



THE RANCH AT LAGUNA BEACH DEBUTS NEW LOGO IN COLLABORATION WITH TROY LEE

Out with the old and in with the new as The Ranch at Laguna Beach introduces an edgy yet refined logo created by the famed local artist, designer, and innovator



<https://www.theranchlb.com/>

Laguna Beach, California (July 13, 2022) – The Ranch at Laguna Beach is pleased to debut a new, design-forward logo commissioned by Troy Lee, founder of industry-leading action sports apparel and custom paint company Troy Lee Designs. The Ranch collaborated with the world-class artist, who has a long history and deep love for The Ranch, to create an eye-catching, iconic new logo to kick off a larger rebranding rollout this summer.

Troy's long-standing relationship with The Ranch began when his father - artist and motorcycle racer Larry Lee - began creating signage for the hotel in the mid-70s. Larry created the logo for what was then Ben Brown's Motel and Golf Course while living intermittently on the property in his camper with sons Troy and Kelly. Troy learned a great deal about lettering from his dad during this time, often helping him letter signage, golf carts, and menus.

When it came time for a logo revamp, The Ranch owner and lifetime Laguna Beach resident Mark Christy intuitively asked Troy, his decades-long friend, to spearhead the design. Given Troy's personal connection to the property, he was thrilled to create The Ranch's new logo. "I'm grateful to Mark for the opportunity to redesign The Ranch's logo. Since I was twelve years old, my entire life has been inspired by racing and art. It all started as a kid with sketching out ideas and putting a paintbrush to them, to where now I do the same exact thing, except my name and art is known by some of the best athletes in the world," reflects Troy.

Troy aimed for a clean, simple, and timeless logo, drawing influence from the old-school Beverly Hills Hotel logo when incorporating the larger "R" in "Ranch" for impact and visibility from a distance, to ensure the sign made a clear, memorable impression on PCH passersby and guests of the hotel. The classic, standout logo pays homage to the resort's history and character.

For more information on The Ranch at Laguna Beach, please contact Emily Guarin (emily@vkpr.com) at Victoria King Public Relations.

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ABOUT THE RANCH AT LAGUNA BEACH – Laguna Beach, California www.theranchlb.com

The Ranch at Laguna Beach is a boutique coastal ranch resort nestled in the majestic Aliso and Wood Canyons in the heart of Orange County. Set on an iconic piece of land where canyon meets sea, The Ranch at Laguna Beach blends the rich history of its location, once home to an 1800's rancho homestead, and the artistry that is Laguna Beach. Spread over 87 acres, The Ranch LB offers 97 guest rooms and suites reflecting its iconic beach community. The resort also features a half-acre organic farm, the only golf course in Laguna Beach and a 3,000 square foot indoor/outdoor Sycamore Spa by Hudson. The resort's diverse dining program includes seasonal garden-sourced California comfort cuisine at HARVEST restaurant, upscale grab-and-go coffee and picnic provisions at Ben's Pantry, and locally sourced hook-to-fork beach cuisine at Lost Pier Café, the resort's coastal extension located on the sands of Aliso Beach. Guests of all ages can embark on dolphin safaris, world-class whale watching, yoga, stargazing, sand volleyball and bocce ball, while kids can get immersed in the Great Outdoors with the Junior Explorers Program. A sustainable pioneer, the property features several planet-forward programs, from recycling glass bottles into sand for its golf course bunkers to saving 20 million gallons of water annually by irrigating with reclaimed water. The Ranch LB is Sharecare Health Security VERIFIED® and a founding member of Beyond Green, a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. A quintessential California lifestyle resort, The Ranch at Laguna Beach is continually ranked among the best hotels in the world by Condé Nast Traveler, Travel + Leisure, US News & World Report, and the Forbes Travel Guide.