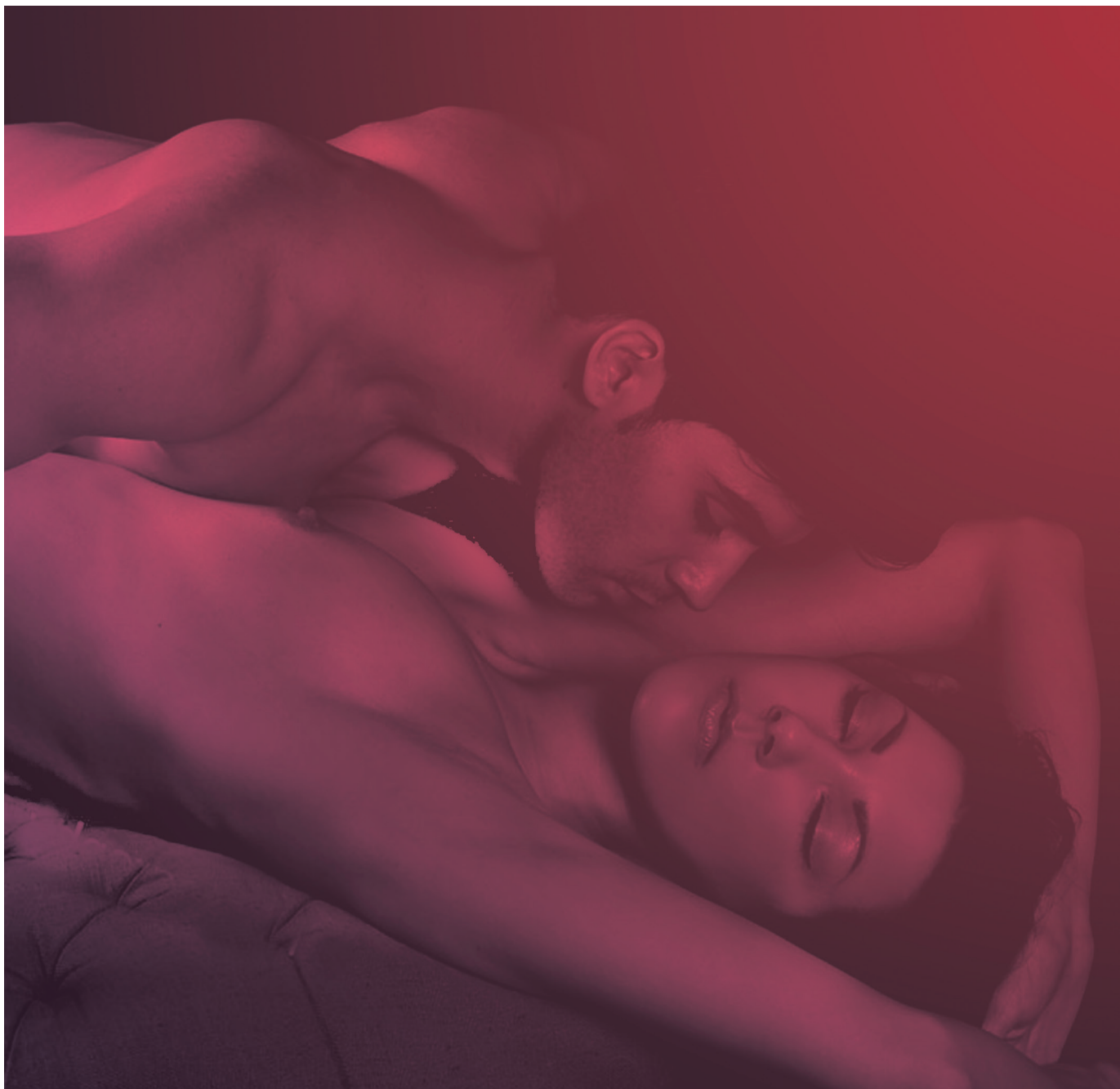




# D E S I R E



B R A N D  
B O O K



N O V E M B E R   2 0 2 5

# 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 time.



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D E S I R E   A S  
A   B R A N D

## 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 offered its first cruise, departing from Venice, Italy, venturing into this important industry, with resounding success. This first cruise toured the Mediterranean and the Adriatic over 7 days. This initial sea adventure has been continuously redefined with new itineraries each year, broadening the array of destinations for those who wish to explore the most thrilling and unique ports around the world while discovering new ways to enjoy sensuality.

In 2020, Desire Mansion opened its doors as the ultimate expression of luxury and sensuality within Desire Pearl Riviera Maya Resort. This exclusive complex features its own lobby, pool, restaurant, bar, and playroom, all designed to create a private and intimate atmosphere where sophistication meets seduction.

Following this successful path, in 2024, The Eden was inaugurated — a luxurious and contemporary collection of new rooms and facilities within Desire Riviera Maya Resort. This exclusive addition expanded the resort's offerings with a larger pool, a rooftop Jacuzzi Lounge, the Mystique Boutique, two new restaurants, the Melange Bar, and a redesigned lobby. With this renewal, the resort infused fresh energy, refined elegance, and modern sensuality into the Desire experience.

