

TEMPTATION 

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# BRAND BOOK

April 2026

# THE PLAYGROUND FOR GROWN-UPS



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ABOUT US

## WHO WE ARE

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We are the perfect brand for free-spirited travelers (21+) seeking an authentic, adult-centric vacation. Our trendy Playgrounds for Grown-Ups, including designated topless-optional areas, offer a sexy, fun concept for the open minded, allowing guests to feel free and uninhibited.

### WHAT MAKES US DIFFERENT?

What makes us different is our unique party and personalized touch. Day and night, we generate a fun and sexy atmosphere that encourages guests to make friends. By providing fun, signature activities and theme nights, Temptation Resorts sets the ideal scene for guests to feel free, enabling them to enjoy an unforgettable vacation experience.

# BRAND POSITIONING

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Brand positioning refers to the place a brand and all its associations (characteristics, attributes, personality, defects) occupy in a person's mind in a distinctive way, compared to its direct and indirect competitors.

Brand positioning enhances the emotional connection between a brand and its consumer and is what drives their choice through comparisons with other brands.

Aiming to achieve the top position in the category of adult tourism, Temptation exploits the fun aspect of its concept. It uses an identity that allows it to project a daring personality, while remaining exclusive and with good taste.

# HISTORY OF THE BRAND



1974

Original Resorts was founded in 1974 thanks to the entrepreneurial vision of Don Diego de la Peña. He opened the first hotel in Cancun named Playa Blanca, offering 42 rooms.



1997

Due to the rapid growth of tourism in Cancun, Playa Blanca was remodeled and expanded to 216 rooms. Its name was changed to Blue Bay Village.



2001

Blue Bay Village expanded in 2001 with the purchase of its neighboring resort Plaza Las Glorias. With 384 rooms, it changed its name to Blue Bay Getaway and adopted a new, topless-optional concept that was





2007

We completely remodeled Blue Bay Gateway and converted it into Temptation Resort and Spa Cancun, maintaining the same concept however improved the services offered.



2017

We completely rebuilt Temptation Resort & Spa Cancun and converted it into Temptation Cancun Resort, maintaining the same concept and enhanced the services offered.



2018

We launched our first cruise: Temptation Caribbean Cruise, as part of our brand expansion, strengthening and taking its incredible concept to the high seas!





2019

Seeing the fast-growing interest in our cruise, we announced our second voyage, sailing in February 2021.



2020

With over 2,500 passengers, our first cruise set sail completely sold out and was a complete success, marking the beginning of a Temptation Cruises era.



2024

Temptation Grand launches a new sensual clothing-optional concept, exclusively for couples. It is introduced as a takeover at The Tower by Temptation Cancun Resort and as an exclusive section on Temptation Caribbean Cruise ships.





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# 2025

Temptation Grand undergoes a rebranding process to adopt a more daring and fun touch. As a result, Temptation Caribbean Cruise becomes Temptation Grand Cruises.



## MISSION

Temptation is a conceptual brand for adults, owned by Original Group. The following Mission, Vision, and Values are our commitments towards our clients, associates, and ourselves, created to achieve and maintain the success that characterizes us.

## VISION

To be a solid, attractive brand, with national and international expansion, known as a conceptual leader.

To generate unique experiences by offering a sexy and fun atmosphere, avant-garde facilities, exclusive service, culinary dining, and saucy entertainment.

## VALUES

**COMMITMENT:** Total delivery for the achievement of results.

**HAPPINESS:** Motivating force that guides our actions day by day, reflecting attitudes of enthusiasm and joy.

**HONESTY:** That our actions, conduct and what we express, are consistent with the principles and guidelines of the company.

**RESPECT:** For the different lifestyles of our guests and the dignity and integrity of our employees.

**RESPONSIBILITY:** Comply with the obligations and rights established by the organization.

**TEAMWORK:** Talent unit for a common purpose.

# CLIENT PROFILE

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Visitors from the United States, Canada, South America, Europe and Mexico, with a medium to medium-high socioeconomic level.

The client's household income is in the range of \$65,000 to \$ 130,000 USD.

We allow people over 21 years old; however, our main market is between 38 and 50 year-olds (not limited).

## WHAT DO THEY BUY?

- Authenticity
- Experiences
- Personality Extensions
- Time
- Entertainment
- Great Packaging
- Uniqueness
- The latest technology

## PSYCHOGRAPHICS

- They tend to explore new ways to get out of the routine and live new experiences.
- They look for variety in everything.
- Enjoy nightlife and spare time.
- They look for musical tendencies as a central theme that makes them feel in constant contact with others.
- Have high social skills.
- They are extroverted, dynamic and expressive.
- Look for trending products and services.
- Dress with style.
- They are very active in their social networks.
- They're concerned about the environment and have high expectations about the service and facilities.
- They love beach destinations.
- They are confident, curious and sophisticated.
- Have a broad civic culture.
- They want to feel that they are in control.
- They like to lead others.
- They have a global perspective.
- They are sensitive.
- They are energetic and could present resistance to authority.
- They want to be surprised.
- They do not like waiting too long for anything.
- In general, they buy things for status and self-expression (attitude "this is me" / "this defines me").
- They feel that almost everything is about them.

# THEY'RE OUTGOING, DYNAMIC & EXPRESSIVE

THEY LOOK FORWARD TO LIVING NEW EXPERIENCES | THEY LOOK FOR VARIETY IN EVERYTHING | THEY WANT TO BE SURPRISED  
THEY ENJOY NIGHTLIFE & SPARE TIME | THEY LOOK FOR TRENDY PRODUCTS & SERVICES | THEY DRESS WITH STYLE | THEY ARE VERY ACTIVE IN THEIR SOCIAL NETWORKS | THEY LOVE BEACH DESTINATIONS | THEY ARE CONFIDENT, CURIOUS & SOPHISTICATED | THEY ARE LEADERS



## TEMPTATION CANCUN RESORT

With a privileged location along the white-sand beaches of Cancun, international gastronomy, topless-optional areas, unique playgrounds, and exclusive theme nights, Temptation Cancun Resort is the perfect vacation option for adventurous, free-spirited travelers 21+.

