

# BRAND GUIDELINES



# LOGO

## MAIN LOGO | PRIMARY USE

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Full Color Logo



Black



Grayscale



Reversed



Clear Space



Min Size 1.25" wide



Small Scale Logo  
Use when size is less than 1" wide

LOGO

MAIN LOGO | ALTERNATE



APPLICATION

Centered version of logo to be used on layouts where logo is centered at top.







# COLOR PALETTE

## PRIMARY PRINT

TEAL

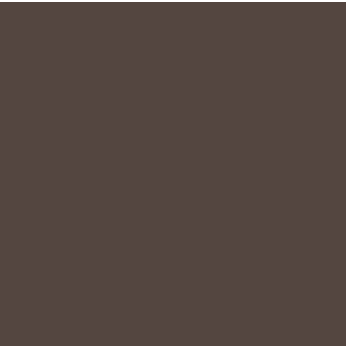


C M Y K  
86 0 21 0

PANTONE 3125 C / U



DARK BROWN

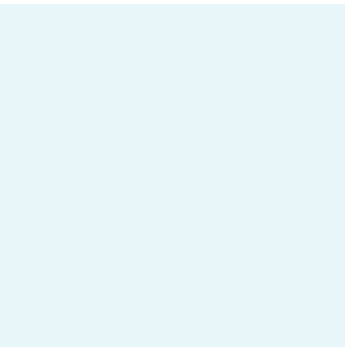


C M Y K  
26 36 38 68

PANTONE Warm Gray 7531C / U



LIGHT TEAL

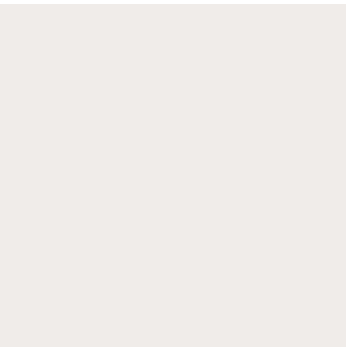


C M Y K  
10 0 2 0

PANTONE 7457 C / U



TAN



C M Y K  
0 2 3 6

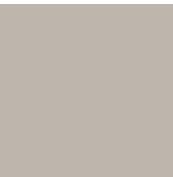
PANTONE Warm Gray 1 C / U





## SECONDARY PRINT COLORS

MEDIUM BROWN

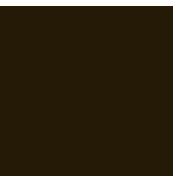


C M Y K  
0 5 10 29

PANTONE  
Warm Gray 5 C / U



RICH BLACK



C M Y K  
0 13 49 98

PANTONE BLACK C



STARDREAM TEAL\*



C M Y K  
59 0 30 5

PANTONE 3258 C / U



\*Color based on the Stardream  
metallic (Lagoon) Stock Paper

SOFT BLUE\*



C M Y K  
48 0 9 0

PANTONE 310 C / U



\*Color based on the 2016  
wedding brochure.

## COLOR PALETTE

### SPECIALTY PRINTING

METALLIC INK



PANTONE METALLIC 8002 C

FOIL



CROWN 665 CHAMPAGNE-GOLD FOIL\*

\* used on the Lid of the promo box for  
Message in a Bottle Valentine's campaign  
(has a matte finish)

# WEB COLORS

TEAL



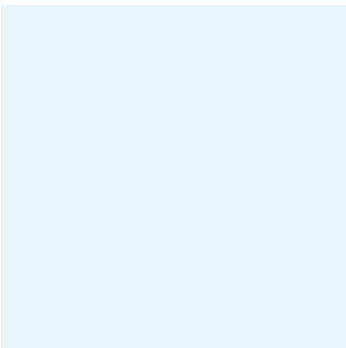
#00b3cb

DARK BROWN



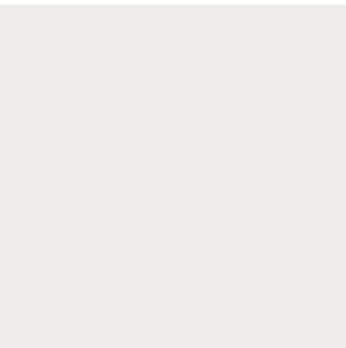
#4d4a49

LIGHT TEAL



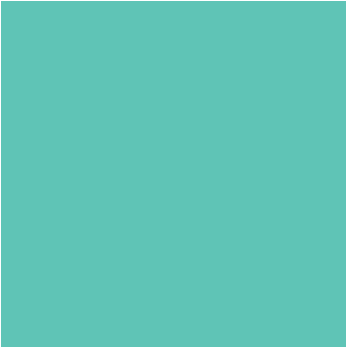
#e9f6fa

TAN



#f7f5f2

STARDREAM TEAL



#61c4b6

STARDREAM TEAL



#70c1bb



# SPECIALTY WEB COLORS

These colors are overly saturated and have high contrast against Couples' primary color palette and photography. These colors are to be used solely for **Call to Action Buttons** in **Online Banner Ads**.



