

THE PLAYGROUND FOR GROWN-UPS





BRAND BOOK

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1

ABOUT US

WHO ARE WE?

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 Cancun Resort 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 have 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

Our conceptual brand for adults offers a sexy and fun atmosphere, avant-garde facilities, exclusive service, culinary dining, and saucy entertainment, designed to generate unique experiences.

VISION

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

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



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.



A word cloud of brand values in pink text. The words are arranged in a vertical stack, with some overlapping. The words are: TRENDY, SOCIABLE, SEXY, OPEN-MINDED, SUCCESSFUL, EDUCATED, and AUTHENTIC. The words are in various sizes and orientations, creating a dynamic visual effect.

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 chic, sexy, upscale personality of our brand.

VOCABULARY

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

WORDS TO AVOID

<i>Adventurous</i>	<i>Party cruise</i>	<i>Sensual</i>
<i>Bold</i>	<i>Provocative</i>	<i>Erotic</i>
<i>Breathtaking</i>	<i>Racy</i>	<i>Luxurious</i>
<i>Breeze</i>	<i>Sensual</i>	<i>Elegant</i>
<i>Cheery</i>	<i>Sex</i>	<i>Sophisticated</i>
<i>Daring</i>	<i>Sexylicious</i>	<i>Exiting</i>
<i>Elegant</i>	<i>Sophisticated</i>	<i>Sex</i>
<i>Erotic</i>	<i>Spicy</i>	<i>Provocative</i>
<i>Exciting</i>	<i>Spontaneous</i>	
<i>Foxy</i>	<i>Stimulating</i>	
<i>Funtastic</i>	<i>Wild</i>	
<i>High-spirited</i>		
<i>Hot</i>		
<i>Irresistible</i>		
<i>Liberating</i>		
<i>Luxurious</i>		
<i>Mind-blowing</i>		
<i>Naughty</i>		
<i>Out of the box</i>		
<i>Outrageous</i>		

3

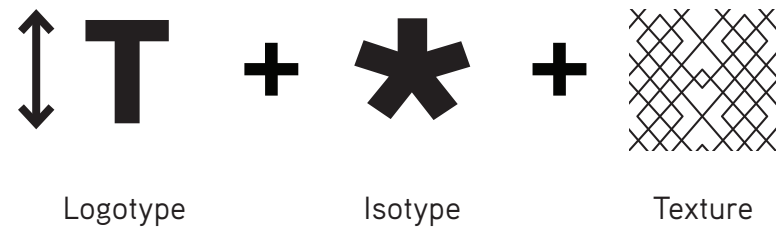
OUR VISUAL IDENTITY

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.



LOGOTYPE

Our logo is 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 logo should be used as an identification element and not as a design element. It is important that each 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.



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 logotype 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 logo 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 symbol and logo 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 1cm

Digital 30px

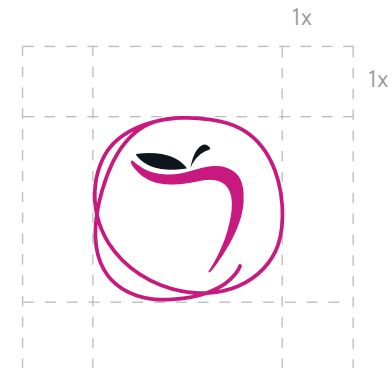


PROTECTION AREA

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 logo, 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

BRAND'S NOMENCLATURE

For its correct application, in the case of the creation of new resorts or new business units, the Temptation brands are used in the following way:

Corporate brand: without location or nominative.

Sub-brands:

Cancun	+	Resort
location		nominative

Caribbean	+	Cruise
location/departure point		nominative

Miami	+	Club
location		nominative

The use of sub-brands is indicative, that is, they will be used only when it is necessary to indicate something specific to a business unit (resort or cruise), either to provide a reference of location, signaling, belonging or differentiate one from the other.

Example:

Facade sign

Urban signage

Employee identification

Stationery for exclusive use

* In the case of cruises, the location refers to the starting point.

COLORS PALETTE MAIN COLORS

TEMPTATION RESORTS & CRUISES

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

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

CORPORATIVE PANTONE TCR Y TCC

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

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 font Back to Black.

Aa Bb Cc
Aaux ProRegular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Aaux ProLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Aaux ProBlack
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Back to Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc
Din Condensed Bold BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

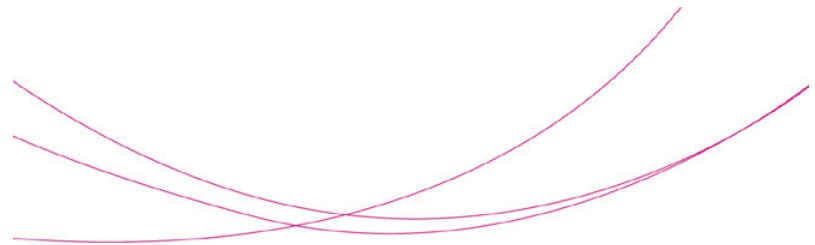
PATTERNS AND GRAPHIC ELEMENTS

The elements and patterns that should be used in the graphic material are soft and curved lines, these give dynamism, elegance and vitality to the design.

The suggested patterns go hand in hand with the facade and textures used in the hotel, representing sensual minimalism, characteristic of our architecture.

For marketing material, use magenta lines and gray patterns.

For corporate materials, use the texture of colors to create a relaxed vibe for all company employees.



ENVIRONMENT LABEL

This seal is intended to accompany all materials of an ecological nature within the hotel (announcements, signage, general notifications, etc.).

Together with the image of Temptation, respecting the guidelines defined in the manual, the badge implements the use of PANTONE 7407 C (gold) in combination with PANTONE 152-15 C (green), that can be used in the titles and graphic details of the pieces belonging to the program.



JUST SIP IT...

Straws are available upon request.

**We are doing our part in helping
to eliminate single use plastic waste, are you?**

DISFRUTARLO A SORBOS, SABE MEJOR...

Día con día, nos esforzamos por cuidar el medio
ambiente evitando residuos plásticos de un sólo uso.

Ayúdanos a evitar el uso de popotes,
sin embargo si necesitas uno puedes solicitarlo.



WATCH YOUR PRESENT, SAVE YOUR FUTURE.
CUIDA TU PRESENTE, SALVA TU FUTURO.



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 (avoiding nude torsos) and women with attitude in sexy attire.



4

APPLICATIONS

GRAPHIC GUIDELINES

GENERALS

The basic guidelines provide the base for the creation of the brand material, from the paperwork to the signage.

All the material for internal or external use has to have the imagotype or isotype, without modifications or color/form changes.

The font for the composition of the hotel material is black Aaux ProRegular at 90%. For phrases or titles in the material, the font must be Din Condensed Bold, and when it is only one phrase, the size and alignment could vary.

The magenta lines will be used to decorate the material that is not saturated by text, and to divide images or promotions.

If possible, all the material has to be in two languages (English and Spanish), if both texts are close together, we can differentiate them by importance.

