

**Naturellement Exceptionnel**  
Naturally Exceptional

## Position Statement

KRYK offers a one-of-a-kind experience that resonates with the exclusive community of affluent individuals - a chance to unwind, recharge in nature, and indulge in the very best of luxury living. Our expert team customizes each property with meticulous attention to detail, from finishings to interior design, using only the highest quality materials to create a truly bespoke and exceptional retreat. Our dedicated concierge team is always available to take care of every detail, ensuring a stress-free stay; from [service] to [service], we provide a level of service that exceeds even the most discerning chalet owner's expectations.

## Key Value Proposition

Discover a lifestyle of unparalleled luxury and exclusivity with KRYK's exquisite properties.

Experience the ultimate mountain getaway with KRYK's exclusive high-end chalets. Designed for those who demand the very best, our properties feature the finest materials, exquisite attention to detail, and world-class finishings. Our dedicated concierge team provides a seamless and stress-free experience, allowing you to fully immerse yourself in the breathtaking natural beauty of the Laurentians for years to come.

Located close to Mont-Tremblant and its legendary pedestrian village in the Lac Supérieur region, we take a unique approach to building, working directly with the natural surroundings to create exceptional views and a secluded living experience that celebrates the region's stunning beauty. With properties starting at \$1.6 million, KRYK's chalets represent the pinnacle of refined living in the prestigious Lac Supérieur region.

## Main Tag Line

“Naturellement Luxe” or “Luxe Naturel”

Both of these phrases are a play on words in both English and French, with “Naturellement” meaning “naturally” or “of course” in French, and “Luxe” meaning “luxury” in both languages. The two words combined create a phrase that implies natural luxury, which could appeal to the personas who value both nature and exclusivity. Other contenders:

French: “Retrouvez l'équilibre au coeur de la nature” / English: “Find balance in the heart of nature”

French: “Vivez l'expérience de l'exceptionnel” / English: “Experience the exceptional”

French: “La beauté de la nature, sublimée par le luxe” / English: “The beauty of nature, elevated by luxury”

## Voice and Tone

The language used should be precise and professional, emphasizing the luxury, exclusivity, and serene nature of our available properties. Our tone is confident and assured, conveying a sense of expertise and professionalism that builds trust and establishes credibility. We aim to create an emotional connection with our target audience by using language that evokes a sense of prestige and aspiration.

We recognize that prospective buyers of luxury chalets may have different preferences and priorities. Our tailored tone provides detailed information about the property, its features, and location, while also being responsive to the needs and concerns of our audience. We believe that by providing a seamless and stress-free experience, we can establish long-lasting relationships with our chalet owners and help them create unforgettable memories in our exceptional retreats.

## Brand Attributes (for voice)

- **Luxury** - The KRYK project exudes luxury and aims to provide its customers with the most luxurious living experience.
- **Attentive** - From the crafting of properties to the concierge service, the project is about meticulous attention to detail.
- **World-class** - The KRYK project strives to provide a world-class experience to its customers in every aspect, including materials, amenities, location, and service.
- **Exclusive** - The project caters to a discerning audience and aims to provide an exclusive living experience not available elsewhere.
- **Modern Elegance** - The project balances natural beauty and modern elegance, providing an extraordinary living experience that combines the best of both worlds.