# 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,  
EROTIC 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 **[erotic]**.

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

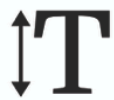
- |             |                |
|-------------|----------------|
| STIMULATING | EXCLUSIVE      |
| ECSTASY     | FANTASY        |
| INTIMACY    | SENSUAL        |
| SEDUCE      | NEW ENCOUNTERS |
| COUPLE      |                |
| PLEASURE    |                |
| EXQUISITE   |                |
|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

**03**

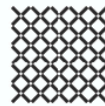
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VISUAL  
LANGUAGE  
ELEMENTS

## CREATIVE STRATEGY



Logotipo  
(typographic)



Patterns

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.



LOGOTYPE

---











*Dezine*

ISOTYPE

---



# ISOTYPE

	Love Passion Desire Romanticism	
	Freedom Independence Voyage Harmony	
	Couple Complicity Confidence Attraction	
	Yoni Energy Origin Sensuality Femininity	
	Courage Empowerment Boldness Strength Sexuality Masculinity	

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.

## 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

*Desire*  
—  
RESORTS & CRUISES

*Desire* | RESORTS  
& CRUISES

For corporate communications, including all resort and cruise products, this descriptive application, which has a vertical and horizontal version, can be used.

## UMBRELLA BRAND

*Desire*

RESORTS

*Desire* | RESORTS

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



## 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.

Brand's nomenclature:



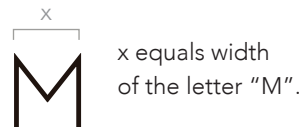
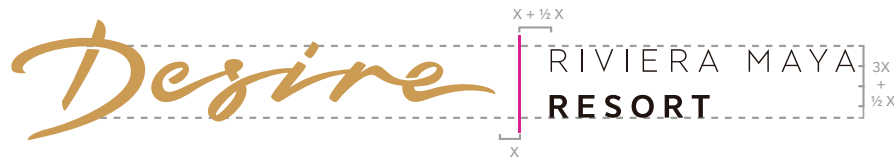
\* For cruises, the location is referred to as the departure point.

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



### 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



# 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



# 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

*Desire*

BEYOND  SEDUCTION

*Desire*

BEYOND  SEDUCTION

*Desire*

BEYOND  SEDUCTION

*Desire*

BEYOND  SEDUCTION

*Desire*

BEYOND  SEDUCTION

*Desire*

BEYOND  SEDUCTION

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

# TYPOGRAPHY

Aa Bb Cc

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

AVENIR NEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa Bb Cc

Dry Brush

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

AVENIR NEXT HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa Bb Cc

Sign Painter

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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.

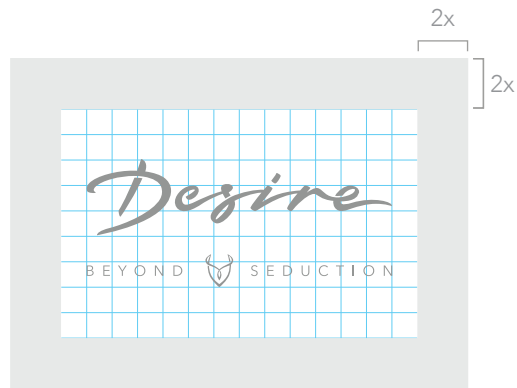
The first one was chosen for its simplicity, cleanliness, and for evoking a general sense of timelessness, providing elegant and legible brand print.

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



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 a 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.

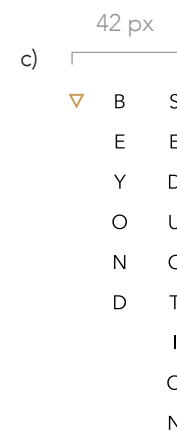
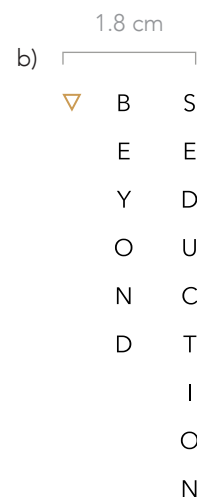
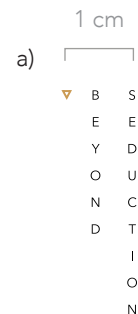
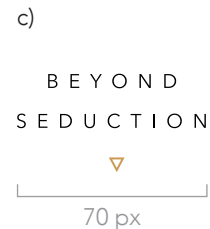
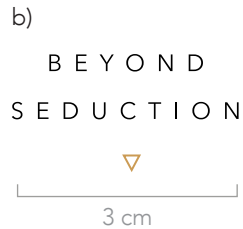
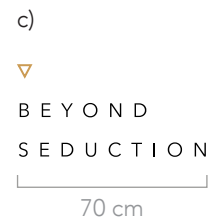
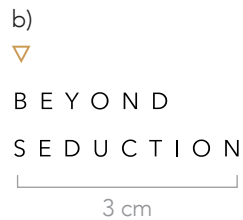
a) Fine reproduction techniques