INTERNAL OPERATION MATERIAL

The internal operation material must carry the isotype instead of the complete logo so that guests get used to seeing it by itself, thus becoming the most representative part of the brand.

In the same way, if its use and format allow it, we can include promotions or relevant information that benefits other hotel services.

When dealing with materials that by their format can be used by the client, we will include our website to convert them into potential advertising materials.

STATIONERY

The logo will be used in its full version in formal documents, as well as the website, address and contact information. Magenta lines may be used only if enough space is available.

Version 2 of the slogan can be used as a decorative element, if the imagery is used in isolation.

PRINTED MEDIA | STATIONARY

PERSONNEL BUSINESS CARDS

Magenta back for all personnel that require business cards and that work exclusively in a brand business unit. Printed on Cougar paper of 270 grs. FSC.

Name: Aaux ProBlack 13 Font size.

Position: Aaux ProRegular 8 Font size.

Contact info: Aaux ProRegular 7.5 Font size.

Website: Aaux ProBlack 7.5 Font size.

The graphic composition must always be the same.



PRINTED MEDIA | STATIONARY

EXECUTIVE BUSINESS CARDS

Gray back exclusively for the general manager, partners or owners, provided they have a specific position within a brand business unit.

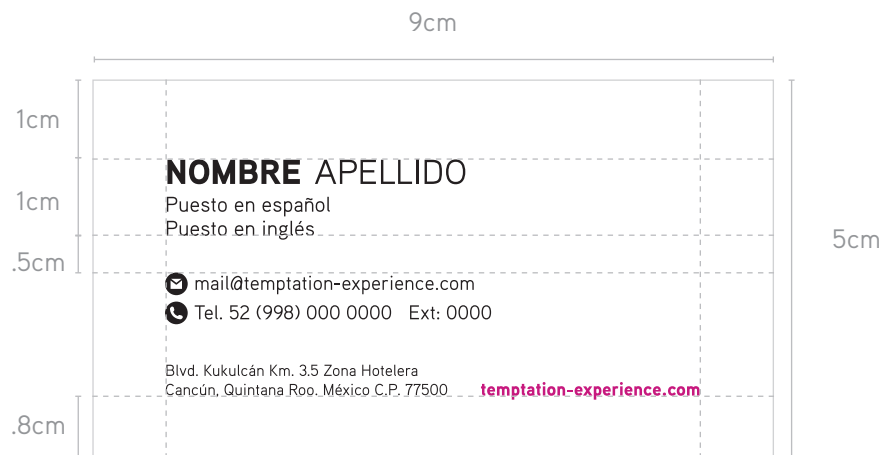
Name: Aaux ProBlack 13 Font size.

Position: Aaux ProRegular 8 Font size.

Contact info: Aaux ProRegular 7.5 Font size.

Website: Aaux ProBlack 7.5 Font size.

Layout and composition will always be the same.



PRINTED MEDIA | STATIONARY

LETTERHEAD

The letterhead must be used only for relevant documents.

Letter size

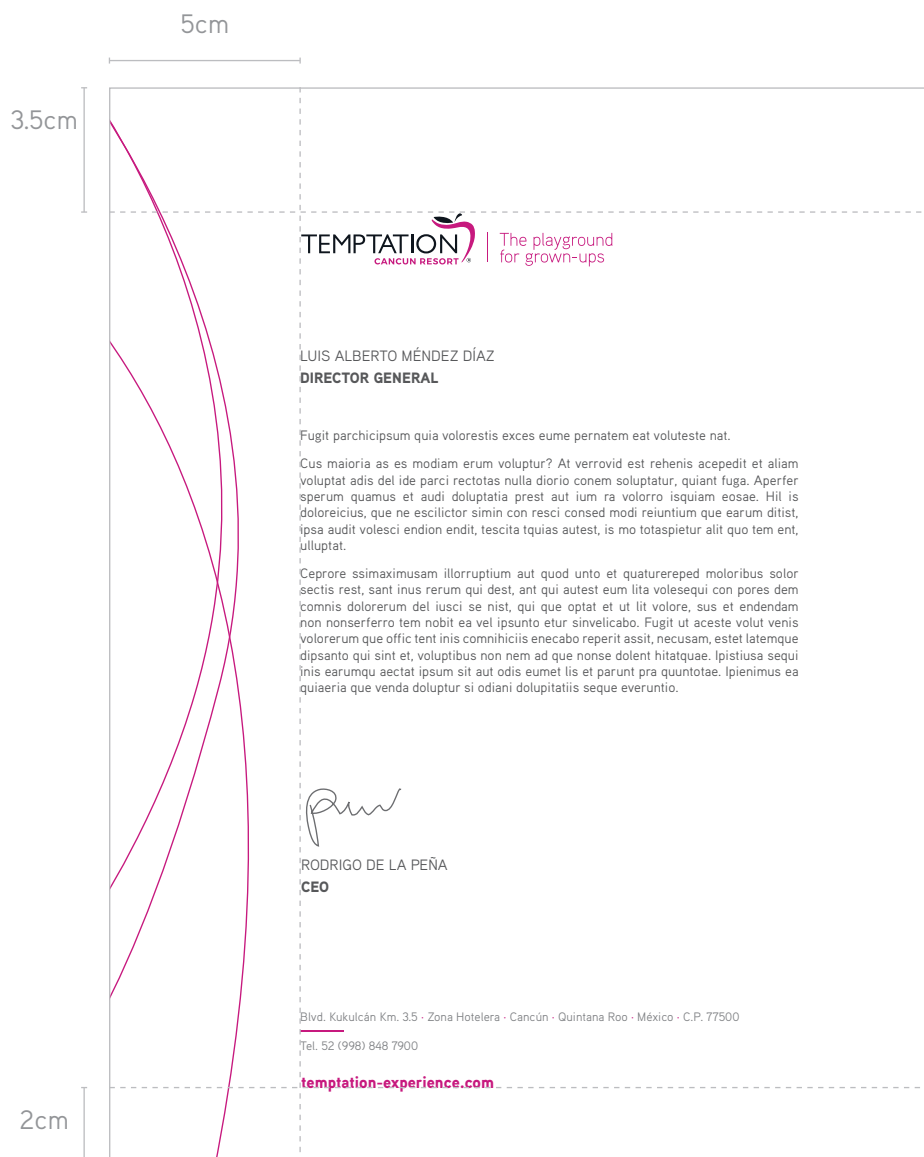
Logo: The version that includes the slogan

Contact information: Aaux ProRegular 9 pt

Website: Aaux ProBlack 12 pt

Body text: Aaux ProRegular 12 pt or failing Arial Regular 12 pt

The graphic composition should always be the same.



