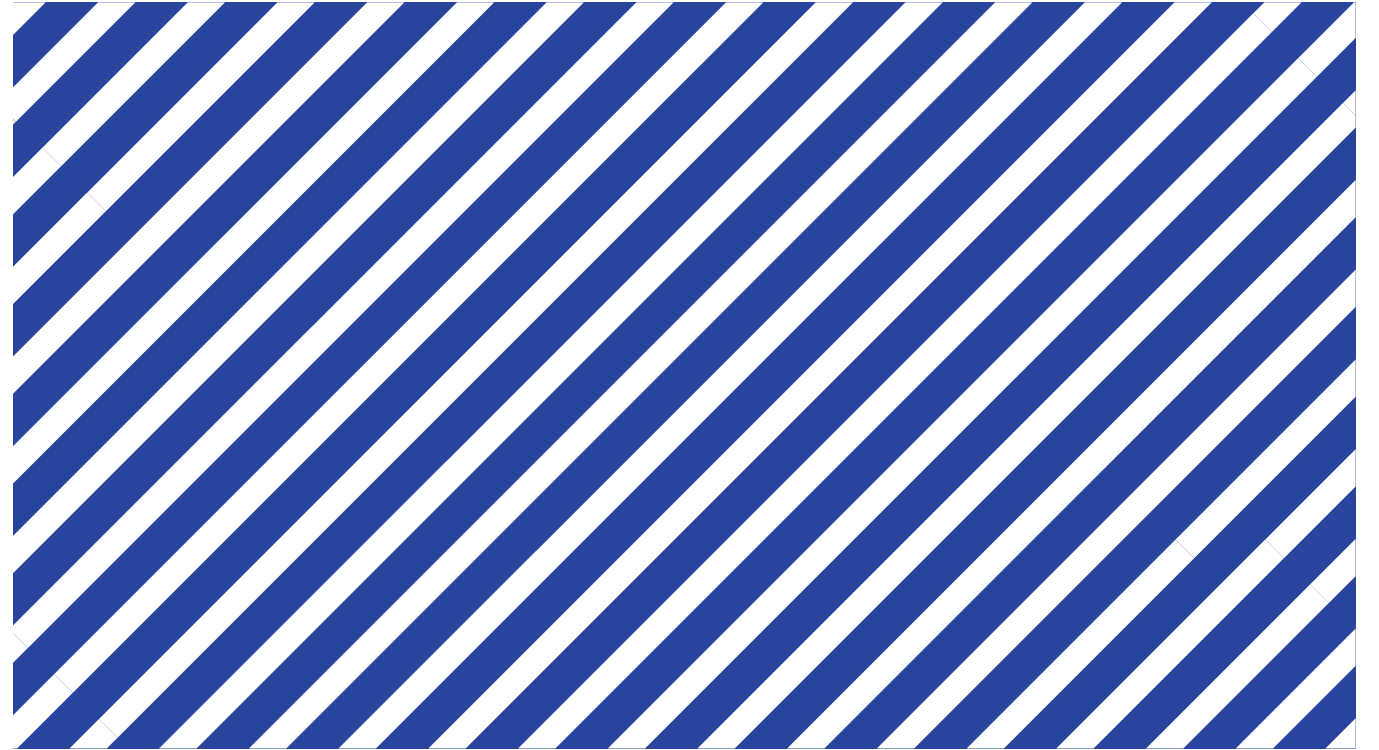
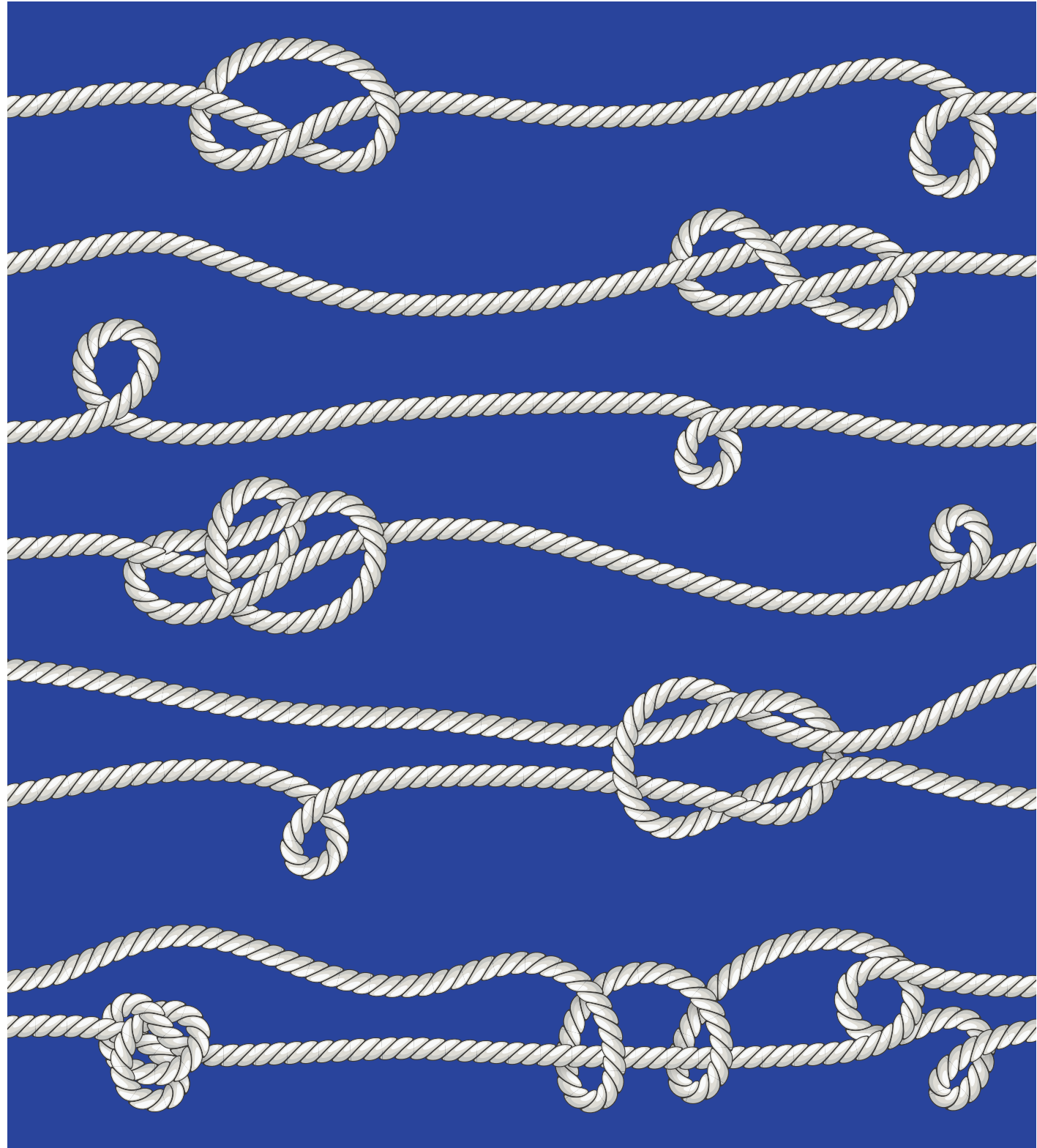
FORWARD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 234567890!@#\$%^&*()

