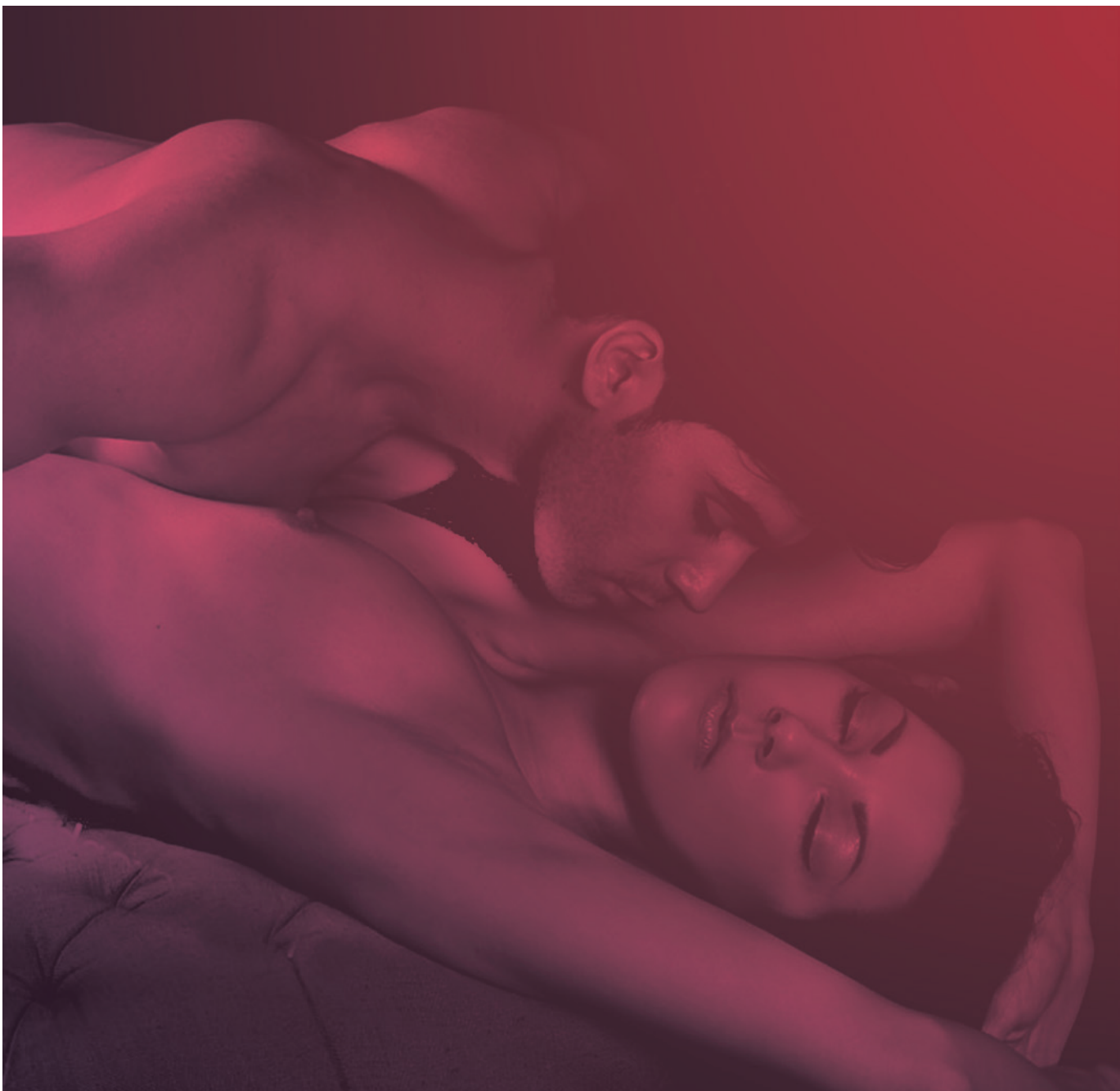




D E S I R E



B R A N D
B O O K



S E P T E M B E R 2 0 2 4

INTRODUCTION

This brand book was developed, due to the growth and expansion of both Original Group, and its' Desire brand. Its main objectives are to create and define a corporate identity, as well as guarantee that the graphic elements depicted in the visual image, are used properly and consistently where applied. The combination of these elements, is to project a new version of the brand, and to improve its position within its category.

Corporate identity is the way a brand expresses its personality, how it is visually defined, and how it differentiates from others. Through corporate identity a company can transmit its essence, personality and relevant values.

Corporate identity is a fundamental factor in constructing a brand's positioning and history. If the brand's identity is attractive and well-defined, is easy to understand, expresses credibility and confidence, as well as clearly transmits its competitive advantage, it will then achieve a position in the consumer's mind, resulting in an everlasting and solid positioning.

This manual's guidelines denote how to use and combine its diverse elements to maintain visual consistency, regulate criteria, standardize, and competitively differentiate the brand worldwide. This useful tool was created to help others understand the concept, the values, and the personality of Desire. It is important to read all content thoroughly, and apply it across all channels of communication, for the common benefit of Desire.

With your collaboration, this manual will provide a solid foundation for Desire's identity, which will allow the brand to maintain its strength, and avoid downfall over the time.

CONTENT INDEX

01. DESIRE AS A BRAND

- 1.1 Our history
- 1.2 Brand positioning
- 1.3 Values
- 1.4 Our target market and its needs

02. OUR PERSONALITY

- 2.1 Tone of voice
- 2.2. Madame Desire
- 2.3 Keywords describing Desire - Branding attributes
- 2.4 Editorial writing and vocabulary

03. VISUAL LANGUAGE ELEMENTS

- 3.1 Creative strategy
- 3.2 Color palette
- 3.3 Typography
- 3.4 Logotype
 - 3.4.1 Logo variations
- 3.5 Proportions and reductions
- 3.6 Slogan
- 3.7 Brand's architecture
- 3.8 Use of logo with other group brands
- 3.9 Patterns and graphic elements
 - 3.9.1 Logo's misuse
 - 3.9.2 Photography style
 - 3.9.2.1 Facilities
 - 3.9.2.2 Lifestyle

04. APPLICATIONS

- 4.1 Graphic guidelines
- 4.2 Print Media
 - 4.2.1 Stationery
 - 4.2.2 Internal Operation
- 4.3 Publicity

- 4.3.1 Graphic elements
- 4.3.2 Advertising language recommendations
- 4.4 Electronic media
 - 4.4.1 Electronic signatures
 - 4.4.2 Webpage
 - 4.4.3 Social Media
 - 4.4.4 Banners
 - 4.4.5 Newsletters / Direct e-mail
- 4.5 Promotional items
 - 4.5.1 Pens
 - 4.5.2 Mugs (sent)
 - 4.5.3 Caps (sent)
 - 4.5.4 Tees
 - 4.5.5 Other applications
- 4.6 Signage
 - 4.6.1 Rooms
 - 4.6.2 Restaurants and bars
 - 4.6.3 Public Areas
- 4.7 Uniforms

05. SUB-BRAND: DESIRE MANSION

- 5.1 Logotype
- 5.2 Proportions and reductions
- 5.3 Patterns and graphic elements
- 5.4 Logo Misuses

06. DESIRE MANSION APPLICATIONS

07. SUB-BRAND: THE EDEN

- 7.1 Logotype
- 7.2 Proportions and reductions
- 7.3 Logo misuses

08. CONTACT DIRECTORY

09. GLOSSARY

01

D E S I R E A S
A B R A N D

OUR HISTORY

Original Group is a Mexican firm founded in 1974, active in the hotel sector, the cruise industry, vacation clubs and real estate.

The Desire concept evolved due to the growing necessity to create unique experiences for couples seeking the opportunity to rekindle the flame in their relationship, in a sensually-charged atmosphere, in erotic, paradisiacal destinations, complimented by exclusive, discreet and original service.

Conveniently located in the Riviera Maya, our all-inclusive resorts are exclusive to straight couples over 21 years of age, seeking a spicy, exclusive clothing-optional ambiance, with a sense of freedom, respectful of their lifestyle.

The surroundings and facilities, complemented by a complete adult entertainment program, provocative theme nights and exclusive workshops, make Desire both a unique and original vacation option.

The success of this concept has made it a top-option within the adults-only resort sector, on an international level.

In 2016, Desire renovated its image, with the motive of reaching a 35 - 45-year-old audience, with a greater income, thus a higher buying potential.

In 2017, Desire offered its first cruise, departing from Venice, Italy, venturing into this important industry, with resounding success. This first cruise toured the Mediterranean and the Adriatic over 7 days: Bologna (Italy), Split, Dubrovnik, Zadar (Croatia), and Koper (Slovenia), concluding on October 3rd at the same port of departure. This initial sea adventure has been continuously redefined with new itineraries each year, broadening the array of destinations for those who wish to explore the most thrilling and unique ports around the world while discovering new ways to enjoy sensuality.

In 2020, Desire Mansion, an exclusive complex within Desire Riviera Maya Pearl Resort, opened to provide a new experience of exclusiveness and sophistication. Following this successful path, in 2024, The Eden, a luxurious and contemporary set of new rooms and facilities within Desire Riviera Maya Resort, was inaugurated.

BRAND POSITIONING

Brand positioning refers to the spot a brand occupies, and all that it is associated with (Characteristics, attributes, personality, defects) in the consumer's mind, that makes it distinct, and that distinguishes it from its direct and indirect competitors.

Brand positioning increases the emotional connection between a brand and the consumer. It is through that connection that the consumer makes their decision when directly comparing with other brands.

Focused on achieving brand-positioning within the adults-only tourism industry, Desire explodes the erotic element, through elegance. This identity allows Desire to showcase its daring and sensual personality, while at the same time keeping it both exclusive and tasteful.

By taking care of interaction between the brand and the consumer, Desire assures that it has created an inviting, sensual, exclusive and discrete experience, beyond consumer's expectations.

VALUES

EROTIC

Sensual, seductive, open mind, daring, vibrant, sassy

DISCREET

Protects privacy

ORIGINAL

Innovative, creative

EXCLUSIVE

Only for people with a free and open lifestyle

SOCIABLE

Friendly, self-confident, and respects all lifestyles

SUCCESSFUL

Recognized as leader in its category

OUR TARGET AND MARKET NEEDS

Demographic data

Couples from United States, Europe, Canada, South America and Mexico

Middle-upper class and Upper class

Over 21 years of age, ranging from 35 to 50 years of age (non-excluding)

Average annual income: \$120,000 - 190,000 USD.

Our main market is open-minded people, who enjoy their sexuality, have refined taste, taboo-free, love the beach and nature, and have high-expectations in food & beverage service.

Our three types of clients:

Swingers

Nudists

Vanillas and newbies

02

OUR
PERSONALITY

TONE OF VOICE

The brand must communicate eroticism, in an elegant and sophisticated manner, avoiding the use of vulgar terms.

The Desire brand should project creativity, using word games that have a double meaning, always being careful to use these words or phrases in good taste.

Desire should project a mindset that is warm, friendly and respectful towards all lifestyles, with the purpose of creating a relationship that is based on mutual trust, especially in direct communication with guests.

Recommendations for commercial writing style:

- Speak directly to the consumer, in an intimate and understanding tone.
- Use infinitive verbs, providing next steps, in a dominant and seductive fashion.
- Utilize descriptive texts, trying to implement physical and emotional sensations.
- Use specific adjectives to help create the desired background.
- Rely on drama and excessiveness.

Referenced text:

Animal Instinct

Take your partners hand, and lead them out of the den and into the wild, an intimate escape to free your instincts and satisfy your desires, in a wild, fierce and primitive way. The animal that you have trapped inside will be the ideal outfit for this evening affair... Perhaps a lion, tiger or leopard? Or would you prefer to be the hunter looking to capture your prey? Whether prey or hunter, this night in the jungle will devour you in fierce seduction.

References from:

Vladimir Nabokov, Mircea Eliade, Tzu Yeh, John McGahern.

BRAND PERSONALITY

MADAME DESIRE,
EROTIC HOST



Madame Desire is a sensual woman in her 40's, who is open-minded, passionate, self-confident and comfortable with her own sexuality, she helps others to explore and enjoy eroticism **[erotic]**.

She is both creative and innovative in the way she dresses, in her physical appearance, and in the activities, she leads **[original]**.

As an open-minded woman, she finds it easy to relate to other people with different lifestyles, in a respectful and kind way. Her charming personality sets the tone when meeting with her clientele, making them feel comfortable and in true confidence **[sociable]**.

