



TEMPTATION
Grand MICHEs RESORT

B R A N D B O O K

JUNE 2023





A COUPLES-ONLY
EXPERIENCE



Introduction

This brand book was developed, due to the growth and expansion of both Original Group, and its Temptation Grand 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, easy to understand, expresses credibility and confidence, and 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 Temptation Grand. For the common benefit of

Temptation Grand, it is important to read all content thoroughly and apply it across all channels of communication.

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





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01

Temptation Grand
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 Temptation Grand concept was created due to the growing necessity to create unique experiences for couples (21+) seeking the opportunity to expand their sensual horizons in a seductive atmosphere. The success of this concept has made it a top-option within the adults-only resort sector on an international level.

Set in a paradisiacal, unspoiled destination such as Miches, Dominican Republic, Temptation Grand Miches Resort provides exclusive VIP services and amenities, including au naturel areas with a unique and respectful sense of freedom, a deluxe all-inclusive program, a complete adult entertainment program featuring provocative theme nights, racy activities, and exciting pool parties, making Temptation Grand both a unique and original vacation option.

The concept and image of Temptation Grand was created with the motive of reaching an audience with a greater income; thus, a higher buying potential. In late autumn 2020, we broke ground on Temptation Grand Miches Resort, and both resorts we inaugurated in December 2022.

What makes us different?

Temptation Grand Miches Resort, our exclusive couples-only resort in the Dominican Republic, offers a pool, a Jacuzzi Lounge, and a playroom that are au naturel, as well as unparalleled entertainment offering stimulating daytime activities, seductive theme nights and special events all year long, a wide variety of restaurants, and beverage 24 hours a day.

Indulge in a couples-only, all-inclusive getaway, where our outstanding, discreet staff will go above and beyond the expectations at this all-new location.





Brand positioning

Brand positioning refers to the spot a brand occupies (characteristics, attributes, personality, defects), and all that it is associated with 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.

Temptation Grand Miches Resort offers an elevated guest experience where we have turned up the heat by adding a couples-only twist for a provocative treat. Focused on achieving brand-positioning within the adults-only tourism industry, Temptation Grand explodes the erotic element, through elegance. This identity allows Temptation Grand 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, Temptation Grand assures that it has created an inviting, sensual, exclusive and discrete experience, beyond consumer's expectations.

Our target

- Couples from the 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: \$80,000 - 150,000 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.





02

OUR
personality

Tone of voice

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

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

Temptation Grand 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 partner's hand and lead the way out of the den and into the wild. An intimate escape to free your instincts and satisfy your desires in a 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:

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



Brand personality

EROTIC

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

SOCIABLE

Friendly, self-confident, and respects all lifestyles

EXCLUSIVE

Only for people with a free and open lifestyle

ORIGINAL

Innovative and creative

DISCREET

Protects privacy

SUCCESSFUL

Recognized as leader in its category

Branding attributes

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

COUPLES ONLY • AU NATUREL AREAS • EXCLUSIVE • TOPLESS-OPTIONAL POOL

PLAYFUL

EXQUISITE

SENSUAL

KINKY

EROTIC

NEW

INTIMACY

PASSION

ENCOUNTERS

ADVENTURE

TEMPTING

SEDUCE

EXCLUSIVE

COUPLE

FANTASY

CLASSIC

CARNAL

PLEASURE





03

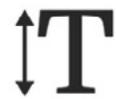
Visual Language
ELEMENTS

Creative strategy

The graphic proposal for Temptation Grand 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 Temptation Grand.



Logo
(typographic)

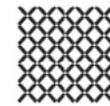
+



+



+



Patterns

Logotype



TEMPTATION

Grand MICHEs RESORT

Isotype



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.