Our Playground for Grown-Ups offers a fun ambiance, without judgement, to live a unique and free spirit experience in the sun of Cancun.

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OUR  
PERSONALITY

## BRAND VALUES

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They are constituted by the values that a product has acquired over time. Although they can be established in an aspirational way, the values will be the associations that guests and the public make in relation to the company and services.

**Sociable:** party goers, extroverted, charismatic, fun, energetic, reliable, adventurous, connected through social media.

**Trendy:** fashionista (in style), tasteful, cutting-edge technology.

**Sexy:** flirty, daring, confident, attractive and mischievous.

**Open minded:** tolerant, adaptable, without prejudice.

**Successful:** what they do, they do it well.

**Educated:** respectful, intelligent and grateful.

**Authentic:** Honest, real, congruent and transparent.

TRENDY  
SOCIABLE  
SEXY  
OPEN-MINDED  
SUCCESSFUL  
EDUCATED  
AUTHENTIC

KEYWORDS

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**TRENDY**  
**TOPLESS-OPTIONAL AREAS**  
**ADULT-CENTRIC**  
**EXPERIENCE**  
**FUN**  
**AUTHENTIC**  
**ALL INCLUSIVE**  
**PARTY ATMOSPHERE**

## MR. TEMPTATION

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Mr. Temptation is the personification of the brand's values, so that we have a clear, easy and comprehensible vision of the way in which we must interact with our clients. Internally, all actions of the company should be governed by the actions of this character.

Mr. Temptation is a man around 35, charismatic and extroverted, who likes to party and be the center of attention. He likes to spend quality time with his friends and is an excellent host, cheerful and full of energy. **(Sociable)**

He likes to be at the forefront, takes care of his image, wears designer clothes and is in fashion, has good taste, and stays true to his original style. **(Trendy)**

The self-confidence he projects, makes him attractive and seductive. **(Sexy)**

His conversations, however intellectual they may be, have a spicy and daring touch. He has the gift of speech; for that reason, he is respectful. With his intellect, he manages to engage his audience. **(Educated)**

He makes friends with all kinds of people and enjoys diversity. He is tolerant and adaptable, which helps him expand his social circle. **(Open-minded)**

He is a person with an excellent standard of living. He is a traveler by nature, full of experiences. Always expects the best, because he is sure that he deserves it. What he does, he does well. **(Successful)**

He is honest, real, congruent and transparent. **(Authentic)**

## MISS TEMPTATION

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To have a clear understanding of how we should interact with our clients, Miss Temptation personifies the values behind our brand's personality.

The way we act as a company should represent the personality of this character.

Miss Temptation is a single woman in her mid-30s. She is a charismatic extrovert with an extensive and diverse social circle. She knows that when she goes out, this diversity will create the perfect party ambiance, making it a guarantee for non-stop fun. What she likes most, is that this group of friends always seeks her presence, as she is the life of the party. **(Sociable)**

Looking and feeling spectacular is one of her principal characteristics. She goes to the gym to stay in shape, she eats a balanced diet, and dresses in style, according to the latest trends. She is a perfect example for her friends to follow. **(Trendy)**

She is attractive and always looks radiant. She attracts attention from those around her. **(Sexy)**

Her conversations, however intellectual they may be, have a spicy and daring touch. She has the gift of speech. She always manages to engage her audience. **(Educated)**

She makes friends with all kinds of people and enjoys diversity. She is tolerant and adaptable, which helps her expand her social circle. **(Open minded)**

Miss Temptation has a successful career; she is financially and emotionally stable, giving her the freedom to create her own rules. **(Successful)**

She is honest, real, congruent and transparent. **(Authentic)**

# VOICE & TONE

Our concept alludes to a longing that all adults have inside. The rules and limitations of society, and the “no” we are accustomed to hearing, lead many to hide their sexy side.

Through our voice and tone, we seek to communicate confidence, making our target audience feel comfortable in their own body, tempting them to discover the mentality of our playground, where they can express their curiosity.



# WRITING CONSIDERATIONS

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To be successful in creating content that is aligned with Temptation's goals, consistency is key. Content creators must understand and internalize the communication perspective of the brand to be able to produce content according to it. It is important to consider the following.

## GENERAL LANGUAGE

Relaxed and conversational, friendly and accessible, reflecting at the same time the sexy and fun personality of our resort.

## WORDING

Descriptive, inviting, playful and energetic. By using active verbs and adjectives, we inject our personality in our speech.

## PRONOUNS

This sexy and free-spirited world traveler is a person who feels entitled and who appreciates acknowledgement and recognition. We speak in first person to you (the guest) and not in third person. This instills identification and closeness, which is very important to our brand.

## DON'TS

At all cost, steer clear of language that is sexually explicit, raunchy, vulgar and that does not represent the trendy, sexy, upscale personality of our brand.

# VOCABULARY

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## ADJETIVES

Addictive	Exhilarating	Mind-blowing
Adult centric	Expressive	Modern
Adults only	Free	Out of the box
All-inclusive	Freeing	Out of the ordinary
Avante-garde	Freedom	Outgoing
Authentic	Free-spirited	Party
Awesome	Fulfill expectations	Pioneer
Bold	Fun	Play
Captivating	High-energy	Playground
Confident	Hot	Racy
Friends	Hotspot	Riveting
Creative	In style	Saucy
Discover	Independent	Spectacular
Energetic	Innovative	Stylish
Entertaining	Innovator	Thrilling
Excitement	Leaders	Thrive
Exciting	Life-changing	Topless-
Extraordinary	Make new friends	optional areas
		Trendy
		Ultimate

## WORDS TO AVOID

<i>Adventurous</i>	<i>Liberating</i>
<i>Breathtaking</i>	<i>Lifestyle (swinger)</i>
<i>Breeze</i>	<i>Luxurious</i>
<i>Cheery</i>	<i>Naughty</i>
<i>Daring</i>	<i>Outrageous</i>
<i>Elegant</i>	<i>Provocative</i>
<i>Erotic</i>	<i>Sensual</i>
<i>Exciting</i>	<i>Sex</i>
<i>Foxy</i>	<i>Sophisticated</i>
<i>Funtastic</i>	<i>Spontaneous</i>
<i>High-spirited</i>	<i>Stimulating</i>
<i>Irresistible</i>	<i>Swinger</i>
	<i>Wild</i>