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



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

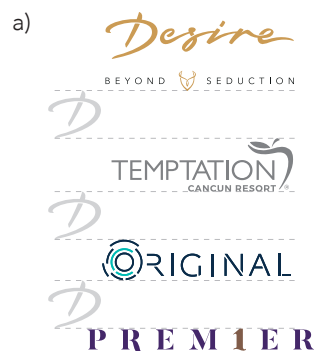
To guarantee high-quality production, the minimum size set for color and the monochromatic gamut must be considered.

a) Fine reproduction techniques

b) Embroidered textures

c) Use on web

## USE OF BRANDMARK ALONG WITH OTHER BRANDS OF THE GROUP



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 gray scale versions.

# 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.

## PATTERNS & GRAPHIC ELEMENTS

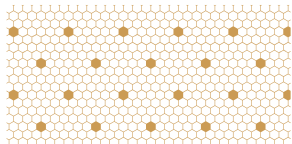
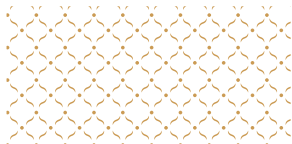
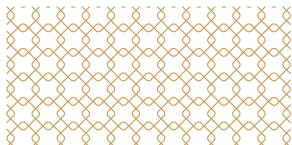
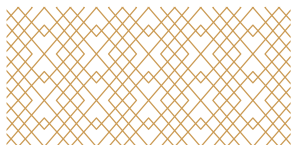
### PANTONE 7407 C

Patrón 75 %  
Fondo: 100 %



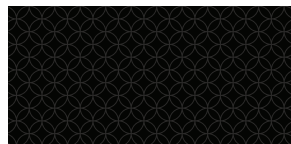
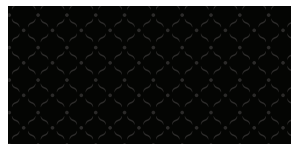
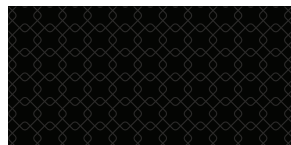
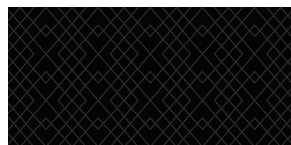
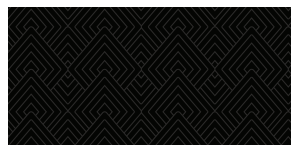
### PANTONE 7407 C

Patrón 75 %  
Fondo: 0 %



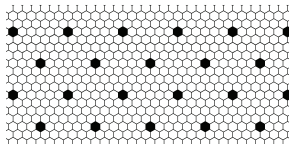
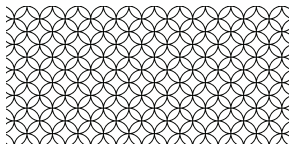
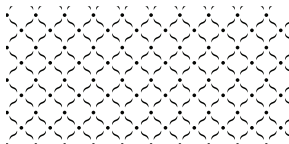
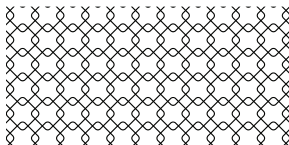
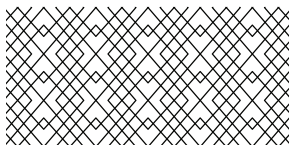
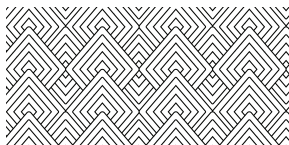
### PANTONE BLACK C

Patrón 80 %  
Fondo: 100 %



### PANTONE BLACK C

Patrón 100%  
Fondo: 0 %



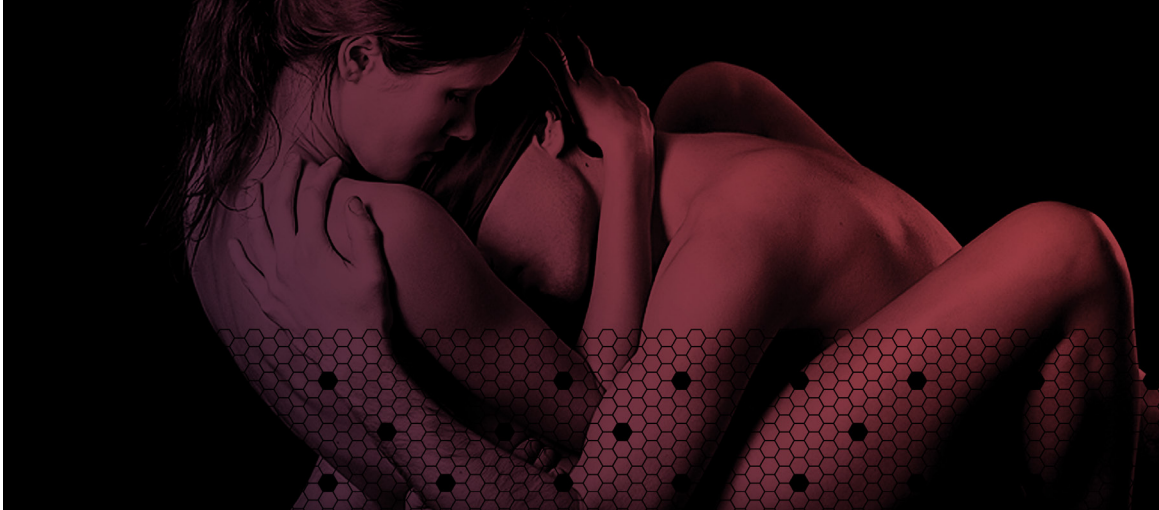
There are six graphic pattern proposals to strengthen the sensuality of the brand's graphic design, which refer to feminine lingerie. In addition, shapes are utilized to communicate elegance, class and exclusiveness.

