

Turning Stone®
RESORT | CASINO

EXPERIENCE MORE

Celebrations



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BRAND VOICE

The way we talk to brides has two critical and complementary messaging elements.

The first is our overarching brand voice – approachable, modern, personal. Turning Stone Resort Casino should always be a welcoming place of excitement and discovery for our guests. The second notion affecting our wedding communications is context. Right now, this is the most important event in someone’s entire life. They’ve dreamed about it. Visualized it. Talked about it. And soon, it will really happen.

This guide was created to help define the look and language of our wedding communications. Use it to keep every conversation you have with a couple and their family collaborative and inspirational.

EVERYTHING YOU DREAMED + MORE THAN YOU IMAGINED

These words are more than a headline. To couples, they're the brand promise of a Turning Stone® Resort Casino wedding – and the personal promises of our world-class team to deliver flawlessly at every turn.

A bride or groom may start out searching for centrally located venues for family and guests, or destination weddings in Upstate New York. Our goal is to help them find so much more at Turning Stone – an all-encompassing, award-winning wedding destination with a massive team fully committed to making their wedding dreams a reality.



BRAND VOICE
tone

To help define and articulate an authentic Turning Stone weddings brand voice,
it is important to put into words who we are and who we are not.

WE ARE

AN ALL-ENCOMPASSING WEDDING DESTINATION

SEASONED EXPERTS IN OUR CRAFTS

MEMBERS OF A HIGHLY DEDICATED TEAM

RECIPIENTS OF PRESTIGIOUS AWARDS

FOCUSED ON BRIDES AS INDIVIDUALS

PASSIONATE PERFECTIONISTS

ATTENTIVE, PERSONABLE, CREATIVE

CONSCIOUS THAT THERE IS NO “DO-OVER”

WE ARE NOT

A CASINO THAT DOES WEDDINGS ON THE SIDE

INCONSISTENT IN OUR LEVELS OF SERVICE

SILOED, DISJOINTED

COMPLACENT, RESTING ON OUR LAURELS

FORMULAIC, ONE-SIZE-FITS-MOST

ACCEPTING OF LESS THAN THE BEST

PRE-PACKAGED OR DATED

UNEMPOWERED TO MAKE THINGS RIGHT

BRAND VOICE
WEDDINGS POSITIONING COPY

In many industries, it's easy to end up "selling the category but not the brand." (Think every beer ad you've ever seen in the Super Bowl.)

That's why so many wedding venues look and sound alike. Turning Stone has built an extraordinary destination and an exceptional team. We've arguably done the hard part, yet we're hindered by low awareness of how all-encompassing we are, with gifted and highly committed professionals at every turn. This copy is meant to help communicate just that.

25 WORDS +/-

As New York State's most awarded resort and an all-encompassing wedding destination, Turning Stone has the variety of venues and depth of talent to turn your wedding dreams into more than you ever imagined.

50 WORDS +/-

As New York State's most awarded resort and an all-encompassing wedding destination, Turning Stone has the variety of venues and depth of talent to turn your wedding dreams into more than you ever imagined.

You benefit from your own personal wedding coordinator, our 3-time James Beard award-winning Executive Chef and his masterful team, creative florists to pastry artists...and so much more.

75 WORDS +/-

As New York State's most awarded resort and an all-encompassing wedding destination, Turning Stone has the variety of venues and depth of talent to turn your wedding dreams into more than you ever imagined.

One phone call to your personal wedding coordinator puts an entire team of wedding specialists into motion, including our 3-time James Beard award-winning Executive Chef and his masterful team, plus florists, pastry artists, even an acclaimed ice sculptor. From the Finger Lakes to the Adirondacks, no venue offers you more.

100 WORDS +/-

As New York State's most awarded resort and an all-encompassing wedding destination, Turning Stone has the variety of venues and depth of talent to turn your wedding into an extraordinary event.

One phone call to your personal wedding coordinator puts an entire team of wedding specialists into motion. A 3-time James Beard award-winning Executive Chef. Upstate New York's only Forbes Travel Guide Four Star Spa. Creative florists and pastry chefs. Even an acclaimed ice sculptor. From the Finger Lakes to the Adirondacks, no venue offers you more.

BRAND VOICE
WEDDING SPECIALTIES

WEDDING TEAM

One phone call to your personal wedding coordinator is all you need to put the award-winning power of a massive team behind planning your perfect wedding, including our own creative florists, award-winning chefs, pastry chefs, a master ice sculptor, hair and makeup artists, spa practitioners and seasoned hospitality experts.

WEDDING VENUES

From the Tudor-style Shenendoah Clubhouse on our championship golf course, to an outdoor wedding on the Great Lawn at The Lodge – winner of the Forbes Travel Guide Four Star Award and AAA Four Diamond Award – or one of a dozen other venues, Turning Stone offers the ideal venue for any size or style of wedding you’ve dreamed, plus more than you imagined.

