

# Brand Guidelines

November 2021

**SEA**  
*breeze*  
BEACH HOUSE



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# Introduction

Inspired by the trade winds that cool and invigorate the shores of the South Coast of Barbados, Sea Breeze Beach House offers a haven of laid-back luxury, far from the daily routine, with relaxed accommodations, casual to gourmet dining, a host of inclusive amenities, and an active beachfront experience.

# Our Story

Quality time spent among the ocean breeze is transformative, tempting those that are drawn to it with the chance to reinvent themselves, release their inhibitions and enjoy the best that life has to offer.

Sea Breeze Beach House draws from the rejuvenating nature of South Barbados' shores, creating an immersive, all-inclusive experience that invites you to chase your bliss—whether that means days spent courting adventure, slipping into serenity, or a combination of both.



# Brand Voice





# Our Personality

## BUBBLY & OPTIMISTIC

Always eager to look on the bright side of life, Sea Breeze Beach Club is unapologetically cheerful, attracting others to bask in her presence. It happens naturally, with a deep appreciation of life's simplest pleasures—like the lapping of waves over the shore or the feeling of warm sand on barefoot walks.

## APPROACHABLE & GRACIOUS

Sea Breeze Beach House invites strangers and friends alike to come as they are, with open arms. Every new encounter provides a welcome chance to make a friend, learn something, and share some laughs, too.

## RELAXED & CAREFREE

With an easygoing smile and a penchant for relaxation, Sea Breeze Beach House takes life one moment at a time—focusing on the here-and-now with grace and mindfulness.

# Our Voice

## CHEERFULLY CHARMING

Our optimism is balanced with charm to reflect an endearing playfulness that inspires our guests to look at life with the glass half full.

**We Are:** Energetic and Agreeable

**Without Being:** Obnoxious or Off-putting

## RELAXED AND EASYGOING

Island life is slow-paced and placid, and guests are given the opportunity to relieve themselves of their day-to-day stressors by embracing our carefree beachfront lifestyle.

**We Are:** Serene and Even-tempered

**Without Being:** Lazy or Sluggish









## Primary Logo

Our logo balances a clean, modern typeface with a free flowing handschrift, in a playful yet elevated approach. The handschrift connects back to our primary inspiration: the sea breeze that carries our guests into a state of ease and inspires us to live fully. Most importantly, this human quality reflects the warmth and hospitality of Bajan culture.

## Alternate Logos

The alternate versions of our logo allow our brand to easily adapt to any print or digital format. Regardless of placement, our logo should always be visible and legible to maximize memorability.

### HORIZONTAL LOGO

Use this version to maximize size in spaces of horizontal nature.



### LOGO WITH LOCATION DESIGNATOR

Use this version when there is a need to indicate Barbados as the location of the property.



### LOGO WITH OCEAN HOTELS DESIGNATOR

Use this version to specify it is part of a hotel group.





### CLEAR SPACE

This clear space has been established to ensure visibility and impact. No other graphic elements, such as copy, imagery or other logos should appear in this exclusion zone.

## Logo Usage

Our logo is the primary expression of our identity. Using it as outlined will help establish brand recognition, reinforcing us in the minds of our consumers.

### MINIMUM SIZE

2.3 in / 167 px



In order to ensure legibility of the logo, the full logo should be larger than 2.3" / 167 px wide.

### EXTRA SMALL APPLICATIONS

1.45 in / 104 px



In applications where the logo must be reduced even further than the approved minimum size, use version with bolder "BEACH HOUSE" text, as specified above.

# Logo Rules

Our logo must always be respected, preserved and used in a consistent manner.

## DO'S



Use full colour logo over white background only



White logo over approved brand colours



White logo over simple image background

## DONT'S



Do not alter or rearrange



Do not change colours



Do not change proportions



Do not apply effects



Do not rotate or distort



Do not use over busy background



# Colour Palette

Our palette celebrates beach and ocean tones to convey a down to earth, inviting colour scheme.