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.

## 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.



## PHOTOGRAPHIC STYLE



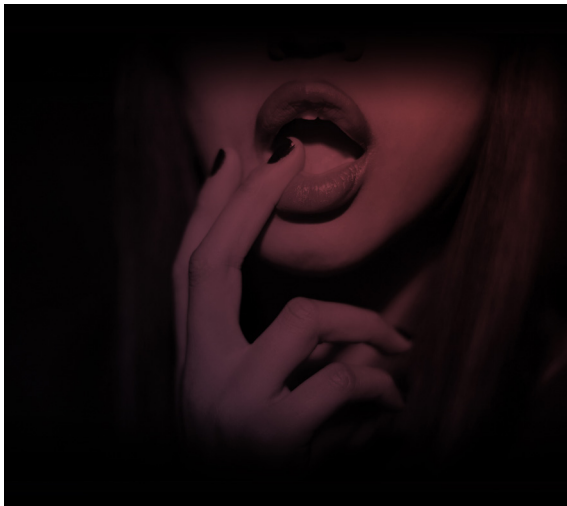
**Photos in conceptual campaigns:** if necessary, resort to compositions where the photograph of the couple that is illustrating the concept of the campaign is integrated naturally into the background.

**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 2/3 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.

## IMAGES GENERATED WITH ARTIFICIAL INTELLIGENCE



### Important:

While appropriate classifications and permissions for personal image use are being established and approved within artificial intelligence workflows, it is strictly prohibited to use AI to edit, recreate, animate, or generate any content based on photographs of models, hotel staff, or personnel. This preventive measure ensures the protection of our employees' image and privacy rights.



# KEY POINTS FOR DESIGNING AI-GENERATED CHARACTERS:

**Subjects:** Always an attractive couple (man and woman), aged approximately 40 to 50. They appear confident, fit, and charismatic. They are not 20-year-old models; they project maturity and confidence.

**Attitude:** The vibe is a mix of sensuality, fun, and elegance. It is "classy eroticism." The poses are confident, sometimes playful, sometimes seductive, but always camera-conscious. They are the protagonists of their own fantasy.

**Costumes:** High quality and very detailed. They are not cheap costumes. Textures such as sequins, satin, leather, vinyl, and metals are appreciated. Accessories (hats, jewelry, gloves, canes) are essential to complete the look.

**Technical quality:** The lighting is studio-quality, sharp and dramatic. The colors are vibrant and saturated. The focus is perfect and the details are extremely high. The quality is that of high fashion or advertising photography.

**Environment (key):** The background is always stylized and artificial; it is not a real location at the resort. It is a graphic element that supports the theme: an Art Deco pattern, a backdrop of stage lights (bokeh), or a luxurious texture (quilted leather). This gives it a clean and professional "advertising campaign" look.

## The detailed master prompt for Desire Resorts:

This is a 6-part modular structure designed for maximum control and consistency.

### BASE STRUCTURE (TEMPLATE):

(1. Style and Quality) of (2. Subjects and Attitude) posing for a themed party. (3. Party Theme). (4. Detailed Costumes and Accessories). (5. Background and Ambience). (6. Technical Specifications) --ar 2:3

#### 1. Style and quality (the unshakeable foundation):

Suggested text: Ultra-realistic advertising photograph, high fashion cinematic style, elegant and seductive tone.

Spanish: Fotografía publicitaria ultrarrealista, estilo cinematográfico de alta moda, tono elegante y seductor.

#### 2. Subjects and attitude (the heart of the brand):

Suggested text: An attractive and charismatic couple, a man and a woman in their late 40s, posing with confident, playful, and sensual chemistry.

Spanish: Una pareja atractiva y carismática, un hombre y una mujer de unos 40-50 años, posando con una química segura, juguetona y sensual.

#### 3. Party theme (the creative variable):

Template: The theme is a luxurious "[NAME OF THE PARTY]" night party.

Spanish: El tema es una lujosa fiesta nocturna de "[NOMBRE DE LA FIESTA]".

