



# BRAND BOOK

NAUGHTY  
BY NATURE



# CONTENT

---

<b>1 ABOUT US</b>	<b>page</b>
<b>1.1</b> Who are We?	<b>4</b>
<b>1.2</b> Brand Positioning	<b>5</b>
<b>1.3</b> History of the Brand	<b>6</b>
<b>1.4</b> Mission, Vision, Values	<b>9</b>
<b>1.5</b> Client profile	<b>10</b>
 <b>2 PERSONALITY</b>	
<b>2.1</b> Brand values	<b>13</b>
<b>2.2</b> Keywords	<b>14</b>
<b>2.3</b> Mr. Temptation	<b>15</b>
<b>2.4</b> Miss Temptation	<b>16</b>
<b>2.5</b> Voice and Tone	<b>17</b>
<b>2.6</b> Writing Considerations	<b>18</b>
<b>2.7</b> Vocabulary	<b>19</b>
 <b>3 VISUAL IDENTITY</b>	
<b>3.1</b> Creative Strategy	<b>21</b>
<b>3.2</b> Logotype	<b>22</b>
<b>3.2.1</b> Isotype	<b>23</b>
<b>3.2.2</b> Variant	<b>24</b>
<b>3.2.3</b> Proportions	<b>25</b>
<b>3.2.4</b> Protection Area	<b>26</b>
<b>3.2.5</b> Incorrect Usage	<b>27</b>
<b>3.3</b> Slogan	<b>28</b>
<b>3.4</b> Brand's Nomenclature	<b>29</b>
<b>3.5</b> Colors	<b>30</b>
<b>3.6</b> Typographies	<b>32</b>
<b>3.7</b> Patterns and Graphic Elements	<b>33</b>
<b>3.9</b> Photographic Style	<b>34</b>

<b>4 APPLICATIONS</b>	<b>page</b>
<b>4.1</b> Graphic Guidelines	<b>39</b>
<b>4.2</b> Printed Media	<b>40</b>
<b>4.2.1</b> Stationery	<b>40</b>
<b>4.2.2</b> Operation	<b>42</b>
<b>4.3</b> Digital Media	<b>43</b>
<b>4.4</b> Advertising	<b>47</b>
<b>4.5</b> Promos	<b>48</b>
 <b>5 UNIFORMS</b>	<b>50</b>
 <b>6 CONTACT</b>	
<b>6.1</b> Contact Information	<b>53</b>
<b>6.2</b> Links	<b>53</b>
 <b>7 GLOSSARY</b>	<b>54</b>

1

---

ABOUT US



## WHO WE ARE

---

We are the perfect brand for adventurous, free-spirited travelers (21+) seeking an exciting adult-only party cruise. Our Naughty-By-Nature voyages provide designated topless-optional areas and outrageous entertainment that allow guests to feel free and uninhibited. All cruises include the Deluxe Beverage Package, as well as a variety of dining venues.

### WHAT MAKES US DIFFERENT?

What makes us different is our daring, naughty touch. Day and night, we generate a stimulating atmosphere that encourages guests to make friends. By providing racy activities and theme nights, Temptation Caribbean Cruise sets the ideal scene for both couples and single guests to feel sexy and free, enabling them to enjoy a liberating vacation experience.

### CRUISE-ONLY FEATURES:

- Deluxe Beverage Package Included
- R-Rated Red Room
- Spicy Workshops
- Naughty Pool Parties

### EXPERIENCE FEATURES:

- Sexy Theme Nights
- Special Guest DJs
- Complimentary Dining
- Topless-Optional Areas
- Provocative Poolside Experience

# BRAND POSITIONING

---

Brand positioning refers to the place a brand and all its associations (characteristics, attributes, personality, defects, etc.) 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.

