welcome to the party
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Welcome to the party! Breathless Resorts & Spas offer adult-only oceanfront vacation experiences in spectacular beachfront settings for the sophisticated and social traveler. Focused on a social, club-like atmosphere with an elevated focus on energy, nightlife and themed events, Breathless Resorts & Spas are the perfect social setting to mix, mingle and meet new people from around the world. Its unique, vibrant atmosphere, characterized by spirited activities, live music, nightly performances and entertainment, and special weekly and monthly themed events, creates the hottest beach scene in Mexico and the Caribbean for singles, couples and friends.

In addition to its captivating atmosphere, Breathless Resorts & Spas boast luxe and modern accommodations and a high-end dining and drinks experience. Specialty-themed restaurants feature communal tables and unique culinary experiences while trendsetting bars and lounges serve top-shelf spirits and handcrafted cocktails. At Breathless Resorts & Spas, guests will revel in elevated levels of service, personalized attention and world-class spas as well as the contemporary and luxurious inclusions of the Unlimited-Luxury® experience, where everything is included.

The Unlimited-Luxury® experience includes:

- Limitless access to gourmet à la carte dining options without reservations required
- Unlimited international and domestic top-shelf spirits
- Unlimited natural fruit juices and soft drinks
- 24-hour room and concierge services
- Pool and beach wait service
- Daily refreshed mini-bar with soft drinks, juice, bottled water and beer
- Daily maid service
- Endless daytime activities and live nightly entertainment
- Theme parties, oceanfront bars and entertainment venues
- No wristbands required
- All taxes and gratuities
- Enjoy free Wi-Fi and free international calling to the US, Canada and local landlines with Unlimited Connectivity. The mobile app also allows guests to view the schedules of all events, activities and restaurants at the resort, plus to learn about local destinations, excursions, and much more!*
BRAND PERSONALITY

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

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

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

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

THE PERFECT CLIENT

Breathless Resorts & Spas provide ideal destinations for sophisticated singles, couples and friends to meet new people from around the world and reconnect with those that already mean the world to them. Breathless Resorts & Spas are perfect for adults who enjoy letting their hair down and living life to the fullest and are seeking a new kind of all-adult luxury vacation experience, where lively activities, vibrant entertainment and a social atmosphere mingle with luxury.
LOGO USAGE

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

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

In every application there is a required minimum clear space around the logo. The clear space is equal to the height of the “B” in the word “Breathless” for both formats.

Proportions

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

Without exception, the logo must maintain its shape horizontally and vertically to keep proportions between the icon and the logotype.
The standard Breathless Resorts & Spas logo can be printed using 4-color process or spot ink. The standard logo should be used when printing corporate pieces such as the business cards, collection brochures, and stationery items.
Color Options / One Color

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

ONE INK
When printing one color:

- 100% K
- PMS WARM GRAY 7 C
- PMS 527

COLORED BACKGROUND
When printing on a colored background:
ALTERNATE LOGO
When printing 4-Color Process:

ALTERNATE LOGO
When printing Spot Color:

WEB LOGO
When using the color logo in digital:

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

Color Options / Web
The Breathless Resorts & Spas logo can be used on the web with the color combination depicted. The logo should be used on all newly created web marketing material that does not use a knock-out or one color version of the logo.
BRAND TAGLINE - LIVE BIG. BREATHE DEEP™
- The brand tagline may be used in the headline portion of print or digital creative.
- When not using the tagline as the headline, it can appear in combination with the logo but in its vector logo format.
- The trademark (™) symbol must appear with Live Big, Breathe Deep™ whether used in a headline or in conjunction with the brand logo on any creative piece.

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

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

BRAND SLOGAN - UNLIMITED-LUXURY® FOR THE SOCIALLY SOPHISTICATED ADULT
- The brand slogan utilizes the brand concept in a short phrase to describe the target audience.
- When using the slogan in copy, the brand concept must be italicized with the superscript registered (®) symbol at the end of the concept.
- It can be used as a lead in to the destinations list for that particular brand.
  Example: “Experience Unlimited-Luxury® for the socially sophisticated adult in: (insert brand destinations)”
- It can be used as a lead in to the inclusions/attributes list for that particular brand.
  Example: “Unlimited-Luxury® for the socially sophisticated adult: (insert list of attributes/inclusions)”
- It can be used as a sub headline or directly after a brand script paragraph.