PRINTED MEDIA | STATIONARY

ENVELOPES

Logo: Regular version

Contact information: Aaux
ProRegular 9 pt

Website: Aaux ProBlack 12 pt



REGISTRATION SHEET

Letter size

Title: Aaux ProRegular 13pt

Registration data: Aaux ProRegular 7pt

Demarcation of responsibilities:

Title: Aaux ProBlack 8pt

Text body: Aaux ProRegular 7pt

Pass Titles: Aaux ProBlack 9pt

Policies and privacy notice:

Title: Aaux ProBlack 8pt

Text body: Aaux ProRegular 7pt

TARJETA DE REGISTRO / REGISTRATION CARD

FOLIO:

CÓDIGO DE
IDENTIFICACIÓN

NOMBRE NAME		TELÉFONO PHONE	
DIRECCIÓN ADDRESS		CÓDIGO POSTAL ZIP CODE	
Ciudad CITY	ESTADO STATE	PAÍS COUNTRY	AGENCIA AGENCY
CATEGORÍA DE CUARTERO ROOM CATEGORY	EMPLEADO EMPLOYEE	PAÍS COUNTRY	SALIDA/REGISTRO CHECK-OUT/REGISTRATION
NÚM. DE VOUCHER ROOM NUMBER	EMPLADO CLERK	NÚM. DE RESERVA RES. NUMBER	NÚM. DE CONFIRMACIÓN CONF. NUMBER
REMITENTE RECEIVER			
DIVERSO OTHER		E-MAIL	
NÚM. DE BRÁJERO CREDIT NUMBER			
OBSERVACIONES REMARKS			

SALIDA/REGISTRO: 11:00 A.M.

Tu hora tiene que coincidir la habitación 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 should be at 11:00 a.m. However, the guests will have a grace period of 60 minutes for their check out.

1. FIRMAR SIGNATURE	2.	3.
FIRMA/SIGNATURE		

HORA DE LLEGADA - CHECK-IN TIME

DECLARACIÓN DE RESPONSABILIDADES

El/los firmante/s debe responder por todos los daños en los casos de negligencia. Reconocimiento que desautorizo por cuenta propia, cualquier uso en todos los servicios y facilidades que ofrece **TEMPTATION CANCUN RESORT** dentro de su programa "Tudo Brasil". Entre otros: deportes acuáticos, otros servicios, actividades por cuenta condesci y para uso de cualquier actividad, daños a terceros por su culpa, deterioro de bienes, responsabilidad de hotel **TEMPTATION CANCUN RESORT** y sus compañías afiliadas, servicios, agentes y empleados. Quiero declarar que no pretendo causar ni dañar a nadie, ni a las instalaciones, ni a las personas. Si en caso de que sea dañado o perjudicado a cualquier institución o persona, yo mismo o a través de mi representante legal, me comprometo a pagar los daños y perjuicios que correspondan. Si en caso de que sea dañado o perjudicado a cualquier institución o persona, yo mismo o a través de mi representante legal, me comprometo a pagar los daños y perjuicios que correspondan. Sin embargo, los accidentes causados bajo la condición de haber cometido un comportamiento a ligeros actos de negligencia de todo responsable de hotel e inactiva e inoportuna respuesta. El concepto del hotel es de responsabilidad, excepto en emergencias y robos.

LIABILITY RELEASE

The hotel is not responsible for values not deposited in safe deposit boxes. I/we recognize that I/we want to participate in all services and facilities offered by **TEMPTATION CANCUN RESORT** within its "Tudo Brasil" program such as water sports and other services. Also through this channel and in case of an accident, damage to third parties and/or death, I/we disavow for **TEMPTATION CANCUN RESORT** hotel and its affiliated companies, its agents, agents and employees from all liability. I understand that I/we cannot use the hotel's facilities and services in a way that causes damage to the hotel, its facilities, its people or any third party. If the property or any third party is damaged due to misuse or negligence, I/we will be obliged to pay such damage, accepting the charge in my/our account. The hotel has an accident survey for events caused by a multifactorial and non-recurring behavior. However, any accident caused by a negligent condition of having committed. I/we agree to pay the damages and expenses that correspond. I/we agree to pay the damages and expenses that correspond. Without prejudice, accidents caused under the condition of having committed a light act of negligence of all responsible for hotel and inactive and inappropriate response. The concept of the hotel is responsibility, except in emergencies and thefts.

PASE DE ENTRADA (CHECK IN SLIP)

SEÑAL SIGNATURE	NOMBRE-NOME	PAÍS COUNTRY	PAÍS COUNTRY

PASE DE SALIDA (CHECK OUT SLIP)

SEÑAL SIGNATURE	NOMBRE-NOME	PAÍS COUNTRY	PAÍS COUNTRY

POLÍTICAS Y OBLIGACIONES AL HOSPEDARSE EN HOTEL TEMPTATION CANCUN RESORT

Reconocemos que al aceptar hospedarse nos sometemos a las políticas y obligaciones siguientes:

- Respetar la vida y demás hospitalidad y la empleada del hotel, en caso de agresión o violencia será expulsado del hotel sin derecho a reembolso alguno, incluyendo las rifas.
- No hacer mal uso del uso de mobiliario del hotel ni de las habitaciones, de lo contrario se le cargará a su cuenta la reposición o compra de el bien dañado.
- No fumar o hacer reservación para poder tener acceso para estar en el restaurante.
- No manejar o consumir empujadores o motocicletas, se le cargará a las actividades penales y administrativas correspondientes, además de ser expulsado.
- El uso de drogas o sustancias es ilegal en todo momento para evitar accidentes.
- Evitar desahucios en áreas públicas como estacionamiento y provocar la expulsión inmediata del hotel.
- Ante el abuso o exceso en la ingesta de bebidas alcohólicas, el personal del hotel podrá negarle el suministro de las mismas por su propio bienestar y seguridad.
- No ingerir alimentos ajenos al hotel, debe indicarlo al personal del restaurante si ingiere sus alimentos, de lo contrario, el consumo de alimentos que pudieran provocar alguna reacción, así como el uso de alcohol, serán bajo su propia responsabilidad.
- El hotel puede alquilar o incorporar sus objetos de valor dentro de la sala de seguridad, donde deberá estar el funcionario que se sea asignado.

En caso de algún accidente o evento de incineración relacionado con su salud, se deberá contactar a _____ ciudad _____, número telefónico: _____.

AVISO DE PRIVACIDAD:

Al aceptar el alquiler de un área de privacidad y protección de datos personales con domicilio en la liga de internet: "https://www.temptation.com/privacy-policy/" usted acepta la política de privacidad de Operaciones Hotelerías S.A. de C.V., cuyo domicilio es 335 Blvd Kukulcan, 2.º Ch. Cancun, Quintana Roo, México C.P. 77500. Los datos personales podrán ser utilizados para fines mercadotécnicos, comerciales y promocionales entre las empresas de Original Group precisadas en el aviso visible en la liga antes referida.