## HISTORY OF THE BRAND

### TEMPTATION RESORTS & CRUISES



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

As part of our brand expansion, we announced our first Temptation Caribbean Cruise, strengthening the Temptation concept and taking it to 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 adults-only cruise brand offers a daring, fun atmosphere, plus both alcoholic and non-alcoholic beverages and gourmet dining included, and racy day and night entertainment, designed to push the boundaries and expand our guests' horizons.

## 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 \$85,000 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 are open-minded people who enjoy their sexuality.
- 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 ARE OPEN-MINDED PEOPLE WHO ENJOY THEIR SEXUALITY |  
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



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.

**ADVENTUROUS:** new, daring experiences, out-of-the box cruise concept.

**AUTHENTIC:** honest, real, congruent and transparent.

**TRENDY:** avant-garde style, tasteful, cutting-edge technology.

**SOCIABLE:** party atmosphere, extroverted, charismatic, fun, energetic.

**SEXY:** spicy activities and daring entertainment that push boundaries.

**OPEN MINDED:** tolerant, adaptable, without prejudice.

**SUCCESSFUL:** what we do, we do it well.

**EDUCATED:** respectful, intelligent and grateful.

ADVENTUROUS  
AUTHENTIC  
TRENDY  
SOCIABLE  
SEXY  
OPEN MINDED  
SUCCESSFUL  
EDUCATED

## KEYWORDS

---

**R-RATED RED ROOM  
SEXY NON-STOP PARTY  
NAUGHTY ENTERTAINMENT  
DELUXE BEVERAGE  
PACKAGE INCLUDED  
TOPLESS-OPTIONAL AREAS  
ADULTS ONLY**

## 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 between 38 and 40 years old who wants to live life to its fullest. Every opportunity he gets to try something new, he takes it. **(Adventurous)**

He is charismatic and extroverted. He 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 woman between 38 and 40 years old. 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)**

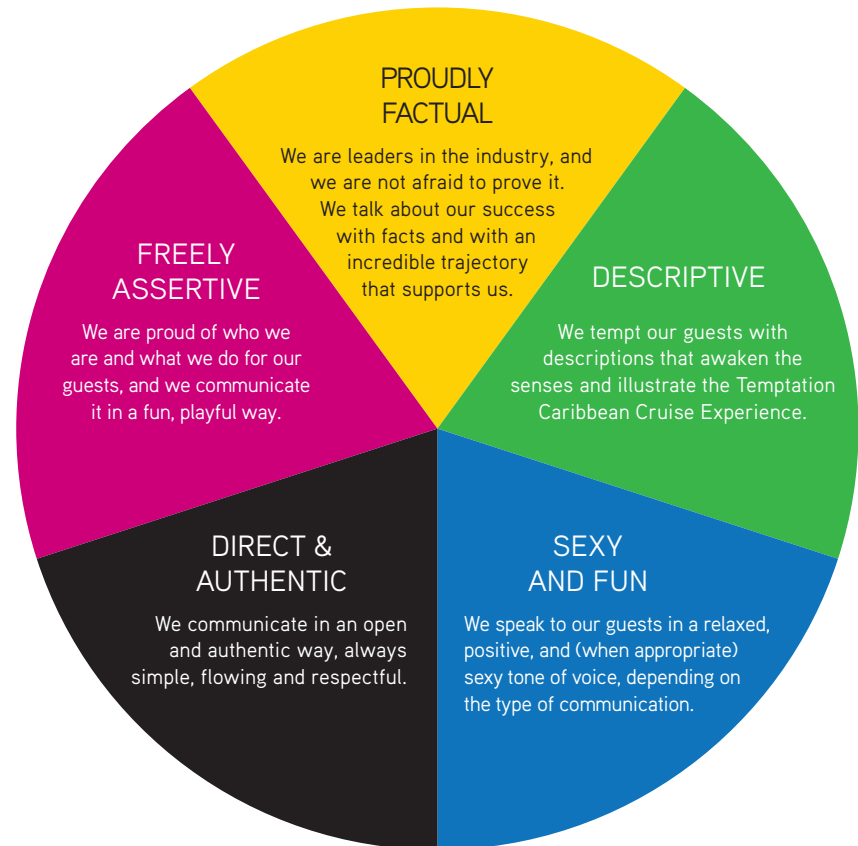
Miss Temptation has a successful career; she is financially and emotionally stable, giving her the freedom to create her own rules. **(Successful)**

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 cruises.

