

Brand Guidelines.

Using this
Brand guide.

Index

Brand.	01
--------	----

Logos.	02
--------	----

Colors.	03
---------	----

Typography.	04
-------------	----

Collateral.	05
-------------	----

Imagery.	06
----------	----

Contact.	07
----------	----

Brand.

Brand Ethos. 01

Brand Mission. 02

Brand Ethos.

At Bahía Papagayo, the convergence of authenticity and expertise seamlessly intertwines to craft an indelible and unparalleled experience.

Authenticity

Sophisticated

Sense of Place + Belonging

Active Lifestyle

Expertise + Integrity

Brand Mission.

What.

Bahía Papagayo, located in Guanacaste, Costa Rica is an exceptional community where individuals can find solace, engage in joyful activities, and experience profound love. As an picturesque destination, Bahía Papagayo provides a unique space for gathering, recreation, and fostering deep connections.

How.

By cherishing and embracing the exquisite harmony between the enchanting Guanacaste landscape, its vibrant people, and its rich culture, we create a warm and inclusive community that wholeheartedly embraces these cherished values. Bahía Papagayo presents an idyllic equilibrium, seamlessly blending the joys of personal seclusion with the power of meaningful connections, acknowledging the profound significance of both facets in our lives.

Who.

For individuals who prioritize both privacy and community, they aspire to exist and coexist with a genuine sense of independence, allowing them to move according to their own pace alongside their cherished family, friends, and loved ones. They possess a profound admiration and reverence for Costa Rica, its local community, and the vibrant traditions.

Why.

Bahia Papagayo serves as a haven where individuals can connect, bond, and thrive. It offers a grounding community for people to gather, play, and experience love in its purest form. By providing a sanctuary that embraces a sense of belonging and fosters genuine connections, Bahia Papagayo fulfills the innate human need for a place where individuals can find stability, form meaningful relationships, engage in joyful activities, and create lasting memories.

Logos.

Primary Logo. 01

Logotype. 02

Logotype Clearspace. 03

Brand Stamp. 04

Brand Stamp Clearspace. 05

Logo Don't 06

Primary Logo.

The logo and brand mark or “stamp” may be used per the following requirements described in this document.

Logo.

**BAHIA
PAPAGAYO**

Brand Icon.



Lockup.



Logotype.

The logo is the key element of the brand identity, therefore it is essential that it is always reproduced correctly. Master-files of the logo in a variety of formats and colors can be acquired.

**BAHIA
PAPAGAYO**
GUANACASTE COSTA RICA

**BAHIA
PAPAGAYO**
GUANACASTE COSTA RICA

**BAHIA
PAPAGAYO**
GUANACASTE COSTA RICA

**BAHIA
PAPAGAYO**
GUANACASTE COSTA RICA

Logo lock-up Clear Space.

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo. No graphic elements should encroach the border around the logo mark.



Logo Don'ts.

Do not alter the logo or the mark in any way, including changing the colors, angle or dimensions.