Her personality is like a magnet for high-class people who are concerned about their privacy **[discreet]**.

She moves in an exclusive, high-level social circle, focused on lifestyle **[exclusive]**.

Due to her successful career, she has gained recognition in her field **[successful]**.

BRANDING ATTRIBUTES

Keywords that contribute to the understanding and positioning of the brand.

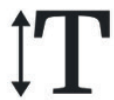
Couples Only • Optional Clothing • Exclusive

- | | |
|-------------|----------------|
| STIMULATING | EXCLUSIVE |
| ECSTASY | FANTASY |
| INTIMACY | SENSUAL |
| SEDUCE | NEW ENCOUNTERS |
| COUPLE | |
| PLEASURE | |
| EXQUISITE | |
| EROTIC | |
| PASSION | |

03

V I S U A L
L A N G U A G E
E L E M E N T S

CREATIVE STRATEGY



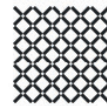
Logotipo
(typographic)



Icon



Elements



Patterns

The graphic proposal for Desire completes the strategic communication work. The graphics, typographic, chromatic and visual elements used to identify the brand, connect the dots to guarantee an attractive visual proposal with brand values.

The identity, by itself, conveys the sensual and exclusive nature of Desire.











LOGOTYPE

Dezine

ISOTYPE



ISOTYPE

	_____	Love Passion Desire Romanticism	_____	
	_____	Freedom Independence Voyage Harmony	_____	
	_____	Couple Complicity Confidence Attraction	_____	
	_____	Yoni Energy Origin Sensuality Femininity	_____	
	_____	Courage Empowerment Boldness Strength Sexuality Masculinity	_____	

The isotype was created to differentiate the brand and make it more recognizable. It is inspired by various symbols related to passion, desire, couple, sensuality and sexuality.

CORPORATE BRAND



The brand is presented in two versions. It consists of logotype/logo, isotype/visual identity and the slogan.

It is for external use, for general branding purposes, when promoting resorts, cruises or both.

The corporate brand is also for internal use. This permits control of misuse, yet gives strength to the legitimate use of the brand.



UMBRELLA BRAND

Desire

RESORTS

Desire | RESORTS

For communications exclusively about our resorts, this descriptive application, which has a vertical and horizontal version, can be used.

COLOR PALETTE

PANTONE 7407 C



CMYK	RGB	HEX
6 36 79 12	203 160 82	CBA052

PANTONE BLACK C



CMYK	RGB	HEX
63 62 59 94	00 00 00	000000

PANTONE PINK C



CMYK	RGB	HEX
18 87 0 0	214 37 152	D62598

BLANCO



CMYK	RGB	HEX
0 0 0 0	FF FF FF	FFFFFF

The corporate colors contribute to the effective communication of the brand. They must be applied without variation and never be substituted.

PANTONE: Direct ink printing.

CMYK: Values set for direct ink printing. (The obtained result does not guarantee the same PANTONE's quality and/or fidelity).

RGB: Values for the use of corporate colors in digital media.

HEX: Compatible values for web use.

With the objective of capturing a younger market, Pink C was added to the chromatic gamut. This color is to be used exclusively to enhance specific brand graphics in an urgent fashion. In other words, to highlight the visual proposal when applied to diverse materials, including: Strings, garters, bars, lights, etc.

The use of this tool must be supervised by the identity consultants/brand managers, with the sole purpose of avoiding the distortion of the original identity, which was designed to reach a specific target market.

COLOR APPLICATIONS

Desire

BEYOND  SEDUCTION

Desire

BEYOND  SEDUCTION

Desire

BEYOND  SEDUCTION

Desire

BEYOND  SEDUCTION

Desire

BEYOND  SEDUCTION

Desire

BEYOND  SEDUCTION

Official, alternative brand applications, using corporate colors, as well as a one-color ink print.

TYPOGRAPHY

Aa Bb Cc

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Bb Cc

Dry Brush

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Bb Cc

Sign Painter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

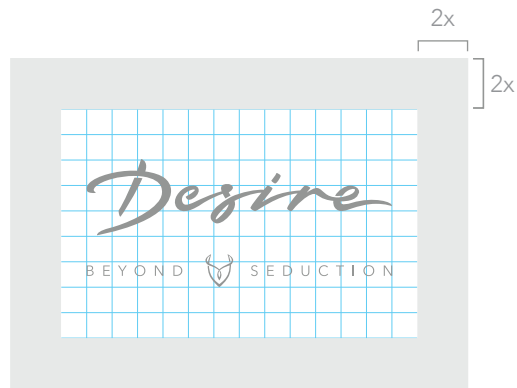
For the correct reproduction and interpretation of the brand's graphic values, it is recommended the use of three font families: Avenir Next, Dry Brush and Sign Painter.

The first one was chosen for its simplicity, cleanliness, and for evoking a general sense of timelessness, providing elegant and legible brand print.

The second one, connects with the target market in a personal, daring, and human way. It was chosen with the intention of transmitting empathy, relaxation and fun. The use of this font is focused on impact communication: Advertising titles, visual and promotional headers.

The third one is only utilized for promotional items, to create an emotional bond with the brand.

PROPORTIONS AND REDUCTIONS



x equals the height of the letter "r", while 2x is equal to the height of the isotype.

For the correct reproduction of the brand, the original digital artwork must be used at all-times. Basic reticle is recommended for image reproduction, to avoid distortion. There is a minimum grey area (autonomous area) in branding.

Minimum reproduction

To guarantee high-quality production, the minimum size established for color and monochromatic gamut should be respected.

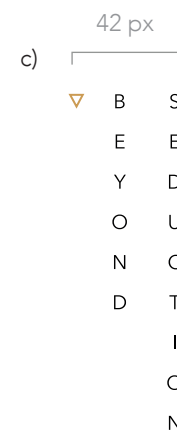
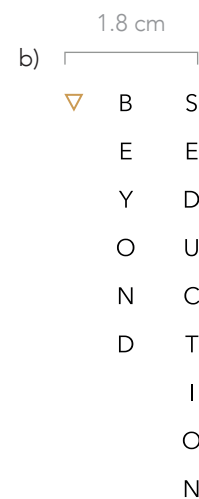
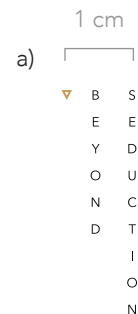
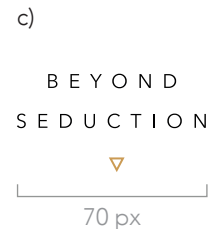
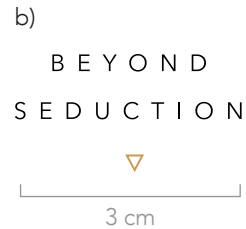
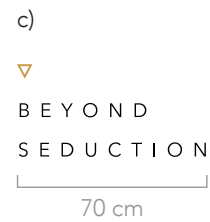
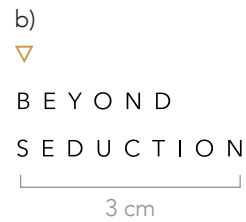
a) Fine reproduction techniques

b) Embroidered textures

c) Use on web

a)	 3.5 cm	 2 cm	 0.5 cm
b)	 6 cm	 3 cm	 0.7 cm
c)	 190 px	 90 px	 17 px

SLOGAN



The slogan “Beyond Seduction” was conceived to describe our concept, providing consumers with a sensual, unforgettable experience, which exceeds expectations. It describes the value of eroticism, one of the highlights of our cruises and resorts.

For the graphic use of the slogan we recommend (Avenir Next) as the main font, in version Light, in capital letters, giving it a fine, elegant aesthetic. Additionally, the use of a distinctive element such as the triangle blended with Pantone 7407 C, creates a positioning component that is inviting to read.

Next, the brand’s slogan is presented in the recommended graphic compositions for its correct introduction and use.

Minimum reproduction

To guarantee high-quality production, the minimum size set for color and the monochromatic gamut must be considered.

a) Fine reproduction techniques

b) Embroidered textures

c) Use on web

BRAND'S NOMENCLATURE

For correct application, in the case of new resorts or new business units, the Desire brand should be applied in the following fashion:

Corporate brand: without nominative.

Sub-brands:

Riviera Maya Resort

location

+

nominative

Venice Cruise

location / departure point

+

nominative

*

Paris

Night
club

location

+

nominative

The use of sub-brands is for indicative purposes, and should be used only to point out a specific object within a business unit (resort or cruise), either to provide a location reference, signage, material, or to distinguish them from each other.

Example:

Façade sign

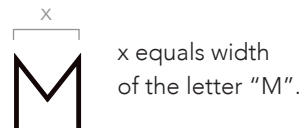
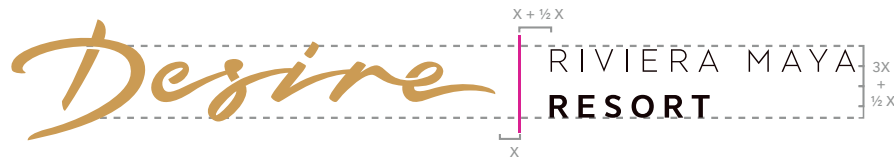
Urban signage

Employee identification

Stationery for exclusive use

* For cruises, the location is referred to as the departure point.

BRAND NOMENCLATURE



Graphic guidelines for sub-brands

White background, with a gold line. Black background, with a Pantone Pink C line.

Horizontal Arrangement: To be used on web

Compact Arrangement: For productions with extra space.

Location (Riviera Maya): Skola Sans Light / Tracking 300

Nominative (Resort): Skola Sans Bold / Tracking 300

USE OF BRANDMARK ALONG WITH OTHER BRANDS OF THE GROUP



Two versions have been defined, each with their vertical and horizontal arrangements:

a) Brandmark: This version can be utilized when the brand is large enough by itself, and none of its elements lose their legibility at a distance, or during the reproduction process.

b) Logotype / Logo: This version is to be used exclusively for reduced-size applications, with lower-quality reproduction, and less detail quality.

When other Original Group brands must be included in Desire's communication, Desire must be at the top of the hierarchy, in first position, giving it priority, using color. The other brands should use their grey scale versions.

LOGO MISUSES

01



02



03



04



05



06



07



08



09



01. Do not alter the original brand composition.

02. Do not increase or decrease the individual size of any brand elements.

03. Do not add edges.

04. Do not degrade.

05. Do not rotate.

06. Do not use different colors, only the official, approved colors.

07. Do not deform the brand.

08. Do not add any type of effects.

09. Do not alter for any reason, the defined composition for the brand's architecture.

PATTERNS & GRAPHIC ELEMENTS

PANTONE 7407 C

Pattern 75 %

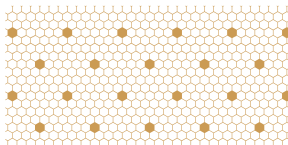
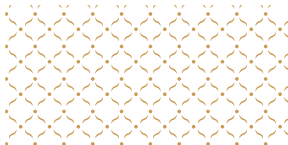
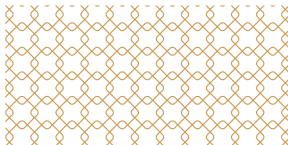
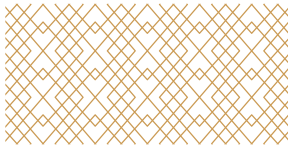
Background: 100 %



PANTONE 7407 C

Pattern 75 %

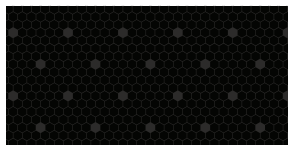
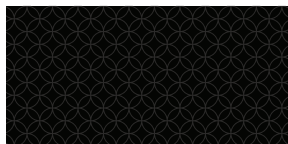
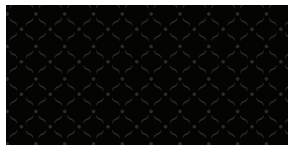
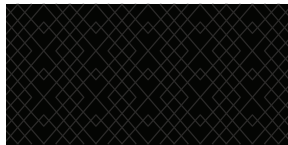
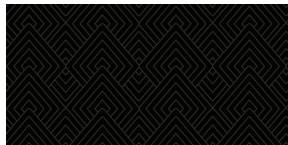
Background: 0 %



PANTONE BLACK C

Pattern 80 %

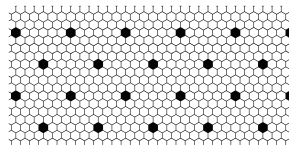
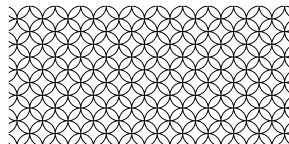
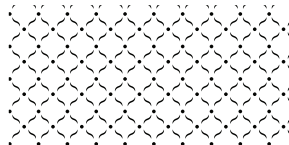
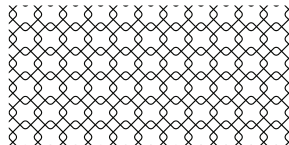
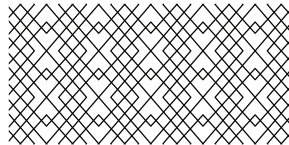
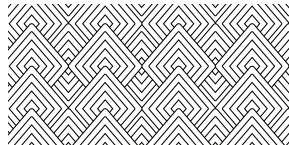
Background: 100 %



PANTONE BLACK C

Pattern 100%

Background: 0 %



There are six graphic pattern proposals to strengthen the sensuality of the brand's graphic design, which refer to feminine lingerie. In addition, shapes are utilized to communicate elegance, class and exclusiveness.

