



# **DIAMOND SPRINGS RANCH**

## **BRAND BOOK**







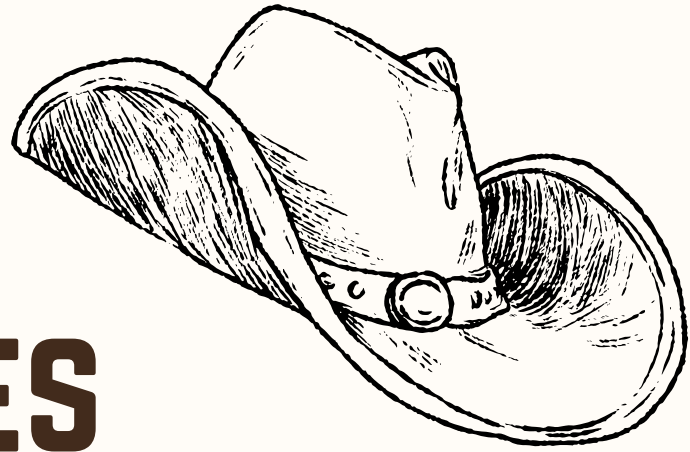


# BRAND OVERVIEW

Diamond Springs Ranch is a Kansas-based destination offering trail rides, riding lessons, dinner dates, weddings, events, parties, and a TreeHouse Masters-designed tree house rental. With the tagline "Reconnect with the cowboy way of life. Where time slows down and adventure begins," the ranch seeks to create memorable experiences rooted in nature, tradition, and hospitality.

# BRAND OBJECTIVES

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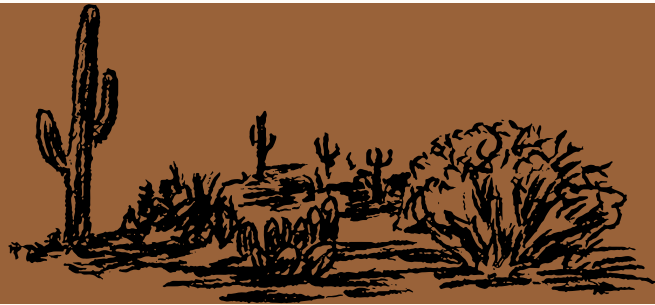


- Define and document brand elements for internal and external consistency
- Clarify the ranch's personality, tone, and story for future marketing efforts
- Empower staff, partners, and designers to create on-brand materials with confidence





# Establishing Brand Foundation



## VISION

To continue to develop the ranch into an immersive cowboy destination with additional vacation rentals, ranch experiences, and a horse town.

## MISSION

To encourage God's people and provide opportunities for them to slow down, reconnect, and rediscover the cowboy lifestyle. We do this through horseback trail rides, rustic lodging, and gatherings rooted in faith, family and tradition.

## CORE VALUES

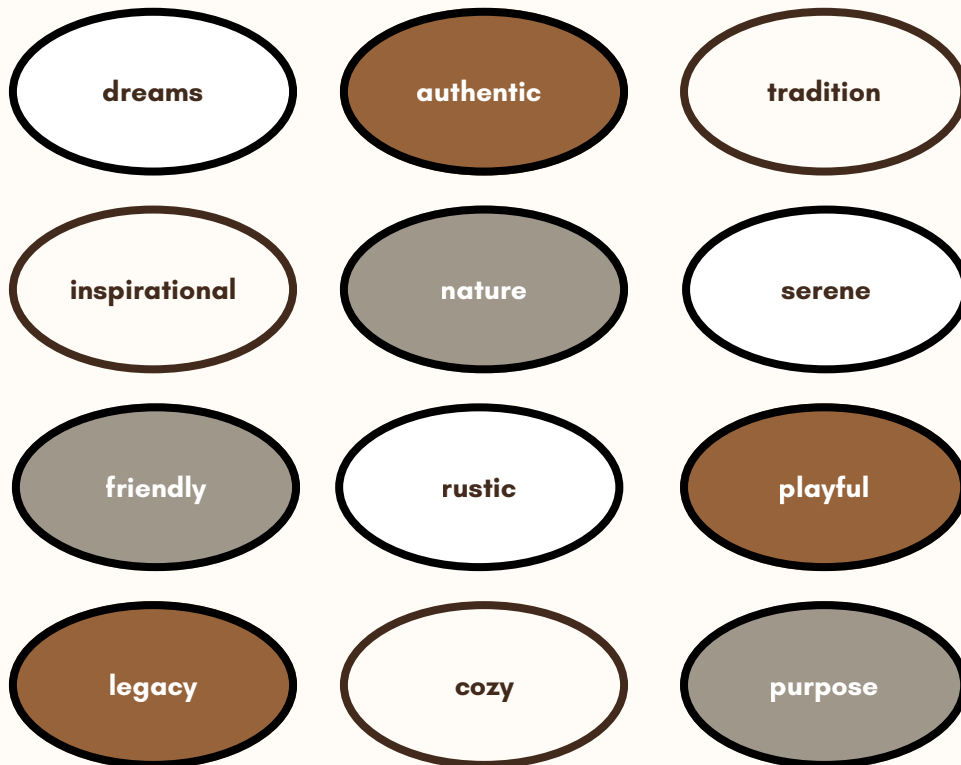
faith • family • friendliness • integrity • tradition •  
community • purpose • hard work • authenticity •  
connection





