



BREATHLESS RESORTS & SPAS

BRAND GUIDELINES

welcome to the party

THE amRESORTS® COLLECTION

ZOETRY
WELLNESS & SPA RESORTS

SECRETS
Resorts & Spas

breathless
RESORTS & SPAS

DREAMS
Resorts & Spas

NOW
RESORTS & SPAS

SUNSCAPE
RESORTS & SPAS

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VISION

BREATHLESS RESORTS & SPAS – LIVE BIG. BREATHE DEEP.™

Breathless Resorts & Spas offer adults oceanfront escapes focused on a social atmosphere with captivating entertainment and special events. This unique and vibrant atmosphere, characterized by spirited activities, live music, nightly performances and entertainment, and special weekly and monthly themed events coupled with trendsetting international dining options and chic bars and lounges creates a sexy, fun and lively getaway for singles, couples and friends. A place to meet new people from around the world and reconnect with those that already mean the world to them, Breathless Resorts & Spas boast the contemporary and luxurious inclusions of the *Unlimited-Luxury®* experience, where everything is included. *Welcome to the party.*

Unlimited-Luxury® Redefined

- Full breakfast, lunch and dinner each day at a variety of chic à la carte restaurants serving gourmet fare
- Unlimited natural fruit juices, soft drinks and snacks
- Limitless international and domestic premium brand beverages at sophisticated bars and lounges
- Spacious non-smoking rooms and suites, all ultra-modern and with the sleekest amenities
- In-room mini-bar refreshed daily with soft drinks, bottled water and beer
- 24-hour room and concierge services
- Pool and beach wait services
- Exhilarating daytime activities, live nightly entertainment and weekly and monthly special events and theme parties
- Theme parties, ocean front bars and incredible entertainment venues
- No reservations required at restaurants
- No wristbands required
- All taxes and gratuities

Unlimited-Luxury® for the socially sophisticated adult.

BRAND PERSONALITY

Breathless Resorts & Spas are sexy, captivating and sophisticated. Our resorts evoke excitement through entertainment, interaction among guests and luxuriousness, which permeate throughout our resorts and via our communications.

Sexy

Whether through sensual themed weekly and monthly events, body painting and chic amenities, Breathless Resorts & Spas radiate a sexy experience.

Captivating

Every aspect of Breathless Resorts & Spas is captivating – the stunning beachfront locations, ultra-contemporary guestrooms and entertainment.

Sophisticated Luxury

We love to have fun and meet new people, but at the same time, we're always sophisticated and exemplify luxury.

THE PERFECT CLIENT

Breathless Resorts & Spas provide ideal destinations for sophisticated singles, couple and friends to meet new people from around the world and reconnect with those that already mean the world to them. Nestled in the oases of Punta Cana, Cabo San Lucas and Riviera Cancun, Breathless Resorts & Spas is perfect for adults who enjoy letting their hair down and living life to the fullest and are seeking a new kind of all-adult luxury vacation experience, where lively activities, vibrant entertainment and a social atmosphere mingle with luxury.

LOGO USAGE

The Breathless brand logo is the primary presentation of the Breathless master brand and combines the icon and the logotype. The letters of the logo are specially drawn and spaced. The icon is precisely proportioned and balanced with the brand name.



Standard logo



Alternate logo

Never redraw, replace or modify the lettering in any way or rearrange the relationship between the icon and the logotype. Always use the Breathless brand logo in its complete form — never use a partial image or show just pieces. Always use master artwork provided by AMResorts® Art Department.

Brand Logo Clear Space



Resort Logo Clear Space



Recommended Size

2 inches (51 mm)



.65 inches
(17 mm)

Minimum Size (special projects)

1 inch (25 mm)



.35 inches
(9 mm)

Clear Space

In every application there is a required minimum clear space around the logo.

The clear space is equal to the height of the "B" in the word "Breathless" for both formats.

Proportions

The logo should receive prominent placement and remain separate from other graphic elements. When placed in a standard size advertisement, the recommended size is: 2" Wide x .65" Height. Some special projects may require the logo to be smaller than recommended. In such cases, the logo must still be legible, and cannot be smaller than: 1" Wide x .35" Height.

Without exception, the logo must maintain its shape horizontally and vertically to keep proportions between the icon and the logotype.

Color Options / Standard

The standard Breathless Resorts & Spas logo can be printed using 4-color process or spot ink. The standard logo should be used when printing corporate pieces such as the business cards, collection brochures, and stationery items.

