DESIRE

BRAND BOOK

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

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 offers its first cruise, departing from Venice, Italy, venturing into this important industry.

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,
ROTIC 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 **[erotica]**.

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

PLAYFUL	EXQUISITE
KINKY	EROTIC
INTIMACY	PASSION
ADVENTURE	TEMPTING
SEDUCE	EXCLUSIVE
COUPLE	FANTASY
CLASSIC	SENSUAL
CARNAL	NEW
PLEASURE	ENCOUNTERS

03

VISUAL LANGUAGE ELEMENTS

CREATIVE STRATEGY

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.
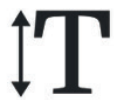
Logotipo (typographic)	Icon	Elements	Patterns

Desire

ISOTYPE

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.

Love
Passion
Desire
Romanticism

Freedom
Independence
Voyage
Harmony

Couple
Complicity
Confidence
Attraction

Yoni
Energy
Origin
Sensuality
Feminity

Courage
Empowerment
Boldness
Strength
Sexuality
Masculinity

CORPORATE BRAND

Desire

BEYOND   SEDUCTION

Desire

BEYOND   SEDUCTION

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.

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

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

TYPOGRAPHY

Aa Bb Cc

Avenir Next Regular
A B C D E F G H I J K L M N Ñ O P Q R S T V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Regular
A B C D E F G H I J K L M N Ñ O P Q R S T V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t v w x y z
0 1 2 3 4 5 6 7 8 9

AVENIR NEXT MEDIUM
A B C D E F G H I J K L M N Ñ O P Q R S T V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t v w x y z
0 1 2 3 4 5 6 7 8 9

AVENIR NEXT BOLD
A B C D E F G H I J K L M N Ñ O P Q R S T V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t v w x y z
0 1 2 3 4 5 6 7 8 9

AVENIR NEXT BOLD
A B C D E F G H I J K L M N Ñ O P Q R S T V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t v w x y z
0 1 2 3 4 5 6 7 8 9

AVENIR NEXT HEAVY
A B C D E F G H I J K L M N Ñ O P Q R S T V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t v w x y z
0 1 2 3 4 5 6 7 8 9

Aa Bb Cc (Dry Brush)

DRY BRUSH
A B C D E F G H I J K L M N Ñ O P Q R S T V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t v w x y z
0 1 2 3 4 5 6 7 8 9

Aa Bb Cc (Sign Painter)

Sign Painter
A B C D E F G H I J K L M N Ñ O P Q R S T V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t v w x y z
0 1 2 3 4 5 6 7 8 9

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

2x

2x

Desire

BEYOND SEDUCTION

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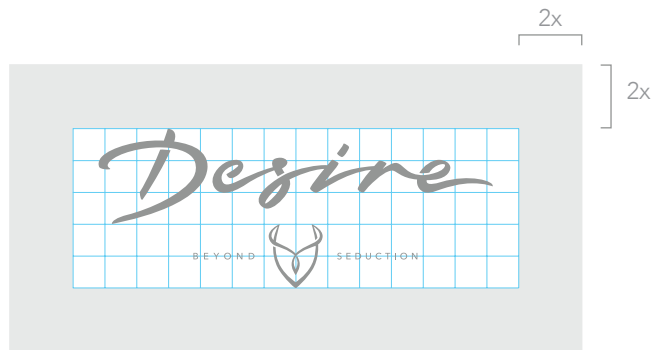
x equals the height of the letter "r", while 2x is equal to the height of the isotype.

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 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

a)

▾

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

1.7 cm

b)

▽

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

3 cm

c)

▽

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

70 cm

a)

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

▾

1.7 cm

b)

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

▽

3 cm

c)

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

▽

70 px

a)

B E Y O N D ▽ S E D U C T I O N

3.5 cm

b)

B E Y O N D ▽ S E D U C T I O N

6 cm

c)

B E Y O N D ▽ S E D U C T I O N

145 px

a)

1 cm

▾ B
  E
  Y
  O
  N
  D

S
E
D
U
C
T
I
O
N

b)

1.8 cm

▽ B
  E
  Y
  O
  N
  D

S
E
D
U
C
T
I
O
N

c)

42 px

▽ B
  E
  Y
  O
  N
  D

S
E
D
U
C
T
I
O
N
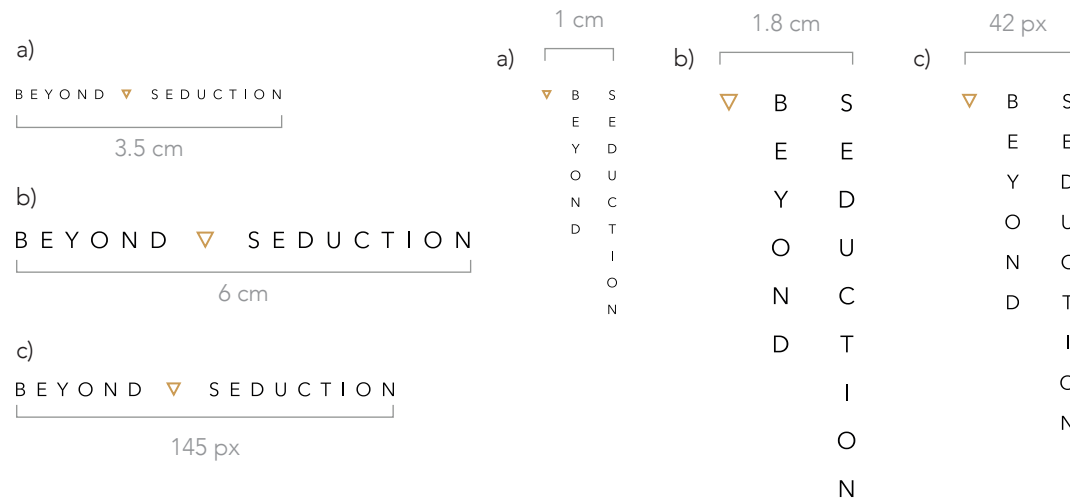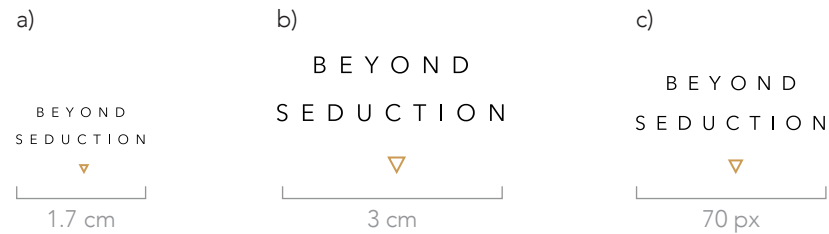
The slogan "Beyond Seduction" was conceived to describe our concept, providing consumers with a sensual, unforgettable experience, which exceeds expectations. It describes the value of eroticism, one of the highlights of our cruises and resorts.

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.

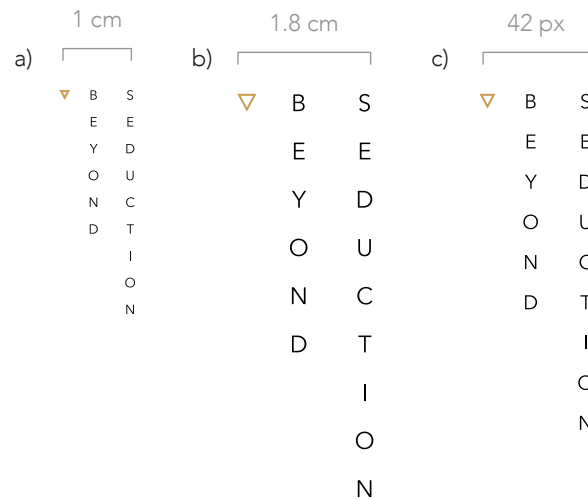a) Fine reproduction techniques

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**

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

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

BRAND NOMENCLATURE

Desire

RIVIERA MAYA
RESORT

1/2 x

7 1/2 x   2 1/2 x   2 x

x   x equals height
of the letter "r".

Desire   RIVIERA MAYA
RESORT

x

x   x equals width
of the letter "e".

