

Perlas
resort • spa
GRAPHIC STANDARDS GUIDELINES

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PROJECT II
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INTRODUCTION

Rejuvenated right in the old French Quarters of Casco Antiguo of Panama City, a 95-acre community Perlas is proudly opening their doors of historically preserved stories. This is the convergence of old and new Panama allowing an audience to be part of an all-immersive resort which will enrich your life with just the right amount of fun in the sun with beautiful artifacts & stories passed on through generations.

Perlas started as an antique building that was preserved in the beautiful French Victorian part of Panama City. We gutted and started fresh on construction and building a beautiful, high-end resort full of greenery, squares and the most importantly culturally rich site where one can breathe, eat and smell the influence of what was there before.



PRIMARY LOGO MARK

Perlas
resort • spa

The main symbol is inspired by a unique handwritten word Perlas (pearls) which encompasses the story behind the resort. The story of a precious stone comes from the whole idea with her being part partially found in the ocean and then also considered a gem is beautiful.

The transformation and journey this pearl goes through mirrors Casco Viejo, the French Colonial village where Perlas is located. The handwritten word is purposeful to reflect the changes and different influences throughout its' history.

CLEAR SPACE (PRIMARY)



The logo should always maintain a clear space equal to the height of 0.25" width of a square. No type, margins, or graphics should overlap.

For questions or exceptions contact the brand team.

PRIMARY LOGO MARK

FULL COLOR



ONE COLOR



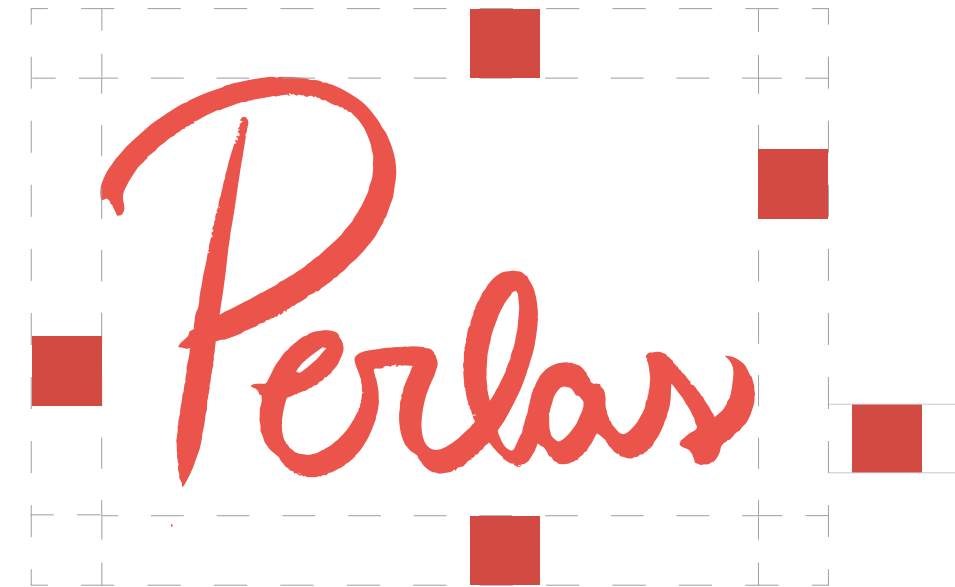
***KNOCKOUT**



*These logo variations are only to be used when absolutely necessary.

This is the Brand Guideline of Perlas resort & spa. Please make sure to follow these guidelines as you create internal and external communication. We are proud of our identity, and this guide will help to familiarize you with the look and feel of our brand and assist you in creating accurate and compelling communication that is immediately recognizable as Perlas' branding. If you have any questions, please contact the brand team.