FOOD AND BEVERAGE

It might start with a handwritten recipe card from a grandmother in Peru. Or center around a traditional Indian wedding menu. Maybe you and your family simply want the classics, done exceptionally well. Whatever your vision, our masterful culinary team takes pride in bringing it to the table. If there’s an opportunity to collaborate and personalize your celebration, that’s where we shine. For inspiration, we love to ask the couples, “What’s your food story?” Share it with us.

PASTRY AND SPECIALTY CHEFS

Our specialty chefs are true masters in their crafts, from our gifted team of pastry chefs who create and custom decorate magnificent wedding cakes in house (transport worries be gone), to an Olympic competitor ice sculptor and chef. Executive Specialty Chef at Peach Blossom restaurant, Chef Wei-Sen Liang is also an accomplished, award-winning ice sculptor whose work is internationally celebrated for its creativity and beauty. Best of all, your wedding cake is included with your package.

FLORAL

Bring your wedding theme, color ideas or inspiration to our artistic designers at The Floral Shop at Turning Stone, and let our experts help put the perfect finishing touches on your wedding. From arrangements for the ceremony to bridal bouquets, flowers for the cake to designer wedding centerpieces, working with our own on-site florists ensures your arrangements are at their peak of freshness.

REHEARSAL DINNER

Our luxurious resort is home to more than a dozen gourmet and casual restaurants, with cuisine ranging from Italian to Asian to USDA Prime steaks. For your rehearsal dinner, reserve a private dining area or entire restaurant, including Wildflowers, recipient of the 2019 Forbes Travel Guide 4 Star Award and 2019 *Wine Spectator* Award of Excellence. Or let our expert chefs prepare the perfect dinner buffet, including our traditional Taste of Italy or our popular Sundown Barbeque menus, with customizations welcome.

BRIDAL READY ROOM

Located at The Lodge, winner of the Forbes Travel Guide Four Star Award and AAA Four Diamond Award, you’ll find Turning Stone’s fully equipped Bridal Ready Room. Spacious and elegant with soft natural light, this thoughtfully appointed suite offers five cosmetic stations for hair and makeup where our expert salon and spa staff can help you and your bridesmaids prepare for your wedding day. For a special treat, enjoy discounted spa packages available to you and your bridal party at Ska:ná: Upstate New York’s only Forbes Travel Guide Four Star Spa.

BACHELOR AND BACHELORETTE PARTIES

Kick off the bachelor party over 18 holes of championship golf. Then enjoy an elegant dinner at our award-winning Wildflowers, TS Steakhouse or Pino Bianco, each multi-year recipients of *Wine Spectator* Awards of Excellence. Gather around your favorite table at our world-class casino. Check out our event calendar for live entertainment. Or bring the party to the dance floor and enjoy hand-crafted cocktails and a high-energy scene at one of our vibrant nightclubs. At our award-winning Ska:ná, Upstate New York’s only Forbes Travel Guide Four Star Spa, indulge in luxurious spa experiences for a bachelorette experience unlike any other.

TRADITIONAL INDIAN WEDDINGS

India’s many diverse cultures, each with its own rich heritage, make traditional Indian weddings at Turning Stone some of our most extraordinary and unique events. Our seasoned wedding team brings years of experience helping to plan, coordinate and flawlessly execute every detail of the celebration’s many ceremonies and traditions. From regional dishes to a variety of venues, Turning Stone offers the perfect place to begin your life together.

LGBTQ WEDDINGS

Love is love. We know this in our hearts as much as you do. Yet no two weddings are alike. Helping couples make their wedding uniquely their own and doing our part flawlessly is our favorite way to celebrate that beautiful thing called love. Add the award-winning power of a massive team, an all-encompassing resort with a variety of indoor and outdoor venues, luxurious spa experiences and some of the hottest lounges and nightclubs in the area, and you have the recipe for a destination wedding you and your guests will be talking about long after you leave.

VISUAL IDENTITY SYSTEM

Weddings are exciting, celebrations of love.

The imagery and typography of our communications should match expectations for the actual event. On the pages that follow you'll find photography and design guidelines to ensure our look is not only consistent with the Turning Stone brand, but also with the high standards of our guests.

You're encouraged to use the visual assets provided whenever possible. You can also reach out to the marketing team for further guidance. In a world of image-driven social media and memories, we're committed to creating the right look, the right feeling, on every page and post.

EXPERIENCE MORE

Celebrations

Proxima Nova A Bold • Birdhouse Script with Boxed Outline



HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ADOBE JENSEN REGULAR (Regular weight, set in upper-case with generous tracking)

To elevate weddings, the enduring elegance of Jensen is a offers a serifed compliment to Proxima Nova.