STANDARD LOGO

When printing 4-Color Process:



STANDARD LOGO

When printing Spot Color:



Color Options / One Color

When printing the Breathless Resorts & Spas logo in one color, please refer to the pictured examples.

ONE INK

When printing one color:



COLORED BACKGROUND

When printing on a colored background:



ALTERNATE LOGO

When printing 4-Color Process:



ALTERNATE LOGO

When printing Spot Color:



WEB LOGO

When using the color logo in digital:



Color Options / Alternate

The alternate Breathless Resorts & Spas logo can be printed using 4-color process or spot ink. The alternate logo should be used on all newly created and printed marketing collateral that does not use a knock-out or one color version of the logo.

Color Options / Web

The Breathless Resorts & Spas logo can be used on the web with the color combination depicted. The logo should be used on all newly created web marketing material that does not use a knock-out or one color version of the logo.

BRAND TAGLINE - LIVE BIG. BREATHE DEEP.TM

- The brand tagline may be used in the headline portion of print or digital creative.
- When not using the tagline as the headline, it can appear in combination with the logo but in its vector logo format.
- The trademark (™) symbol must appear with Live Big. Breathe Deep.TM whether used in a headline or in conjunction with the brand logo on any creative piece.

Clear space between main logo and the tagline or concept should be equal to the letter B in Breathless.



Brand logo with tagline



Brand logo with concept

BRAND CONCEPT - UNLIMITED-LUXURY[®]

- When using *Unlimited-Luxury[®]* within copy it must always appear italicized and with the registered (®) symbol in superscript.
- When using *Unlimited-Luxury[®]* with the brand logo no italics are needed but it must adhere to the dedicated brand fonts. See the typography section for further information.

BRAND SLOGAN - UNLIMITED-LUXURY[®] FOR THE SOCIALLY SOPHISTICATED ADULT

- The brand slogan utilizes the brand concept in a short phrase to describe the target audience.
- When using the slogan in copy, the brand concept must be italicized with the superscript registered (®) symbol at the end of the concept.
- It can be used as a lead in to the destinations list for that particular brand.

Example: "Experience *Unlimited-Luxury[®]* for the socially sophisticated adult in: (insert brand destinations)"

- It can be used as a lead in to the inclusions/attributes list for that particular brand.

Example: "*Unlimited-Luxury[®]* for the socially sophisticated adult: (insert list of attributes/inclusions)"

- It can be used as a sub headline or directly after a brand script paragraph.

Use of Tagline

Live big. Breathe deep.TM

- The first letter of 'Live' and 'Breathe' should be capitalized (L, B)
- There should be a period (.) after 'big' & 'deep'
- The Trademark symbol (™) follows 'deep.' with no spaces in between
- No italics when using beneath the logo or as a headline
- Must be in Korataki when used under logo

Unlimited-Luxury[®]

- The first letter of each word should be capitalized (U, L)
- There should be a dash (-) between the two words with no spaces
- The Registered symbol (®) follows 'Luxury' with no spaces in between
- No italics when using beneath the logo or as a headline

TYPOGRAPHY / PRINT

Two typefaces have been chosen to represent the Breathless Resorts & Spas brand: Korataki and Gill Sans. Used in conjunction, they carry across the chic, vibrant sophistication that is Breathless Resorts & Spas.

Korataki

ExtraLight Ultralight Light

GILL SANS

LIGHT REGULAR

Gill Sans

Light *Light Italic* Regular *Italic*

TYPOGRAPHY / WEB

The web fonts used for the Breathless Resorts & Spas website can be obtained on {{Typekit by Adobe®.}}

Korataki

ExtraLight Ultralight Light

PROXIMA NOVA

LIGHT REGULAR

Proxima Nova

Light *Light Italic* Regular *Italic*

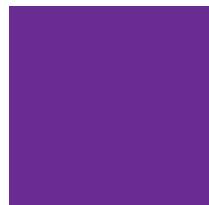
Helvetica Neue

Light *Light Italic* Regular *Italic*

Proxima Nova is the primary webfont used for both headlines, sub heads and body copy. Helvetica Neue is used in title case for the footer.

Korataki (all lowercase) is used to draw emphasis to specific words in headlines, sub heads or call outs. Not available as a webfont, must be placed as a graphic.

