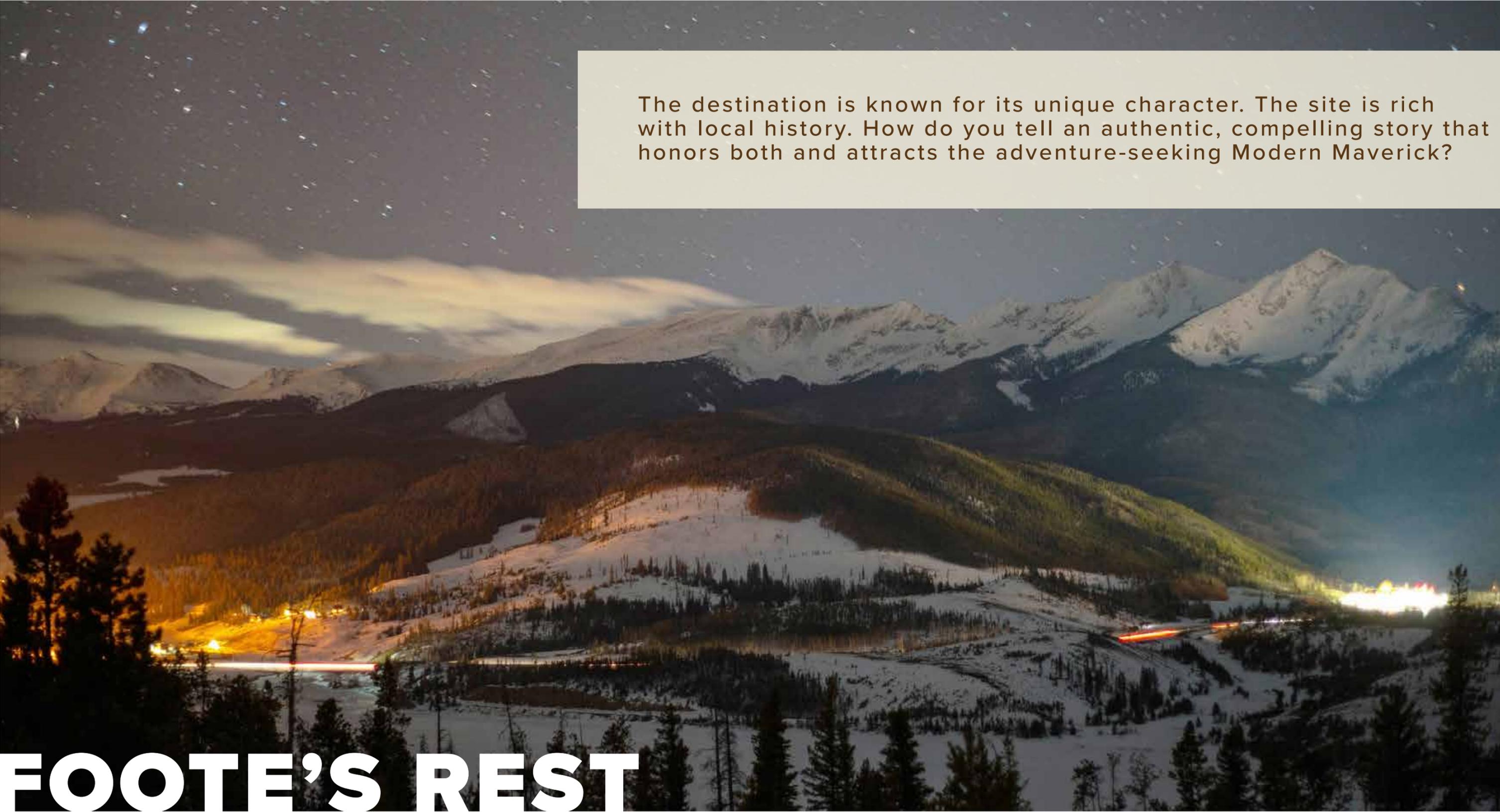


base

COLLABORATIVE

Foote's Rest Brand Strategy

MAKEWITHBASE



The destination is known for its unique character. The site is rich with local history. How do you tell an authentic, compelling story that honors both and attracts the adventure-seeking Modern Maverick?