We recommended the exclusive use of this criteria for the selection of such patterns. Other graphic applications that do not communicate these values, should be avoided.

These patterns must be printed in registration varnish, when it is necessary to project elegance and exclusivity, especially when identifying elements outside of the installations, that fall in the hands of clients' and strategic allies. For example: High-level corporate cards and shopping bags.

ENVIRONMENTAL LABEL



Desire
RIVIERA MAYA
RESORT


BEYOND
SEDUCTION
♥

DEAR GUEST,
EVERYDAY TONS OF DETERGENT, MILLIONS OF
GALLONS OF WATER AND A GREAT AMOUNT OF
ENERGY ARE USED TO WASH TOWELS.


HELPS US SAVE OUR PLANET,

A TOWEL ON THE RACK MEANS:
"I WILL USE IT AGAIN"

A TOWEL ON THE FLOOR MEANS:
"PLEASE EXCHANGE"



**WATCH YOUR PRESENT,
SAVE YOUR FUTURE.**

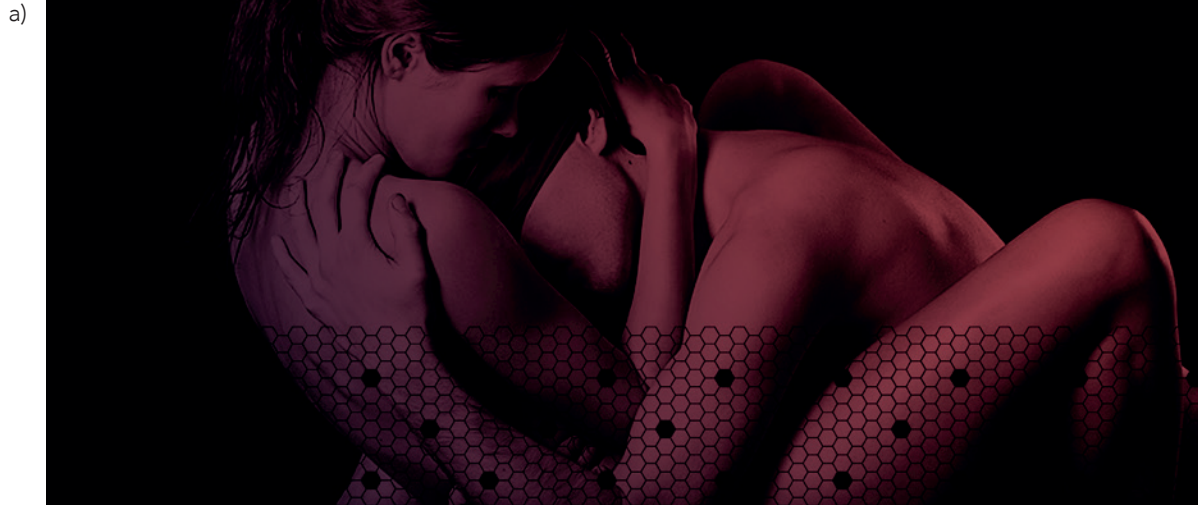


Environmental Program

This label is the only one authorized to be used on premises for materials of an ecological nature (Signage, announcements, general notifications, etc.).

This label respects the Desire brand guidelines, previously defined in this manual. It also includes the use of PANTONE 7407 C (golden), in combination with PANTONE 152-15 C (green), on different applications, including headers, and other graphic details in materials pertaining to the program.

PATTERNS & GRAPHIC ELEMENTS IN PHOTOGRAPHS



The combination of patterns and graphic elements should work in synergy with the photographs, with the objective of transmitting a sensual, attractive style. For the correct use of both elements, it is recommended that the image be presented in a clear way, and that the graphic pattern helps to emphasize the erotic and sensual proposal.

The photograph should not be entirely covered. The graphics or patterns should be placed on areas within the image that do not contain important visual information, and that do not make it difficult to comprehend.

Examples:

a) In black, covering up to 50% of the image's surface.

b) With an overlay dividing the image from the graphic pattern, with a subtle shadowed effect over the layer.



PHOTOGRAPHIC STYLE



Theme nights, events calendar, food, beverages, beach, facilities and on-site people

Photos of food and beverages: Make sure that illumination and focus are on the element that you are aiming to showcase, in attempts to highlight shine, color and texture. Lean on other elements that can dress up the image.

Photos of facilities - Food, beverages and beach: Maintain a standardized use of filters and saturation, preserving a vivid and warm quality.

Architectural photos: Daylight is the feature element, that transmits life and warmth. When possible, avoid dawn and sunset, as they tend to transmit nostalgia. If there is no use of people, try to use colorful elements that generate contrast or that are dynamic. The ambiance, clothing and use of props are what projects exclusivity.

Photos of people on premises: Use expressions according to the moment or activity.

Photos of couples: Use warm high-contrast colors that project sexual tension. It is recommended to use Caucasian models, with an average-build, ranging from 35 to 45 years of age.

Try to use couples: Men in casual/elegant wear (Avoiding nude torsos) and women with attitude in sensual attire.



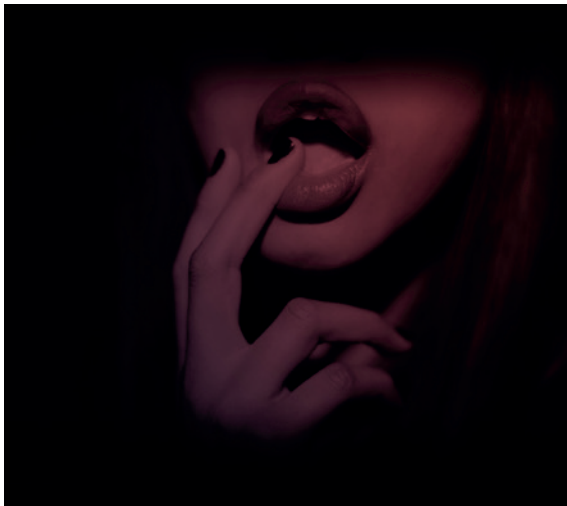


Photos in conceptual campaigns: if necessary, resort to compositions where the photograph of the couple that is illustrating the concept of the campaign is integrated naturally into the background.

Encourage the use of couples: according to the purpose and market to which the campaign is directed, it is allowed to use photographs of couples in sentimental, passionate situations. When using photographs with naked torsos, we must ensure that they do not look vulgar. Make sure that the lighting is modulated, and do not use photographs with unnatural white light.



PHOTOGRAPHIC STYLE



Lifestyle

Black and white photographs, with pink and purple filters, for both individuals and couples. Make sure to deliver a sensual, provocative and suggestive style. Avoid the use of vulgar elements and postures.

Dark backgrounds with high-contrast

In media applications combined with photographs of theme nights, events calendar, food, beverages, beach, facilities and on-site people, it is recommended to alternate in a 2/3 proportion, with Lifestyle as 1.

The photographic filter is created from a black and white photo, with an overlap fusion mode, using degraded color from #CB4047 to #3B273F, in a 45-degree angle.

PRINTED MEDIA

STATIONERY



Executive business cards

Slogan: Avenir Next Regular, 5 pt. / Tracking of 280 / Line spacing of 6 py.

Name: Avenir Next Bold, 7 pt. / Line spacing, 9 pt. / Work position: Avenir Next Regular, 6 pt. / Line spacing of 9 pt.

Contact information: Avenir Next Regular, 6 pt. / Line spacing of 9 pt.

Website: Avenir Next bold, 6 pt / Line spacing, 9 pt.

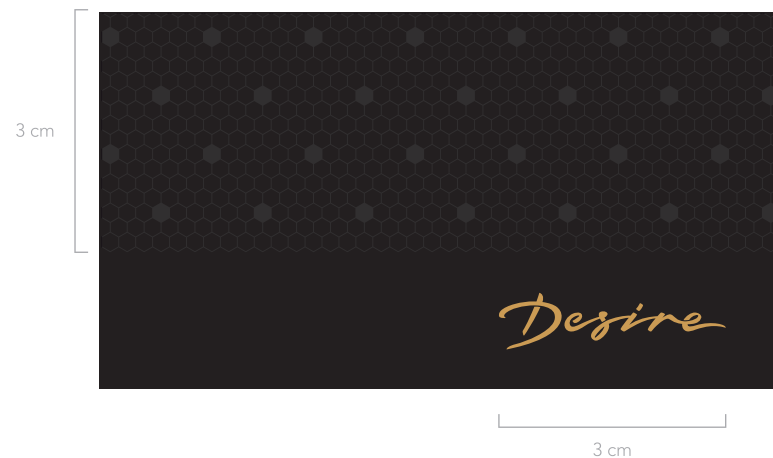
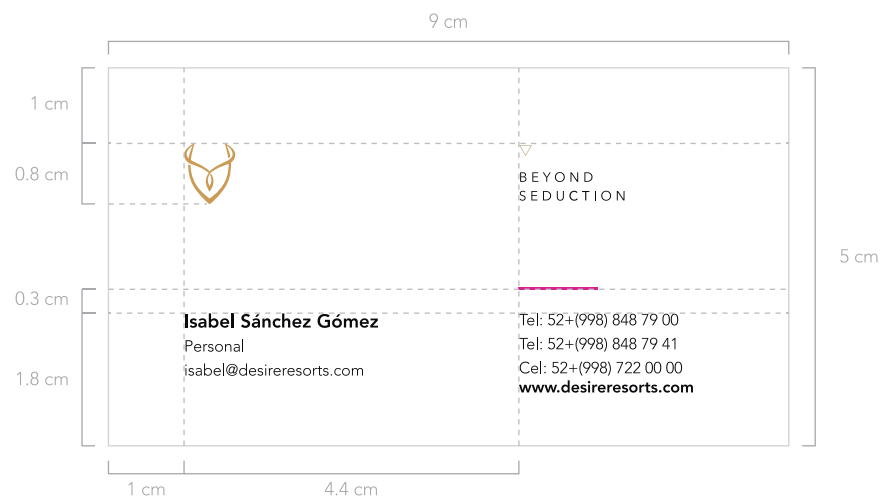
The graphic composition must be used invariably. Only the graphic patterns described in this manual can be utilized.

Note

The graphic pattern should be printed in spot coating.

PRINTED MEDIA

STATIONERY



Personal business cards

Slogan: Avenir Next Regular, 5 pt. / Tracking of 280 / Line spacing of 6 pt.

Name: Avenir Next bold, 7 pt. / Line spacing, 9 pt. / Work position: Avenir Next Regular, 6 pt./ Line spacing of 9 pt.

Contact information: Avenir Next Regular, 6 pt./ Line spacing of 9 pt.

Website: Avenir Next bold, 6 pt. / Line spacing, 9 pt.

The graphic composition must be used invariably. Only the graphic patterns described in this manual can be utilized.

PRINTED MEDIA

STATIONERY



Letterhead Stationery

The letterhead stationery should only be used for relevant documents.

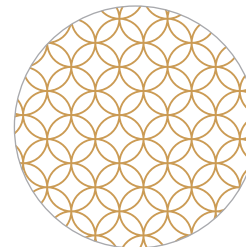
Paper size: US Letter / A4

Slogan: Avenir Next Regular, uppercased, 5 pt. / Tracking of 280 / Line spacing of 6 pt.

Contact information: Avenir Next Regular, 6 pt./ Line spacing of 9 pt.