Print Colors



PMS: 527 C

527 U

CMYK: 69 99 0 0



PMS: 247 CP

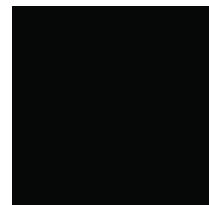
CMYK: 35 95 0 0



PMS: Warm Gray 7 C

Warm Gray 7 U

CMYK: 0 8 14 38

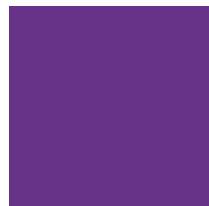


PMS: 419 C

419 U

CMYK: 86 70 69 95

Web Colors



RGB: 102 51 136

HEX: #663388



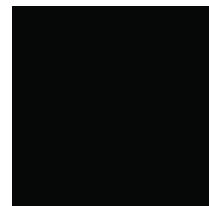
RGB: 187 22 163

HEX: #BB16A3



RGB: 122 124 128

HEX: #7a7b7f



RGB: 5 7 7

HEX: #050707

Gradient Mixes



CMYK: 65, 100, 0, 0

CMYK: 80, 89, 0, 35



RGB: 107, 42, 140
HEX: #6b2a8c

RGB: 83, 32, 107
HEX: #53206b

COLOR PALETTE

The featured Breathless Resorts & Spas color is Pantone 527. This color is accompanied by Warm Gray 7 when used in print. The web colors that represent Breathless Resorts & Spas closely match the print counterparts but vary slightly for on screen display.

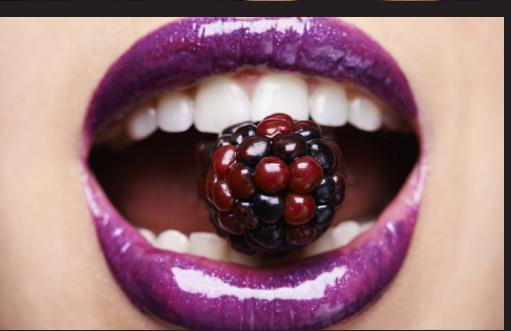
The gradient mixes are primarily used for website buttons, bars, footer areas, backgrounds in print and supporting graphics. Refer to the website and print gradient mixes for the corresponding numbers.

A large, vibrant photograph of a woman with long dark hair, laughing heartily with her mouth wide open. She is wearing a dark, sleeveless top and is holding a martini glass filled with a red cocktail and a lime wedge. Her hand is resting against her cheek. The background is a warm, reddish-brown.

PHOTOGRAPHY

Visually, our photography aims to transport you to Breathless Resorts & Spas and to portray Breathless' sexy and entertainment-focused experience. Alluring images capture the eye and emphasize the beauty of the scenery, the contemporary design and special events, activities and nightlife.

We want you to be able to see and feel Breathless Resorts & Spas' contagious energy as well as the contemporary design and ocean breezes. We want you to be able to envision yourself at Breathless Resorts & Spas as well as to yearn for the chance to experience the luxury and vibrancy you see in each and every one of the images with those close to you.



Brand images

- Vibrant, high contrasting colors
- Give off an overall feeling of luxury in tropical settings
- Strong use of lighting to portray social atmosphere and modernity
- Focus on entertainment and social scene when people are visible
- Sophisticated and chic





Resort specific images

- Showcase resort highlights such as dramatic, modern architecture, structures or views
- Clean lines and perspectives to show attention to detail



A close-up photograph of a woman's face. She is wearing a black mask with intricate silver sequin patterns. Her eyes are visible through the eye holes of the mask. She has dark hair and is wearing dark makeup, including eyeliner and mascara. The lighting is dramatic, highlighting the texture of the mask and her skin.

Lifestyle images

- Images showcase the special themed weekly and monthly events and parties
- Images focus on groups of friends or couples engaging in social settings
- Models are adults ages 25 – 55 and racially diverse
- Vibrant colors and various lighting effects set the social scene
- Captivating, exciting situations reveal a fun and social lifestyle



The logo is featured in the center at the top navigation.

The screenshot shows the homepage of the Breathless Resorts & Spas website. At the top, there's a navigation bar with links for 'Our Brand Collection', 'Special Offers', 'View Reservation', and a prominent 'BOOK NOW' button. Below the navigation is the 'breathless' logo with 'RESORTS + SPAS' underneath. The main header features a large image of three women in white bikinis. On the left, a call-to-action box says 'BOOK YOUR breathless GETAWAY' with fields for destination, check-in, and check-out, and options for 'Unlimited-Luxury® Experience' and 'Unlimited-Luxury® + Airfare'. To the right, a box says '3'S A PARTY! Every 3rd girl stays free!' with a right-pointing arrow. The main content area has a dark background with white text. It starts with 'UNLIMITED-LUXURY® FOR THE SOCIALLY SOPHISTICATED ADULT' and a paragraph about the brand. To the right is a small image of a group of people at a party. Below this section is another dark box for 'breathless Punta Cana'. The right side of the page has a sidebar with social media links for Facebook, Twitter, Pinterest, YouTube, Blog, and Instagram, each with a 'SEE MORE' button. At the bottom, there's a 'JOIN THE PARTY' section with text about non-stop parties and a 'SEE MORE' button, followed by a 'MASQUERADE PARTY EVERY SATURDAY' image of a woman in a masquerade mask. To the right is a 'KEEP IN TOUCH' section with an email sign-up form. The footer has a 'BOOK NOW' button and dropdown menus for 'Breathless Punta Cana', 'From', 'To', 'Unlimited-Luxury® Experience', and 'Unlimited-Luxury® + Airfare'.

