

TEMPTATION 

RESORTS

**BRAND
BOOK**

January 2024

THE PLAYGROUND FOR GROWN-UPS



CONTENT

1 ABOUT US	page
1.1 Who we are	5
1.2 Brand Positioning	7
1.3 History of the Brand	8
1.4 Mission, Vision, Values	11
1.5 Client profile	12
2 PERSONALITY	
2.1 Brand values	16
2.2 Keywords	17
2.3 Mr. Temptation	18
2.4 Miss Temptation	19
2.5 Voice and Tone	20
2.6 Writing Considerations	21
2.7 Vocabulary	22
3 VISUAL IDENTITY	
3.1 Creative Strategy	24
3.2 Logotype	25
3.2.1 Isotype	26
3.2.2 Variants	27
3.2.3 Proportions	28
3.2.4 Protection Area	29
3.2.5 Incorrect Usage	30
3.3 Slogan	31
3.4 Colors	32
3.5 Typographies	34
3.6 Photographic Style	35
4 CONTACT	
4.1 Contact Information	39
4.2 Links	39

1

ABOUT US

WHO WE ARE

We are the perfect brand for free-spirited travelers (21+) seeking an authentic, adult-centric vacation. Our trendy Playgrounds for Grown-Ups, including designated topless-optional areas, offer a sexy, fun concept for the open minded, allowing guests to feel free and uninhibited.

WHAT MAKES US DIFFERENT?

What makes us different is our unique party and personalized touch. Day and night, we generate a fun and sexy atmosphere that encourages guests to make friends. By providing fun, signature activities and theme nights, Temptation Resorts sets the ideal scene for guests to feel free, enabling them to enjoy an unforgettable vacation experience.

BRAND POSITIONING

Brand positioning refers to the place a brand and all its associations (characteristics, attributes, personality, defects) occupy in a person's mind in a distinctive way, compared to its direct and indirect competitors.

Brand positioning enhances the emotional connection between a brand and its consumer and is what drives their choice through comparisons with other brands.

Aiming to achieve the top position in the category of adult tourism, Temptation exploits the fun aspect of its concept. It uses an identity that allows it to project a daring personality, while remaining exclusive and with good taste.

HISTORY OF THE BRAND



1974

Original Resorts was founded in 1974 thanks to the entrepreneurial vision of Don Diego de la Peña. He opened the first hotel in Cancun named Playa Blanca, offering 42 rooms.



1997

Due to the rapid growth of tourism in Cancun, Playa Blanca was remodeled and expanded to 216 rooms. Its name was changed to Blue Bay Village.



2001

Blue Bay Village expanded in 2001 with the purchase of its neighboring resort Plaza Las Glorias. With 384 rooms, it changed its name to Blue Bay Getaway and adopted a new, topless-optional concept that was exclusive for adults.





2007

We completely remodeled Blue Bay Gateway and converted it into Temptation Resort and Spa Cancun, maintaining the same concept however improved the services offered.



2017

We completely rebuilt Temptation Resort & Spa Cancun and converted it into Temptation Cancun Resort, maintaining the same concept and enhanced the services offered.



2018

We launched our first cruise: Temptation Caribbean Cruise, as part of our brand expansion, strengthening and taking its incredible concept to the high seas!





2019

Seeing the fast-growing interest in our cruise, we announced our second voyage, sailing in February 2021.



2020

With over 2,500 passengers, our first cruise set sail completely sold out and was a complete success, marking the beginning of a Temptation Cruises era.



MISSION

Temptation is a conceptual brand for adults, owned by Original Group. The following Mission, Vision, and Values are our commitments towards our clients, associates, and ourselves, created to achieve and maintain the success that characterizes us.

VISION

To be a solid, attractive brand, with national and international expansion, known as a conceptual leader.

To generate unique experiences by offering a sexy and fun atmosphere, avant-garde facilities, exclusive service, culinary dining, and saucy entertainment.

VALUES

COMMITMENT: Total delivery for the achievement of results.

HAPPINESS: Motivating force that guides our actions day by day, reflecting attitudes of enthusiasm and joy.

HONESTY: That our actions, conduct and what we express, are consistent with the principles and guidelines of the company.

RESPECT: For the different lifestyles of our guests and the dignity and integrity of our employees.

RESPONSIBILITY: Comply with the obligations and rights established by the organization.

TEAMWORK: Talent unit for a common purpose.

CLIENT PROFILE

Visitors from the United States, Canada, South America, Europe and Mexico, with a medium to medium-high socioeconomic level.