Desire
RIVIERA MAYA
RESORT

Desire
RIVIERA MAYA
PEARL RESORT

Desire
MICHES
RESORT

Desire   RIVIERA MAYA
RESORT

Desire   RIVIERA MAYA
PEARL RESORT

Desire   MICHES
RESORT

Desire
RIVIERA MAYA
RESORT

Desire
RIVIERA MAYA
PEARL RESORT

Desire
MICHES
RESORT

Desire   RIVIERA MAYA
RESORT

Desire   RIVIERA MAYA
PEARL RESORT

Desire   MICHES
RESORT

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

a)

b)

a)

b)

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 %
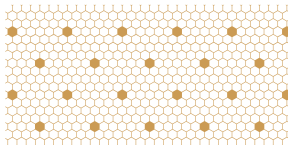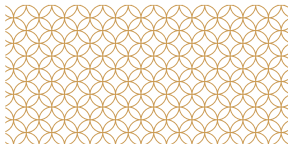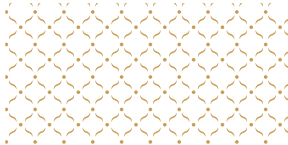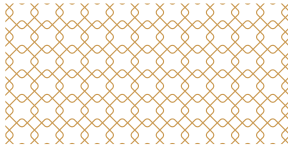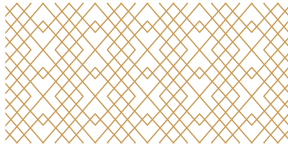
PANTONE BLACK C
Pattern 80 %
Background: 100 %
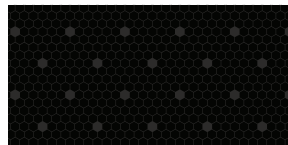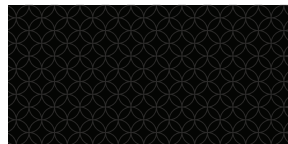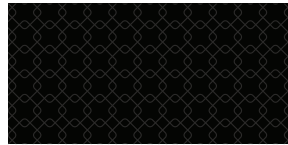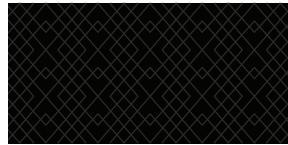
PANTONE BLACK C
Pattern 100%
Background: 0 %
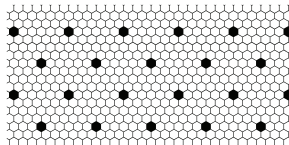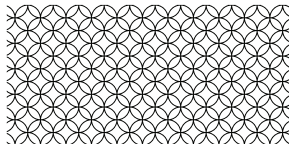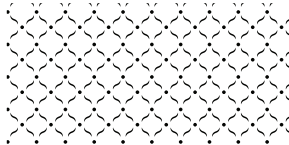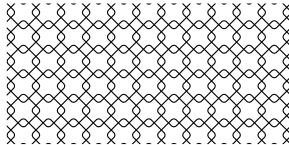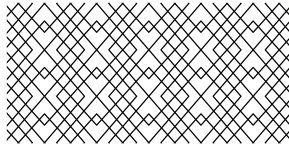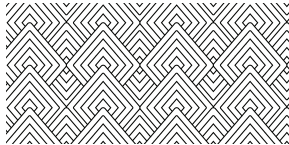
There are six graphic pattern proposals to strengthen the sensuality of the brand's graphic design, which refer to feminine lingerie. In addition, shapes are utilized to communicate elegance, class and exclusiveness.

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

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

a)

b)

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, untattooed, 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.

PHOTOGRAPHIC STYLE
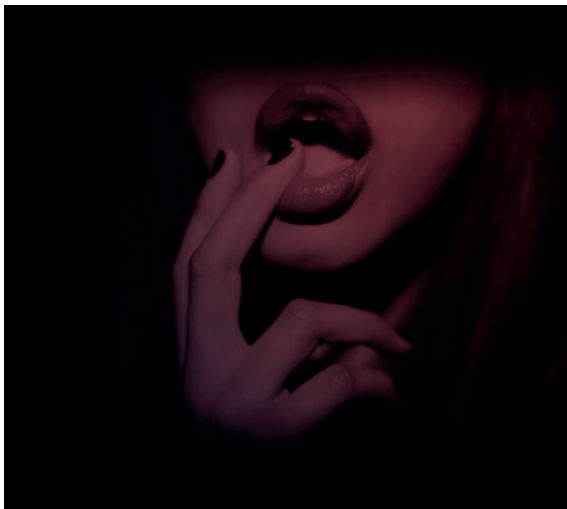
Lifestyle

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 ▯ 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.

04   A P P L I C A T I O N S

PRINTED MEDIA
STATIONERY

9 cm

1 cm

0.8 cm

0.3 cm

1.8 cm

5 cm

BEYOND
SEDUCTION

Sr. Carlos Castillo Sleme
Director ejecutivo
c.castillo@desireresorts.com

Tel: 52+(998) 848 79 00
Tel: 52+(998) 848 79 41
Cel: 52+(998) 848 00 00
desire-experience.com

1 cm   4.4 cm

3 cm

Desire

3 cm
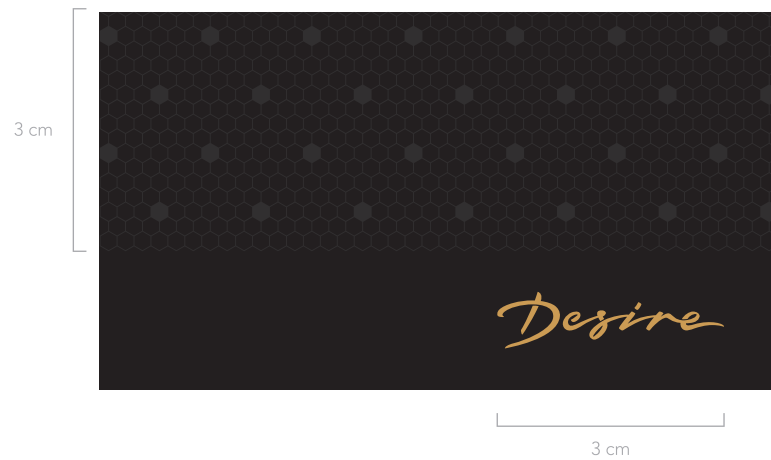
Executive business cards

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.

9 cm

1 cm

0.8 cm

5 cm

0.3 cm

1.8 cm

BEYOND
SEDUCTION

Isabel Sánchez Gómez
Personal
isabel@desireresorts.com

Tel: 52+(998) 848 79 00
Tel: 52+(998) 848 79 41
Cel: 52+(998) 722 00 00
www.desireresorts.com

1 cm

4.4 cm

3 cm

Desire

3 cm

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

3 cm

4 cm

1.5 cm

3 cm

BEYOND
SEDUCTION

Desire

Km. 3.5 Blvd. Kukulcan.
Zona Hotelera.
Cancun, Quintana Roo
México. C.P. 77500
Tel: 52+(998) 848-7900
USA:1 877 485 8367
Mexico: 01 800 215 1000
Tel: 52+(998) 848 79 41

desire-experience.com

5 cm

4.5 cm

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas lobortis, urna sed congue sagittis, eros nulla tincidunt nunc, sodales pellentesque elit neque eget ligula. Donec ut vehicula arcu. Aenean dui tortor, venenatis vitae efficitur eget, sollicitudin at nulla. Vivamus sit amet enim id felis vulputate congue. Quisque mollis lectus risus, eget consectetur erat rutrum at. Morbi non finibus eros. Fusce lobortis urna vel nunc vestibulum, in vehicula diam eleifend.

Aliquam scelerisque hendrerit luctus. Sed volutpat magna eros. In suscipit tempor tortor vitae tempor. Donec luctus erat vel volutpat vehicula. Sed tincidunt urna eget felis consequat convallis. Fusce et justo felis. Sed tristique ante risus, non egestas lectus lacinia eget. Cras at dui ut est lobortis porttitor. Donec vestibulum sed nulla sit amet lacinia. Sed quis fringilla purus, eget mollis mauris. Aenean eu metus tellus. Suspendisse pulvinar enim at ante pellentesque, facilisis commodo mauris consequat. Aenean venenatis sodales euismod. Vivamus sit amet nulla sit amet erat congue lacinia vel quis mauris.

Aenean porta volutpat lectus id mattis. Quisque sollicitudin sapien sit amet massa varius, placerat fringilla velit congue. Etiam ornare, nunc in placerat mollis, turpis lectus suscipit dolor, ullamcorper lacinia dolor turpis eget neque. Donec porta nisl nisi, sed condimentum eros pulvinar vel. Vestibulum feugiat a quam quis luctus. Aenean a sodales sapien. Maecenas finibus finibus erat sit amet vestibulum. Fusce dignissim mattis eros vitae sodales.