FOOTE'S REST

CASE STUDY



CLIENT



TRIBUTE PORTFOLIO



LAND



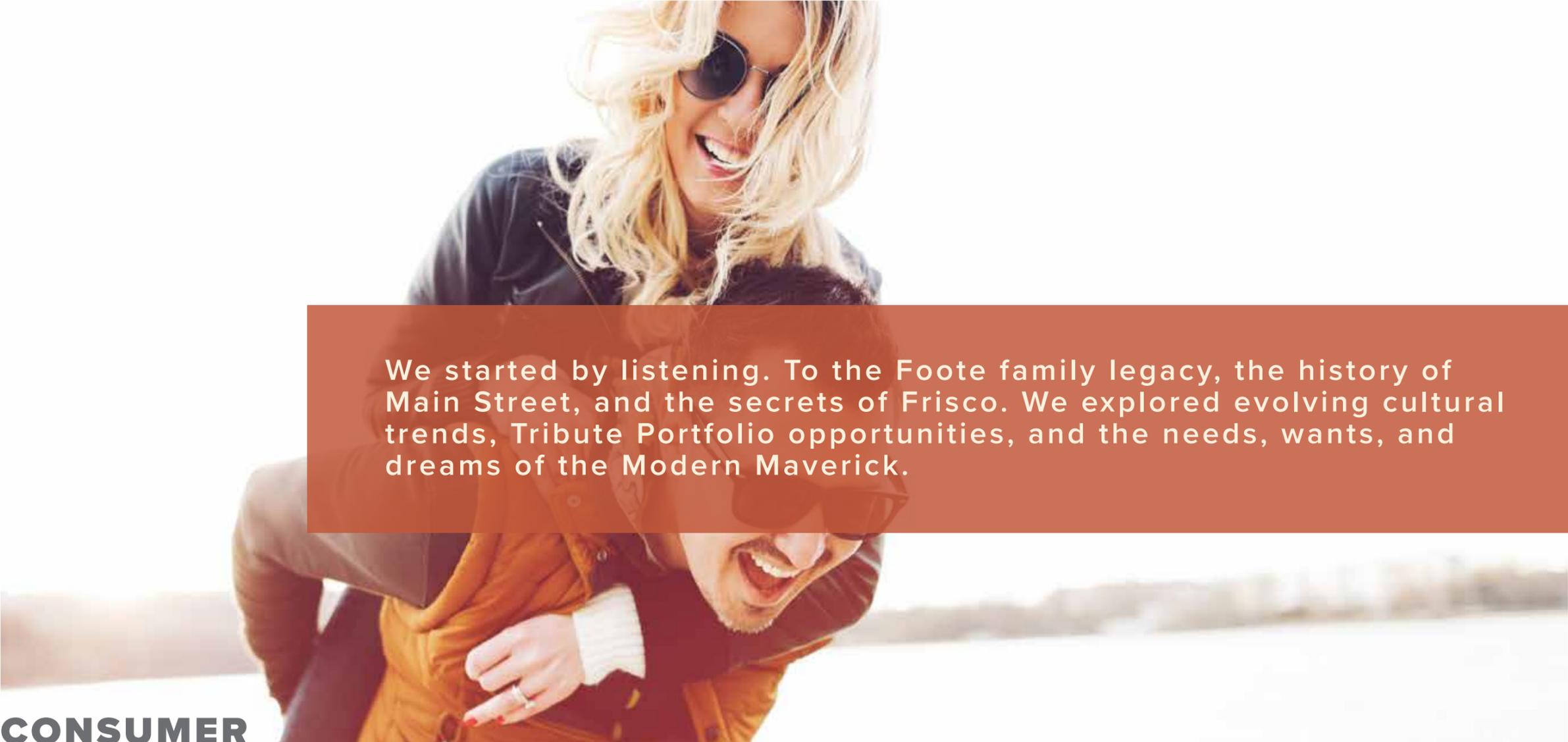
COMMUNITY



MARKET



CULTURE



CONSUMER

We started by listening. To the Foote family legacy, the history of Main Street, and the secrets of Frisco. We explored evolving cultural trends, Tribute Portfolio opportunities, and the needs, wants, and dreams of the Modern Maverick.

