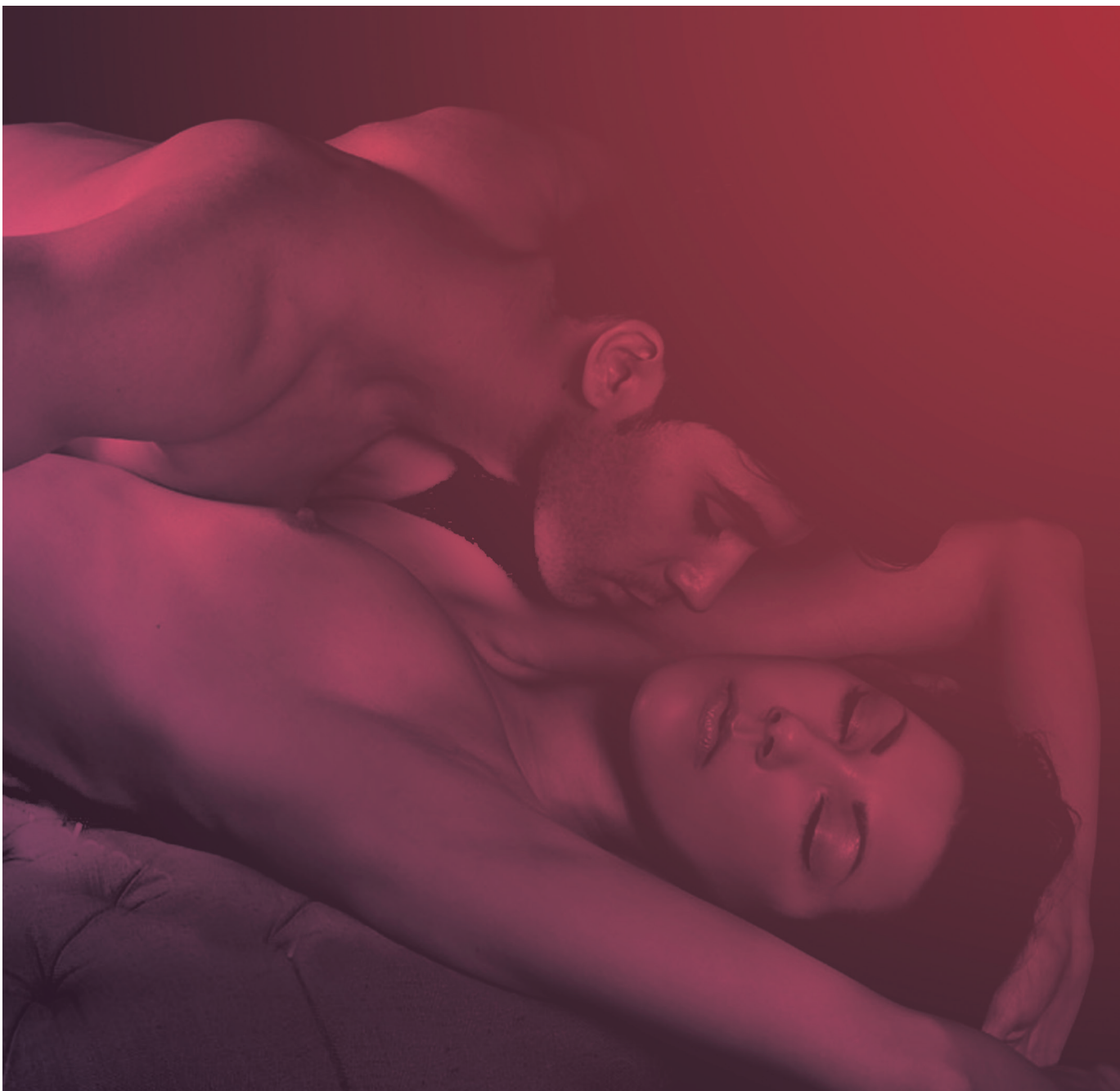# DESIRE

BRAND
BOOK

INTRODUCTION

This brand book was developed, due to the growth and expansion of both Original Group, and its' Desire brand. Its main objectives are to create and define a corporate identity, as well as guarantee that the graphic elements depicted in the visual image, are used properly and consistently where applied. The combination of these elements, is to project a new version of the brand, and to improve its position within its category.

Corporate identity is the way a brand expresses its personality, how it is visually defined, and how it differentiates from others. Through corporate identity a company can transmit its essence, personality and relevant values.

Corporate identity is a fundamental factor in constructing a brand's positioning and history. If the brand's identity is attractive and well-defined, is easy to understand, expresses credibility and confidence, as well as clearly transmits its competitive advantage, it will then achieve a position in the consumer's mind, resulting in an everlasting and solid positioning.

This manual's guidelines denote how to use and combine its diverse elements to maintain visual consistency, regulate criteria, standardize, and competitively differentiate the brand worldwide. This useful tool was created to help others understand the concept, the values, and the personality of Desire. It is important to read all content thoroughly, and apply it across all channels of communication, for the common benefit of Desire.

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

CONTENT INDEX

01

DESIRE AS
A BRAND

OUR HISTORY

Original Group, is a Mexican firm, founded in 1974, active in the Hotel Sector, the Cruise Industry, Vacation Clubs and Real Estate.

The Desire concept evolved due to the growing necessity to create unique experiences for couples seeking the opportunity to rekindle the flame in their relationship, in a sensually-charged atmosphere, in erotic, paradisiacal destinations, complimented by exclusive, discreet and original service.

Conveniently located in the Riviera Maya, our all-inclusive resorts are exclusive to straight couples over 21 years of age, seeking a spicy, exclusive clothing-optional ambiance, with a sense of freedom, respectful of their lifestyle.

The surroundings and facilities, complemented by a complete adult entertainment program, provocative theme nights and exclusive workshops, make Desire both a unique and original vacation option.

The success of this concept has made it a top-option within the adults-only resort sector, on an international level.
In 2016, Desire renovated its image, with the motive of reaching a 35 - 45-year-old audience, with a greater income, thus a higher buying potential.

In 2017, Desire offers its first cruise, departing from Venice, Italy, venturing into this important industry.

BRAND POSITIONING

Brand positioning refers to the spot a brand occupies, and all that it is associated with (Characteristics, attributes, personality, defects) in the consumer's mind, that makes it distinct, and that distinguishes it from its direct and indirect competitors.

Brand positioning increases the emotional connection between a brand and the consumer. It is through that connection that the consumer makes their decision when directly comparing with other brands.

Focused on achieving brand-positioning within the adults-only tourism industry, Desire explodes the erotic element, through elegance. This identity allows Desire to showcase its daring and sensual personality, while at the same time keeping it both exclusive and tasteful.

By taking care of interaction between the brand and the consumer, Desire assures that it has created an inviting, sensual, exclusive and discrete experience, beyond consumer's expectations.

VALUES

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

DISCREET
Protects privacy

ORIGINAL
Innovative, creative

EXCLUSIVE
Only for people with a free and open lifestyle

SOCIABLE
Friendly, self-confident, and respects all lifestyles

SUCCESSFUL
Recognized as leader in its category

OUR TARGET AND
MARKET NEEDS

Demographic data

Couples from United States, Europe, Canada, South
America and Mexico
Middle-upper class and Upper class
Over 21 years of age, ranging from 35 to 50 years of
age (non-excluding)
Average annual income: $120,000 - 190,000 USD.

Our main market is open-minded people, who enjoy
their sexuality, have refined taste, taboo-free, love the
beach and nature, and have high-expectations in food
& beverage service.

Our three types of clients:
Swingers
Nudists
Vanillas and newbies

02

OUR
PERSONALITY

TONE OF VOICE

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

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

Desire should project a mindset that is warm, friendly and respectful towards all lifestyles, with the purpose of creating a relationship that is based on mutual trust, especially in direct communication with guests.

Recommendations for commercial writing style:

- Speak directly to the consumer, in an intimate and understanding tone.

- Use infinitive verbs, providing next steps, in a dominant and seductive fashion.

- Utilize descriptive texts, trying to implement physical and emotional sensations.

- Use specific adjectives to help create the desired background.

- Rely on drama and excessiveness.

Referenced text:

Animal Instinct

Take your partners hand, and lead them out of the den and into the wild, an intimate escape to free your instincts and satisfy your desires, in a wild, fierce and primitive way. The animal that you have trapped inside will be the ideal outfit for this evening affair… Perhaps a lion, tiger or leopard? Or would you prefer to be the hunter looking to capture your prey? Whether prey or hunter, this night in the jungle will devour you in fierce seduction.

References from:
Vladimir Nabokov, Mircea Eliade, Tzu Yeh, John McGahern.

BRAND PERSONALITY
MADAME DESIRE,
ROTIC HOST

Madame Desire is a sensual woman in her 40's, who is open-minded, passionate, self-confident and comfortable with her own sexuality, she helps others to explore and enjoy eroticism **[erotica]**.

She is both creative and innovative in the way she dresses, in her physical appearance, and in the activities, she leads **[original]**.

As an open-minded woman, she finds it easy to relate to other people with different lifestyles, in a respectful and kind way. Her charming personality sets the tone when meeting with her clientele, making them feel comfortable and in true confidence **[sociable]**.

Her personality is like a magnet for high-class people who are concerned about their privacy **[discreet]**.

She moves in an exclusive, high-level social circle, focused on lifestyle **[exclusive]**.

Due to her successful career, she has gained recognition in her field **[successful]**.

BRANDING ATTRIBUTES

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

Couples Only • Optional Clothing • Exclusive

STIMULATING	EXCLUSIVE
ECSTASY	FANTASY
INTIMACY	SENSUAL
SEDUCE	NEW ENCOUNTERS
COUPLE	
PLEASURE	
EXQUISITE	
EROTIC	
PASSION	

03

VISUAL LANGUAGE ELEMENTS

CREATIVE STRATEGY
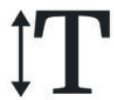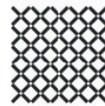
The graphic proposal for Desire completes the strategic communication work. The graphics, typographic, chromatic and visual elements used to identify the brand, connect the dots to guarantee an attractive visual proposal with brand values.

The identity, by itself, conveys the sensual and exclusive nature of Desire.

Logotipo
(typographic)

Icon

Elements

Patterns

Desire

ISOTYPE

ISOTYPE

The isotype was created to differentiate the brand and make it more recognizable. It is inspired by various symbols related to passion, desire, couple, sensuality and sexuality.

Love
Passion
Desire
Romanticism

Freedom
Independence
Voyage
Harmony

Couple
Complicity
Confidence
Attraction

Yoni
Energy
Origin
Sensuality
Feminity

Courage
Empowerment
Boldness
Strength
Sexuality
Masculinity

CORPORATE BRAND

The brand is presented, in two versions. It consists of logotype/logo, isotype/visual identity and the slogan.

It is for external use, for general branding purposes, when promoting resorts, cruises or both.

The corporate brand is also for internal use. This permits control of misuse, yet gives strength to the legitimate use of the brand.

UMBRELLA BRAND

For communications exclusively about our resorts, this descriptive application, which has a vertical and horizontal version, can be used.

Desire

RESORTS

Desire | RESORTS

COLOR PALETTE

PANTONE 7407 C

CMYK	RGB	HEX
6 36 79 12	203 160 82	CBA052

PANTONE BLACK C

CMYK	RGB	HEX
63 62 59 94	00 00 00	000000

PANTONE PINK C

CMYK	RGB	HEX
18 87 0 0	214 37 152	D62598

BLANCO

CMYK	RGB	HEX
0 0 0 0	FF FF FF	FFFFFF

The corporate colors contribute to the effective communication of the brand. They must be applied without variation and never be substituted.

PANTONE: Direct ink printing.

CMYK: Values set for direct ink printing. (The obtained result does not guarantee the same PANTONE's quality and/or fidelity).

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

HEX: Compatible values for web use.

With the objective of capturing a younger market, Pink C was added to the chromatic gamut. This color is to be used exclusively to enhance specific brand graphics in an urgent fashion. In other words, to highlight the visual proposal when applied to diverse materials, including: Strings, garters, bars, lights, etc.

The use of this tool, must be supervised by the identity consultants/brand managers, with the sole purpose of avoiding the distortion of the original identity, which was designed to reach a specific target market.