## 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

Sexylicious  
Hot  
Naughty  
Kinky  
Spicy  
Foxy  
Provocative  
Stimulating  
Irresistible  
Adults only  
Adventurous  
Authentic  
Awesome  
Confident  
Daring  
Bold  
BFFs  
Breathtaking

Breeze  
Cheery  
Funtastic  
Entertaining  
Exciting  
Extraordinary  
Freedom  
Feel free  
Free-spirited  
High-spirited  
Hotspot  
Innovative  
Liberating  
Mind blowing/  
Mind-blowing  
Non-stop party  
Open minded/  
Open-minded

Out of the box  
Outrageous  
Out of the ordinary  
Party cruise  
Playground  
Provocative  
Riveting  
Sociable  
Successful  
Spectacular  
Spontaneous  
Thrilling  
Trendy  
Topless-optional areas  
Unexpected

## WORDS TO AVOID

Addictive  
All-inclusive  
Avante-garde  
Captivating  
Elegant  
Erotic  
Fulfill expectations  
In style  
Luxurious  
Modern  
Play  
Saucy  
Sensual  
Sex  
Sophisticated  
Stylish  
Unique



3

---

# OUR VISUAL IDENTITY

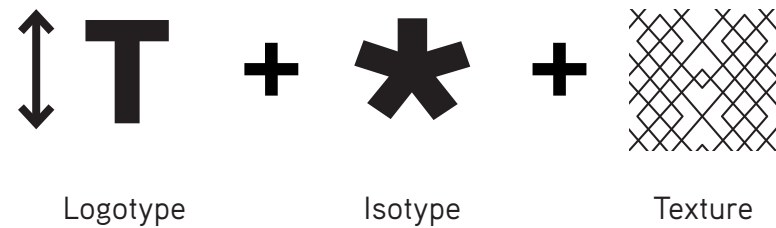
## CREATIVE STRATEGY

---

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

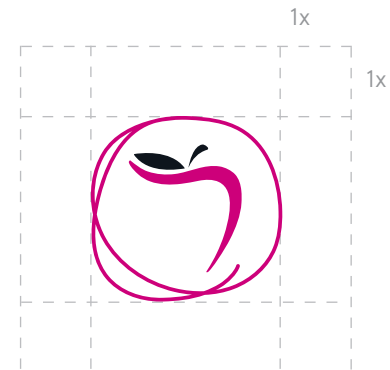


# PROTECTION AREA

## 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, “Naughty By Nature”, refers to the safe and comfortable spaces that our brand offers to the free-spirited traveler.

**The slogan has three formats:**

1. In two lines
2. In one line
3. Accompanied by the logo

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

Also, all slogans should be in Stone Harbour typography, horizontally or vertically, and font size can vary to add dynamism.

Secondary slogan:

“A FANTASEA PLAYGROUND FOR GROWN-UPS!”

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

NAUGHTY  
BY NATURE

NAUGHTY BY NATURE

TEMPTATION  NAUGHTY  
CARIBBEAN CRUISE BY NATURE

TEMPTATION  NAUGHTY BY NATURE  
CARIBBEAN CRUISE

A FANTASEA  
PLAYGROUND FOR  
GROWN-UPS!

# BRAND'S NOMENCLATURE

For its correct application, in the case of the creation of new cruises 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 (cruise), either to provide a reference of location, signaling, belonging or to 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 CARIBBEAN CRUISE

For a proper differentiation of brands, Temptation Cruises will only use pink and blue as main colors.