SUBHEADS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PROXIMA NOVA A (Bold weight, set in upper-case with generous tracking)

Our key brand font has an extensive set of weights and provides a contemporary sophistication.

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA A (Regular weight, set in upper-/lower-case with +20 tracking)

ACCENTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BIRD HOUSE SCRIPT (Regular weight, with careful kerning. Do not set in all-caps.)

Used sparingly, this celebratory script offers a personal touch to accent the formality of the primary typography.

ACTIVATIONS

ACTIVATIONS
GENERAL PRINT AD

HEADLINE GRAPHIC

Words used in headline graphics are more fun and playful. In the case of wedding receptions, “celebrations” are what it’s all about. Text should always be centered within the main photo. Size is at the designer’s discretion based on what looks balanced.

BACKGROUND

Use the background color for the division or amenity being promoted - in this case a luxury bronze.



EXPERIENCE MORE
Celebrations

Everything You Dreamed + More Than You Imagined

Whether you dreamed of this your whole life or never saw it coming until you met “the one,” your wedding should be one of the most unforgettable days of your life. Discover Central New York’s premier destination wedding venue.

TALK TO A WEDDING PLANNER TODAY
[TURNINGSTONE.COM](https://www.turningstone.com) | 888.361.7958

Turning Stone
RESORT | CASINO

HERO PHOTO

Always contained within the gold border, the hero image should reflect our actual wedding offerings and inspire prospective couples.

IMAGE BORDER

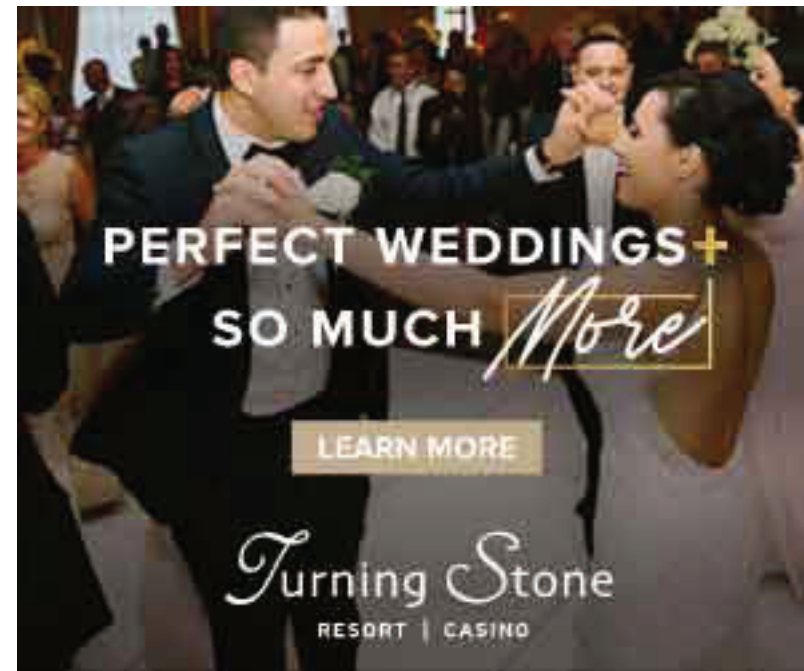
Creative element that should be used to group main images or to add visual interest. The color is always gold.

THUMBNAIL IMAGES

If secondary / supporting imagery is needed, additional images should sit below the hero image and within the gold border.

BRAND LOGO

Contains TS logo to the right. website, phone number and call to action to the left. Logo sits between gold rules.



DIGITAL BANNERS

Digital ads are a series of animated images, each thoughtfully considered combinations of clever headlines and images, designed to quickly convey the various amenities and packages offered at Turning Stone. For weddings, the imagery, messaging and background color should match or build on our existing print ad.

IMAGERY

Imagery plays an important role in how Turning Stone is visually represented and perceived. This is especially true for weddings. Every couple wants to visualize their special day being 'picture perfect.'

The photography presented here has been selected to demonstrate what's possible. To inspire brides, families and wedding planners. To showcase the all-encompassing offerings of Turning Stone.

When selecting images, be sure human subjects are appropriately candid and unaware of the camera. Pictures should capture all the energy and elegance of a well-planned wedding, but also communicate the beauty, detail and amenities of Turning Stone. If you don't see photos that work for your project, please contact the marketing team before proceeding. Together we will find a way to bring your Turning Stone wedding communications to life.

IMAGERY
PHOTOGRAPHY GUIDELINES

Our wedding photography is guided by the same visual hallmarks as all other Turning Stone photography.

QUALITY

Use high-quality naturalistic photography; avoiding artificial, overly-produced treatments.

CONTEXT

Stock photography should be framed close to the subject and focus on experience. These need to be complemented with on-location Turning Stone environments that establish a sense of place.

IMMERSION

Favor compositions with interesting camera angles, natural lighting, and close proximity to the subject to make the viewer feel like they are right there in the middle of the action.