## SEA GLASS

R 130 G 197 B 200  
C 43 M 0 Y 23 K 0  
HEX 91c3c6  
PMS 564 C

## AQUA

R 0 G 167 B 173  
C 78 M 12 Y 35 K 0  
HEX 00a7ad  
PMS 7710 C

## SAND

R 239 G 229 B 220  
HEX EFE5DC  
C 4 M 6 Y 7 K 0  
PMS 9285 C

## SEASHELL

R 219 G 193 B 165  
HEX DBC1A5  
C 3 M 15 Y 22 K 0  
PMS 2309 C

## DEEP OCEAN

R 0 G 57 B 77  
HEX 00394D  
C 100 M 39 Y 3 K 74  
PMS 2189 C



# Colour Usage

PRIMARY | Aqua

SECONDARY | Sea Glass

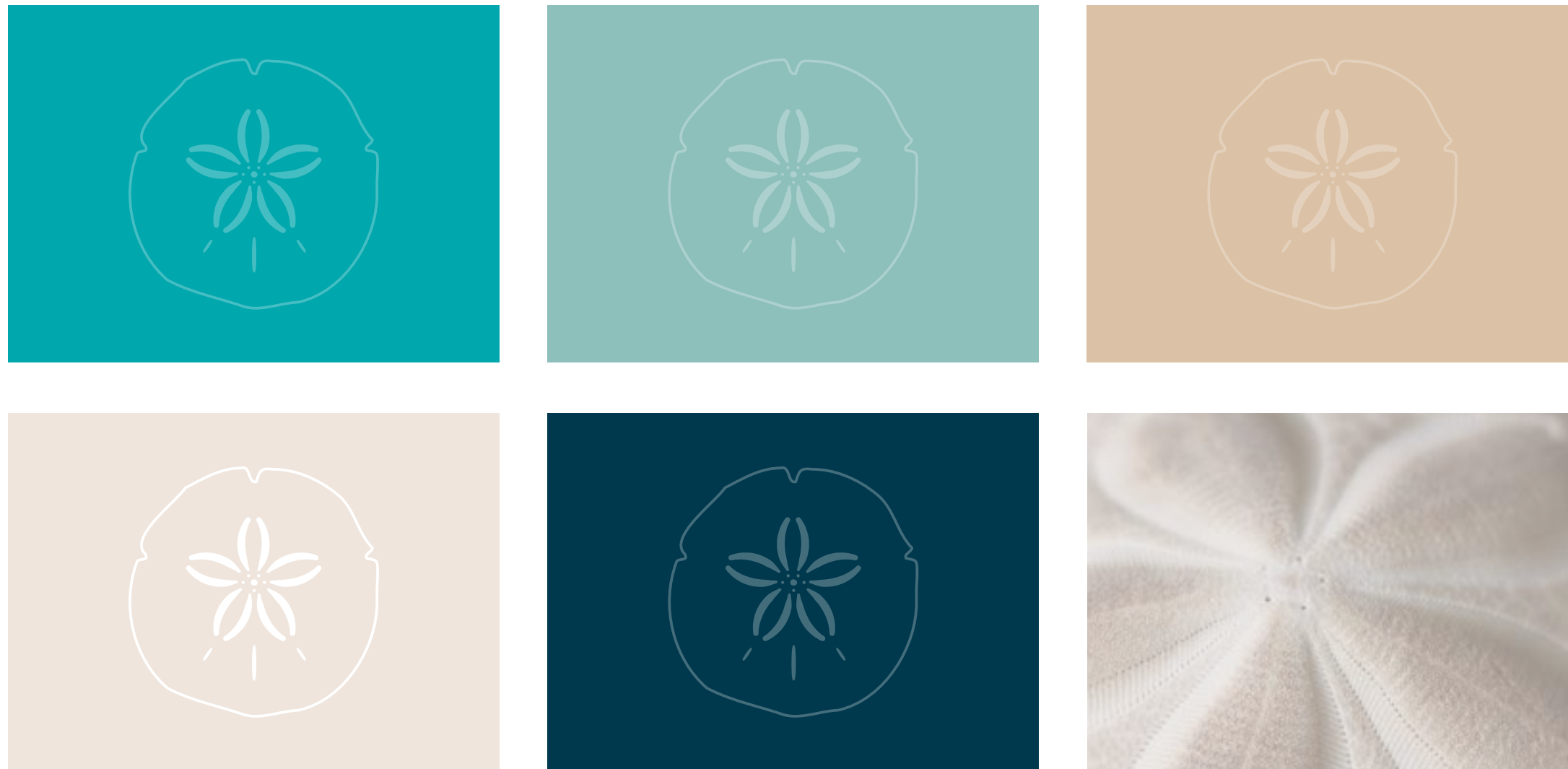
SECONDARY | Sand

Seashell

ACCENT | Deep Ocean

# Textures

The defining graphic element of Sea Breeze Beach House is the sand dollar—an omen of good fortune that inspires our guests to live each day to the fullest. The sand dollar application can be enlarged and treated as a background graphic or watermark with 30% opacity or as a repeating, seamless pattern. The sand dollar can also be used as a photographic texture background.