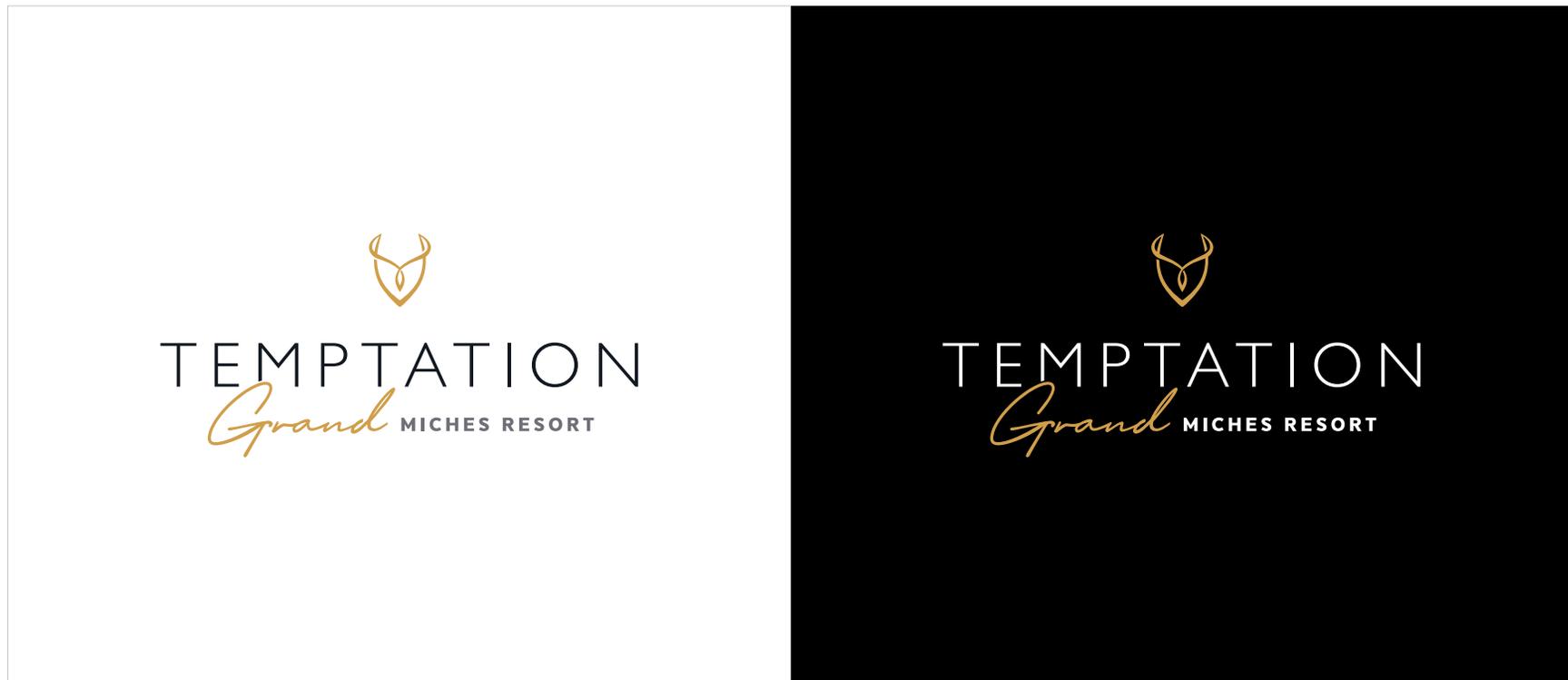
	—————	Love Passion Desire Romanticism	—————	
	—————	Freedom Independence Voyage Harmony	—————	
	—————	Couple Complicity Confidence Attraction	—————	
	—————	Yoni Energy Origin Sensuality Femininity	—————	
	—————	Courage Empowerment Boldness Strength Sexuality Masculinity	—————	

Corporate brand

The brand is presented in two versions consisting 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 it gives strength to the legitimate use of the brand.



Color palette

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, Pantone 233C 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.

MAIN COLORS

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 BLACK C 50% - GRIS



CMYK	RGB	HEX
52 39 35 18	124 128 133	7C8085

COMPLEMENTARY COLORS

PANTONE 233 C



CMYK	RGB	HEX
15 100 0 0	165 32 111	A5206F

WHITE



CMYK	RGB	HEX
0 0 0 0	FF FF FF	FFFFFF

Color applications

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



Typography

For the correct reproduction and interpretation of the brand's graphic values, it is recommended the use of three font families: Avenir Next, Holimount and Summer Loving.

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

Aa Bb Cc

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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.

AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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

Aa Bb Cc
Holimount

*A B C D E F G H I J K L M
N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
0123456789*

Aa Bb Cc

Summer Loving

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proportions & reductions

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

Minimum reproduction

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

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



x equals the height of the isotype.

a)	<p>3.5 cm</p>	<p>2.5 cm</p>	<p>1.8 cm</p>	<p>0.5 cm</p>
b)	<p>6 cm</p>	<p>3.5 cm</p>	<p>1.8 cm</p>	<p>0.5 cm</p>
c)	<p>99 px</p>	<p>71 px</p>	<p>51 px</p>	<p>17 px</p>

Slogan

The slogan "A Couples-Only Experience" was conceived to describe our concept. It describes the value of a sensual couples-only getaway, one of the highlights of our cruises and resorts.

For the graphic use of the slogan we recommend SkolaSans as the main font, in version Light, in capital letters, 311 tracking spacing, giving it a fine, elegant aesthetic.