## VOICE & TONE

Our brand voice is professional yet friendly, reflecting our commitment to exceptional customer service. Our tone adapts depending on the context and audience.



**slow down...you're at the ranch**  
**escape to the quiet**



# THEMES

## 1. Western Heritage & Cowboy Culture

- authentic, timeless
- Invokes classic cowboy lifestyle, dusty trails, horseback riding, and rugged tradition

## 2. Nature & Tranquility

- serene, immersive
- Reflects the scenic Kansas countryside, abundant trees, pastures, and peaceful surroundings

## 3. Spiritual Reflection & Reset

- soulful, restorative
- Designed as a place to unplug, reflect, and encounter God amidst tranquility and nature

## 4. Rustic Luxury & Lodging

- cozy, elegant
- The Treehouse and Lodge blend upscale comfort with rural charm and rustic finishes

## 5. Adventure & Discovery

- exhilarating, immersive
- From trail rides to After Dark mystery rides, guests engage in hands-on western adventures

## 6. Romance & Special Occasions

- magical, personalized
- Ideal for weddings, dinner dates, and intimate celebrations under sunset skies

## 7. Event Hosting & Gathering

- versatile, welcoming
- Lodge and grounds accommodate corporate events, parties and retreats in a flexible rustic setting

## 8. Family-Friendly Agritourism

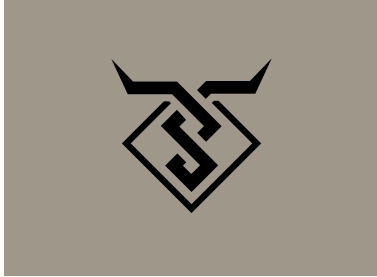
- playful, educational
- Offers horseback riding lessons, camps, animal encounters, and learning experiences for all ages





# VISUAL IDENTITY

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



Symbol



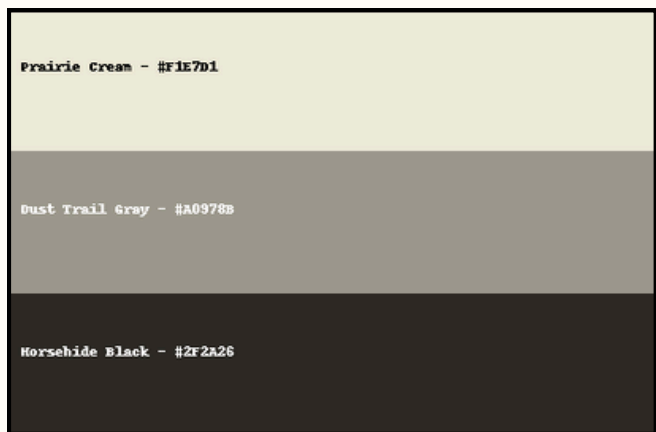
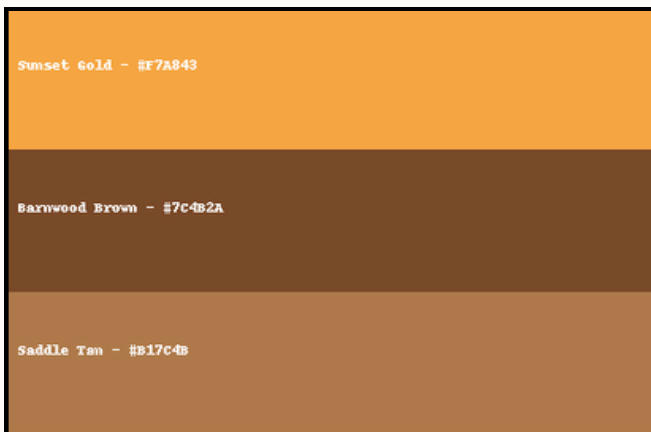
Logo Font



