



RIYAASAT  
HERITAGE LUXURY

# *Welcome to a place where history feels like home.*

Our eco-luxury resort collection blends cultural richness and sustainability to create experiences that inspire and connect.

This guide outlines the essence of our brand evolution and the unique ways we empower travelers to embrace.

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# *Brand Story*

# *Our Name comes from*

“*Riyaasat*” is of Persian and Urdu origin word, meaning “kingdom” or “state”.

It also reflects the soul of a timeless legacy, where heritage meets hospitality. It’s about honoring history, preserving culture, and creating spaces that let you experience the past with care for the future.

# *Our Brief*

Our brand celebrates history, culture, and sustainability. We **transform heritage buildings into boutique stays, blending timeless charm with modern comforts.**

We create spaces that tell unique stories and inspire a sense of belonging. With a commitment to sustainability and promote eco-conscious tourism.

# *Our Promise*

To serve with heartfelt hospitality, **offering an enriching stay that blends cultural immersion, sustainable practices, and exceptional service.**

We are dedicated to making every moment memorable, ensuring you feel valued, cared for, and connected to the spirit of our destinations.

## *What we do*

We create immersive travel experiences that celebrate culture, nurture sustainability, and provide exceptional hospitality for our guests.

## *How we do it*

By combining eco-conscious practices, local engagement, and personalized service, we ensure every stay is meaningful and memorable.

## *Where & when we do it*

Across our collection of unique destinations, all year round, offering moments of tranquility, adventure, and cultural exploration.

## *Where can we take you*

To a world of discovery—where you can connect with nature, experience local traditions, and create lasting memories in harmony with the environment.

## *Mission*

Revitalizing heritage landmarks into boutique destinations, blending historical charm with modern luxury, sustainability, and unique experiences

## *Vision*

Preserving historical landmarks' cultural essence, our properties bridge history and modernity, offering immersive, tradition-rooted journeys

## *Purpose*

Building a sustainable hospitality brand that preserves heritage, promotes eco-conscious travel, and inspires connections for future generations.

# *Brand Positioning*

- **Luxury Hospitality**  
Transforming heritage buildings into luxurious, comfortable stays.
- **Cultural Immersion**  
Offering authentic cultural experiences for discerning travelers.
- **Cultural Preservation**  
Restoring heritage and celebrating local traditions.
- **Sustainable Tourism**  
Championing responsible, eco-conscious travel.
- **Blend of Old and New**  
Combining historic charm with modern comforts.
- **Authenticity and Heritage**  
Celebrating rich cultural narratives and historic preservation.
- **Curated Experiences**  
Showcasing local traditions, architecture, and art

# Values

## Cultural Preservation

We honor and protect the heritage of historical landmarks, ensuring their stories live on for generations.

## Authenticity

Every property reflects the true essence of its cultural and architectural roots, offering guests an authentic experience.

## Sustainability

We are committed to eco-conscious practices, blending luxury with responsibility to minimize our environmental footprint.

## Community Engagement

By partnering with local artisans, communities, we foster meaningful connections and support local economies.

## Timeless Hospitality

We provide unforgettable experiences where modern comforts meet historical charm.

# Personality

## Authentic

Rooted in heritage and tradition, we stay true to the cultural essence of every property, meaningful experiences.

## Sophisticated

We embody timeless elegance, blending modern luxury with the charm of historical landmarks.

## Welcoming

Warm and approachable, we create a sense of belonging for our guests, making every stay personal and memorable.

## Sustainable

Conscious and forward-thinking, we prioritize eco-friendly practices and responsible tourism in all we do.

## Innovative

While celebrating the past, we embrace innovation to craft unique, experiences that appeal to the modern traveler.

# *Voice and Tones*

The essence of our voice is connection: to people, culture, and the environment. We speak directly to our guests in a tone that is warm, authentic, and approachable—because we believe in creating real, meaningful experiences.

Our language reflects the heart of our mission: to inspire and nurture through culture and sustainability. We communicate in a way that makes every guest feel valued and welcomed, as if speaking with a trusted guide or a thoughtful friend.