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# OUR VISUAL IDENTITY

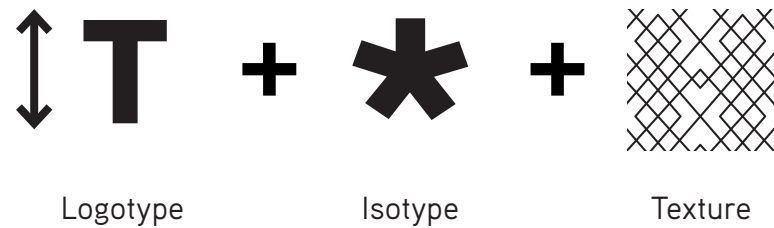
# CREATIVE STRATEGY

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The graphic proposal for Temptation concludes the strategic work of communication.

The graphic, typographical, chromatic and visual elements used in the identity, connect in a timely and accurate way, for an attractive visual proposal with the values of the brand.

The identity, by itself, can transmit the fun and avant-garde character of Temptation.



## LOGOTYPES

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Our logos are the visual identification of our brand, consisting of text and an icon, which despite looking well separate, should be used together for better recognition in the market.

The logos should be used as an identification element and not as a design element. It is important that the user of the visual identity system is aware of the need for coherence in corporate visual expression.

Coherence is the key to success in an environment where signs and symbols play a fundamental role.



## ISOTYPE

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Throughout history, the apple has been a symbol of Temptation, which is why it is a fundamental part of our image.

Icon of our graphic identity, the use of our isotype is a simplified way of recognizing ourselves in every place and every time.

It can be used as an ornamental badge, and in very specific cases, to replace the imagotype (mainly within the company's facilities as well as in small format materials, such as promotional or stationery items).



## UMBRELLA BRAND

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For communications involving resorts and cruises, this descriptive application can be used, which has both vertical and horizontal versions.



## UMBRELLA BRAND

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For communications involving exclusively resorts, this descriptive application can be used, which has both vertical and horizontal versions.



# BRAND'S NOMENCLATURE

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For its correct application, in the case of the creation of new resorts or new business units, the Temptation brands are used in the following way:

Corporate brand: without location or nominative.

Brand's nomenclature:

**CANCUN**      **RESORT**

location

+

nominative

**MIAMI**      **CLUB**

location

+

nominative

Sub-brands:

**GRAND**

sub-brand

**CRUISES**

+

nominative

The use of sub-brands is indicative, that is, they will be used only when it is necessary to indicate something specific to a business unit (resort or cruise), either to provide a reference of location, signaling, belonging or to differentiate one from the other.

Example:

Facade sign

Urban signage

Employee identification

Stationery for exclusive use

## BRAND NOMENCLATURE

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Currently, there is a product called “Temptation Cancun Resort,” which has an official version for use in advertising, printed materials, and operations.

The original: registered trademark.

**Nominative:** Montserrat bold | Tracking: 40pts.



# BRAND NOMENCLATURE

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'Temptation Cancun Resort' also has two versions for web applications: horizontal and vertical.

**Horizontal name:** Montserrat bold | Tracking: 93pts.

**Vertical name:** Montserrat bold | Tracking: 60pts.

Horizontal name



TEMPTATION  | **CANCUN  
RESORT**

Vertical name



TEMPTATION   
—————  
**CANCUN RESORT**

## VARIANTS

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The logotypes' color variants will be used if the conditions do not allow for corporate colors to be used.

The positive or negative versions will be used, as the correct way to use these applications in monochrome maintains the readability and understanding of the logo.



# COLORS PALETTE MAIN COLORS

Corporate colors contribute to the effective communication of the brand. The colors should be applied without change and never be substituted.

**PANTONE:** Direct ink printing

**CMYK:** Values for printing corresponding to direct inks. (The result obtained does not guarantee the same quality and / or fidelity as PANTONE inks).

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

**HEX:** Values compatible with web.

## CORPORATE PANTONE TEMPTATION RESORTS

### Pantone Black 6C



CMYK	RGB	HEX
81 / 71 / 59 / 76	16 / 24 / 31	10181F

### Pantone 233C



CMYK	RGB	HEX
15 / 100 / 0 / 0	165 / 32 / 111	A5206F

## CORPORATIVE PANTONE TCR

### Pantone 233C



CMYK	RGB	HEX
15 / 100 / 0 / 0	165 / 32 / 111	A5206F

### Pantone Black 6C 45%



CMYK	RGB	HEX
45 / 34 / 35 / 0	158 / 158 / 158	9e9e9e

## COMPLEMENTARY PALETTE

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Vibrant, fresh and full of life tones constitute complementary colors.

Each one will be used for different materials, stationary and for promotional purposes.

### Pantone 2592U



CMYK	RGB	HEX
46 / 69 / 0 / 0	148 / 102 / 171	9466AB

### Pantone Orange 021 U



CMYK	RGB	HEX
0 / 68 / 82 / 0	243 / 116 / 64	F37440

### Pantone 361C



CMYK	RGB	HEX
75 / 0 / 100 / 0	57 / 181 / 74	37B34A

### Pantone 7467C



CMYK	RGB	HEX
100 / 6 / 36 / 0	0 / 161 / 175	00A2AE

### Pantone 109C



CMYK	RGB	HEX
0 / 16 / 100 / 0	255 / 210 / 0	FFD200

### Pantone Rhodamine Red C



CMYK	RGB	HEX
0 / 100 / 0 / 0	236 / 0 / 140	EB008B

# TYPOGRAPHIES

## TYPOGRAPHY FOR TEXT BODIES

For the regular text bodies, the Aaux ProRegular will be used, being able to use the ProMedium, ProBlack or ProLight version for titles, web page or texts that require emphasis.