COLOR APPLICATIONS

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

TYPOGRAPHY

Aa Bb Cc

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

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

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

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

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

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

Aa Bb Cc

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

Aa Bb Cc

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

For the correct reproduction and interpretation of the brand's graphic values, it is recommended the use of three font families: Avenir Next, Dry Brush and Sign Painter.

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

The second one, connects with the target market in a personal, daring, and human way. It was chosen with the intention of transmitting empathy, relaxation and fun. The use of this font is focused on impact communication: Advertising titles, visual and promotional headers.

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

PROPORTIONS AND REDUCTIONS

2x

2x

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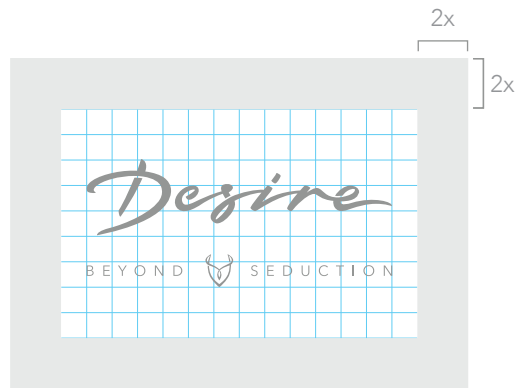
x equals the height of
the letter "r", while 2x is
equal to the height of the
isotype.

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

Minimum reproduction

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

a) Fine reproduction techniques

b) Embroidered textures

c) Use on web

a)

3.5 cm

2 cm

0.5 cm

b)

6 cm

3 cm

0.7 cm

c)

190 px

90 px

17 px

SLOGAN

a)

▾

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

1.7 cm

b)

▽

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

3 cm

c)

▽

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

70 cm

a)

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

▾

1.7 cm

b)

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

▽

3 cm

c)

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

▽

70 px

a)

B E Y O N D ▽ S E D U C T I O N

3.5 cm

b)

B E Y O N D ▽ S E D U C T I O N

6 cm

c)

B E Y O N D ▽ S E D U C T I O N

145 px

1 cm

a)

▾ B E Y O N D S E D U C T I O N

1.8 cm

b)

▽ B E Y O N D S E D U C T I O N

42 px

c)
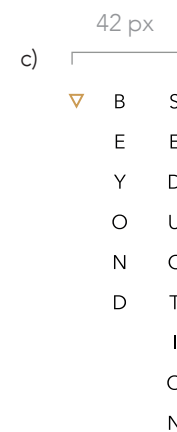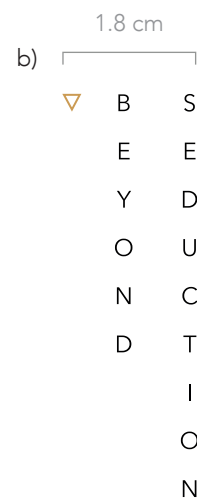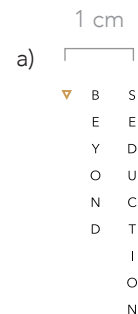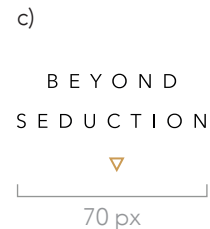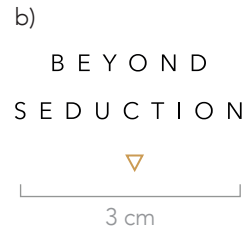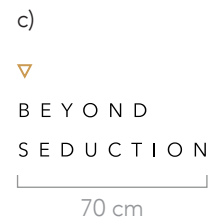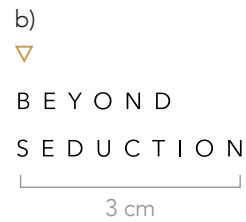
▽ B E Y O N D S E D U C T I O N

The slogan "Beyond Seduction" was conceived to describe our concept, providing consumers with a sensual, unforgettable experience, which exceeds expectations. It describes the value of eroticism, one of the highlights of our cruises and resorts.

For the graphic use of the slogan we recommend (Avenir Next) as the main font, in version Light, in capital letters, giving it a fine, elegant aesthetic. Additionally, the use of a distinctive element such as the triangle blended with Pantone 7407 C, creates a positioning component that is inviting to read.

Next, the brand's slogan is presented in the recommended graphic compositions for its correct introduction and use.

Minimum reproduction

To guarantee high-quality production, the minimum size set for color and the monochromatic gamut must be considered.

a) Fine reproduction techniques

b) Embroidered textures

c) Use on web

BRAND'S NOMENCLATURE

For correct application, in the case of new resorts or new business units, the Desire brand should be applied in the following fashion:

Corporate brand: without nominative.

Sub-brands:

Riviera Maya Resort
location + nominative

Venice Cruise
location / departure point + nominative

* Paris Night club
location + nominative

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

The use of sub-brands is for indicative purposes, and should be used only to point out a specific object within a business unit (resort or cruise), either to provide a location reference, signage, material, or to distinguish them from each other.

Example:

Façade sign
Urban signage
Employee identification
Stationery for exclusive use

BRAND NOMENCLATURE

x equals width
of the letter "M".
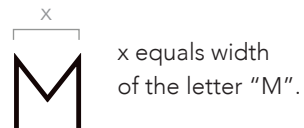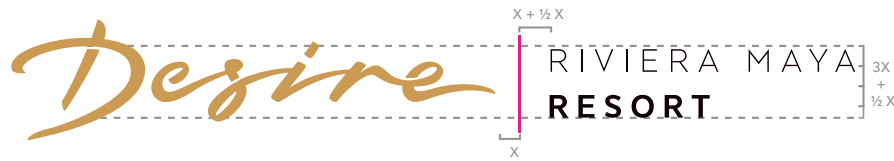
Graphic guidelines for sub-brands

White background, with a gold line. Black background, with a Pantone Pink C line.

Horizontal Arrangement: To be used on web

Compact Arrangement: For productions with extra space.

Location *(Riviera Maya)*: Skola Sans Light / Tracking 300
Nominative *(Resort)*: Skola Sans Bold / Tracking 300

USE OF BRANDMARK ALONG WITH OTHER BRANDS OF THE GROUP

a) Desire BEYOND SEDUCTION | TEMPTATION CANCUN RESORT | swingee | MARINA HACIENDA DEL MAR CANCÚN | AMARA cancún

b) Desire | TEMPTATION CANCUN RESORT | swingee | MARINA HACIENDA DEL MAR CANCÚN | AMARA cancún

a)
Desire
BEYOND SEDUCTION
TEMPTATION CANCUN RESORT
swingee
MARINA HACIENDA DEL MAR CANCÚN
AMARA cancún

b)
Desire
TEMPTATION CANCUN RESORT
swingee
MARINA HACIENDA DEL MAR CANCÚN
AMARA cancún

Two versions have been defined, each with their vertical and horizontal arrangements:

a) Brandmark: This version can be utilized when the brand is large enough by itself, and none of its elements lose their legibility at a distance, or during the reproduction process.

b) Logotype / Logo: This version is to be used exclusively for reduced-size applications, with lower-quality reproduction, and less detail quality.

When other Original Group brands must be included in Desire's communication, Desire must be at the top of the hierarchy, in first position, giving it priority, using color. The other brands should use their grey scale versions.

LOGO MISUSES

01

02

03

04

05

06

07

08

09

LOS CABOS

01. Do not alter the original brand composition.

02. Do not increase or decrease the individual size of any brand elements.

03. Do not add edges.

04. Do not degrade.

05. Do not rotate.

06. Do not use different colors, only the official, approved colors.

07. Do not deform the brand.

08. Do not add any type of effects.

09. Do not alter for any reason, the defined composition for the brand's architecture.

PATTERNS & GRAPHIC ELEMENTS

PANTONE 7407 C
Pattern 75 %
Background: 100 %

PANTONE 7407 C
Pattern 75 %
Background: 0 %
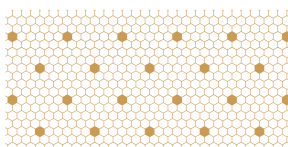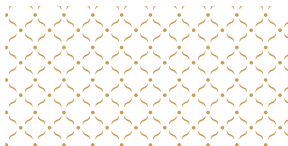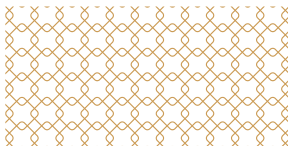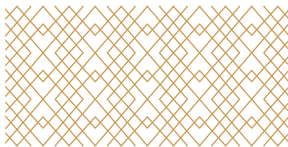
PANTONE BLACK C
Pattern 80 %
Background: 100 %
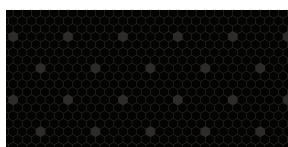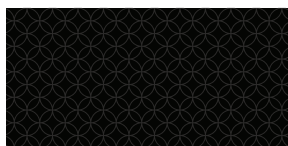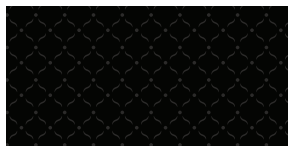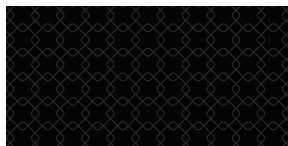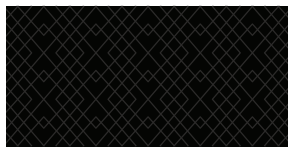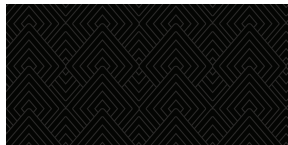
PANTONE BLACK C
Pattern 100%
Background: 0 %
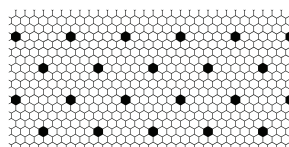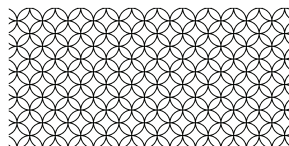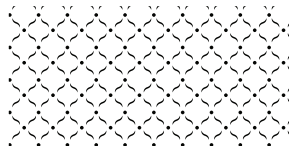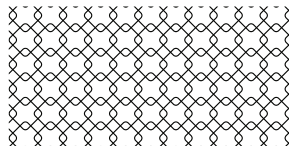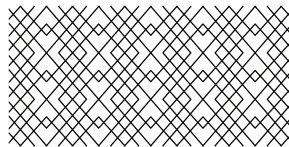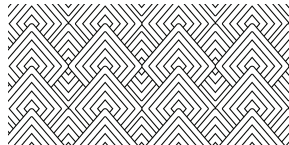
There are six graphic pattern proposals to strengthen the sensuality of the brand's graphic design, which refer to feminine lingerie. In addition, shapes are utilized to communicate elegance, class and exclusiveness.

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

These patterns must be printed in registration varnish, when it is necessary to project elegance and exclusivity, especially when identifying elements outside of the installations, that fall in the hands of clients' and strategic allies. For example: High-level corporate cards and shopping bags.

ENVIRONMENTAL LABEL

Desire

RIVIERA MAYA
RESORT

BEYOND
SEDUCTION
▽

DEAR GUEST,
EVERYDAY TONS OF DETERGENT, MILLIONS OF
GALLONS OF WATER AND A GREAT AMOUNT OF
ENERGY ARE USED TO WASH TOWELS.

