



NAYARA
RESORTS

BRAND BOOK

Welcome to the Nayara Resorts Brand Book

This document has been created to provide clear guidance on the Nayara Resorts brand identity and how to express our brand effectively through visuals, treatment and storytelling.

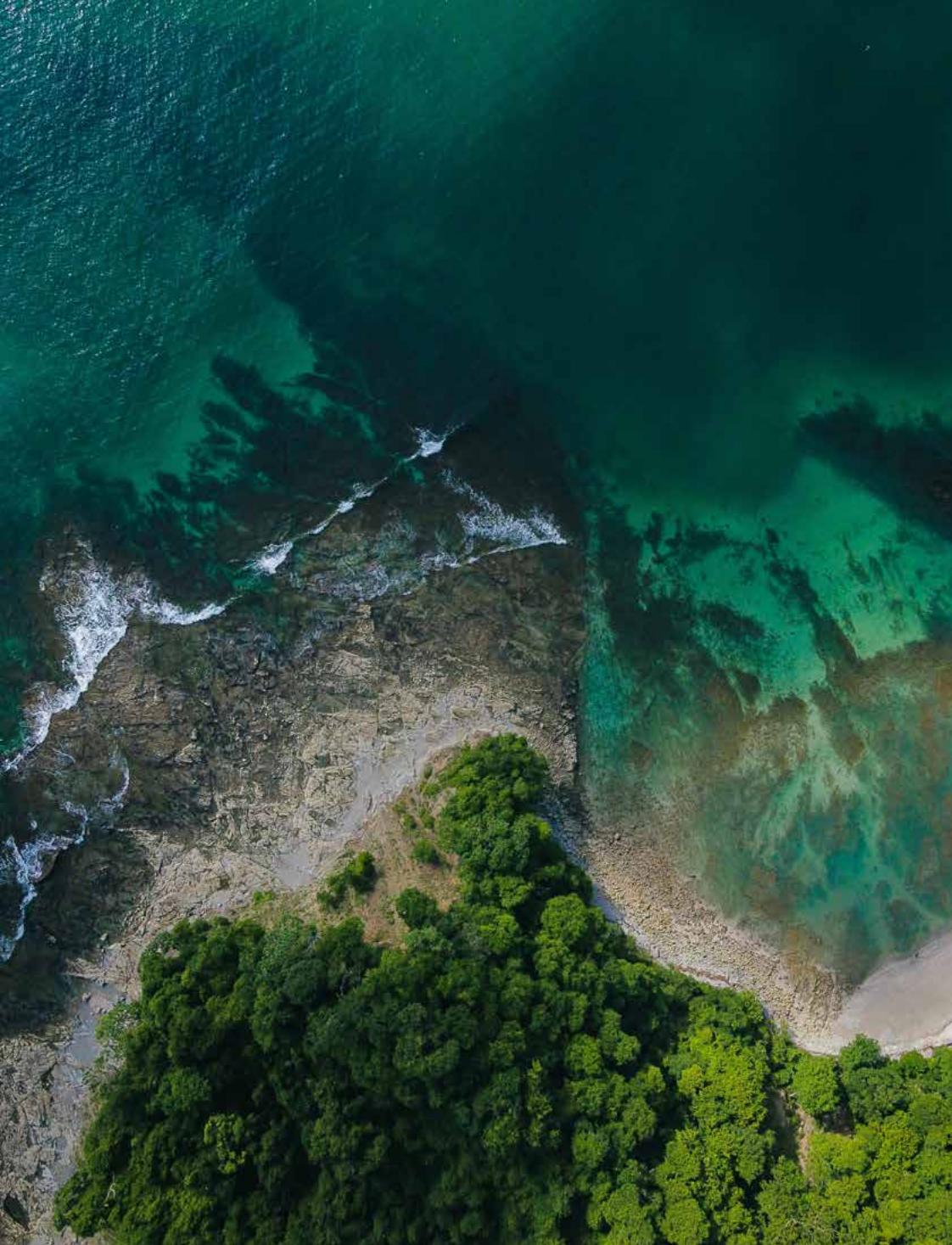
In the first chapter we define our core values, mission, purpose and architecture. This is the heart and soul of our brand; the guiding principles which influence and infuse every word, visual, and collaboration.

The second chapter outlines all elements of the brand story, including the tone of voice to be considered throughout all internal and consumer-facing communications.

The final chapter sets the parameters for the visual identity and how it should be implemented throughout every touchpoint, including social media.

This document will give our team members, collaborators and stakeholders the confidence and ability to be creative and feel secure when representing Nayara Resorts in any capacity.

Please adhere to these guidelines in order to protect our brand elements and maintain consistent authenticity.



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Chapter One

THE NAYARA BRAND

BRAND POSITIONING

<i>Portfolio Essence</i>	A growing collection of abundantly generous luxury resorts in locations of remarkable natural beauty.			
<i>Brand Narrative</i>	Nayara Resorts embodies Latin American warmth and genuine, effortless hospitality. The group is an innovator that fiercely leads with its values and is dedicated to making a positive impact at every level, from guest experience and community projects to environmental protection.			
<i>Value Drivers</i>	INSPIRING	GENEROUS	AUTHENTIC	ENRICHING
<i>Experience Drivers</i>	Set within the beauty of nature	An all-encompassing experience	A place for genuine connections	Ultra-personalised service
<i>Brand Positioning</i>	Offering authentic luxury experiences that celebrate the beauty of nature and are underpinned by a commitment to forging genuine connections between guests, staff, local communities, and the natural environment.			

POSITIONING STATEMENT

Nayara Resorts warmly provide guests with opportunities to authentically connect with destinations of distinguishing natural beauty. Our resorts foster a strong sense of community – an endless circle between guests, nature and local culture. Genuine, generous, and hyper-personalised service is infused with the effortless warmth of our Latin American heritage and underpinned by a commitment to ensuring every guest returns home feeling happy and enriched.



OUR PORTFOLIO

Set in some of the world's most awe-inspiring natural environments, every Nayara Resort is an authentic reflection of its surroundings while retaining the warmth of its Costa Rican roots.

These are places to feel freely yourself, and effortlessly at home.

Nayara Tented Camp

Nayara Springs

Nyara Gardens

Nayara Alto Atacama

Nayara Hangaroa

Nyara Bocas Bali

BRAND ARCHITECTURE

The brand architecture conveys the organisational structure of Nayara Resorts's portfolio.

The master brand is Nayara Resorts, with each existing and future property joining the portfolio as a sub-brand. Nayara Resorts guides the overall marketing and brand strategy that applies to each of the individual properties.



MASTER BRAND

SUB BRAND



OUR PURPOSE

Our purpose outlines the reason we exist and what we stand for:

To have a lasting positive impact on every living being we encounter, from local communities and the environment to guests, employees, and partners.

OUR VISION

Our vision identifies what we aim to achieve:

To present the best hotel in every destination we occupy, each one designed with the future in mind and serving to strengthen our global recognition as a planet-positive innovator.

BRAND VALUES

Our brand values embody what Nayara Resorts stands for and how we behave. They serve as the inspiration that guides how we conduct our business and dictate everything from our organisational culture to marketing strategy and communications.

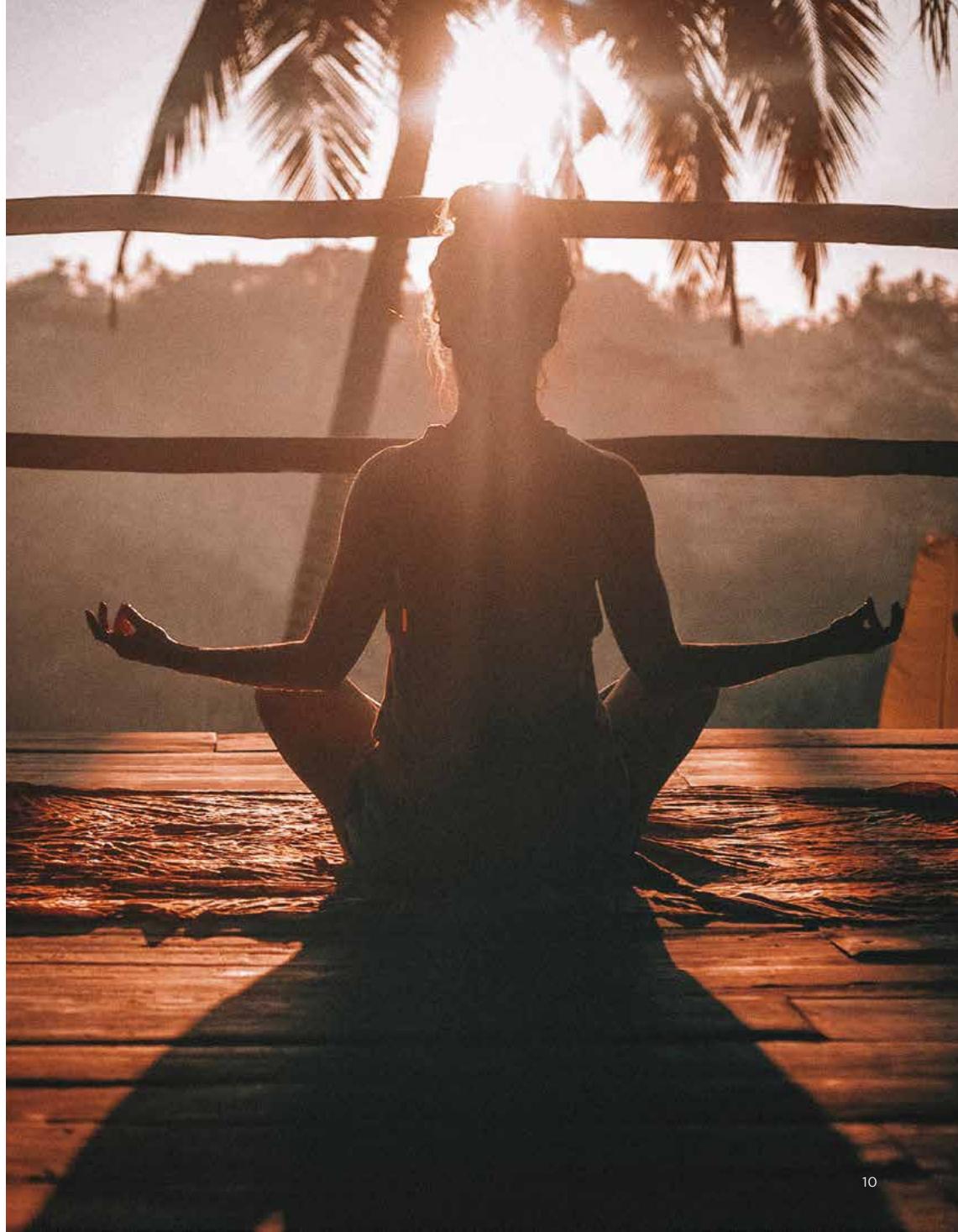
The behaviour of our staff; the direction of our sustainability innovations; how new team members are trained; the way we communicate on our social channels; the influencers we collaborate with; how partnerships are created, nurtured and embedded; this is all informed by the following brand values.