While we aim to keep our tone conversational, we adapt it to the audience and context. Whether sharing an inspiring story about local heritage or guiding guests through sustainable practices, we always ensure clarity, respect, and purpose.

Here's what we are (and aren't):

- **Authentic** (never scripted)
- **Welcoming** (but not overly familiar)
- **Inspiring** (without being preachy)
- **Knowledgeable** (but not condescending)
- **Empathetic** (but never intrusive)
- **Thoughtful** (but not overly complex)
- **Clear, purposeful, and human**

# *Voice and Tones*

Our voice reflects our values. It's not just about the words we use but the intent behind them. We are intentional in our language, ensuring it fosters inclusivity and respect.

We avoid clichés, jargon, or overused tropes and focus instead on genuine, meaningful communication. Our tone enhances the guest experience—encouraging curiosity, respect for nature, and a deeper connection to the culture and environment.

We are storytellers, but we never let style outweigh substance. Every word must serve a purpose. Clear communication, combined with warmth and sincerity, is at the core of how we express ourselves.

In everything we say, we remain:

- **Humble**
- **Human**
- **Hopeful**

Because the people we serve—and the impact we strive to create—are what truly define us.

# *Target Audiences*

## **18-24 years**

- Young travelers
- Adventure seekers
- Budget-conscious individuals
- Interested in cultural and local experiences
- Staycation with family & friends

## **24-32 years**

- Honeymooners
- Destination wedding seekers
- Eco-conscious and sustainable travelers
- Business Travelers
- Social media explorers
- International Guests
- Staycation with family& friends

## **32-48 years**

- Families and cultural enthusiasts
- Luxury and relaxation seekers
- Travelers interested in art and history
- Group travelers

## **48-60 years**

- cultural enrichment
- luxury travelers
- History enthusiasts
- Family trips
- wellness
- Celebration life's achievement

## **60+ years**

- Retired group
- Cultural preservation supporters
- nostalgia Travelers

# *Benefits and Status*

Our exclusive card system rewards loyalty with guest experiences while fostering a positive impact on communities and the environment.



*Silver card*



*Gold card*



*Platinum card*



*Diamond card*

**Eligibility:** First stay or registration.

**Benefits:**

- Sustainable welcome gift.
- Early check-in/late check-out (subject to availability).
- Free Wi-Fi
- Priority reservations for workshops
- Contribution to community programs.

**Eligibility:** After 5 stays or meeting spending criteria.

**Benefits:**

- Room upgrades (based on availability).
- 15% off dining, spa, and experiences.
- Invitations to farm-to-table dinners.
- Free cultural workshops and wellness sessions.

**Eligibility:** After 15 stays or significant annual spending.

**Benefits:**

- Guaranteed upgrades
- Access to exclusive lounges.
- Complimentary spa treatments.
- Personalized concierge services.

**Eligibility:** By invitation only.

**Benefits:**

- Complimentary annual stay or free nights.
- Private curated experiences.
- Lifetime discounts and exclusive gifts.
- Recognition and perks at partner resorts worldwide.

## Why It Works

• **Values-Driven:** Reflects sustainability and cultural focus.

• **Long-Term Loyalty:** Encourages ongoing engagement through personalized rewards.

# *Keywords*

**Cultural  
Preservation  
Authenticity  
Sustainability  
Heritage  
Eco-Luxury**

Eco-Luxury  
Experiences  
Community  
Historical  
Tourism  
Tradition  
Storytelling  
Authentic

