



GRAND TRAVERSE  
RESORT AND SPA

# GRAND TRAVERSE RESORT AND SPA

## STYLE STANDARDS FOR WRITTEN DOCUMENTS

(Updated March 2019)

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This document is intended to act as the definitive reference guide to correct spelling of commonly used names of facilities and departments that appear in Resort branding, communications, and collateral materials. Please pay special attention to the location of apostrophes and capitalizations.

If you have questions, please consult Grand Traverse Resort and Spa's Marketing Department.

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### **Our Name: Grand Traverse Resort and Spa**

Our name, Grand Traverse Resort and Spa, should be used in communication documents and written marketing pieces. The Resort's legal entity and the name chosen by our owners is Grand Traverse Resort and Spa, LLC. This name is trademarked and should be used for licenses, operation certificates, contracts, and legal documents.

Here are some technically incorrect uses of our name that we commonly see:

- ~~The~~ Grand Traverse Resort and Spa (never "The" before our name, unless as in "the Resort" on a second reference.)
- Grand Traverse Resort & Spa (Please do not use an ampersand as in Grand Traverse Resort & Spa, because using it puts our trademark in jeopardy. The United States Patent and Trademark Office registered trademarks use the "and," not the "&.")
- Grand Traverse Resort (missing "and Spa")

### **Ownership**

Grand Traverse Band of Ottawa and Chippewa Indians (Grand Traverse Band is OK in second reference)

## Sister Properties

Leelanau Sands Casino & Lodge | Turtle Creek Casino & Hotel

## URLs

Grand Traverse Resort and Spa: [www.grandtraverseresort.com](http://www.grandtraverseresort.com)

Turtle Creek Casino & Hotel: [www.turtlecreekcasino.com](http://www.turtlecreekcasino.com)

Leelanau Sands Casino & Lodge: [www.leelanausandscasino.com](http://www.leelanausandscasino.com)

Grand Traverse Resort & Casinos: [www.casino2win.com](http://www.casino2win.com)

Grand Traverse Band of Ottawa and Chippewa Indians: [www.gtbindians.org](http://www.gtbindians.org)

## Commonly Used Resort Data

*(these figures are rounded intentionally for easy reference)*

- 900 acres
- 560 rooms, suites, and condominiums
- 13 Suites
- 86,500 square feet of flexible meeting space
- Largest meeting room: Governors'
- Groups of up to 2,500
- 15,000-square-foot Indoor Water Playground
- 20,000-square-foot Gallery of Shops
- 100,000-square-foot Health Club
- 7,000-square-foot Spa Grand Traverse
- 2,000-square-foot Cub House
- 2,000-square-foot Golf Academy
- 23-room Spa Grand Traverse

## Food & Beverage

### Restaurants

- Aerie Restaurant & Lounge® (Aerie is OK in second reference, ® is not necessary for most uses)
- Sweetwater American Bistro
- Clubhouse Grille (or The Grille)

### Other Dining Outlets

- Afternine (half-way house or turn-stand on The Bear)
- Fin's Sandbar (located at the Beach Club)
- Grand Lobby Bar
- Health Club Snack Bar
- Jack's Sports Bar
- Marketplace (not The Marketplace)
- Pool Bar (located at Governors' Pool)
- Putter's (half-way house or turn-stand next to the Clubhouse)

## **Golf**

- The Bear® (Incorrect: the Bear, Bear course, The Bear course. The Bear golf course is OK, ® is not necessary for most uses)
- The Wolverine (Incorrect: the Wolverine, The Wolverine course, The Wolverine golf course is OK)
- Spruce Run (Incorrect: The Spruce Run, the Spruce Run course, the Spruce Run golf course is OK)

## **Facilities**

Aerobics/Dance/Yoga Studio  
Beach Club  
Cardio Fitness Room  
Clubhouse  
Cub House  
Front Desk  
Gallery of Shops  
Grand Traverse Resort and Spa Golf Academy (Golf Academy is OK)  
Hotel (please always capitalize when referring to our Hotel)  
Health Club  
Health Club Activities Desk  
Indoor Tennis Courts  
Indoor Water Playground  
Outdoor Tennis Courts  
Property Management/Real Estate  
Pro Shop  
Spa Grand Traverse (the Spa is OK in second reference)  
Tower (please always capitalize when referring to our Tower)  
Video Arcade  
Waterslide  
Waterwalk  
Weight Room  
Zero Depth Sprayground or Splash Pad

## **Gallery of Shops**

Adventure North Outfitters™  
Ashleigh's  
Bear Logo Shop  
Business Center / Cyber Café  
Dylan's Candy Bar  
Marketplace  
Mud Pie  
Natural Life  
Tumbleweeds

## **Other Retail Outlets**

Pro Shop  
Spa Retail Boutique

## **On-Property Vendors**

Blue Sky Rentals  
Dave Pelz Golf School  
Adam Schriber Tour Prep Golf  
Keller Williams Realty, Inc.  
Presentation Services

## **Our Property**

### ***Condominium Complexes***

Bayview Condominiums  
Golfview Condominiums  
Hilltop Condominiums  
Singletree Condominiums (I, II)  
Terrace Condominiums  
The Shores Condominiums  
Valleyview Condominiums

### ***Private Home Developments***

Arrowhead Estates (Located on The Bear)  
Cottage Glens (Located on The Bear)  
Signature Ridge (Located on The Bear)  
Wolverine Heights (Located on The Wolverine)

### ***Indoor Function Space***

Clubroom (on the 17th Floor of the Tower)  
Council Room  
Director's Room  
East Bay Room  
Executive Boardroom  
Exhibit Hall A, B  
Governors' Hall (Note location of apostrophe. Incorrect: Governors' Ballroom, Governors' Convention Center)  
Governors' Hall Mezzanine  
Governors' Hall Pre-Function  
Mackinac Room  
Manitou Room  
Michigan Ballroom  
Michigan Ballroom Pre-Function

Northwoods Room  
Peninsula Room  
Level 17 – (Tower 17th Floor)  
Tower Ballroom  
Tower Office  
Tower Pre-Function  
Tower Registration Desk  
Valleyview Room  
Williamsburg Boardroom

***Outdoor Function Space***

55th Hole  
Governors' Pool  
Jazz Live Field  
Pavilion  
Plaza  
Beach Club Deck  
Clubhouse Lawn

***Other Spaces***

Grand Lobby  
Gallery of Shops  
Porte Cochere

***Special Rooms***

Hotel Hospitality Room  
Tower Hospitality Room  
Leelanau Suite  
Old Mission Suite