#5d1f8a



#02d0fb



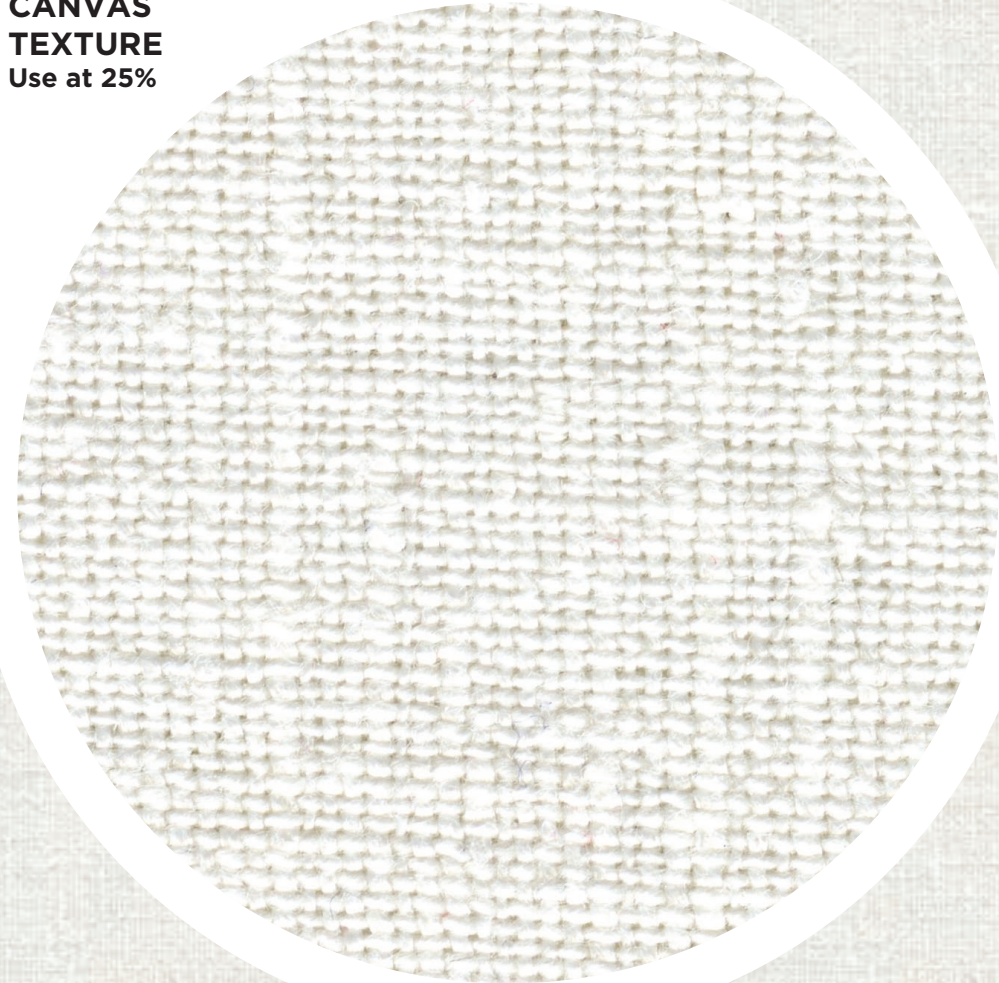
#a8d170





*texture*

**CANVAS  
TEXTURE**  
Use at 25%











YA MON!



THE BEST OF  
EVERY LITTLE  
TING!



JAMAICA  
NO PROBLEM



GO AHEAD  
SKYLARK ALL DAY!



TYPOGRAPHY

WEB FONTS

SANS SERIF

ARIAL

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & \* = +

SERIF

GEORGIA

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & \* = +

Welcome to Couples

ARIAL REGULAR

JUST COUPLES.  
JUST RIGHT.

ARIAL REGULAR

JAMAICA’S BEST  
ALL INCLUSIVE

ARIAL BOLD

APPLICATION

- Arial is a display font for headlines and large callouts with the purpose of enticing the reader into text copy, to create a mood or feeling, or to announce important information.

✕ Do not use for small sized copy or long paragraphs.