HELPS US SAVE OUR PLANET,

A TOWEL ON THE RACK MEANS:
"I WILL USE IT AGAIN"

A TOWEL ON THE FLOOR MEANS:
"PLEASE EXCHANGE"

**WATCH YOUR PRESENT,
SAVE YOUR FUTURE.**
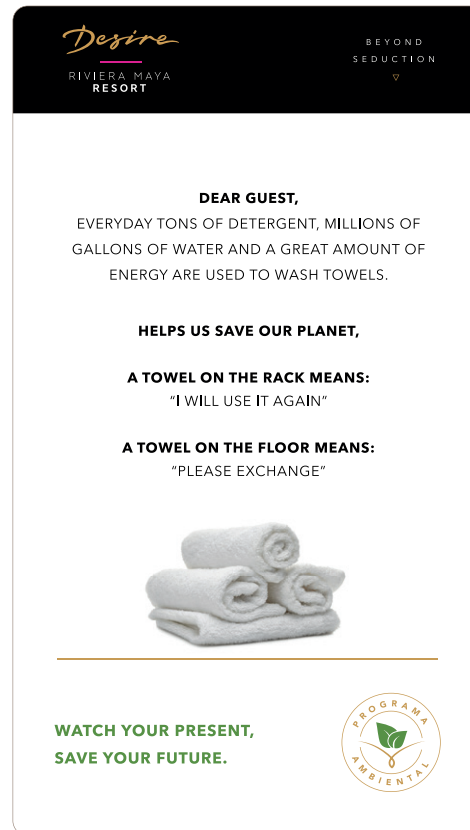
Environmental Program

This label is the only one authorized to be used
on premises for materials of an ecological nature
(Signage, announcements, general notifications, etc.).

This label respects the Desire brand guidelines,
previously defined in this manual. It also includes the
use of PANTONE 7407 C (golden), in combination with
PANTONE 152-15 C (green), on different applications,
including headers, and other graphic details in
materials pertaining to the program.

PATTERNS & GRAPHIC ELEMENTS IN PHOTOGRAPHS

a)

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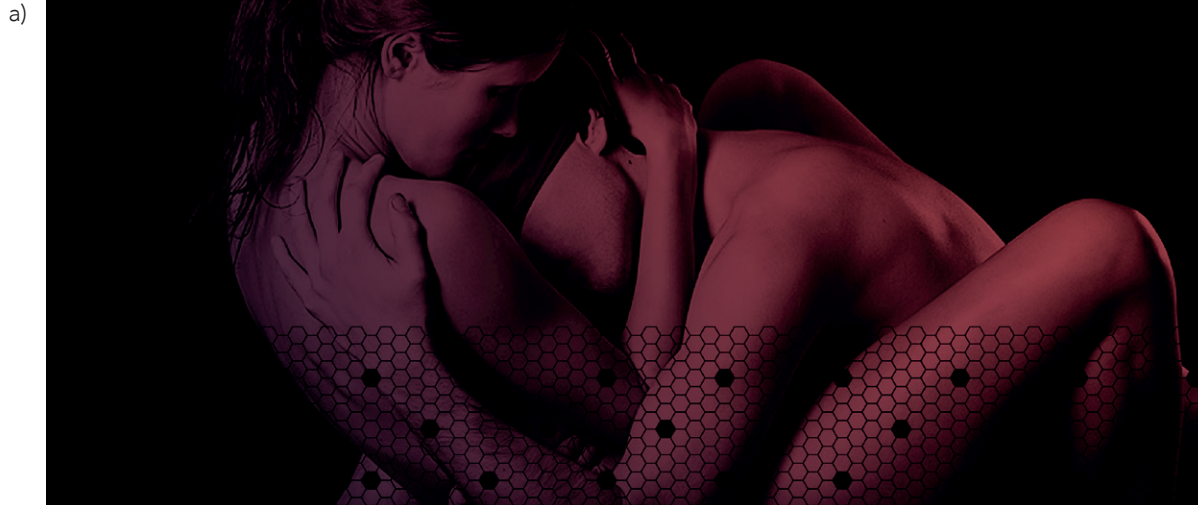
The combination of patterns and graphic elements should work in synergy with the photographs, with the objective of transmitting a sensual, attractive style. For the correct use of both elements, it is recommended that the image be presented in a clear way, and that the graphic pattern helps to emphasize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

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

Examples:

a) In black, covering up to 50% of the image's surface.

b) With an overlay dividing the image from the graphic pattern, with a subtle shadowed effect over the layer.

PHOTOGRAPHIC STYLE

Theme nights, events calendar, food, beverages, beach, facilities and on-site people

Photos of food and beverages: Make sure that illumination and focus are on the element that you are aiming to showcase, in attempts to highlight shine, color and texture. Lean on other elements that can dress up the image.

Photos of facilities - Food, beverages and beach: Maintain a standardized use of filters and saturation, preserving a vivid and warm quality.

Architectural photos: Daylight is the feature element, that transmits life and warmth. When possible, avoid dawn and sunset, as they tend to transmit nostalgia. If there is no use of people, try to use colorful elements that generate contrast or that are dynamic. The ambiance, clothing and use of props are what projects exclusivity.

Photos of people on premises: Use expressions according to the moment or activity.

Photos of couples: Use warm, high-contrast colors, that project sexual tension. It is recommended to use Caucasian models, with an average-build, ranging from 35 to 45 years of age.

Try to use couples: Men in casual/elegant wear (Avoiding nude torsos) and women with attitude in sensual attire.

Photos in conceptual campaigns: if necessary, resort to compositions where the photograph of the couple that is illustrating the concept of the campaign is integrated naturally into the background.

Encourage the use of couples: according to the purpose and market to which the campaign is directed, it is allowed to use photographs of couples in sentimental, passionate situations. When using photographs with naked torsos, we must ensure that they do not look vulgar. Make sure that the lighting is modulated, and do not use photographs with unnatural white light.

PHOTOGRAPHIC STYLE
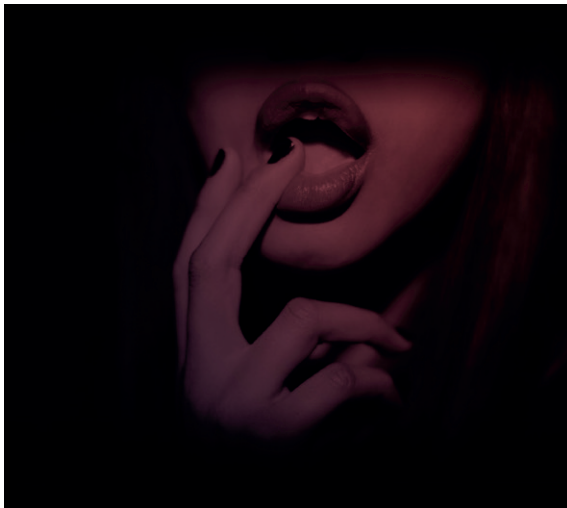
Lifestyle

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

Dark backgrounds with high-contrast
In media applications combined with photographs of theme nights, events calendar, food, beverages, beach, facilities and on-site people, it is recommended to alternate in a ⬚ proportion, with Lifestyle as 1.

The photographic filter is created from a black and white photo, with an overlap fusion mode, using degraded color from #CB4047 to #3B273F, in a 45-degree angle.

PRINTED MEDIA
STATIONERY

9 cm

1 cm

0.8 cm

BEYOND
SEDUCTION

5 cm

0.3 cm

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

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

1.8 cm

1 cm

4.4 cm

3 cm

Desire

3 cm

Executive business cards

Slogan: Avenir Next Regular, 5 pt. / Tracking of 280 /
Line spacing of 6 py.
Name: Avenir Next Bold, 7 pt. / Line spacing, 9 pt.
/ Work position: Avenir Next Regular, 6 pt. / Line
spacing of 9 pt.
Contact information: Avenir Next Regular, 6 pt.
/ Line spacing of 9 pt.
Website: Avenir Next bold, 6 pt / Line spacing, 9 pt.

The graphic composition must be used invariably.
Only the graphic patterns described in this manual can
be utilized.

Note
The graphic pattern should be printed in spot coating.

9 cm

1 cm

0.8 cm

BEYOND
SEDUCTION

5 cm

0.3 cm

1.8 cm

Isabel Sánchez Gómez
Personal
isabel@desireresorts.com

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

1 cm   4.4 cm

3 cm

Desire

3 cm

Personal business cards

Slogan: Avenir Next Regular, 5 pt. / Tracking of 280 / Line spacing of 6 pt.
Name: Avenir Next bold, 7 pt. / Line spacing, 9 pt. / Work position: Avenir Next Regular, 6 pt./ Line spacing of 9 pt.
Contact information: Avenir Next Regular, 6 pt./ Line spacing of 9 pt.
Website: Avenir Next bold, 6 pt. / Line spacing, 9 pt.

The graphic composition must be used invariably. Only the graphic patterns described in this manual can be utilized.

PRINTED MEDIA
STATIONERY

3 cm

4 cm

1.5 cm

3 cm

BEYOND
SEDUCTION

Desire

4.5 cm

5 cm

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

desire-experience.com

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

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

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

Firma de quien escribe
Nombre completo
Puesto

3 cm

1cm

1.5 cm

1.5 cm

Letterhead Stationery

The letterhead stationery should only be used for relevant documents.

Paper size: US Letter / A4
Slogan: Avenir Next Regular, uppercased, 5 pt. / Tracking of 280 / Line spacing of 6 pt.
Contact information: Avenir Next Regular, 6 pt./ Line spacing of 9 pt.
Website: Avenir Next bold, 6 pt. / Line spacing, 9 pt. / Body text: Avenir Next Regular, 8 pt. / Line spacing,13 pt.

The graphic composition must be used invariably

Note
The back part of the sheet can be printed with any of the graphic patterns described in this manual, using the PANTONE 7407 C color.

PRINTED MEDIA
STATIONERY

7 cm

Desire RIVIERA MAYA RESORT

FOLIO NO.

REGISTRATION CARD | TARJETA DE REGISTRO

REPEATER | REPETITIVO   YES | SÍ   NO   E-MAIL   BRACELET NO. | BRAZALETE NO.
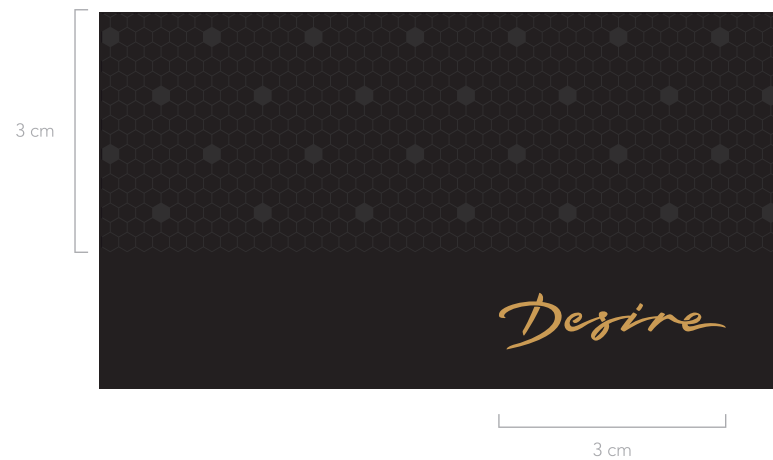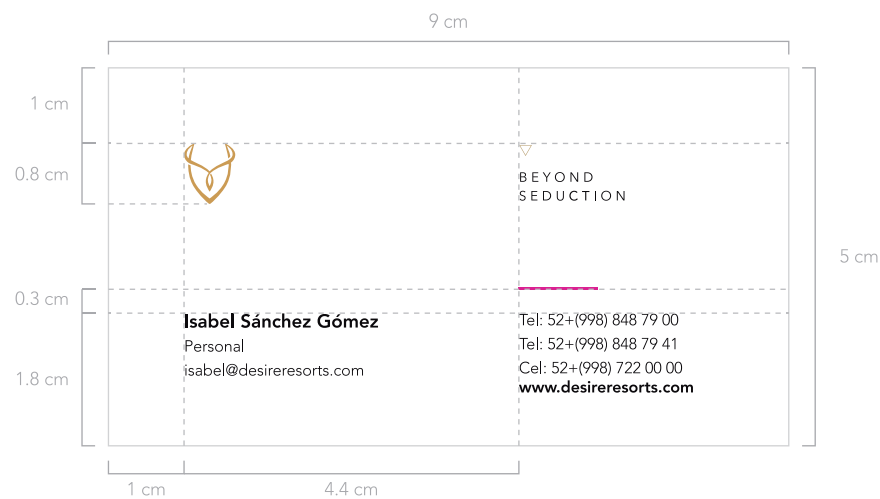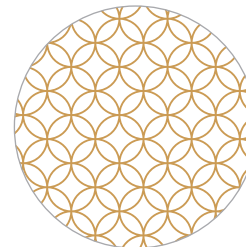
OBSERVACIONES:

CHECK-IN
FROM: | A PARTIR DE: 3:00 p.m.