The client's household income is in the range of \$65,000 to \$ 130,000 USD.

We allow people over 21 years old; however, our main market is between 38 and 50 year-olds (not limited).

WHAT DO THEY BUY?

- Authenticity
- Experiences
- Personality Extensions
- Time
- Entertainment
- Great Packaging
- Uniqueness
- The latest technology

PSYCHOGRAPHICS

- They tend to explore new ways to get out of the routine and live new experiences.
- They look for variety in everything.
- Enjoy nightlife and spare time.
- They look for musical tendencies as a central theme that makes them feel in constant contact with others.
- Have high social skills.
- They are extroverted, dynamic and expressive.
- Look for trending products and services.
- Dress with style.
- They are very active in their social networks.
- They're concerned about the environment and have high expectations about the service and facilities.
- They love beach destinations.
- They are confident, curious and sophisticated.
- Have a broad civic culture.
- They want to feel that they are in control.
- They like to lead others.
- They have a global perspective.
- They are sensitive.
- They are energetic and could present resistance to authority.
- They want to be surprised.
- They do not like waiting too long for anything.
- In general, they buy things for status and self-expression (attitude "this is me" / "this defines me").
- They feel that almost everything is about them.
- Visually oriented.

THEY'RE OUTGOING, DYNAMIC & EXPRESSIVE

THEY LOOK FORWARD TO LIVING NEW EXPERIENCES | THEY LOOK FOR VARIETY IN EVERYTHING | THEY WANT TO BE SURPRISED
THEY ENJOY NIGHTLIFE & SPARE TIME | THEY LOOK FOR TRENDY PRODUCTS & SERVICES | THEY DRESS WITH STYLE | THEY ARE VERY ACTIVE IN THEIR SOCIAL NETWORKS | THEY LOVE BEACH DESTINATIONS | THEY ARE CONFIDENT, CURIOUS & SOPHISTICATED | THEY ARE LEADERS



TEMPTATION CANCUN RESORT

With a privileged location along the white-sand beaches of Cancun, international gastronomy, topless-optional areas, unique playgrounds, and exclusive theme nights, Temptation Cancun Resort is the perfect vacation option for adventurous, free-spirited travelers 21+.

Our Playground for Grown-Ups offers a fun ambiance, without judgement, to live a unique and free spirit experience in the sun of Cancun.

2

OUR
PERSONALITY

BRAND VALUES

They are constituted by the values that a product has acquired over time. Although they can be established in an aspirational way, the values will be the associations that guests and the public make in relation to the company and services.

Sociable: party goers, extroverted, charismatic, fun, energetic, reliable, adventurous, connected through social media.

Trendy: fashionista (in style), tasteful, cutting-edge technology.

Sexy: flirty, daring, confident, attractive and mischievous.

Open minded: tolerant, adaptable, without prejudice.

Successful: what they do, they do it well.

Educated: respectful, intelligent and grateful.

Authentic: Honest, real, congruent and transparent.

TRENDY
SOCIABLE
SEXY
OPEN-MINDED
SUCCESSFUL
EDUCATED
AUTHENTIC

KEYWORDS

TRENDY
TOPLESS-OPTIONAL AREAS
ADULT-CENTRIC
EXPERIENCE
FUN
AUTHENTIC
ALL INCLUSIVE
PARTY ATMOSPHERE

MR. TEMPTATION

Mr. Temptation is the personification of the brand's values, so that we have a clear, easy and comprehensible vision of the way in which we must interact with our clients. Internally, all actions of the company should be governed by the actions of this character.

Mr. Temptation is a man around 35, charismatic and extroverted, who likes to party and be the center of attention. He likes to spend quality time with his friends and is an excellent host, cheerful and full of energy. **(Sociable)**

He likes to be at the forefront, takes care of his image, wears designer clothes and is in fashion, has good taste, and stays true to his original style. **(Trendy)**

The self-confidence he projects, makes him attractive and seductive. **(Sexy)**

His conversations, however intellectual they may be, have a spicy and daring touch. He has the gift of speech; for that reason, he is respectful. With his intellect, he manages to engage his audience. **(Educated)**

He makes friends with all kinds of people and enjoys diversity. He is tolerant and adaptable, which helps him expand his social circle. **(Open-minded)**

He is a person with an excellent standard of living. He is a traveler by nature, full of experiences. Always expects the best, because he is sure that he deserves it. What he does, he does well. **(Successful)**

He is honest, real, congruent and transparent. **(Authentic)**

MISS TEMPTATION

To have a clear understanding of how we should interact with our clients, Miss Temptation personifies the values behind our brand's personality.