Firma de quien escribe
Nombre completo
Puesto

1cm

3 cm

1.5 cm

1.5 cm

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

4.5 cm

TARJETA DE REGISTRO/REGISTRATION CARD

Desire
BEYOND SEDUCTION

DRM-RGC-FOR-03
REVISION: 04
EMISIÓN: SEPTIEMBRE, 2013

NOMBRE · NAME
TELÉFONO · PHONE

DIRECCIÓN · ADDRESS
CÓDIGO POSTAL · ZIP CODE

ESTADO · STATE
PAÍS · COUNTRY
COMPAÑÍA · COMPANY

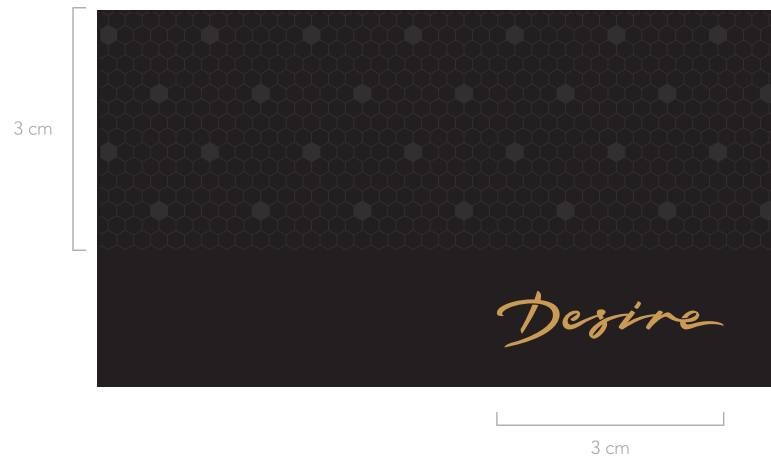CUARTO · ROOM   TARIFA · RATE   PAX   LLEGADA · ARRIVAL   GRUPO · GROUP   SALIDA · DEPARTURE

EMPLEADO · CLERK   RESERVÓ   NO. DE CUARTOS   FOLIO NO.

REPETITIVO/REPEATER: ● SÍ · YES   ● NO   TARJETAS DE TOALLAS · TOWEL CARDS   LLAVE · KEY

OBSERVACIONES:

SALIDA 11:00 AM · CHECK OUT 11:00 AM
*La hora límite para desalojar la habitación es a las 11 a.m.; sin embargo, el huésped
contará con un período de tolerancia de 60 minutos a partir de la hora de salida.
*The hour to leave the room is 11:00 am. However, the guests will have a grace period
of 60 minutes for their check out.

FIRMA/SIGNATURE

HORA DE CHECK IN · CHECK IN HOUR

DESLINDE DE RESPONSABILIDADES
El hotel no se hace responsable por valores no depositados en las cajas de seguridad. Reconozco(emos) que deseo(amos) por cuenta propia, participar en todos los
servicios y facilidades que ofrece TEMPTATION CANCÚN RESORT dentro de su programa "Todo Incluido", tales como deportes acuáticos y otros servicios. Así
mismo por este conducto y para caso de cualquier accidente, daños a terceros y/o muerte, deslindo(amos) de toda responsabilidad al hotel TEMPTATION CANCÚN
RESORT y a sus compañías afiliadas, servidores, agentes y empleados. Me(nos) reservo(amos) el derecho de actuar en su contra, y sea de carácter civil, penal o de
cualquier índole. Queda entendido que (yo) podré(emos) utilizar el equipo recreativo bajo la influencia del alcohol o de algún en enrante. En caso de que el equipo se
devuelva dañado, me(nos) obligo(amos) a pagar dicho daño, aceptando se me(nos) cargue a mi (nuestra) cuenta.

LIABILITY RELEASE
A safety deposit box is in the room for the protection of your valuables. The hotel's liability is limited by the law. I(we) fully understand that I(we) am(are) solely
responsible while participating in the activities, services and sports provided by TEMPTATION CANCUN RESORT including, but not limited to, all water sports and
other activities. In case of any accident, injury or death, I(we) hereby release TEMPTATION CANCUN RESORT and all companies, affiliates, agents and employees of
all responsibility and liability. I(we) also relinquish all rights and legal action against TEMPTATION CANCUN RESORT. In case, the equipments I(we) return are
damaged, I(we) agree to pay for the damages and the amount has to be charged in my(our) account.

PASE DE ENTRADA (CHECK IN SLIP)
CUARTO · ROOM   NOMBRE · NAME   PAX   SALIDA · DEPARTURE

PASE DE SALIDA
CUARTO · ROOM   NOMBRE · NAME   PAX   SALIDA · DEPARTURE

LA GERENCIA SE RESERVA EL DERECHO DE ADMISIÓN

1. Cualquier actividad sexual en áreas públicas está prohibida (alberca, playa, jardines, bares, disco etc.).
2. "No significa no", en Desire Resort & Spa Riviera Maya deseamos que todos los huéspedes sean tratados con respeto para fomentar
una atmósfera agradable.
3. Tomar fotos o videos con cámaras, celulares, ipads, etc. Fuera de la habitación está estrictamente prohibido con el fin de preservar
la privacidad de nuestros huéspedes.
4. Se le pide vestimenta apropiada en los restaurantes y en el área del lobby.
5. Si se le sorprende usando cualquier tipo de drogas, se le pedirá que se retire del hotel.
6. Cualquier daño a la propiedad causado por la influencia de alcohol serán pagados por el huésped.
7. Esperamos que usted respete a todos los demás huéspedes en Desire Resort & Spa Riviera Maya y que se comporte
adecuadamente.

Por favor tenga en cuenta que la Gerencia se reserva el derecho de admisión y por no seguir las reglas del resort se le puede solicitar
su salida sin reembolso, en este caso usted no será bienvenido nuevamente al resort.

THE MANAGEMENT RESERVES THE RIGHT OF ADMISSION

1. Any sexual activity in public areas (pool, beach, gardens, bars, disco etc.) is prohibited.
2. "No" means "no", at Desire Resort & Spa Riviera Maya we expect that all guests are treated respectfully at the resort in order to
foment a congenial atmosphere.
3. Taking photos or videotaping with cameras, cell phones, ipads, etc. Outside of your room is strictly prohibited in order to preserve
the privacy of all guests.
4. Appropriate attire is expected in the restaurants and lobby areas.
5. Anyone found using any kind of recreational drugs may be asked to leave the hotel.
6. Any property damage caused through behavior while under the influence of alcohol will have to be paid by the guest.
7. We expect you to respect your fellow guests while at Desire Resort & Spa Riviera Maya and to behave appropriately.

Please be advised that the management reserves the right of admission and that by not following the above house rules you maybe
asked to leave the resort without refund, in which case you will not be welcome back at the resort.

AVISO DE PRIVACIDAD
Servicios de Operaciones Hoteleras S.A. de C.V. es responsable del tratamiento de sus datos personales con domicilio en Carretera Cancún-Puerto Morelos Km. 27.5
5m 12 Mza 41 C.P. 77580, Riviera Maya, Mexico. Los datos personales que le solicitamos serán utilizados para las siguientes finalidades:

* Proporcionarle los servicios de hospedaje y productos que ha solicitado.
* Informarle sobre cambios de dichos servicios.
* Proporcionarle seguridad durante su estancia.
* Evaluar calidad del servicio que le brindamos

Si requiere mayor información puede acceder a nuestro aviso de privacidad completo a través de desireresorts.com.

PRIVACY POLICY
Located on Carretera Cancun-Puerto Morelos Km. 27.5 5m 12 Mza 41 C.P. 77580, Riviera Maya, Mexico, Servicios de Operaciones Hoteleras S.A. de C.V. is
responsible for the proper use of your personal data. The personal data that we require will be used for the following purposes:

* To provide you with lodging services and the products you have requested.
* To keep you informed on the latest news of the brand.
* To offer you a safe vacation experience.
* To give you the opportunity to assess the quality of our service.

For further information, you can access our privacy policy, published at desireresorts.com.