Bars and buttons are accented using the primary purple color.

VISUAL PRESENCE / WEBSITE

The design of the website reflects the vibrancy, sophistication and luxury of the Breathless Resorts & Spas brand.

The site uses all three primary web colors of the brand including light gray for tags and live copy. Headlines and subheads are written in all-caps using Gotham HTF or Proxima Nova (web font). Body copy uses Gotham HTF or Proxima Nova in regular case.

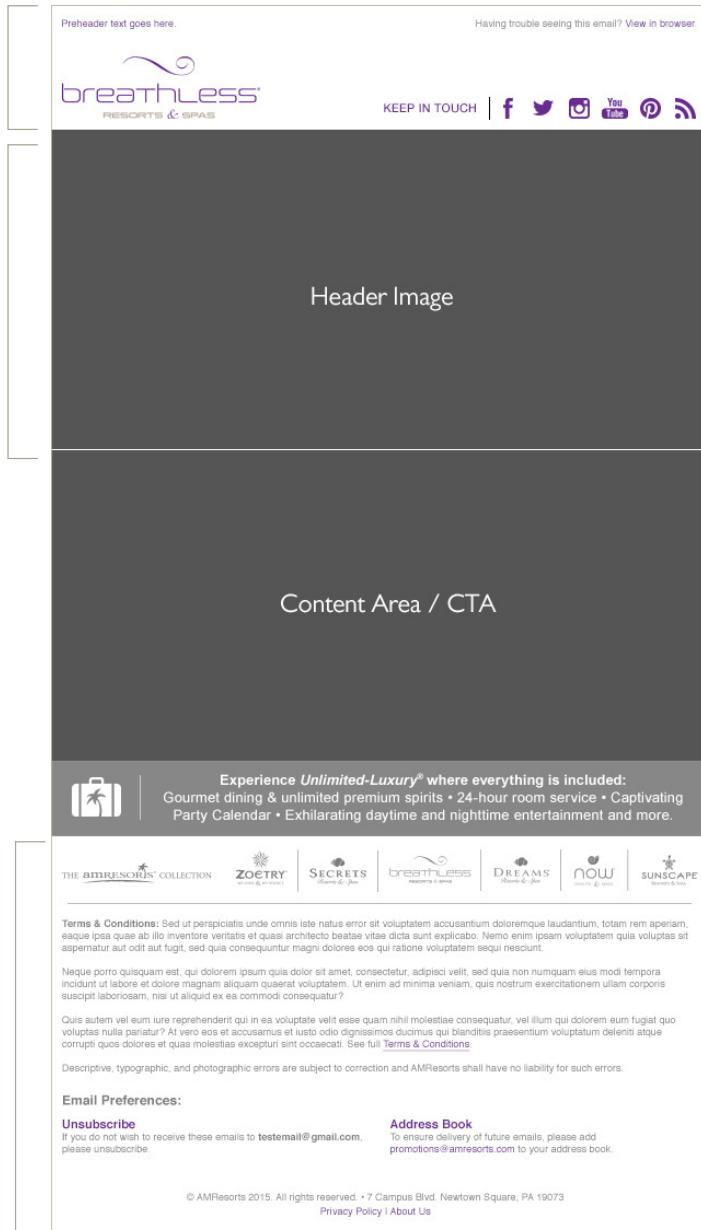
Korataki is used to draw emphasis to specific words in headlines, sub heads or call outs.

VISUAL PRESENCE / EMAIL TEMPLATE

The brand or resort specific logo is always featured in the top along with social media links

The top container is for main image placement or to feature promotional creative.

The AMResorts® collection logo should be featured at the bottom above the terms and conditions



The Breathless Resorts & Spas eblast template is designed to visually present promotional information to consumers. Logo, color palette and typography usage are similar to the website in order to create recognition.