Use of Tagline

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

Unlimited-Luxury®
- The first letter of each word should be capitalized (U, L)
- There should be a dash (-) between the two words with no spaces
- The Registered symbol (®) follows ‘Luxury’ with no spaces in between
- No italics when using beneath the logo or as a headline
Two typefaces have been chosen to represent the Breathless Resorts & Spas brand: Korataki and Gill Sans. Used in conjunction, they carry across the chic, vibrant sophistication that is Breathless Resorts & Spas.

Gill Sans is used in headlines, subheads and body copy. Korataki is used in headlines and also accent text to draw emphasis to key words. Korataki should only be used in all lowercase.
The web fonts used for the Breathless Resorts & Spas website can be obtained on {{Typekit by Adobe®.}}

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

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

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

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

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

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

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

- Showcase resort highlights such as dramatic, modern architecture, structures or views
- Clean lines and perspectives to show attention to detail
Lifestyle images
- Images showcase the special themed weekly and monthly events and parties
- Images focus on groups of friends or couples engaging in social settings
- Models are adults ages 25 – 55 and racially diverse
- Vibrant colors and various lighting effects set the social scene
- Captivating, exciting situations reveal a fun and social lifestyle
The design of the website reflects the vibrancy, sophistication and luxury of the Breathless Resorts & Spas brand.

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

Korataki is used to draw emphasis to specific words in headlines, sub heads or call outs.
The Breathless Resorts & Spas eblast template is designed to visually present promotional information to consumers. Logo, color palette and typography usage are similar to the website in order to create recognition.

Experience Unlimited-Luxury® where everything is included:
- Gourmet dining & unlimited premium spirits • 24-hour room service • Captivating Party Calendar • Extravagant daytime and nighttime entertainment and more.

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

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

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

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

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

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

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

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

**Unlimited-Luxury®**

- Captivating entertainment
- Special events
- Theme parties
- Chic

**Vibrant**

- Adults-only
- Contemporary accommodations
- Live entertainment
- Spirited

**TONES OF VOICE**

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

**KEY TERMS**

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

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

**Paper stock:** 110 # Sundance Ultrawhite Felt Cover

**Finishing:** Logo embossed (Swirl + Breathless only)

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

**Typography:** Gill Sans

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

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**RESOURCES**

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

- **Breathless website:** [http://breathlessresorts.com/](http://breathlessresorts.com/)
- **Media Kit:** [http://www.amresorts.com/mediakit/index.html](http://www.amresorts.com/mediakit/index.html)
- **Media Download Site:** [http://www.amresorts.com/mediasite/](http://www.amresorts.com/mediasite/)
- **YouTube:** [http://www.youtube.com/user/breathlessresorts](http://www.youtube.com/user/breathlessresorts)
- **Breathless Blog:** [http://breathlessresortsblog.com/](http://breathlessresortsblog.com/)

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**e.g. Resort Business Card**

3.543 Inches wide (90 mm)

<table>
<thead>
<tr>
<th>JOHN Q. SAMPLE</th>
<th>EMPLOYEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>123 Unknown Road</td>
<td></td>
</tr>
<tr>
<td>Nowhereville, PA</td>
<td></td>
</tr>
<tr>
<td>USA 12345</td>
<td></td>
</tr>
<tr>
<td>P: +52 (555) 555 5555</td>
<td></td>
</tr>
<tr>
<td>F: +52 (555) 555 5555</td>
<td></td>
</tr>
<tr>
<td>E: <a href="mailto:jsample@breathlessresorts.com">jsample@breathlessresorts.com</a></td>
<td></td>
</tr>
<tr>
<td>W: BreathlessResorts.com</td>
<td></td>
</tr>
</tbody>
</table>

**e.g. Business Card Back**

3.543 Inches wide (90 mm)

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**THE AMRESORTS’ COLLECTION**

1.968 Inches high (50 mm)

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**WWW.AMRESORTS.COM**

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