BEYOND SEDUCTION

BEYOND SEDUCTION

3 cm   3 cm

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

1 cm   22 cm   1 cm

4.5 cm

BEYOND ♥ SEDUCTION

Desire

1.8 cm

2.5 cm

7 cm
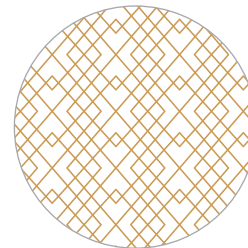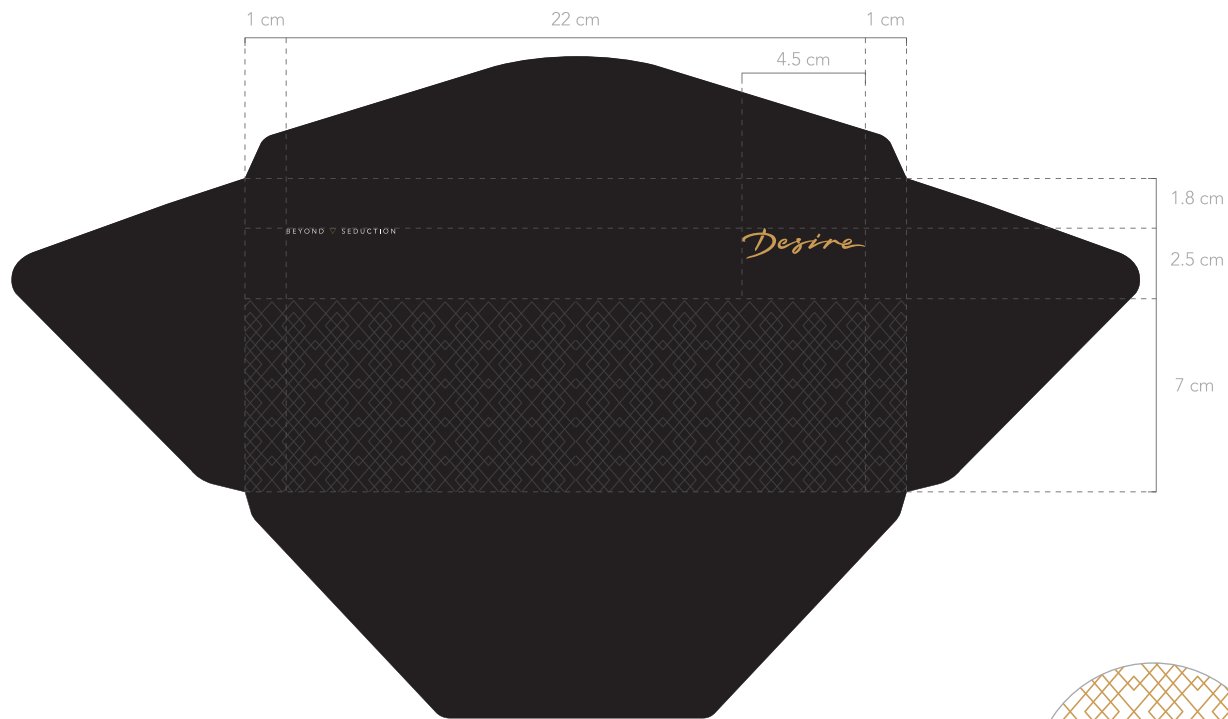
Envelope

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

44 cm

30.9 cm

1.5 cm

2.5 cm

13 cm
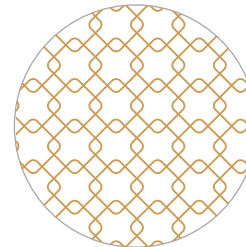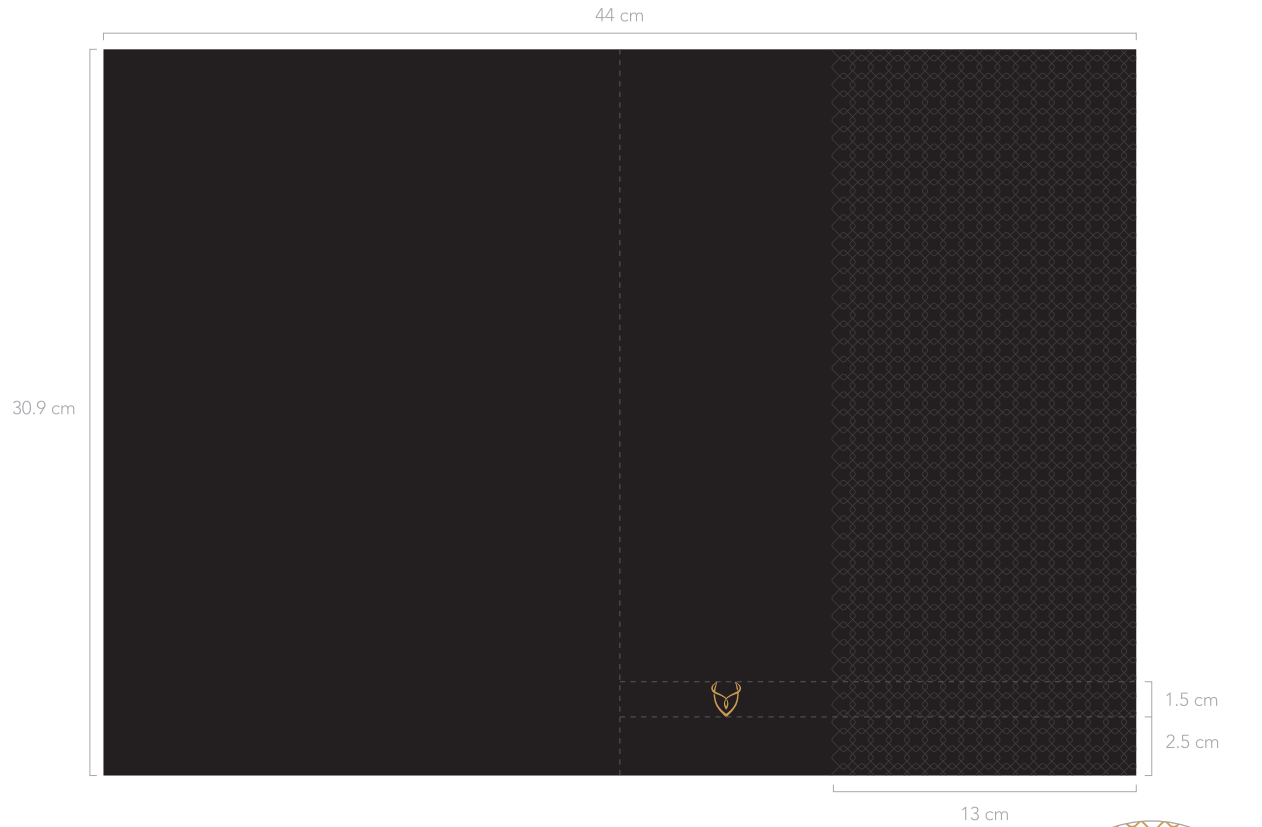
Folders

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

5.6 cm

BEYOND
SEDUCTION

Desire

33 cm

2 cm   21.5 cm

15 cm   43.18 cm

BEYOND
SEDUCTION

Desire

19 cm

15 cm   43.18 cm

5.6 cm

BEYOND
SEDUCTION

Desire

33 cm

2 cm   21.5 cm

15 cm   43.18 cm

BEYOND
SEDUCTION

Desire

19 cm

15 cm   43.18 cm

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.

LOVE IN PROGRESS

PLEASE, COME BACK LATER

Desire

23 cm

1.5 cm

2 cm

1 cm   9 cm   1 cm

OOPS!
IT'S A LITTLE MESSY

PLEASE, CLEAN THE ROOM

Favor de hacer la habitación

Please make up the room

Veuillez faire la chambre S.V.P.

Bitte zimmar a ufräumen

23 cm

1.5 cm

1.3 cm

1 cm   9 cm   1 cm

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

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

▽

Desire

9 cm

2 cm

COLD DRINKS FOR
HOT PEOPLE

▽

Desire

9 cm

2 cm

2 cm

2 cm
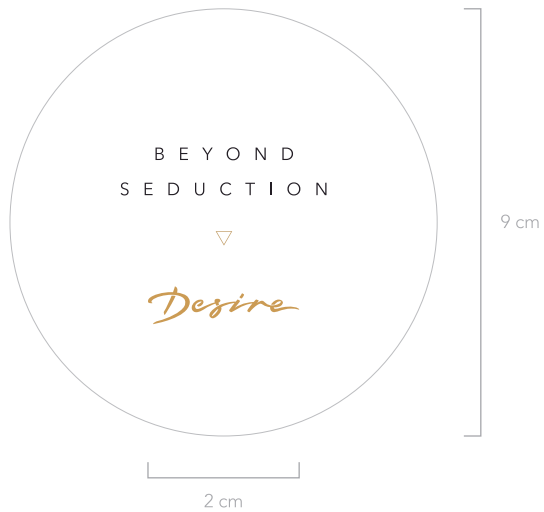
Coasters

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

2 cm

Bracelet

With the purpose of assuring the durability of this item throughout the guest's stay at the resort, it is recommended to utilize a 3-mm acrylic or any hard-wearing plastic material.