The way we act as a company should represent the personality of this character.

Miss Temptation is a single woman in her mid-30s. She is a charismatic extrovert with an extensive and diverse social circle. She knows that when she goes out, this diversity will create the perfect party ambiance, making it a guarantee for non-stop fun. What she likes most, is that this group of friends always seeks her presence, as she is the life of the party. **(Sociable)**

Looking and feeling spectacular is one of her principal characteristics. She goes to the gym to stay in shape, she eats a balanced diet, and dresses in style, according to the latest trends. She is a perfect example for her friends to follow. **(Trendy)**

She is attractive and always looks radiant. She attracts attention from those around her. **(Sexy)**

Her conversations, however intellectual they may be, have a spicy and daring touch. She has the gift of speech. She always manages to engage her audience. **(Educated)**

She makes friends with all kinds of people and enjoys diversity. She is tolerant and adaptable, which helps her expand her social circle. **(Open minded)**

Miss Temptation has a successful career; she is financially and emotionally stable, giving her the freedom to create her own rules. **(Successful)**

She is honest, real, congruent and transparent. **(Authentic)**

VOICE & TONE

Our concept alludes to a longing that all adults have inside. The rules and limitations of society, and the “no” we are accustomed to hearing, lead many to hide their sexy side.

Through our voice and tone, we seek to communicate confidence, making our target audience feel comfortable in their own body, tempting them to discover the mentality of our playground, where they can express their curiosity.



WRITING CONSIDERATIONS

To be successful in creating content that is aligned with Temptation's goals, consistency is key. Content creators must understand and internalize the communication perspective of the brand to be able to produce content according to it. It is important to consider the following.

GENERAL LANGUAGE

Relaxed and conversational, friendly and accessible, reflecting at the same time the sexy and fun personality of our resort.

WORDING

Descriptive, inviting, playful and energetic. By using active verbs and adjectives, we inject our personality in our speech.

PRONOUNS

This sexy and free-spirited world traveler is a person who feels entitled and who appreciates acknowledgement and recognition. We speak in first person to you (the guest) and not in third person. This instills identification and closeness, which is very important to our brand.

DON'TS

At all cost, steer clear of language that is sexually explicit, raunchy, vulgar and that does not represent the trendy, sexy, upscale personality of our brand.

VOCABULARY

Addictive	Free	Outgoing
Adult centric	Freeing	Party
Adults only	Freedom	Pioneer
All-inclusive	Free-spirited	Play
Avante-garde	Fulfill expectations	Playground
Authentic	Fun	Racy
Awesome	High-energy	Riveting
Bold	Hot	Saucy
Captivating	Hotspot	Spectacular
Confident	In style	Stylish
Friends	Independent	Thrilling
Creative	Innovative	Thrive
Discover	Innovator	Topless-
Energetic	Leaders	optional areas
Entertaining	Life-changing	Trendy
Excitement	Make new friends	Ultimate
Exciting	Mind-blowing	Unexpected
Extraordinary	Modern	Unique
Exhilarating	Out of the box	Vibe
Expressive	Out of the ordinary	Vibrant

WORDS TO AVOID

<i>Adventurous</i>	<i>Lifestyle (swinger)</i>
<i>Breathtaking</i>	<i>Luxurious</i>
<i>Breeze</i>	<i>Naughty</i>
<i>Cheery</i>	<i>Outrageous</i>
<i>Daring</i>	<i>Provocative</i>
<i>Elegant</i>	<i>Sensual</i>
<i>Erotic</i>	<i>Sex</i>
<i>Exciting</i>	<i>Sophisticated</i>
<i>Foxy</i>	<i>Spontaneous</i>
<i>Funtastic</i>	<i>Stimulating</i>
<i>High-spirited</i>	<i>Swinger</i>
<i>Irresistible</i>	<i>Wild</i>
<i>Liberating</i>	

3

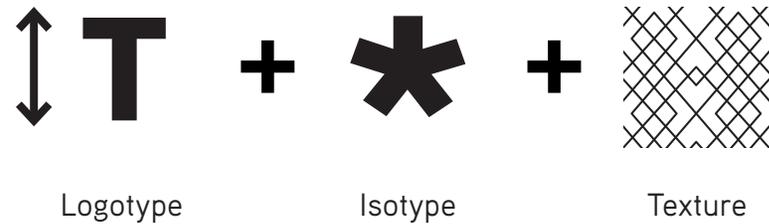
OUR VISUAL IDENTITY

CREATIVE STRATEGY

The graphic proposal for Temptation concludes the strategic work of communication.