TYPOGRAPHY  
DISPLAY FONT

BRANDON GROTESQUE

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* = +

Welcome to Couples

BRANDON GROTESQUE THIN

JUST COUPLES.  
JUST RIGHT.

BRANDON GROTESQUE REGULAR

JAMAICA’S BEST  
ALL INCLUSIVE

BRANDON GROTESQUE BOLD

APPLICATION

- Brandon Grotesque is a display font for headlines and large callouts with the purpose of enticing the reader into text copy, to create a mood or feeling, or to announce important information.
- ✕ Do not use for small sized copy or long paragraphs.

TYPOGRAPHY

TEXT FONT

BRANDON TEXT

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* = +

BRANDON TEXT THIN

BRANDON TEXT BOLD

BRANDON TEXT REGULAR

Transform your next vacation into a romantic getaway at one of our four all-inclusive resorts in Jamaica—where world-class amenities such as our superb spas blend effortlessly with the islands’ most idyllic beach settings and local charm. We invite you to enjoy the finest cuisine prepared with fresh homegrown ingredients and tantalizing Caribbean spices. Dive into a paradise of water sports and activities from scuba diving to reef snorkeling. Our team of instructors is ready to help you perfect your game of tennis or golf with a lesson. And it wouldn’t be a real Couples vacation without watching a sunset aboard a catamaran, tropical cocktail in hand.

In the mood to socialize with other guests? Then our casual beach parties and sensational cabarets will have you kicking off your sandals in no time. Or you may simply opt for the luxury of total privacy. It’s all-inclusive, and it’s all inspired by you.

Even better, our exceptional offers on Caribbean vacation packages permit you to join us at a fraction of the cost. Simply plan ahead and save up to 59% on a sensational romantic getaway at any of our all-inclusive resorts with our Early Escapes offers. Sign up for a Couples Secret Rendezvous in Jamaica—we’ll pick the resort and you’ll save up to 58%. Or tap into your spontaneous side with our Fall in Love Again plan and enjoy up to 59% savings. And for a mere \$100 deposit, you can take advantage of our fabulous risk-free Love Away plan—and make your dream of a Jamaica vacation come true in easy monthly installments.

APPLICATION

- Brandon Text is intended for small sized copy and long paragraphs. It will perform best between 6 pt – 14 pt.

✕ Do not use Brandon Text for large sized copy or large headlines.



TYPOGRAPHY

SERIF FONT

Calluna

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* = +

CALLUNA *Italic*

CALLUNA **Bold**

At Couples Resorts Jamaica, there’s nothing to distract you from reconnecting and spending quality “grown-up time” together. Come to one of our four spectacular resorts and show your significant other someplace significantly different.

CALLUNA Regular

APPLICATION

- Calluna should be used primarily for body copy and long paragraphs of text on more formal, elegant communication.



# TRADESHOW



- Bold headline to be highly visible
- Solid teal colored background to stand out from the clutter of most tradeshow environments.
- Combine different images from dining to activities to convey it's all-inclusive.
- Use palm tree icon and natural textures on collateral pieces to reinforce brand recognition.

# PRINT ADVERTISING

## FULL PAGE ADS

### SUBHEADLINE

All Caps, Brandon Bold. With tracking sent to 160, this copy should not exceed 9.5 pt.

### OFFER BLOCK

- Should designate the type of offer it is.
- Price point: should be large in Brandon Text.
- Dollar Sign (\$) should be reduced by 60% compared to the size of the numbers.

### BADGES

- Always include badges of awards and affiliations that help validate the Couples experience.
- For Consumer ads include: Best Deal Guarantee, Travel + Leisure World's Best Awards 2014, 2016 Trip Advisor Certificate of Excellence.

### HEADLINE

Headlines should always be styled Brandon Grotesque regular-bold, all-caps and a prominent size on the page.

### BODY COPY

For print advertising body copy should be Calluna Regular and be no smaller than 8.5 pt.

### CALL TO ACTION

- Should be easy to find and read.

### LOGO

- Placement: Should be on an area of negative space with a neutral background that provides enough contrast so that the logo is always clear and legible.
- Minimum size: 1.25" wide

### DISCLAIMER

- Brandon Text, minimum size 6 pt.

He Promised You Everything.

# GET THE HONEYMOON *with* EVERYTHING

FOR COUPLES THAT WANT IT ALL

Starting from  
**\$150**  
— PP/PN\* —

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in culpa qui officia deserunt mollit anim id est laborum"

Learn more at [Couples.com/weddings](http://Couples.com/weddings) or call 1-800-COUPLES



\*Offer available at Couples Tower Isle only. Must book a minimum stay of 5 nights. Travel from Dec 27, 2016 onward. Restrictions may apply, visit the offer for full details.