—
ENRICH
INNOVATE
INSPIRE
SURPRISE
—

Provide life-enhancing opportunities for staff and local communities

Have a positive impact on the environment with regenerative projects that actively restore nature

Deliver impactful and enriching experiences for guests



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—
ENRICH
INNOVATE
INSPIRE
SURPRISE
—

Maintain an active and agile mindset in order to continuously evolve and remain relevant

Generate new ideas and procedures that lead to business growth

Maintain a culture of innovation where everyone's idea counts



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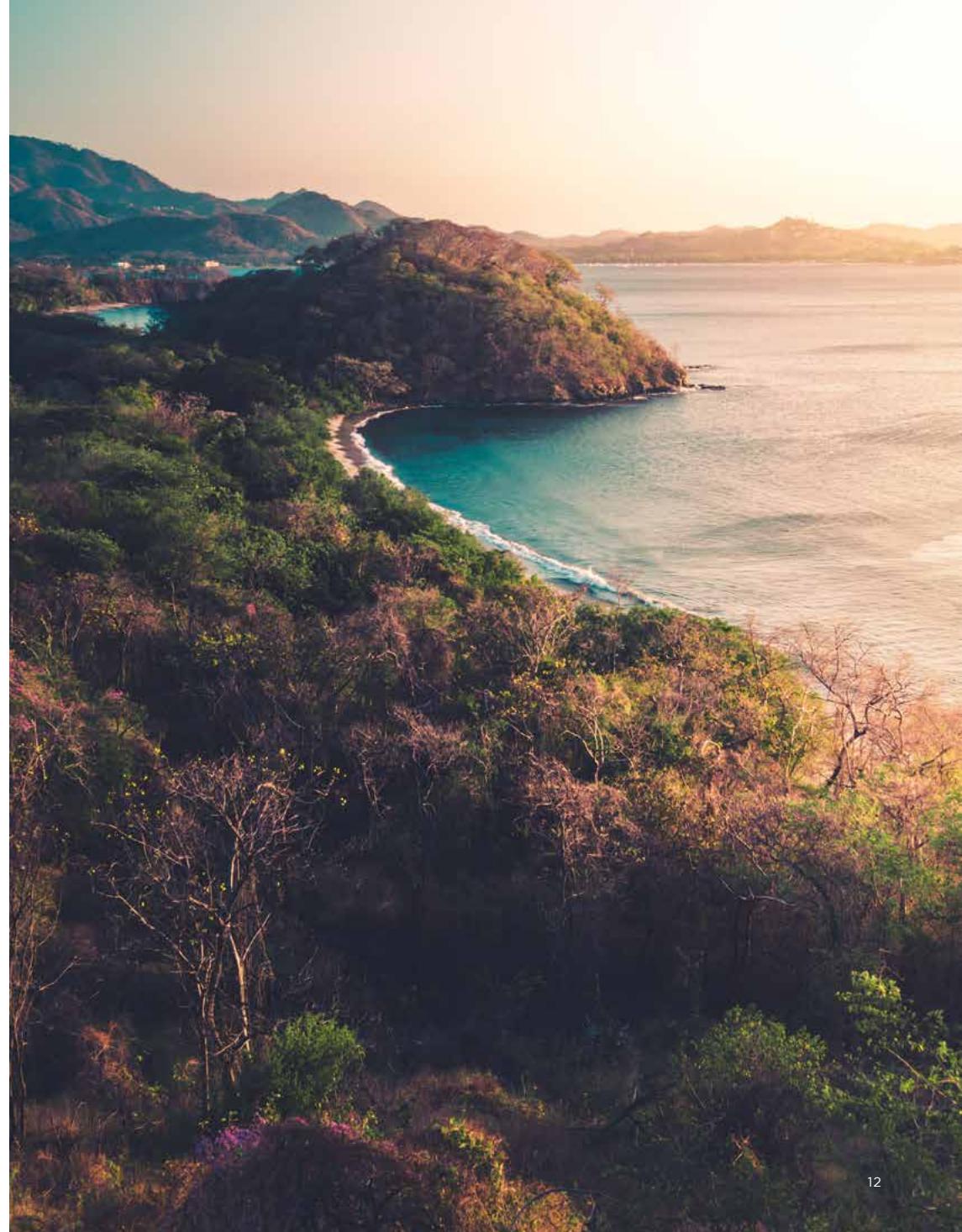
The behaviour of our staff; the direction of our sustainability innovations; how new team members are trained; the way we communicate on our social channels; the influencers we collaborate with; how partnerships are created, nurtured and embedded; this is all informed by the following brand values.

—
ENRICH
INNOVATE
INSPIRE
SURPRISE
—

Motivate and empower staff so they feel truly valued

Create resorts that encourage a connection with nature and inspire guests to adopt planet-positive changes in their lives

Be an industry leader and positively influence competitors in every aspect



BRAND VALUES

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The behaviour of our staff; the direction of our sustainability innovations; how new team members are trained; the way we communicate on our social channels; the influencers we collaborate with; how partnerships are created, nurtured and embedded; this is all informed by the following brand values.

**ENRICH
INNOVATE
INSPIRE
SURPRISE**

Deliver consistent and reliable service that exceed the expectations of guests, partners and audiences

Make guests fall in love with unique destinations

Captivate the imagination of consumers and press with compelling brand and destination stories



Our Key Attributes

natural *peaceful* *responsible* *curious*
healing *a sense of place* *trustworthy* *rich*
authentic luxury ***generous*** *charming*
consistent *friendly* *surprising*
authentic *welcoming* *abundant* *pampering*
at home *approachable* ***sustainable*** *beautiful*
adventurous *respected* *familial* *enriching*
magical *alive* *innovative*
open *warm*

OUR USPs

Not just close to nature but part of it

A stay at a Nayara Resort is an experience within unbridled nature. Through conscious, unobtrusive, and environmentally friendly design and construction, resorts are borne from the most spectacular surroundings without damaging the natural world. Landscapes are tended to through methods such as conservation and reforestation, consequently flourishing with flora and fauna, and attracting local wildlife. This results in spectacular experiences for guests who are awed by close encounters and a complete sense of immersion in the elements.

In-house tour guides and destination specialists

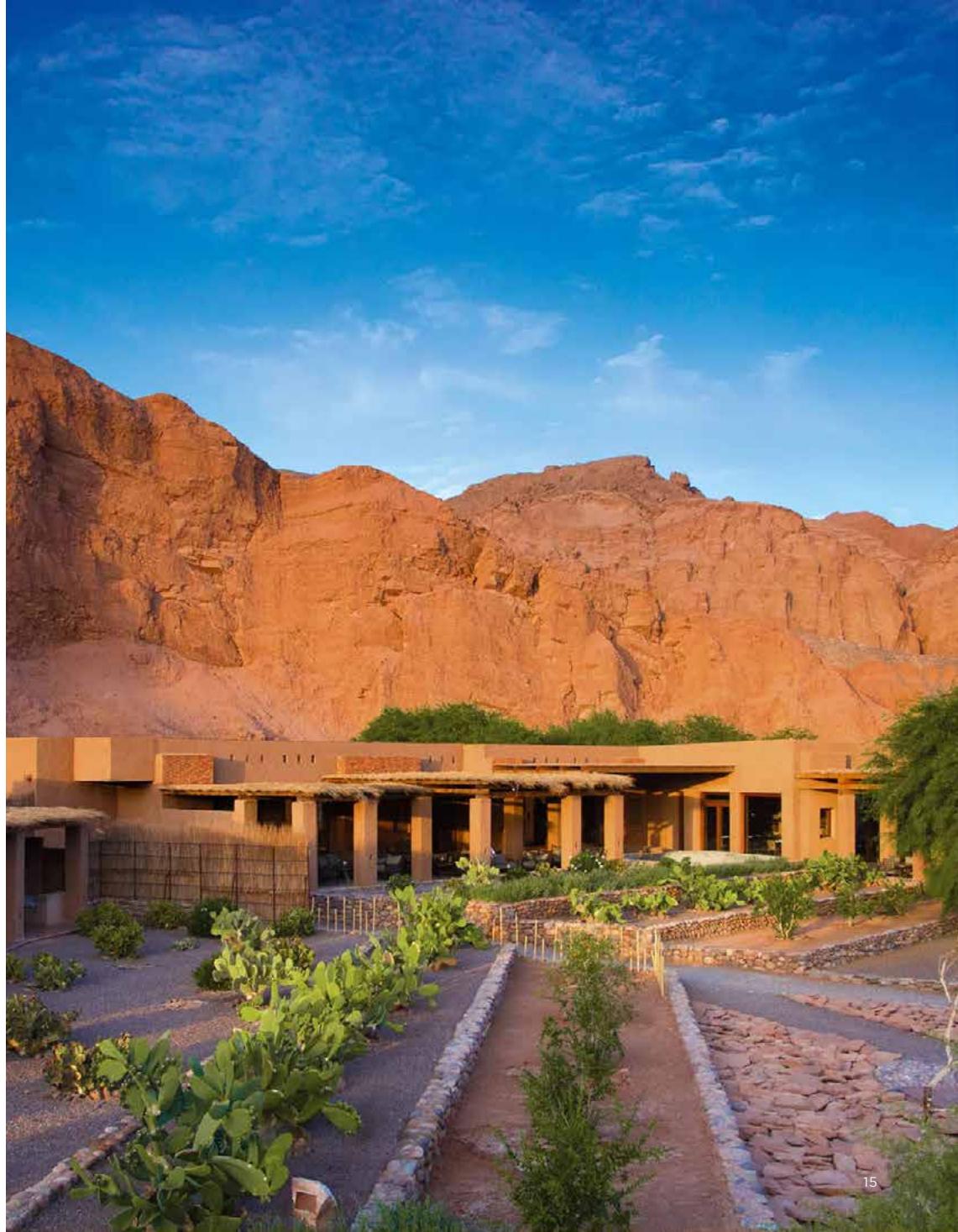
Exceeding expectations through generosity

Child and teen entertainment that's better than a kids club

Impactful and enriching connections that touch the soul

The luxury of space and privacy

Carbon neutral business and tangible sustainability



OUR USPs

Not just close to nature but part of it

In-house tour guides and destination specialists

Guests can explore the wonders of a destination with our in-house destination experts. From naturalists to tour guides, our team of specialists share their passions, unparalleled knowledge and memorable anecdotes while serving as trusted companions when exploring new territories. Proving there is nothing prescriptive about a vacation at a Nayara Resort, guests experience the privilege of a private and bespoke itinerary that can be freely adapted to suit their needs with ease and flexibility.

Exceeding expectations through generosity

Child and teen entertainment that's better than a kids club

Impactful and enriching connections that touch the soul

The luxury of space and privacy

Carbon neutral business and tangible sustainability



OUR USPs

Not just close to nature but part of it

In-house tour guides and destination specialists

Exceeding expectations through generosity

We are dedicated to delivering the highest quality of service with granular precision. No request is too big, no query insignificant. Every member of our team is celebrated for their individual skills and strengths, meaning they feel empowered to fulfil their role with an unforced, genuine and fluid approach. Going beyond anticipating needs, we consider extra details and add generous surprises, from in-room treats to complimentary on-site activities that make guests feel seen, heard, and valued.

