



# BRAND FRAMEWORK



# CORE BELIEF, VISION, VALUE PROP

## CORE BELIEF

Sun, water, mountains and community combine magically in Lake Chelan to create a mix of experiences you won't find anywhere else.

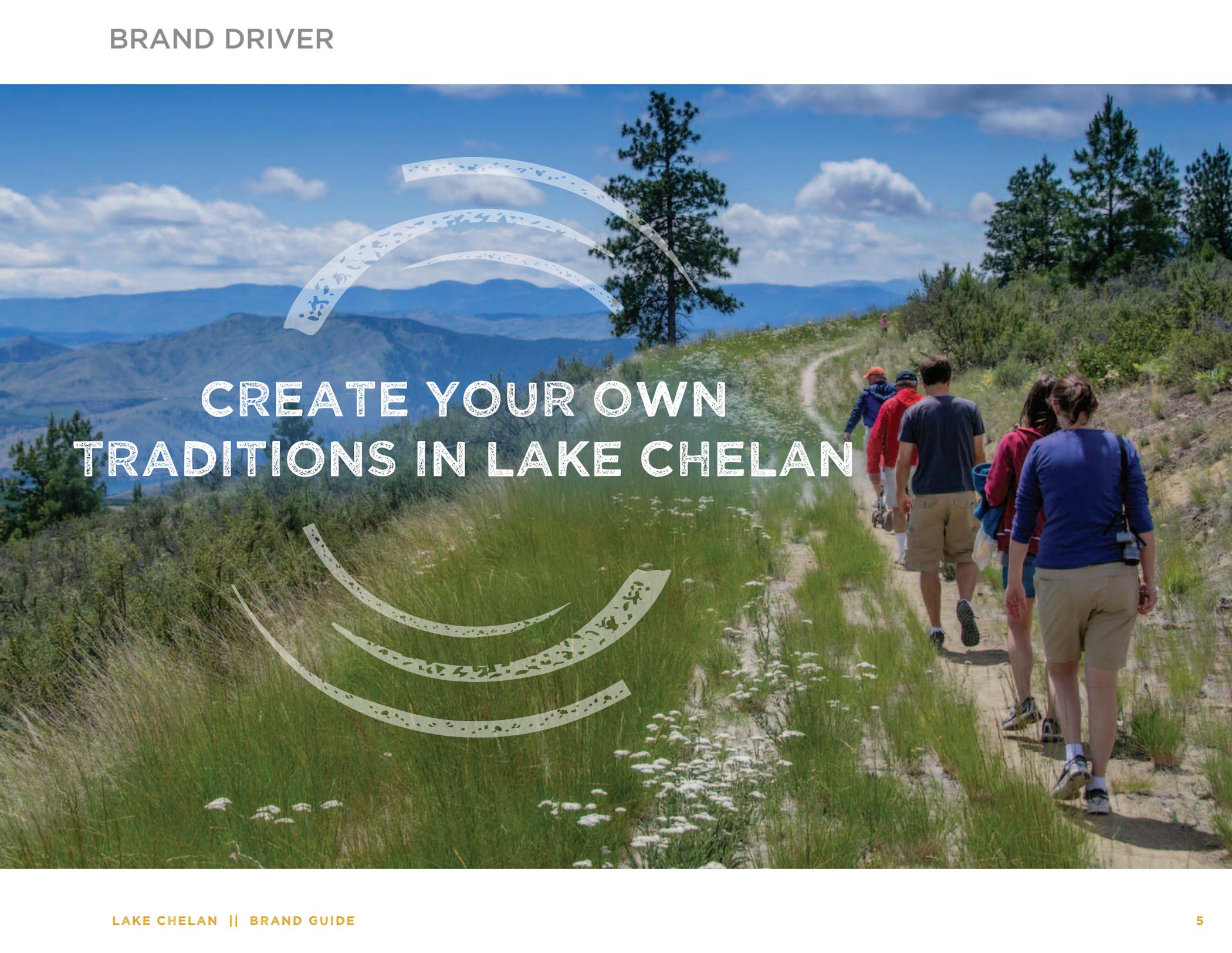
## VISION:

Lake Chelan is an iconic, easy-to-get-to Northwest destination that embodies Washington at its best.

## VALUE PROP:

Lake Chelan is a stunning, sunny setting where you decide how tranquil, active, rugged or refined you want your experience to be. Idyllic scenery, year-round outdoor fun, friendly people, local food and wine, the special charm of living history: Lake Chelan gathers the things Washington is famous for in a single, central place of extraordinary natural beauty.





CREATE YOUR OWN  
TRADITIONS IN LAKE CHELAN

# BRAND PERSONALITY

FRIENDLY  
AUTHENTIC  
ADVENTUROUS  
EASYGOING  
SUNNY



# LAKE CHELAN BRAND NARRATIVE

## AN INVITATION

**TRADITIONS CONNECT US TO EACH OTHER, TO SOMETHING BIGGER, TO BEAUTY, TO UNIQUENESS.** Traditions can be light, and playful, and deeply moving, all at once. Traditions lift us out of ordinary space and time—and yet, familiarity is what makes them tick.