SECONDARY LOGO MARK



FULL COLOR



ONE COLOR

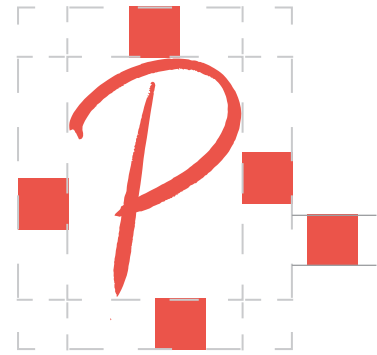


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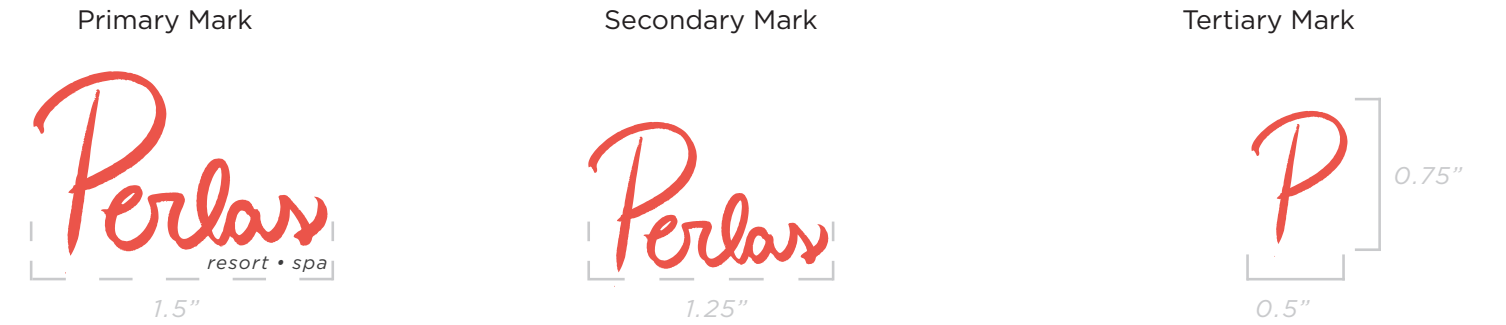
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TERTIARY SYMBOL MARK