Website: Avenir Next bold, 6 pt. / Line spacing, 9 pt. / Body text: Avenir Next Regular, 8 pt. / Line spacing, 13 pt.

The graphic composition must be used invariably



Note

The back part of the sheet can be printed with any of the graphic patterns described in this manual, using the PANTONE 7407 C color.

PRINTED MEDIA
STATIONERY

		FOLIO NO. <hr/>
REGISTRATION CARD TARJETA DE REGISTRO <small>FORMA 01</small>		
<div style="display: flex; justify-content: space-between;"> REPETIR (REPEAT) <input type="radio"/> YES <input checked="" type="radio"/> (NAME) </div>		
OBSERVACIONES:		
<p>CHECK-IN FROM: A PARTIR DE: 3:00 p.m.</p> <p>The hour of check-in is 3:00 p.m. However, guests may have a grace period of 60 minutes. The late check-out fee is \$1,000 MXN per hour.</p> <p>La hora límite para dejar la habitación es a las 3:00 p.m. Sin embargo, al huésped contará con un periodo de tolerancia de 60 minutos. La tarifa de late check-out es de \$1,000 MXN por hora.</p>	<p>CHECK-OUT UP TO: HASTA: 11 a.m.</p> <p>The last time you can leave your room is at 11:00 a.m. If the property or its furniture or equipment is damaged due to misuse or negligence, there will be additional pay charges, accepting the charge in your account. The hotel has accidents insurance for events caused by a malfunction in foundation of the facilities; however, accidents caused under the condition of having consumed drugs or drinking alcohol in areas destined the hotel for any responsibility and evacuate the respective insurance. The concept of the hotel is (optional), except in restaurants and lobby.</p> <p>El último momento en el que puede salir de su habitación es a las 11:00 a.m. Si se daña algún bien inmueble o mueble del hotel debido a un uso indebido o negligencia, habrá cargos adicionales de pago, aceptando los mismos en su cuenta. El hotel cuenta con un seguro de accidentes ante eventos acontecidos o provocados por mal funcionamiento o avería de las instalaciones; sin embargo, los accidentes causados bajo la condición de haber consumido estupefacientes o alcohol en áreas destinadas al alojamiento no están cubiertos por este seguro.</p>	
<div style="display: flex; justify-content: space-between;"> Check-in time Hora de llegada Signature Firma </div>		
<p>LIMITATION OF RESPONSIBILITY</p> <p>If Hotel no is held responsible for the values deposited in the safe deposit boxes located in your suite. We recognize that you want to participate in all services and facilities offered by DESIRE, within its administrative program, such as water sports and other services. Also, through this channel, and in the case of accident, damage to third parties, and/or in the case of death, we disavow the DESIRE HOTEL, and any of its affiliated companies, servants, agents, and employees from all liability. It is understood that they cannot use recreational equipment under the influence of alcohol or narcotics. If the property or its furniture or equipment is damaged due to misuse or negligence, there will be additional pay charges, accepting the charge in your account. The hotel has accidents insurance for events caused by a malfunction in foundation of the facilities; however, accidents caused under the condition of having consumed drugs or drinking alcohol in areas destined the hotel for any responsibility and evacuate the respective insurance. The concept of the hotel is (optional), except in restaurants and lobby.</p> <p>DESLINDE DE RESPONSABILIDADES</p> <p>El Hotel no se hace responsable por los valores no depositados en las cajas de seguridad ubicadas en su suite. Reconocemos que deseamos, por cuenta propia, participar en todos los servicios y facilidades que ofrece DESIRE dentro de su programa todo incluido, tales como deportes acuáticos y otros servicios. Asimismo, por este conducto y en caso de accidente, daño a terceros, lesiones o muerte, deslindeamos de toda responsabilidad al Hotel Desire y a sus compañías afilias, servidores, agentes y empleados. Queda entendido que no podrá utilizar el equipo recreativo bajo la influencia del alcohol o de algún narcótico. En caso de que se dañe el inmueble o cualquier mobiliario o equipo por uso indebido o negligencia, habrá cargos adicionales de pago, aceptando los mismos en su cuenta. El hotel cuenta con un seguro de accidentes ante eventos acontecidos o provocados por mal funcionamiento o avería de las instalaciones; sin embargo, los accidentes causados bajo la condición de haber consumido estupefacientes o alcohol en áreas destinadas al alojamiento no están cubiertos por este seguro.</p>		
<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>CHECK-IN SLIP (PASE DE ENTRADA)</p> <p>ROOM NUMBER: _____ NAME: _____ MR. / MRS. / MISS / MS. / DR. / SRA. / SR. / JR. / JRITA</p> </div> <div style="width: 48%;"> <p>CHECK-OUT SLIP (PASE DE SALIDA)</p> <p>ROOM NUMBER: _____ NAME: _____ MR. / MRS. / MISS / MS. / DR. / SRA. / SR. / JR. / JRITA</p> </div> </div>		

GOLDEN RULES

1. Please respect all guests and hotel employees. In case of aggression or violence the guest will be expelled from the hotel with no right to any refund including quarantine.
2. Smoking in public areas is prohibited and will cause for immediate expulsion from the hotel.
3. "NO means NO." In those we require all guests are treated with respect to foster an enjoyable environment.
4. No photography or video recording is permitted. No pictures or video may be taken in the premises of the hotel or all guests.
5. Proper attire must be worn in restaurants and the lobby area.
6. Guests with offensive language towards hotel employees will be reported to the corresponding authorities, resulting in being expelled from the hotel with no right to a refund.
7. Wearing shoes or slippers is mandatory at all times to avoid accidents.
8. Access to the Jacuzzi, as well as to the pool, is exclusively for couples.
9. The use of the Jacuzzi is subject to the following: the hotel staff may refuse to supply the guest for their own well-being and/or safety.
10. If you are allergic to certain foods, you must inform this to the restaurant staff before ordering or eating any meal, otherwise, the use of the Jacuzzi and the pool will be denied.
11. The food, including the food in public areas, is not to be taken to the pool. If you are allergic to certain foods, you must inform this to the restaurant staff before ordering or eating any meal, otherwise, the use of the Jacuzzi and the pool will be denied.
12. The food, including the food in public areas, is not to be taken to the pool. If you are allergic to certain foods, you must inform this to the restaurant staff before ordering or eating any meal, otherwise, the use of the Jacuzzi and the pool will be denied.

In the case of accident or important events related to my health, the hotel must contact: _____, phone number _____, email _____, city _____.

[illegible]

AVISO DE PRIVACIDAD
 Manifiesto(a)mos conocer y aceptar el aviso de privacidad y protección de datos personales, cuyo contenido es visible en la liga de internet:
<https://www.desire-experience.com/privacy-policy> que utiliza la empresa prestadora de los servicios hoteleros a "PROMOTORA HOTELERA ORIGINAL, S.A. DE C.V.",
 cuyo domicilio social es en la calle Sierra, SM. 9, MZ 3, Lote 17-01, Cancún, Q. Roo. Los datos personales podrán ser utilizados para los fines mercadotécnicos,
 comerciales y promocionales entre las empresas de Grupo Original precuados en el aviso contenido en la liga antes referida.

Acepto(amos) _____

PRIVACY POLICY
I have read and accept the privacy and data protection policy, which content available at: <https://www.desire-experience.com/privacy-policy> used by "Servicios de Operaciones Hoteleras S.A. de C. V., and/or "PROMOTORA HOTELERA ORIGINAL, S.A. DE C.V.", located at Calle Sierra. Personal data may be used for marketing commercial, and promotional purposes among the companies within the Original Group, specified in the notice visible in the aforementioned link.

I/we accept _____

Registration card

Title: Avenir next demi bold, 11 pt / Tracking 25

Registration details: Avenir Next Regular, 6.77 pt / Tracking 0 /

Liability release:

Title: Avenir Next Regular, 7 pt, uppercased / Tracking
0 / Line spacing, 8.4 pt

Body text: Avenir Next Regular, 7 pt, lowercased /
Tracking 0 / Line spacing, 8.4 pt

Admission rights:

Title: Avenir Next Regular, 8 pt, uppercased / Tracking
0 / Line spacing, 9.6 pt

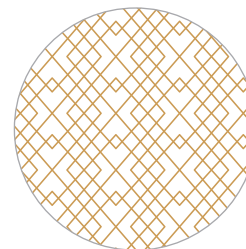
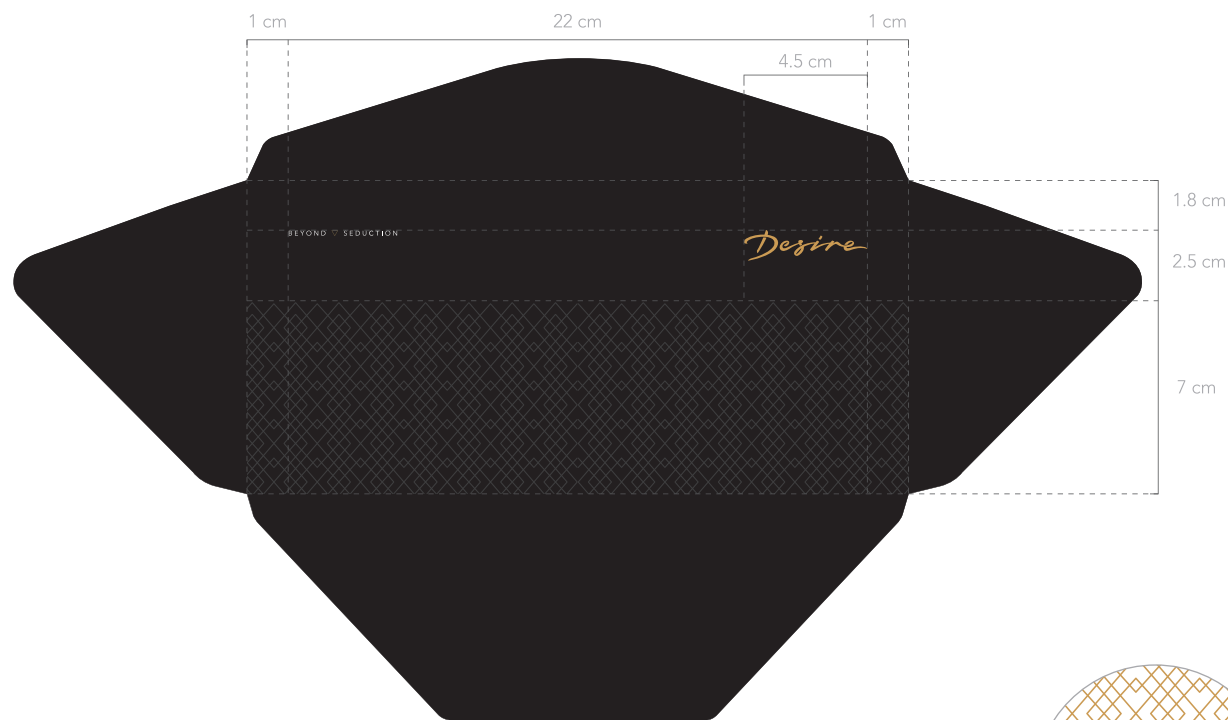
Body text: Avenir Next Regular, 8 pt, lowercased /
Tracking 0 / Line spacing, 9.6 p

Privacy policy:

Title: Avenir Next Regular, 7 pt, uppercased / Tracking
0 / Line spacing, 8.4 pt

Body text: Avenir Next Regular, 7 pt, lowercased /
Tracking 0 / Line spacing, 8.4 pt