# Typography



# Urbanist

Light / Regular / **Bold**

## URBANIST FONT FAMILY

This typeface was chosen to complement the modern elements of our logo and showcase the understated elegance of our brand.

Please avoid using other typefaces, as we build consistency throughout each execution and maintain strong visual ties to our brand identity.

Urbanist  
ExtraLight

Aa

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  
01 02 03 04 05 06 07 08 09

Urbanist  
Regular

Aa

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  
01 02 03 04 05 06 07 08 09

Urbanist  
Bold

Aa

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  
01 02 03 04 05 06 07 08 09

## TYPOGRAPHIC HIERARCHY

# Chase your Bliss

## PSAMENDE SOLORIO NEVERNATE

Psamende solorio necernate quid quatur,  
consed quo inum iur autem quid quidenis  
senimax impere odit ra incia doluptatiis  
ratiae poriae pla quisqui ut omnienet eu.

### Headline

Urbanist Extra Light  
Title Case  
Aqua  
10 pt tracking

### Subheadline

Urbanist Bold  
All caps  
Sea Glass  
5 pt tracking

### Body Copy

Urbanist Regular  
Sentence Case  
Deep Ocean  
5 pt tracking







# General Photography

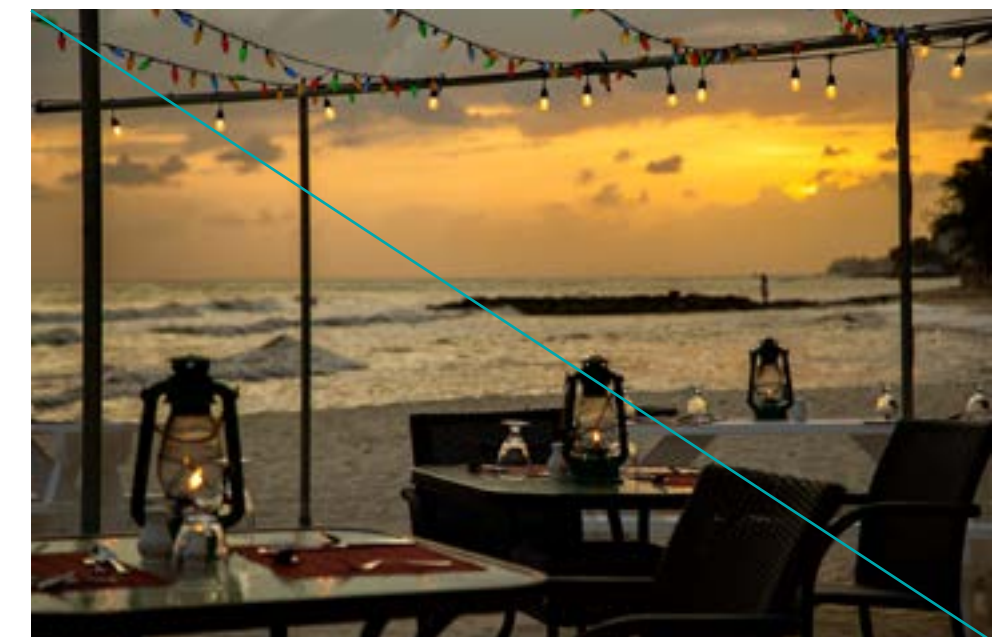
Our imagery reflects the fun and exciting experiences offered at Sea Breeze Beach House. Colourful and inviting, our photography is a series of captured, spontaneous moments that inspire travel to a place that feels like a second home.





# On-Brand Photography Means

- No oversaturation
- No high-dynamic-range imagery
- No poorly lit, dark imagery
- No flat skies (always show subtle clouds)
- No blown-out or gray skies
- Models aren't looking directly at the camera
- No overly staged scenes
- No imagery that projects negative emotions



# Applications



PAPER STOCK

Envelope - Pearlized Paper

Cardstock - Smooth Paper



# Print Advertising

For advertising purposes, choose inspirational photography that shows our brand personality and that will create empathy with our viewer. The subject should celebrate the experience as well as the destination, and the approach to layout and copy should be minimal.

Barbados  
Location Tag

BARBADOS

Clean, Minimal  
Photography

Luxury Headline  
Goes Here

Psamende solario necernate quid quatur, consed quo  
inum iur autem quid quidenis senimax impere odit ra incia  
doluptatis ratiae poriae pla quis quid quidenis senimqui ut

Visit [www.sea-breeze.com](http://www.sea-breeze.com)

Logo For Brand  
Recognition

SEA  
*breeze*  
BEACH HOUSE



Thank You