Traditions, even goofy ones, need authenticity to become real and keep them going. **HAVING A TRADITION MEANS YOU'RE COMFORTABLE IN SAYING, I BELONG HERE.** An invitation to create your own traditions—an invitation to belong—is something only an extraordinary place can offer.



# LAKE CHELAN BRAND NARRATIVE

Traditions flourish in Lake Chelan because **YOU CAN PICK YOUR PLEASURE HERE.**

**NO OTHER NORTHWEST DESTINATION OFFERS SO MANY DIFFERENT EXPERIENCES IN SUCH A SINGULARLY GORGEOUS, CONTAINED AND CENTRAL SETTING.**

Waterskiing and wine tasting. Snowshoeing and Chinese lantern lighting. Stargazing and grape stomping. Hiking and history lessons. Fine dining and being fine with doing absolutely nothing... all within such easy reach of the Puget Sound and Eastern Washington.

**LAKE CHELAN IS A PLACE OF STRIKING VARIETY AND UNFORGETTABLE JUXTAPOSITIONS** where sun-drenched water, mountains, vineyards, orchards, wilderness, recreation spots and local culture combine in magical ways. In Lake Chelan, you decide which experiences you want to bring together, turning the dial between tranquil and active, rugged and refined, to make the perfect day. In Lake Chelan, your family and friends can pull from that variety to create traditions as unique as you are—adding new experiences to the mix with every passing season.



# LAKE CHELAN BRAND NARRATIVE

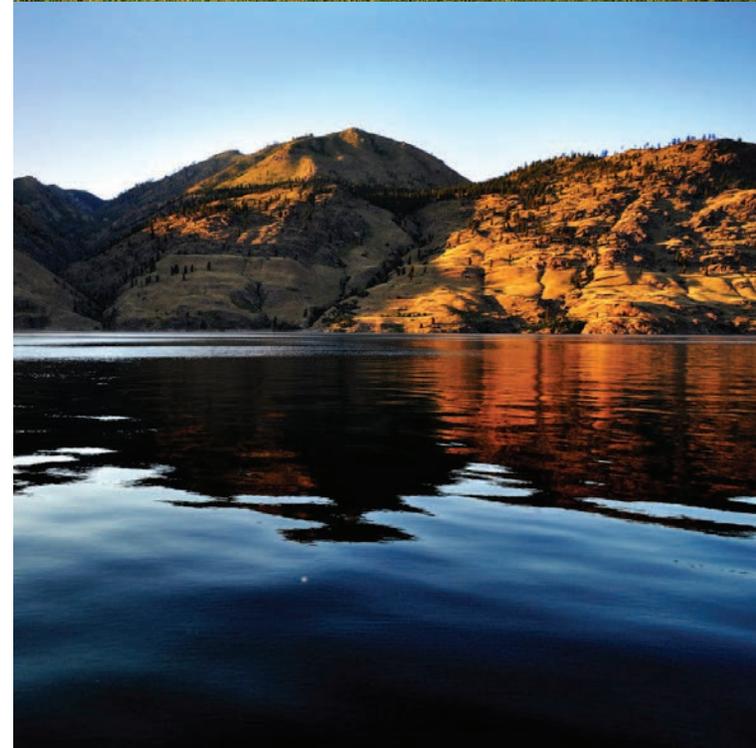
Traditions flourish in Lake Chelan because **YOU'RE IN A SETTING LIKE NO OTHER HERE.**

**LAKE CHELAN IS A WORLD-CLASS NATURAL RESOURCE OF INDELIBLE SCENIC BEAUTY THAT FASCINATES YOU MORE THE MORE YOU GET TO KNOW IT.**

Uniquely long and narrow, glistening in a dramatic, plunging valley deeper than the Grand Canyon, this is a place that doesn't reveal itself all at once—**THE SHAPE AND SETTING OF LAKE CHELAN INVITE THE EYE TO TRAVEL, INSPIRING AND INTRIGUING YOU TO EXPLORE IT FURTHER.**

From the upper lake, Stehekin radiates a promise of serenity down the water that connects it with Chelan and Manson: water that reflects 300 days of sunlight, **WATER THAT GIVES THIS REGION'S WINES THEIR SPECIAL CHARACTER, WATER THAT MAKES PEOPLE OF ALL AGES GIDDY WITH HAPPINESS**, water that brightens these towering lakeside slopes where grapes and fruit trees grow and hiking, biking, skiing and snowmobiling trails unfurl through Cascade landscapes.

The activities the valley offers change from month to month. **WINTER, SPRING, SUMMER AND FALL EACH BRING OUT A DIFFERENT FACET OF ITS BEAUTY.** Half the reward of knowing this place is seeing how it changes, yet stays unmistakably its own, as nature cycles through the seasons.