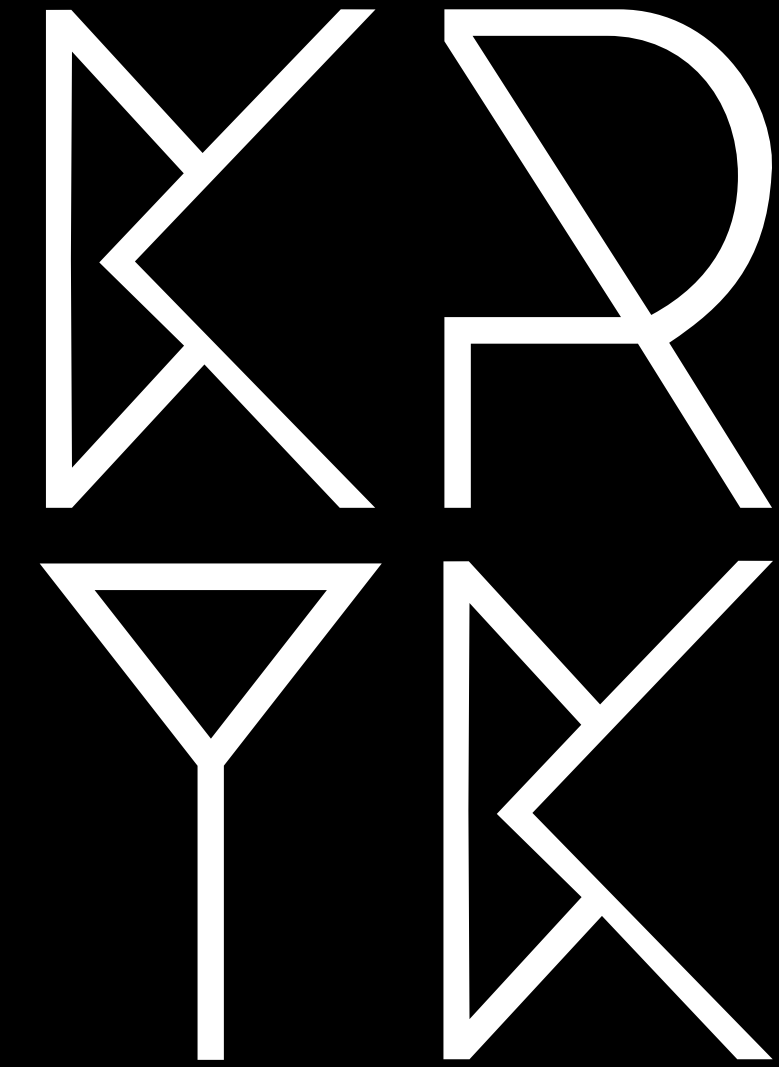
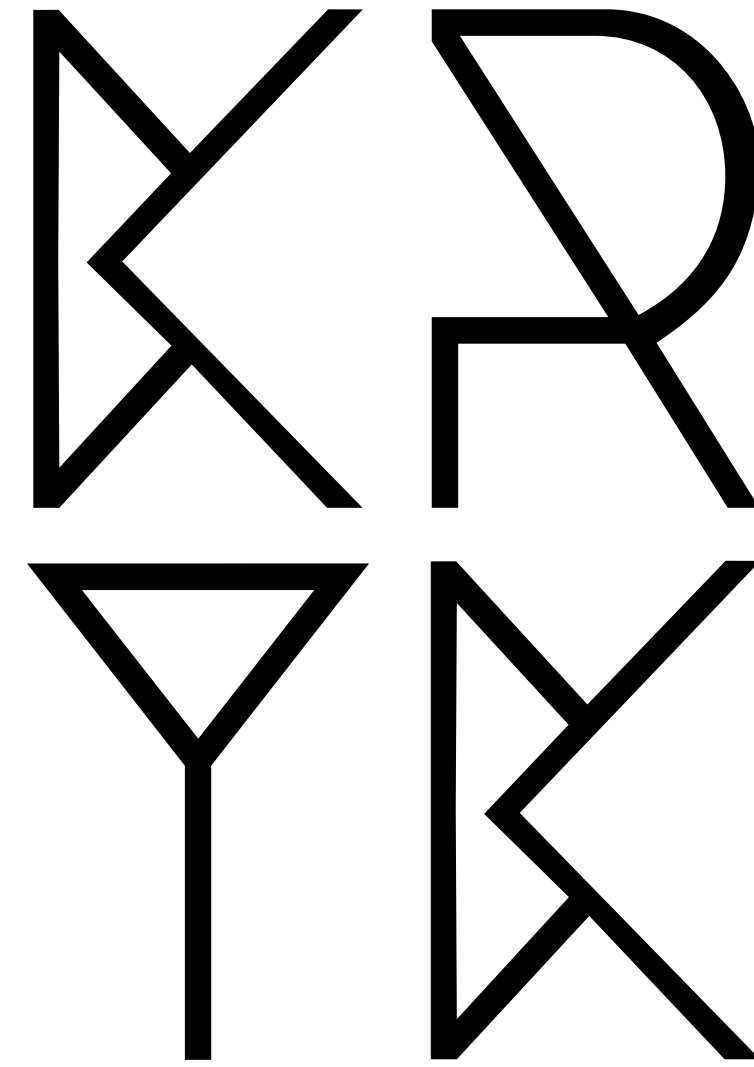
## Writing style (for tone)