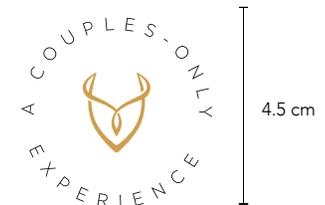
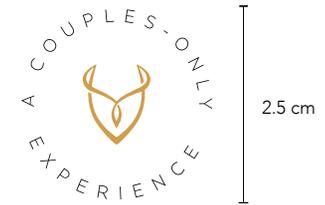
Additionally, the use of the slogan as a seal integrated with the isotype with Pantone 7407 C, creates a new graphic element to the brand.

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 Temptation Grand brand should be applied in the following fashion:

Corporate brand: without nominative.

Sub-brands:

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

Miches Resort

location

+

nominative

Venice Cruise

location /departure point

+

nominative

* Paris Night Club

location /departure point

+

nominative



Logo misuses

01. Do not alter the original brand composition.
02. Do not increase or decrease the individual size of any brand elements.
03. Do not add edges.
04. Do not degrade.
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.

01



02



03



04



05



06



07



08



09



Patterns and graphic elements

There are 2 graphic pattern proposals to strengthen the sensuality and exclusiveness of the brand's graphic design, which refer to the hotel architecture. In addition, shapes and borders are utilized to communicate elegance, class, and exclusiveness.

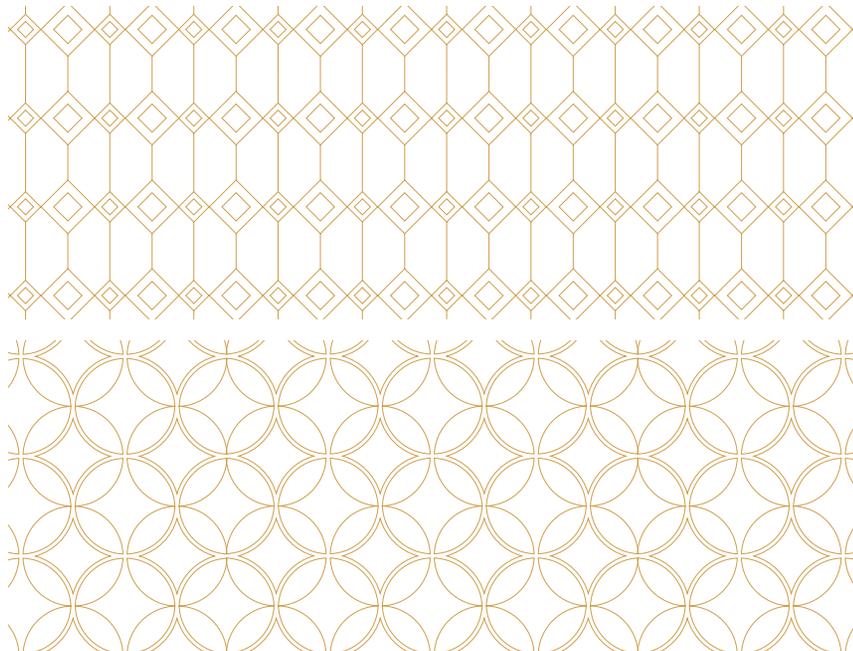
We recommended the exclusive use of this criteria for the selection of such patterns. Other graphic applications that do not communicate these values should be avoided.

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.