## PANTONE CORPORATIVO 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

## PANTONE CORPORATIVO TCC

### Pantone 2726C



CMYK	RGB	HEX
80 / 69 / 0 / 0	66 / 92 / 199	425CC7

### Pantone 2385C



CMYK	RGB	HEX
21 / 89 / 0 / 0	216 / 59 / 179	D83BB3

## 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 7442C



#### CMYK

52 / 83 / 0 / 0

#### RGB

153 / 61 / 187

#### HEX

993DBB

### Pantone 100C



#### CMYK

5 / 0 / 75 / 0

#### RGB

245 / 234 / 97

#### HEX

F5EA61

### Pantone 299C



#### CMYK

75 / 20 / 0 / 0

#### RGB

0 / 160 / 223

#### HEX

00A0DF

### Pantone 267C



#### CMYK

76 / 96 / 0 / 0

#### RGB

96 / 38 / 158

#### HEX

60269E

### Blanco



#### CMYK

0 / 0 / 0 / 0

#### RGB

255 / 255 / 255

#### HEX

FFFFFF

# 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 Stone Harbour.

Aa Bb Cc  
Aaux ProRegular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc  
Aaux ProLight  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Aa Bb Cc  
Aaux ProBlack  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

AA BB CC  
STONE HARBOUR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

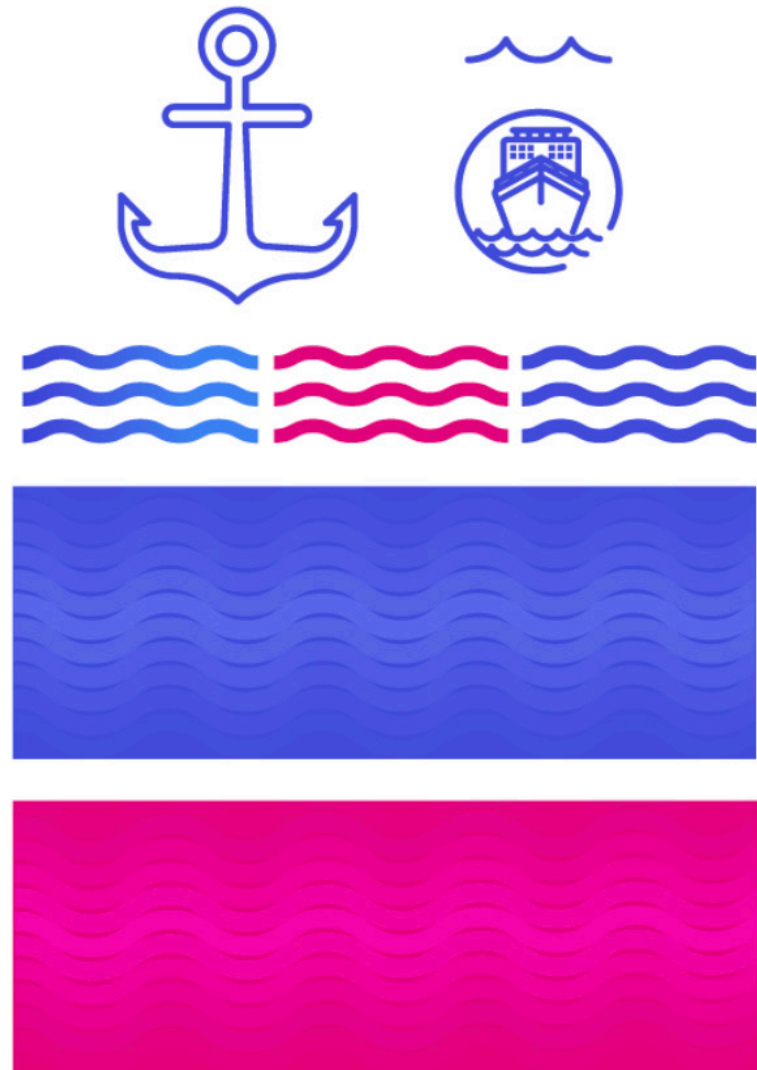
Aa Bb Cc  
Din Condensed Bold BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## PATTERNS AND GRAPHIC ELEMENTS

The elements and patterns that should be used in the graphic material are the brand's signature anchor and wavy lines, these give dynamism and vitality to the design.