CHECK-OUT
UP TO: | HASTA: 11 a.m.

* The hour to leave the room is 11:00 a.m. However, guests will have
a grace period of 60 minutes. The late check-out fee is $1,000 MXN per hour.
* *La hora límite para dejar la habitación es a las 11:00 a.m. Sin embargo,
el huésped contará con un período de tolerancia de 60 minutos. La tarifa de late
check-out es de $1,000 MXN por hora.*

Check-in time | Hora de llegada:

Signature | Firma

LIABILITY DISCLAIMER
THE HOTEL is not responsible for valuables not deposited in the safety deposit box located in your suite. I/we recognize that I/we want to participate in all services and facilities offered by DESIRE, within its all inclusive program, such as water sports and other services. Also, through this channel and in the case of accident, damage to third parties, and/or in the case of death, I/we disavow the DESIRE HOTEL and any of its affiliated companies, servants, agents, and employees from all liability. It is understood that I/we cannot use recreational equipment under the influence of alcohol or narcotics. If the property or any furniture or equipment is damaged due to misuse or negligence, I/we will be obliged to pay such damages, accepting the charge in my/our account. The hotel has accidents insurance for events caused by a malfunction or breakdown of the facilities; however, accidents caused under the condition of having consumed drugs or drinking alcohol in excess disclaim the hotel for any responsibility and inactivate the respective insurance. The concept of the hotel is clothing optional, except in restaurants and lobby.

DESLINDE DE RESPONSABILIDADES
El hotel no se hace responsable por los valores no depositados en las cajas de seguridad. Reconozco(emos) que deseo(amos), por cuenta propia, participar en todos los servicios y facilidades que ofrece DESIRE dentro de su programa todo incluido, tales como deportes acuáticos y otros servicios. Asímismo, por este conducto y para el caso de cualquier accidente, daños a terceros y/o muerte, deslindo(amos) de toda responsabilidad al Hotel Desire y a sus compañías afiliadas, servidores, agentes y empleados. Queda entendido que no podré(emos) utilizar el equipo recreativo bajo la influencia del alcohol o de algún enervante. En caso de que se dañe el inmueble o cualquier mobiliario o equipo por uso indebido o negligente me(nos) obligo(amos) a pagar dicho daño, aceptando se me(nos) cargue a mi (nuestra) cuenta. El hotel cuenta con un seguro de accidentes ante eventos acontecidos o provocados por algún mal funcionamiento o avería de las instalaciones; sin embargo, los accidentes causados bajo la condición de haber consumido estupefacientes o alcohol en exceso, deslindan de toda responsabilidad al hotel e inactiva el seguro respectivo. El concepto del hotel es de nudismo opcional, excepto en restaurantes y lobby.

CHECK-IN SLIP (PASE DE ENTRADA)

CHECK-OUT SLIP (PASE DE SALIDA)

ROOM | CUARTO   NAME | NOMBRE   PAX   DEPARTURE | SALIDA

ROOM | CUARTO   NAME | NOMBRE   PAX   DEPARTURE | SALIDA

GOLDEN RULES
1. Please respect all 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 quarrels).
2. Sexual intimacy in public areas is prohibited and will be cause for immediate expulsion from the hotel.
3. "NO means NO." In Desire we require all guests are treated with respect to foster an enjoyable environment.
4. It is strictly forbidden to take photos or videos with cameras, cellphones, iPad, etc. to preserve the privacy of all guests.
5. Proper attire must be worn in restaurants and the lobby area.
6. If you are caught consuming or selling drugs or narcotics, it will be reported to the corresponding authorities, resulting in being expelled from the hotel with no right to a refund.
7. Wearing shoes or sandals is mandatory at all times to avoid accidents.
8. Access to the jacuzzi, as well as to the playroom, is exclusively for couples.
9. In case of excessive consumption of alcoholic beverages the hotel staff may refuse to supply the guest for their own wellbeing and care.
10. If you are allergic to certain foods, you must indicate this to the restaurant staff before ordering or eating any meal; otherwise, the consumption of foods that could cause any reaction, or the intake of raw food, will be at your own risk.
11. The hotel, including the beach, public areas, rooms and terraces, pools, drinking and dining venues are considered smoke-free spaces. By law, it's forbidden to smoke in those areas. We kindly ask guests to smoke in the designated smoking area located adjacent to our Suki restaurant. In case of smoking in the room, an additional deep-cleaning charge of $5,000 MXN will apply.

In the case of accident or important events related to my health, the hotel must contact: _____, phone number _____, email _____, city _____.

GOLDEN RULES
1. Respetar a los demás huéspedes y a los empleados del hotel. En caso de agresión o violencia será expulsado del hotel sin derecho a reembolso alguno (incluyendo riñas).
2. Intimar sexualmente en áreas públicas está prohibido y provocará la expulsión inmediata del hotel.
3. "No significa No". En Desire deseamos que todos los huéspedes sean tratados con respeto para fomentar una atmósfera agradable.
4. Está estrictamente prohibido tomar fotos o videos con cámaras, celulares, ipads, etc. con el fin de preservar la privacidad de nuestros huéspedes.
5. Se debe vestir apropiadamente en los restaurantes y en el área del lobby.
6. Todo huésped que consuma estupefacientes o narcóticos, será consignado a las autoridades penales y administrativas correspondientes, además de ser expulsados del hotel sin derecho a reembolso.
7. El uso de zapatos o sandalias es obligatorio en todo momento para evitar accidentes.
8. El acceso al jacuzzi, así como al playroom, es exclusivamente en pareja.
9. Ante el abuso o exceso en el consumo de bebidas alcohólicas, el personal del hotel podrá negarle el suministro de las mismas por su propio bienestar o cuidado.
10. Si usted es alérgico a algunos alimentos, está obligado a indicarle al personal del restaurante antes de ordenar o ingerir sus alimentos. De lo contrario, el consumo de alimentos que pudiera provocar alguna reacción, así como la ingesta de alimentos crudos, serán bajo su propio riesgo.
11. El hotel, incluyendo la playa, áreas públicas, habitaciones y terrazas, piscinas, bares y restaurantes, se consideran espacios libres de humo. Por ley, está prohibido fumar en tales sitios. Pedimos atentamente a los huéspedes que fumen en el área designada para fumadores, ubicada junto al restaurante Suki. En caso de fumar dentro de la habitación, se aplicará un cargo adicional de limpieza profunda de $5,000 MXN.

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

AVISO DE PRIVACIDAD
Manifiesto(amos) conocer y aceptar el aviso de privacidad y protección de datos personales, cuyo contenido es visible en la liga de internet: https://www.desire-experience.com/privacy-policy que utiliza la empresa prestadora de los servicios hoteleros a "PROMOTORA HOTELERA ORIGINAL, S.A. DE C.V." cuyo domicilio social es en la calle Sierra, SM. 9, MZ 3, Lote 17-01, Cancún, Q. Roo. Los datos personales podrán ser utilizados para los fines mercadológicos, comerciales y promocionales entre las empresas de Grupo Original precisados en el aviso contenido en la liga antes referida.

Acepto(amos) _____

PRIVACY POLICY
I have read and accept the privacy and data protection policy, which content available at: https://www.desire-experience.com/privacy-policy used by "Servicios de Operaciones Hoteleras S.A. de C.V., and/or "PROMOTORA HOTELERA ORIGINAL, S.A. DE C.V.", located at Calle Sierra. 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/we accept _____

BEYOND SEDUCTION

BEYOND SEDUCTION

Registration card

Title: Avenir next demi bold, 11 pt / Tracking 25

Registration details: Avenir Next Regular, 6.77 pt / Tracking 0 /

Liability release:
Title: Avenir Next Regular, 7 pt, uppercased / Tracking 0 / Line spacing, 8.4 pt
Body text: Avenir Next Regular, 7 pt, lowercased / Tracking 0 / Line spacing, 8.4 pt

Admission rights:
Title: Avenir Next Regular, 8 pt, uppercased / Tracking 0 / Line spacing, 9.6 pt
Body text: Avenir Next Regular, 8 pt, lowercased / Tracking 0 / Line spacing, 9.6 p

Privacy policy:
Title: Avenir Next Regular, 7 pt, uppercased / Tracking 0 / Line spacing, 8.4 pt
Body text: Avenir Next Regular, 7 pt, lowercased / Tracking 0 / Line spacing, 8.4 pt

PRINTED MEDIA
STATIONERY

1 cm   22 cm   1 cm

4.5 cm

1.8 cm

2.5 cm

7 cm

BEYOND ♡ SEDUCTION

Desire
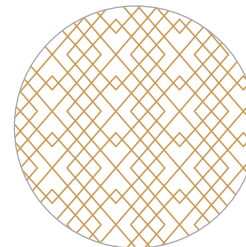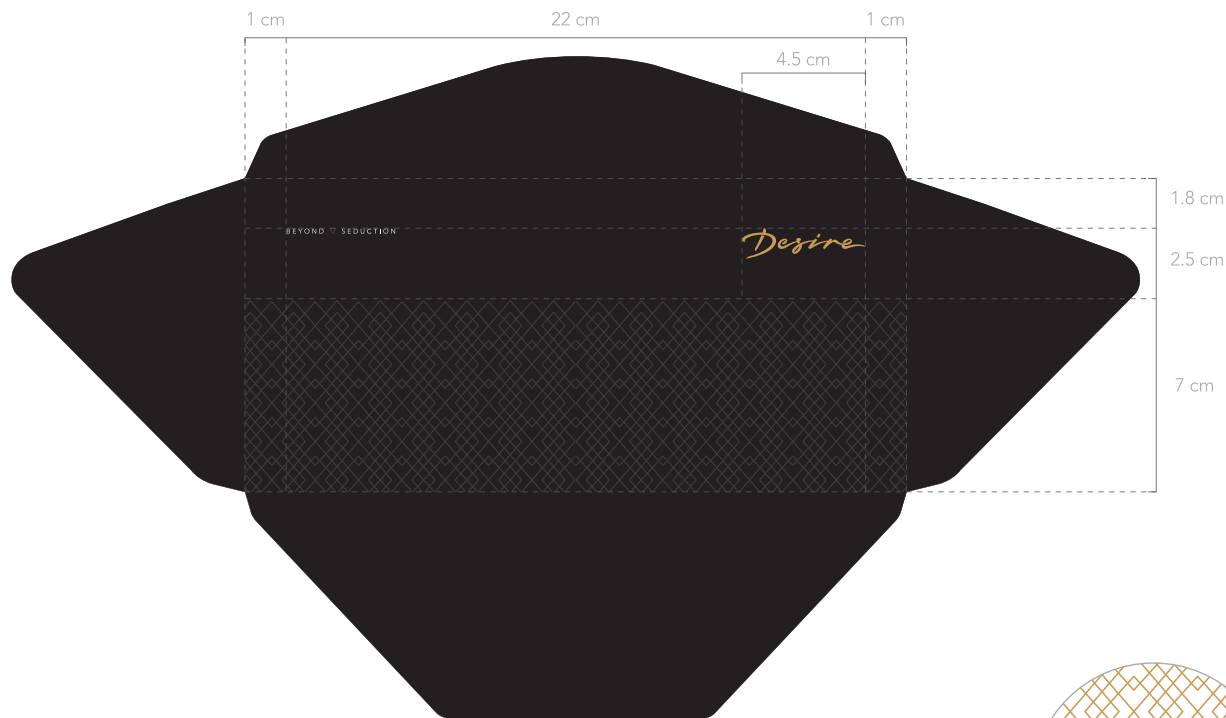
Envelope

Slogan: Avenir Next Regular, uppercased, 7 pt. / Tracking of 280

The graphic pattern must be printed in spot coating. The graphic composition must be used invariably.

Note
The back part of the sheet can be printed with any of the graphic patterns described in this manual, using the PANTONE 7407 C color.