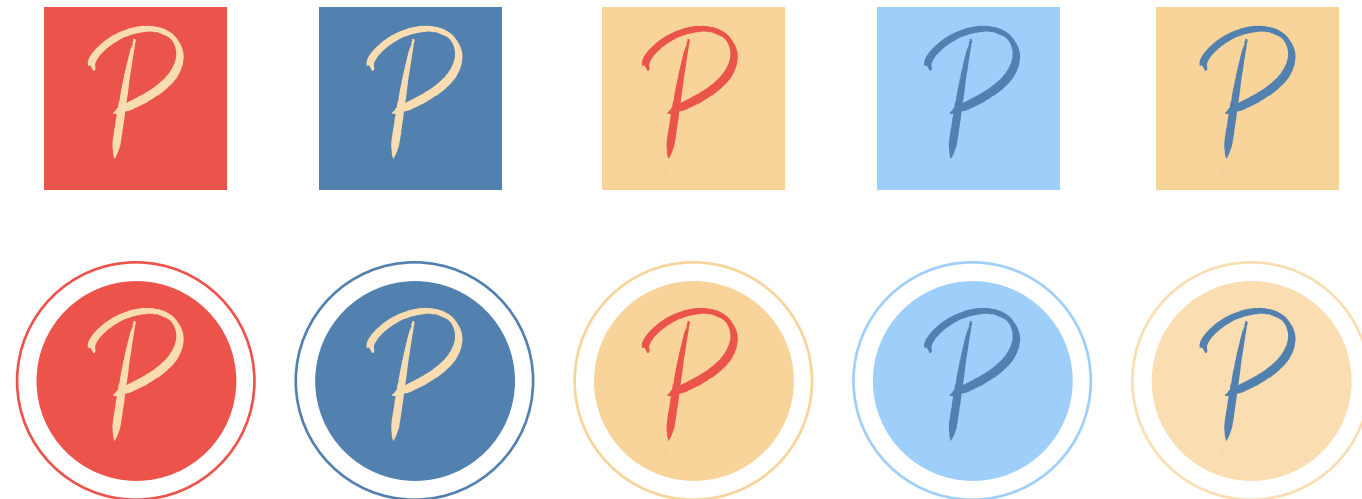


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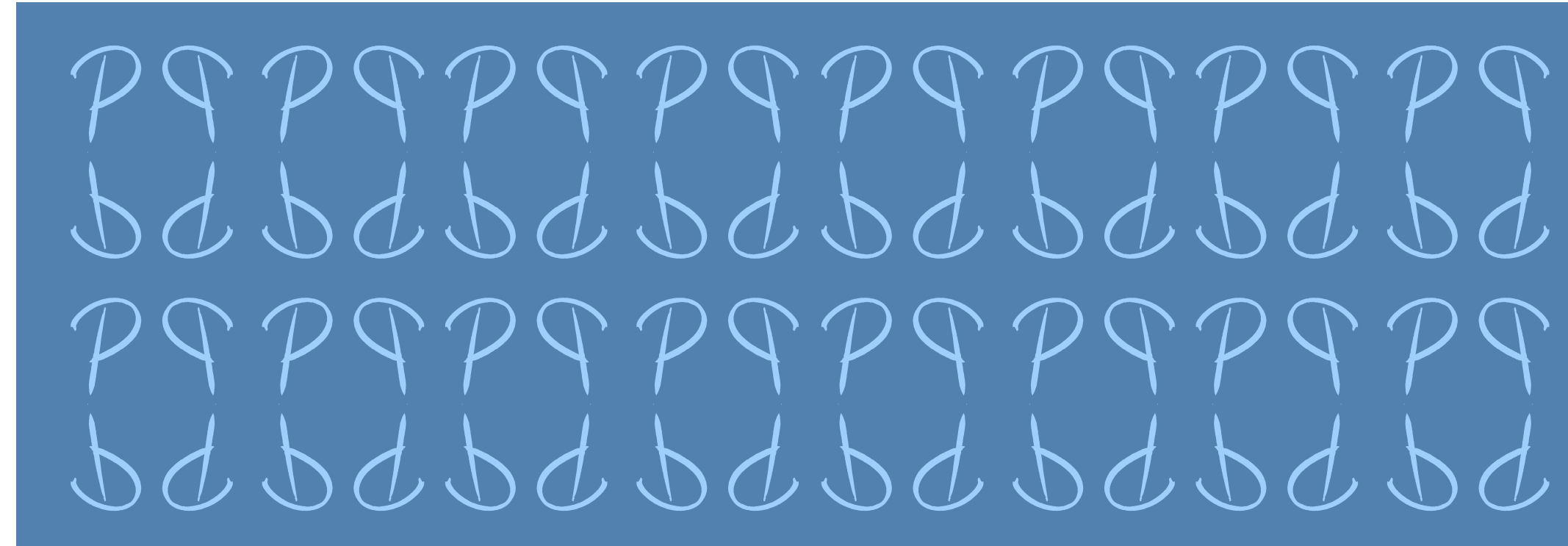
MINIMUM SIZE



This tertiary symbol is the simplest and an abbreviated version of the logo. This is preferably used inside of a colored or squared application as seen here.



If you there are any questions please contact the branding team.



TYPEFACES

GOTHAM

Gotham (Extra Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Extra Light Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Light Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Book)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Book Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Medium)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Medium Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham (Bold Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BELWE

Belwe (Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Belwe (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Belwe (Medium)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Belwe (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Belwe (Bold Condensed)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

USAGE

This is a Title

Belwe Bold, pt. size 24

This is a Subtitle

Belwe Condensed Bold, pt. size 18

This is body text. The Paleo Palace is a restored hut-style of living inspired by the practices of the original inhabitants of Panama. The room is full of unique woven baskets, and ceramic containers discovered by native paleontologists telling people lived.