- **Sophisticated** - The writing should transport readers into the project's natural and modern beauty, using vivid language and descriptions to evoke the stunning surroundings and luxurious amenities.
- **Persuasive** - The writing should be compelling and focused on showcasing the unique value that KRYK provides its customers, emphasizing attention to detail and personalized service.
- **Concise** - The writing should be succinct and to the point, using carefully chosen words and avoiding unnecessary details to convey the key selling points of the project clearly.
- **Professional** - The writing should reflect the professional nature of the project, using a formal tone and adhering to standard grammar and punctuation rules.
- **Confident** - The writing should exude confidence in the quality of the project and its ability to deliver a world-class living experience to its customers.

## Vertical

(Primary Use)

A vertical, square or stacked logo variation is used mainly when the space on print or web do not accommodate the horizontal logo. Favicons and avatars are two common places where you may need to represent your company or brand with a small, square version of your logo. The vertical version most likely will be used on your social media profiles like Facebook and Twitter.



## Horizontal

(when vertical doesn't fit)

For a logo, the ideal shape is horizontal. That doesn't mean that the actual shape of the logo needs to be a rectangle, but should represent a wide rectangle. A horizontal logo can be used on your website, corporate invoice and stationary or online and in print where the vertical logo doesn't fit.



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## Multi Use Type Face

### Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Headings (Web)

# Heading 01

Gilroy | 90px | Extra Bold

## Heading 01

Gilroy | 55px | Extra Bold

## Heading 02

Gilroy | 55px | Light

### Heading 03 - V1

Gilroy | 25px | Extra Bold

### Heading 03 - V2

Gilroy | 25px | Light

### HEADING 04

Gilroy | 18px | Extra Bold | Uppercase

### Heading 05

Gilroy | 18px | Extra Bold

#### Paragraphs (Web)

Paragraph 01

Poppins | 16px | Regular

Paragraph 02 - V1

Poppins | 14px | Regular

Paragraph 02 - V2

Poppins | 14px | Semi Bold

Paragraph 03

Poppins | 12px | Regular

Caption 01

Poppins | 16px | Semi Bold

CAPTION 02

Poppins | 16px | Semi Bold | Uppercase

## Special Use Type Face

#### Woodwarrior Light Font

KRYK

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

This font can be used in special headings, such as names of Chalets or section titles. But it is highly recommended to use our paragraph font, underneath in a subtle manner for clarity.

Example:

CONTACT US  
(Contact Us)