Acepto _____

POLICIES AND OBLIGATIONS TO STAY IN TEMPTATION CANCUN RESORT

We recognize that by accepting to stay we submit to the following policies and obligations:

- Respect other guests and hotel employees, in case of aggression or violence the guest will be expelled from the hotel with no right to any refund, including traveling.
- Do not mislead or misuse hotel furniture or room furniture, otherwise the replacement or replacement of the damaged item will be charged to your account.
- Reservations are required to use the restaurant.
- Do not handle or consume motorcycles or mopeds, you will be charged to the criminal and administrative activities, and will be expelled from the hotel.
- Use of drugs or substances is mandatory at all times to avoid accidents.
- Avoid excesses in the consumption of alcoholic beverages, hotel staff may refuse to supply the guest for their own welfare and safety.
- Do not ingest food or drinks that are not from the hotel, you must indicate this to the restaurant staff before ordering or eating their food, otherwise food consumption that could cause a reaction and use food intake will be at your own risk.
- The guest is required to report their valuables in the safe located inside the room they are assigned.

In case of any accident or important event related to your health, the hotel must contact _____ city _____, telephone number: _____.

PRIVACY POLICY

I have read and accept the privacy and data protection notice, which content is available at the link: "https://www.temptation.com/privacy-policy/" used as the privacy policy of Operaciones Hotelerías S.A. de C.V., whose address is 335 Kukulcan Blvd. 2nd Ch. Cancun, Quintana Roo, Mexico C.P. 77500. Personal data may be used for marketing, commercial and promotional purposes among the companies within the Original Group, specified in the notice visible in the aforementioned link.

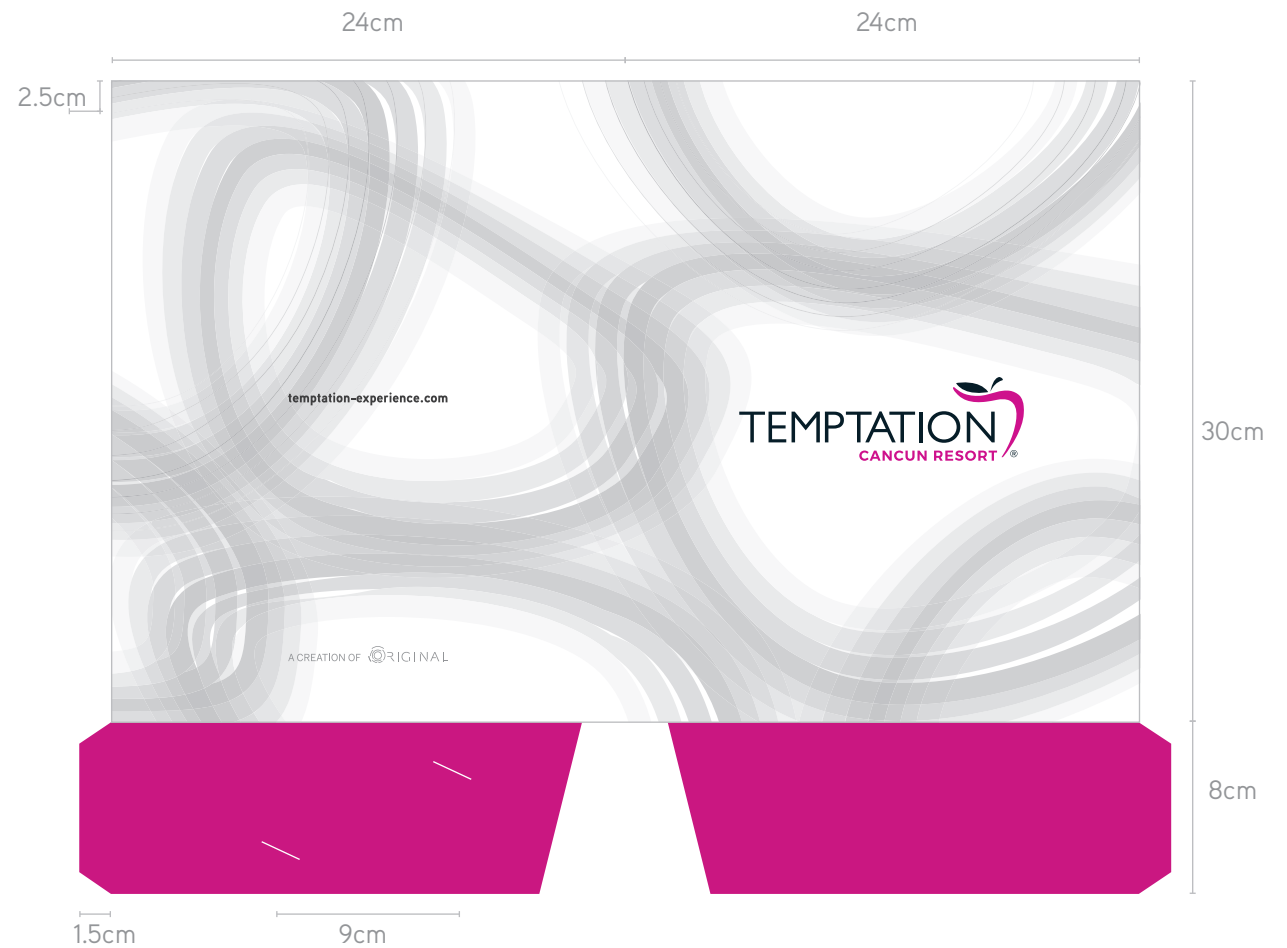
I accept _____

PRINTED MEDIA | STATIONARY

FOLDER

Use gray texture and the complete logo on the outside. On the inside, use flaps in the color of the brand.

Website: Aaux ProBlack 18pt



PRINTED MEDIA | STATIONARY

LOCKS

The internal operation materials that have direct contact with the client may have a sexy and fun phrase according to the concept of the hotel.

Clean designs and without photographs will achieve greater influence and avoid visual contamination.

Use basic or complementary colors as differentiators in materials that suggest some action.

Title: Din Condensed Bold, several sizes

Action: Aaux ProMedium 16pt and Aaux ProMedium 12pt



PRINTED MEDIA | OPERATION

BRACELETS

Select 3 mm acrylic or any sturdy rigid plastic material for this item. The intention is to achieve durability for the time the guest is at the brand's resorts.