The suggested patterns represent sensual minimalism, characteristic of Temptation.

For marketing material, use magenta and navy-blue lines and patterns. For corporate materials, use the texture of colors to create a relaxed vibe for all company employees.



# 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. The images should present men and women, between 30 and 35 years old, that reflect how sexy, naughty and fun our Temptation Cruises are, showing how the endless, stimulating party atmosphere is experienced aboard, both day and night, and the adults-only experience with optional topless areas, without being explicit in topless content.

## FACILITIES

Photos or representations of the cruises' signature areas.

## ASPIRATIONAL

Images taken at the cruises 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.

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

# PHOTOGRAPHIC STYLE

---

Maintain a standardized use of filters and saturation, preserving a vivid and warm quality.

## 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.

## 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 cruises' materials 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 cruises 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.

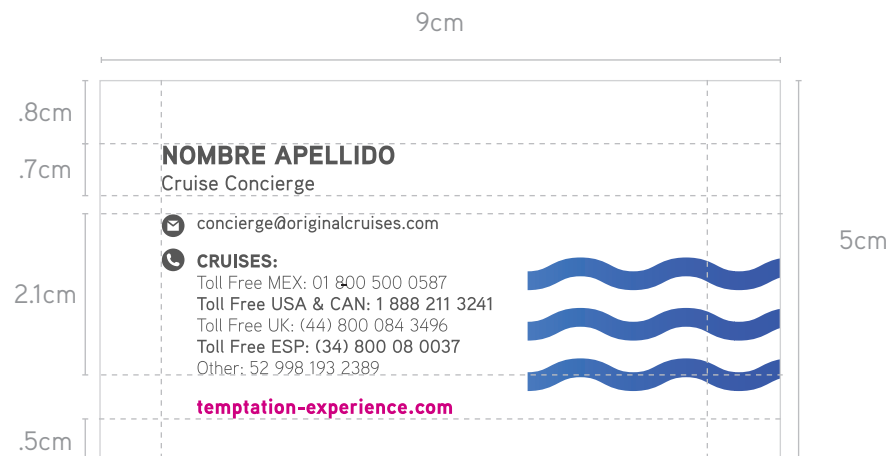
**Name:** Aaux ProBlack 13 Font size.

**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

### LETTERHEAD

The letterhead must be used only for relevant documents.

