

The Truax
BRAND STORY



THE TRUAX
A LEGACY LIVES ON

As the sun rises over the “valley of the mist” and the morning fog begins to break, the soft hum activity permeates the air and the day and the town come to life.

For the pioneers that settled this land, their days would start and end in darkness, but that was a different era. An era with acres of farmlands instead of vineyards. An era where each town had more horses than people. An era where townsfolk knew each other by name and where town square was the social and business epicenter of the region. It was these characteristics that defined the ranch culture in California, and it is this philosophy of community that is in the DNA of The Truax Hotel.

Established by the legendary Truax family, whose hospitality experience can be traced back to the 1600s when they owned a collection of inns, The Truax Hotel is a modern reimagining of the classic “watering hole” or town square. Offering a true sense of place, The Truax Hotel is where business is conducted, occasions are celebrated, and where locals and travelers discover a communal bond.

As the sun sets over the rolling hills and the day comes to an end, a new kind of buzz fills the air. The chatter of conversation echoes from the steakhouse. The bar is teeming with energy and the evening breathes a new life into Old Town Temecula. As evening turns to night; our weary traveler retreats to their room to kick off their shoes, exhale, and enjoy a restful night knowing that in a few short hours the sun and the mist will return and another day in Temecula will begin.



The Truax
BRAND POSITIONING



THE TRUAX
BRAND POSITIONING

Evoking the spirit of classic California ranch living with modern style and authentic service,

The Truax Hotel is the only property of its kind in Temecula.

A hidden gem that is starting to come into its own,

Temecula is poised to be the next “it” destination in SoCal with The Truax Hotel taking center stage.

Rustic yet refined, The Truax Hotel marries sophistication, warmth, and professionalism.

Situated in Old Town Temecula, The Truax Hotel is a social hub for the community

and a gateway to adventure and activity for out-of-town travelers.

The Truax
BRAND PERSONALITY

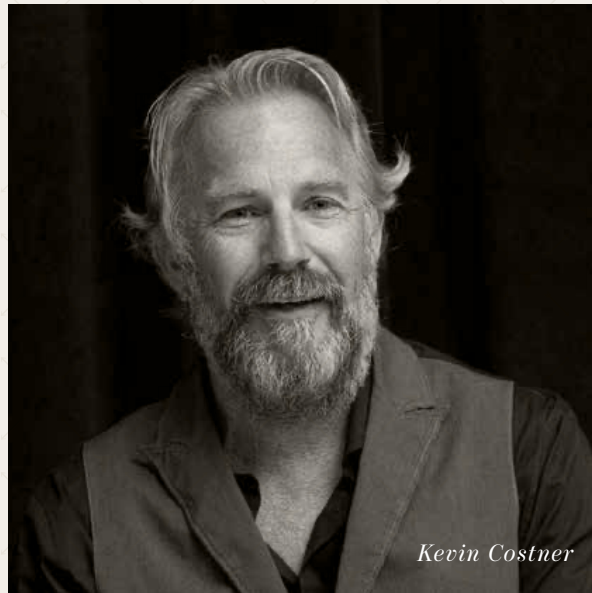


THE TRUAX
BRAND PERSONALITY

A modern version of classic ranch culture, the Truax Hotel's brand voice features an air of sophistication that is confident, innately approachable, and effortlessly authentic.

The hotel's gracious personality puts guests at ease and recalls a simpler time.

With a rustic edge but refined demeanor, we create an environment where business is conducted with a handshake and where a sunset is always worth pausing for.



Kevin Costner

The Truax
BRAND PILLARS



THE TRUAX
BRAND PILLARS

Refined Ranch Community

Yesterday. Today. Tomorrow.

Californian Roots. Temeculan Soul.



A group of six people are gathered around a table outdoors, raising their glasses in a toast. The scene is set against a backdrop of rolling hills and a clear sky. The image is dark and monochromatic, with a gold-colored double-line border framing the scene. The text is centered over the lower portion of the image.

REFINED RANCH COMMUNITY

Gather & Connect

THE TRUAX REFINED RANCH COMMUNITY

The flagship of Old Town Temecula, The Truax Hotel is the go-to destination for residents and travelers seeking an engaging experience.

Rooted in the warm and welcoming ranching culture, The Truax Hotel offers a casually sophisticated environment that encourages community, amusement, and productivity.

Imbued with sophistication, style, and class, The Truax Hotel creates a world of experiences for upscale travelers.

Exuding a refined elegance and gracious personality, every detail at The Truax Hotel reflects our commitment to excellence.

