ORIGINAL

Original Group is proud to present our official Certified Partner Badge

Original Group would like to thank you for playing a fundamental role in our mutual success, as a Certified Partner. To promote our partnership, we have developed an all-new Certified Partner Badge that will be awarded to those that comply with the stipulated conditions.

As a support system for our Partners, we have created this badge in order to help agencies promote and generate sales, by assuring consumers that you are an official representative of our company, inspiring confidence in the product they are purchasing.

Original Group will recommend, recognize and promote all agencies that have been certified by us.

We invite you to learn more about what it takes to become a Certified Partner, and receive your honorary badge.

1 PURCHASE AND USE OF DOMAINS

The use of domains that include the name of our brands and/or resorts is strictly prohibited.

❌ **www.desireresortstravel.com**

✅ **www.travelvacations.com/desire**

2 USE OF CORRECT NAMES/BRANDS

For your benefit as well as ours, the correct use of the names/brands of our resorts is mandatory.

❌ **Temptation Cancun
Desire Riviera
Desire Pearl**

✅ **Temptation Cancun Resort
Desire Riviera Maya Resort
Desire Riviera Maya Pearl Resort**

3 CORRECT USE OF LOGOS

•The use of the preposition "BY" in any sort of website/media is strictly prohibited, as it creates confusion for the consumer, and can be misleading.

• Please consult our Official Media Site:
https://media.original-group.com/ for all authorized logos. The use of any other logos, is strictly prohibited.

4 COPY CONTENT THAT IS CONFUSING OR MISLEADING

• Please use the information from our official Fact Sheets in our Media Depository to generate your own content: **https://media.original-group.com/**, as long as our company's Brand Book Guidelines are met: **https://media.original-group.com/desire/#fb0=3**

• Duplicating texts from our website is considered plagiarism and will be punished by Google.

EXAMPLE:

DESCRIPTIVE COPY 25 WORDS FROM OUR WEBSITE
The couples-only Desire Riviera Maya Pearl Resort, invites you to enjoy our deluxe, allinclusive program and the most seductive clothing-optional vacation ever.

Copy and paste in your website:

The couples-only Desire Riviera Maya Pearl Resort, invites you to enjoy our deluxe, all inclusive program and the most seductive clothing-optional vacation ever.

**Original text in your website:**

Desire Riviera Maya Pearl Resort has the perfect atmosphere to all that want to enjoy sensuality. Live your desires.

5 ONLINE IMAGE

Duplicating the structure of our websites, e-mailings, newsletters, or any other type of communication whether digital or print, is strictly prohibited.
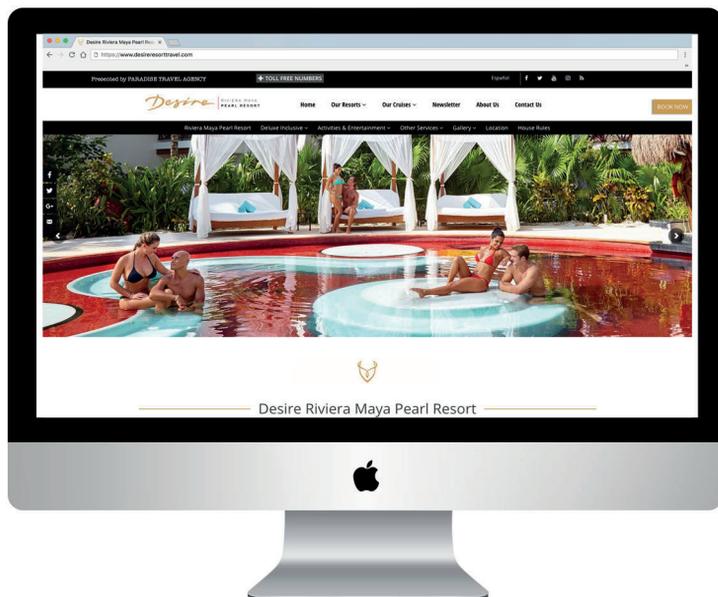
6 SOCIAL MEDIA

Our Brands may not be utilized in any way, shape or form as your official site (Facebook Ex. @Desireresortspa).

• Profile: On your profile, please use only your name/brand name, please refrain from using our name or logo as your icon.
• Cover: You may use our authorized brand logo/name on your cover page.
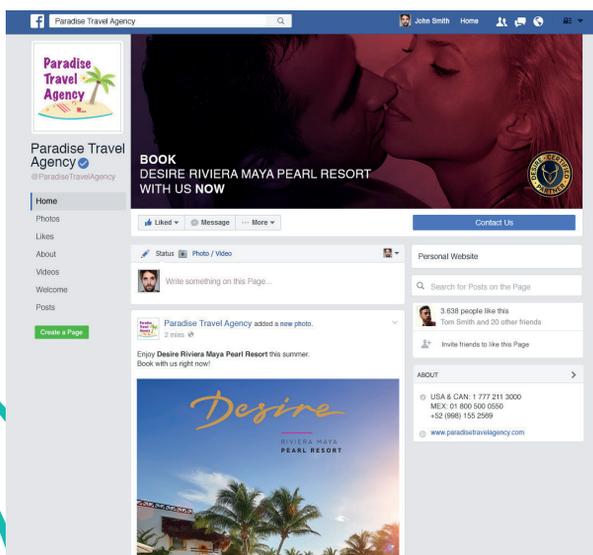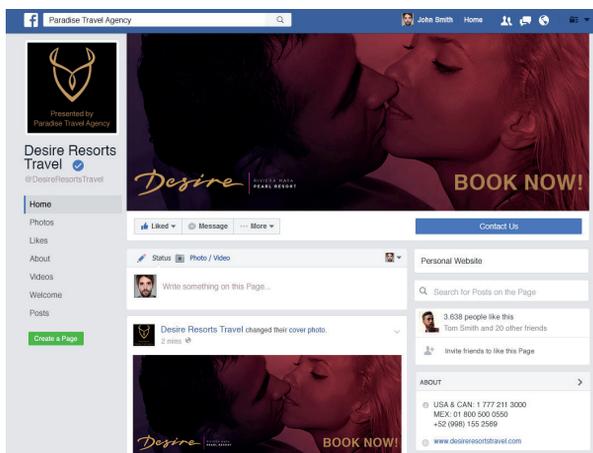
7 BADGE USES

If you have any questions regarding the Badge, or need us to resend it, please write to us at **design1@original-group.com**

• Once your page has been approved, we will send you your official Certified Partners Badge to be displayed publicly.

• Once you have been awarded your Certified Partners Badge it should be visible on your cover page.

ANYTIME YOU USE OUR BRAND IN ANY TYPE OF COMMUNICATION ONLINE/ OFFLINE, YOUR CERTIFIED PARTNERS BADGE SHOULD BE VISIBLE.

8 ORIGINAL GROUP RESOURCES

As a reference tool and in order to make your experience user friendly, please familiarize yourself with our brands, image and other guidelines: **https://media.original-group.com/**

AFFILIATES

1. If you only send traffic to our website, it is not necessary to have a certified representatives badge.

2. Affiliates who use our website, however modify the header, must have the certified representative's badge visible at all times.

3. If you occupy our booking engine, on your page, all 8 previous points apply.