Colors:

Gray: Trendy Ocean View, Trendy Garden View, Plush Jacuzzi Room Pool View, Seduction Beach Suites

Blue: Bash Tower Ocean View, Lush Tower Ocean Front

Gold: Premier referrals

Red: VIP guests, Temptation Oceanfront Master Suite, Temptation Oceanfront Penthouse

Black: Premier members



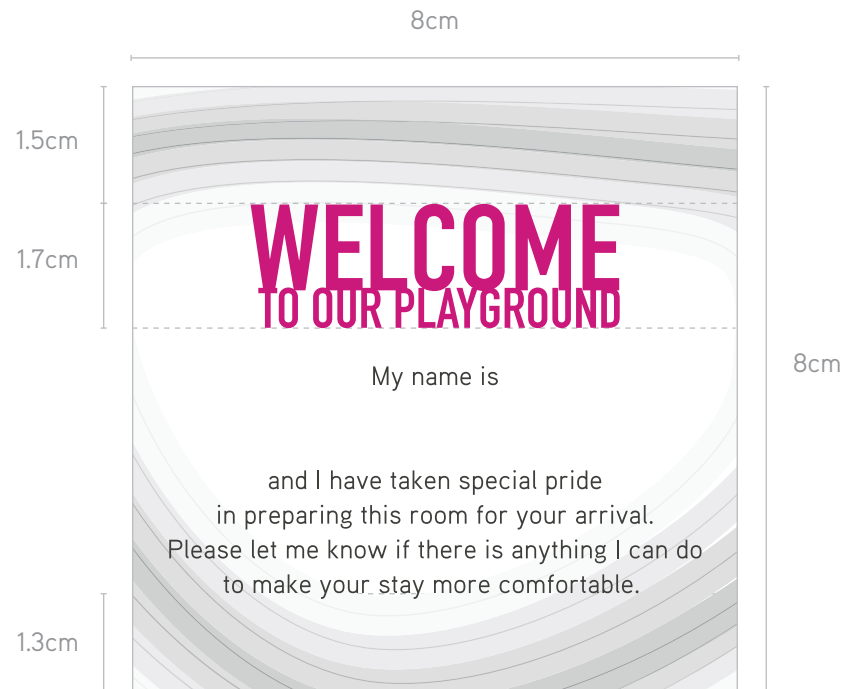
PRINTED MEDIA | OPERATION

TENT CARD ROOM

Greeting: Din Condensed Bold 45 and 21 pt

Text: Aaux ProRegular 10 pt

* In case the material inside the room has very little space, use without the isotype, as long as we support other elements of the brand, such as gray texture, colors and corporate typographies.



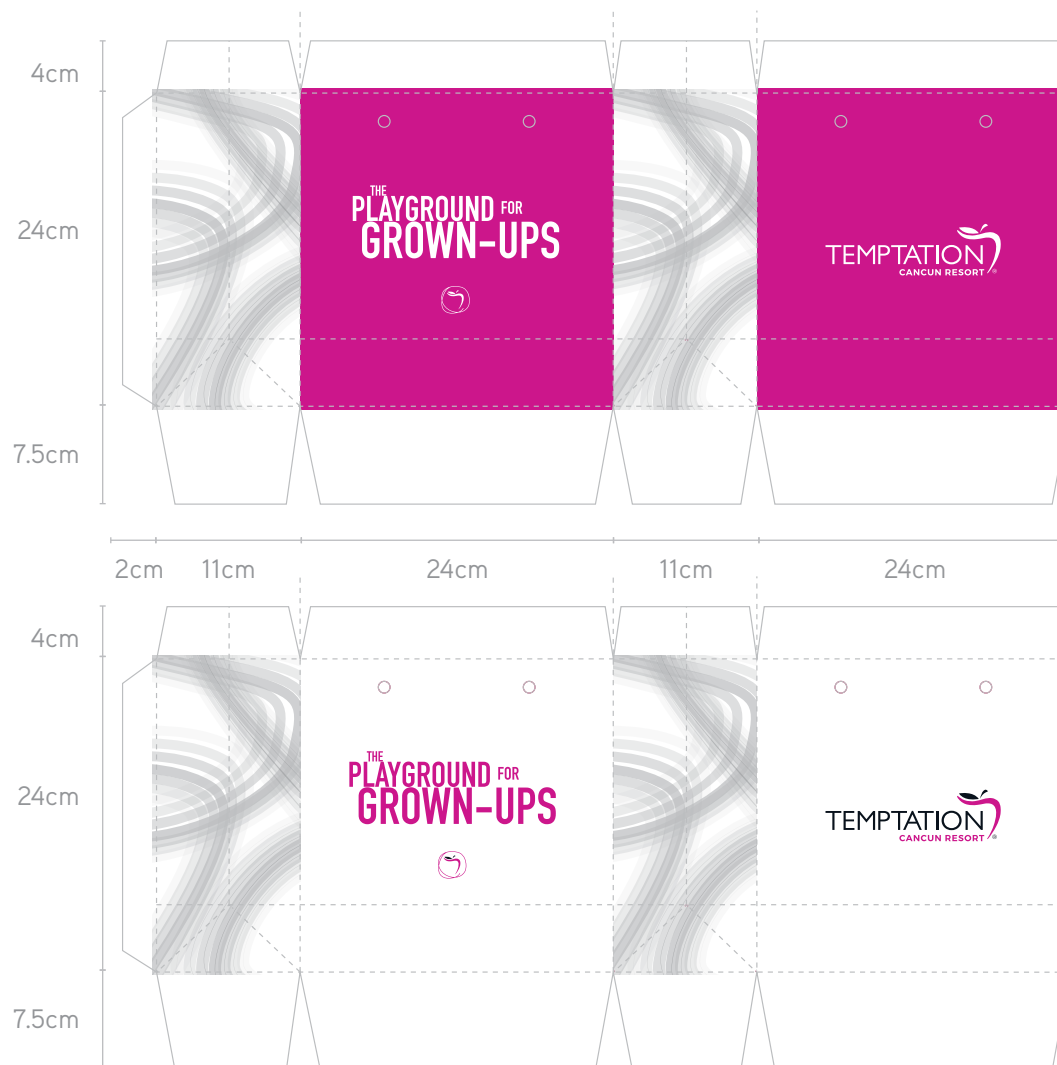
PRINTED MEDIA | OPERATION

GIFT BAGS

When choosing the patterns to be applied to the bags, you must consider patterns with spot varnish to combine with it or to create contrast.

The graphic composition should always be the same.

Use only the graphic patterns presented in this manual.



PRINTED MEDIA | OPERATION

COASTERS

Generic: printed front and back, they will have gray texture on one side with the colored isotype, and on the other, the official color of the brand along with the slogan and logo of the brand.

Dining venues: printed on 1 side, all coasters must have the logo in the center and the textures that make it a decorative element. If necessary, it can be printed on both sides, with a smooth background and the option to add a conceptual phrase.

Measures: 9 cm in diameter



PRINTED MEDIA | OPERATION

BAGGAGE TAG

Use the Aaux Pro typographic family in its various forms, according to the hierarchy required.

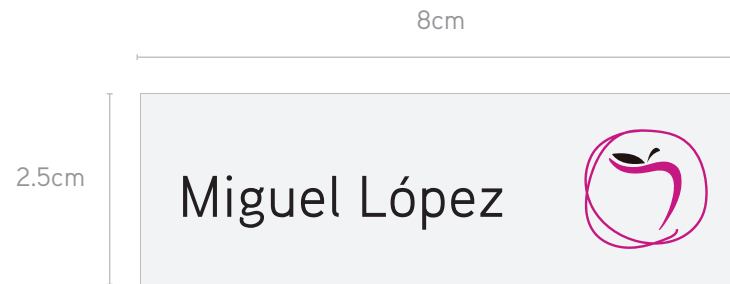


PRINTED MEDIA | OPERATION

BADGES

Text: Aaux ProRegular 22pt

Silver metallic badges with the colored isotype.