#### Letter size

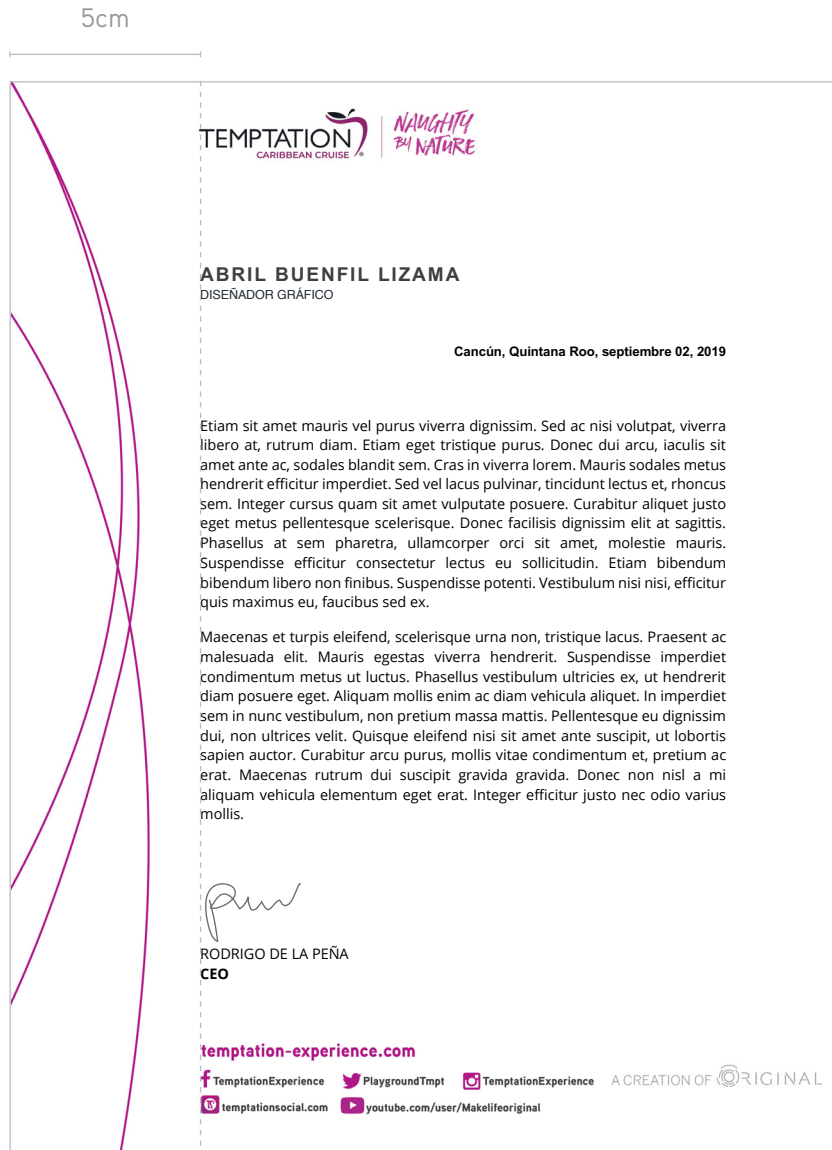
**Logo:** The version that includes the slogan

**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.

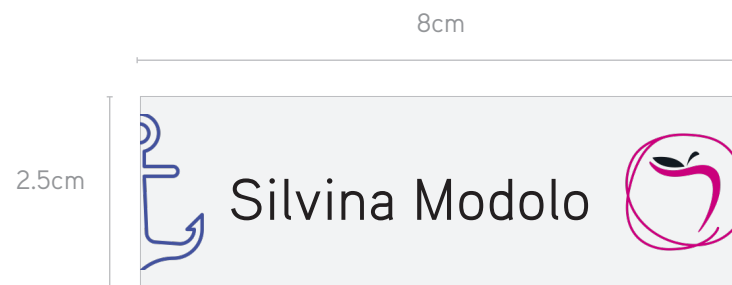


## PRINTED MEDIA | OPERATION

### BADGES

**Text:** Aaux ProRegular 22pt

Silver metallic badges with the colored isotype.