Child and teen entertainment that's better than a kids club

Impactful and enriching connections that touch the soul

The luxury of space and privacy

Carbon neutral business and tangible sustainability



OUR USPs

Not just close to nature but part of it

In-house tour guides and destination specialists

Exceeding expectations through generosity

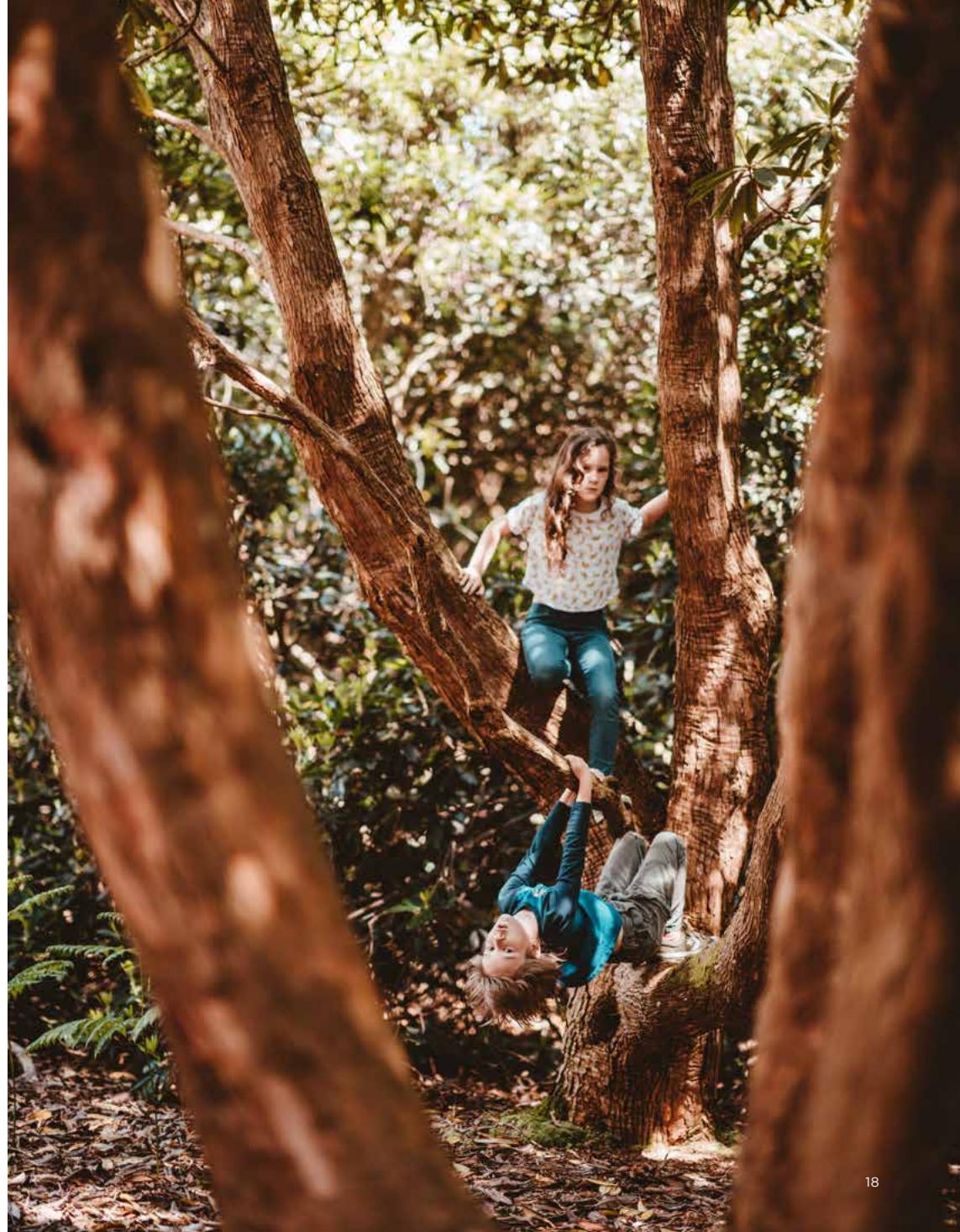
Child and teen entertainment that's better than a kids club

You'll never find a generic kids club at a Nayara Resort. We encourage children to connect with their siblings, parents and each other, explore the natural playground at their feet, and enjoy the same bespoke and attentive service that the adults do. They can dive into a plethora of expertly curated fun in the form of immersive activities and adventures, from birdwatching to nocturnal frog-scouting tours, that are unique to each destination and provide entertainment and educational opportunities.

Impactful and enriching connections that touch the soul

The luxury of space and privacy

Carbon neutral business and tangible sustainability



OUR USPs

Not just close to nature but part of it

In-house tour guides and destination specialists

Exceeding expectations through generosity

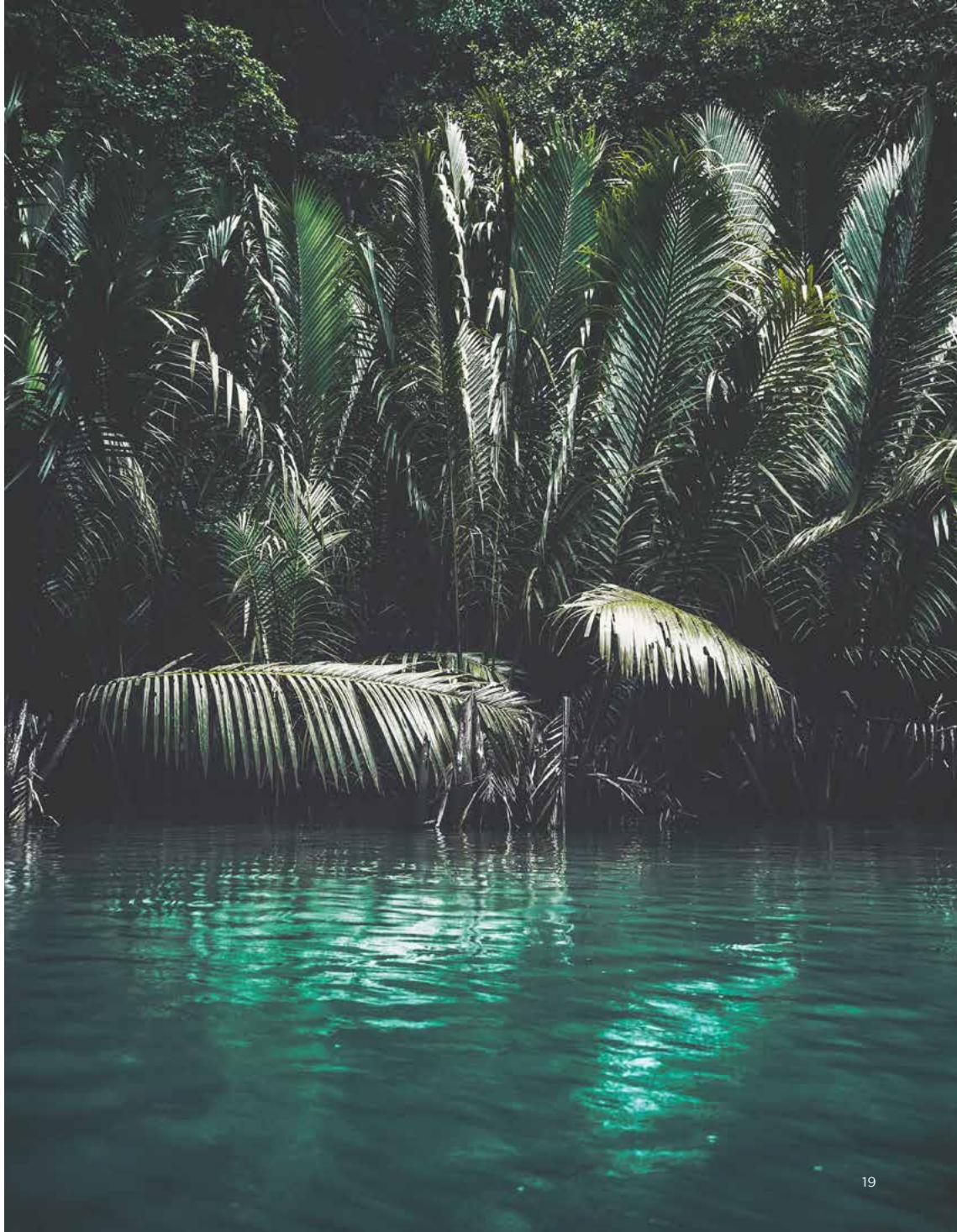
Child and teen entertainment that's better than a kids club

Impactful and enriching connections that touch the soul

Guests find that at a Nayara Resort the experience is more connective than elsewhere. Highly sensorial environments capture the attention and pull guests into the present moment. Spotting a sloth on their way to breakfast, or a serendipitous encounter with a rare bird while taking a dip in the pool are reminders that only here and now truly matter. Places of distinguishing beauty inspire guests to forge genuine connections between staff, local communities, their loved ones, and the natural world.

The luxury of space and privacy

Carbon neutral business and tangible sustainability



OUR USPs

Not just close to nature but part of it

In-house tour guides and destination specialists

Exceeding expectations through generosity

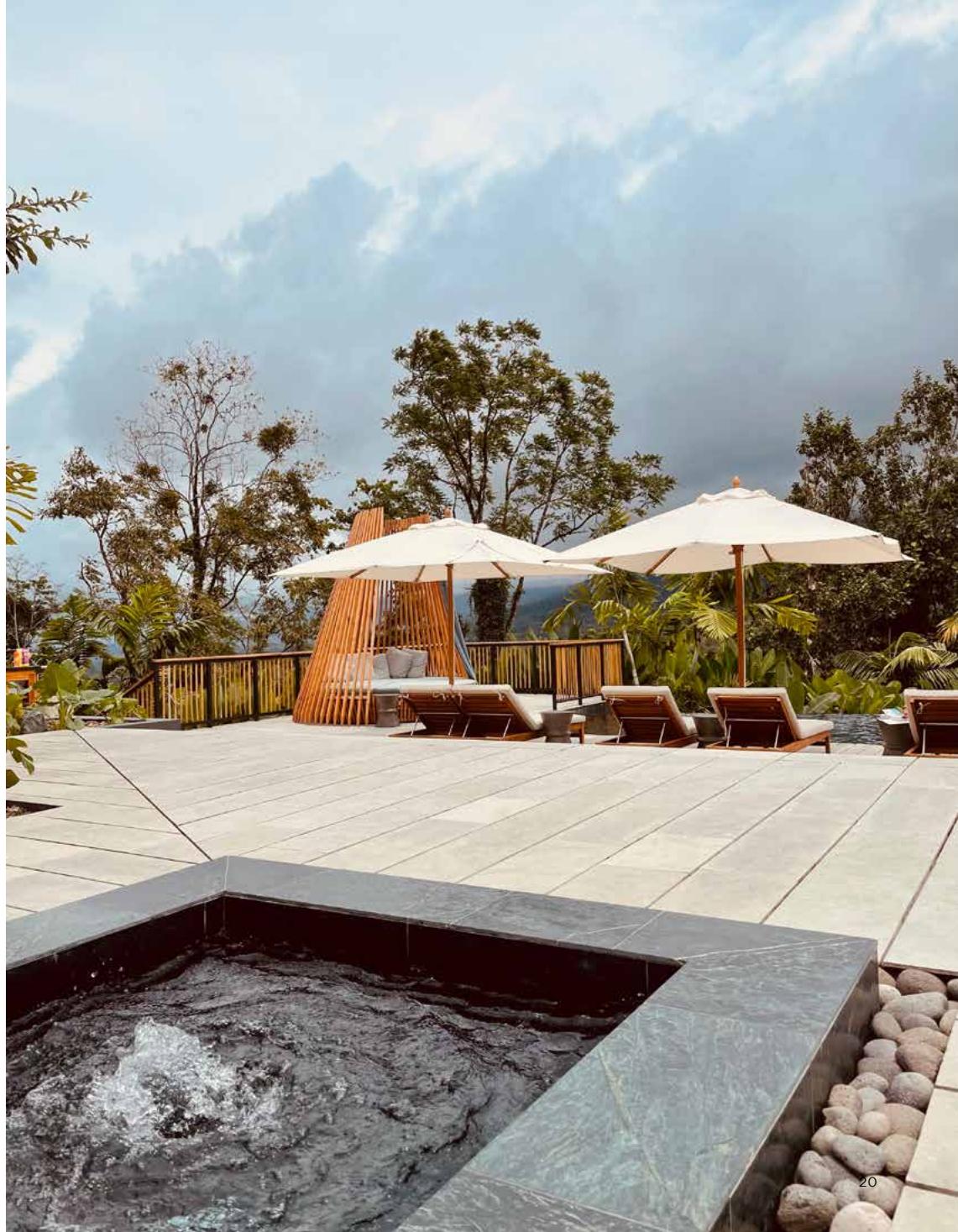
Child and teen entertainment that's better than a kids club

Impactful and enriching connections that touch the soul

The luxury of space and privacy

An abundant sense of space permeates all Nayara Resorts. Uninterrupted panoramas and expansive private accommodations which spill outdoors allow guests to experience privacy and a sense of freedom. The ethos of generosity extends to interiors that are truly aspirational spaces, with sprawling bathrooms that are a guests' own private sanctuary for a pampering experience. Around the resorts, there are plenty of areas for guests to happily lose themselves in peaceful seclusion. They are well cared for but given the privacy to enjoy their time uninterrupted.