#### 4. Detailed clothing and accessories (the secret to success):

Template: The woman is wearing [FABRIC, COLOR, TYPE OF GARMENT, AND DETAILS]. She has [HAIRSTYLE AND MAKEUP] and wears accessories like [ACCESSORY 1, ACCESSORY 2]. The man is wearing [FABRIC, COLOR, TYPE OF GARMENT, AND DETAILS] and has accessories like [ACCESSORY 1, ACCESSORY 2]. Be as descriptive as possible here.

#### 5. Background and setting (the visual signature):

Template: Full body shot, they are in a studio setting against a stylized, clean background of [THEMATIC BACKGROUND DESCRIPTION].

Examples: "an elegant blue and gold Art Deco pattern," "a luxurious red quilted leather wall," "red, blurred stage lights creating a bokeh effect."



## KEY POINTS FOR DESIGNING AI-GENERATED CHARACTERS:



### 6. Technical specifications (the final magic):

**Suggested text:** Dramatic studio lighting, tack-sharp focus, rich vibrant colors, shot on Sony A7R IV with an 85mm f/1.4 lens, incredibly detailed, professional retouching.

**Spanish:** Iluminación dramática de estudio, enfoque nítido, colores ricos y vibrantes, foto tomada con una Sony A7R IV y un lente de 85mm f/1.4, increíblemente detallada, retoque profesional.

Using this structure, you can generate consistent images for any theme (Neon, Angels and Demons, Space, etc.) while maintaining the premium and aspirational visual identity of Desire Resorts.

# TEXT IA (PRACTICAL EXAMPLES APPLYING THE MASTER PROMPT)

## Example 1: «Roaring 20s» Party (Imagen 1)

Ultra-realistic advertising photograph, high fashion cinematic style, elegant and seductive tone. An attractive and charismatic couple, a man and a woman in their late 40s, posing with confident, playful and sensual chemistry. The theme is a luxurious "Roaring 20s" night party. The woman is wearing a glamorous black and silver beaded flapper mini dress with a white fur stole and long black satin gloves. She has a classic bob hairstyle with a feathered headpiece. The man is wearing a metallic silver shiny shirt, black pants with suspenders, and a white fedora hat, holding a cigar. Full body shot, they are in a studio setting against a stylized, clean background of an elegant dark blue and gold Art Deco fan pattern. Dramatic studio lighting, tack-sharp focus, rich vibrant colors, shot on Sony A7R IV with a 85mm f/1.4 lens, incredibly detailed, professional retouching. --ar 2:3

## Example 2: «Erotic Circus» Party (Imagen 2)

Ultra-realistic advertising photograph, high fashion cinematic style, elegant and seductive tone. An attractive and charismatic couple, a man and a woman in their late 40s, posing with confident, playful and sensual chemistry, looking at the camera. The theme is a luxurious "Erotic Circus" night party. The woman is wearing a sparkling black sequin flapper dress with fishnet stockings and a feather headband. The man is a sexy ringmaster in a red and gold embroidered vest over a muscular chest, black pinstripe pants, and a tall top hat with a red feather, holding a glittery cane. Full body shot, they are in a studio setting against a stylized, clean background of rich, out-of-focus red stage lights creating a beautiful bokeh effect. Dramatic studio lighting, tack-sharp focus, rich vibrant colors, shot on Sony A7R IV with a 85mm f/1.4 lens, incredibly detailed, professional retouching. --ar 2:3

## Example 3: «Fetish Night» Party (Imagen 3)

Ultra-realistic advertising photograph, high fashion cinematic style, elegant and seductive tone. An attractive and charismatic couple, a man and a woman in their late 40s, posing with confident, playful and sensual chemistry; she gazes at him, he looks at the camera. The theme is a luxurious "Red & Black Fetish" night party. The woman wears a form-fitting shiny red vinyl mini-dress with corset-style laces, a black choker, and a black leather officer's cap, holding a small whip. The man wears tight black leather pants, a sophisticated leather body harness over a sheer black shirt, and steel cuffs. Full body shot, they are in a studio setting against a stylized, clean background of a luxurious, tufted red leather wall with a dark vignette effect. Dramatic studio lighting, tack-sharp focus, rich vibrant colors, shot on Sony A7R IV with a 85mm f/1.4 lens, incredibly detailed, professional retouching. --ar 2:3

## TEXT IA (PRACTICAL EXAMPLES APPLYING THE MASTER PROMPT)



04

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# APPLICATIONS

## PRINTED MEDIA

### STATIONERY



#### 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.

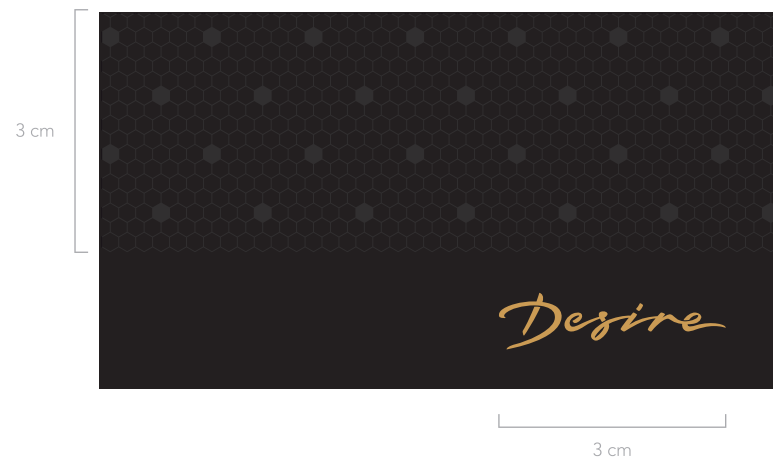
#### Note

The graphic pattern should be printed in spot coating.