Gotham Book, pt. size 9

COLOR PALETTE



Tropical Red

C 02 R 235
M 83 G 73
Y 72 B 75
K 00 #EB534B



Sand

C 02 R 250
M 12 G 222
Y 33 B 177
K 00 #FADEB1



Summer Tan

C 02 R 122
M 16 G 112
Y 44 B 154
K 00 #F8D49A



Pacific Blue

C 72 R 082
M 43 G 129
Y 13 B 175
K 00 #5281AF

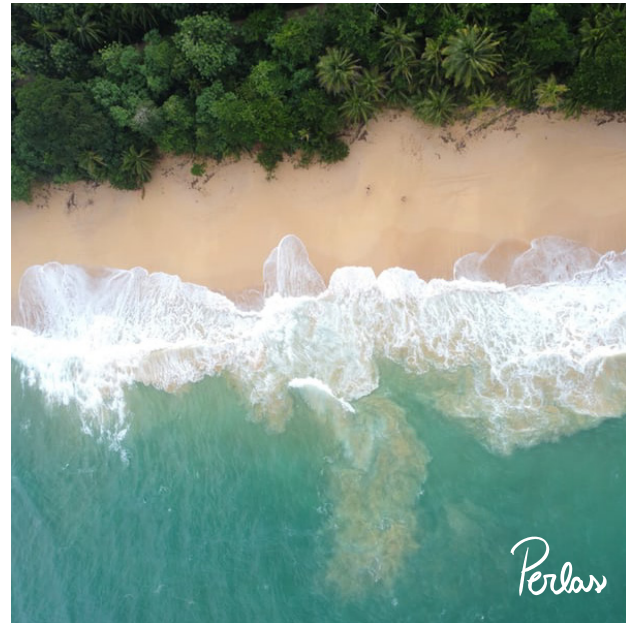


Sky Blue

C 34 R 158
M 09 G 207
Y 00 B 251
K 00 #9ECFFB



PHOTOGRAPHY



Make sure that the logo is always visible with enough contrast and in a corner of the picture without being distorted or hindered from the image.



WHAT NOT TO DO



Do not Outline.



Do not stretch the original proportions.



Do not crop the logo



Do not add a drop shadow



Do not make the logo color that isn't allowed.



Do not add glow.



Do not tilt or change orientation of the logo.

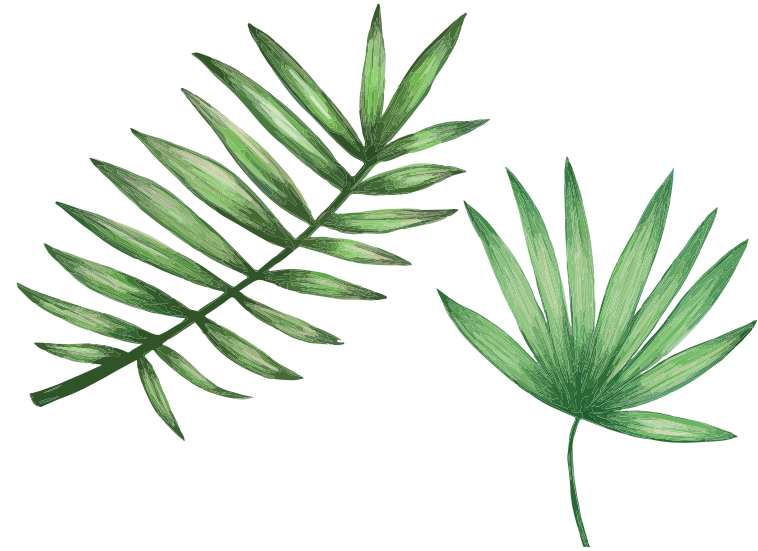


Do not put logo on an image that impairs clear visibility.



Do not crop the logo

GRAPHIC ELEMENTS



Palm Trees are a staple of Panama's scenery and Latin American settings. These will be used only as decorative and can not use more than two leaves in a single application.



This pattern is inspired by the French Colonial Style buildings made in a more modern and graphic style which is only used in as a background element. There should always be enough contrast to see the different of the background and the pattern so there is no confusion or distortion.

APPLICATIONS

TOTE BAGS



APPLICATIONS

INTERNAL SPA PROGRAM



DOOR HANGERS



PACKAGING



KEY CARD



thank you for staying with us.