Carbon neutral business and tangible sustainability



OUR USPs

Not just close to nature but part of it

In-house tour guides and destination specialists

Exceeding expectations through generosity

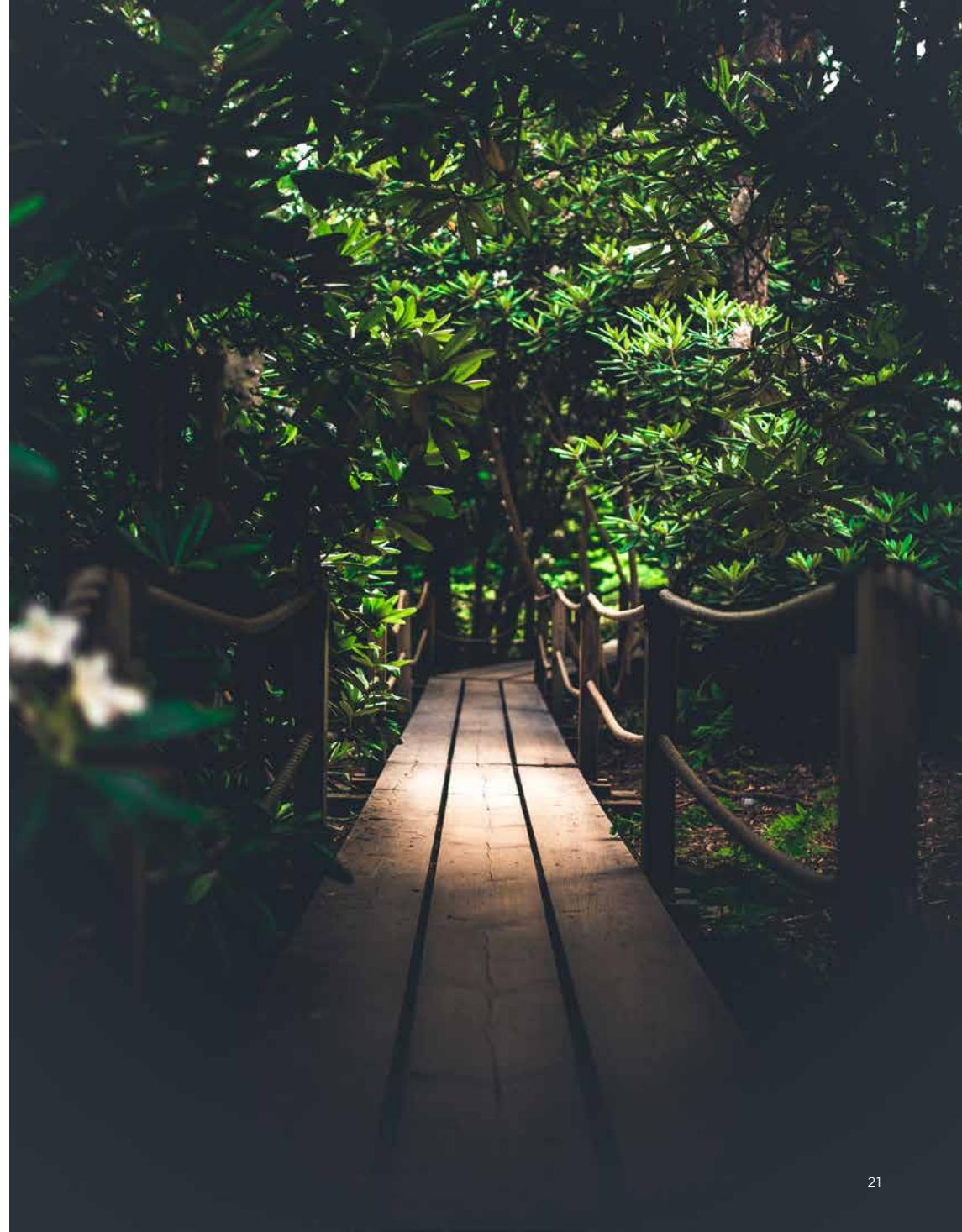
Child and teen entertainment that's better than a kids club

Impactful and enriching connections that touch the soul

The luxury of space and privacy

Carbon neutral business and tangible sustainability

Sustainability is embedded in the Nayara Resorts philosophy. We go well beyond the norms of recycling, reducing waste, omitting single-use plastic and encouraging guests to reuse towels. Our policies are rigorous and stretch across all our operations: social responsibility, cultural respect, supporting communities, conserving nature, using renewable energy sources, ensuring our staff thrive personally as well as professionally, and being awarded carbon-neutral status. Continuously building on our efforts, our ambitions go further; we are currently embedding a process by which our guests can offset the carbon footprint of their trip.



Chapter Two

BRAND VOICE & STORY

OUR STORY

*Storytelling is done every day, at any time,
when an emotional experience is shared.*

The following storytelling pillars are the leading themes for compelling stories across Nayara's creative content and marketing communication. They should be implemented in all possible communications as a touchpoint of our identity - from sales presentations, social media posts, press releases, video capture and newsletters and all consumer facing collateral. When building the core storytelling pillars of the brand our aim is to craft a framework which will have a positive impact on the overall perception of Nayara Resorts. We ensure that the communications created are not only aesthetically beautiful, but also truly meaningful.



STORYTELLING PILLARS

We foster a strong sense of community

There is an endless circle between guests, nature and local culture. At Nayara, everyone is free to be themselves and all team members at every level are valued equally. Our atmosphere encourages guests to connect with staff and local communities. They may learn something new, discover a different way of doing things, or see the world from another perspective. This continuum of sharing has a positive impact on everyone, nurturing empathy and compassion and creating a ripple effect that spreads beyond our resorts.

Each resort is a tribute to its region

Presenting the new luxury

Our sustainability commitment

We encourage a life well lived

No guest will ever leave unhappy

Unforced and bespoke service

We are a global brand with proud Latin American roots





STORYTELLING PILLARS

*We foster a strong sense of community
Each resort is a tribute to its region*

Delivering culturally rooted experiences is our expertise and guests discover a destination through our resorts. From the architecture to the design using local artisans, and F&B offering telling culinary tales of local produce and tradition, each resort champions its location. Hiring staff from local communities means that we are not only supporting the destination, but also placing guests in the knowledgeable hands of those who feel truly passionate about their homeland and are eager to delight them with all of its quirks and idiosyncrasies.

*Presenting the new luxury
Our sustainability commitment
We encourage a life well lived
No guest will ever leave unhappy
Unforced and bespoke service
We are a global brand with proud Latin American roots*





STORYTELLING PILLARS

*We foster a strong sense of community
Each resort is a tribute to its region
Presenting the new luxury*

A trip to a Nayara Resort is an unforgettable experience, one that stays with you for a lifetime. Guests will enjoy a holistic, intentional vacation that reminds them that the real luxury goes far beyond beautiful dinners and fancy cocktails. It favours meaningful experiences and time over excess and material objects. It's about spending quality time with others, having adventures that bring you closer, and valuing the richness all of this adds to your life over any amount of wealth.

*Our sustainability commitment
We encourage a life well lived
No guest will ever leave unhappy
Unforced and bespoke service
We are a global brand with proud Latin American roots*



STORYTELLING PILLARS

*We foster a strong sense of community
Each resort is a tribute to its region
Presenting the new luxury
Our sustainability commitment*

We are fully dedicated to our social and environmental responsibilities and lead the charge with our innovations in construction, design, maintenance and resourcing as well as our work with communities and contributions to nature. Our resorts are designed to interact symbiotically with their environments and guests can feel good about choosing us, knowing they are investing in a conscious brand that isn't just planet-friendly, but planet-positive.

*We encourage a life well lived
No guest will ever leave unhappy
Unforced and bespoke service
We are a global brand with proud Latin American roots*





STORYTELLING PILLARS

We foster a strong sense of community

Each resort is a tribute to its region

Presenting the new luxury

Our sustainability commitment

We encourage a life well lived

We remind guests that achieving a state of well-being can go beyond nutrition, movement, or spa treatments. We offer these holistic experiences but also take a step back to look at the entire ecosystem of someone's life, and what brings sustainable health and happiness. Doing the things you are passionate about, making memories, challenging yourself with a new skill, seeking adventure, dedicating time to community, seeing our planet thrive, taking part in experiences that make you forget to check your phone or emails, and enjoying the luxury of free time; these are signs of a life well lived.

No guest will ever leave unhappy

Unforced and bespoke service

We are a global brand with proud Latin American roots





STORYTELLING PILLARS

*We foster a strong sense of community
Each resort is a tribute to its region*

*Presenting the new luxury
Our sustainability commitment
We encourage a life well lived
No guest will ever leave unhappy*

The well-being of guests is at the heart of every decision we make and creating genuine happiness is our distinctive commitment to each individual. We do everything within our power to ensure that no guest ever leaves a Nayara Resort unhappy. Our resorts are safe environments where people can openly share their thoughts. If there are moments of dissatisfaction, we are open, receptive to feedback, and proactive to turn a difficult situation into a positive one.

*Unforced and bespoke service
We are a global brand with proud Latin American roots*



STORYTELLING PILLARS

*We foster a strong sense of community
Each resort is a tribute to its region*

*Presenting the new luxury
Our sustainability commitment
We encourage a life well lived
No guest will ever leave unhappy
Unforced and bespoke service*

Impeccable service is one of our USPs and as a storytelling pillar, we have the opportunity to truly showcase why it is remarkable and like nowhere else. It is embedded in our heritage. Caring and nurturing is an intrinsic part of our DNA and at a Nayara Resort, guests experience luxury service that is elevated with sincere human connection and empathy.

We are a global brand with proud Latin American roots





STORYTELLING PILLARS

*We foster a strong sense of community
Each resort is a tribute to its region*

Presenting the new luxury

Our sustainability commitment

We encourage a life well lived

No guest will ever leave unhappy

Unforced and bespoke service

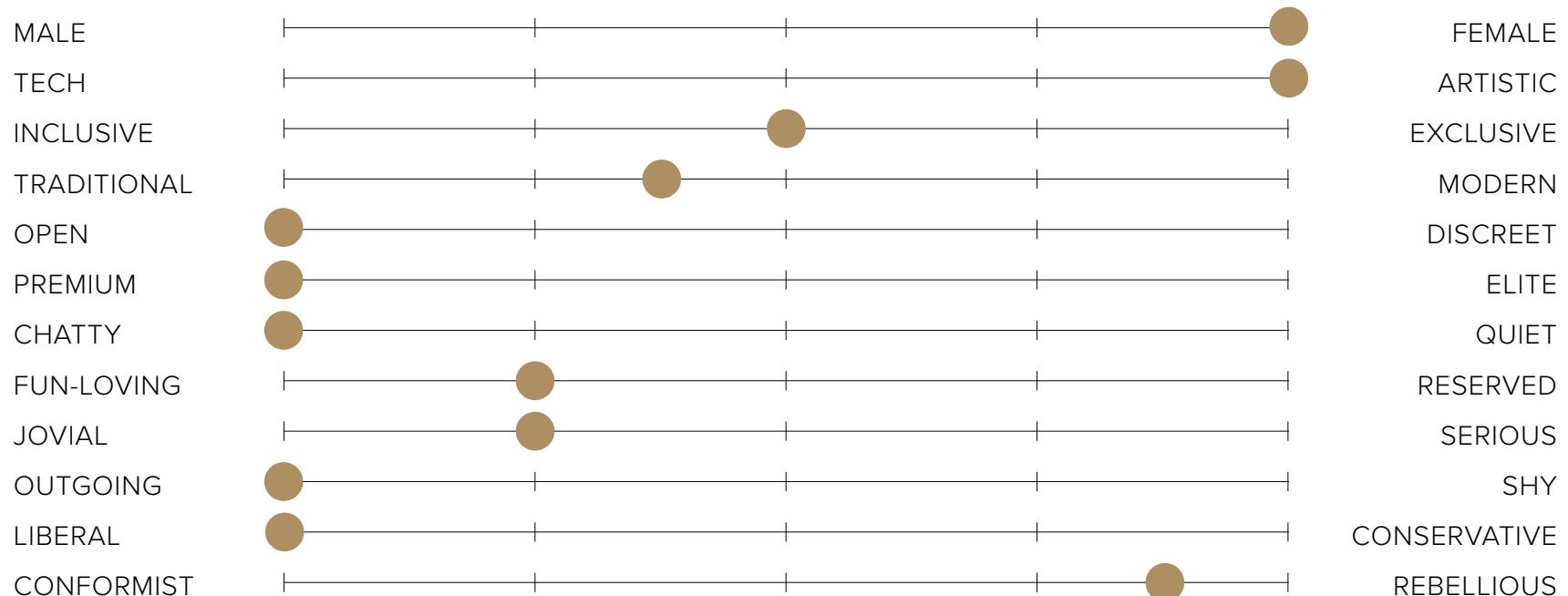
We are a global brand with proud Latin American roots

As a global luxury brand with Latin roots, Nayara Resorts carves its own niche to occupy a resounding space in the market. Wherever our footprint grows across the globe, we take with us our Latin American heritage and the effortless warmth and grace which was born out of Costa Rica and infuses our hospitality.