MOUNTAIN MAVERICK

▲ FRESH



▲ UNTETHERED



▲ SENSORIAL

▲ INDEPENDENT

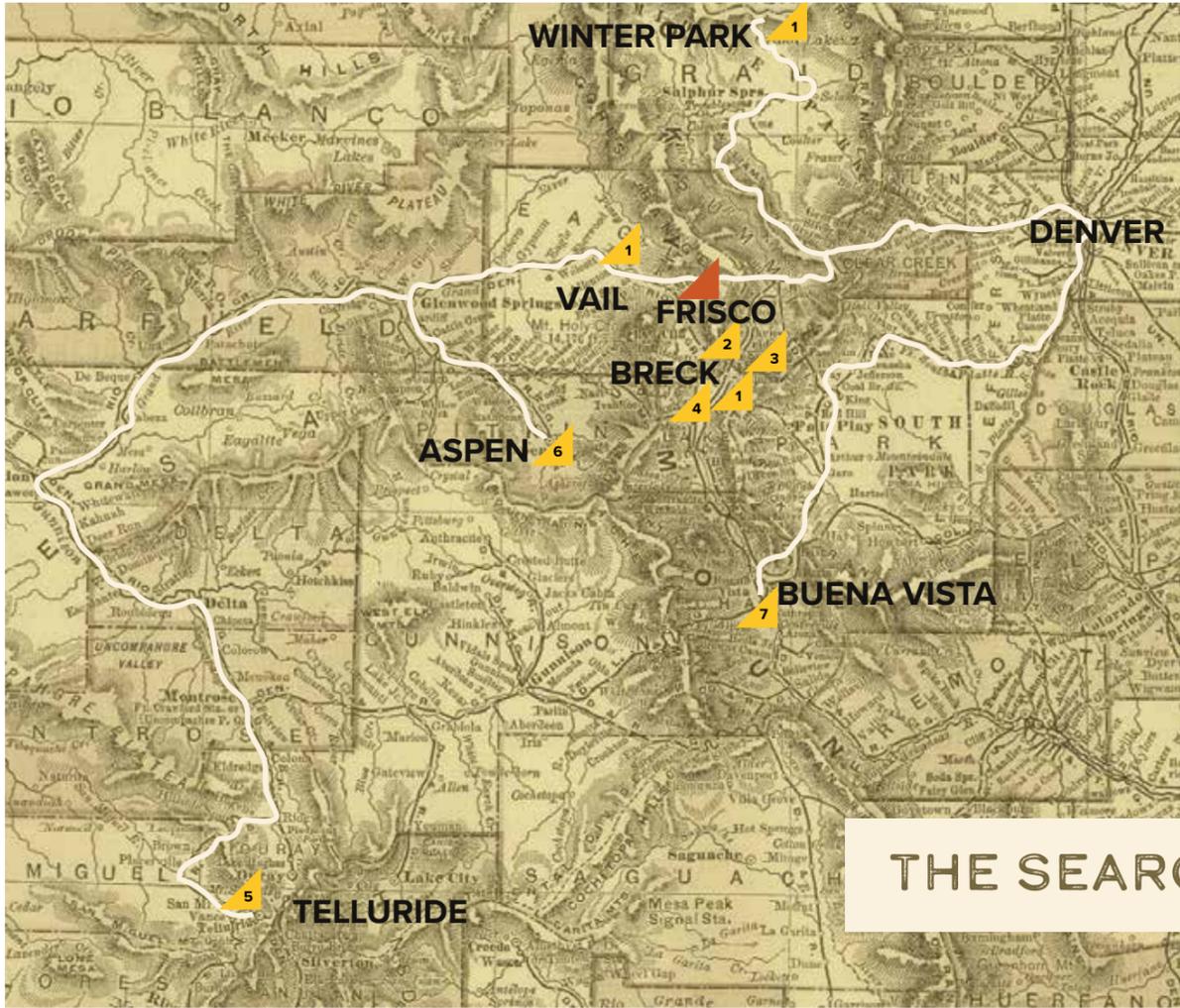


We used the stories we heard to craft the customer profile – The Mountain Maverick – based in the values, beliefs, desires, and daily motions of the target users, always keeping the consumer mindset at the forefront of design strategy.

▲ HEALTHY



▲ TENACIOUS



- 1. **GRAVITY HAUS**
Breckenridge, Vail & Winter Park, CO
- 2. **LOGE CAMPS**
Breckenridge, CO
- 3. **KEYSTONE LODGE & SPA**
Keystone, CO
- 4. **THE LODGE AT BRECKENRIDGE**
Breckenridge, CO
- 5. **HOTEL TELLURIDE**
Telluride, CO
- 6. **HOTEL JEROME**
Aspen, CO
- 7. **SURF HOTEL**
Buena Vista, CO

THE SEARCH BEGINS.

THERE ISN'T AN OPTION THAT SATISFIES THEIR KEY NEEDS.



GRAVITY HAUS
BRECKENRIDGE, VAIL, WINTER PARK

Gravity Haus connects people who see the world as an incredible playground. A fulfilled life is not full of things, but rather experiences, adventure, and awe.