**HEX #171314**  
**RGB 23, 19, 20**

**HEX #6A1C16**  
**RGB 106, 28, 22**

**HEX #C18461**  
**RGB 193, 132, 97**

**HEX #E9D5CB**  
**RGB 233, 213, 203**

**HEX #F8F6F6**  
**RGB 248, 246, 246**

**HEX #3C1513**  
**RGB 60, 21, 19**

**HEX #728C69**  
**RGB 114, 140, 105**

**HEX #D0C6C0**  
**RGB 208, 198, 192**



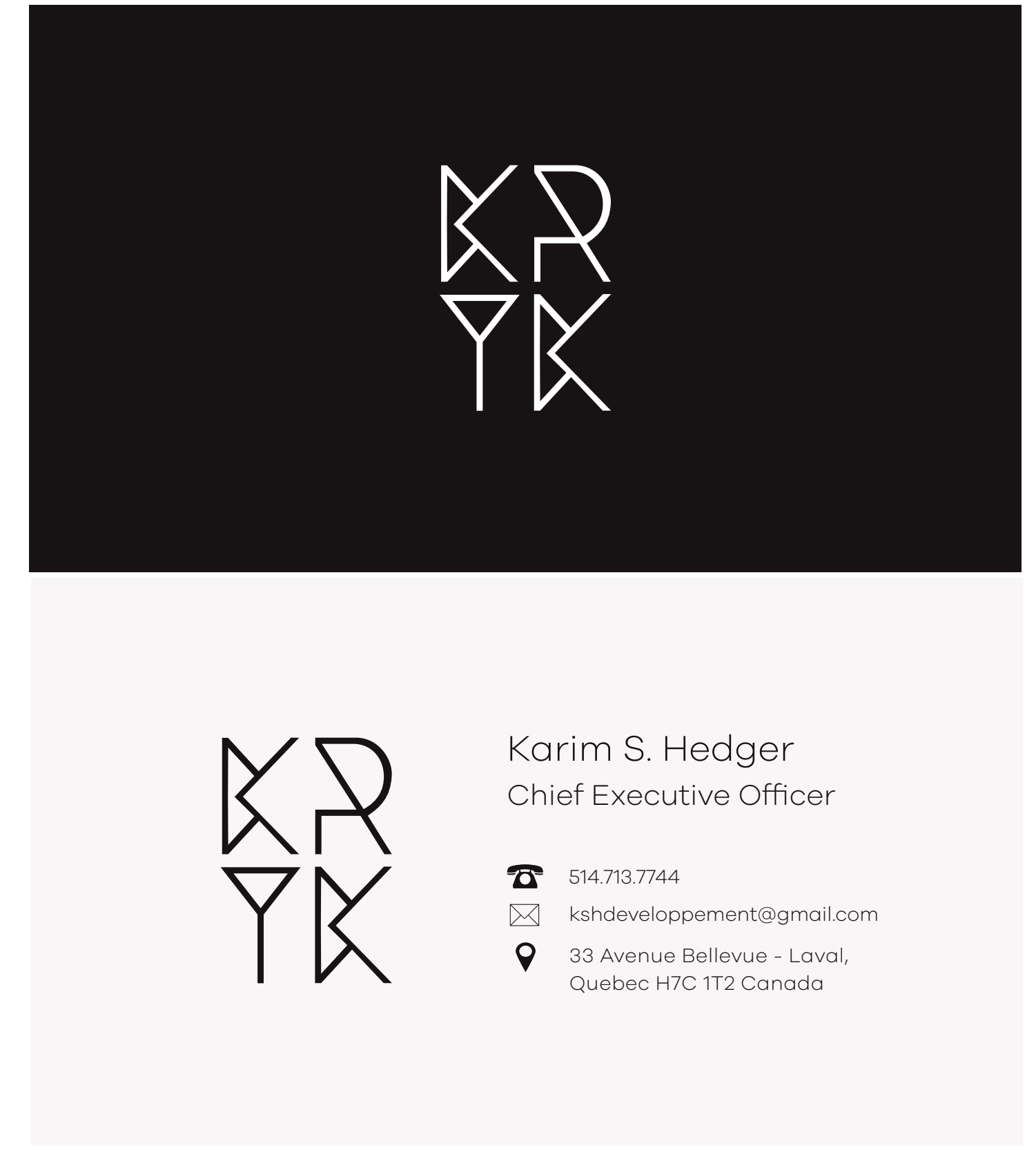
Business Card opt.1 (Pattern)



Business Card opt.2 (Clean)



Business Card opt.3 (Clean)



# Personas

- • Affluent individuals who appreciate luxury and peace, and are willing to pay a premium for exceptional quality and personalized service.
- • Nature lovers who seek an escape from the hustle and bustle of city life and want to connect with nature in a tranquil and breathtaking setting.
- • Discerning travelers who value unique and exclusive experiences and want to create lasting memories in a personalized and exceptional setting.
  - Those who want a hassle-free and seamless living experience, with all details taken care of by a dedicated
- concierge team, allowing them to focus on relaxation and activities.
  - Those who appreciate the finer things in life and want to own a piece of the ultimate luxury mountain lifestyle, with exquisite attention to detail, interior design, and stunning views.
-

# Persona's - Marc

**Name:** Marc

**Age:** 40

**Location:** Montreal, Canada

**Occupation:** CEO of a technology company

**Family:** Married with two children

**Background:** Marc is a busy CEO, lives in Montreal with his family. He works long hours and travels frequently, but values family time and tries to unwind with them.

**Personality:** Marc is sporty and enjoys outdoor activities. He's an introvert who recharges in quiet nature. He appreciates luxury but prefers understated elegance. He's family-oriented and wants to create lasting memories.

**Goals:** Marc wants to disconnect from work and spend quality time with his family in nature. He seeks a seamless and stress-free experience with a high level of luxury and personalized service.