OUR PERSONALITY & TONE OF VOICE

Nayara Resorts speaks sincerely. We draw from our passion, knowledge and expertise but remain approachable and warm. We are proud of our growing legacy and openly yet humbly share our innovations and progress as we continually strive to make a positive impact and influence others. Every voice at Nayara Resorts is treated equally, and we love to share stories on the topics we are most passionate about, such as sustainability, preservation, nature, outdoor pursuits, connection and culture.



TONE OF VOICE

Giving Nayara Resorts a voice

Having a clearly defined brand voice means that company-wide we are able to set the tone for all communications and consistently reach the right audience. The more consistent we are, the more likely it is that people will understand what makes us special. The following guidelines ensure that every element of storytelling reflects the guiding principles and business goals, while always retaining its authenticity.



OUR TONE OF VOICE...

Is engaging and uplifting

Feels approachable, charming and light-hearted

Has a clear and trusting tone that serves to reassure

Speaks directly to the audience in the first person

Proves we are confident and passionate storytellers

Showcases our conscious business efforts with humility

Tells of our innovations, introducing new ideas through original and creative thinking

Is generous with information and never leaves people feeling unsure or confused

Invites the audience into our world with captivating descriptions that paint vivid pictures

Ignites conversations, because we like to listen as much as we like to talk

OUR TONE OF VOICE IS NOT...

Passive, lacking in detail and personality, or filled with shallow descriptions

Bossy or know-it-all

Snobby, pretentious or stiff

Reliant on signposting language e.g. 'exclusive', 'world-class' or 'luxury' or cliché travel language such as 'well-appointed', 'five-star' or 'internationally renowned'

We do not tell the audience what they are e.g. 'elite', 'prestigious', 'well-travelled' or 'connected'

We do not use distant third person pronouns

We avoid any phrases/sayings with negative connotations and remain positive

Elitist, ableist or problematic e.g. 'crazy', 'insane', 'blind to' or 'blind eye to'

LANGUAGE DOS AND DON'TS

WE ARE	WORDS WE USE			WORDS WE DON'T USE	
<i>Generous</i>	COMMUNITY CARING INTEGRITY			LAVISH ELITE DELUXE	OPULENT WEALTHY
<i>Passionate</i>	SPIRIT ENRICHING LIBERATING			INDULGENT ULTIMATE UNBEATABLE	GLAMOROUS HIDDEN GEM WORLD-CLASS MIND-BLOWING
<i>Conscious</i>	SUSTAINABILITY ETHICAL PLANET-POSITIVE			MECCA DETOX ECO-FRIENDLY	SUMPTUOUS OFF-THE-BEATEN-PATH DIET
<i>Creative</i>	CRAFTSMANSHIP AUTHENTIC INNOVATION			STATE OF THE ART ARTSY TRENDY	COOL QUIRKY
<i>Meaningful</i>	ORIGINS GATHER MEMORIES			BEST GREAT EXPENSIVE	FACILITIES AMENITIES

GENERAL COPY

This general copy serves to give a taster of Nayara Resorts' compelling story by describing the brand experience in varying lengths. It is boilerplate copy that can be included in corporate or marketing communications, easily repurposed, and adapted in-keeping with the Nayara brand voice.

234 Words

Feel enriched by a paradisal escape which captivates you with the immense beauty of the natural world. Nayara Resorts ignite a connection between you, the destination, and the people around you.

You'll find us in places that reverberate with vitality, from the depths of Costa Rica's jungle, one of the most biodiverse regions on Earth, to the vast expanse of Chile's Atacama Desert, where multicoloured formations dominate the landscape. The world's most dramatic and captivating settings become your playground, as you discover intentional travel that feeds the senses and the soul.

Know that your stay is not just a wonderful vacation, but an investment in the local communities who share their homeland with you, and the environment which provides us with abundant riches. Our collective positive impact protects and gives back to our ecosystem.

Take moments of pause in generous private spaces. Your own personal sanctuary designed with every comfort in mind is so deep within nature that you feel utterly secluded. Embark on adventures designed specifically for you, without the constrictions of rigid itineraries, but the trusted guidance of local experts.

Savour the luxury of time and go with your own flow, enjoying the thrill of serendipitous encounters. Every day brings a new 'first' - from a flower you've never seen or smelt before, to a feast of ingredients and flavours your palate has never tasted.

Here you'll have experiences that return home with you; the stories of a life well lived.

150 words

Feel enriched by a paradisal escape which captivates you with the immense beauty of the natural world. Nayara Resorts ignite a connection between you, the destination, and the people around you.

Discover intentional travel that feeds the senses and the soul. Take moments of pause in generous private spaces. Your own personal sanctuary designed with every comfort in mind is so deep within nature that you feel utterly secluded. Embark on adventures designed specifically for you, without the constrictions of rigid itineraries, but the trusted guidance of local experts.

Savour the luxury of time and go with your own flow, enjoying the thrill of serendipitous encounters. Every day brings a new 'first' - from a flower you've never seen or smelt before, to a feast of ingredients and flavours your palate has never tasted. Here you'll have experiences that return home with you; the stories of a life well lived.

57 words

Feel enriched by a paradisal escape which captivates you with the immense beauty of the natural world. Nayara Resorts ignite a connection between you, the destination, and the people around you. Discover intentional travel that feeds the senses and the soul. Here you'll have experiences that return home with you; the stories of a life well lived.

17 words

Feel enriched by a paradisal escape which captivates you with the immense beauty of the natural world.

Chapter Three

VISUAL IDENTITY

OUR VISUAL IDENTITY

A consistent brand at every touchpoint builds trust and gives us strength in a competitive market. Every element of our brand, and what we feel it represents, has been carefully considered – all with the aim of ensuring that we are consistently illustrating the brand touchpoints that are unique to us and express our core values.

The suggested treatments and rules set out here are not designed to restrict, but to guide and ensure that as a group we are consistently creating and projecting the correct brand image, particularly as we continue to grow.

LOGO

The Nayara logo is comprised of the brand icon and the logotype stacked on top of each other.

Each individual resort logo follows the same pattern with the addition of the resort destination stacked on the bottom.

MASTERBRAND LOGO

MASTERBRAND
ICON



MASTERBRAND
LOGOTYPE

NAYARA
RESORTS

RESORT LOGO

MASTERBRAND
ICON



MASTERBRAND
LOGOTYPE

NAYARA
RESORT NAME

RESORT
DESTINATION

Destination

LOGO USAGE

A clear space equal to the diameter of the icon shall be kept around the logo at all times.

To preserve the detail of the botanical motif in the icon, the logo shall never be reproduced in sizes below 30mm in length (for print). The logotype alone can be used in sizes below 30mm.

The botanical motif in the icon should always be transparent 'cut-out' within the circle and the negative space should appear in the same colour as the background it is placed on.

CLEAR SPACE GUIDE



MINIMUM SIZE



TRANSPARENT ICON



LOGOTYPE

For greater flexibility and for applications where a horizontal version of the logo is required, the logotype can be used on its own without the icon.

The resort level logotype has two versions that can be utilised - with or without the destination line (v1 and v2).

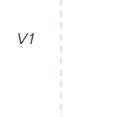
BRAND LEVEL LOGOTYPE

NAYARA
RESORTS

RESORT LEVEL LOGOTYPE

NAYARA
TENTED CAMP

Costa Rica



V1



V2

NAYARA
TENTED CAMP

LOGO (DON'TS)

The spacing, placement and sizing of each element of the logo has been carefully considered and shall not be altered in anyway.



Do not reproduce the logo in any colour other than dark grey or white.



Do not change the colour of any individual element of the logo.



Do not alter the size of any individual element of the logo.



Do not alter the spacing or positioning of any of the logo elements.



Do not place the logo on a background colour not specified in these guidelines.



Do not add a drop shadow.



Do not add other words to the logo keeping in mind the clear space specifications.



Do not distort the proportions vertically or horizontally.



Do not place the logo on a cluttered or busy background



Do not rotate or change the angle of the logo.



Do not use the logo with an opacity



Do not use the logo in a container

TYPOGRAPHY

Three fonts have been selected and are to be used exclusively as designated.

Gotham Black has been selected as the heading font for ultimate impact and legibility. The bold sans-serif font mimics the Nayara logotype and shall be used exclusively in all-caps.

A elegant serif, Georgia Italic, has been selected for the sub-heading adding characted and a flourish to any large block of text. Georgia Italic shall be used exclusively in sentence or title case and never in all-caps.

For the body text, a refined serif has been selected for its elegant thin lines and clear legibility.

HEADING - GOTHAM BLACK

**A B C D E F G H I J K L M
N O P Q R S T U V W Y Z Å Ä Ö
1 2 3 4 5 6 7 8 9 0
@ & ! ? # \$ %**

ALL CAPS ONLY | TRACKING: 100

SUB-HEADIND - GEORGIA ITALIC

*a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
A B C D E F G H I J K L M
N O P Q R S T U V W Y Z Å Ä Ö
1 2 3 4 5 6 7 8 9 0 @ & ! ? # \$ %*

SENTENCE OR TITLE CASE ONLY | TRACKING: 40

BODY - PROXIMA NOVA LIGHT, LIGHT ITALIC, SEMIBOLD

**a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
A B C D E F G H I J K L M N O P Q R S T U V W Y Z Å Ä Ö
1 2 3 4 5 6 7 8 9 0 @ & ! ? # \$ %**

*a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
A B C D E F G H I J K L M N O P Q R S T U V W Y Z Å Ä Ö
1 2 3 4 5 6 7 8 9 0 @ & ! ? # \$ %*

**a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
A B C D E F G H I J K L M N O P Q R S T U V W Y Z Å Ä Ö
1 2 3 4 5 6 7 8 9 0 @ & ! ? # \$ %**

SENTENCE OR TITLE CASE ONLY | TRACKING: 40

TYPOGRAPHY (WEB SAFE)

The web safe typography set is solely used when constructing electronic direct mail (EDM) and e-mail signatures. Using these web safe fonts ensures that our e-mail communications are displayed consistently to all audiences.

HEADING - TAHOMA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZÅÄÖ
1234567890
@&!#%\$%

ALL CAPS ONLY

SUB-HEADIND - GEORGIA ITALIC

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLM
NOPQRSTUVWXYZÅÄÖ
1234567890@&!#%\$%

SENTENCE OR TITLE CASE ONLY

BODY - ARIAL REGULAR, ITALIC, BOLD

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890@&!#%\$%

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890@&!#%\$%

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890@&!#%\$%

SENTENCE OR TITLE CASE ONLY

TYPOGRAPHIC HIERARCHY

The typographical hierarchy shows how blocks of text shall be constructed using our designated fonts. Please follow this hierarchy when constructing blocks of text for print or web.

HEADING
GOTHAM BLACK
ALL CAPS

SUBHEADING
GEORGIA ITALIC
SENTENCE CASE

BODY COPY
PROXIMA NOVA LIGHT
SENTENCE CASE

DISCOVER THE MAGIC OF THE RAINFOREST

*Where laid-back luxury and adventure connect
Arenal Volcano National Park, Costa Rica*

Our story is about stunning natural beauty, intimate spaces, and connecting with nature. Extraordinary service is given with warmth and heartfelt hospitality. Taking pride in our natural and cultural richness and being environmentally and socially responsible in everything we do.

WEB SAFE TYPOGRAPHY

HEADING
TAHOMA BOLD
ALL CAPS

SUBHEADING
GEORGIA ITALIC
SENTENCE CASE

BODY COPY
ARIAL REGULAR
SENTENCE CASE

DISCOVER THE MAGIC OF THE RAINFOREST

*Where laid-back luxury and adventure connect
Arenal Volcano National Park, Costa Rica*

Our story is about stunning natural beauty, intimate spaces, and connecting with nature. Extraordinary service is given with warmth and heartfelt hospitality. Taking pride in our natural and cultural richness and being environmentally and socially responsible in everything we do.

COLOUR

The use of muted tones in a natural yet elegant colour palette defines Nayara as a brand. This will be accented with a spectrum of complementary colours that represent each unique property.

Much like how the properties themselves bring life to Nayara as a company, the use of colour in our branding will act in the same manner, bringing vibrancy and dimension to the Nayara brand.