PRINTED MEDIA

INTERNAL OPERATION

4.3 cm

3 cm

0.8 cm

1.5 cm

0.5 cm

1.6 cm

SEDUCTION TIP 1

Desire

Share your fantasies and try one.

desire-experience.com

0.9 cm

0.9 cm

0.9 cm

6.4 cm

BE OPEN TO SEDUCTION

1.2 cm

1.3 cm

8.1 cm
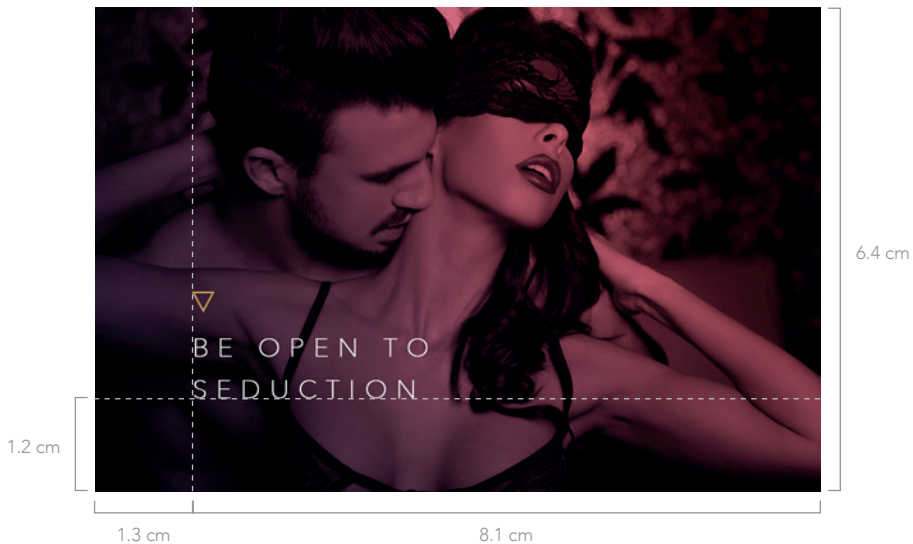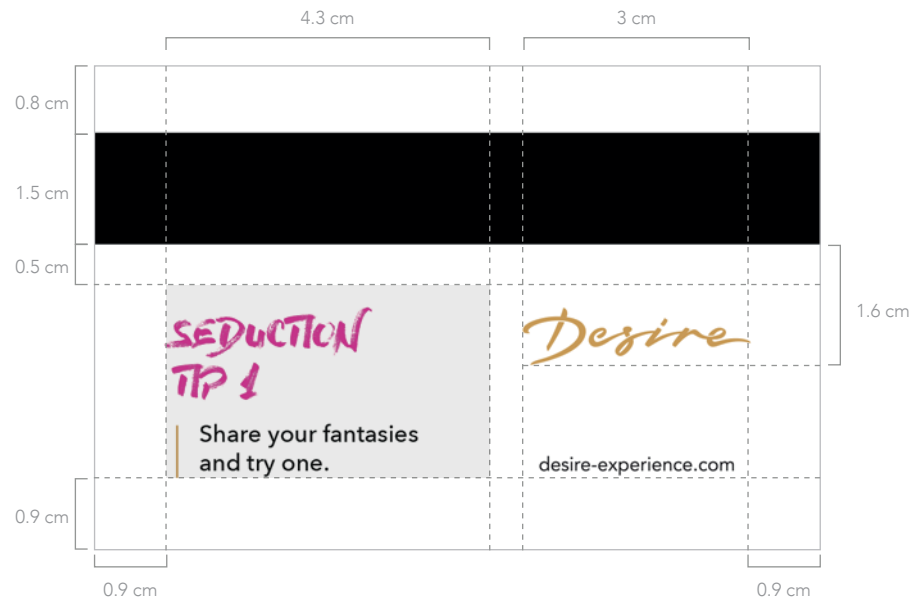
Room keys

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.

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

Hello!

My name is

I have taken special pride in peparing this room for your stay with us If there is anything else you need please let me know. Have a pleasant stay!

Thank you

1 cm

8 cm

.8 cm

1.5 cm

8 cm

.7 cm

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

.2 cm

.3 cm

.5 cm

1 cm

.5 cm

▽

Nombre (s) y apellidos
Puesto o departamento / Position or department
Empresa o unidad de negocio
Tel: 00 000 000 000 ext: 0000

*

URL de sitio web

Desire RIVIERA MAYA
RESORT

Antes de imprimir este correo, piensa bien si es necesario hacerlo, el medio ambiente depende de nosotros, Gracias.
Before you print this e-mail, think well if it is necessary to do it, the environment depends on us.Thanks.

En Servicios de Operaciones Hoteleras, S. A. de C. V., con nombre comercial Hotel Temptation Resort & Spa, ubicado en la ciudad de Cancún, Boulevard Kukulcan, kilómetro 3.5, Zona Hotelera, código Postal 77500, Estado de Quintana Roo, estamos comprometidos con la seguridad de su información, por tal motivo le informamos que somos responsables del tratamiento de sus datos personales, para mayor información, consulta el aviso de privacidad integral en nuestra página de internet www.originalresorts.com.mx

Servicios de Operaciones Hoteleras, (S.A. de C.V.) , with the trade name of Hotel Temptation Resort & Spa, and located on Km 3.5 Kukulcan Boulevard, Zona Hotelera, Cancun, Quintana Roo, CP 77500, is committed to the safety of the use of your personal data, for more information, see the entire privacy notice on our website www.originalresorts.com

▽

 Armando Vazquéz Martínez
Gerente General / General Manager
Desire Riviera Maya Pearl Resort
Tel: 52 998 848 7900 ext: 1586

desire-experience.com

Desire RIVIERA MAYA
PEARL RESORT

Antes de imprimir este correo, piensa bien si es necesario hacerlo, el medio ambiente depende de nosotros, Gracias.
Before you print this e-mail, think well if it is necessary to do it, the environment depends on us.Thanks.

En Servicios de Operaciones Hoteleras, S. A. de C. V., con nombre comercial Hotel Temptation Resort & Spa, ubicado en la ciudad de Cancún, Boulevard Kukulcan, kilómetro 3.5, Zona Hotelera, código Postal 77500, Estado de Quintana Roo, estamos comprometidos con la seguridad de su información, por tal motivo le informamos que somos responsables del tratamiento de sus datos personales, para mayor información, consulta el aviso de privacidad integral en nuestra página de internet www.originalresorts.com.mx

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E-signatures

Contact details:
Name: Arial Bold 7 pts / Tracking 0 / Line spacing 10 pts
Last name, position, company and phone number:
Arial regular 7 pts / Tracking 0 / Line spacing 10 pts
Work position: Pantone 7407 C
Website: Arial Bold 7 pts / Tracking 0 / Line spacing 10 pts
Text box: Black C
Legal information: Arial regular 6 pts / tracking 0 / Line spacing 10 pts / Color Black C 50% / URLs Pantone 7407 C

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

Desire RIVIERA MAYA RESORT   Home   Our Resorts ⌄   Our Cruises   Newsletter   Contact Us

Imágenes para carrusel   1280 px

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 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.