PRINTED MEDIA
STATIONERY

44 cm

30.9 cm

1.5 cm

2.5 cm

13 cm
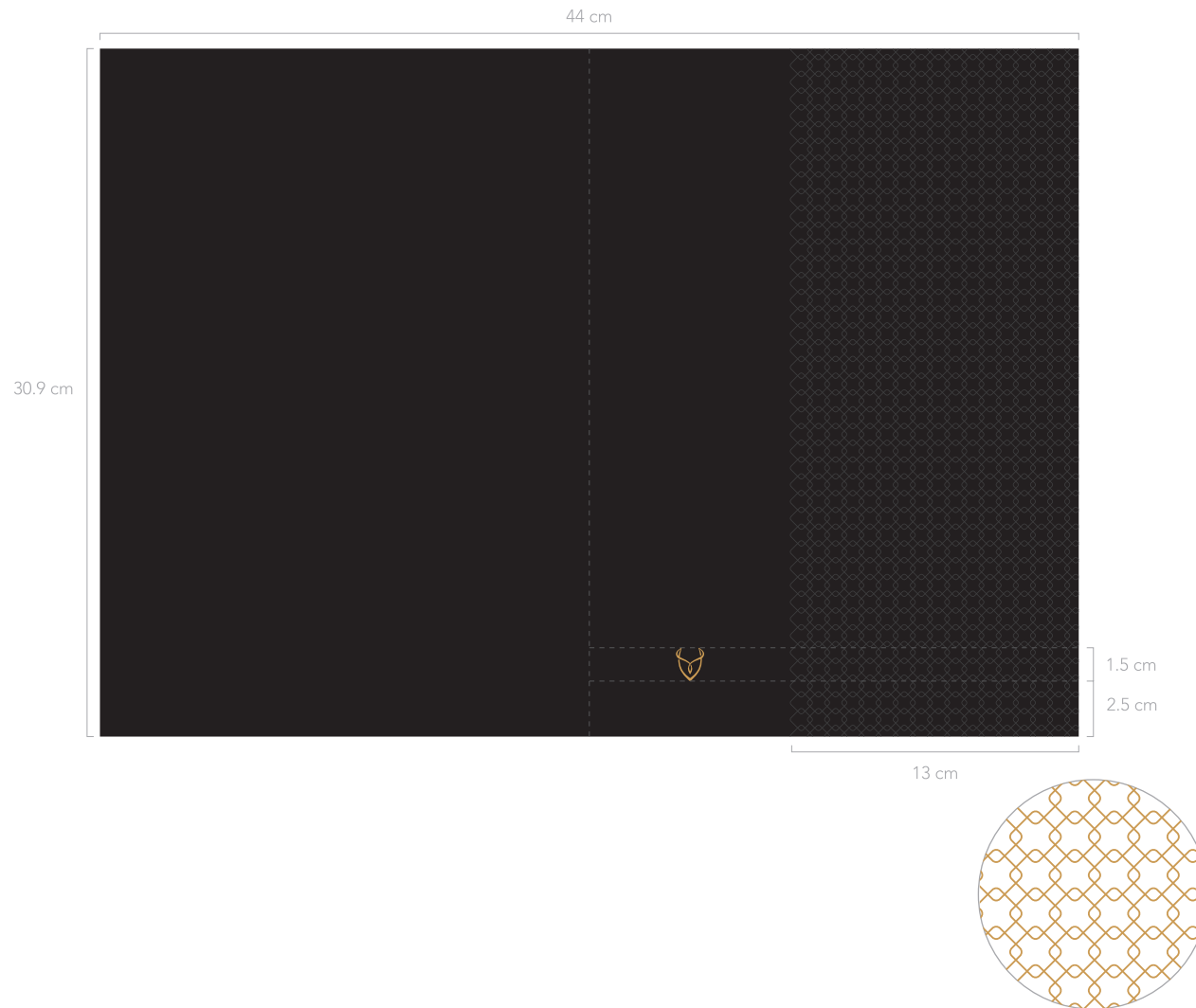
Folders

The pattern must be printed in spot coating. With a black interior and a magenta security lace. The graphic composition must be used invariably.

Note
The back part of the sheet can be printed with any of the graphic patterns described in this manual, using the PANTONE 7407 C color.

PRINTED MEDIA
STATIONERY

5.6 cm

BEYOND
SEDUCTION

Desire

2 cm

21.5 cm

19 cm

33 cm

15 cm

43.18 cm

15 cm

43.18 cm

5.6 cm

BEYOND
SEDUCTION

Desire

2 cm

21.5 cm

19 cm

33 cm

15 cm

43.18 cm

15 cm

43.18 cm

Gift bags

Each side must have a 0.8-inch margin (2 cm).

The patterns applied on the bags include the spot-coating patterns. The graphic composition must be used invariably.

Only the graphic patterns described in this manual can be applied.

PRINTED MEDIA
INTERNAL OPERATION

LOVE IN PROGRESS

PLEASE, COME BACK LATER

Desire

23 cm

1.5 cm

2 cm

1 cm   9 cm   1 cm

OOPS!
IT'S A LITTLE MESSY

PLEASE, CLEAN THE ROOM

Favor de hacer la habitación
.
Please make up the room
.
Veuillez faire la chambre S.V.P.
.
Bitte zimmar a ufräumen

23 cm

1.5 cm

1.3 cm

1 cm   9 cm   1 cm

Door Hangers

Front
Title: Dry brush uppercased, 40 pt / Tracking -40 / Line spacing of 47 pts
Action: Avenir next bold, 11 pt

Back
Title: Avenir next heavy and medium, uppercased, 32 pt tracking of 100 / Line spacing of 30 pt
Action: Avenir next bold, 11 pt
Languages: Avenir next Demibold italics, 11 pt Tracking of 60 / Line spacing of 14 pt

The photograph may be changed, with the condition that it maintains the standard graphic style. Only the graphic patterns described in this manual can be applied.

PRINTED MEDIA

INTERNAL OPERATION

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

▽

Desire

9 cm

2 cm

COLD DRINKS FOR
HOT PEOPLE

▽

Desire

9 cm

2 cm

2 cm

2 cm
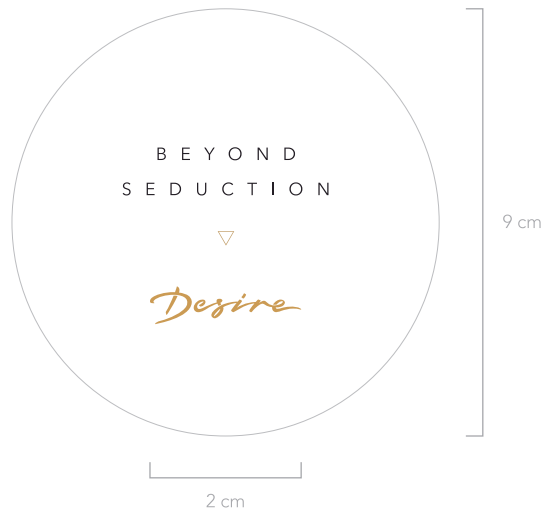
Coasters

Beyond seduction: Avenir Next Regular, uppercased, 12 pt. / Tracking of 660 / Line spacing of 22 pt.

Cold drinks for hot people: Dry Brush, uppercased, 15 pt. / Tracking 0 / Line spacing of 18 pt

The phrase or image can be changed, with the only condition of maintaining the specifications previously defined.

PRINTED MEDIA

INTERNAL OPERATION

4.3 cm

3 cm

0.8 cm

1.5 cm

0.5 cm

1.6 cm

SEDUCTION TIP 1

Desire

Share your fantasies and try one.

desire-experience.com

0.9 cm

0.9 cm

0.9 cm

6.4 cm

BE OPEN TO SEDUCTION

1.2 cm

1.3 cm

8.1 cm
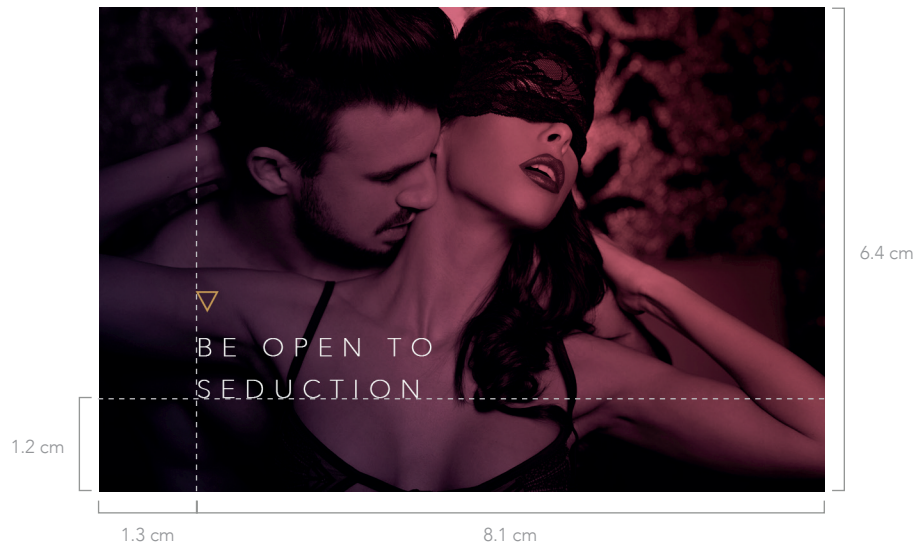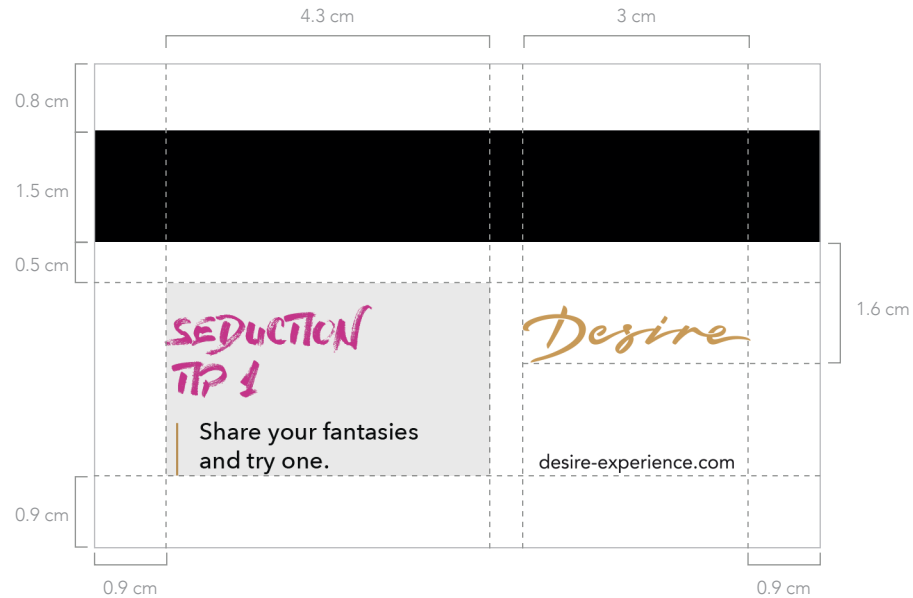
Room keys

desire-experience.com: Avenir Next medium, 7 pt
Be open to seduction: Avenir Next Ultra light 9.5 pt / Tracking 350 / Line spacing 15.48 pt
Seduction tip1: Dry Brush 15 pt / Tracking -60 / Line spacing 18.3 pt
Share your fantasies and try one: Avenir Next medium, 8.8 pt / Line spacing 10.53 pt

The gray text box is for creative messages purposes, or "advertising" phrases, as the "seduction tips":

The key's front photography can change, with the only condition of maintaining the standardized graphic style.

PRINTED MEDIA

INTERNAL OPERATION

Room tent card

Greeting: : Dry brush, 50 pts / Black C and Pink C
Text: Avenir Next Regular, 7 pts / Tracking -20 / Line spacing 14 pt

Hello!

My name is

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

Thank you

1 cm

8 cm

.8 cm

1.5 cm

8 cm

.7 cm

PRINTED MEDIA

INTERNAL OPERATION
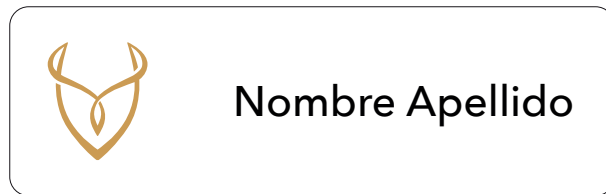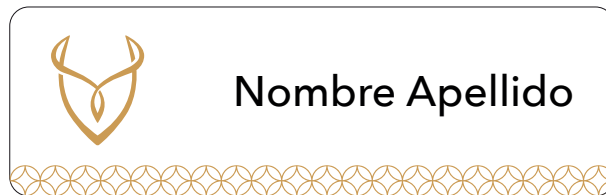
Employee Name tags

Text: Avenir Next Regular, 12 pts / Tracking 0 / Line spacing 14 pts.