232/229/215
11/8/18/0
#E8E5D7



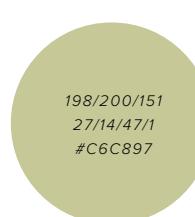
251/248/243
2/2/5/0
#FBF8F3



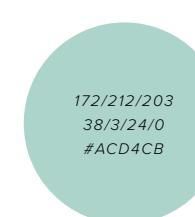
173/143/97
28/37/63/16
#AD8F61



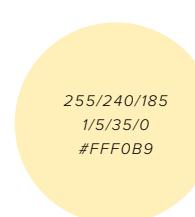
74/74/74
63/53/51/50
#4A4A4A



198/200/151
27/14/47/1
#C6C897



172/212/203
38/3/24/0
#ACD4CB



255/240/185
1/5/35/0
#FFF0B9



216/140/108
13/52/57/3
#D88C6C



220/207/214
16/20/12/0
#DCCFD6



166/184/194
29/20/20/2
#A6B8C2

EXPANDED COLOUR PALETTE

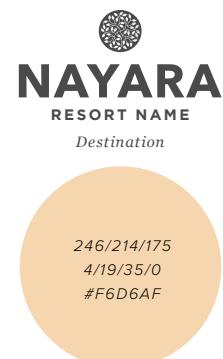
The expanded colour palette includes more colour options for each individual resort taking on different hues of the primary resort colour.

Also included are possible colour options that can be applied to future resorts that are added to the Nayara brand. Colours however will be customised to each new resort to ensure they align with the look and feel of the new property.

EXPANDED RESORT COLOUR PALETTE

 <p>NAYARA TENTED CAMP Costa Rica</p> <p>226/226/205 14/8/23/0 #E2E2CD</p> <p>240/241/230 7/4/12/0 #F0F1E6</p>	 <p>NAYARA SPRINGS Costa Rica</p> <p>220/231/228 17/5/12/0 #DCE7E4</p> <p>237/244/242 9/2/7/0 #EDF4F2</p>	 <p>NAYARA GARDENS Costa Rica</p> <p>255/240/185 1/5/35/0 #FFF0B9</p> <p>255/240/185 1/5/35/0 #FFF0B9</p>
 <p>NAYARA ALTO ATACAMA Chile</p> <p>230/198/184 10/25/26/0 #E6C6B8</p> <p>242/227/219 5/12/14/0 #F2E3DB</p>	 <p>NAYARA HANGAROA Chile</p> <p>236/230/234 8/10/6/0 #ECE6EA</p> <p>245/243/244 5/5/4/0 #F5F3F4</p>	 <p>NAYARA BOCAS BALI Panama</p> <p>212/219/223 20/10/11/0 #D4DBDF</p> <p>233/237/239 10/5/6/0 #E9EDEF</p>

ADDITIONAL COLOUR OPTIONS FOR RESORT EXPANSION



PHOTOGRAPHY

COLOUR PROFILE

Maintaining a consistent colour profile is key to creating a signature visual style for the Nayara brand.

The aim of all Nayara photography is to capture true to life colours and avoid artificial colour filters, excessive vibrancy or overly warm or cool tones.

Please ensure photographers keep this in mind when composing and processing the final photos.



Too cool, too much contrast and overly saturated.



Oversaturated and artificially vibrant.



Too warm, slightly overexposed.



RESORT PHOTOGRAPHY

Nayara Resort photography should convey the beauty and elegance of the resorts from the incredible architecture and design to the breathtaking landscapes they are located within.

In order to capture an authentic and inspiring representation of the resorts, we have compiled a list of do's and don'ts that should be followed with every photoshoot.



RESORT PHOTOGRAPHY (DOS)

The following points must be taken into account whenever conducting a photoshoot of the resort.

These points have been compiled not only to create a consistency across the brand's resort photography but also to ensure the correct aspirational message is being conveyed in all our photographic assets.



Do shoot in the early hours and early evenings of the day when the light is less harsh (golden hours).



Do try and shoot at eye-level and straight-on angles when possible.



Do ensure rooms are guest-ready (ie. crease-free linens) and uncluttered. Remove technology and devices before conducting any photography.



Do take wide 'hero' shots that capture the resort and its surroundings.



Do take beautiful aerial shots showing the resort and the surrounding landscape.



Do take shots of the surrounding landscape.

RESORT PHOTOGRAPHY (DON'TS)

Equally as important as the dos, the don'ts are things to avoid whenever conducting a photoshoot and highlight points that take away from the brand messaging.

As the resorts sit harmoniously within the environments they are located in, we want this same sense of harmony to be reflected in all our resort photography.



Don't shoot wide exteriors in the middle of the day when light conditions are harsh. Also, avoid shooting when the sky is dull.



Don't take shots at high or low angles that distort the subject.



Don't shoot interiors looking lived-in and remove all technology and devices.



Don't include fruit bowls, flower arrangements or towel art that will clutter the shot.



Don't include people or vehicles in resort 'hero' photography.



Don't show crowds at local attractions.

LIFESTYLE PHOTOGRAPHY

Nayara as a brand places nature and the environment first and our lifestyle photography should reflect this ethos.

With this in mind, lifestyle photography should always show the presence of people rather than people being the main focus of the image. Visually, in terms of space, people should never occupy more than 1/4 of the frame to allow space for the environment to shine.

Lifestyle photos can include: a wide shot of the pool with children playing and parents sunbathing; an aerial shot of a couple on a nature hike that showcases the beautiful scenery; or a wide shot of the restaurant with a guest being served coffee at the table.

'THE PRESENCE OF PEOPLE" - THE 1/4 RULE



LIFESTYLE PHOTOGRAPHY (DOS)

Lifestyle photography should always capture a candid moment, whether that be the guests' experience at a Nayara resort, the staff making preparations for a guest's arrival or a local farmer harvesting the produce that will be served at the restaurants.

With this in mind we have compiled a do's list of considerations that should be taken into account when capturing these moments.



Do show models in natural, unposed positions (candid moments) interacting with their environment.



Do showcase culture, crafts, artisans, and agriculture through the local people.



Do ensure models are styled in a neutral colour palette, wearing natural fabrics where appropriate.



Do keep the frame uncluttered with people to evoke a sense of calm.



Do show experiences and activities with the use of models.



Do show moments of service with staff.

LIFESTYLE PHOTOGRAPHY (DON'TS)

Here we have compiled a list of lifestyle photography don'ts that are to be avoided. The following examples convey the wrong message and are not suitable for the Nayara brand.



Don't show models looking directly into the camera or in overly posed positions.



Don't showcase culture through stereotypes or locals putting on performances for guests.



Don't style models in vibrant, eye-catching fabrics and avoid visible branding..



Don't show crowds of people.



Don't take clichéd beauty shots.



Don't show guests interacting with wildlife, only show wildlife in nature.

SOCIAL MEDIA

CONTENT CATEGORIES

Listed here are the content categories that should be targeted when posting on social media. Please ensure all categories are included when forming your social media content plan.

Please also refer to the photography guidelines when selecting images to post.

For guidelines on the Food & Drink and Sustainability categories please refer to the following two slides.



ARCHITECTURE & DESIGN



ACTIVITIES & EXPERIENCES



FAMILIES



FOOD & DRINK



SPA & WELLNESS



DESTINATION



CULTURE



SUSTAINABILITY



SERVICE

CONTENT CATEGORIES (FOOD & DRINK)

Food & Drink is a broad category that can be further broken down into several sub-categories - each of which should be targeted when forming your social media content plan.

Here we outline the sub-categories and give examples of the types of photography to use for each.

When selecting dishes to photograph and feature on social media, choose dishes that feature local produce or have cultural relevance to the resort destination.

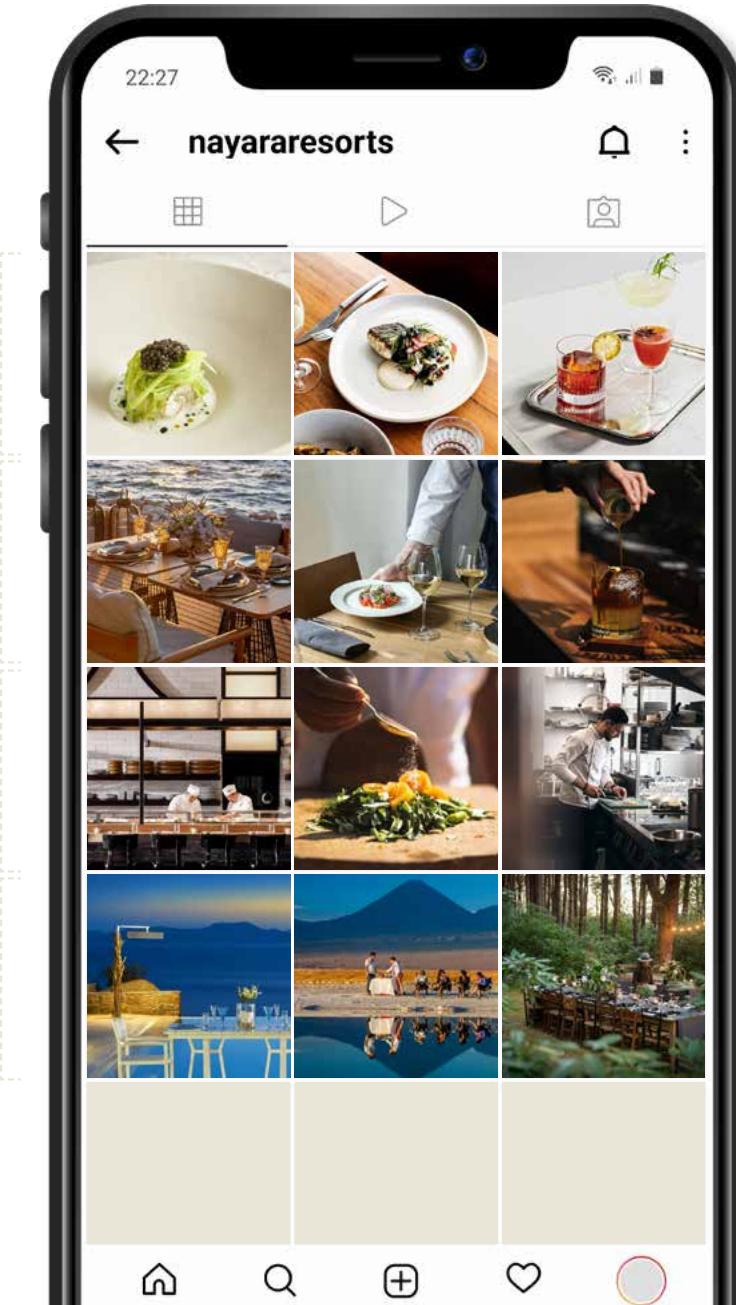
When selecting food shots, choose a selection of close-ups and wider shots that show a slight sense of place, whether that be a hint of the table setting or a glimpse of the restaurant or al fresco dining.

DISHES & MIXOLOGY

TABLE SETTINGS & SERVICE

FOOD PREP & CHEF SPOTLIGHT

PRIVATE DINING



CONTENT CATEGORIES (SUSTAINABILITY)

Sustainability is a core pillar of the Nayara brand, and therefore another broad category with plenty of scope for storytelling through social media.

Here we illustrate different sub-categories worth focusing on and the types of images which would complement them.

When considering how to showcase our sustainability commitments, consider visuals which inspire and educate the audience. Show the wildlife which is native to our resort locations, the positive impacts of our work with local communities, and inspiring images of thriving environments.