PRINTED MEDIA STATIONERY



Envelope

Slogan: Avenir Next Regular, uppercased, 7 pt. / Tracking of 280

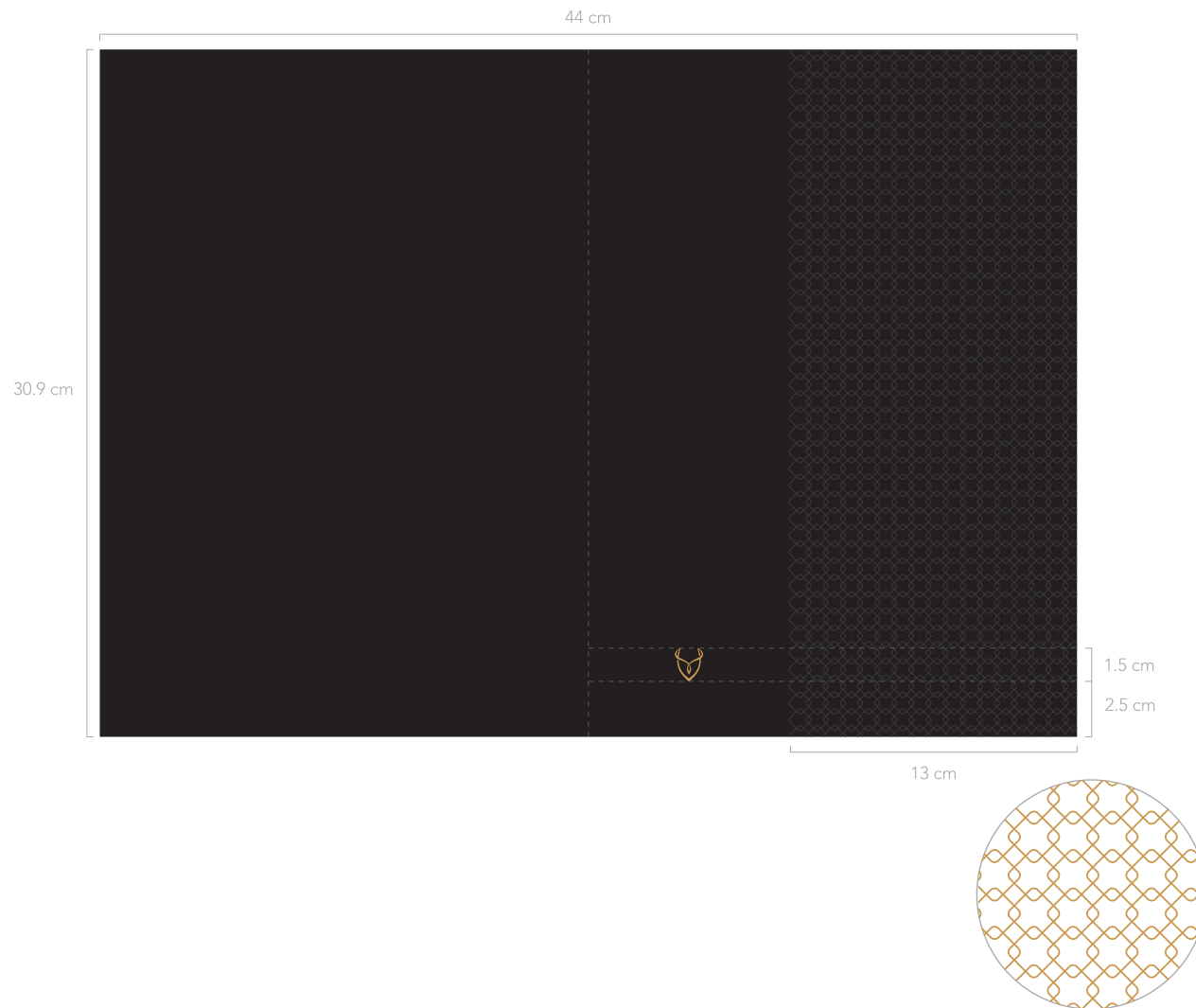
The graphic pattern must be printed in spot coating.
The graphic composition must be used invariably.

Note

The back part of the sheet can be printed with any of the graphic patterns described in this manual, using the PANTONE 7407 C color.

PRINTED MEDIA

STATIONERY



Folders

The pattern must be printed in spot coating. With a black interior and a magenta security lace. The graphic composition must be used invariably.

Note

The back part of the sheet can be printed with any of the graphic patterns described in this manual, using the PANTONE 7407 C color.

PRINTED MEDIA

STATIONERY



Gift bags

Each side must have a 0.8-inch margin (2 cm).

The patterns applied on the bags include the spot-coating patterns. The graphic composition must be used invariably.

Only the graphic patterns described in this manual can be applied.

PRINTED MEDIA

INTERNAL OPERATION



Door Hangers

Front

Title: Dry brush uppercased, 40 pt / Tracking -40 / Line spacing of 47 pts

Action: Avenir next bold, 11 pt

Back

Title: Avenir next heavy and medium, uppercased, 32 pt tracking of 100 / Line spacing of 30 pt

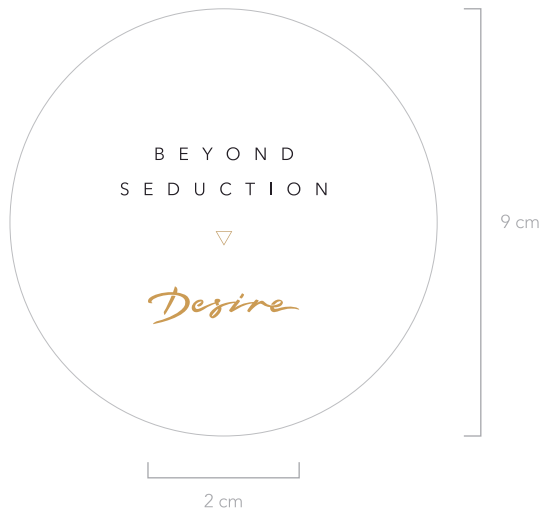
Action: Avenir next bold, 11 pt

Languages: Avenir next Demibold italics, 11 pt
Tracking of 60 / Line spacing of 14 pt

The photograph may be changed, with the condition that it maintains the standard graphic style. Only the graphic patterns described in this manual can be applied.

PRINTED MEDIA

INTERNAL OPERATION



Coasters

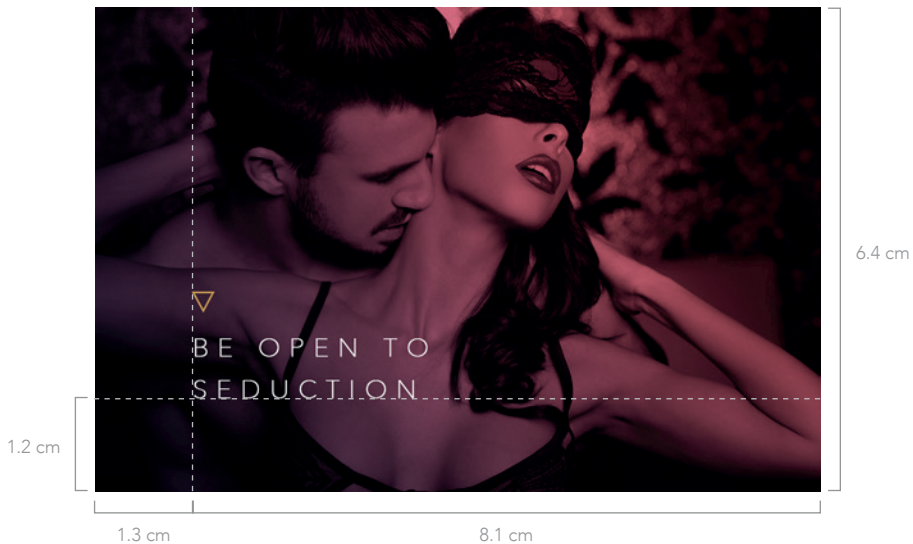
Beyond seduction: Avenir Next Regular, uppercased, 12 pt. / Tracking of 660 / Line spacing of 22 pt.

Cold drinks for hot people: Dry Brush, uppercased, 15 pt. / Tracking 0 / Line spacing of 18 pt

The phrase or image can be changed, with the only condition of maintaining the specifications previously defined.

PRINTED MEDIA

INTERNAL OPERATION



Room keys

desire-experience.com: Avenir Next medium, 7 pt

Be open to seduction: Avenir Next Ultra light 9.5 pt / Tracking 350 / Line spacing 15.48 pt

Seduction tip1: Dry Brush 15 pt / Tracking -60 / Line spacing 18.3 pt

Share your fantasies and try one: Avenir Next medium, 8.8 pt / Line spacing 10.53 pt

The gray text box is for creative messages purposes, or "advertising" phrases, as the "seduction tips":

The key's front photography can change, with the only condition of maintaining the standardized graphic style.

PRINTED MEDIA

INTERNAL OPERATION



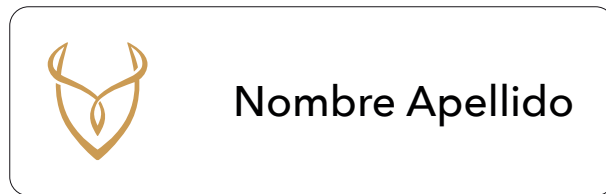
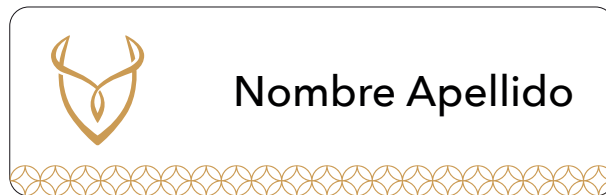
Room tent card

Greeting: : Dry brush, 50 pts / Black C and Pink C

Text: Avenir Next Regular, 7 pts / Tracking -20 / Line spacing 14 pt

PRINTED MEDIA

INTERNAL OPERATION

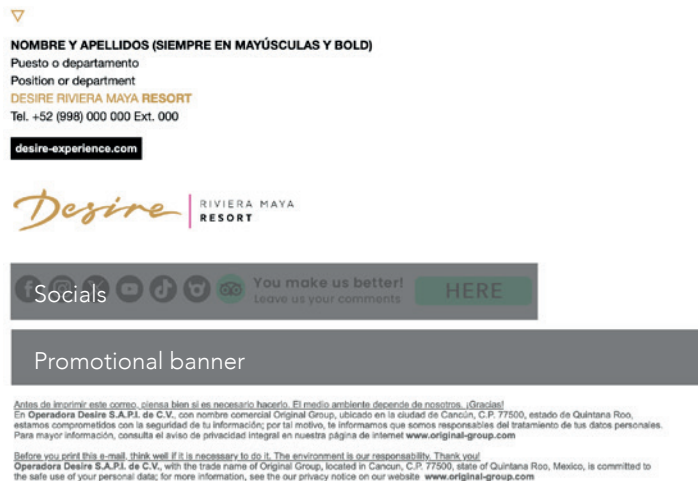


Employee Name tags

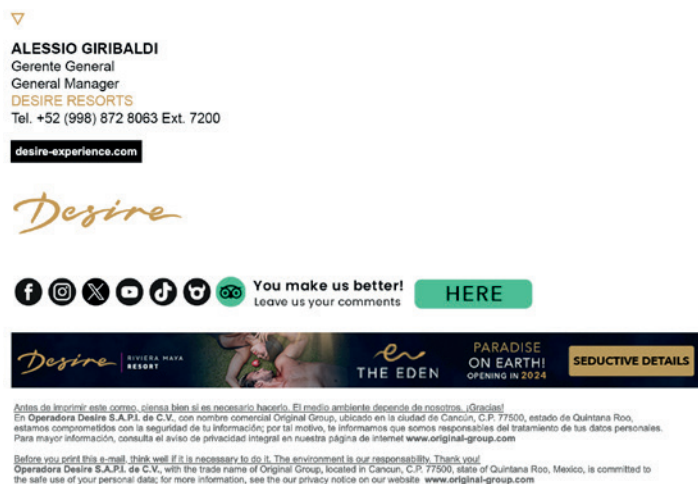
Text: Avenir Next Regular, 12 pts / Tracking 0 / Line spacing 14 pts.

Only the graphic patterns described in this manual can be applied.

ELECTRONIC MEDIA



Example:



E-signatures

Contact details:

Name: Arial Bold 15 px / Tracking 0 / line-height: 1.5

Position, company and phone number: Arial regular 13 px / Tracking 0 / line-height: 1.5

Work position: #CBA052

Website: Arial Bold 15 px / Tracking 0 / line-height: 1.5

Text box: #000000

Legal information: Arial regular 10 px / tracking 0 / line-height: 1 / Color #666 / URLs Color #CBA052

The required space for the contact information may vary. When adding details, the proportions must be adjusted in relation to the other elements, with the purpose of preserving its composition.