## DESIGN TYPOGRAPHY

The characteristic typography for accents, short phrases and for special cases will be the Din Condensed Bold, exclusively uppercase.

Any other use of this typography should be limited to specific, formal requirements and should be consulted.

## COMPLEMENTARY TYPOGRAPHY

Promotional text or articles that are required to show a more fun side of the brand, use the Back to Black or Bacalistics fonts, but keep in mind that these fonts must not be used simultaneously.

*Aa Bb Cc*  
*Bacalistics*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Aa Bb Cc**  
Aaux ProRegular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Aa Bb Cc**  
Aaux ProLight  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Aa Bb Cc**  
Aaux ProBlack  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Aa Bb Cc**  
Din Condensed Bold BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Aa Bb Cc*  
*Back to Black*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

# PROPORTIONS

## RETICLE

It is important that the original proportions of the logos are not modified. Although the size is altered, it must be scaled proportionally.

Guiding us through this grid, we can reproduce in any medium whatever its dimension and means of reproduction. The symbols and logos will always keep the following proportions and composition (see illustration).



## MINIMUM SIZE

To guarantee the optimal readability of the brand, maintain visual integrity and not lose recognition and identification, a minimum recommended size of 0.75 cm in imagotype and 1 cm in height for isotype is established, for digital uses the minimum is 30 px high (see illustration).

There is no maximum limit on the size of the logo.

Printed 4cm  
Digital 30px



Printed 4cm  
Digital 30px

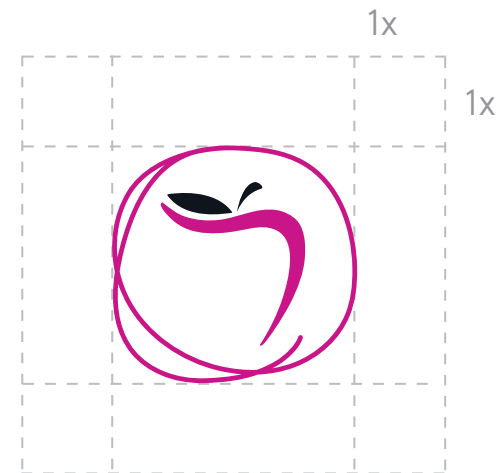


## PROTECTION AREA

The brand will always need a protection zone (minimum amount of “free” space that frames it), and it must be respected and not be occupied by any disturbing element.

Use the altitude line of the “x” as the unit of measurement to obtain the protection zone.

 1x x is equivalent to the letter “O”.



# SLOGAN

The slogan, “The playground for grown-ups”, refers to the safe and comfortable spaces that our brand offers to the free-spirited traveler.

## The slogan has two formats:

1. In two lines
2. Words in various sizes when typography is DIN Condensed Bold.

The first format can be accompanied by the logos, if it has a vertical divider line.

The second format must be completely separated from the logo without altering the accommodation of the words and/or their size.

In neither of the two cases can the slogan be modified in more lines or other colors.

Secondary slogan:

## LET'S PLAY

Neither the slogan nor the secondary slogan can be modified in more lines or other colors.

The playground  
for grown-ups

THE  
PLAYGROUND FOR  
GROWN-UPS

TEMPTATION  | The playground  
CANCUN RESORT® for grown-ups

LET'S  
PLAY

# INCORRECT USAGE

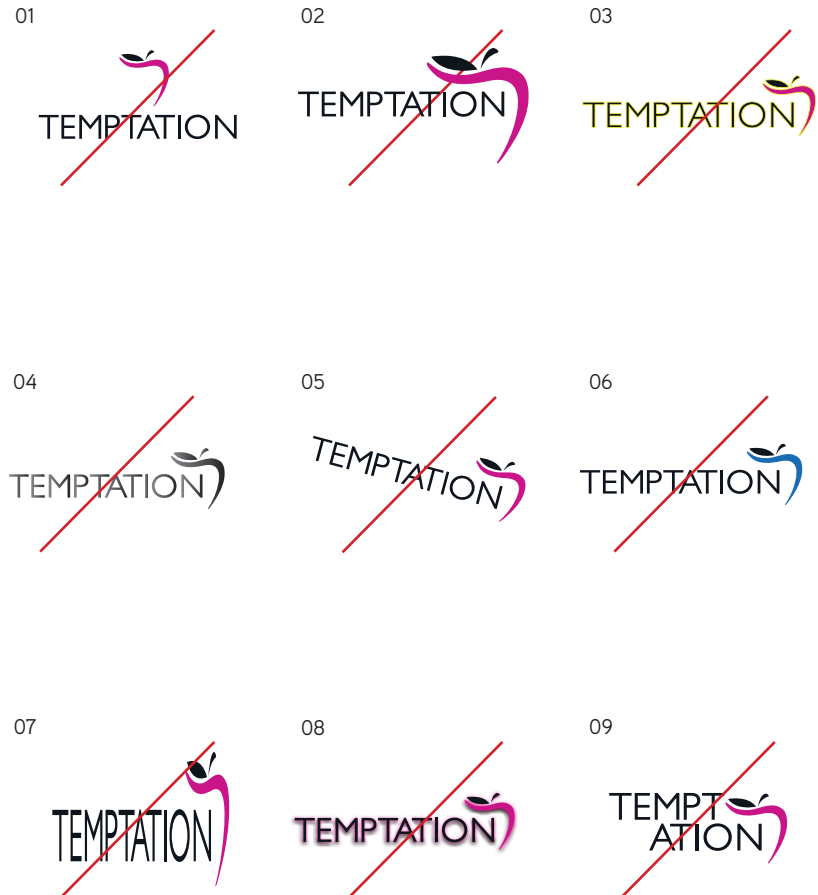
01. Do not alter the original composition of the brand.
02. Do not individually increase or reduce the size of any of the elements of the brand.
03. Do not add contours.
04. Do not use gradients.
05. Do not rotate.
06. Do not use colors other than official ones.
07. Do not deform the brand.
08. Do not add any kind of effects.
09. Do not alter in any way its composition.

## ON COLOR BACKGROUNDS

Avoid using the brand in full color with shades and backgrounds that can be confused with corporate or do not contrast well.