## PRINTED MEDIA

### STATIONERY



#### 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



### Letterhead Stationery

The letterhead stationery should only be used for relevant documents.

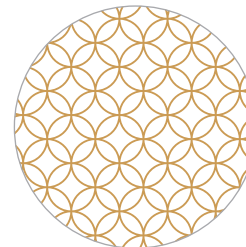
**Paper size:** US Letter / A4

**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

### INTERNAL OPERATION



#### Door Hangers

##### Front

**Title:** Dry brush uppercased, 48 pt / Tracking -34 / Line spacing of 47 pts

**Action:** Avenir next bold, 13 pt

##### Back

**Title:** Avenir next bold and medium, uppercased, 32 pt tracking of 80

**Spanish:** Avenir Next Bold and Medium, uppercase, 20 pt and 12 pt / Tracking of 60

**Action:** Avenir Next Bold, 13 pt

**Spanish:** Avenir Next Demibold Italic, 11 pt

**Tracking:** 80

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



9 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.

**Back:** black and white photograph with erotic overtones, conveying elegance.

**Front:** plain black background with logo measuring 7 cm wide x 3 cm high, slogan measuring 5 cm wide x 1 cm high.

## PRINTED MEDIA

### INTERNAL OPERATION



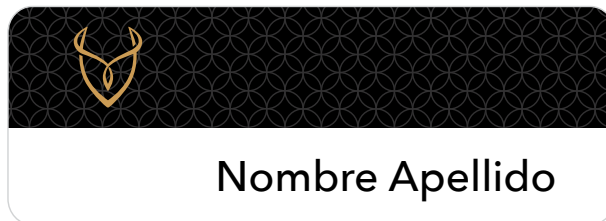
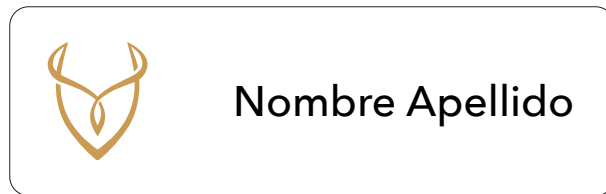
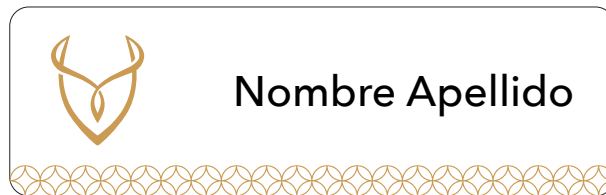
#### Room tent card

**Greeting:** : Dry brush, 50 pts / Black C and Pink C

**Text:** Avenir Next Regular, 7 pts / Tracking -20 / Line spacing 14 pt

## 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.

# PRINTED MEDIA

## INTERNAL OPERATION

	
<b>ENTRADAS FRÍAS</b>	
<b>Sashimi de salmón</b> salsa ponzu, jengibre y wasabi	
<b>Ensalada wakame</b> 🌱 pepino con aliños de vinagre de arroz, azúcar, soya y aceite de ajonjolí	
<b>Nigiri de robalo al carbón</b> 🌱 mayonesa de jengibre y limón	
<b>Rollos vietnamitas</b> 🌱 pepino, zanahoria, aguacate, camarón y salsa de tamarindo	
<b>Tataki de atún</b> aguacate, ajonjolí y ponzu de Togarashi	
<b>Tempura de alga nori</b> arroz con miso y salmón, salsa rim jam a base de tamarindo, chile quebrado, y salsa de pescado y miel	
<b>ENTRADAS CALIENTES</b>	
<b>Rollos Primavera</b> 🌱 salsa agrodulce	
<b>Gyozas</b> carne de res, marinada con jengibre y aceite de ajonjolí, salsa ponzu con togarashi, ajonjolí y cebollín	
<b>Kushiage</b> queso, salsa tonkatsu y pasta de cangrejo	
<b>Gua Bao</b> panceta de cerdo, salsa gochujang, cacahuete, hojas de cilantro y ajonjolí blanco	
<b>SOPAS</b>	
<b>Tradicional ramen</b> tira de costilla	
<b>Sopa Tom Yam</b> 🌱 camarón	
<b>ESPECIALIDADES</b>	
Lengosta \$ 75 USD	
New York \$ 50 USD	
Rib Eye \$ 55 USD	
Tomahawk \$150 USD	
🌱 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 soja libre de gluten.	