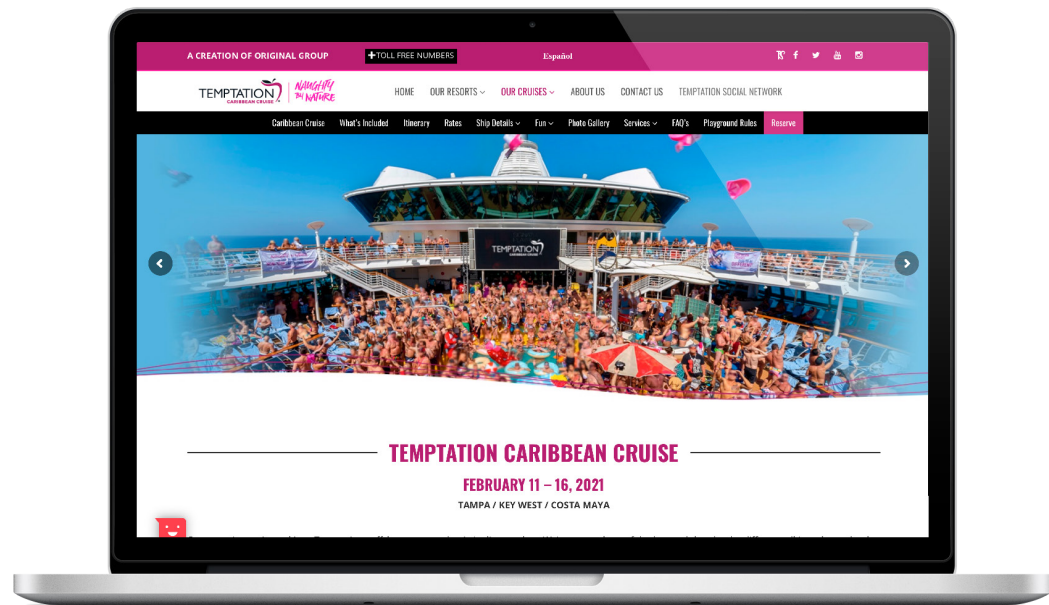


# DIGITAL MEDIA

## 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, wavy 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.

## NOMBRE APELLIDO

Puesto Español

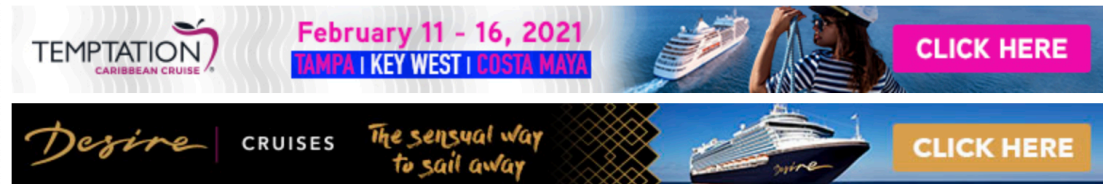
Puesto Inglés

+52 (998) 000 0000 Ext.0000

(agregar debajo de los teléfonos los horarios de servicio)

[desire-experience.com](http://desire-experience.com)

[temptationcruises.com](http://temptationcruises.com)



Antes de imprimir este correo, piensa bien si es necesario hacerlo, el medio ambiente depende de nosotros, Gracias.

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](http://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 Quintana 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](http://www.original-group.com)