MARION MANOR MARINA IS LOCATED ON THE SOUTHEAST SHORE OF ONEIDA LAKE NEAR THE INTERSECTION OF ROUTES 13 AND 31. IT OFFERS BOAT AND MOTOR REPAIR SERVICES AND RENTALS, AND WINTER BOAT STORAGE.

VISUAL SYSTEMS
PATTERNS



IMAGERY

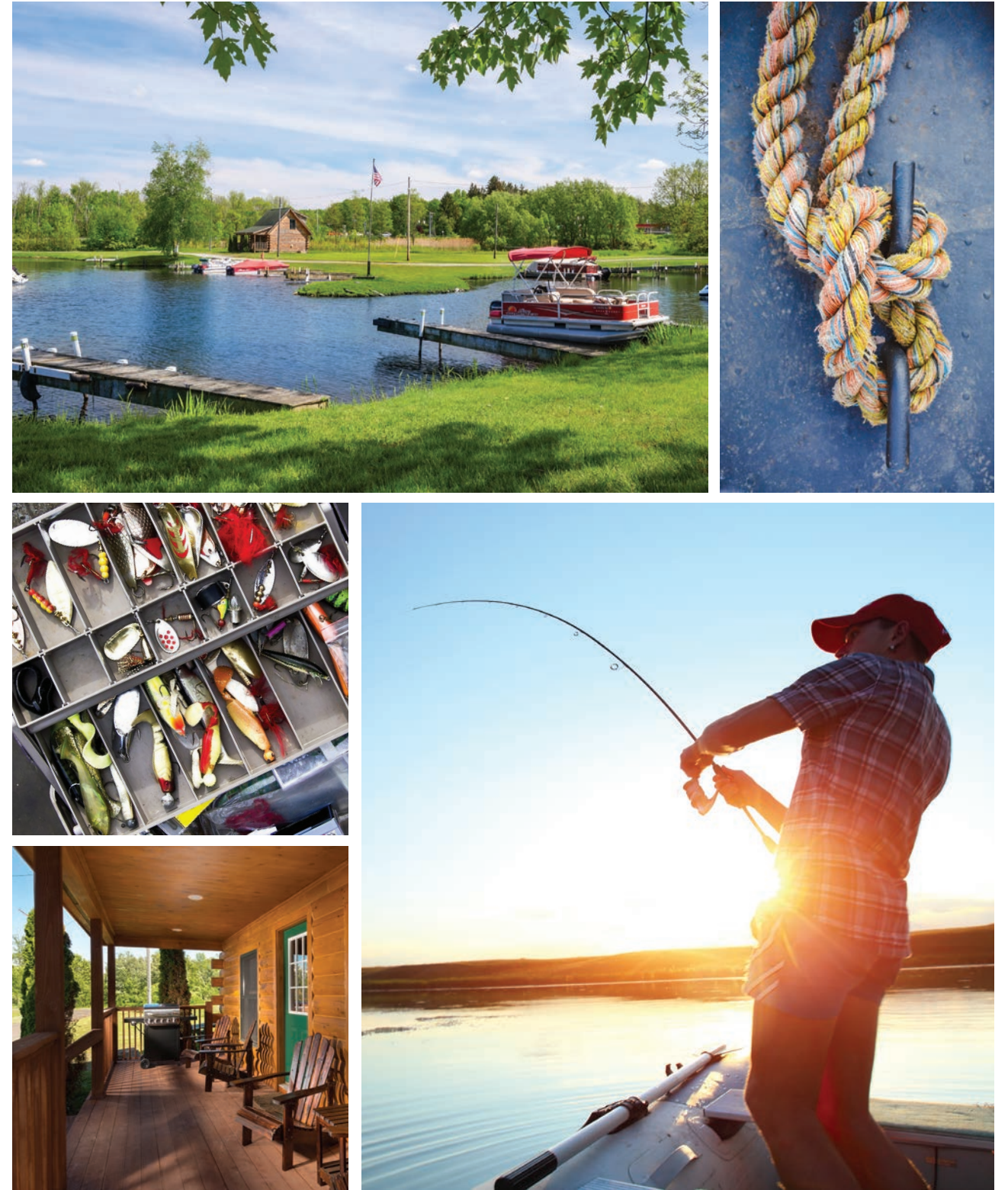
Photography that supports the marinas should always be accessible, refreshing, outdoorsy and inviting. Viewers should feel sun and the breeze and the spray of being out on a boat.

We use natural lighting whenever possible, minimal retouching and no special effects. Colors are warm. Faces are smiling but not artificially posed. Boats and facilities are clean yet realistic. Not always shiny and new, but always ship shape. Team members look sharp. Colors are bright but not over-saturated.

IMAGERY
SNUG HARBOUR



IMAGERY
MARION MANOR



ACTIVATIONS

**FOOD & DRINKS
AVAILABLE INSIDE**

HOURS
5am-7pm MON-FRI
4am-7pm SAT
4am-5pm SUN



**FOOD & DRINKS
AVAILABLE INSIDE**

HOURS
5am-7pm MON-FRI
4am-7pm SAT
4am-5pm SUN



ACTIVATIONS
SNUG HARBOUR