WHAT WE'RE DIGGING

- Locations feel true to their destinations
- Amount and array of integrated, adventurous amenities
- High-energy, youthful brand personality
- Modern design and room type variety for different needs
- Co-working spaces for solo or group productivity

WHAT WE'RE MISSING

- A strong offering for non-active, older guests, or families
- Limited meeting or event spaces for groups
- A heritage story
- Genuine integration with the local community



LOGE CAMPS
BRECKENRIDGE

Hotels that get you outdoors.

Inspired by the surf, climbing, and camping culture of the 70s and the relaxed energy of the 2010s, we created a place for people to get out and explore together.

WHAT WE'RE DIGGING

- Give-back to local non-profits for responsible outdoor use
- Podcasts that share LOGE stories
- Partnership with local artists for in-room and exterior art
- Fun room amenities, like hammocks

WHAT WE'RE MISSING

- Strong on-site food offering
- Sense of relaxation or comfort
- Feels like a fun place to crash, but not to spend time



HOTEL JEROME
ASPEN

You can't experience Aspen without experiencing Hotel Jerome.

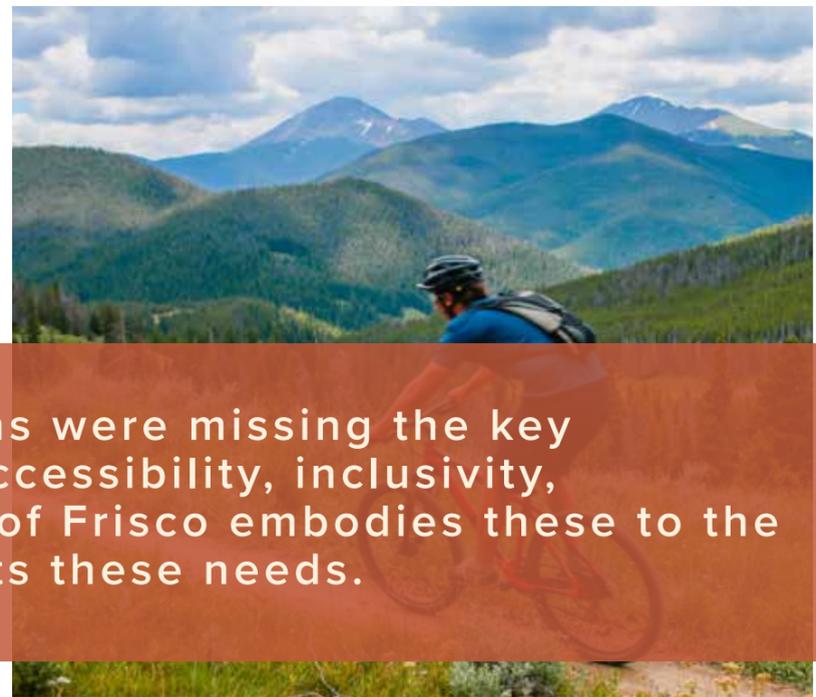
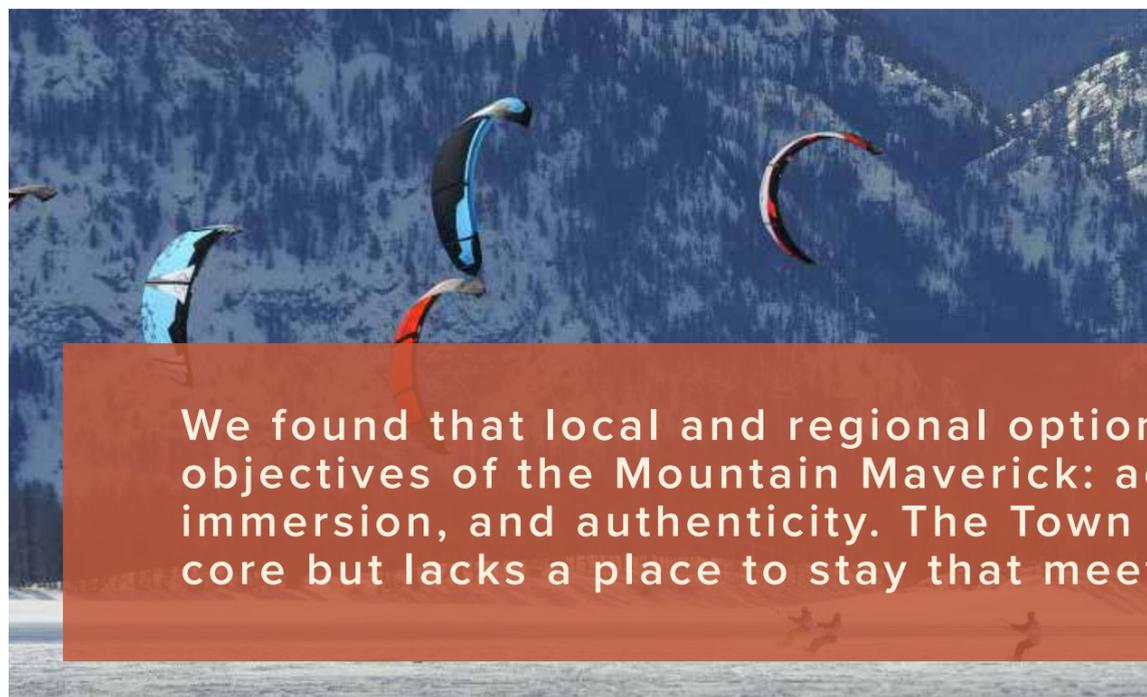
WHAT WE'RE DIGGING