The graphic, typographical, chromatic and visual elements used in the identity, connect in a timely and accurate way, for an attractive visual proposal with the values of the brand.

The identity, by itself, can transmit the fun and avant-garde character of Temptation.



LOGOTYPES

Our logos are the visual identification of our brand, consisting of text and an icon, which despite looking well separate, should be used together for better recognition in the market.

The logos should be used as an identification element and not as a design element. It is important that the user of the visual identity system is aware of the need for coherence in corporate visual expression.

Coherence is the key to success in an environment where signs and symbols play a fundamental role.

TEMPTATION 

TEMPTATION 
CANCUN RESORT®

TEMPTATION 
RESORTS

TEMPTATION  | RESORTS

ISOTYPE

Throughout history, the apple has been a symbol of Temptation, which is why it is a fundamental part of our image.

Icon of our graphic identity, the use of our isotype is a simplified way of recognizing ourselves in every place and every time.

It can be used as an ornamental badge, and in very specific cases, to replace the imagotype (mainly within the company's facilities as well as in small format materials, such as promotional or stationery items).



VARIANTS

The logotypes' color variants will be used if the conditions do not allow for corporate colors to be used.

The positive or negative versions will be used, as the correct way to use these applications in monochrome maintains the readability and understanding of the logo.



PROPORTIONS

RETICLE

It is important that the original proportions of the logos are not modified. Although the size is altered, it must be scaled proportionally.

Guiding us through this grid, we can reproduce in any medium whatever its dimension and means of reproduction. The symbols and logos will always keep the following proportions and composition (see illustration).

MINIMUM SIZE

To guarantee the optimal readability of the brand, maintain visual integrity and not lose recognition and identification, a minimum recommended size of 0.75 cm in imagotype and 1 cm in height for isotype is established, for digital uses the minimum is 30 px high (see illustration).

There is no maximum limit on the size of the logo.



Printed 4cm
Digital 30px



Printed 4cm
Digital 30px



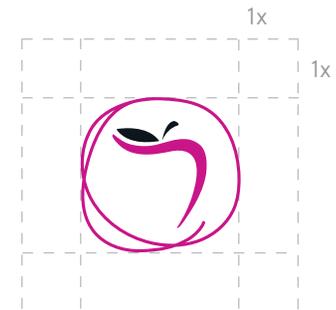
Printed 1cm
Digital 30px



PROTECTION AREA

The brand will always need a protection zone (minimum amount of “free” space that frames it), and it must be respected and not be occupied by any disturbing element.

Use the altitude line of the “x” as the unit of measurement to obtain the protection zone.



INCORRECT USAGE

- 01. Do not alter the original composition of the brand.
- 02. Do not individually increase or reduce the size of any of the elements of the brand.
- 03. Do not add contours.
- 04. Do not use gradients.
- 05. Do not rotate.
- 06. Do not use colors other than official ones.
- 07. Do not deform the brand.
- 08. Do not add any kind of effects.
- 09. Do not alter in any way its composition.

ON COLOR BACKGROUNDS

Avoid using the brand in full color with shades and backgrounds that can be confused with corporate or do not contrast well.

OVER PHOTOGRAPHY

The logo must be positioned in a clear or clean area of elements, preferably in a single color and without extreme tonal variations.

01



02



03



04



05



06



07



08



09



SLOGAN

The slogan, “The playground for grown-ups”, refers to the safe and comfortable spaces that our brand offers to the free-spirited traveler.

The slogan has two formats:

1. In two lines
2. Words in various sizes when typography is DIN Condensed Bold.

The first format can be accompanied by the logos, if it has a vertical divider line.

The second format must be completely separated from the logo without altering the accommodation of the words and/or their size.

In neither of the two cases can the slogan be modified in more lines or other colors.

Secondary slogan:

LET'S PLAY

Neither the slogan nor the secondary slogan can be modified in more lines or other colors.

The playground
for grown-ups

THE
PLAYGROUND FOR
GROWN-UPS

TEMPTATION  | The playground
CANCUN RESORT® for grown-ups

LET'S
PLAY

COLORS PALETTE MAIN COLORS

TEMPTATION RESORTS

Corporate colors contribute to the effective communication of the brand. The colors should be applied without change and never be substituted. This colours will apply for Resorts and Cruises Temptation Brands.