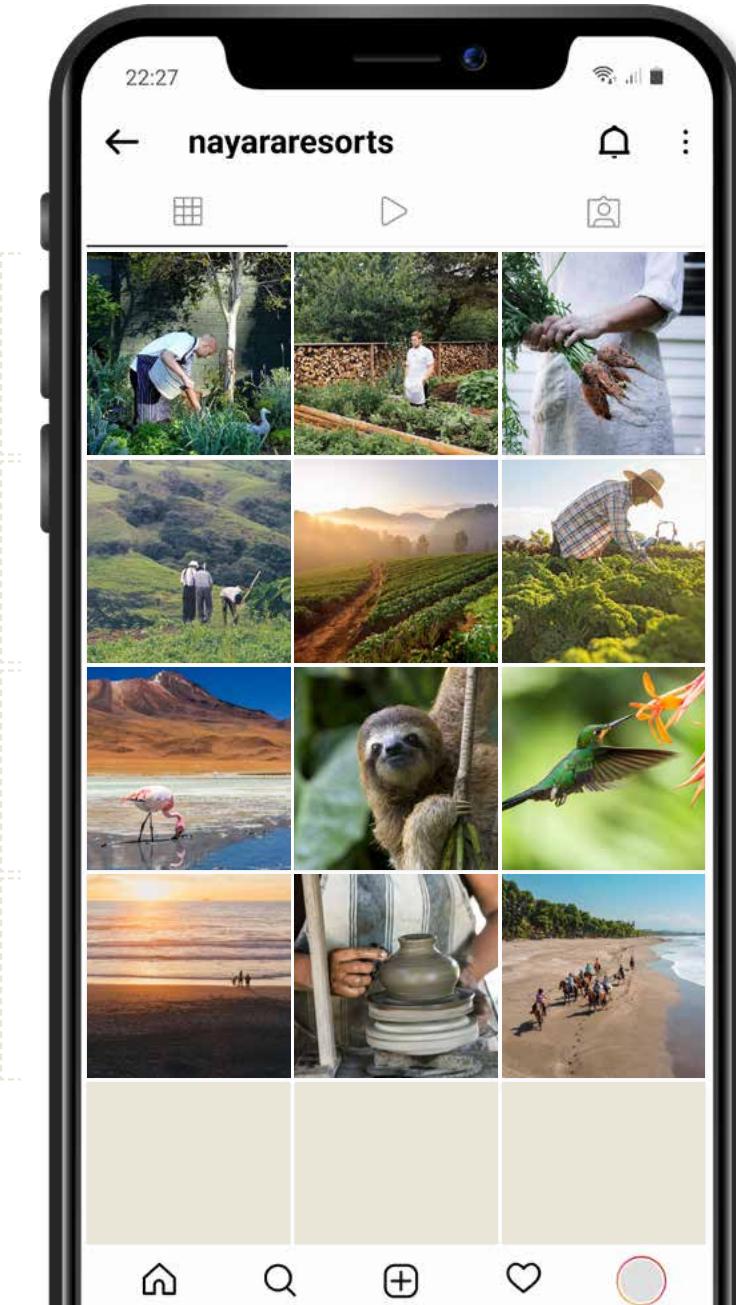
Documentary-style shots of our chef's gardens or local producers illustrate our dedication to organic produce and supporting planet-positive agricultural methods.

CHEF'S GARDEN

LOCAL PRODUCERS & AGRICULTURE

ANIMAL SANCTUARY

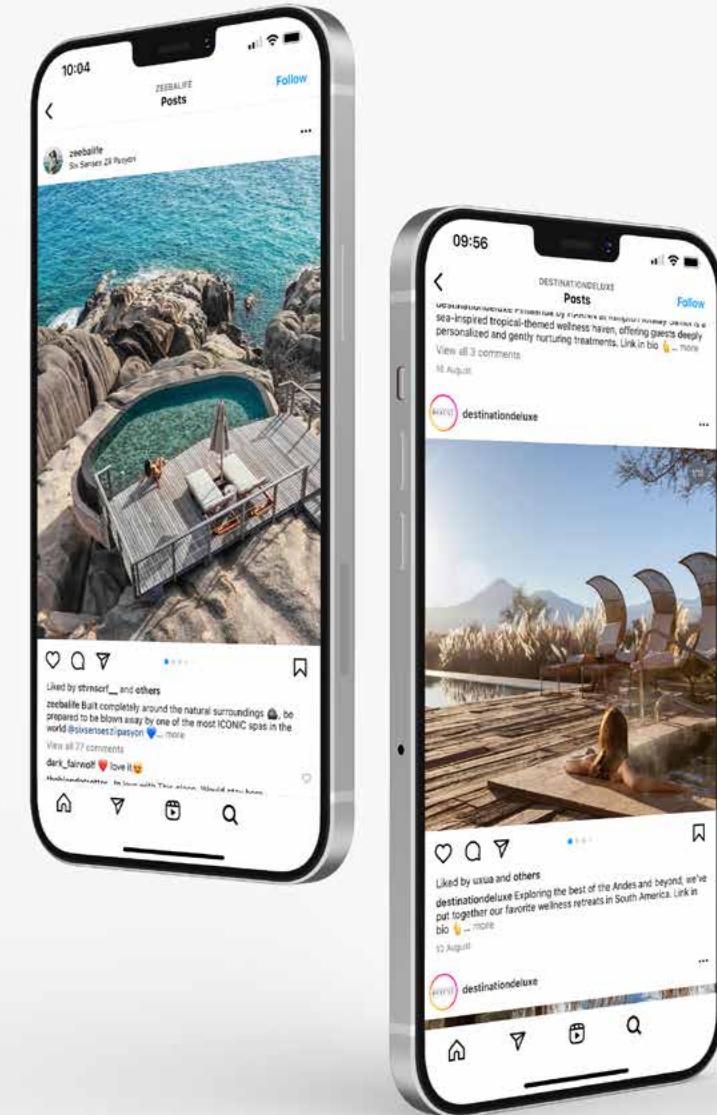
COMMUNITY INITIATIVES



INFLUENCERS

When choosing to collaborate with an influencer it is important to consider their style and tone as well as their credibility. Partnering with an independent content creator means having someone depict Nayara Resorts brand through their eyes and allowing creative expression, however it is important that their interpretations do not clash with the brand image or give a false impression of the brand.

We always want to associate with people who believe and embody our philosophy and ensuring that they depict Nayara Resorts with integrity is crucial to maintaining our reputation.



COLLATERAL

SOCIAL MEDIA PROFILE PICTURES

As one of the first touchpoints for many encountering the Nayara brand, it's important that the full logo is used in the social media profile picture. This ensures that the brand logo is introduced early on and used consistently throughout the user journey.

The logo should always appear in dark grey over the specific resort colour outlined on page 46 of this brand book. This colour combination ensures sufficient contrast and visibility of the logo.

MASTERBRAND
SOCIAL MEDIA
PROFILE
PICTURE

INDIVIDUAL
RESORT SOCIAL
MEDIA PROFILE
PICTURE



EMAIL SIGNATURES

Email signatures are an opportunity to strengthen the Nayara visual identity when communicating both b2b and b2c. Here, we have mocked up the e-mail signatures for brand and resort level employees.

Please construct the email signatures using the web safe fonts outlined on page 44 of this brand book for any live text.

CONSTANZA NAVARRO

Director of Sales & Marketing

constanza.navarro@nayararesorts.com | M +1 305 900 0238 | Office +506 2479 1600

Arenal Volcano National Park, Costa Rica | Atacama Desert, Chile | Easter Island, Chile | Bocas del Toro, Panama

nayararesorts.com



[Instagram](#) | [Facebook](#) | [YouTube](#) | [Vimeo](#) | [Pinterest](#)



[VIEW THE COLLECTION >>](#)

EMPLOYEE NAME

Job Role

reservations@nayarahangaroa.com | M +1 305 900 0238 | Office +506 2479 1600

Easter Island, Chile

nayarahangaroa.com



AN ANCIENT LAND, A UNIQUE CULTURE.



Discover the full Nayara collection at nayararesorts.com

[Instagram](#) | [Facebook](#) | [YouTube](#) | [Vimeo](#) | [Pinterest](#)

DIGITAL BANNER ADS

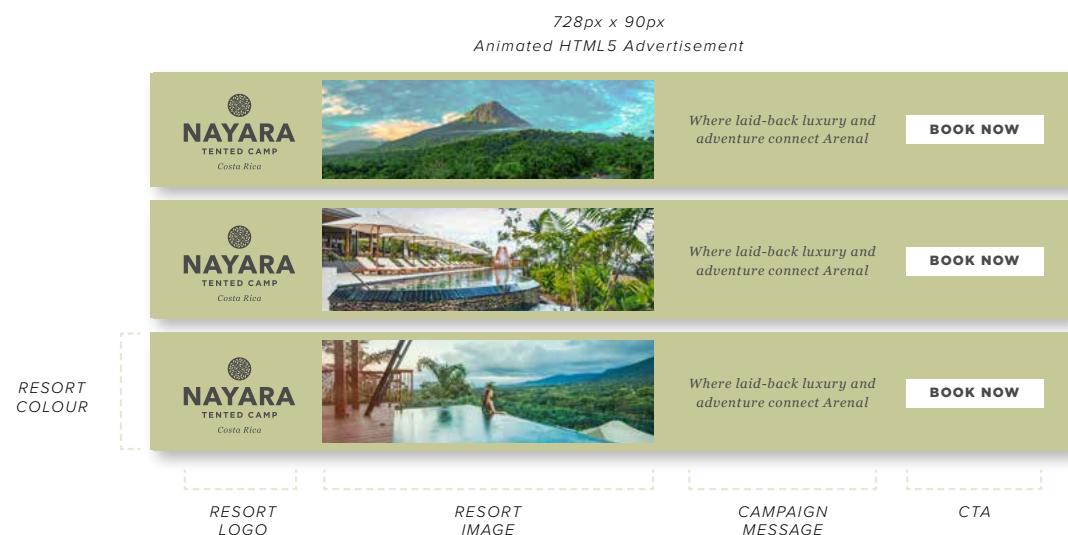
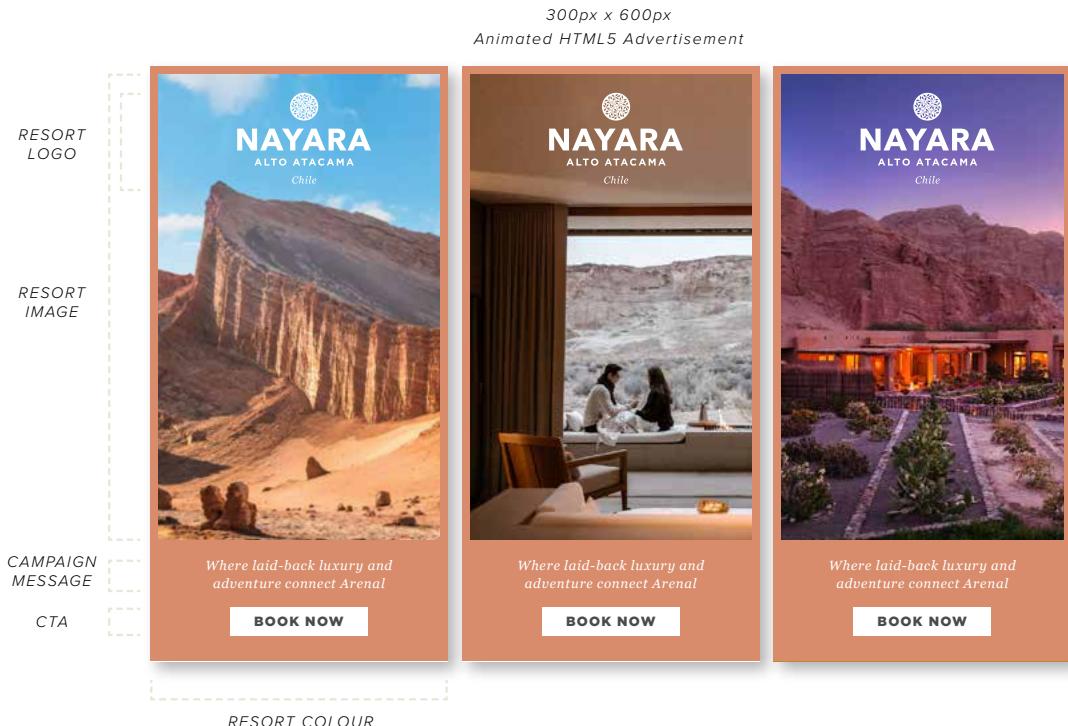
The following templates are to be followed for all digital banner ads and to be adapted to fit each individual resort or for the Nayara brand for each campaign.

Due to size restrictions and to maintain an uncluttered and elegant layout, only 4 elements are to be included in all digital banners ads. These include the brand or resort logo, the resort image, the campaign message and the CTA button.

On animated html5 advertisements, the resort image and campaign messaging can change for up to 4 frames, however the logo and the CTA button shall remain static and present in all frames.