- Beautiful harmony of historic and modern interior design

WHAT WE'RE MISSING

- The local feel
- Captures spirit of Aspen but doesn't feel friendly to locals

Rather than approaching the competitive set by proximity, comparable room count, or ADR, we asked, "when planning a Colorado adventure, where might the Mountain Maverick seek an epic stay experience?" to consider the entire buying cycle from an empathetic perspective.



We found that local and regional options were missing the key objectives of the Mountain Maverick: accessibility, inclusivity, immersion, and authenticity. The Town of Frisco embodies these to the core but lacks a place to stay that meets these needs.

Hearth of Frisco

The warm embrace of the Foote family home is re-imagined as a lively community heartbeat in Frisco, a sanctuary where every story is welcome and everyone has a seat by our fire. Foote's Rest is a glowing beacon in the wilderness, where travelers near and far come to make camp, warm their boots, sip a beer or two, and swap tales of adventure with a friendly stranger.

Foote's Rest became an opportunity to embody the Hearth of Frisco a celebration of the warmth and care that underscores Frisco and the Foote family legacy. This hotel could become the place for locals and travelers to warm their feet by a welcoming fire after a long day's adventure.

BRAND
IDEA

(OUR **SPARK**)

BRAND
ATTRIBUTES

(OUR **VIBE**)

BRAND
POSITIONING

(OUR **WHAT**)

BRAND
PURPOSE

(OUR **WHY**)

BRAND
PERSONALITY

(OUR **WHO**)

BRAND
PILLARS

(OUR **HOW**)

**THE HEARTH
OF FRISCO**

WARM

MAGNETIC

STIRRING

STORIED

INTUITIVE

Nestled between
stunning peaks and a
majestic alpine lake
lies Foote's Rest, an
inviting mountain
retreat created to
inspire adventure and
welcome community.

Here, guests are
treated like family.

Stories are legacies
in the making. New
discoveries and
directions. A
journey is celebrated
by a warm fire with
the fun-loving spirit
of Frisco.

**STOKE
YOUR
STORY**

**SPIRITED
HOST**

**LIVING
LEGACY**

**ADVENTURE
EVERYWHERE**

LIKE

FAMILY

**HERE
TOGETHER**

This big idea inspired the Foote's Rest Brand Architecture, including Brand Attributes, Positioning, Purpose, Personality, and Pillars that gave the brand a tight story and guided placemaking design.



BRAND PILLARS

Living LEGACY

An assayer's office. A post office. A general store. A sweet shoppe. A homestead. Foote's Rest has long been an important community anchor in the Frisco story with a past as rich as its landscape. This legacy comes to life as an

engaging experience that invites exploration of

Each Pillar was brought to life with operational touchpoints that showed how the brand would become an authentic, interactive experience for future guests and employees.



LIVING LEGACY



WELCOMING GLOW

Warm, inviting lighting both inside and outside the hotel creates a beacon for friendly hospitality and every element of first impression spaces play an important part in telling the story.