PANTONE 7407 C

Pattern 100 %

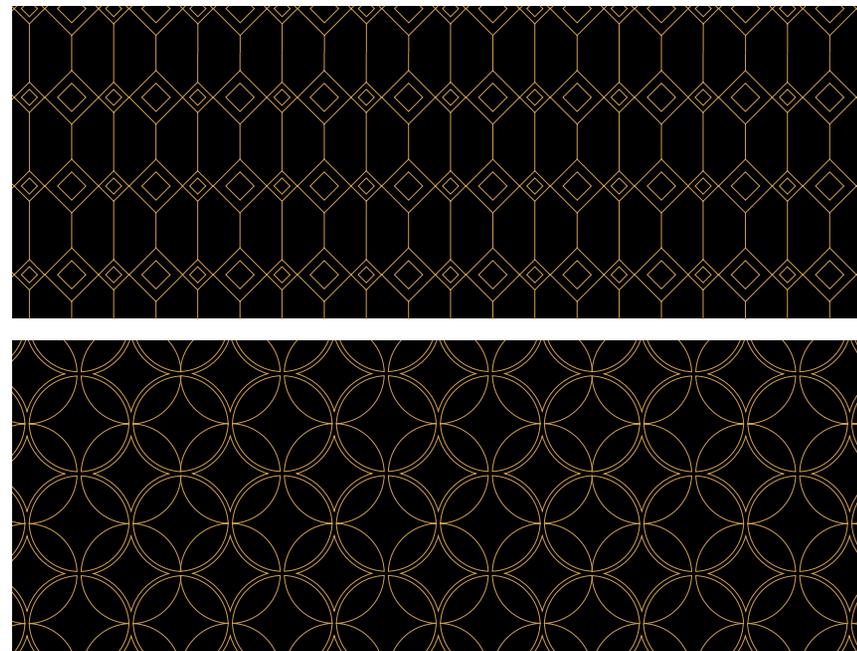
Background: white or clear background



PANTONE 7407 C

Pattern 100%

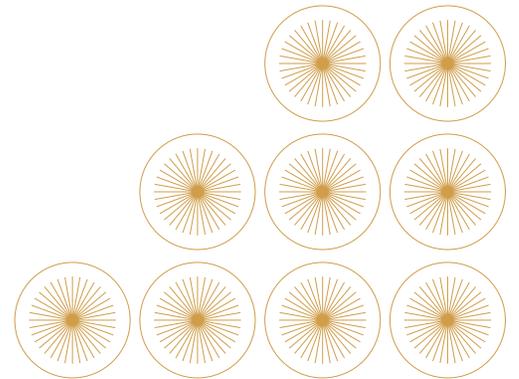
Background: black or dark background





Patterns and graphic elements

These are some border designs and graphic elements that can be used as complements in advertising and stationery applications, further ahead in this manual, its display use will be shown.



Patterns and graphic elements in photographs

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

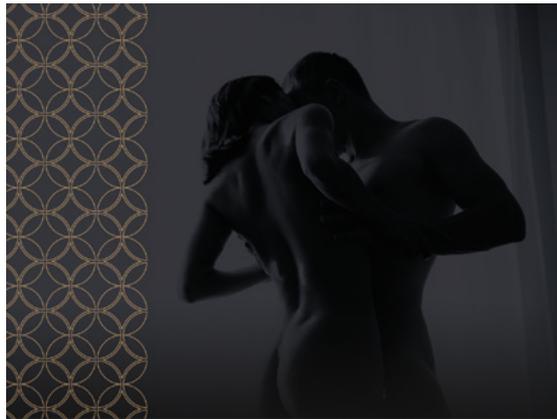
The photograph should not be entirely covered. The graphics or patterns should be placed on areas within the image that do not contain important visual information, and that do not make it difficult to comprehend.

Examples:

a) In black and white, covering up to 30% of the image's surface.

b) In full color, with a subtle shadowed effect over the layer and graphic elements in low opacity.

c) In full color, with a subtle black / white faded overlay and a pattern over the photo.



a)



b)



c)



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 and women with attitude in sensual attire.



Photographic style

Lifestyle

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

Shadow overlays of palm trees to evoke a tropical ambiance full of mystery.

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 1/3 proportion with Lifestyle as 1.





04

Brand applications

PRINTED MEDIA
ADVERTISING

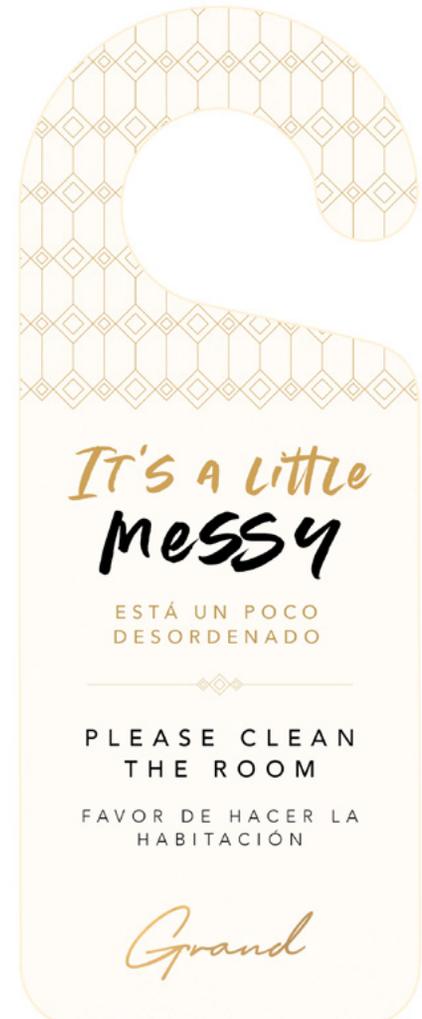
This is an example of the graphic solution with all graphic elements created for the brand.



PRINTED MEDIA

INTERNAL OPERATION

This is an example of the graphic solution with all graphic elements created for the brand.



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SOCIAL MEDIA

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