*About Logo*

# Logo Overview

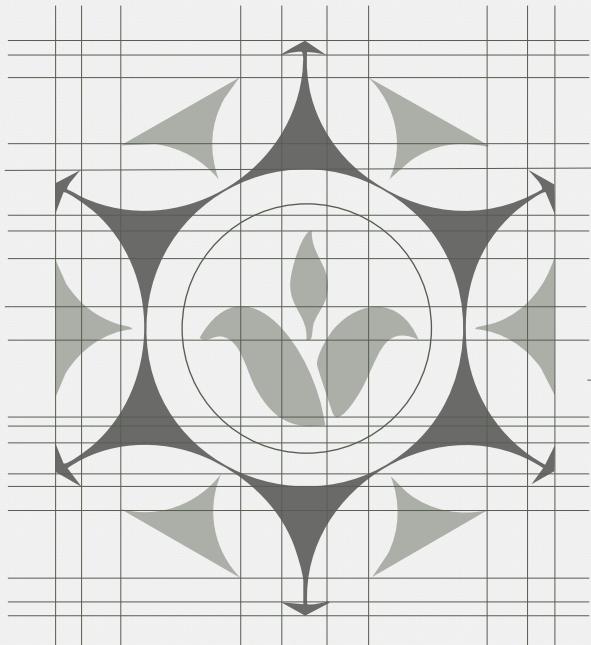
The RIYAASAT logo is a thoughtful blend of geometry, cultural motifs, and elegant typography, encapsulating the essence of heritage, luxury, and sustainability.



RIYAASAT  
—  
HERITAGE LUXURY

- **Hexagon**: significant themes of balance and harmony.
- **Central floral** : represents growth and the revitalization of heritage spaces.
- **Outer floral design** : inspired by ornamental patterns commonly found in historical architecture.
- **Sophisticated Serif Font (RIYAASAT)**: The serif font signifies heritage and elegance, reflecting the blend of tradition and luxury.
- **Tagline - “Heritage Luxury”**: communicates the brand's core values.

# *Logo Construction*



RIYAASAT  
—  
HERTIAGE LUXURY

Logo fonts

RIYAASAT - Cinzel Regular - 80 pt

HERTIAGE LUXURY - Century Gothic - 18 pt

# Variations



# *Final Logo*



**RIYAASAT**  
HERITAGE LUXURY

Primary Logo



**RIYAASAT**  
HERITAGE LUXURY

Secondary Logo

# Scaling



RIYAASAT  
HERITAGE LUXURY

LARGE



RIYAASAT  
HERITAGE LUXURY

MEDIUM



RIYAASAT  
HERITAGE LUXURY

SMALL



**width - 4.1 in**  
**Height - 1.6 in**



**width - 3.5 in**  
**Height - 5.3 in**

#### Guidelines

- The horizontal logo is the primary logo and should be used in most cases.
- The stacked logo is reserved for large-scale use and branding contexts where space allows. Avoid using the stacked logo at small sizes, as it can become illegible.

#### File Usage

- Always use the provided logo file
- Re-creating or altering the logo is prohibited to maintain brand consistency.

# Misuse



Do not change the transpacy of logo.



Do not shuffle around the colors.



Do not use different colors.



Do not distort the logo.



Do not use drop shadows or any effects.



Do not use other typeface.



Do not rotate any part of the logo.



Do not outline logotype.



Do not make logo and typeface closer.



Do not use any gradients on the logo.



Do not cut the logo.

# Our icon

Social Media Profile icon:



Stories Highlights Icons :



Celebration



Review



Culinary



Community



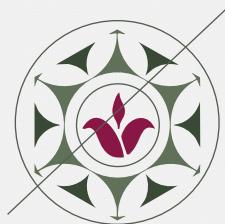
Eco-friendly



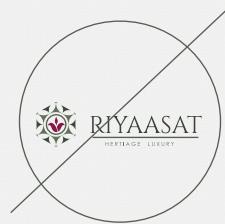
Wellness



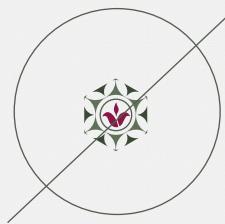
# *Misuse*



Do not set fit to the circle.



Do not use logo with typeface.



Do not set logo smaller.



Do not enlarge the size of logo.



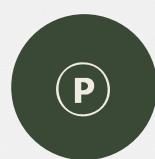
Do not use alternative typeface.



Do not use typeface.

# Other icons

Descriptive labels you can use for icons or symbols in a palaces are:



# *Our patterns*



**Patterns** are seamlessly integrated across various resort attire, from welcome shawls and embroidered towels to chef uniforms with receptionist sarees featuring elegant designs. These patterns enhance the aesthetic appeal, reflecting warmth, and harmonious theme.