LIVING LEGACY



GRITTY AUTHENTICITY

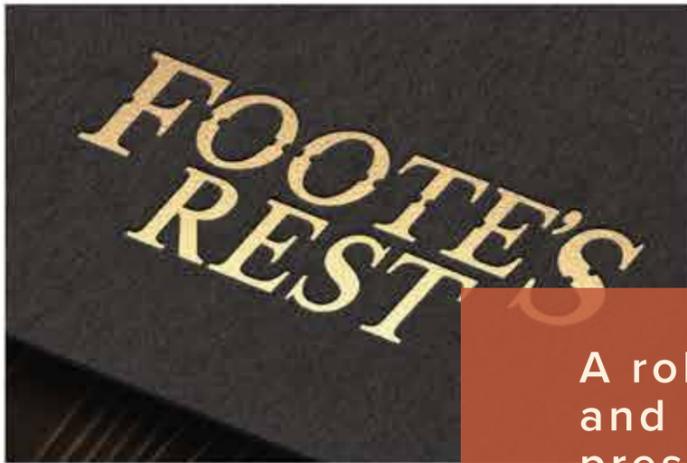
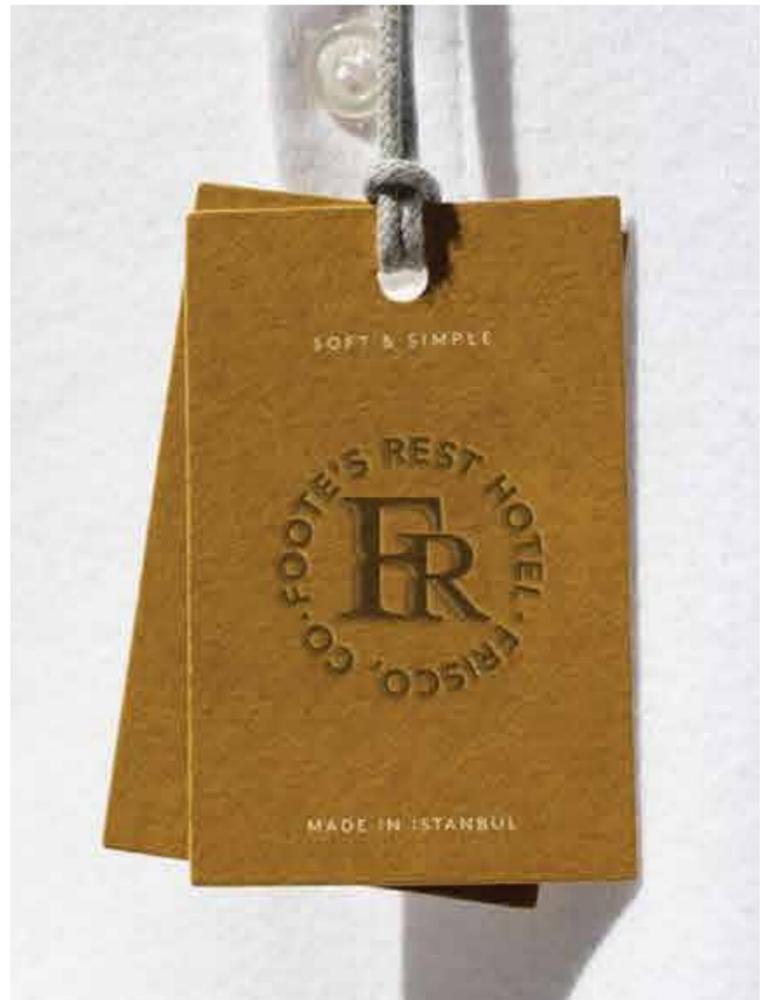
Building forms draw from 150 years of architecture evolution, with interiors that create a fresh take on a mountain lodge and materials inspired by the town's mining heritage.



TACTILE TALES

Artifacts from present-day Foote's Rest are used in inventive ways to share local history and invite guests to leave their mark in an ongoing story.

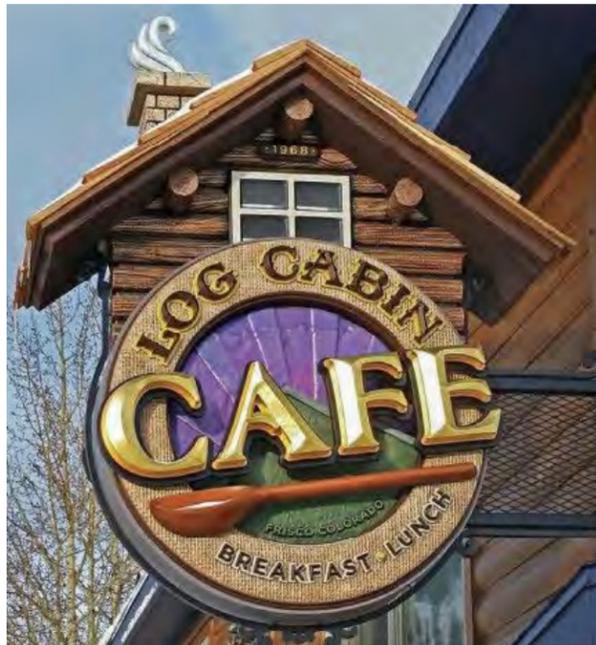
FOOTE'S REST



A robust logo study explored stories inspired by mining, blacksmithing, and postal service with nods from adventure fashion, antique letter pressing, and spirits branding. The visual vernacular development process provided a platform for ongoing interior design, operations, and external marketing.