Only the graphic patterns described in this manual can be applied.

E-signatures

Contact details:
Name: Arial Bold 15 px / Tracking 0 / line-height: 1.5
Position, company and phone number: Arial regular 13 px / Tracking 0 / line-height: 1.5
Work position:#CBA052
Website: Arial Bold 15 px / Tracking 0 / line-height: 1.5
Text box: #000000
Legal information: Arial regular 10 px / tracking 0 / line-height: 1 / Color #666 / URLs Color #CBA052

The required space for the contact information may vary. When adding details, the proportions must be adjusted in relation to the other elements, with the purpose of preserving its composition.

▽

NOMBRE Y APELLIDOS (SIEMPRE EN MAYÚSCULAS Y BOLD)
Puesto o departamento
Position or department
DESIRE RIVIERA MAYA **RESORT**
Tel. +52 (998) 000 000 Ext. 000

desire-experience.com

Desire | RIVIERA MAYA **RESORT**

Socials | You make us better! Leave us your comments | HERE

Promotional banner

Antes de imprimir este correo, piensa bien si es necesario hacerlo. El medio ambiente depende de nosotros. ¡Gracias!
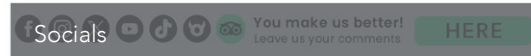En **Operadora Desire S.A.P.I. de C.V.**, con nombre comercial Original Group, ubicado en la ciudad de Cancún, C.P. 77500, estado de Quintana Roo, estamos comprometidos con la seguridad de tu información; por tal motivo, te informamos que somos responsables del tratamiento de tus datos personales. Para 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 is our responsability. Thank you!
Operadora Desire S.A.P.I. de C.V., with the trade name of Original Group, located in Cancun, C.P. 77500, state of Quintana Roo, Mexico, is committed to the safe use of your personal data; for more information, see the our privacy notice on our website **www.original-group.com**

Example:

▽

ALESSIO GIRIBALDI
Gerente General
General Manager
DESIRE RESORTS
Tel. +52 (998) 872 8063 Ext. 7200

desire-experience.com

Desire

You make us better! Leave us your comments | HERE

Desire RIVIERA MAYA **RESORT** | PARADISE ON EARTH! OPENING IN 2024 | SEDUCTIVE DETAILS | THE EDEN

Antes de imprimir este correo, piensa bien si es necesario hacerlo. El medio ambiente depende de nosotros. ¡Gracias!
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 tu información; por tal motivo, te informamos que somos responsables del tratamiento de tus datos personales. Para mayor información, consulta el aviso de privacidad integral en nuestra página de internet **www.original-group.com**

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ELECTRONIC MEDIA

Imágenes
para
carrusel

1280 px

Website

The new Desire website features a slider image gallery in the beginning of each section. As in printed media, it is strongly recommended that content proportion ratio is equivalent to 1:3, one being a lifestyle image and two showcasing the resort's amenities.

The corporate colors must be utilized, in order to differentiate the resorts, black for Pearl and gold for Riviera Maya.

In the destinations section, the use of the sub-brands can be appreciated on the website, featuring a horizontal arrangement, to differentiate Pearl from Riviera Maya.

Magenta details are only to be used with dark gloomy backgrounds, to accentuate image details. Magenta overlays should not be applied under any circumstance.

ELECTRONIC MEDIA

53 px

53 px

828 px

Desire

BEYOND
SEDUCTION

53 px

9 px

60 px

315 px

Posts

615 px

91 px

Let's

misbehave

800 px

615 px

Profile

180 px

78 px

180 px

69 px

25 px

800 px

Facebook

Cover: use Lifestyle photographs, with the corporate brand and slogan. The composition should include a shading over a golden background with one of the patterns.

Profile: visual identity (isotype) with a black background, using any of the patterns.

Posts: lifestyle photographs, with Dry Brush typography in large text, and SignPainter-HouseScript in smaller texts.

ELECTRONIC MEDIA

Cover

47 px   47 px

500 px

Desire   BEYOND
                                          SEDUCTION

91 px
41 px
56 px

1500 px

Posts

615 px

800 px

Let's
misbehave

91 px

615 px

69 px
25 px

800 px

Profile

180 px

78 px

180 px
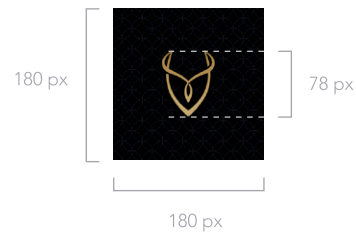
Twitter

Cover: use Lifestyle photographs, with the corporate brand and slogan. The composition should include a shading over a golden background with one of the patterns.

Profile: visual identity (isotype) with a black background, using any of the patterns.

Posts: lifestyle photographs, with Dry Brush typography in large text, and SignPainter-HouseScript in smaller texts.

ELECTRONIC MEDIA

Cover

56 px

56 px

2560 px

Desire

BEYOND
SEDUCTION

144 px

53 px

82 px

1440 px

Profile

250 px

108 px

250 px

Youtube

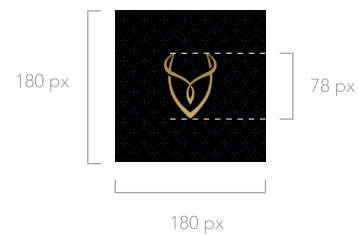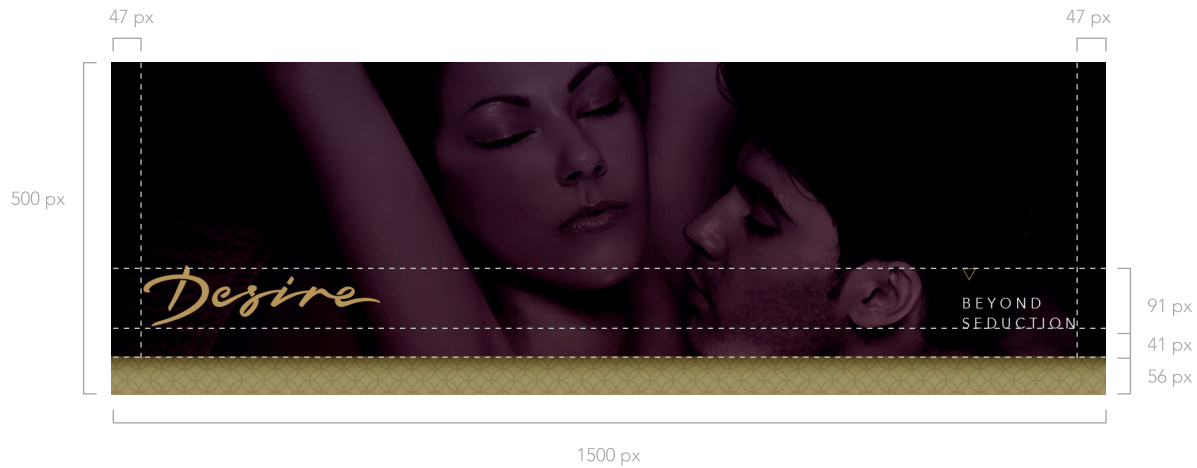**Cover:** use Lifestyle photographs, with the corporate brand and slogan. The composition should include a shading over a golden background with one of the patterns.

Profile: visual identity (isotype) with a black background, using any of the patterns.

ELECTRONIC MEDIA
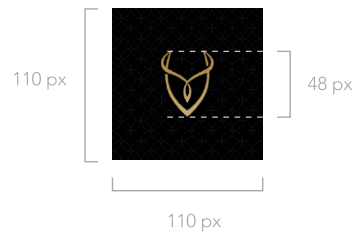
Instagram

Profile: visual identity (isotype) with a black background, using any of the patterns.

Posts: lifestyle photographs, with Dry Brush typography in large text, and SignPainter-HouseScript in smaller texts.