ELECTRONIC MEDIA

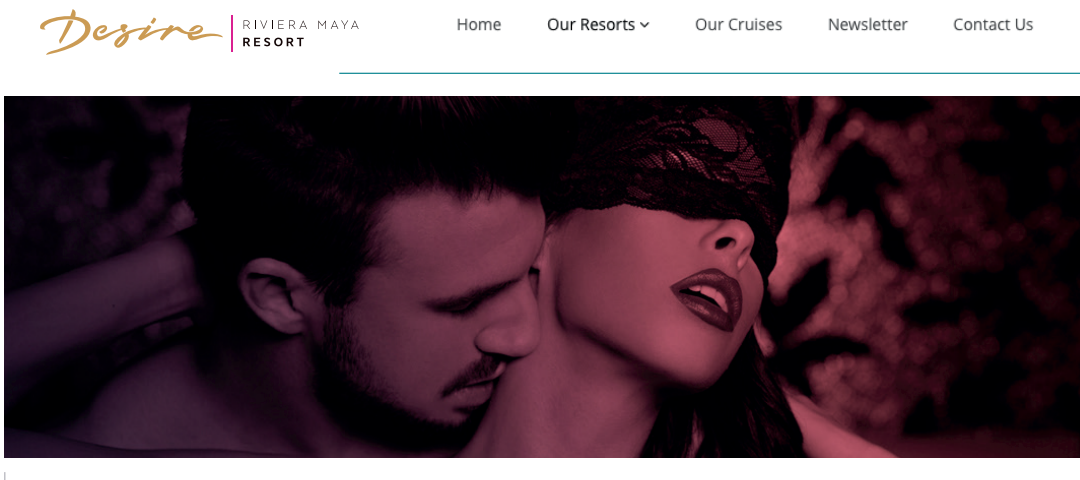
Website

The new Desire website features a slider image gallery in the beginning of each section. As in printed media, it is strongly recommended that the content proportion ratio is equivalent to 1:3, one being a lifestyle image and two showcasing the resort's amenities.

The corporate colors must be utilized, in order to differentiate the resorts, black for Pearl and gold for Riviera Maya.

In the destinations section, the use of the sub-brands can be appreciated on the website, featuring a horizontal arrangement, to differentiate Pearl from Riviera Maya.

Magenta details are only to be used with dark gloomy backgrounds, to accentuate image details. Magenta overlays should not be applied under any circumstance.

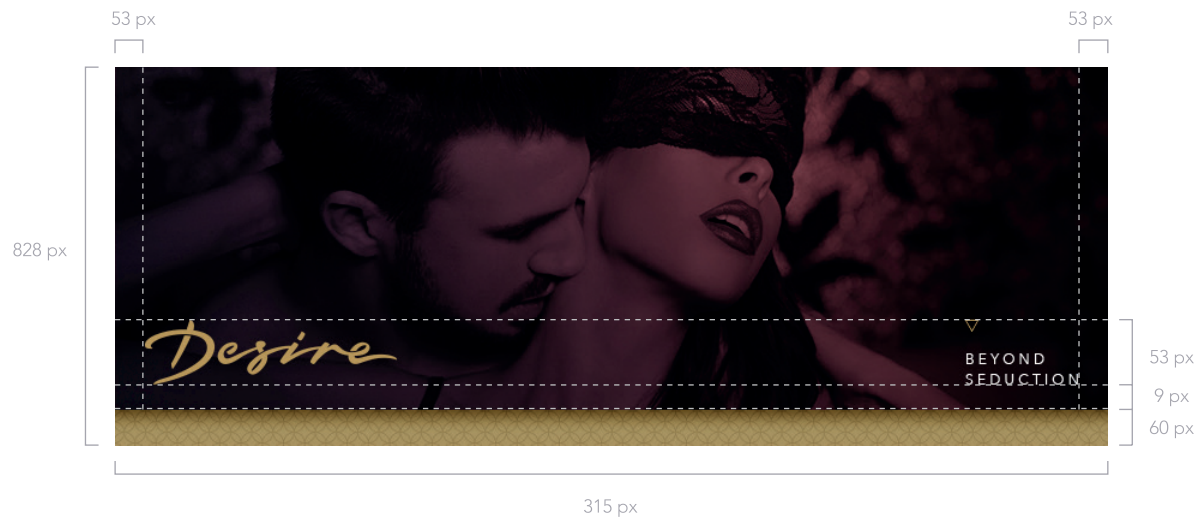


Imágenes
para
carrusel

1280 px

ELECTRONIC MEDIA

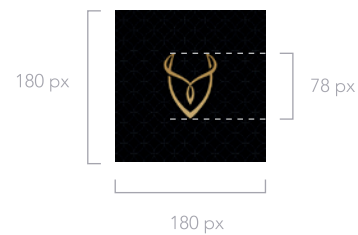
Cover



Posts



Profile



Facebook

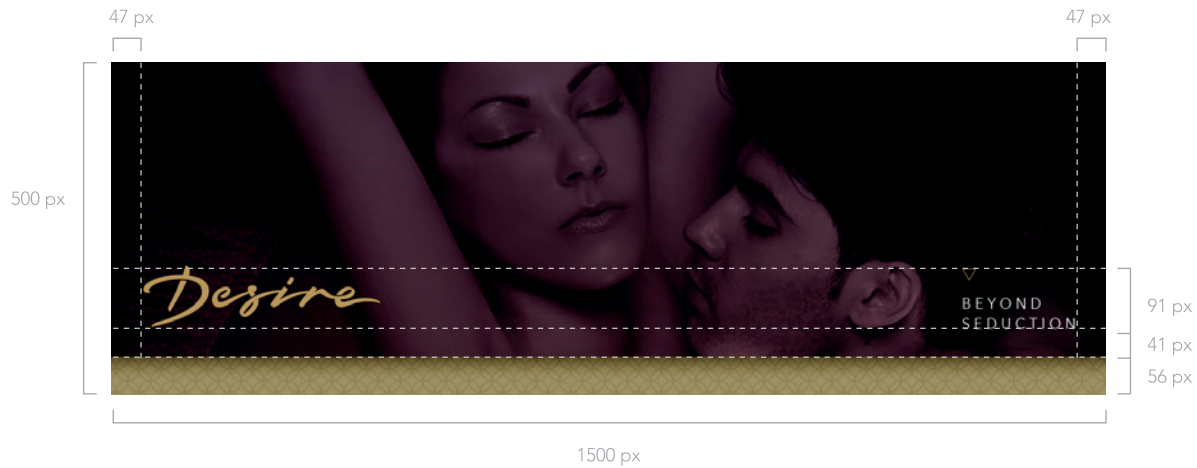
Cover: use Lifestyle photographs, with the corporate brand and slogan. The composition should include a shading over a golden background with one of the patterns.

Profile: visual identity (isotype) with a black background, using any of the patterns.

Posts: lifestyle photographs, with Dry Brush typography in large text, and SignPainter-HouseScript in smaller texts.

ELECTRONIC MEDIA

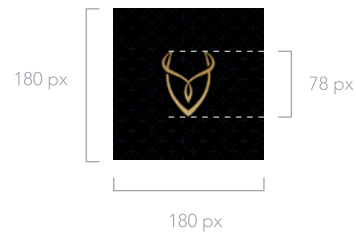
Cover



Posts



Profile



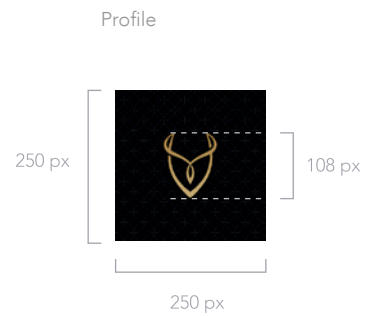
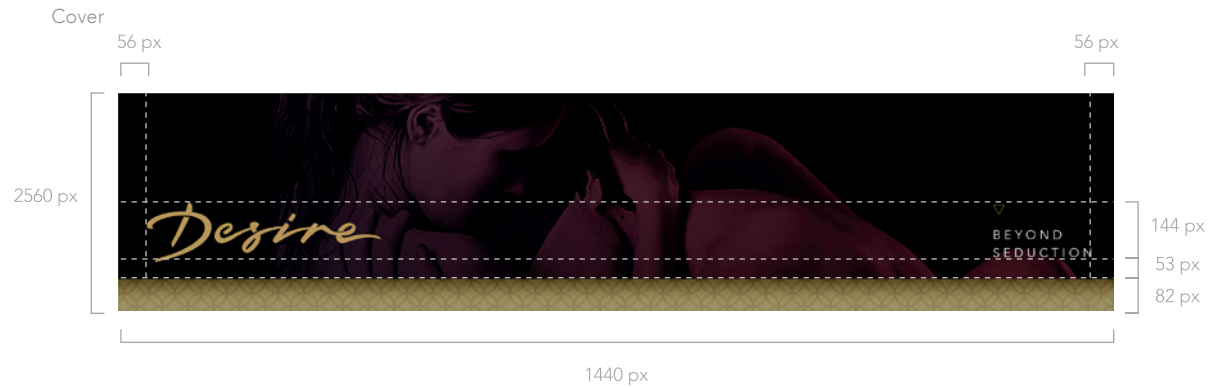
Twitter

Cover: use Lifestyle photographs, with the corporate brand and slogan. The composition should include a shading over a golden background with one of the patterns.

Profile: visual identity (isotype) with a black background, using any of the patterns.

Posts: lifestyle photographs, with Dry Brush typography in large text, and SignPainter-HouseScript in smaller texts.

ELECTRONIC MEDIA



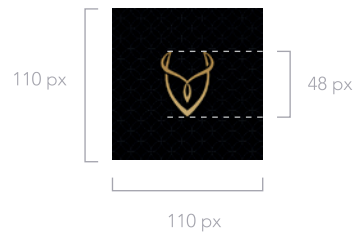
Youtube

Cover: use Lifestyle photographs, with the corporate brand and slogan. The composition should include a shading over a golden background with one of the patterns.

Profile: visual identity (isotype) with a black background, using any of the patterns.

ELECTRONIC MEDIA

Profile



Posts



Instagram

Profile: visual identity (isotype) with a black background, using any of the patterns.

Posts: lifestyle photographs, with Dry Brush typography in large text, and SignPainter-HouseScript in smaller texts.

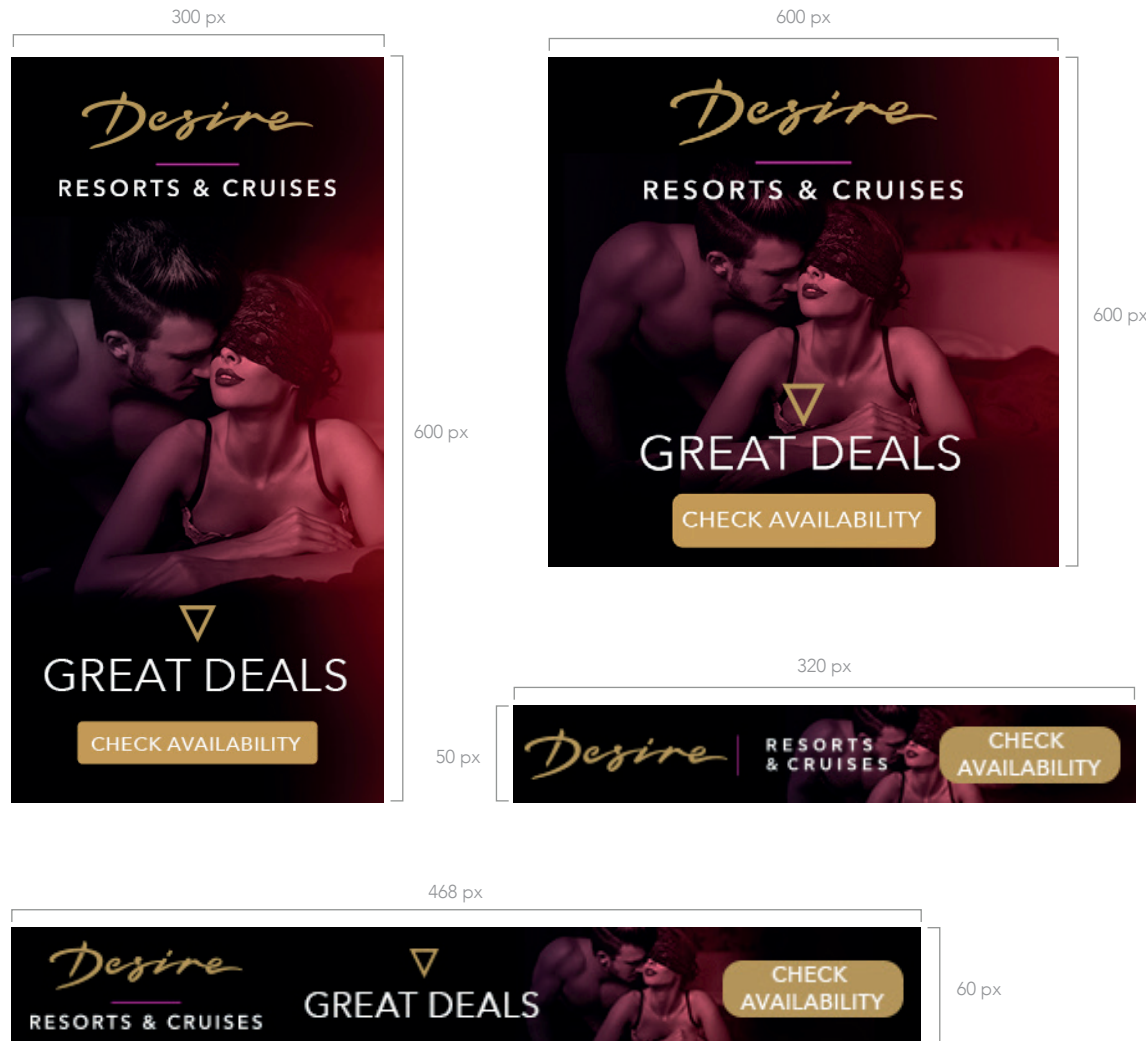
ELECTRONIC MEDIA



Banners

Designs with lifestyle photographs, corporate brand and slogan. The composition should include a shaded overlapped on a golden background with one of the patterns.