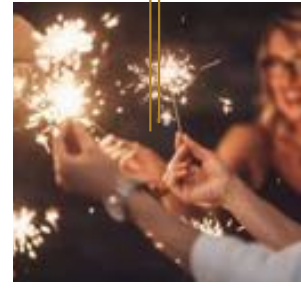
A new and elevated take on the classic neighborhood watering hole the lobby is abuzz with activity.

During the day business deals and social gossip are discussed with equal importance over coffee, while the really important business is done at the rooftop bar over drinks. Dinner becomes a special occasion when you share a 40-ounce tomahawk steak with friends. And the day is not over until the last ounce of whiskey is poured.

Intrinsic to the fabric of the community, our Town Square, is where holidays are celebrated, milestones are cheered, and memories are cemented for a lifetime. Open spaces, a communal ambiance, and a social character, that is The Truax Hotel.

Gather & Connect

REFINED RANCH COMMUNITY



PULL THROUGH #1

REFINED RANCH COMMUNITY



WATERING HOLE

Activate the rooftop bar to embody a local “watering hole” feel with a nightly happy hour and unique daily offerings that will draw in locals as well as hotel guests.

PULL THROUGH #2

REFINED RANCH COMMUNITY



ACTIVE SPACES

Activate the lobby with communal tables and gathering spaces designed for work and collaboration.

Intimate booths feature small TV displays for easy plug-in and presentations.

PULL THROUGH #3

REFINED RANCH COMMUNITY



COMMUNAL DINING

Establish a community vibe and atmosphere with F&B options that offer great tables for communal dining and large plates for sharing.

PULL THROUGH #4

REFINED RANCH COMMUNITY



OLD TOWN COMES ALIVE

Our Old Town location within Town Square makes us a natural partner with the city for annual city-wide events, like the July 4th Celebration or Tree Lighting Ceremony during the holidays.

PULL THROUGH #5

REFINED RANCH COMMUNITY



EVENT PROGRAMMING

Bring the community together by developing a programming calendar featuring regular food and drink tasting events, live music, and special season events (like summer concerts or movies on the rooftop).

PULL THROUGH #6

REFINED RANCH COMMUNITY



MEETINGS & EVENTS

Meeting and event spaces are like nothing within the comp set and become the overwhelming choice for group events and social gatherings in the region.

PULL THROUGH #7

REFINED RANCH COMMUNITY



GIVING BACK

Activations for young entrepreneurs and community support through learn-work programs, internships or pop up shops to raise funds for local charities and teach commerce (similar to the activations currently going on in the Truax building with at-risk youth).



YESTERDAY. TODAY. TOMORROW.

History & Heritage

THE TRUAX
YESTERDAY. TODAY. TOMORROW.

Building on the legacy of the region and embracing the area's renowned ranching heritage, a sense of history permeates throughout every fiber of The Truax Hotel. Born from a time that held decorum and manners with the highest regard, the hotel's service culture is centered around respect, honor, and knowledge.

Much like the everchanging landscape of Temecula, we are a unique mosaic of culture and craftsmanship that echoes the rise and evolution of California. Inspired by the ranches that once lined the hillside and the wineries that are flourishing, The Truax Hotel serves up a taste of the past with the finest local beef offerings, award-winning wine pairings, and craft spirits.

From soft Spanish details in the architecture and design, reverent touches that pay tribute to the Pechanga Indians, the rustic décor inspired by our ranching heritage, to the modern touches in the guest room,

The Truax Hotel is not defined by one era.

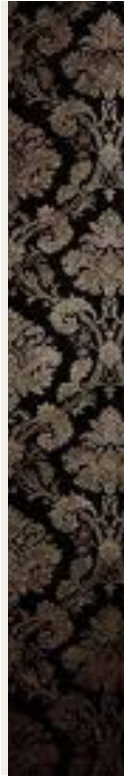
Respecting our past. Embracing the present. Forging a great tomorrow.

Evoking a sense of nostalgia, The Truax Hotel showcases the heritage of the region while connecting it to the present.

History & Heritage



YESTERDAY. TODAY. TOMORROW.



PULL THROUGH #1

YESTERDAY. TODAY. TOMORROW.



WARM AND FRIENDLY SERVICE

Create a service culture around warm welcomes, friendly service, and a touch of charm.

Guests will be greeted with a head nod and eye contact if more than 10 feet away,
and with a “hello,” “good day,” or other casual greeting if closer.

PULL THROUGH #2

YESTERDAY. TODAY. TOMORROW.



OLD WORLD CHARM

The interior design of guestrooms is heavily rooted in the heritage of Temecula, bringing to life old world charm in a contemporary manner.

PULL THROUGH #3

YESTERDAY. TODAY. TOMORROW.