LIVING LEGACY



ADVENTURE EVERYWHERE



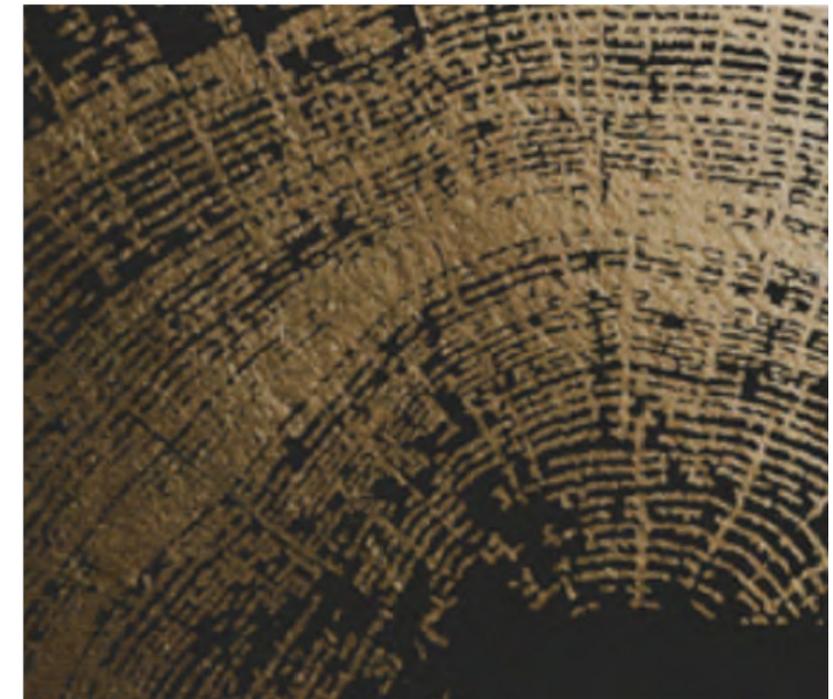
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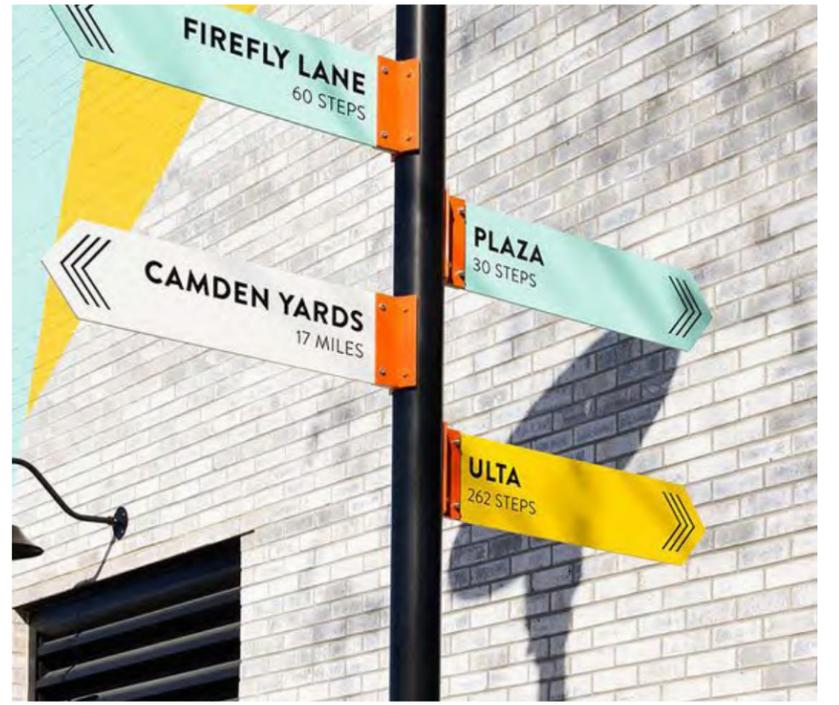
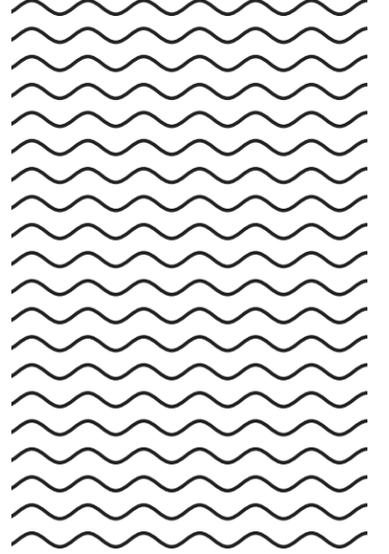
FOOTE'S REST