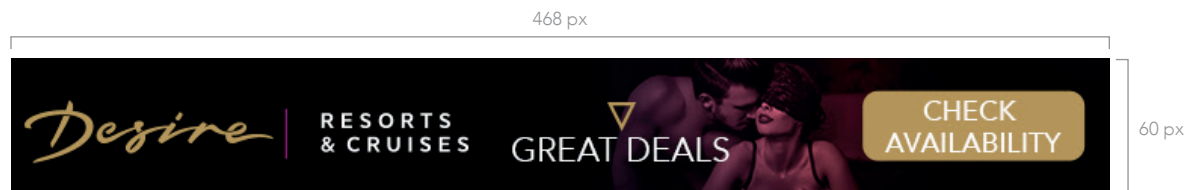
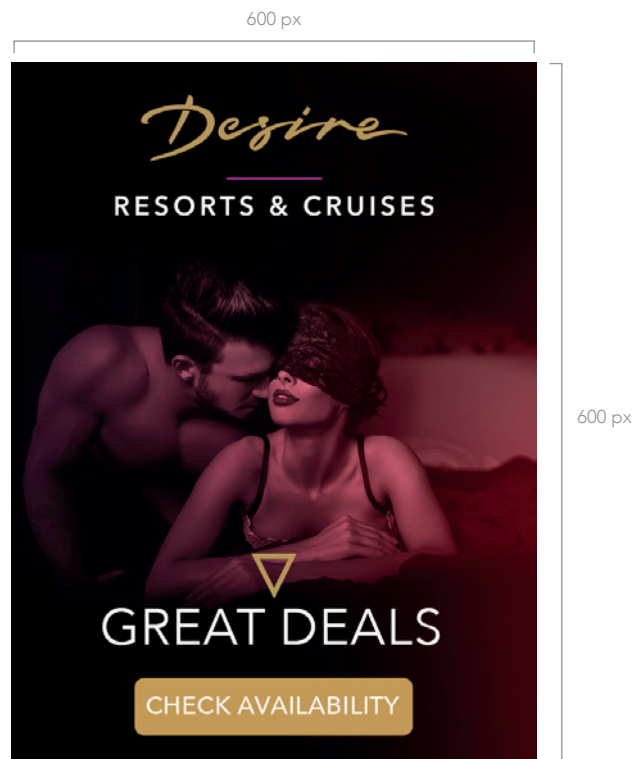
ELECTRONIC MEDIA



Banners

Designs with lifestyle photographs, corporate brand and slogan. The composition should include a shaded overlapped on a golden background with one of the patterns.

ELECTRONIC MEDIA



Banners

Designs with lifestyle photographs, corporate brand and slogan. The composition should include a shaded overlapped on a golden background with one of the patterns.

PRINTED MEDIA

INTERNAL OPERATION

4.6 cm	8 cm	
<div><p>○</p><p><i>Desire</i></p><p>000000</p><p>LLEGADA / CHECK IN</p><p>TICKET DE EQUIPAJE / LUGGAGE TICKET</p><p>HAB. _____</p><p>PIEZAS/PIECES _____</p><p>BB _____</p></div>	<div><p>○</p></div>	12 cm
<div><p><i>Desire</i></p><p>000000</p><p>LLEGADA / CHECK IN</p><p>TICKET DE EQUIPAJE / LUGGAGE TICKET</p><p>HAB. _____</p><p>PIEZAS/PIECES _____</p><p>BB _____</p></div>	<div><p>El hotel no se hace responsable por objetos de valor o dinero que se encuentre dentro del equipaje en custodia, así como tampoco se hace responsable por artículos reclamados después de 30 días. El equipaje será únicamente entregado con la presentación de este ticket.</p><p>The hotel is not responsible for values or money left inside the luggage, neither is responsible for articles claimed after 30 days. Luggage or articles will only be returned by presenting this ticket.</p></div>	8 cm

Luggage tags

Avenir Next typography must be used, in different weights, according to the required hierarchy.

PRINTED MEDIA

INTERNAL OPERATION

Menus

Menus must have a white background, with black text, with added details, to complement the chromatic gamut.



ENTRADAS FRÍAS

Sashimi de salmón
salsa ponzu, jengibre y wasabi

Ensalada wakame
pepino con aliños de vinagre de arroz, azúcar, soja y aceite de aguacate

Nigiri de robalo al carbón
mayonesa de jengibre y limón

Rollitos vietnamitas
pepino, manzana, aguacate, camarón y salsa de tamarindo

Tasaki de atún
aguacate, aporjil y ponzu de Togarashi

Tempura de alga nori
arroz con miso y salmón, salsa con jam a base de tamarindo, chile quebrado, y salsa de pescado y miel

ENTRADAS CALIENTES

Rollitos Primavera
salsa agrodulce

Gyozas
carne de res, marinada con jengibre y aceite de aporjil, salsa ponzu con togarashi, aporjil y cebollín

Kushiage
queso, salsa torikatsu y pasta de cangrejo

Gua Bao
panecito de cerdo, salsa gochujang, cacahuete, hojas de cilantro y aporjil blanco

SOPAS

Tradicional ramen
tira de costilla

Sopa Tom Yam
camarón

ESPECIALIDADES

Langosta \$ 75 USD

New York \$ 50 USD

Rib Eye \$ 55 USD

Tomahawk \$150 USD

 Vegetariano  Libre de Gluten

Todos los insumos y equipos utilizados en la preparación de alimentos y bebidas cumplen con los más altos estándares de calidad e higiene; sin embargo, el consumo de alimentos crudos es bajo su propio riesgo.

Contenidos son salsa de soja libre de gluten.

SUSHI

Spicy tuna
Por dentro: atún con mayonesa de sriracha, masago y cebollín
Por fuera: aporjil negro y fideo de aguacate

California roll
Por dentro: pepino y kanikama
Por fuera: aguacate y aporjil blanco

Afrodisiaco roll
Por dentro: tempura de camarón, queso crema y aguacate
Por fuera: empanizado con coco, mayonesa de jengibre

Desire roll
Por dentro: queso crema, aguacate y pepino
Por fuera: fideo en tempura, y kanikama con mayonesa picante

Dragon roll
Por dentro: angula, aguacate y pepino
Por fuera: mango, masago y salsa de angula

PLATOS FUERTES

Salmón a la parrilla
ajo, jengibre, salsa teriyaki, arroz basmati y vegetales salteados

Pulpo crujiente
salsa coreana y arroz basmati

Camarones roca
aderezo de sriracha, cebollín, aporjil y ensaladita de col morada

Pollo tikka masala
cubos de tofu en salsa de almendra, cacahuete y especias

Pad Thai de pollo

Stir fry
filete, brócoli, cebolla, salsa de ostras y arroz gohan

Tradicional yakimeshi
camarones, pollo o filete de res

POSTRES

Tapoca de coco

Helado frito de vainilla

Rollitos primavera de plátano
helado de vainilla y salsa de chocolate

Pestel japonés



COLD APPETIZERS

Salmon sashimi
ponzu sauce, ginger, and wasabi

Wakame salad
cucumber with rice vinegar, sugar, soy, and sesame oil

Charcoal sea bass nigiri
ginger and lime mayonnaise

Vietnamese rolls
cucumber, carrot, avocado, shrimp, and tamarind sauce

Tuna tataki
avocado, sesame seeds, and togarashi ponzu

Nori seaweed tempura
rice with miso and salmon, tamarind based nam jim sauce, chili flakes, and a fish and honey sauce

HOT APPETIZERS

Spring rolls
beef and pork sauce

Gyoza
beef marinated in ginger and sesame oil, ponzu sauce with togarashi, sesame seeds, and chives

Kushiage
cheese, torikatsu sauce, and crab paste

Gua Bao
pork belly, gochujang sauce, peanuts, cilantro leaves, and white sesame seeds

SOUPS

Traditional ramen
rib strip

Tom yam soup
shrimp

SPECIALTIES

Lobster \$ 75 USD

New York \$ 50 USD

Rib Eye \$ 55 USD

Tomahawk \$150 USD

 Vegetarian  Gluten Free

All supplies and equipment used in food and beverage preparation meet the highest standards of quality and hygiene; however, the consumption of raw food is at your own risk.

Gluten-free soy sauce available.

PRINTED MEDIA

INTERNAL OPERATION



Graphic elements

The advertising material must include a phrase or text, along with an image related to the message. The image should cover at least the 70% of the total surface.

Any of the brand graphic elements (Slogan, logo, visual identity -isotype-, graphic patterns) and contact information, can be utilized.

The contact information must be showcased in Avenir Next font, in any weight, following specified requirements.

The typography for the main message can be different from the standardized, for brand identity, if it fulfills the brand's attributes.

PROMOTIONAL ITEMS



Pens

PROMOTIONAL ITEMS



Mugs

I awaken the Desire: Dry brush 35 pt / Line spacing 42 pt

PROMOTIONAL ITEMS



T-shirts

Sexy imagination: Dry Brush 138 pt / Line spacing 138 pt

Isotype: 4 cm high

Slogan: 10 cm wide

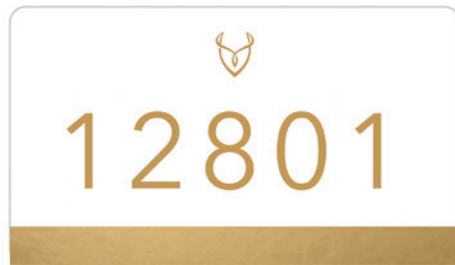
SIGNAGE



Entrance sign

The entrance sign must maintain the previously defined guidelines, mentioned on the brand's nomenclature section of this manual.

SIGNAGE



Room numbers

There are 2 designs for room signage.

For the standard room categories, a sober, simple design was developed. The number and isotype should be placed on a white frosted glass surface, supported by a metal base with a matte gold finish.

For premium categories, such as the Diamond suites, a three-dimensional signage design, with a light box developed in black EP panel with gold details, will be used.

SIGNAGE



Location plan

Due to the extensive quantity of information and detail, it is important to maintain a clean, well-structured design, using colors that soften the graphic style, making it legible.

Note: The above mentioned graphic guidelines for points and widths, are proportional to the work space, letter size. For this reason, if the size of the work space changes, the values should change proportionally.

SIGNAGE



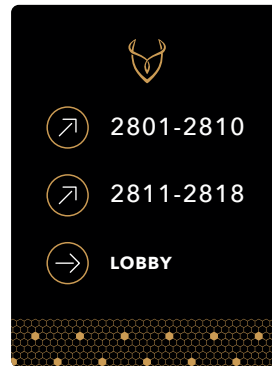
Buffet nameplates

The editable template file, to be used at both resorts, is delivered in pptx so that the staff at the resort can fill out the information using the Arial font at 20 pts, in both English (bold) and Spanish (regular).

SIGNAGE



A)



B)

a) Totem

Totems measure 0.60 m (wide) x 2 m (high), and are made of aluminum.

Text order: first English (Avenir Next Bold, 180 pts.) and then Spanish (Avenir Next Regular, 110 pts.).