RANCH STYLE

Stylish staff uniforms made of denim and leather elements pay homage to the ranch culture of the region, including cowboy hats, boots, and bolo ties.

PULL THROUGH #4

YESTERDAY. TODAY. TOMORROW.



UNIQUE ART

Lobby artwork pulls from the historic roots of the area while a large oak tree stump represents the iconic Great Oak Tree on the Pechanga reservation.

Contemporary or abstract ranch and horse artwork can be found in the public spaces.

PULL THROUGH #5

YESTERDAY. TODAY. TOMORROW.



SUBTLE HISTORY IN DESIGN

Soft nods to Temecula's railway history include railroad stakes lining the driveway, while rope and leather used as curtain ties tie back into the ranching culture. Contemporary elements of leather, cowhides, and wrought iron offer an elevated ranch ambiance.

PULL THROUGH #6

YESTERDAY. TODAY. TOMORROW.



SHINE STATION

A throwback to a classic hotel staple, we feature a shoe shine station in the lobby where ranchers can get their boots buffed, and businesspeople can get their shoes polished.

PULL THROUGH #7

YESTERDAY. TODAY. TOMORROW.



BARRELED & SMOKED

Offer a wide array of classic American bourbons and whiskeys, including local distilleries that offer small batch options, as well as an assortment of cigars and tobacco products.



CALIFORNIA ROOTS. TEMECULAN SOUL.

Timeless & Enduring

THE TRUAX
CALIFORNIAN ROOTS. TEMECULAN SOUL.

A relatively hidden gem in Southern California, Temecula is filled with natural splendors, exciting activities, and a welcoming nature that is uniquely Californian. Telling the story of the region, The Truax Hotel embodies the essence of Temecula and serves as our guest's ambassadors to what is known as the "valley of the mist."

Our entire staff is deeply proud of our locale and know the ins and outs of the region. Enjoy tips about wine tasting tours, hot air balloon ride, nearby craft breweries, and where to get the best olive oil. Plus, we also know the most scenic spot in the city to watch the sunrise and the best time of day to visit the 2,000-year-old Pechanga Great Oak Tree.

Cultivating an authentic sense of place, The Truax Hotel offers the best of Temecula with locally made olive oil, wine, coffee, beer, and beef all sold on-site while many of the art pieces were commissioned by local artists furthering our commitment to the community.

The perfect blend of small-town living and rural adventure, The Truax Hotel is the ideal jumping off point to all of the area's unique experiences. After a stay at The Truax Hotel, every guest will understand what it means to be a "Temeculan."

Timeless & Enduring

CALIFORNIAN ROOTS. TEMECULAN SOUL.



PULL THROUGH #1

CALIFORNIAN ROOTS. TEMECULAN SOUL.



NATIVE ROOTS

The landscape consists of indigenous flora that can be found throughout the region, while a small vineyard near the pool pays tribute to the area's wine culture.

PULL THROUGH #2

CALIFORNIAN ROOTS. TEMECULAN SOUL.



THE TEMECULA EXPERIENCE

Partner with local wineries and companies and create unique packages for guests to enjoy an authentic Temecula experience, including wine tours, hot air balloon rides, and outdoor adventures.

PULL THROUGH #3

CALIFORNIAN ROOTS. TEMECULAN SOUL.



ENDLESS SUNSETS

Showcase the famed Temecula sunsets or the valley of the mist with “365 days of sunsets” art installation.

Establish a signature ‘sunset viewing’ location and pay homage to each day’s sunset
with an honorary wine uncorking daily (complimentary for guests).

PULL THROUGH #4

CALIFORNIAN ROOTS. TEMECULAN SOUL.



OLIVE OIL TASTINGS

Incorporate local olive oil into the F&B programming by creating a signature Truax olive oil and offering olive oil tastings.

Guests can also blend their own olive oil, which they can purchase as a keepsake.

PULL THROUGH #5

CALIFORNIAN ROOTS. TEMECULAN SOUL.



LOCAL PURVEYORS

Highlight local purveyors and artisans, like Refuge Brewery, The Press Coffee, or a local butcher.

Feature monthly “tap takeover” events on the rooftop bar or seasonal food tastings.

PULL THROUGH #6

CALIFORNIAN ROOTS. TEMECULAN SOUL.



PASSPORT TO TEMECULA

Create a "Passport to Temecula" program with a variety of local experiences.

Guests get their passport stamped to earn hotel discounts or stays.

PULL THROUGH #7

CALIFORNIAN ROOTS. TEMECULAN SOUL.



STORYTELLING

Educate all staff on the history and story of Temecula and showcase historical books about the region throughout the lobby and guestrooms.

Create a storyteller's series that pays homage to the classic tradition of telling stories around the campfire.