ELECTRONIC MEDIA

Cover

53 px   53 px

828 px

Desire

BEYOND
SEDUCTION

53 px
9 px
60 px

315 px

Posts

615 px

800 px

91 px

Let's

misbehave

615 px

69 px
25 px

800 px

Profile

180 px

180 px

78 px

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

47 px

47 px

500 px

91 px

41 px

56 px

1500 px

Posts

615 px

91 px

800 px

615 px

69 px

25 px

800 px

Profile

180 px

78 px

180 px

ELECTRONIC MEDIA

Cover

56 px

56 px

2560 px

Desire

BEYOND
SEDUCTION

144 px

53 px

82 px

1440 px

Profile

250 px

108 px

250 px

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

110 px

48 px

110 px

Posts

615 px

800 px

91 px

615 px

69 px

25 px

800 px
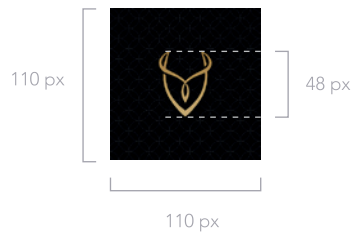
Instagram

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

Profile

Posts

165 px

71 px

165 px

165 px

615 px

91 px

800 px

615 px

69 px

25 px

Let's

misbehave

Pinterest

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.
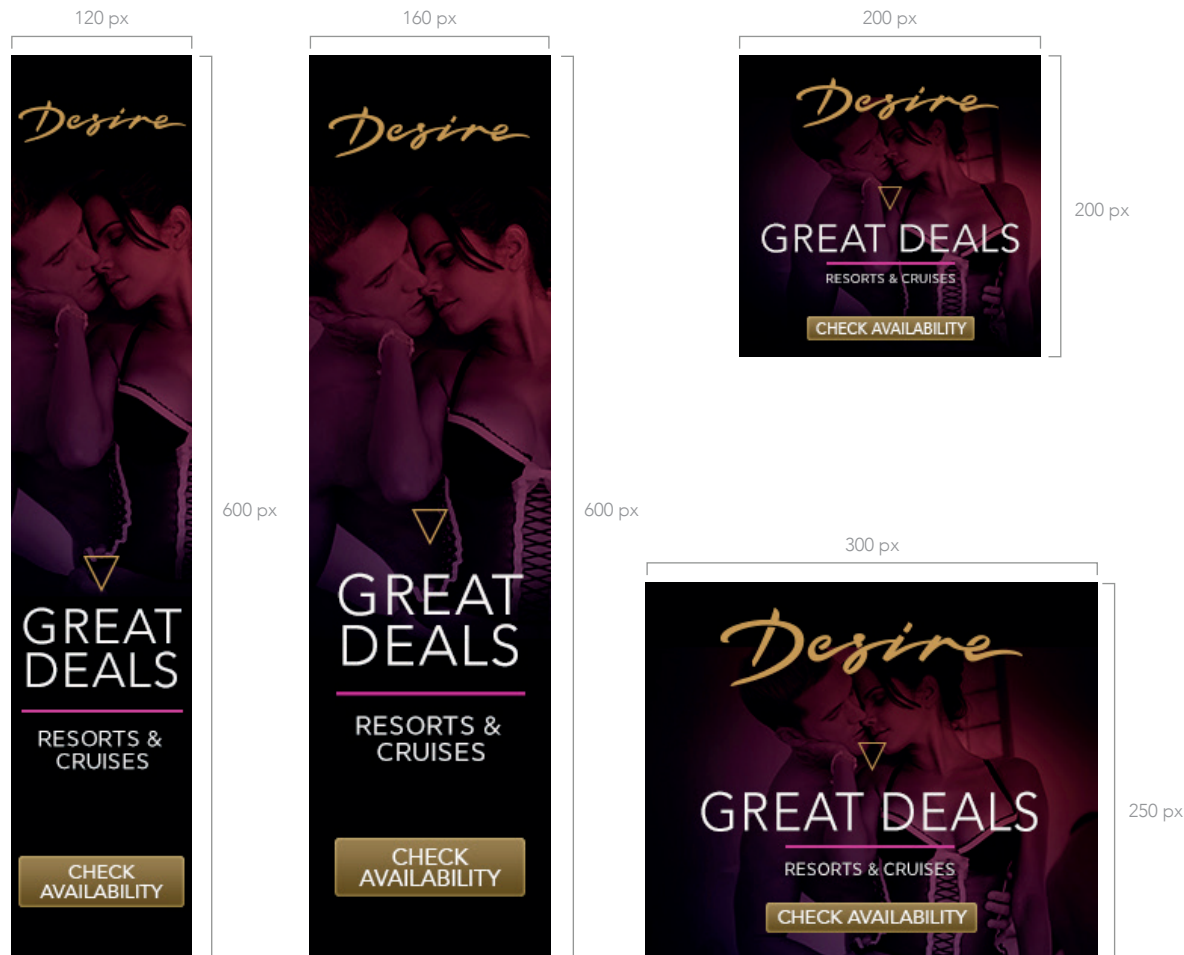
ELECTRONIC MEDIA

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

300 px

600 px

600 px

600 px

320 px

50 px

468 px

60 px

Banners

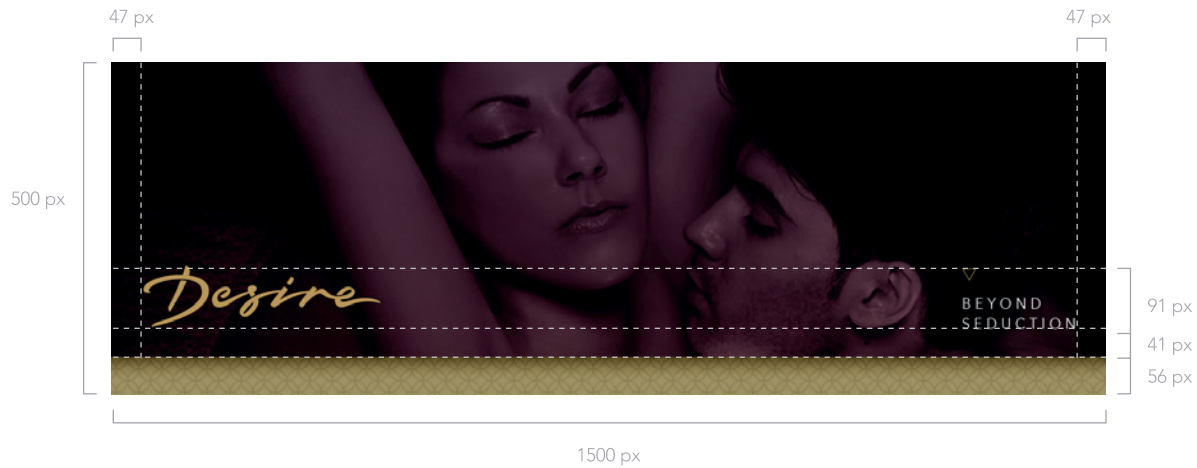Designs with lifestyle photographs, corporate brand and slogan. The composition should include a shaded overlapped on a golden background with one of the patterns.

ELECTRONIC MEDIA

600 px

600 px

468 px

60 px
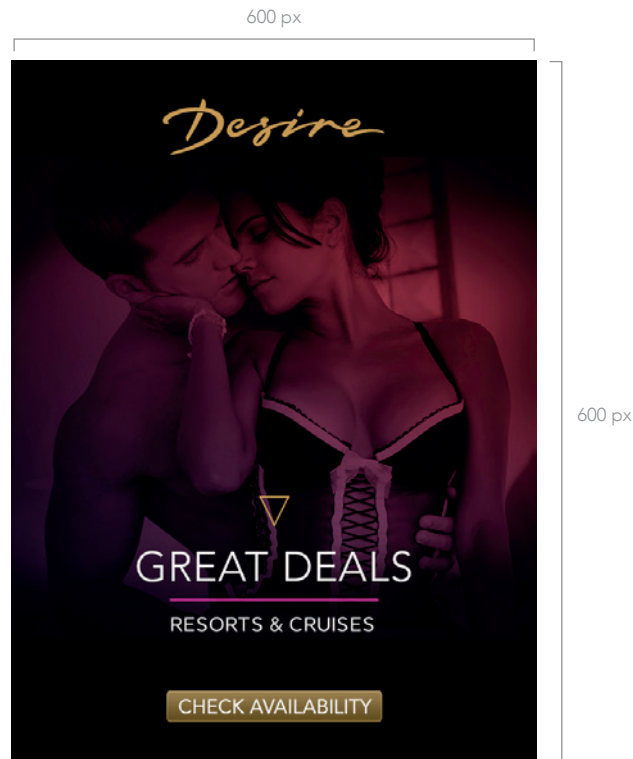
Banners

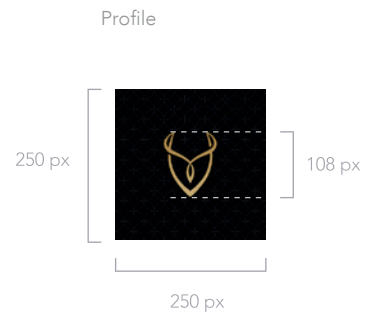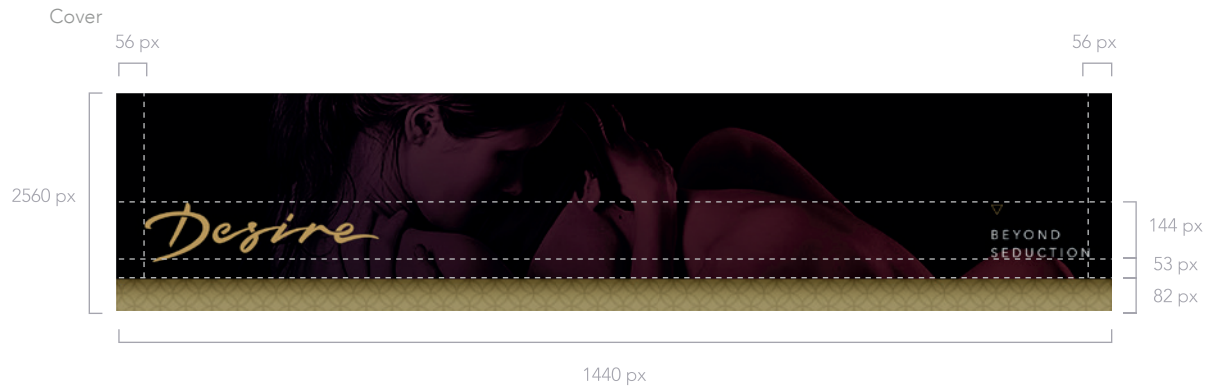Designs with lifestyle photographs, corporate brand and slogan. The composition should include a shaded overlapped on a golden background with one of the patterns.