# LAKE CHELAN BRAND NARRATIVE

Traditions flourish in Lake Chelan because **YOU'RE A PART OF LIVING HISTORY HERE.**

**FEW PLACES IN WASHINGTON HAVE A HERITAGE AS TANGIBLE, AUTHENTIC AND ALIVE AS THAT OF LAKE CHELAN.**

When you take a cruise on the Lady of the Lake, or see a movie at the Ruby Theater, or lose yourself in stillness in Stehekin, you're enjoying **AN EXPERIENCE WITH ROOTS THAT REACH BACK FOR A CENTURY.** When you head to the hardware store in Lake Chelan you're not just going to Ace hardware, you're going to Kelly's Ace hardware. The experience is personal, because Lake Chelan exudes the special charm that only comes from living history and a thriving, genuinely local culture.

**HOSPITALITY IS A TRADITION IN LAKE CHELAN. SO IS RESPECTING THE NATURAL RESOURCES THAT MAKE THIS PLACE UNIQUE.** Today, the people of Chelan, Manson and Stehekin extend this heritage into the future. We are stewards of this iconic Northwest jewel. We are raising our families here and running our businesses here and growing opportunities for others to do the same.

We take pride in our events—new traditions in the making—and in our merchants and our services and the peace and quiet as well as all the fun we have to offer. **AND BECAUSE WE'RE SO AT HOME HERE, WE CAN MAKE YOU FEEL LIKE YOU BELONG HERE TOO.** So you can create your own traditions in Lake Chelan.



# THE COMMUNITIES OF LAKE CHELAN



## MAIN STREET ON THE LAKE

A point of arrival and welcome. A home base for exploring the Lake Chelan Valley.

A thriving, historic Main Street community with a local culture and living heritage you're invited to be a part of.

A destination for the lakefront, year-round outdoor activities, resorts, events, nightlife, dining, wine, services, and shopping.



## THE VILLAGE BY THE BAY

A peaceful place to stay. A quaint village of breathtaking views.

An agricultural and artisan community where the passion for Lake Chelan's local wine and food is contagious.

A home to more than a dozen wineries, farm-to-table restaurants, longstanding family businesses, hiking and skiing trails—as well as the entertainment options of the Mill Bay Casino—all in a spectacular lakeside setting.



## WHERE NO ROADS CAN TAKE YOU

A true retreat, accessible only by boat, foot or plane—getting there truly is part of the experience.

“The way through” to pristine wilderness and world-class hiking, backpacking, biking, rafting and fishing.

A place to find yourself. A place to connect with unspoiled nature and the beauty of the North Cascades.

# PROOF POINTS

## IDYLLIC SCENERY

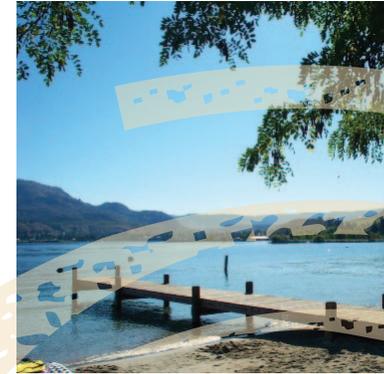
- Lake Chelan brings together a unique combination of water, sun, mountains and community. The lake itself, with its narrow width, vast length, depth, and clarity, provides an unmatched dramatic setting.
- Lake Chelan offers a full range of ways to experience this natural beauty—from high energy activities, to tranquil gateways at the edge of the wilderness.
- The Lake Chelan Valley is a world-class and well-preserved natural resource, and a landscape that is extraordinarily picturesque by any standard.

## YEAR-ROUND FUN

- More than just the lake, the Lake Chelan Valley offers a full range of year-round activities.
- Hiking, biking (road and mountain), skiing (XC & downhill), golf, snowmobiling, and snowshoeing.
- Boating, swimming, rafting and fishing.
- Wineries, dining, shopping, festivals, and concerts.
- It's closer than you think, and can be easier to access than other popular destinations—even in winter.

## FRIENDLY PEOPLE

- Locals love Lake Chelan because it's a great place to raise a family, run a business, and be part of a tightly knit community in a beautiful and unique setting.
- Locals embrace the natural beauty and historic character of Lake Chelan, and act as stewards of this Northwest icon so future generations of residents and visitors will be able to enjoy it as well.
- Residents have a laid back attitude that reflects the unpretentious sophistication the Northwest is known for.



# PROOF POINTS

## LOCAL FOOD & WINE

- The same conditions that make Lake Chelan so appealing for visitors also enable wine grapes, produce, marine life and nature to thrive.
- Lake Chelan embodies the Washington ideal of enjoying the good life, that's also good for you.
- Visitors can learn about wine in an atmosphere that's authentic, warm and welcoming, and pair local varietals with farm fresh dishes from any number of family-run bistros.



## LIVING HISTORY

- Lake Chelan has an authentic character and special charm that only a place with living history can offer—exemplified by The Lady of the Lake, the Ruby Theater, Campbell's Resort, and The Golden West Lodge among others.
- The natural history of the lake, and the foundation built by hardworking settlers, is captured in the classic Main Street community.
- New traditions are coming to life through festivals and events that celebrate wine, art, and the natural beauty of the region.
- Lake Chelan has a comfortable and welcoming personality that makes visitors want to start their own traditions here.