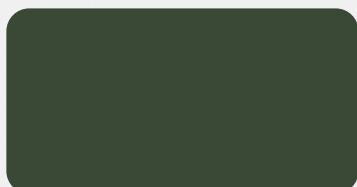
# *Colors & Typography*

# *Core colors*



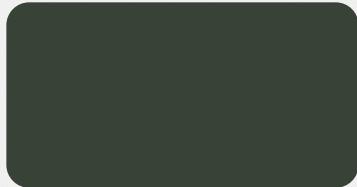
*Willow Grove*

**HEX** 60705A  
**CMYK** 64-22-74-4  
**RGB** 102-153-102



*Cabbage Point*

**HEX** 3B4935  
**CMYK** 64-48-48-30  
**RGB** 85-95-81



*Lunar Green*

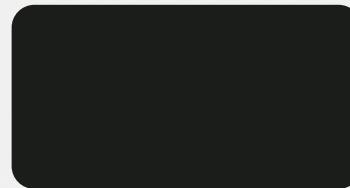
**HEX** 3A4237  
**CMYK** 69-54-70-50  
**RGB** 58-66-55



*Disco*

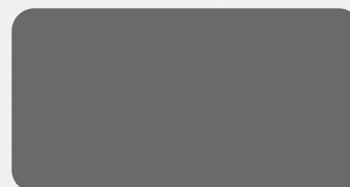
**HEX** 891846  
**CMYK** 51-77-51-37  
**RGB** 100-59-74

Neutral colors



*Marshland*

**HEX** 1C1E1B  
**CMYK** 72-64-68-76  
**RGB** 28-30-27



*Ironside Grey*

**HEX** 6A6B68  
**CMYK** 59-49-52-18  
**RGB** 106-107-104



**HEX** ABB0A7

**CMYK** 35-25-32-0  
**RGB** 171-176-167

# *Secondary colors*



*Fiord*

**HEX** 424667

**CMYK** 81-74-37-23

**RGB** 66-70-103



*Cutty Sark*

**HEX** 50737C

**CMYK** 72-44-43-12

**RGB** 80-115-124



*Gothic*

**HEX** 74969E

**CMYK** 58-31-33-1

**RGB** 58-150-158



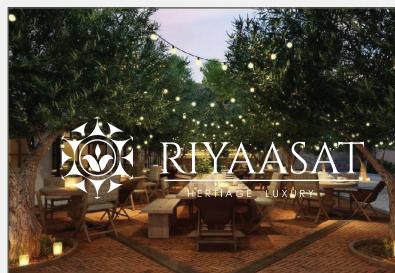
*Maroon Flush*

**HEX** BC1F5A

**CMYK** 21-100-48-5

**RGB** 188-31-90

# *One-use color*



# Typography

For web/print use  
Serif  
Californian FB

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

Regular  
*Italic*  
Bold

Welcome to a place where history feels like home.  
*Welcome to a place where history feels like home.*  
Welcome to a place where history feels like home.

# Typography

For web/print use

Sans Serif

Helvetica Now Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

Light

Medium

**Bold**

**Black**

Welcome to a place where history feels like home.

**Welcome to a place where history feels like home.**

Welcome to a place where history feels like home.

**Welcome to a place where history feels like home.**

# *Applications*



*Welcome to a place where  
history feels like home.*

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HERITAGE LUXURY

Welcome  
*enjoy your stay!*

**WiFi**

Network: RIYAASAT  
Password: stayhydrated

**Contacts**

Room service : 199

**House Rules**

No smoking inside  
No pets  
No parties  
Report damage  
Quiet hours after 10 pm

**Check-Out**

Check-Out at 11 am  
Turn off lights  
Remove any garbage  
Close all windows and doors  
Place keys in lockbox





**RIYAASAT**  
HERITAGE LUXURY



RIYAASAT

HERITAGE LUXURY

**For any brand guidelines related inquiries**

[www.riyaasatgroup.com](http://www.riyaasatgroup.com)

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