PRINTED MEDIA | OPERATION

MENUS

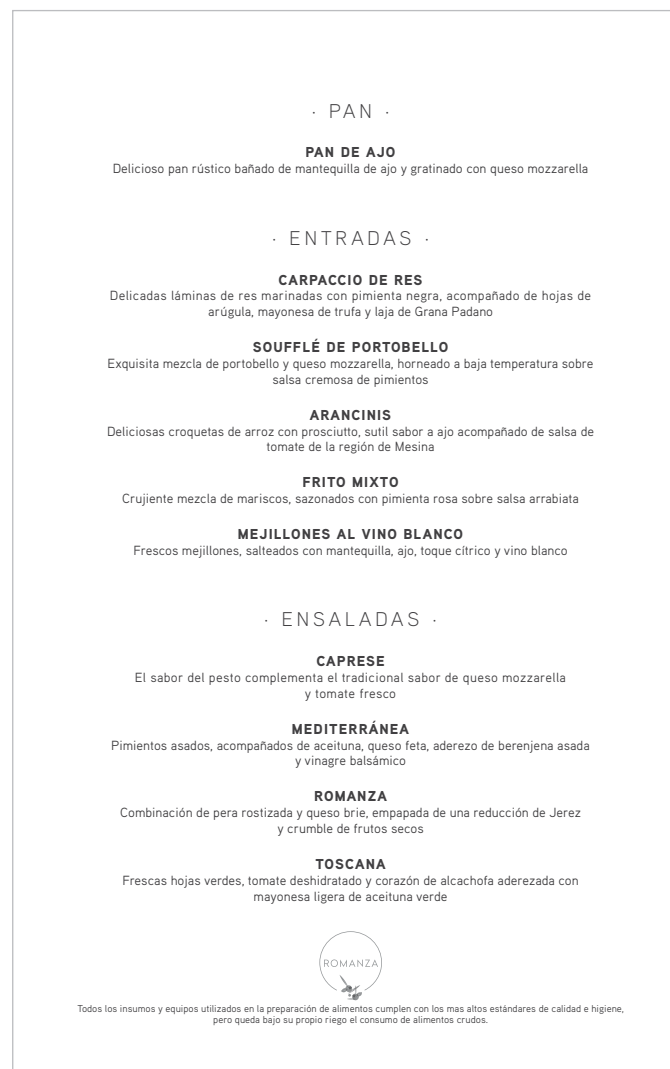
Section titles: Aaux ProLight 18 pt, kerning 200

Title of the saucer: Aaux ProBlack 13 pt, kerning 75

Description: Aaux ProRegular 12 pt

Messages: Aaux ProRegular 9 pt

Each menu should have the corresponding logo of the consumption center at the bottom.

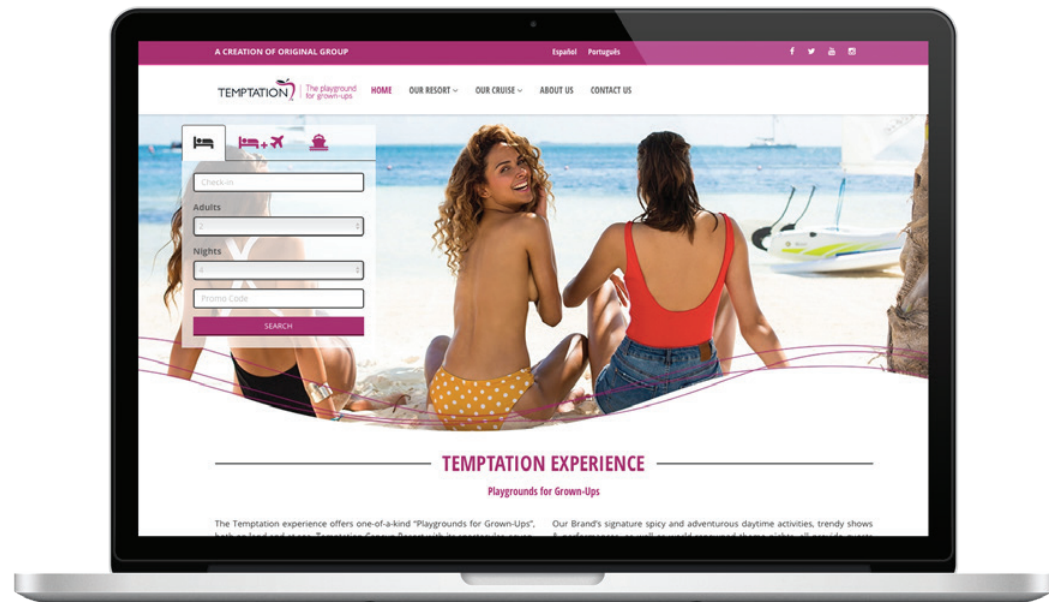


DIGITAL MEDIA

WEBPAGE

On the website, the concept images should predominate, depending on the context. The typography of the text will be Aaux ProRegular and the titles DIN Condensed.

All slides use the magenta lines in horizontal format, separating the images from the information.



DIGITAL MEDIA

ELECTRONIC SIGNATURE

The mail signature must include the logo in its full version, the adornment lines and the website with links to it.

Contact information: Arial

Website: Arial bold 11pt

Legal: Arial bold 10pt

The contact information may vary. When adding data, the proportions of the other elements are traversed to preserve the composition.



temptation-experience.com



NOMBRE Y APELLIDO (SIEMPRE EN MAYUSCULAS Y BOLD)

Cargo en español

Cargo en inglés

email@temptationresorts.com

tel: 52 998 XXX XXX ext: xxxx

tel: 52 998 XXX XXXX

fax: 52 998 XXX XXXX

Antes de imprimir este correo, piensa bien si es necesario hacerlo, el medio ambiente depende de nosotros, En **Operadora Desire S.A.P.I. de C.V.**, con nombre comercial Original Group, ubicado en la ciudad de Cancún, C.P. 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.original-group.com

Before you print this e-mail, think well if it is necessary to do it, the environment depends on us. Thanks. **Operadora Desire S.A.P.I. de C.V.**, with the trade name of Original Group and located on Cancun, C.P. 77500, State of Qunintana Roo, Mexico, is committed to the safety of the use of your personal data, for more information, see the entire privacy notice on our website www.original-group.com

DIGITAL MEDIA

SOCIAL NETWORKS

The images for the posts should contain a maximum of 20% of text, ensuring a greater visual impact, quality and approval by the main broadcast platforms.