The flexible container allows for promotional offers, information, supporting imagery and call to actions.

Breathless Resorts & Spas is centered around its schedule of captivating entertainment, special events and parties and we want guests to feel this social spirit through our descriptions.

"Join the Party. It's a non-stop party at Breathless Resorts & Spas with special themed events and live entertainment."

"As the sun sets, guests mix and mingle amid many styles of live music, gala parties and spectacular shows – enveloped in smiles and laughter, romantic whispers and flirtatious winks."

Breathless Resorts & Spas evoke excitement, sophistication and luxury, which is how we like to describe each *Unlimited-Luxury*[®] privilege.

"Awaken your senses with ultra-contemporary rooms and suites, complete with private and scenic terraces set on pristine beaches."

By using words that truly define the Breathless Resorts & Spas brand we are able to capture the audience and prove that our resorts provide the ideal settings for luxurious and lively adults-only getaways that can't be found elsewhere.

*"Escape to an exciting all-adult destination, where captivating beauty and chic style combine with non-stop adventure, entertainment and *Unlimited-Luxury*[®]."*

"When the sun's light dies down, we come alive. Mix and mingle at parties, themed shows and enjoy dancing to great bands. Make new friends from around the world. Start early. Stay late. Get ready. Get breathless..."

TONE OF VOICE

Our guests are first and foremost at Breathless Resorts & Spas and we want them to be immersed in Breathless' *Unlimited-Luxury*[®] experience before their stay with us begins. We like to use words and phrases that define Breathless Resorts & Spas' vibrant and captivating experience. Portray this unique adults-only atmosphere through details focused on the lively social atmosphere, entertainment, theme parties, special events and luxury. Captivate guests by highlighting the lively activities and entertainment, contemporary accommodations, chic amenities and unique experience each resort offers.

KEY TERMS

These key words and phrases are often used when referring to Breathless Resorts & Spas. Each of these helps describe our brand while displaying its unique characteristics.

Unlimited-Luxury[®]

Vibrant

Captivating entertainment

Adults-only

Special events

Contemporary accommodations

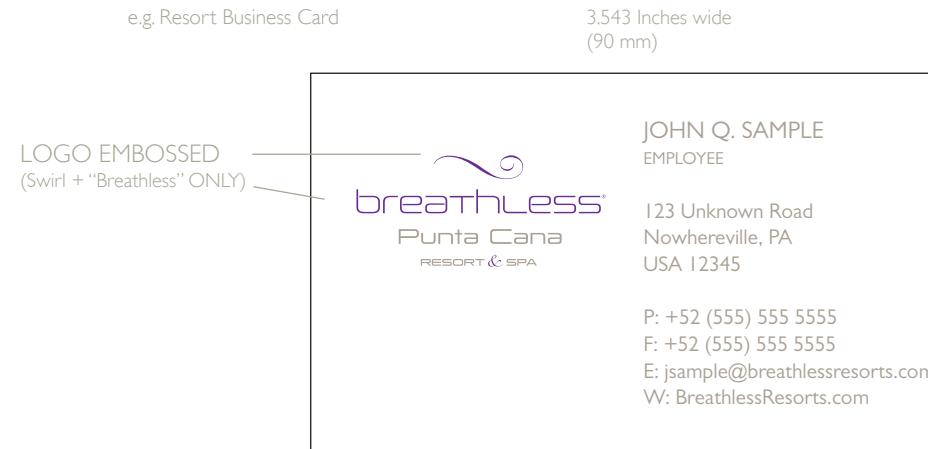
Theme parties

Live entertainment

Chic

Spirited

Breathless website: <http://breathlessresorts.com/>
 Media Kit: <http://www.amresorts.com/mediakit/index.html>
 Media Download Site: <http://www.amresorts.com/mediasite/>
 B-roll Video: <http://www.amresorts.com/mediasite/video-footage/>
 YouTube: <http://www.youtube.com/user/breathlessresorts>
 Breathless Blog: <http://breathlessresortsblog.com/>



RESOURCES

Please refer to the following links for any resources or material you may need for Breathless Resorts & Spas.

Business Card Layout

Please use the following business card specs and refer to the pictured sample for printing any business cards for Breathless Resorts & Spas.

Paper stock: 110 # Sundance Ultrawhite Felt Cover

Finishing: Logo embossed (Swirl + Breathless only)

Inks: Pantone 527 • Pantone Warm Grey 7 • CMYK (back)

Typography: Gill Sans

Always use master artwork provided by AMResorts Art Department. For additional information please contact: mhrebin@amresorts.com