Images selection shall alternate between hero destination images, hero resort images and hero lifestyle images.

The background colour and border will match the corresponding resort or brand colours.

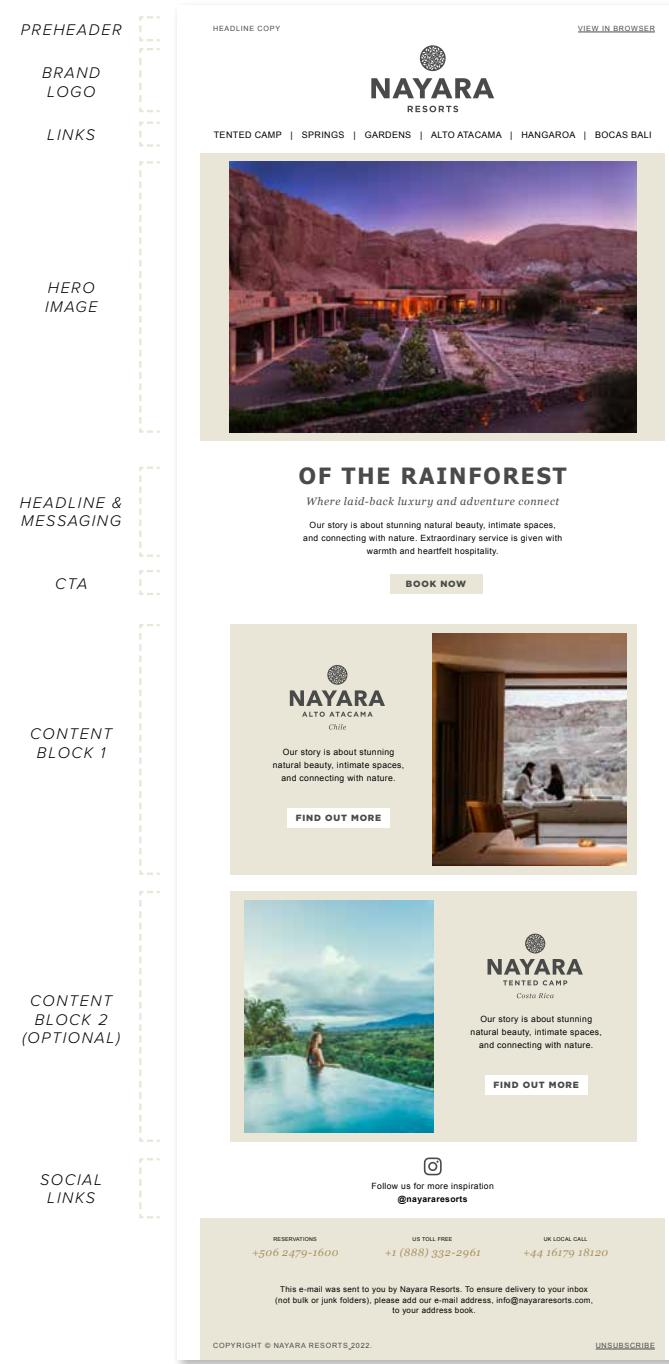


ELECTRONIC DIRECT MAIL (BRAND)

The template for EDM communications has been designed to be clean and simple in order to ensure compatibility and correct display on all e-mail clients and browsers.

The template shall not be altered other than the number of content blocks that appear which can be added or subtracted as required.

Please use the web safe typography set outlined on page 44 of this brand book when constructing EDMs.

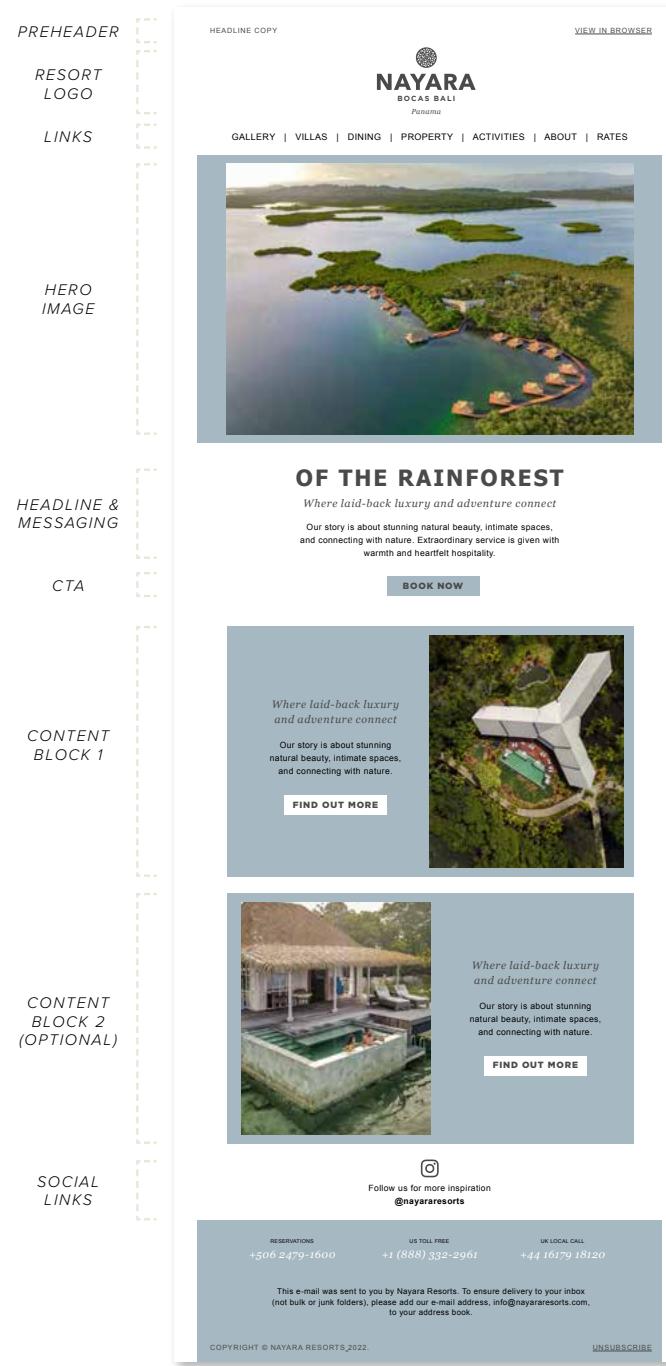


ELECTRONIC DIRECT MAIL (RESORT)

The resort EDM follows the same template as the brand level EDM to maintain a consistent look and feel across our e-mail communications.

Please note that with the resort level EDM template the logo and links along with the accent colour have been changed to reflect the corresponding resort.

Please use the web safe typography set outlined on page 44 of this brand book when constructing EDMs.

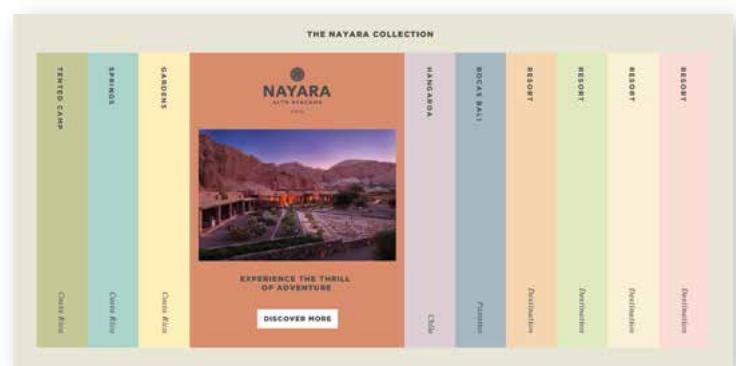
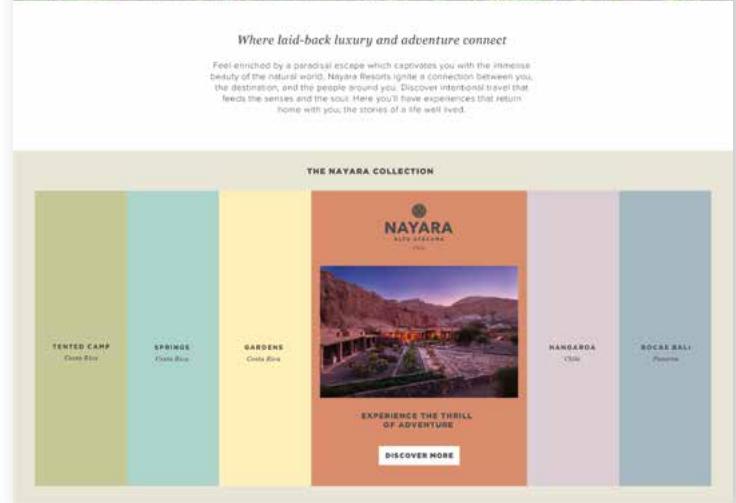
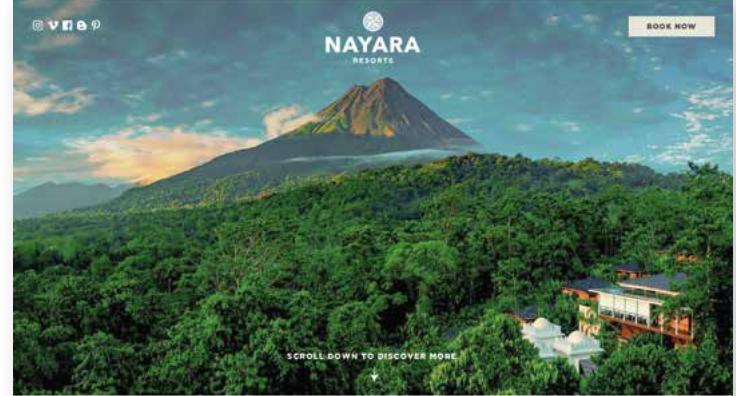


WEBSITE (BRAND)

Here we have mocked up a potential layout for the brand homepage that would allow guests to explore and view the entire breadth of the Nayara collection on one screen and introduce the resort's colour world. The layout has been designed to mimic a collection of books that the user can browse through. This layout also allows for future expansion of the Nayara collection.

HOVERING
OVER THE
COLOUR
BLOCKS
WILL
EXPAND THE
BLOCK

MOCKUP
OF LAYOUT
WITH 10
PROPERTIES



HOSPITALITY COLLATERAL (MATERIALS)

With sustainability in mind, all collateral should be printed on natural or recycled materials using local materials where possible.

Here we have compiled a list of the type of materials to be used for any collateral.

Colour should remain natural or printed in colours that are outlined in these brand guidelines.

SAMPLE MATERIALS FOR HOSPITALITY COLLATERAL



HESSIAN / JUTE



PALM



LINEN/HEMP/COTTON



RECYCLED PAPER



WOOD



BAMBOO

COLOUR USE IN RESORT COLLATERAL

When designing brand collateral, the dominant colour scheme should follow the brand level colour palette outlined on page 46 in this document.

However, hints of colour should be added when discussing or referring to individual resorts. Here, we have mocked up a Nayara Resorts timeline page to illustrate how this can be applied.



COLOUR USE IN BRAND COLLATERAL

When designing resort level collateral, the dominant colour scheme should follow the individual resorts colour palette outlined on page 46 & 47 in this document. Here, we have mocked up a resort level fact sheet to illustrate how this can be applied.



HOSPITALITY COLLATERAL (MENUS)

Resort collateral should reflect the resort colour when possible and when appropriate. Here we have shown how menu covers can be made from coloured linen and how this would be applied across all 6 resorts using their individual logos and colours.



HOSPITALITY COLLATERAL (ROBES)

In some instances it will not be possible, or will be inappropriate to apply colour to certain pieces of collateral. Here we have mocked up an example of a robe which would not be appropriate to have in the vibrant brand colours. In these instances, please apply the logo on the natural colour of the piece or alternatively apply the resort level logo on the piece.



HOSPITALITY COLLATERAL (BRAND LEVEL EXAMPLES)

Brand level collateral can sit alongside resort level collateral at the resorts. These are some examples of how the Nayara branding can be applied to various touchpoints within the resort. The logo should never dominate the piece and should always appear on natural colours or the brand level colours outlined on page 45 of these guidelines.





NAYARA
RESORTS