## OVER PHOTOGRAPHY

The logo must be positioned in a clear or clean area of elements, preferably in a single color and without extreme tonal variations.



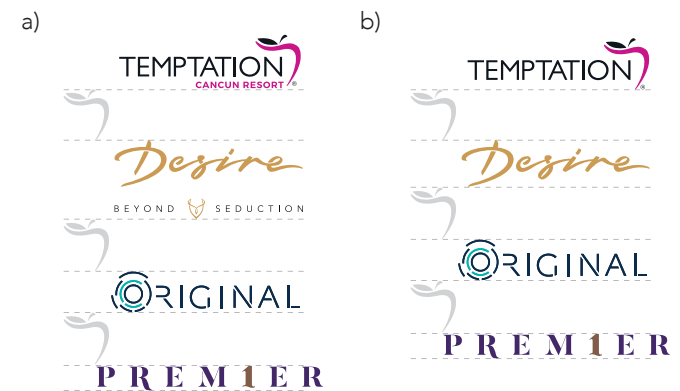
## USE OF THE LOGO WITH THE OTHER BRANDS IN THE GROUP

Two versions are established, each with vertical and horizontal options:

a) Logo: This version may be used when the brand is large enough so that none of its elements lose legibility, either from a distance or due to reproduction options.

b) Logo: This version is reserved for small-scale applications and reproduction options with lower detail quality.

When it is necessary to include other Original Group brands within Temptation's communication, this brand should have the highest hierarchy, being placed in first position and given priority through the use of color. The other brands will be used in their grayscale versions.

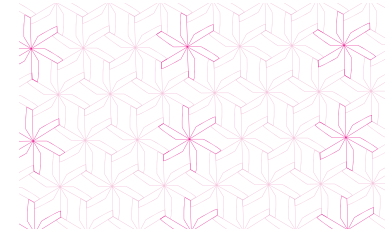
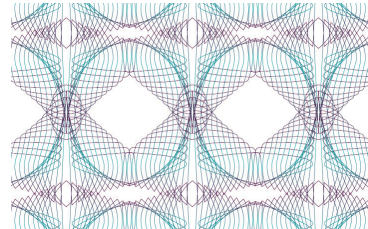
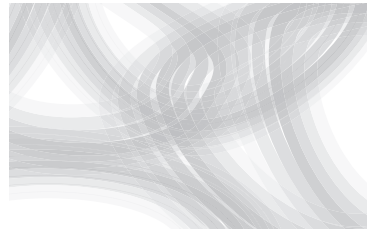


# PATTERNS AND GRAPHIC ELEMENTS

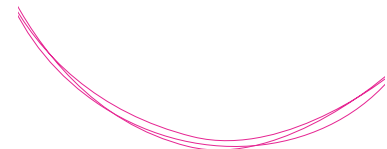
The elements and patterns that should be used in the graphic material are soft and curved lines, these give dynamism, elegance and vitality to the design.

The suggested patterns go hand in hand with the facade and textures used in the hotel, representing sensual minimalism, characteristic of our architecture.

For marketing material, use magenta lines and gray patterns. For corporate materials, use the texture of colors to create a relaxed vibe for all company employees.



## SEPARATORS



# PHOTOGRAPHIC STYLE

---

The image system of the brand consists of the following parameters:

## CONCEPT

Every image should represent the values, characteristics, and identity of the brand. The images should present men and women, between 30 and 35 years old, that reflect how sexy and fun Temptation is, showing how the endless party atmosphere of the resort is experienced, both day and night, and its adults-only nature with optional topless areas, without being explicit in topless content.

## FACILITIES

Photos or representations of the hotel's signature areas.

## ASPIRATIONAL

Images taken at the hotel or from image banks, which represent the emotions and lifestyle that the market can live through the brand.

Every advertising element must contain at least one of the 3 types of images, and no more than 2 photos of the same item. So that in the same ad we can project different messages, which together provide a more complete idea of the brand and its benefits.

It's important to consider that the texts are a fundamental part of any publicity; thus, the texts and images must be complementary and not be redundant with each other.

All images must be approved by the corporate Marketing Department, this to guarantee the correct application of the same.

# PHOTOGRAPHIC STYLE

---

Maintain a standardized use of filters and saturation, preserving a vivid and warm quality.

## 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 brightness, 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 sunrises 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 setting, costumes and props should project fun/party.

## PHOTOS OF PEOPLE ON PREMISES

Use expressions according to the use or activity.

## PHOTOS OF PEOPLE

Use warm colors with high contrast. It is recommended to use models with an average-build, ranging from 35 to 45 years of age. Men in casual/elegant wear and women with attitude in sexy attire.



## PHOTOGRAPHIC STYLE WITH AI

### 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.



# FINAL STRUCTURE OF THE MASTER PROMPT FOR TEMPTATION

---

This template is designed so that you only have to edit the sections marked with [ ]

## **1. Core style and image quality (the unchangeable foundation)**

Define the overall aesthetic and professionalism.

Professional editorial fashion photography for a resort ad campaign, ultra-high detail, sharp focus, 8K, cinematic. The image is polished, vibrant, and energetic.

## **2. Subjects: the cast (the brand's DNA)**

Define the people and their attitude, which is the most consistent element.

A group of 4 diverse individuals in their 40s (2 men, 2 women). They are extremely attractive, in shape bodies. They are smiling like they're having a great time, they're having fun. Their poses are interconnected, showing group chemistry and creating a sophisticated, liberating party atmosphere.

## **3. Creative direction: the theme (the variable part)**

This is where the specific theme of each party is injected.

**Theme name:** The theme is a sexy, high-fashion interpretation of [THEME NAME, e.g., "Wild West Rodeo," "Superhero Showdown," "Game Day Champions"].

**Men's costumes:** The men are wearing: [DETAILED AND SEXY DESCRIPTION OF THE MEN'S COSTUMES. Use specific materials such as 'leather', 'sequins', 'satin', etc. E.g.: "One man in a tight-fitting blue and yellow Wolverine suit, the other in a satin purple vest with no shirt and white pants like Aladdin."]