	
<b>COLD APPETIZERS</b>	
<b>Salmon sashimi</b> ponzu sauce, ginger, and wasabi	
<b>Wakame salad</b> 🌱 cucumber with rice vinegar, sugar, soy, and sesame oil	
<b>Charcoal sea bass nigiri</b> 🌱 ginger and lime mayonnaise	
<b>Vietnamese rolls</b> 🌱 cucumber, carrot, avocado, shrimp, and tamarind sauce	
<b>Tuna tataki</b> 🌱 avocado, sesame seeds, and togarashi ponzu	
<b>Nori seaweed tempura</b> rice with miso and salmon, tamarind based nam jim sauce, chili flakes, and a fish and honey sauce	
<b>HOT APPETIZERS</b>	
<b>Spring rolls</b> 🌱 sweet and sour sauce	
<b>Gyozas</b> beef marinated in ginger and sesame oil, ponzu sauce with togarashi, sesame seeds, and chives	
<b>Kushiage</b> cheese, tonkatsu sauce, and crab paste	
<b>Gua Bao</b> pork belly, gochujang sauce, peanuts, cilantro leaves, and white sesame seeds	
<b>SOUPS</b>	
<b>Traditional ramen</b> rib strip	
<b>Tom yam soup</b> 🌱 shrimp	
<b>SPECIALTIES</b>	
Lobster \$ 75 USD	
New York \$ 50 USD	
Rib Eye \$ 55 USD	
Tomahawk \$150 USD	
🌱 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.	

## Menus

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

## PRINTED MEDIA

### INTERNAL OPERATION



#### 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



### Pens

**Desire logo:** 3 cm x 0.74 cm

**Website:** 3 cm x 0.2874 cm

1 gold ink Pantone 7407 C

## PROMOTIONAL ITEMS



### Mugs

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

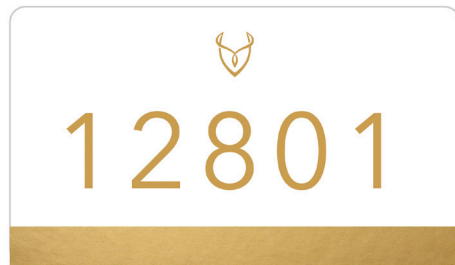
# SIGNAGE



## 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



RESTAURANTES Y BARES	
1. APHRODITE	5. OBSESSION Nightclub
2. SUKI (1º NIVEL)	6. ADDICTION Coffee Corner
3. PEARL	7. POOL BAR
4. MELANGE BAR	8. JACUZZI BAR

ÁREAS COMUNES	
A. ALLURE SPA	E. CENTRO DE BUCEO
B. QUIET POOL	F. TEMAZCAL
C. JOYERIA	G. CENTRO DE ACTIVIDADES
D. LOGOSHOP	H. PROVOKE Fotografía

DESIRE MANSION	
1. POOL BAR	
2. LOBBY BAR	
3. LOUNGE BAR	
4. DINING ROOM	

HABITACIONES	
1. 1001 - 1008	5. 1044 - 1062
2. 1009 - 1019	6. 1063 - 1075
3. 1020 - 1030	7. 1076 - 1088
4. 1031 - 1043	

## Location plan

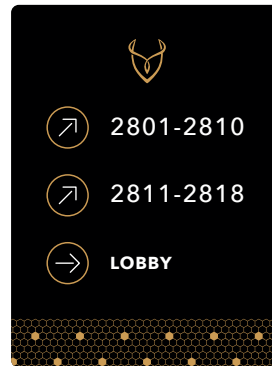
Due to the extensive quantity of information and detail, it is important to maintain a clean, well-structured design, using colors that soften the graphic style, making it legible.

**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.

# 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



c)



### 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.

## SIGNAGE

### 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.



**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.



**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*

D)

### 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.



# ELECTRONIC MEDIA

## DESIRE PEARL



PEARL

RIVIERA MAYA  
RESORT

**Nombre Apellido**  
Puesto o departamento Español  
Puesto o departamento Ingles

**desire-experience.com**  
Tel. +52 (998) 000 0000 Ext.0000  
Tel. +52 (998) 000 0000 Ext.0000



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

## Example:





PEARL

RIVIERA MAYA  
RESORT

**Abel Aguilar**  
Gerente de Factor Humano  
Human Resources Manager

**desire-experience.com**  
Tel. +52 (998) 872 8060 Ext.7260



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

## 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

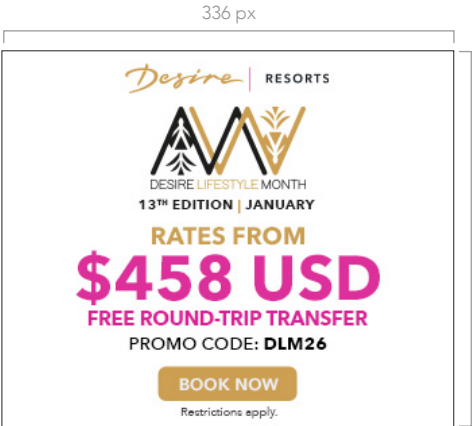
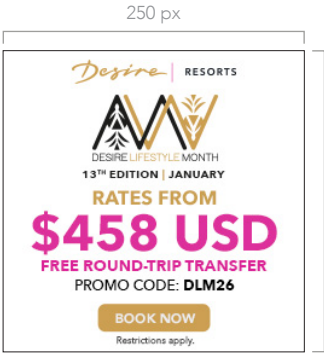
**Website:** Arial Bold 15 px / Tracking 0 / line-height: 1.5