COVERS

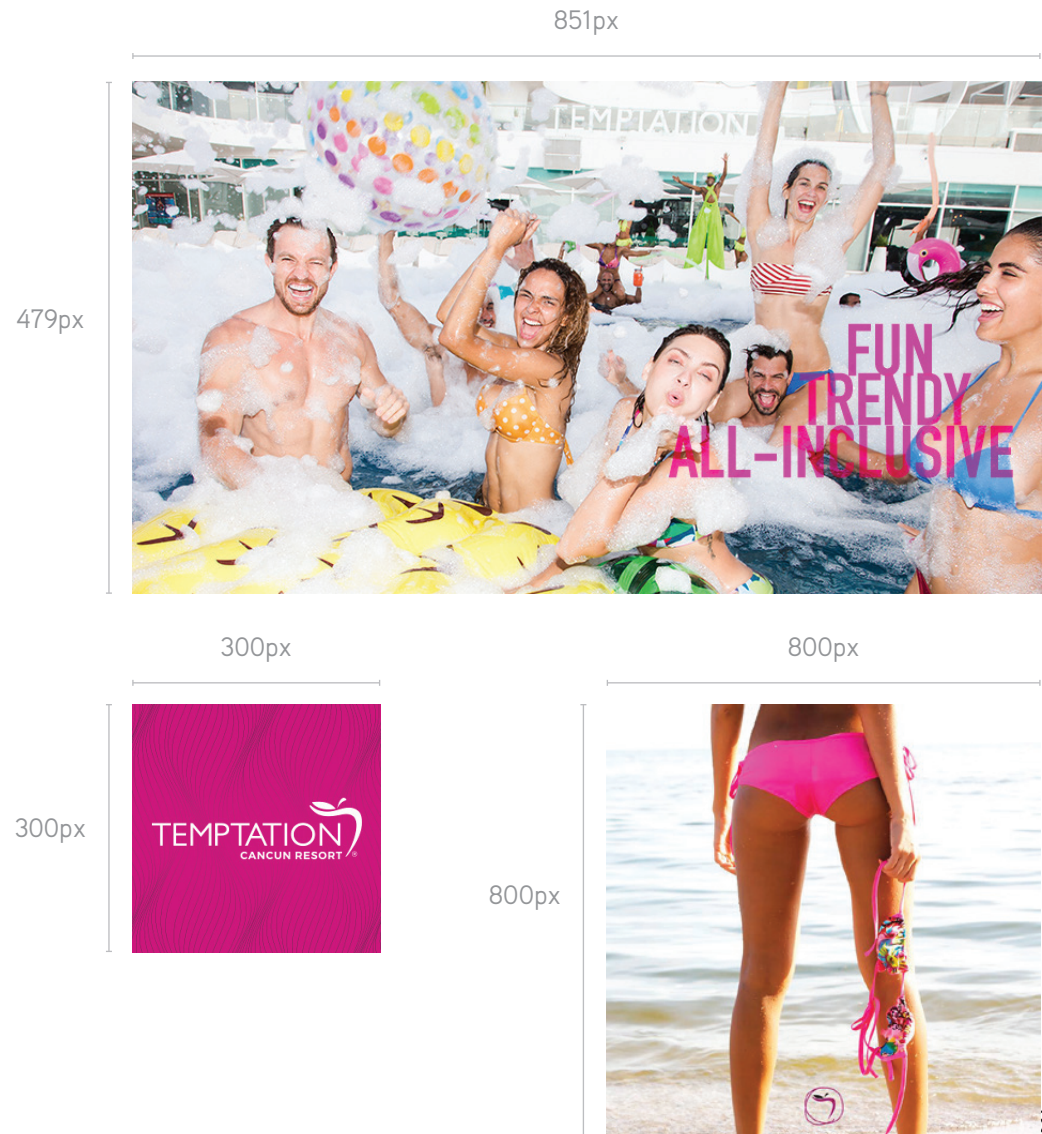
Ideally, conceptual photos and an allusive phrase.

PROFILE

Complete logo or isotype on a plain background, or with the brand textures.

POSTS

Posts are limited to a maximum of two images; these should be a mix of the previously established lines and should always have the isotype.



DIGITAL MEDIA

BANNERS

Banners contain only one image, the promotion large and magenta, the texts and restrictions in black at 90%, and a button that includes a call to action.

Use the pink ornament lines on all banners to separate the promotional image.



ADVERTISING

Advertisements should give priority to conceptual images, and if their size allows it, include some of installations or aspirations.

The concept image should cover 80% of the space, the text should be brief and transmit a specific message, be it promotion, sale or corporate.

Place the imagotype, slogan and contact data in the spaces that highlight their importance and facilitate their readability.



DIVERTIDO
TODO INCLUIDO
TRENDY

AREAS TOPLESS OPCIONAL

TEMPTATION
CANCUN RESORT

Experimenta de cerca nuestro concepto original.
Prepárate para un nuevo nivel de electrizantes vacaciones para adultos.

En nuestro resort todo incluido, divertido y moderno, disfrutarás un sentido de libertad y energía inigualables.



f TemptationExperience PlaygroundTmpt PlaygroundTmpt temptation-experience.com

PROMOS

Promotional items include products of daily use through which we present the brand in the life of the consumer.

They constitute constant and subtle publicity, which gives our clients a sense of belonging and exclusivity.

These materials only use our primary colors. The isotype and imagotype can be used interchangeably given the space available. Likewise, we need to include them in the website.

T-shirts, clothing, and bathing suits can have, in addition to slogans and corporate elements, catchy and fun phrases allusive to the concept.

The prints can be black, pink or white used with the grey texture of the brand.



PROMOS

T-SHIRTS

For both, men and women, use the slogan or funny/sensual phrases according to the concept, always using the logo and/or isotype of the brand.



SIGNAGE

The signs should be acrylic mounted with standoffs, the edges should be curved, using frosted vinyl as a basis for information and icons.

The only colors allowed are those indicated in this manual, including the numbers corresponding to the walls and floors of the level to which they belong.

CONSUMPTION CENTERS

The signage for the consumption centers must include the corresponding logo, if the message is exclusive to said center.

For generic messages that are not related to the any center, only the brand's isotype should be used.

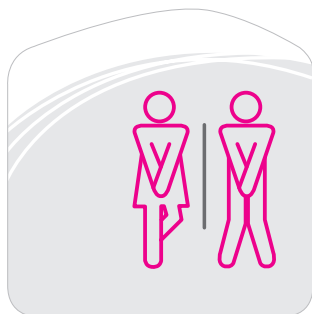
COMMON AREAS

In common areas, use the brand's isotype and choose the color for the material given the message we want to imply. Magenta for notices, an important message, or one that has relevant and concise information.

For signs with long texts or that require slower reading, use a white background and texts as described in the typographies and guidelines section.

DIRECTION

This signage will help to locate/direct the person through maps or diagrams. It will also give specific instructions to transit and to locate an area. To distinguish the different levels, we can use the floor colors, ex: the numbering of the rooms.



SIGNAGE

LOCATION MAP

Due to the extensive amount of information and details, maintain a clean and well-structured design, using colors that soften the graphic style, and improve reading.

Area names: Aaux ProBlack 14 pt

Number of rooms: Aaux ProBlack 10 pt

Titles of areas: Aaux ProBlack 14 pt

Names and plants of areas: Aaux Pro-Black 10 pt

Descriptions: Aaux ProRegular 10 pt



Note: The graphic size and thickness guidelines presented above are proportional to a letter-sized work table, therefore, if the surface measurements change, the values should change proportionally.