**Women's costumes:** The women are wearing: [DETAILED AND SEXY DESCRIPTION OF THE WOMEN'S COSTUMES. E.g.: "One woman in a sequined Supergirl-style corset and red hotpants. The other in a flirty, short Alice in Wonderland dress with thigh-high white fishnet stockings."]

**Props and accessories:** Key props include: [LIST OF RELEVANT OBJECTS. E.g.: "A football, a red party cup, shiny red gloves, cowboy hats."]

#### 4. Set and background (the studio touch)

Ensure that the image maintains its professional production look and does not look like a real party.

The background is a stylized, graphic studio backdrop that complements the theme. IT IS NOT a real location. With ample space at the top. The design is [DESCRIPTION OF THE GRAPHIC BACKGROUND. E.g.: “a purple halftone dot pattern with an orange and yellow light flare at the top”, “a green grid texture simulating a football field”, “a rustic old parchment texture with bokeh lights and cartoon cacti”].



#### 5. Cinematography (technical details)

Define the lighting and framing to achieve that polished look.

Shot on an 85mm lens. The lighting is dramatic studio lighting, with a strong key light, soft fill light, and a prominent rim light that perfectly separates the subjects from the background and highlights their silhouettes. Full body shot, eye-level. High detail, ultra-sharp. --ar2:3



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## PRACTICAL USE EXAMPLE

Let's say the next party is "Neon and Cyberpunk Night."  
Here's how you would use the template:

[FINAL PROMPT GENERATED]

Professional editorial fashion photography for a luxury resort advertising campaign, with ultra-high detail, sharp focus, 8K, and cinematic style. The image is polished, vibrant, and energetic.

A group of 4 diverse in their late 40s (2 men, 2 women). They are extremely attractive, with athletic, toned bodies. They are posing powerfully and playfully for the camera with confident, flirty, and high-energy expressions. Their poses are interconnected, showing group chemistry and creating a sophisticated, liberating party atmosphere.

The theme is a sexy, high-fashion interpretation of "Cyberpunk Neon Night".

The men are wearing: one man in futuristic armored pants with an LED harness on his bare chest. The other man wears a reflective jacket over a tank top and futuristic visors.

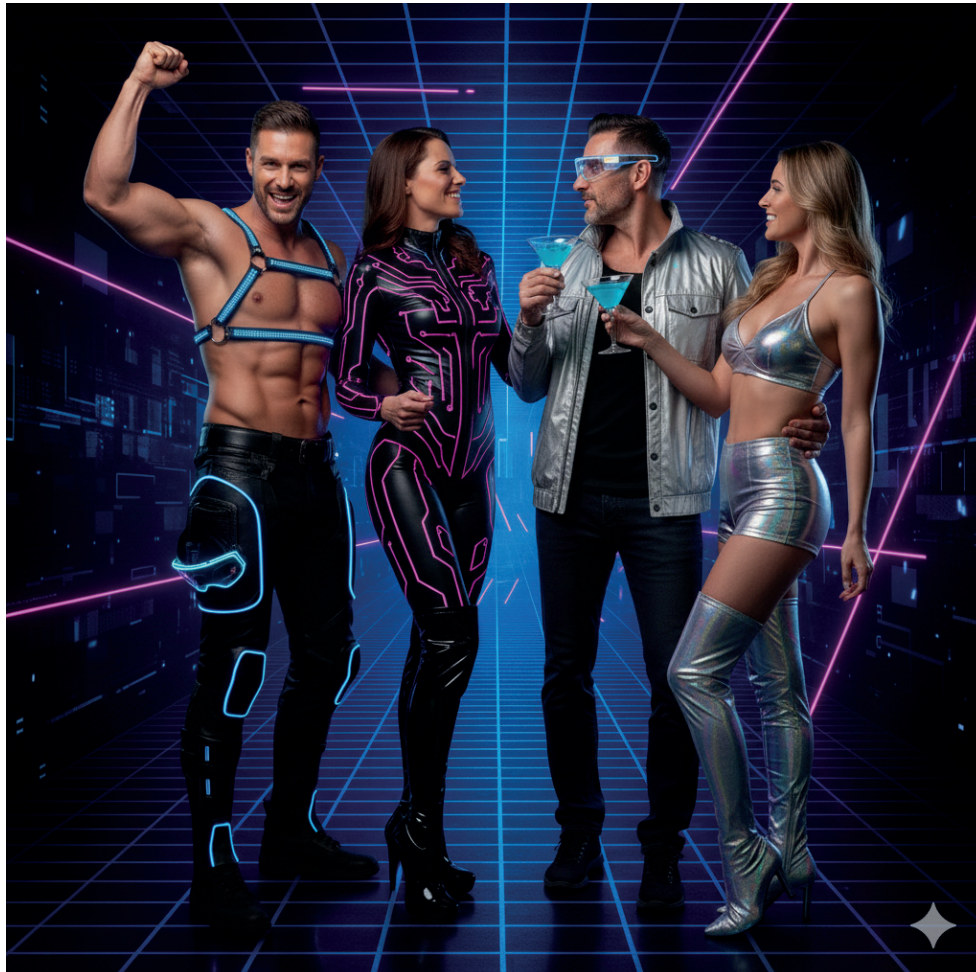
The women are wearing: one woman in a black PVC bodysuit with glowing pink circuit patterns and thigh-high boots. The other woman wears a chrome bikini top with high-waisted shorts and translucent leggings.

Key props include: LED goggles, a neon cocktail glass.

The background is a stylized, graphic studio backdrop that complements the theme. IT IS NOT a real location. The design is a dark grid with abstract blue and magenta neon laser lines creating a sense of depth and digital space.

Shot on a 85mm lens. The lighting is dramatic studio lighting, with a strong key light, soft fill light, and a prominent rim light that perfectly separates the subjects from the background and highlights their silhouettes. Full body shot, eye-level.

PRACTICAL USE EXAMPLE



4

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# APPLICATIONS

# GRAPHIC GUIDELINES

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## GENERALS

The basic guidelines provide the base for the creation of the brand material, from the paperwork to the signage. All the material for internal or external use has to have the imagotype or isotype, without modifications or color/form changes.

