

Cherryland Camping – Brand Guidance

- Our name ‘Cherryland Camping’ emphasizes the Traverse City-area’s reputation as the Cherry Capital of the World. It also emphasizes we can deliver the perfect ‘campground’ (not resort) vacation with an emphasis on the local area’s attractions, whether it be exploring the city and surrounding Port Towns, agritourism at local vineyards/orchards, visiting Sleeping Bear Dunes National Lakeshore, and much more.
- We are primarily a base camp for day trips to the Traverse City area
 - However, we are not as well located as some other base camps, so offer a higher amenity mix to compete
 - That said, we are not a ‘resort’ where there are so many quality amenities that customers should expect to spend the entirety of their 3.5-day vacation at the campground
- Approximately 40% of campers bring their kids, so while we are a strong option for families, we are majority ‘adult-only’ campers

Cherryland Camping – Logo Guidance

Two Rivers Campground – logo of another campground we own/operate



Things to replicate:

- Circular Structure
- No more than 3 colors, but will consider less

Things to avoid

- Central image is slightly crowded/busy which has made some merchandising difficult, seeking simpler designs

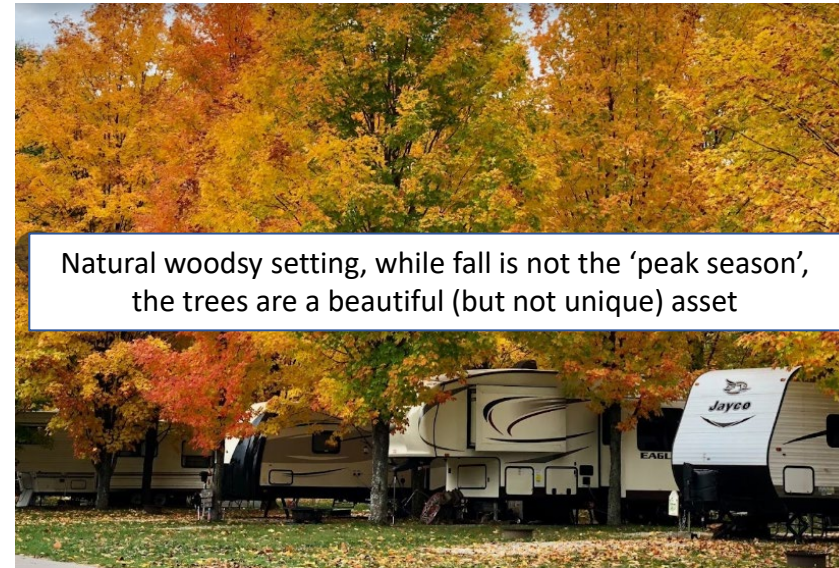
Things to consider emphasizing (but are not required to):

- Emphasizing outdoors
- Emphasizing RV lifestyle
- Emphasizing the many Northern Michigan attractions/activities a camper at our campground could daytrip to
- You do not necessarily need to mimic the modern text/look of this logo – feel free to pursue other styles, retro looks, etc

Things to include:

- The color red
- Cherries

Campground Images



High quality campsites for campers



Some RV sites appearance will be improved



High quality bathrooms for pleasant stay



While amenities are not 'resort' level there is a strong amenity base to entertain campers when they aren't day tripping

Campground Amenities – solid, but not a resort

The campground's amenity base is generally higher than competitor campgrounds, however it's important not to hold our brand out as a 'resort' where families could expect to stay on site for the entirety of their 3.5 day stay and receive outstanding entertainment...this is not Disney or a Jellystone Campground; but they can expect to be entertained to fill gaps in their plans, perhaps if they decide to spent 1 or 2 days at the campground



Local brands utilizing tight circle/patch structure



Other uses of cherry in logos