# 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 wave lines on all banners to separate the promotional image.



# 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

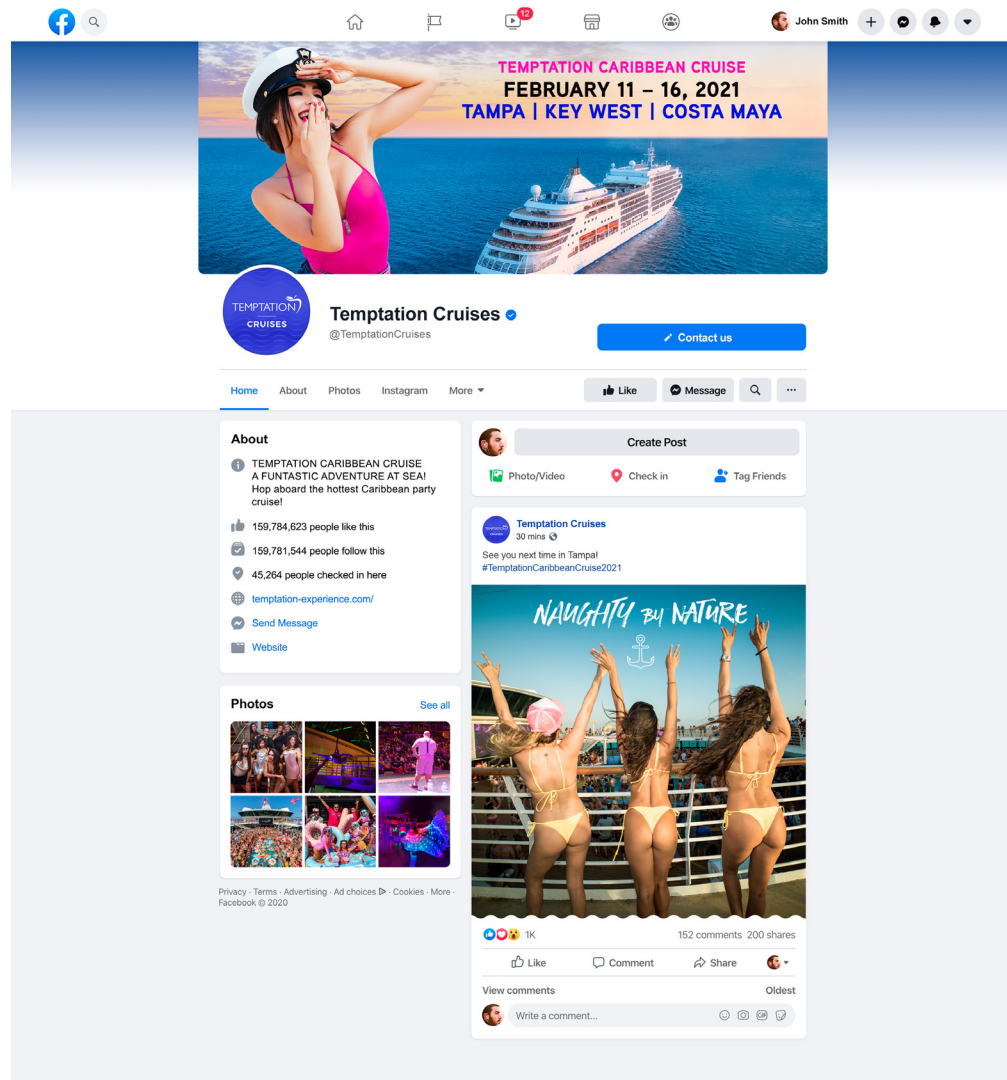
Ideally, conceptual photos and an allusive phrase.

## 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.



## 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.





## 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.



5

---

UNIFORMS

# 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.

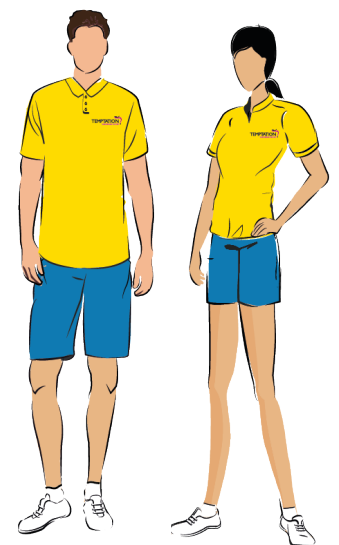
**Bathing Suits:** trunks or shorts for men, one-piece suits for women.

**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.

Playmakers



Staff





6

---

CONTACT

## CONTACT INFORMATION

### RAFAEL CARRANZA FERREIRA

Deputy Director  
[rcarranza@original-group.com](mailto:rcarranza@original-group.com)

### ALMA MENDOZA

Sales Director  
[amendoza@original-group.com](mailto:amendoza@original-group.com)

### URIEL GUTIÉRREZ

Marketing Director  
[ugutierrez@original-group.com](mailto:ugutierrez@original-group.com)

### SILVINA MODOLO

Cruise Sales Manager  
[smodolo@original-group.com](mailto:smodolo@original-group.com)

### MONTSERRAT ECHEGOYEN

Brang Manager  
[brand@original-group.com](mailto:brand@original-group.com)

## LINKS


### OFFICIAL WEB SITE


[temptation-experience.com](http://temptation-experience.com)

### GRAPHIC RESOURCES AND MEDIA KITS

[media.original-group.com](http://media.original-group.com)

### SOCIAL MEDIA

 [temptationsocial.com](http://temptationsocial.com)

 [TemptationCruises](https://www.facebook.com/TemptationCruises)

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.









[temptation-experience.com](http://temptation-experience.com)