The font for the composition of the hotel material is black Aaux ProRegular at 90%. For phrases or titles in the material, the font must be Din Condensed Bold, and when it is only one phrase, the size and alignment could vary, exclusively uppercase.

The magenta lines will be used to decorate the material that is not saturated by text, and to divide images or promotions. If possible, all the material has to be in two languages (English and Spanish), if both texts are close together, we can differentiate them by importance.

## INTERNAL OPERATION MATERIAL

The internal operation material must carry the isotype instead of the complete logo so that guests get used to seeing it by itself, thus becoming the most representative part of the brand.

In the same way, if its use and format allow it, we can include promotions or relevant information that benefits other hotel services.

When dealing with materials that by their format can be used by the client, we will include our website to convert them into potential advertising materials.

## STATIONERY

The logo will be used in its full version in formal documents, as well as the website, address and contact information. Magenta lines may be used only if enough space is available.

Version 2 of the slogan can be used as a decorative element, if the imagery is used in isolation.

# PRINTED MEDIA | STATIONARY

## PERSONNEL BUSINESS CARDS

Magenta back for all personnel that require business cards and that work exclusively in a brand business unit. Printed on Cougar paper of 270 grs. FSC.

**Name:** Aaux ProBlack 13 pt

**Position:** Aaux ProRegular 8 pt

**Contact info:** Aaux ProRegular 7.5 pt

**Website:** Aaux ProBlack 7.5 pt

The graphic composition must always be the same.



# PRINTED MEDIA | STATIONARY

## LETTERHEAD

The letterhead must be used only for relevant documents.

### Letter size

**Logo:** The version that includes the slogan

**Contact information:** Aaux ProRegular 9 pt

**Website:** Aaux ProBlack 12 pt

**Body text:** Aaux ProRegular 12 pt or failing Arial Regular 12 pt

The graphic composition should always be the same.



## PRINTED MEDIA | OPERATION

### LOCKS

The internal operation materials that have direct contact with the client may have a sexy and fun phrase according to the concept of the hotel.

Clean designs and without photographs will achieve greater influence and avoid visual contamination.

Use basic or complementary colors as differentiators in materials that suggest some action.

**Title:** Din Condensed Bold, several sizes

**Action:** Aaux ProMedium 16pt and Aaux ProMedium 12pt

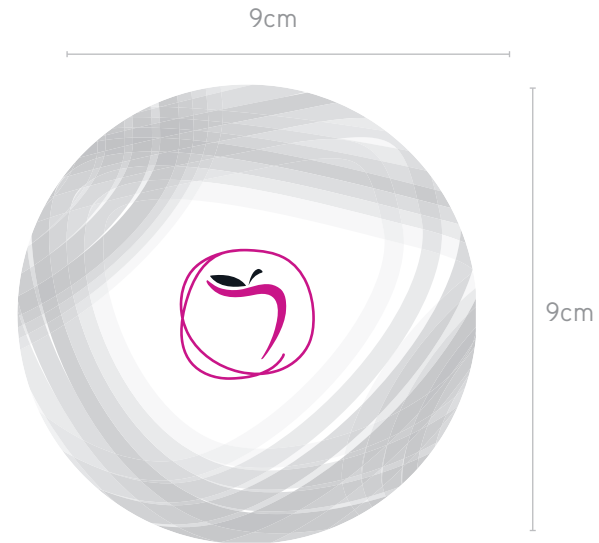


# PRINTED MEDIA | OPERATION

## COASTERS

**Generic:** Printed front and back, they will have gray texture on one side with the colored isotype, and on the other, the official color of the brand along with the slogan and logo of the brand.

**Measures:** 9 cm in diameter



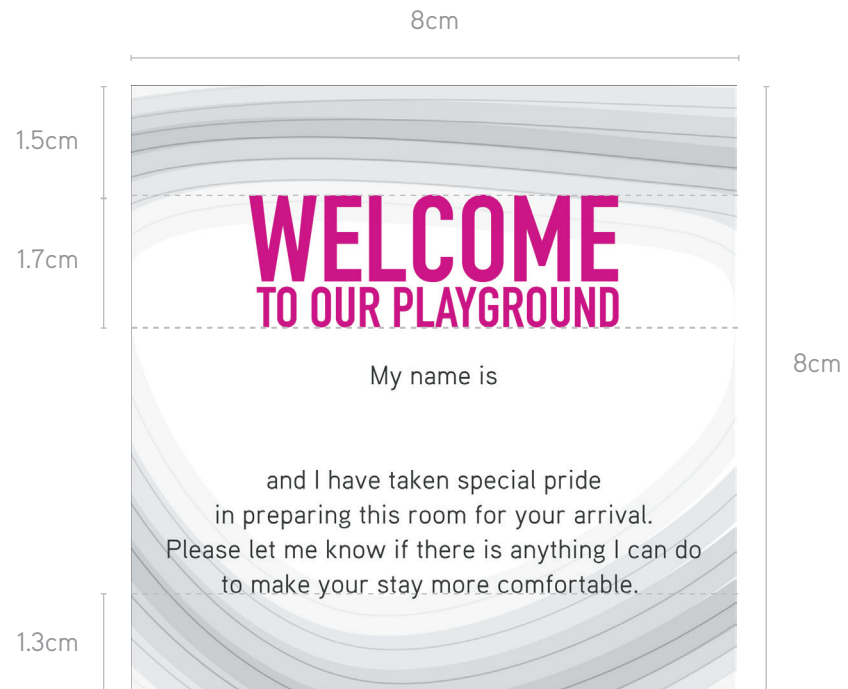
# PRINTED MEDIA | OPERATION

## TENT CARD ROOM

**Greeting:** Din Condensed Bold 45 and 21 pt

**Text:** Aaux ProRegular 10 pt

\*In case the material inside the room has very little space, use without the isotype, as long as we support other elements of the brand, such as gray texture, colors and corporate typographies.