On the totems that require it, the Desire logo can be changed to the logo of the section where the totem is located. For example: The Eden or the Desire Mansion.

b) Indicator signs

Following totem guidelines, indicator signs placed in hallways to give direction to guests, must measure 0.60 m (wide) x 0.80 m (high).

SIGNAGE



c)



c) Common areas

For signs larger than letter size, a design with the Desire logo at the bottom will be used.

In smaller signs, such as bathroom and prohibition signs, the isotype and logo are omitted.

In all signs, the font will be Avenir Next Bold for texts in English, and Avenir Next Regular for Spanish, which must be at a lower score than texts in English.

When it comes to short messages, only capital letters are used. When there are paragraphs, lowercase should be used.

SIGNAGE

SPA WET AREAS RULES

REGLAMENTO DE ÁREAS HÚMEDAS



Please shower before using the jacuzzi, sauna or steam rooms.
Por favor, toma una ducha antes de usar el jacuzzi, sauna o vapor.



Avoid glass objects and alcohol beverages in this area.
Evita los objetos de vidrio y las bebidas alcohólicas en esta área.



Avoid running or horseplay in the jacuzzi.
Evita correr o jugar en el jacuzzi.



We only welcome guests aged 18 and over.
Solo pueden ingresar huéspedes mayores de 18 años.



Guests with heart complications, high-blood pressure, or pregnancy should stay away from the heat treatments.
Huéspedes con enfermedades cardíacas, presión alta, o mujeres embarazadas, deben evitar las terapias de calor.



Refrain from using this area after a heavy meal or under the effect of alcohol or drugs.
Evita hacer uso de esta área después de una comida abundante o si estás bajo los efectos del alcohol o drogas.



Leave the sauna, steam bath or jacuzzi immediately if you feel uncomfortable, dizzy or sleepy. Drink plenty of water or tea.
Si sientes mareos, malestar o sueño, sal inmediatamente del sauna, vapor o jacuzzi y bebe abundante agua o té.



Please notify the spa reception in case of emergency or assistance.
Notifica a la recepción del spa cualquier situación de emergencia o que requiera asistencia.



Please, avoid using the jacuzzi if you have been sick within the last 48 hours.
Evita usar el jacuzzi si has estado enfermo en las últimas 48 horas.

Desire

D)

d) Regulations

The title of the regulations sign must be in English (Avenir Next Bold) and in Spanish (Avenir Next Regular), and be noticeably larger than the rest of the information.

In the paragraphs where the rules are listed, the language separation style must be respected, without the need to differentiate each language by score.

05

DESIRE SUB-BRAND:
DESIRE MANSION

LOGOTYPE



Desjire

MANSION

CORPORATE SUB-BRAND



Desire Mansion is a luxury and exclusivity sub-brand focused on clients with greater purchasing power. Located within the Desire Riviera Maya Pearl Resort, the Desire Mansion is a sophisticated couples-only resort, satisfying the highest expectations of our clients with its elegant architectural design and VIP services and amenities.

This sub-brand reinforces all the values and guidelines of the Desire brand contained in this manual, and exalts them by creating refined, intimate spaces for erotic encounters. The exclusive Desire Mansion is, without a doubt, the exquisite pearl of Desire Riviera Pearl.



PROPORTIONS AND REDUCTIONS



x equals the height of the letter "r", while 2x is equal to the height of the isotype.



For the correct reproduction of the brand, the original digital artwork must be used at all-times. Basic reticle is recommended for image reproduction, to avoid distortion. There is a minimum grey area (autonomous area) in branding.

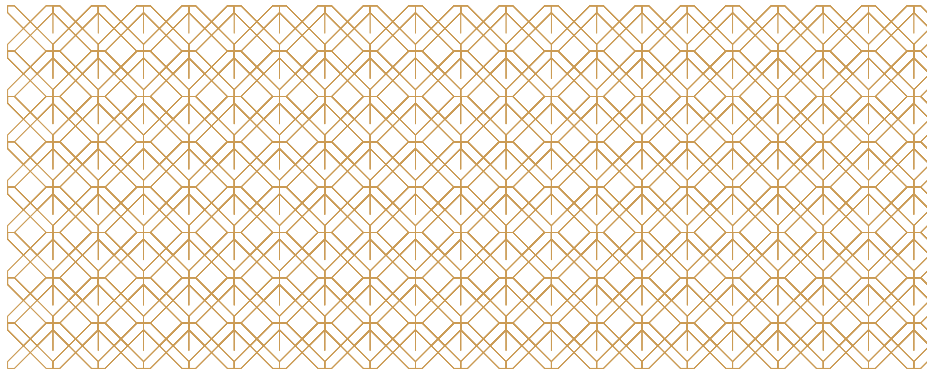
Minimum reproduction

To guarantee high-quality production, the minimum size established for color and monochromatic gamut should be respected.

- a) Fine reproduction techniques
- b) Embroidered textures
- c) Use on web

PATTERNS & GRAPHIC ELEMENTS

PANTONE 7407 C



The architecture of the Mansion was inspired by the Art Deco artistic movement, which is based on the prevailing geometry of the cube, the sphere and the straight line, in addition to the essential zigzags.

For applications specific to the Mansion, this geometric pattern will be used exclusively. Since the architecture and interior decoration are dominated by gold and light tones, all graphics will be in a combination of pantone 7407C and white..

LOGO MISUSES

01



02



03



04



05



06



07



08



09



01. Do not alter the original brand composition.

02. Do not increase or decrease the individual size of any brand elements.

03. Do not add edges.

04. Do not degrade.

05. Do not rotate.

06. Do not use different colors, only the official, approved colors.

07. Do not deform the brand.

08. Do not add any type of effects.

09. Do not alter for any reason, the defined composition for the brand's architecture.

06

DESIRE MANSION
APPLICATIONS

PRINTED MEDIA

STATIONERY



Letterhead Stationery

The letterhead stationery should only be used for relevant documents.

Paper size: US Letter / A4

Slogan: Avenir Next Regular, uppercased, 5 pt. / Tracking of 280 / Line spacing of 6 pt.

Contact information: Avenir Next Regular, 6 pt./ Line spacing of 9 pt.

Website: Avenir Next bold, 6 pt. / Line spacing, 9 pt. / Body text: Avenir Next Regular, 8 pt. / Line spacing, 13 pt.

The graphic composition must be used invariably

Note

The back part of the sheet can be printed with any of the graphic patterns described in this manual, using the PANTONE 7407 C color.

PROMOTIONAL ITEMS



Mugs

Beach bag

Dinnerware with isotype

All promotional products for the Desire Mansion must be distinguished by their quality. It is absolutely necessary that the luxurious experience is perceived in all of them.

07

DESIRE SUB-BRAND:
THE EDEN

LOGOTYPE THE EDEN



THE EDEN

CORPORATE SUB-BRAND

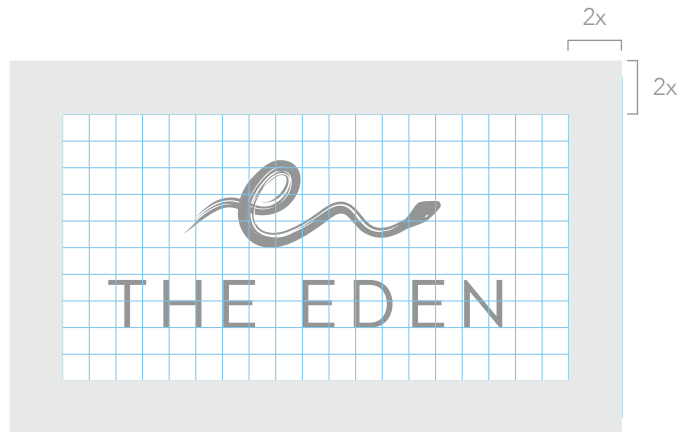


With The Eden, a new ensemble of hotspots and incredible features within Desire Riviera Maya Resort, we have gone above and beyond in taking our pleasurable experience to new heights. Our modern new Caribbean paradise on Earth is inspired by the elegance of female sensuality, as well as eroticism, intimacy, and confidentiality between couples, offering seductive, pleasurable experiences.

This Desire sub-brand embodies an enchanting allure, captivating guests with spaces that exude luxury and elegance, arousing the senses with every exquisite detail.



PROPORTIONS AND REDUCTIONS



"x" is equivalent to the width of the letter "h" bar.



For the correct reproduction of the brand, the original digital artwork must be used at all-times. Basic reticle is recommended for image reproduction, to avoid distortion. There is a minimum grey area (autonomous area) in branding.

Minimum reproduction

To guarantee high-quality production, the minimum size established for color and monochromatic gamut should be respected.

- a) Fine reproduction techniques
- b) Embroidered textures
- c) Use on web

LOGO MISUSES



- 01. Do not alter the original brand composition.
- 02. Do not increase or decrease the individual size of any brand elements.
- 03. Do not add edges.
- 04. Do not degrade.
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- 06. Do not use different colors, only the official, approved colors.
- 07. Do not deform the brand.
- 08. Do not add any type of effects.
- 09. Do not alter for any reason, the defined composition for the brand's architecture.

08

B U S I N E S S
D I R E C T O R Y

CONTACT INFORMATION AND LINKS

CARLOS A. DEL PINO

Commercial & Operations Director
cdelpino@original-group.com

ALMA MENDOZA

Sales Director
amendoza@original-group.com

URIEL GUTIÉRREZ

Marketing Director
ugutierrez@original-group.com

MONTSERRAT ECHEGOYEN

Brand Manager
brand@original-group.com

OFFICIAL WEB SITES

desire-experience.com

desireresorts.com

GRAPHIC RESOURCES AND MEDIA KITS

media.original-group.com



desiresocial.com



DesireResortsOfficial



desireresortsofficial



@desireresorts



DesireResorts



DesireResorts

GLOSSARY

GLOSSARY

Height X: Refers to the small box letters and lowercase letters height, excluding ascending and descending.

Registered varnish: A varnish is a uniform mixture of one or more resins diluted in a solvent. It easily dries upon contact with the air, as the solvent evaporates, resulting in a layer or fine film on the surface to which it is applied. In printings, when the registered varnish is applied to a specific area, it gives it a matt or glossy texture.

CMYK: Abbreviation for Cyan, Magenta, Yellow and Key, the CMYK is a subtractive color model utilized in color printing. It allows a wide-range of colors to be represented that can be adapted for industrial purposes.

Font family: Typography, refers to a font collection based on the same font category, with some variations, such as thickness and width, but with common characteristics between them. The family members are similar but have their own characteristics.

Flexography: This printing technique utilizes a flexible plaque, showcasing a plain surface and another with a high-relief area, for example printed zones are made to respect non-print zones. The plate, also known as “cliché”, is made of a very flexible photopolymer (Made of vulcanized rubber), capable of being adapted to different types of printing supports. This method is similar to stamp printing.

Typography font: Is what is defined as the style or appearance of a complete group of characters, numbers and signs, governed by common graphic characteristics.

Isotype: Isotype refers to the iconic or highly-recognized part of a brand, whether it be corporate, institutional or personal. This element constitutes the identity design, with a high value in the project hierarchy, which also creates a connotative map for the logotype design. As in the remaining stages of the corporate identity project, as well as the stationary, vehicles and merchandising. The word isotype, refers to “the same type”.

Offset: This printing technique is basically used to reproduce documents and images on paper or similar materials. The process consists of applying an oily ink on a metallic plate. The plate takes the ink to different repelling-water areas, as the plate soaks-in water, the ink is repelled; the image or text goes through pressure duplication from a rubber blanket cylinder, printing the elements onto the paper.

Pantone: An identification system that compares and communicates color in graphic arts.

This system is the most recognized and utilized, for this reason Pantone is normally referred to as the color control system. This color model, unlike CMYK and RGB systems, tends to be known as a “solid color”.

Pattern: The pattern or motif is an image, that when placed next to identical copies, can be repeated forever without breaking.

RGB: This color model is based on additive synthesis, making it possible to represent a color, through the combination of the three primary colors, red, green and blue. Its name was created by taking the first letter of each color. The RGB model does not exactly represent the colors red, green and blue, the RGB values can depict relatively different colors, on different devices using this color model.

Serigraphy: This printing technique is used to reproduce documents and images on any material. It transfers ink through a tense, framed mesh. The blank areas are blocked with an emulsion or varnish, protecting the zone where the ink will pass.

This printing system is repetitive. Once the first model has been produced, the printing process can be repeated as many times as required, without losing its resolution.