**Challenges:** Marc values luxury, personalized service, and creating lasting memories with his children. However, his busy schedule may make it difficult to plan a stress-free vacation, and he may face challenges in ensuring the experience meets his high standards.

**How KRYK can help:** KRYK offers a luxurious and personalized living experience in the natural surroundings of the Laurentian Mountains, with a dedicated concierge team handling all logistics. Marc can relax and enjoy quality time with his family, while KRYK ensures a seamless and stress-free vacation that meets his high standards.

# Persona's - Sofia

**Name:** Sofia

**Age:** 48

**Location:** Toronto, Canada

**Occupation:** Founder of a design firm

**Family:** Divorced with two teenage children

**Background:** Sofia is a successful founder based in Toronto and a loving mother to her two teenage children. She leads a busy life and is always on the lookout for ways to relax and de-stress from work and family responsibilities.

**Personality:** Sofia is creative, adventurous, and values natural beauty. She understands the importance of self-care and is always seeking new activities for her children to experience.

**Goals:** Sofia's primary goal is to create lasting memories with her teenage children and provide them with opportunities for adventure and personal growth. She seeks a refined living experience, where she can connect with nature and unwind.

**Challenges:** Sofia's busy schedule makes it difficult to plan time away and ensure that her children have their own experiences and activities to enjoy during their vacation.

**How KRYK can help:** KRYK offers an exclusive, personalized living experience in the Laurentian Mountains, integrated with its natural surroundings. With its immersive build in nature and the added benefit of a dedicated concierge team, KRYK checks all of Sofia's boxes so she can relax and enjoy her surroundings. Located near Mont Blanc, Mont-Tremblant, and Lac Supérieur, KRYK provides nearby independent activities for Sofia's teens.

# Persona's - David

**Name:** David

**Age:** 50

**Location:** New York City, United States

**Occupation:** Finance Executive

**Family:** Married with no children

**Background:** David is a busy finance executive living with his wife in New York City. He enjoys outdoor activities such as snowmobiling, ATV riding, and skiing and has the means to purchase high-quality accessories for these pursuits due to his disposable income.

**Personality:** David and his wife are sophisticated and discerning individuals who value life's finer things. They appreciate the tranquility and beauty of natural surroundings and seek to escape the city whenever possible.

**Goals:** David desires to immerse himself in nature throughout all seasons in a unique and exclusive setting. He seeks to create lasting memories with his wife while enjoying personalized luxury experiences.

**Challenges:** Given his busy work schedule, David faces the challenge of finding a chalet that meets his high standards for quality and exclusivity. He seeks unique and unconventional touches that go beyond traditional ownership. Additionally, David wants to ensure the safety of his expensive equipment while he is away, adding an extra layer of complexity.

**How KRYK can help:** KRYK offers personalized living experiences in the stunning Laurentian Mountains with year-round access to outdoor activities. With large garages, expansive outdoor living spaces, smart home security, and a dedicated concierge team, KRYK caters to all of David's needs.

# Persona's - Yohan

**Name:** Yohan

**Age:** 49

**Location:** Quebec City, Quebec

**Occupation:** Marketing Executive

**Family:** Married with no children

**Personality:** Yohan is a busy marketing executive who values making the most of his downtime. He grew up in the Laurentians and is interested in investing in a luxury chalet in the region for his personal summer vacations and winter rental income.

**Goals:** Yohan is looking for a beautiful property that he can both enjoy for himself and rent out for 31+ day periods during the busy winter months. He's seeking a high-end luxury property with stunning views, top-notch amenities, and convenient access to the outdoor activities that attract travelers to the region. Yohan is motivated by the opportunity to own a property that provides both personal enjoyment and income generation, helping to offset the cost of ownership.

**Challenges:** He's seeking a concierge team that can help him with the process but is concerned about it taking up too much of his valuable time. He's also looking for a team that can handle all aspects of property management, including cleaning, maintenance, and stocking the property for guests when he's away. Yohan is looking for a stress-free ownership experience and wants to work with a team that he can trust.

**How KRYK can help:** KRYK offers personalized concierge service and a range of high-end finishes to meet Yohan's needs. KRYK's unique offerings can maximize Yohan's investment returns, as it is nearby to winter activity hotspots, while ensuring an exceptional experience for him or his guests.