**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.

# ELECTRONIC MEDIA



## Banners

Designs with lifestyle photographs, corporate brand and slogan.

**05**

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DESIRE SUB-BRAND:  
DESIRE MANSION

LOGOTYPE

---



*Desjire*

MANSION

## CORPORATE SUB-BRAND



Desire Mansion is a luxury and exclusivity sub-brand focused on clients with greater purchasing power. Located within the Desire Pearl Riviera Maya 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 Pearl Riviera.



# PROPORTIONS AND REDUCTIONS



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 a minimum grey area (autonomous area) in branding.

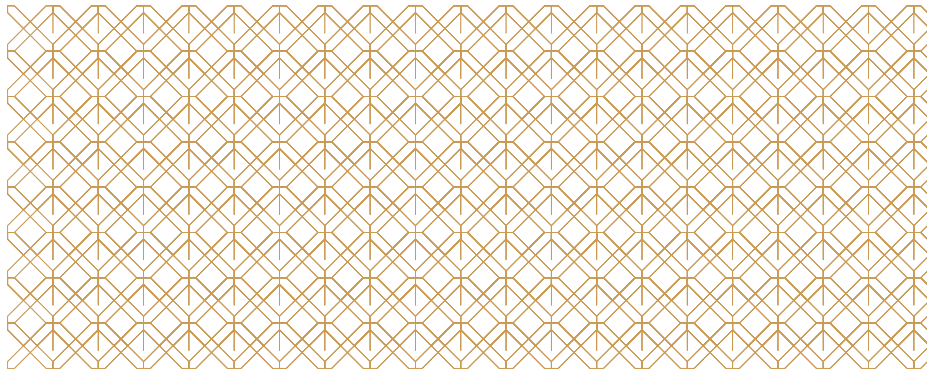
## Minimum reproduction

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**

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DESIRE MANSION  
APPLICATIONS

# PRINTED MEDIA

## STATIONERY



### 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 of them.

07

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DESIRE SUB-BRAND:  
THE EDEN

LOGOTYPE THE EDEN



THE EDEN

## CORPORATE SUB-BRAND

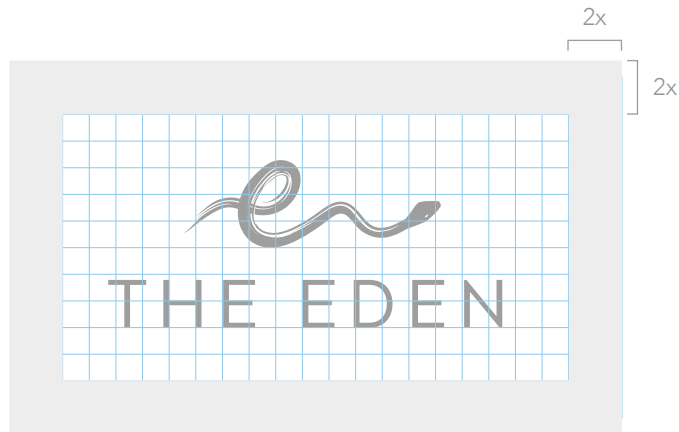


With The Eden, a new ensemble of hotspots and incredible features within Desire Riviera Maya Resort, we have gone above and beyond in taking our pleasurable experience to new heights. Our modern new Caribbean paradise on Earth is inspired by the elegance of female sensuality, as well as eroticism, intimacy, and confidentiality between couples, offering seductive, pleasurable experiences.

This Desire sub-brand embodies an enchanting allure, captivating guests with spaces that exude luxury and elegance, arousing the senses with every exquisite detail.



## PROPORTIONS AND REDUCTIONS



"x" is equivalent to the width of the letter "h" bar.



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 a 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

## LOGO MISUSES



- 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.



**08**

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

## CONTACT INFORMATION AND LINKS

### 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](https://desire-experience.com)

[desireresorts.com](https://desireresorts.com)

### GRAPHIC RESOURCES AND MEDIA KITS

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



[desiresocial.com](https://desiresocial.com)



[DesireResortsOfficial](https://DesireResortsOfficial)



[desireresortsofficial](https://desireresortsofficial)



[@desireresorts](https://@desireresorts)



[DesireResorts](https://DesireResorts)



[DesireResorts](https://DesireResorts)

# 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 the 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.