ENERGY

Tap into and emphasize the energy of the subject — whether that energy is excitement, serenity or other.

LOCATION

Showcase people actively experiencing the unique on-location amenities of the resort. Be mindful that too many spaces without people can feel empty and devoid of energy.

AUTHENTICITY

Lifestyle photography should feel candid and spontaneous, capturing authentic emotion. Avoid showing subjects that appear posed or those who are aware of the camera.

With these stylistic qualities in mind, our wedding photography must not only evoke the emotions innate to weddings, but showcase the all-encompassing experience that sets Turning Stone apart by emphasizing three key facets:

EXTENSIVE COMPLEMENT OF FACILITIES

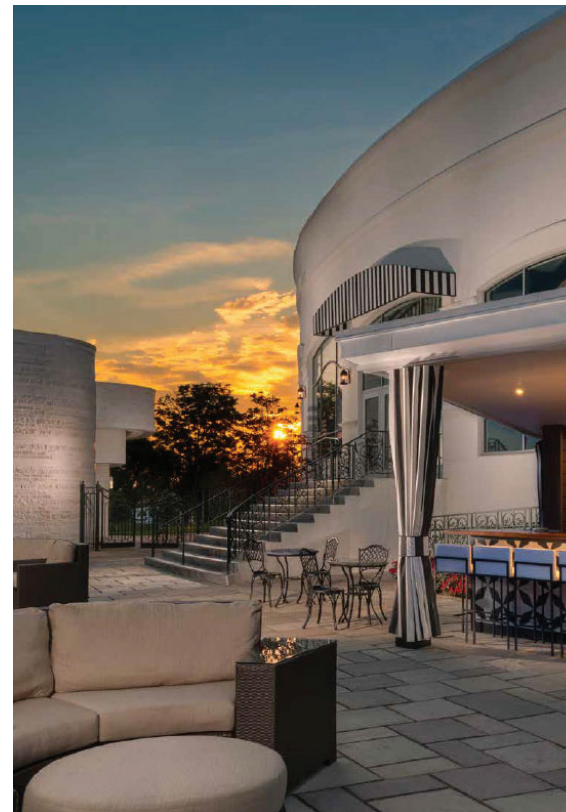
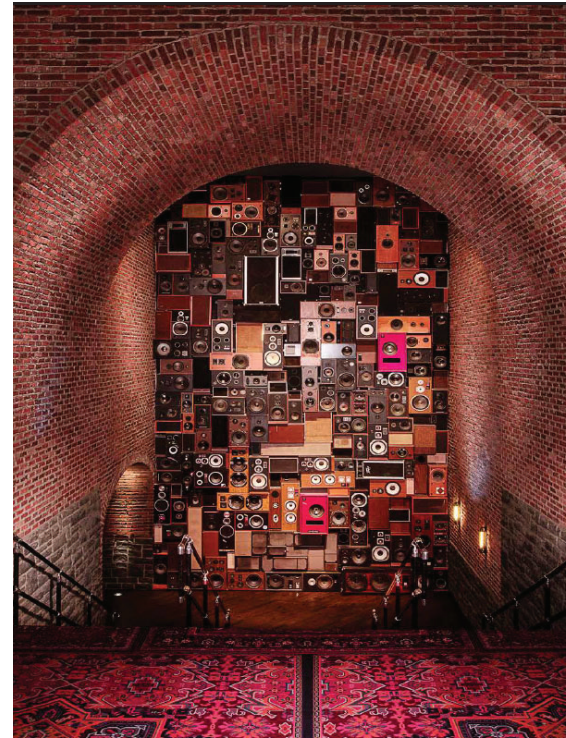
ALL-ENCOMPASSING TEAM OF EXPERT PROFESSIONALS

INCLUSIVE HOSPITALITY + VERSATILE THEMATIC STYLES

EXTENSIVE COMPLEMENT OF FACILITIES

ANCHOR A SENSE OF PLACE

Lawn Setup • Bridal Ready Room
Golf Course • Nightlife



IMAGERY
APPROVED STOCK PHOTOGRAPHY

ALL-ENCOMPASSING TEAM OF
EXPERT PROFESSIONALS

INCLUDE THE ARTISANS, NOT JUST THEIR WORK

Wedding Planners • Florists • Chefs
Ice Sculptor



IMAGERY
APPROVED STOCK PHOTOGRAPHY

INCLUSIVE HOSPITALITY +
VERSATILE THEMATIC STYLES

THINK BEYOND THE BRIDE AND BE CONSCIOUS
OF DIVERSITY

Rock 'n' Roll • BOHO • Ethnic • LGBTQ
Winter • Fall



IMAGERY
COLLAGE

To evoke an all-encompassing experience, make use of a photo collage to show the breadth of services and themes that is our point-of-difference.