PANTONE: Direct ink printing

CMYK: Values for printing corresponding to direct inks. (The result obtained does not guarantee the same quality and / or fidelity as PANTONE inks).

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

HEX: Values compatible with web.

TEMPTATION CANCUN RESORT AND TEMPTATION MICHES RESORT

For a proper differentiation of brands, Temptation Resort will only use corporate pink and gray (pantone black 6C at 45% saturation) as main colors.

CORPORATE PANTONE TEMPTATION RESORTS

Pantone Black 6C



CMYK	RGB	HEX
81 / 71 / 59 / 76	16 / 24 / 31	10181F

Pantone 233C



CMYK	RGB	HEX
15 / 100 / 0 / 0	165 / 32 / 111	A5206F

CORPORATIVE PANTONE TCR AND TMR

Pantone 233C



CMYK	RGB	HEX
15 / 100 / 0 / 0	165 / 32 / 111	A5206F

Pantone Black 6C 45%



CMYK	RGB	HEX
45 / 34 / 35 / 0	158 / 158 / 158	9e9e9e

COMPLEMENTARY PALETTE

Vibrant, fresh and full of life tones constitute complementary colors.

Each one will be used for different materials, stationary and for promotional purposes.

Pantone 2592U



CMYK	RGB	HEX
46 / 69 / 0 / 0	148 / 102 / 171	9466AB

Pantone Orange 021 U



CMYK	RGB	HEX
0 / 68 / 82 / 0	243 / 116 / 64	F37440

Pantone 361C



CMYK	RGB	HEX
75 / 0 / 100 / 0	57 / 181 / 74	37B34A

Pantone 7467C



CMYK	RGB	HEX
100 / 6 / 36 / 0	0 / 161 / 175	00A2AE

Pantone 109C



CMYK	RGB	HEX
0 / 16 / 100 / 0	255 / 210 / 0	FFD200

Pantone Rhodamine Red C



CMYK	RGB	HEX
0 / 100 / 0 / 0	236 / 0 / 140	EB008B

TYPOGRAPHIES

TYPOGRAPHY FOR TEXT BODIES

For the regular text bodies, the Aaux ProRegular will be used, being able to use the ProMedium, ProBlack or ProLight version for titles, web page or texts that require emphasis.

DESIGN TYPOGRAPHY

The characteristic typography for accents, short phrases and for special cases will be the Din Condensed Bold.

Any other use of this typography should be limited to specific, formal requirements and should be consulted.

COMPLEMENTARY TYPOGRAPHY

Promotional text or articles that are required to show a more fun side of the brand, use the Back to Black or Bacalistics fonts, but keep in mind that these fonts must not be used simultaneously.

Aa Bb Cc
Bacalistics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Aaux ProRegular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Aaux ProLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Aaux ProBlack
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Din Condensed Bold BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Back to Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

PHOTOGRAPHIC STYLE

The image system of the brand consists of the following parameters:

CONCEPT

Every image should represent the values, characteristics and identity of the brand.

FACILITIES

Photos or representations of the hotel's signature areas.

ASPIRATIONAL

Images taken at the hotel or from image banks, which represent the emotions and lifestyle that the market can live through the brand.

Every advertising element must contain at least one of the 3 types of images, and no more than 2 photos of the same item. So that in the same ad we can project different messages, which together provide a more complete idea of the brand and its benefits.

It's important to consider that the texts are a fundamental part of any publicity; thus, the texts and images must be complementary and not be redundant with each other.

All images must be approved by the corporate Marketing Department, this to guarantee the correct application of the same.

PHOTOGRAPHIC STYLE

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 brightness, 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 sunrises 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 setting, costumes and props should project fun/party.

PHOTOS OF PEOPLE ON PREMISES

Use expressions according to the use or activity.

PHOTOS OF PEOPLE

Use warm colors with high contrast. It is recommended to use models with an average-build, ranging from 35 to 45 years of age. Men in casual/elegant wear and women with attitude in sexy attire.



5

CONTACT

CONTACT INFORMATION

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

LINKS

OFFICIAL WEB SITE

temptation-experience.com

temptationresorts.com

GRAPHIC RESOURCES AND MEDIA KITS

media.original-group.com

SOCIAL MEDIA

 temptationsocial.com

 [Temptation Cancun Resort](#)

 [TemptationCancunResort](#)

 [RemptationResorts](#)

 [TemptationRs](#)

 [Temptation Resorts](#)