FOOTE'S REST
FRISCO, COLORADO



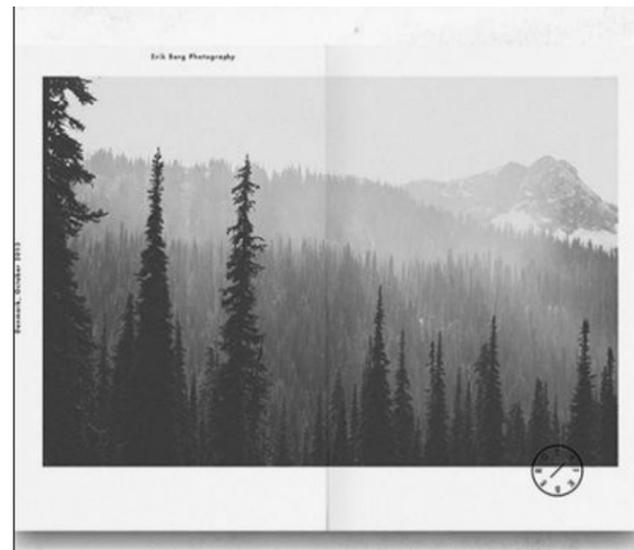


FOOTE'S REST





FOOTE'S REST

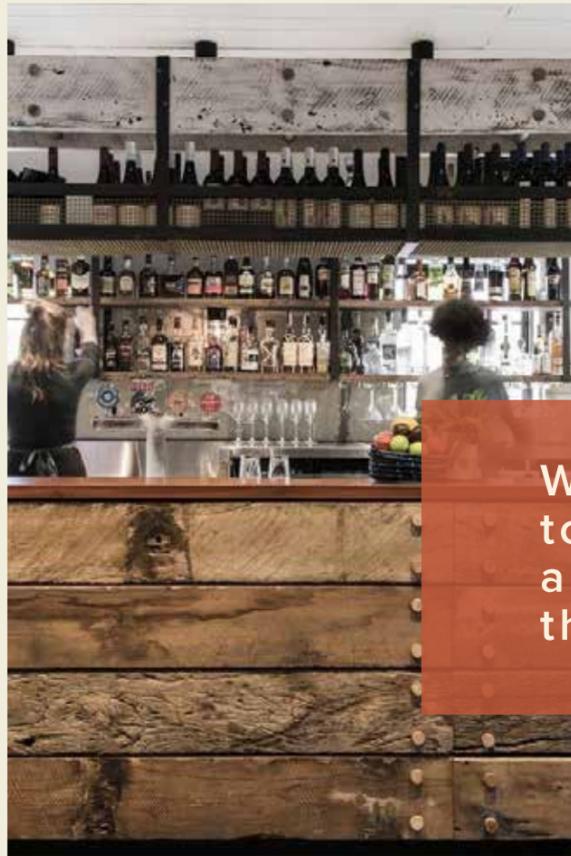


THE HEARTH OF FRISCO

The living legacy that is Foote's Rest has a charismatic flavor that will be embodied throughout the design with nods to its mountain mining heritage. The property will hold a gritty authenticity while developing a fresh take on the mountain lodge. Historic artifacts tell tactile tales of its storied past. It is where you embrace your legacy.

The mountain maverick is drawn to this environment, whether it be guests or locals. An indie spirit abounds with the juxtaposition of old and new with layering of rich materiality, bold tones and storied textures pulling people in for respite and homestyle comforts.

Foote's Rest Hotel is a community anchor where guests and locals are treated like family and the fun-loving spirit of Frisco is celebrated and honored. The built environment acts as a catalyst for an integrated connection between the mountain heritage, the unique culture that is Frisco and modern mavericks that wander into this magical place. A place where the independent spirit will abound.



We collaborated with the interior design team throughout the process to create cohesion with the design narrative, leading to successful approval process with Marriott and a guest experience that embodies the Hearth of Frisco.



Make your place.

MAKEWITHBASE