Main Logo

# COLOR PALETTE

Our color palette is inspired by nature, creating a fresh and vibrant look. These colors should be used consistently across all media to maintain brand integrity.



# TYPOGRAPHY RECOMMENDATIONS

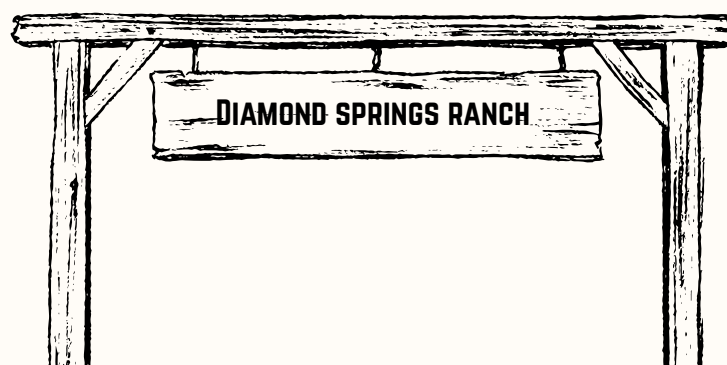
**NORWESTER**

**Roboto  
Condensed**

**Glacial  
Indifference**

# IMAGERY STYLE

Our imagery style captures authentic moments of cowboy life and rustic elegance—highlighting wide open spaces, heartfelt connections, and the natural beauty of life on the ranch. Our imagery style is a blend of graphics and high-quality images and should always be relevant to the content.





# CONTENT PILLARS

Content pillars are the main topics or themes your brand creates content around. Think of them as the “big buckets” of ideas that guide what you post or share so everything stays focused, consistent, and relevant to your audience.

## HELPFUL

Posts about location, fun facts about ranch life, encapsulating imagery, cowboy history, call-to-actions like “find us,” “follow us,” etc. Link socials on all platforms.

## HEARD

Posts that include testimonials, reviews, how-to videos, and day-in-the-life type of content. Talk to camera videos and personal (on-camera) invitations.

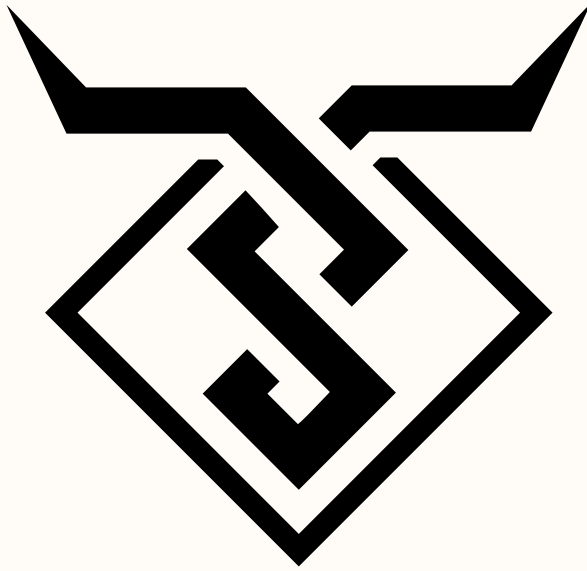
## HUMOR

Posts about funny and unique ranch life experiences, POV from animal perspective, ranch fails or things that didn't go right, and memes. This is the category where trending topics, ideas and songs work.

## HAPPENINGS

Posts about current events, wedding venue information, rental information, and potential specials/giveaways. This is where timely and upcoming event information comes into play.





## Do's



### Use Official Color Palette

Ensure you use the brand's specified colors in all assets.



### Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



### Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.



### Consistent Messaging

Ensure the message delivered is aligned with our brand values.

## DON'TS



### Modify the Logo

Do not alter, distort, or change the logo colors without permission.



### Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.



### Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.



### Conflicting Messages

Avoid communications that contradict or obscure our brand message.