5

UNIFORMS

UNIFORMS

EXECUTIVE BOARD

Pink long sleeve shirt and gray pants.

Fabric: Oxford Premium shirt, pants in Freedom stretch 76

Footwear: black shoes.



UNIFORMS

ROOMS DIVISION

Managers and Guest Service

Women

Purple dress with curved neckline

Fabric: Freedom stretch 69T

Footwear: black shoes

Men

Uniform in dark gray with purple details

Fabric: shirt in Freedom stretch 69T with details in Ferragamo Italiano 20A, pants in Freedom stretch 76

Footwear: black shoes

Receptionist

Women

Dark gray dress with curved neckline

Fabric: Freedom stretch 76

Footwear: black shoes

Men

Uniform in dark gray with purple details

Fabric: shirt in Ferragamo Italiano 20A with details in Freedom stretch 69T, pants in Freedom stretch 76

Footwear: black shoes.

Managers and Guest Service



Receptionist



UNIFORMS

ROOMS DIVISION

Captain

Uniform in light gray with details in purple, 3/4 sleeve

Fabric: shirt in Supremo 27 with details in Freedom stretch 69T, pants in Freedom stretch 76

Footwear: black shoes

Porter

Uniform in light gray with details in purple, short sleeves and matching hat

Fabric: shirt in Supremo 27 with details in Freedom stretch 69T, pants in Freedom stretch 76

Footwear: black shoes

Bellboy

Uniform in light gray with purple details, short sleeves

Fabric: shirt in Supremo 27 with details in Freedom stretch 69T, pants in Freedom stretch 76

Footwear: black shoes

Captain



Porter



Bellboy



UNIFORMS

HOUSEKEEPER

Supervisor

Uniform in dark gray with details in pink

Fabric: Supremo 9 with details in Honolulu 66

Footwear: white tennis

Camaristo (a) - day

Uniform in light gray with details in pink

Fabric: Supremo 27 with details in Honolulu 66

Footwear: white tennis

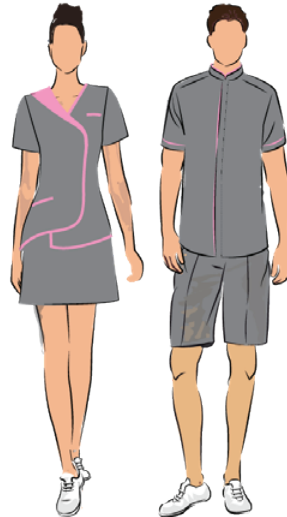
Camaristo (a) - night

Uniform in black with details in pink

Fabric: Tergal Hindu black with details in Honolulu 66

Footwear: black shoes

Supervisor



Camaristo(a)



Day

Night

UNIFORMS

SERVICE

Captain

White shirt with long sleeves and dark gray trousers

Fabric: shirt in Ambassador white, pants in Freedom stretch 76

Footwear: black shoes

Waiter

Long sleeve white shirt, short apron. Outdoor service will use shorts and the indoor service will use trousers, both in light gray

Fabric: shirt in white Ambassador, short in Supremo 27

Footwear: white tennis for outdoor service and black shoes for indoor

Bartender

Day: White shirt with purple details, hat and pants in light gray

Fabric: white Ambassador shirt with details in Freedom stretch 69T, short in Supremo 27

Footwear: black shoes

Night: white shirt, suspenders, tie and Black pants.

Fabric: shirt in white Ambassador, trousers in Freedom stretch black

Footwear: black shoes

Captain



Waiter



Outdoor

Indoor

Bartender



Day

Night

UNIFORMS

RESTAURANTS

Hostess

The design of the uniform should follow the concept of the restaurant and adapted in such a way that it always projects the brand's image.

Generic



Mexican



Asian



UNIFORMS

RESTAURANTS

Restaurants with a clear hierarchy, allowing the guest to identify each of the employees.

Designs and colors need to go along with the concept of each consumption center.

Manager



Captain



Waiter



UNIFORMS

PLAYMAKERS

The uniforms should be comfortable enough to carry out the entertainment activities throughout the day.

For activities: Polo shirts, dryfit shirts, tanks and tops for upper body, shorts and skirts for lower body, the cloth should be fresh, breathable, and in the brand's colors.

Bathing Suits: trunks or shorts for men, 2-piece bikinis for women

Footwear: white or black sneakers and sandals. These uniforms should include both the brand's isotype and the Playmakers' logo. Additional to the official colors, patterns and textures can also be included.

REFEREE

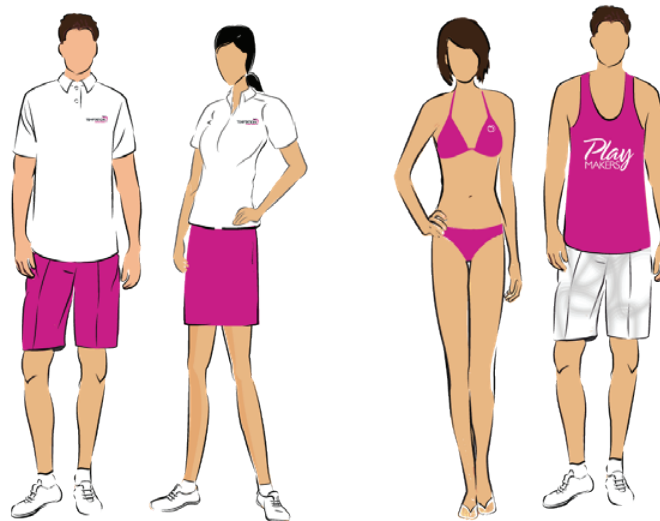
The uniforms should be casual, but must also impose a degree of authority.

Day: Polo shirt and cargo Bermuda shorts

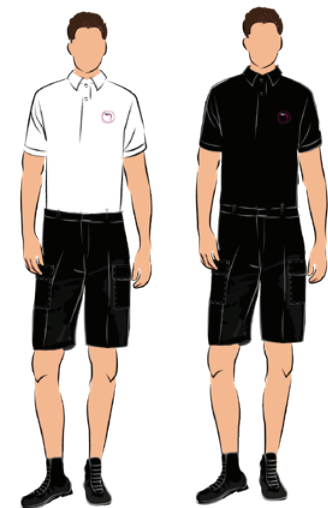
Night: Polo shirt and black pants

Footwear: Military or mountaineering

Playmakers



Referee



Note: These uniforms should include both the brand's isotype, and the Play Makers' logo. Additional to the official colors, patterns and textures can also be included.

6

CONTACT

CONTACT INFORMATION

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LINKS

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temptation-experience.com

GRAPHIC RESOURCES AND MEDIA KITS

media.original-group.com

SOCIAL MEDIA



temptationsocial.com



[TemptationExperience](#)



[TemptationExperience](#)



[PlaygroundTmpt](#)



[Temptation Cancun Resort](#)

7

GLOSSARY

GLOSSARY

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

Spot 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 spot 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.

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.