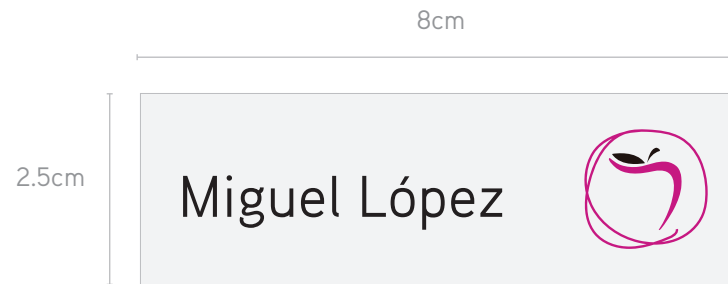
## PRINTED MEDIA | OPERATION

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### BADGES

**Text:** Aaux ProRegular 22pt

Silver metallic badges with the colored isotype.



# PRINTED MEDIA | OPERATION

## MENUS

**Section titles:** Aaux ProLight 14pt, kerning 200

**Title of the saucer:** Aaux ProBlack 13 pt, kerning 75

**Description:** Aaux ProRegular 13 pt

**Messages:** Aaux ProRegular 9 pt

Each menu should have the corresponding logo of the consumption center at the bottom.



# ADVERTISING

Advertisements should give priority to conceptual images, and if their size allows it, include some installations or aspirations.

The concept image should cover 50% of the space, the text should be brief and transmit a specific message, be it promotion, sale or corporate.

Place the imagotype, slogan and contact data in the spaces that highlight their importance and facilitate their readability.

**Website:** AauxPro Black 13pt



FUN | ADULTS ONLY (21+) | ALL INCLUSIVE | TOPLESS-OPTIONAL AREAS | PARTY ATMOSPHERE

**TEMPTATION**  
CANCUN RESORT

With an oversized **Sexy Pool**, **spicy beachside fun**, and more **unparalleled playgrounds**, **Temptation Cancun Resort** is the sexiest vacation experience on land!

**LET'S PLAY**  
temptation-experience.com

# PROMOS

Promotional items include products of daily use through which we present the brand in the life of the consumer. They constitute constant and subtle publicity, which gives our clients a sense of belonging and exclusivity.

These materials only use our primary colors. The isotype and imagotype can be used interchangeably given the space available. Likewise, we need to include them in the website.

T-shirts, clothing, and bathing suits can have, in addition to slogans and corporate elements, catchy and fun phrases allusive to the concept.

The prints can be black, pink or white used with the grey texture of the brand.

## T-SHIRTS

For both, men and women, use the slogan or funny/sensual phrases according to the concept, always using the logo and/or isotype of the brand.



# SIGNAGE

The signs should be acrylic mounted with standoffs, the edges should be curved, using frosted vinyl as a basis for information and icons.

The only colors allowed are those indicated in this manual, including the numbers corresponding to the walls and floors of the level to which they belong.

## CONSUMPTION CENTERS

The signage for the consumption centers must include the corresponding logo, if the message is exclusive to said center.

For generic messages that are not related to the any center, only the brand's isotype should be used.

## COMMON AREAS

In common areas, use the brand's isotype and choose the color for the material given the message we want to imply. Magenta for notices, an important message, or one that has relevant and concise information.

For signs with long texts or that require slower reading, use a white background and texts as described in the typography and guidelines section.

## DIRECTION

This signage will help to locate/direct the person through maps or diagrams. It will also give specific instructions to transit and to locate an area. To distinguish the different levels, we can use the floor colors, ex: the numbering of the rooms.



# SIGNAGE

## LOCATION MAP

Due to the extensive amount of information and details, maintain a clean and well-structured design, using colors that soften the graphic style, and improve reading.

- Area names** Aaux ProBlack 14 pt
- Number of rooms:** Aaux ProBlack 10 pt
- Titles of areas:** Aaux ProBlack 14 pt
- Names and plants of areas:** Aaux ProBlack 10 pt
- Descriptions:** Aaux ProRegular 10 pt



**Note:** The graphic guidelines for spacing and thickness presented above are proportional to a letter-size work table. Therefore, if the surface measurements change, the values must change proportionally.

# DIGITAL MEDIA

## ELECTRONIC SIGNATURE

The mail signature must include the logo in its full version, the adornment lines and the website with links to it.

**Name:** Arial Bold 12 px / Tracking 0 / line-height: 1.5 / Color: #A5206F

**Position and phone number:**

Arial regular 11 px / Tracking 0 / line-height: 1.5 / Color: #666666

**Website:** Arial Bold 15 px / Tracking 0 / line-height: 1.5 / #A5206F

**Legal:** Arial regular 10 px / tracking 0 / line-height: 1 / Color: #666666

The contact information may vary. When adding data, the proportions of the other elements are traversed to preserve the composition.

### TEMPTATION CANCUN:



**TEMPTATION**  
CANCUN RESORT

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

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

[T](#) [f](#) [@](#) [d](#)

Great Place To Work.  
Certificado P225

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)



**TEMPTATION**  
CANCUN RESORT

**Juan Tamay**  
Chef Ejecutivo  
Executive Chef

**temptation-experience.com**  
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# DIGITAL MEDIA

## BANNERS

Banners contain only one image, the promotion large and magenta, the texts and restrictions in black at 90%, and a button that includes a call to action.

Use the pink ornament lines on all banners to separate the promotional image.

1140px

113px

1200px

628px

300px

1067px

1200px

1200px

5

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CONTACT

## CONTACT INFORMATION

### ALMA MENDOZA

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amendoza@original-group.com

### URIEL GUTIÉRREZ

Marketing Director  
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### PAMELA MESDRAGE

Brand Manager  
pmesdrage@original-group.com

## LINKS


### OFFICIAL WEB SITE

[temptation-experience.com](http://temptation-experience.com)

[temptationresorts.com](http://temptationresorts.com)


### GRAPHIC RESOURCES AND MEDIA KITS

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


 [temptationsocial.com](http://temptationsocial.com)

 [Temptation Cancun Resort](#)

 [TemptationCancunResort](#)

 [RemptationResorts](#)

 [TemptationRs](#)

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