PRINTED MEDIA

INTERNAL OPERATION

4.6 cm

8 cm

○

Desire

000000

LLEGADA / CHECK IN

TICKET DE EQUIPAJE /
LUGGAGE TICKET

HAB. _____

PIEZAS/PIECES _____

BB _____

Desire

000000

LLEGADA / CHECK IN

TICKET DE EQUIPAJE /
LUGGAGE TICKET

HAB. _____

PIEZAS/PIECES _____

BB _____

○

12 cm

8 cm

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.

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.

Luggage tags

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

BISTRO MENU

▽

MAIN DISHES

Veal Meatballs
Marinated in fine herbs and spices, and served with spaghetti in a Puttanesca sauce.

Beef Medallions
Wrapped in pancetta, with mushroom risotto and a Bordelaise sauce.

Grilled Tilapia
Grilled fish fillet with broad beans ragu, a Chardonnay sauce & pink pepper.

Salmon Medallion
Parsley crust, carrot sauce, vegetables and a Béarnaise sauce.

Cantonese Rolls
Wrapped flank steak, stuffed with mixed vegetables, shrimp and tofu cheese, served over a smoked pepper sauce.

Zucchini Canelones Ⓥ
Stuffed with goat cheese, caramelized onions, nuts and fresh basil, served with fried capers and a creamy leek sauce.

DESSERTS

Cobbler
Apple stuffed with a touch of cinnamon and rosemary, served with blackberry ice cream.

Bistro Crepes
Stuffed with cream cheese, dehydrated fruits, lemon zest and a fruit sauce.

Wild Berry Soup 🅖🅕
Wild berries soup, with a touch of ginger and a creamy white chocolate mousse.

Ⓥ Vegan   APHRODITE   🅖🅕 Gluten Free

Unik
GASTRO BAR

APPETIZERS

Crispy Asparagus Ⓥ
Provencal style asparagus with prosciutto and honey mustard dressing.

Black Quinoa Tabbouleh 🅖🅕
Seasonal mixed vegetables, sprouts, cucumber and roasted beet root served on fine herb pita bread.

Portobello Mushroom Carpaccio Ⓥ
Portobello carpaccio with a mashed pea confit, fennel, parmesan cheese and white truffle foam.

Fried Brie Cheese
Brie cheese, microgreens, arugula and sugar coated seeds.

Iberica Croquette
Stuffed with prosciutto and parmesan cheese in a balsamic jelly.

Shrimp & Chips
Shrimp battered with seppia di calamari, citrus aioli and roasted garlic served with Saratoga potatoes.

Crab Cakes
New Orleans style crab cakes with cajun mayonnaise and marinated mushrooms.

Grilled Octopus 🅖🅕
Grilled octopus marinated in lemon juice and garlic confit accompanied by arugula, capers and citrus.

Gastro Chicken Wings
Sweet and sour chicken wings accompanied by french fries and parmesan cheese.

Sides
Your choice of: Broiche, garlic, Pumpernickel, Gluten-Free or onion bread.
Your choice of: french fries potatoes, truffle french fries, Saratoga potatoes or spicy sliced potatoes.

Ⓥ Vegan   🅖🅕 Gluten-Free

Menus

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

wild
seduction

Desire

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.
PRAESENT FELIS METUS

DESIRE-EXPERIENCE.COM

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

The room numbers are individual, without any sort of frame or container, for a subtle image.

Under the number, a plaque with the isotype will be hung.

The numbers, as well as the plaque should be gold, with a shiny finish, and should be hung on the room's door, 1.60 m from the floor. The distance between the plaque and the numbers should be 2.5 cm, and the height of the plaque should be 3cm.

SIGNAGE

45 cm

2 cm

LOREM IPSUM DOLOR SIT AMET

CONSECTECTUR ADIPISCING

Unik
GASTRO BAR

20 cm

6 cm

2.5 cm

11 cm
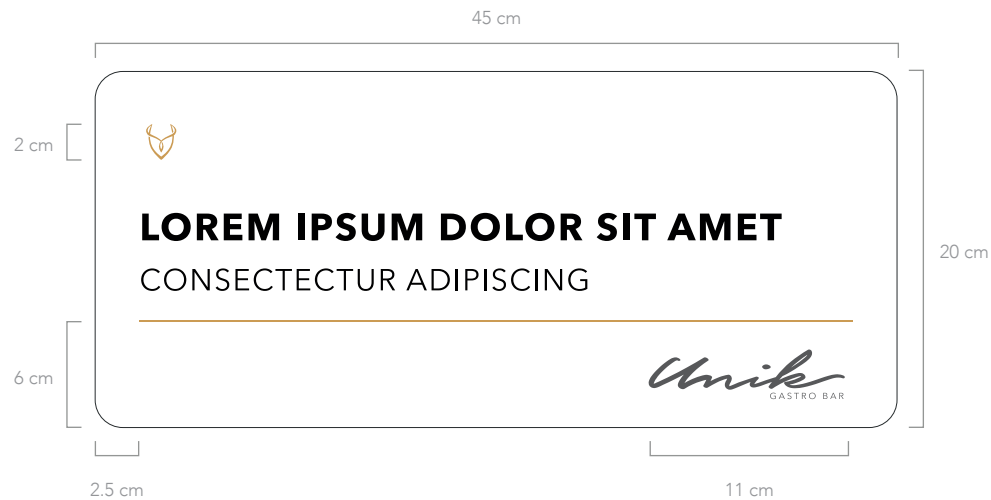
Restaurants

The signage in the restaurants should be composed of the isotype in the upper left surface, with the corresponding English text on top, and Spanish below. A gold line will be used to support the text, and divide the text from the logotype.

The typographic font will be Avenir Next Bold, for English text and Avenir Next Regular for the Spanish translation, which should be one point less.

It is recommended to use short, direct messages to facilitate the legibility and understanding of the message.