Profile

Posts

110 px

48 px

110 px

615 px

91 px

800 px

615 px

69 px

25 px

800 px

ELECTRONIC MEDIA

120 px

160 px

200 px

200 px

600 px

600 px

300 px

250 px
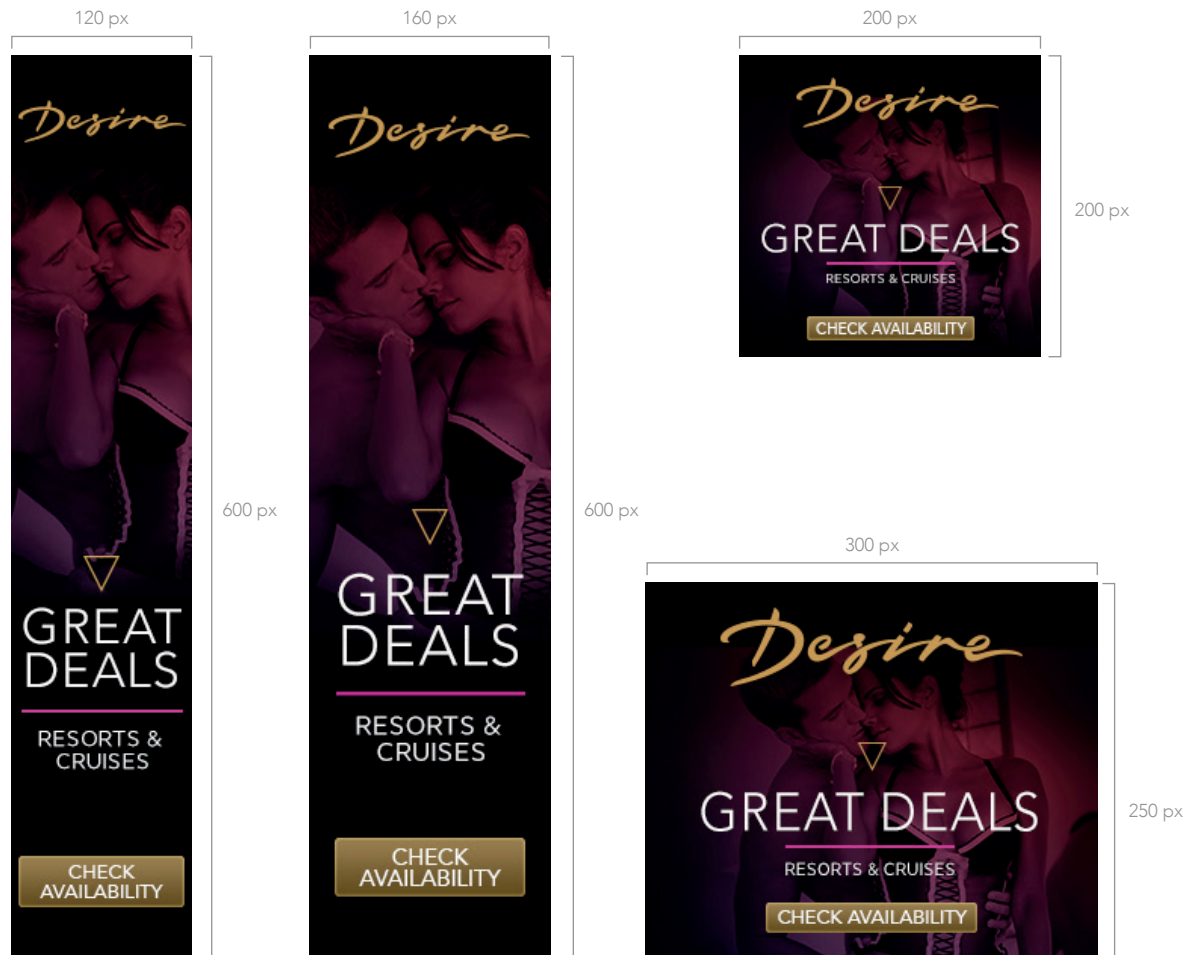
Banners

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

ELECTRONIC MEDIA

Banners

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

ELECTRONIC MEDIA

600 px

600 px

Desire

GREAT DEALS

RESORTS & CRUISES

CHECK AVAILABILITY

468 px

60 px

Desire

GREAT DEALS

RESORTS & CRUISES

CHECK AVAILABILITY
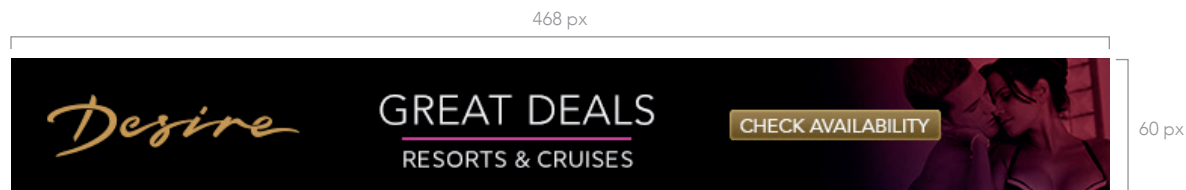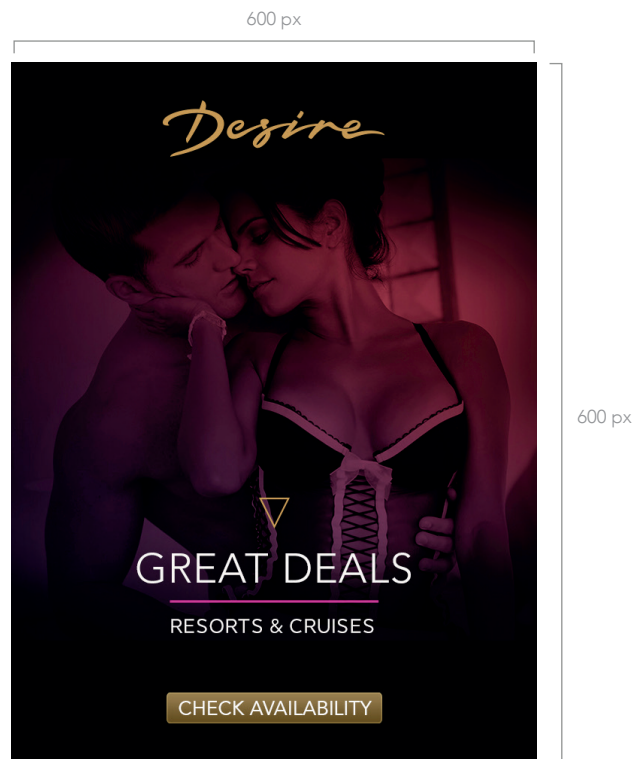
Banners

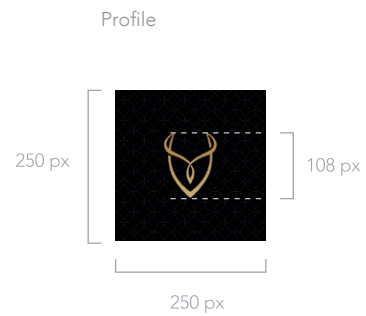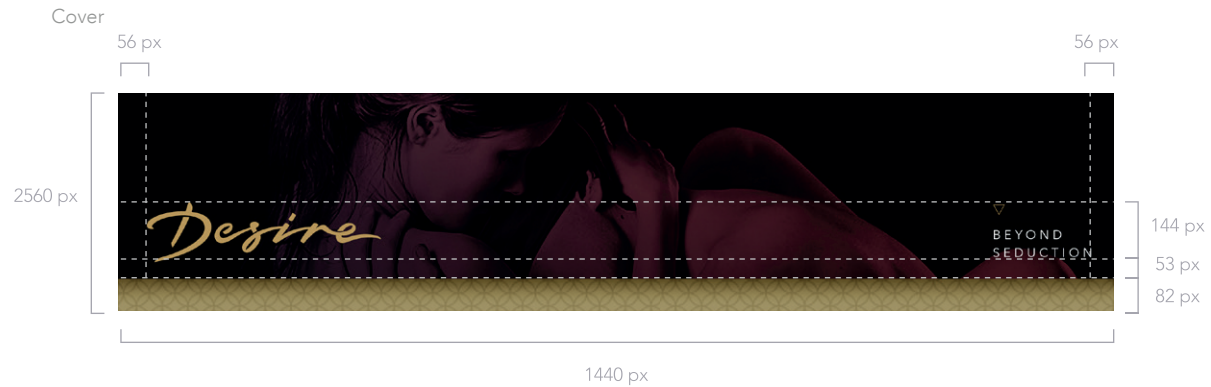Designs with lifestyle photographs, corporate brand and slogan. The composition should include a shaded overlapped on a golden background with one of the patterns.

PRINTED MEDIA

INTERNAL OPERATION

4.6 cm

8 cm

○

Desire

000000

LLEGADA / CHECK IN

TICKET DE EQUIPAJE /
LUGGAGE TICKET

HAB. _____

PIEZAS/PIECES _____

BB _____

Desire

000000

LLEGADA / CHECK IN

TICKET DE EQUIPAJE /
LUGGAGE TICKET

HAB. _____

PIEZAS/PIECES _____

BB _____

○

12 cm

8 cm

El hotel no se hace responsable por objetos de valor o dinero que se encuentre dentro del equipaje en custodia, así como tampoco se hace responsable por artículos reclamados después de 30 días. El equipaje será únicamente entregado con la presentación de este ticket.

The hotel is not responsible for values or money left inside the luggage, neither is responsible for articles claimed after 30 days. Luggage or articles will only be returned by presenting this ticket.

Luggage tags

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

PRINTED MEDIA
INTERNAL OPERATION

Menus

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

---

suki
ASIATIC SPECIALTIES

ENTRADAS FRÍAS

Sashimi de salmón
salsa ponzu, jengibre y wasabi

Ensalada wakame (V)
pepino con aliños de vinagre de arroz, azúcar, soya
y aceite de ajonjolí

Niguiri de robalo al carbón
mayonesa de jengibre y limón

Rollos vietnamitas
pepino, zanahoria, aguacate, camarón
y salsa de tamarindo

Tataki de atún
aguacate, ajonjolí y ponzu de Togarashi

Tempura de alga nori
arroz con mirin y salmón, salsa nim jam a base de
tamarindo, chile quebrado, y salsa de pescado y miel

ENTRADAS CALIENTES

Rollos Primavera (V)
salsa agridulce

Gyozas
carne de res, marinada con jengibre y aceite de
ajonjolí, salsa ponzu con togarashi, ajonjolí, y
cebollín

Kushiage
queso, salsa tonkatsu y pasta de cangrejo

Gua Bao
panceta de cerdo, salsa gochujang, cacahuate, hojas
de cilantro y ajonjolí blanco

SOPAS

Tradicional ramen
tira de costilla

Sopa Tom Yam
camarón

ESPECIALIDADES

Langosta $ 75 USD

New york $ 50 USD

Rib Eye $ 55 USD

Tomahawk $150 USD

SUSHI

Spicy tuna
Por dentro: atún con mayonesa de sriracha, masago
y cebollín
Por fuera: ajonjolí negro y ligero de aguacate

California roll
Por dentro: pepino y kanikama
Por fuera: aguacate y ajonjolí blanco

Afrodisíaco roll
Por dentro: tempura de camarón, queso crema
y aguacate
Por fuera: empanizado con coco,
mayonesa de jengibre

Desire roll
Por dentro: queso crema, aguacate y pepino
Por fuera: frito en tempura, y kanikama con
mayonesa picante

Dragon roll
Por dentro: anguila, aguacate y pepino
Por fuera: mango, masago y salsa de anguila

PLATOS FUERTES

Salmón a la parrilla
ajo, jengibre, salsa teriyaki, arroz basmati y vegetales
salteados

Pulpo crujiente
salsa coreana y arroz basmati

Camarones roca
aderezo de sriracha, cebollín, ajonjolí y ensaladita
de col morada

Pollo tikka masala
cubos de tofu en salsa de almendra, cacahuate y
especias

Pad Thai de pollo

Stir fry
filete, brócoli, cebolla, salsa de ostión y arroz gohan

Tradicional yakimeshi
camarones, pollo o filete de res

POSTRES

Tapioca de coco (V)
lemon grass y jalea de jengibre

Helado frito de vainilla

Rollos primavera de plátano
helado de vainilla y salsa de chocolate

Pastel japonés

(V) Vegetariano   Libre de Gluten

Todos los insumos y equipo utilizados en la preparación de alimentos y bebidas cumplen con los más altos estándares
de calidad e higiene; sin embargo, el consumo de alimentos crudos es bajo su propio riesgo.

Contamos con salsa de soya libre de gluten.

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suki
ASIATIC SPECIALTIES

COLD APPETIZERS

Salmon sashimi
ponzu sauce, ginger, and wasabi

Wakame salad (V)
cucumber with rice vinegar, sugar, soy,
and sesame oil

Charcoal sea bass nigiri
ginger and lime mayonnaise

Vietnamese rolls
cucumber, carrot, avocado, shrimp,
and tamarind sauce

Tuna tataki
avocado, sesame seeds, and togarashi ponzu

Nori seaweed tempura
rice with mirin and salmon, tamarind-based nam jim
sauce, chili flakes, and a fish and honey sauce

HOT APPETIZERS

Spring rolls (V)
sweet and sour sauce

Gyozas
beef marinated in ginger and sesame oil, ponzu
sauce with togarashi, sesame seeds, and chives

Kushiage
cheese, tonkatsu sauce, and crab paste

Gua Bao
pork belly, gochujang sauce, peanuts, cilantro
leaves, and white sesame seeds

SOUPS

Traditional ramen
rib strip

Tom yam soup
shrimp

SPECIALTIES

Lobster $ 75 USD

New york $ 50 USD

Rib Eye $ 55 USD

Tomahawk $150 USD

SUSHI

Spicy tuna
Inside: tuna with sriracha mayonnaise, masago,
and chives
Outside: black sesame seeds and avocado

California roll
Inside: cucumber and kanikama
Outside: avocado and white sesame seeds

Aphrodisiac roll
Inside: shrimp tempura, cream cheese, and avocado
Outside: breaded with coconut, ginger mayonnaise

Desire roll
Inside: cream cheese, avocado, and cucumber
Outside: kanikama with spicy mayonnaise,
fried in tempura

Dragon roll
Inside: eel, avocado, and cucumber
Outside: mango, masago, and eel sauce

MAIN DISHES

Grilled salmon
garlic, ginger, teriyaki sauce, basmati rice,
and sauteed vegetables

Crispy octopus
Korean sauce and basmati rice

Rock shrimp
sriracha dressing, chives, sesame seeds, and purple
cabbage salad

Chicken tikka masala
cubes of tofu in almond sauce, peanuts, and spices

Chicken Pad Thai

Stir fry
steak, broccoli, onion, oyster sauce, and gohan rice

Traditional yakimeshi
shrimp, chicken, or beef

DESSERTS

Coconut tapioca (V)
lemongrass and ginger jelly

Fried vanilla ice cream

Banana spring rolls
vanilla ice cream and chocolate sauce

Japanese cake

(V) Vegetarian   Gluten Free

All supplies and equipment used in food and beverage preparation meet the highest standards
of quality and hygiene; however, the consumption of raw food is at your own risk.

Gluten-free soy sauce available.

Graphic elements

The advertising material must include a phrase or text, along with an image related to the message. The image should cover at least, the 70% of the total surface.

Any of the brand graphic elements (Slogan, logo, visual identity -isotype-, graphic patterns) and contact information, can be utilized.

The contact information must be showcased in Avenir Next font, in any weight, following specified requirements.

The typography for the main message can be different from the standardized, for brand identity, if it fulfills the brand's attributes.

PROMOTIONAL ITEMS

3 cm

3 cm

Pens

PROMOTIONAL ITEMS

Mugs

I awaken the Desire: Dry brush 35 pt / Line spacing 42 pt

7 cm

1.5 cm

PROMOTIONAL ITEMS

T-shirts

Sexy imagination: Dry Brush 138 pt / Line spacing 138 pt
Isotype: 4 cm high
Slogan: 10 cm wide

SIGNAGE

Entrance sign

The entrance sign must maintain the previously defined guidelines, mentioned on the brand's nomenclature section of this manual.