SIGNAGE
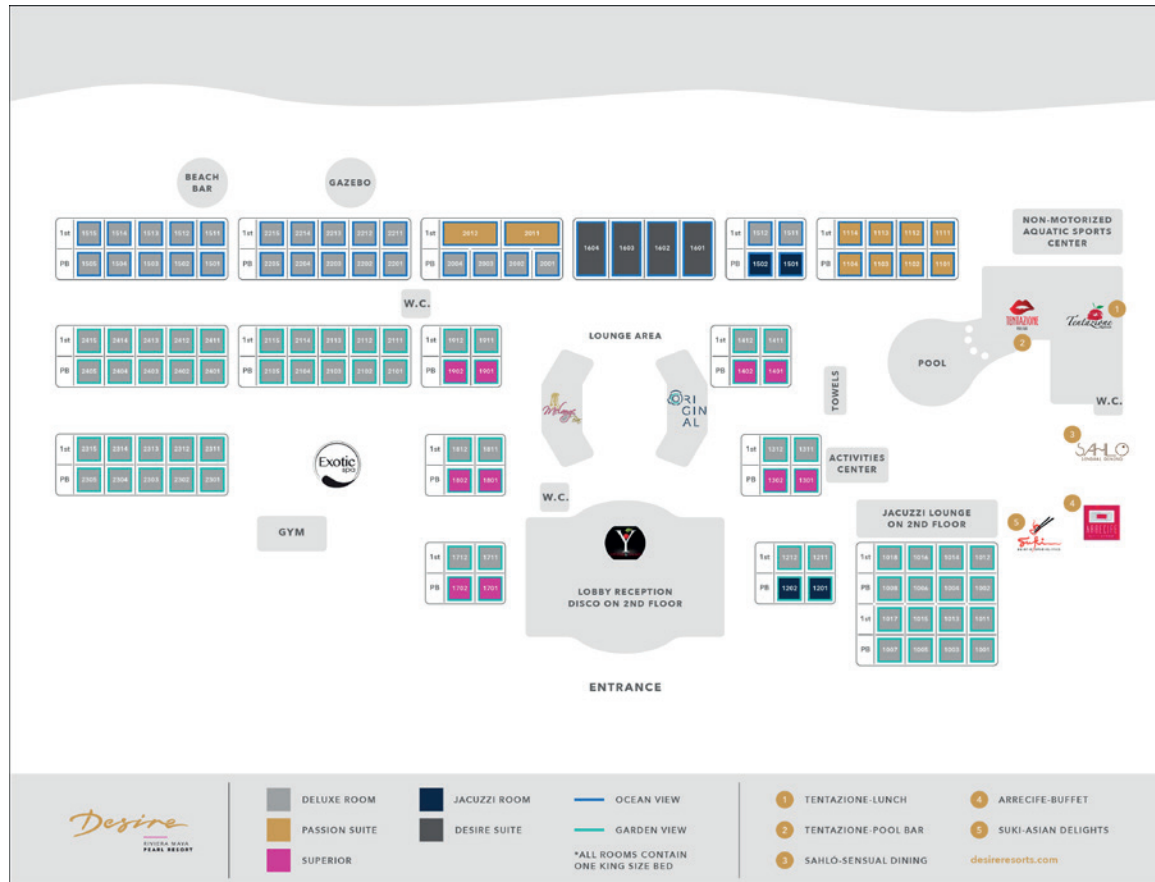
Location plan

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.

Room numbers: Avenir Next Demibold 4.3 pt / White
PB & 1st texts: Avenir Next Demibold 5 pt / Black 80%
Room division lines: 0.5 pt width / Black 80%
Area names: Avenir Next Bold 6 pt. / Tracing 100 / Black 80%

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

17 cm

2 cm

5.5 cm

OMELETTE.

0.3 cm

0.3 cm

Buffet area signs

The previously defined color palette must be applied to these signs, using a gold frame with a magenta line separating the fare's/service name, in English and Spanish.

The typography to be used is Avenir Next Bold, uppercased, with a tracking of 50. The font size will be set upon the word length or the utilized words, however, a 25-35 pt. range is recommended.

SIGNAGE

Nameplates

Name: Avenir Next Bold, 21 pt
Work position: Avenir Next Regular, 19 pt

.7 cm .75 cm

4 cm   1 cm

2.3 cm

BEYOND ▽ SEDUCTION

5 cm

Sr. Carlos Castillo Sleme
Director ejecutivo

0.7 cm

15 cm

SIGNAGE

25 cm

6 cm

OPEN

CLOSED

Open / Closed signs

Signs must have a black background and white typography, with no details or added elements.

The typography to be used is Avenir Next Medium, 70 pt, with a tracking of 700.

SIGNAGE

a)

b)

DO NOT SMOKE

NO FUMAR
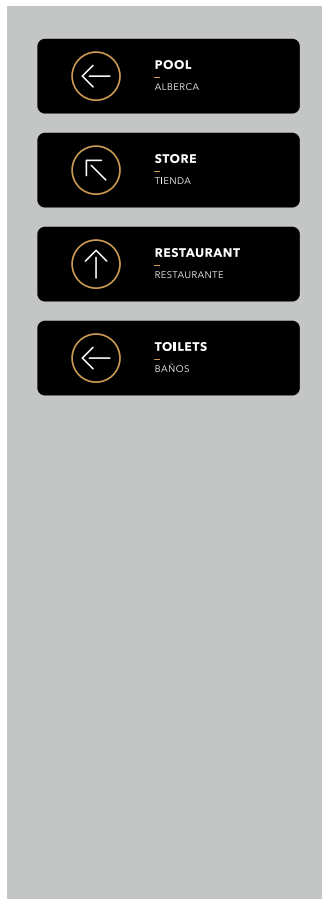
c)

a) Totem

The totems should be fabricated in aluminum, 1.80 mts. high and 0.75 mts. wide.

b) General Areas

The signage should not measure less than 45 cms. Wide. The font should be Avenir Next Bold for the texts in English, and Avenir Next Regular for the translation in Spanish, which should be one point less than the texts in English.

c) Miscellaneous Information and Prohibitions

The information must be concentrated on a rigid plate that can be placed on the totems.

It should have a black box in the superior section, where the logotype and the corresponding nomenclature to the extreme left, with the slogan to the extreme right.

The typographic font should be Avenir Next Bold for the texts in English, and Avenir Next Regular for the translation in Spanish, which should be one point less than the texts in English.

UNIFORMS

Maintenance operation

The uniforms must be black, combined with white, with the sole purpose of showcasing a sober appearance.

A golden isotype must be embroidered on the left chest side, 3 cms. high.

UNIFORMS

Housekeeping

The housekeeping uniforms must be black, combined with white, with the sole purpose of showcasing a sober appearance.

It must include a golden version of the isotype, embroidered on the left chest side, 3 cms. high.

A golden logo must be embroidered on the lower left side of the apron, 6 cms. high.

UNIFORMS

Front Desk

Corporate uniforms are white, to showcase a polished, formal look.

The handkerchief must be gold and include any of the graphic patterns previously described in this manual.

A golden isotype must be embroidered on the left chest side, 3 cms. high.

UNIFORMS

Corporate: management and administrative

The corporative uniforms must be white, to showcase a polished, formal look.

Ties must be black, and may include any of the graphic patterns previously described in this manual.

A golden isotype must be embroidered on the left chest side, 3 cms. high.

UNIFORMS

Chef

The chef's uniform must be black, with the purpose of showcasing a strong, sophisticated look.

A golden isotype must be embroidered on the left chest side, 3 cms. high.

05

DESIRE
SUB-BRAND

Desire

MANSION

Desire Mansion is a new 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

2x

2x

x

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

a)

Desire

MANSION

3.5 cm

b)

Desire

MANSION

2.5 cm

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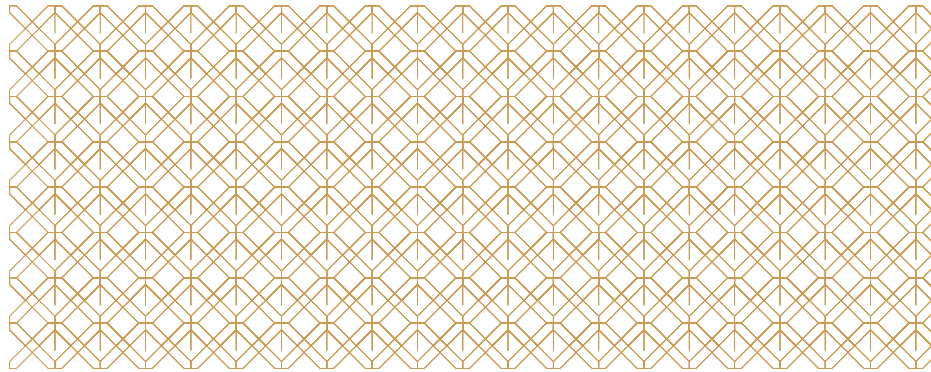
The architecture of the Mansion was inspired by the Art Deco artistic movement, which is based on the prevailing geometry of the cube, the sphere and the straight line, in addition to the essential zigzags.

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

4.5 cm

5 cm

1.5 cm

4.8 cm

BEYOND
SEDUCTION

Costera Norte Lt.1 SM.10 Mz.26
Pto. Morelos, México C.P. 77580
Tel: +52 (998) 872 8063
desire-experience.com

7 cm

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Firma de quien escribe
Nombre completo
Puesto

4.5 cm

1.8 cm

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 them.

07 BUSINESS DIRECTORY

CONTACT INFORMATION AND LINKS

ALMA MENDOZA
Sales Director
amendoza@original-group.com

CARLOS A. DEL PINO
Director of Operations and Development
cdelpino@original-group.com

URIEL GUTIÉRREZ
Marketing Director
ugutierrez@original-group.com

MONTSERRAT ECHEGOYEN
Brand Manager
brand@original-group.com

OFFICIAL WEB SITE

desire-experience.com

GRAPHIC RESOURCES AND MEDIA KITS

media.original-group.com

08

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 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.