SIGNAGE
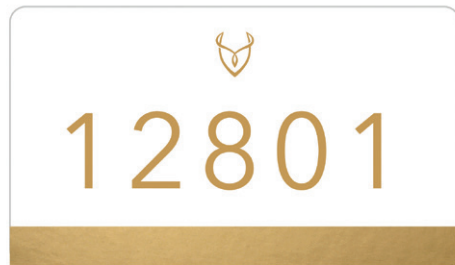
Room numbers

There are 2 designs for room signage.

For the standard room categories, a sober, simple design was developed. The number and isotype should be placed on a white frosted glass surface, supported by a metal base with a matte gold finish.

For premium categories, such as the Diamond suites, a three-dimensional signage design, with a light box developed in black EPanel with gold details, will be used.

SIGNAGE

Location plan

Due to the extensive quantity of information and detail, it is important to maintain a clean, well-structured design, using colors that soften the graphic style, making it legible.

Note: The above mentioned graphic guidelines for points and widths, are proportional to the work space, letter size. For this reason, if the size of the work space changes, the values should change proportionally.

Buffet nameplates

The editable template file, to be used at both resorts, is delivered in pptx so that the staff at the resort can fill out the information using the Arial font at 20 pts, in both English (bold) and Spanish (regular).

SIGNAGE

A)
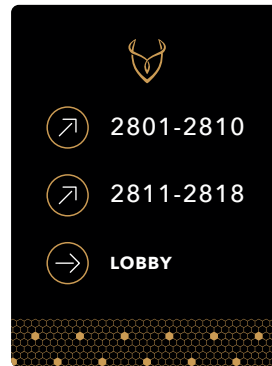
B)

a) Totem

Totems measure 0.60 m (wide) x 2 m (high), and are made of aluminum.

Text order: first English (Avenir Next Bold, 180 pts.) and then Spanish (Avenir Next Regular, 110 pts.).

On the totems that require it, the Desire logo can be changed to the logo of the section where the totem is located. For example: The Eden or the Desire Mansion.

b) Indicator signs

Following totem guidelines, indicator signs placed in hallways to give direction to guests, must measure 0.60 m (wide) x 0.80 m (high).

SIGNAGE

RESERVED SMOKING-ONLY AREA

RESERVADO ÁREA DE FUMADORES

Desire

C)

NO DIVING
NO SE PERMITEN CLAVADOS

All supplies and equipment used in food and beverage preparation meet the highest standards of quality and hygiene; however, the consumption of raw food is at your own risk.

Todos los insumos y equipo utilizados en la preparación de alimentos y bebidas cumplen con los más altos estándares de calidad e higiene; sin embargo, el consumo de alimentos crudos es bajo su propio riesgo.

c) Common areas

For signs larger than letter size, a design with the Desire logo at the bottom will be used.

In smaller signs, such as bathroom and prohibition signs, the isotype and logo are omitted.

In all signs, the font will be Avenir Next Bold for texts in English, and Avenir Next Regular for Spanish, which must be at a lower score than texts in English.

When it comes to short messages, only capital letters are used. When there are paragraphs, lowercase should be used.

D)

SPA WET AREAS RULES
REGLAMENTO DE ÁREAS HÚMEDAS

Please shower before using the jacuzzi, sauna or steam rooms.
Por favor, toma una ducha antes de usar el jacuzzi, sauna o vapor.

Avoid glass objects and alcohol beverages in this area.
Evita los objetos de vidrio y las bebidas alcohólicas en esta área.

Avoid running or horseplay in the jacuzzi.
Evita correr o jugar en el jacuzzi.

18+
We only welcome guests aged 18 and over.
Solo pueden ingresar huéspedes mayores de 18 años.

Guests with heart complications, high-blood pressure, or pregnancy should stay away from the heat treatments.
Huéspedes con enfermedades cardíacas, presión alta, o mujeres embarazadas, deben evitar las terapias de calor.

Refrain from using this area after a heavy meal or under the effect of alcohol or drugs.
Evita hacer uso de esta área después de una comida abundante o si estás bajo los efectos del alcohol o drogas.

Leave the sauna, steam bath or jacuzzi immediately if you feel uncomfortable, dizzy or sleepy. Drink plenty of water or tea.
Si sientes mareos, malestar o sueño, sal inmediatamente del sauna, vapor o jacuzzi y bebe abundante agua o té.

Please notify the spa reception in case of emergency or assistance.
Notifica a la recepción del spa cualquier situación de emergencia o que requiera asistencia.

48HRS **Please, avoid using the jacuzzi if you have been sick within the last 48 hours.**
Evita usar el jacuzzi si has estado enfermo en las últimas 48 horas.

Desire

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d) Regulations

The title of the regulations sign must be in English (Avenir Next Bold) and in Spanish (Avenir Next Regular), and be noticeably larger than the rest of the information.

In the paragraphs where the rules are listed, the language separation style must be respected, without the need to differentiate each language by score.

05

DESIRE
SUB-BRAND

Desire

MANSION

CORPORATE SUB-BRAND

MANSION

Desire Mansion is a new luxury and exclusivity sub-brand focused on clients with greater purchasing power. Located within the Desire Riviera Maya Pearl Resort, the Desire Mansion is a sophisticated couples-only resort, satisfying the highest expectations of our clients with its elegant architectural design and VIP services and amenities.

This sub-brand reinforces all the values and guidelines of the Desire brand contained in this manual, and exalts them by creating refined, intimate spaces for erotic encounters. The exclusive Desire Mansion is, without a doubt, the exquisite pearl of Desire Riviera Pearl.

MANSION

PROPORTIONS AND REDUCTIONS

2x

2x

x

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

MANSION

a)

Desire

MANSION

3.5 cm

b)

Desire

MANSION

2.5 cm

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

Minimum reproduction

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

a) Fine reproduction techniques

b) Embroidered textures

c) Use on web

PATTERNS & GRAPHIC ELEMENTS

PANTONE 7407 C
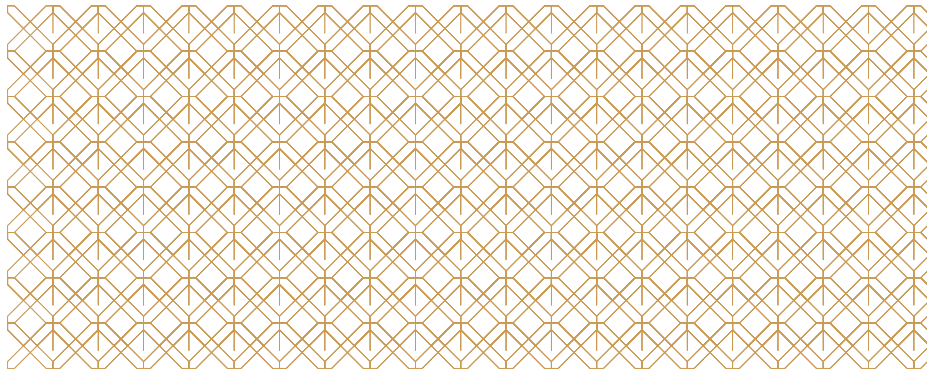
The architecture of the Mansion was inspired by the Art Deco artistic movement, which is based on the prevailing geometry of the cube, the sphere and the straight line, in addition to the essential zigzags.

For applications specific to the Mansion, this geometric pattern will be used exclusively. Since the architecture and interior decoration are dominated by gold and light tones, all graphics will be in a combination of pantone 7407C and white..

LOGO MISUSES

01

02

03

04

05

06

07

08

09

01. Do not alter the original brand composition.

02. Do not increase or decrease the individual size of any brand elements.

03. Do not add edges.

04. Do not degrade.

05. Do not rotate.

06. Do not use different colors, only the official, approved colors.

07. Do not deform the brand.

08. Do not add any type of effects.

09. Do not alter for any reason, the defined composition for the brand's architecture.

06

DESIRE MANSION APPLICATIONS

PRINTED MEDIA
STATIONERY

5 cm

4.5 cm

1.5 cm

4.8 cm

BEYOND
SEDUCTION

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

7 cm

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

Firma de quien escribe
Nombre completo
Puesto

4.5 cm

1.8 cm

Letterhead Stationery

The letterhead stationery should only be used for relevant documents.

Paper size: US Letter / A4
Slogan: Avenir Next Regular, uppercased, 5 pt. / Tracking of 280 / Line spacing of 6 pt.
Contact information: Avenir Next Regular, 6 pt./ Line spacing of 9 pt.
Website: Avenir Next bold, 6 pt. / Line spacing, 9 pt. /
Body text: Avenir Next Regular, 8 pt. / Line spacing,13 pt.

The graphic composition must be used invariably

Note
The back part of the sheet can be printed with any of the graphic patterns described in this manual, using the PANTONE 7407 C color.

PROMOTIONAL ITEMS

Mugs

Beach bag

Dinnerware with isotype

All promotional products for the Desire Mansion must be distinguished by their quality. It is absolutely necessary that the luxurious experience is perceived in all them.

07   BUSINESS
DIRECTORY

CONTACT INFORMATION AND LINKS

CARLOS A. DEL PINO
Commercial & Operations Director
cdelpino@original-group.com

ALMA MENDOZA
Sales Director
amendoza@original-group.com

URIEL GUTIÉRREZ
Marketing Director
ugutierrez@original-group.com

MONTSERRAT ECHEGOYEN
Brand Manager
brand@original-group.com

OFFICIAL WEB SITES
desire-experience.com

desireresorts.com

GRAPHIC RESOURCES AND MEDIA KITS
media.original-group.com

desiresocial.com

DesireResortsOfficial

desireresortsofficial

@desireresorts

DesireResorts

DesireResortsCruises

08

GLOSSARY

GLOSSARY

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

Registered varnish: A varnish is a uniform mixture of one or more resins diluted in a solvent. It easily dries upon contact with the air, as the solvent evaporates, resulting in a layer or fine film on the surface to which it is applied. In printings, when the registered varnish is applied to a specific area, it gives it a matt or glossy texture.

CMYK: Abbreviation for Cyan, Magenta, Yellow and Key, the CMYK is a subtractive color model utilized in color printing. It allows a wide-range of colors to be represented that can be adapted for industrial purposes.

Font family: Typography, refers to a font collection based on the same font category, with some variations, such as thickness and width, but with common characteristics between them. The family members are similar but have their own characteristics.

Flexography: This printing technique utilizes a flexible plaque, showcasing a plain surface and another with a high-relief area, for example printed zones are made to respect non-print zones. The plate, also known as "cliché", is made of a very flexible photopolymer (Made of vulcanized rubber), capable of being adapted to different types of printing supports. This method is similar to stamp printing.

Typography font: Is what is defined as style or appearance of a complete group of characters, numbers and signs, governed by common graphic characteristics.

Isotype: Isotype refers to the iconic or highly-recognized part of a brand, whether it be corporate, institutional or personal. This element constitutes the identity design, with a high value in the project hierarchy, which also creates a connotative map for the logotype design. As in the remaining stages of the corporate identity project, as well as the stationary, vehicles and merchandising. The word isotype, refers to "the same type".

Offset: This printing technique is basically used to reproduce documents and images on paper or similar materials. The process consists of applying an oily ink on a metallic plate. The plate takes the ink to different repelling-water areas, as the plate soaks-in water, the ink is repelled; the image or text goes through pressure duplication from a rubber blanket cylinder, printing the elements onto the paper.

Pantone: An identification system that compares and communicates color in graphic arts.

This system is the most recognized and utilized, for this reason Pantone is normally referred to as the color control system. This color model, unlike CMYK and RGB systems, tends to be known as a "solid color".

Pattern: The pattern or motif is an image, that when placed next to identical copies, can be repeated forever without breaking.

RGB: This color model is based on additive synthesis, making it possible to represent a color, through the combination of the three primary colors, red, green and blue. Its name was created by taking the first letter of each color. The RGB model does not exactly represent the colors red, green and blue, the RGB values can depict relatively different colors, on different devices using this color model.

Serigraphy: This printing technique is used to reproduce documents and images on any material. It transfers ink through a tense, framed mesh. The blank areas are blocked with an emulsion or varnish, protecting the zone where the ink will pass.

This printing system is repetitive. Once the first model has been produced, the printing process can be repeated as many times as required, without losing its resolution.