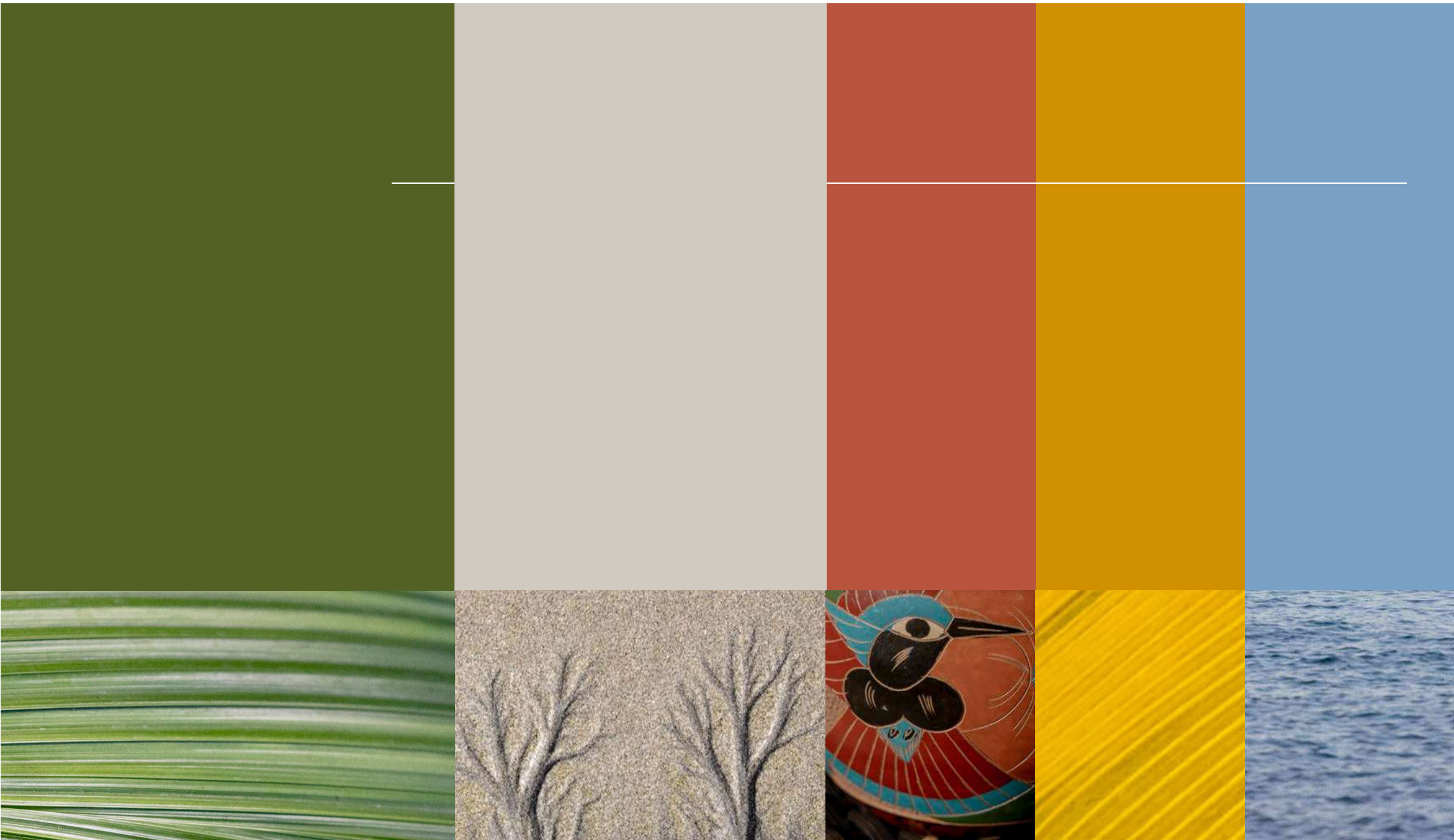


Colors.

Brand Colors. 01

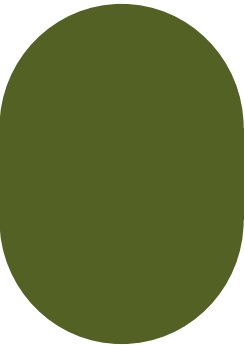
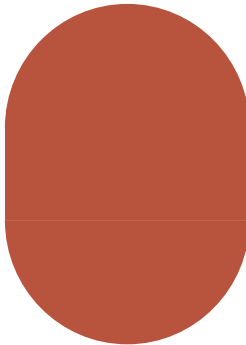
Hero Colors. 02

Color Tints. 03

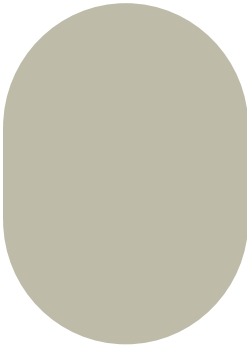
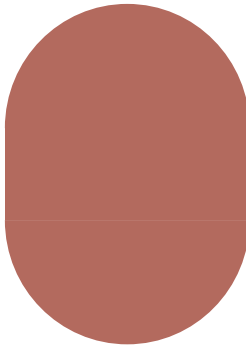


Brand Colors.

Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of these colors can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping color consistent is a vital element to our branding. Color is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our color palette is applied accurately and consistently.

Coated.				
				
Moss	Sand	Clay	Sunshine	Water
CMYK. 50 / 9 / 98 / 61	CMYK. 18 / 16 / 21 / 0	CMYK. 8 / 71 / 70 / 10	CMYK. 0 / 34 / 98 / 12	CMYK. 56 / 21 / 2 / 8
RGB 84 / 98 / 35	RGB. 200 / 195 / 190	RGB 182 / 82 / 61	RGB 209 / 144 / 0	RGB. 125 / 161 / 196
Hex. #546223	Hex. #C9C4B0	Hex. #B6523D	Hex. #D19000	Hex. #7DA1C4
Pantone. 371C	Pantone. 4239C	Pantone. 2436C	Pantone. 7550C	Pantone. 645C

Brand Colors.

Uncoated.				
				
Moss	Sand	Clay	Sunshine	Water
CMYK. 38 / 11 / 89 / 42	CMYK. 18 / 16 / 21 / 0	CMYK. 11 / 70 / 79 / 12	CMYK. 0 / 30 / 100 / 10	CMYK. 58 / 26 / 8 / 0
RGB 104 / 114 / 77	RGB. 200 / 195 / 190	RGB 177 / 104 / 93	RGB 206 / 151 / 61	RGB. 132 / 163 / 196
Hex. #68724D	Hex. #C8C3BE	Hex. #B1685D	Hex. #CE973D	Hex. #84A3C4
Pantone. 371U	Pantone. 4239U	Pantone. 2436U	Pantone. 7550U	Pantone. 645U

Colors.

The primary colors should be used as the main colors and the secondary colors will compliment to provide visual contrast.

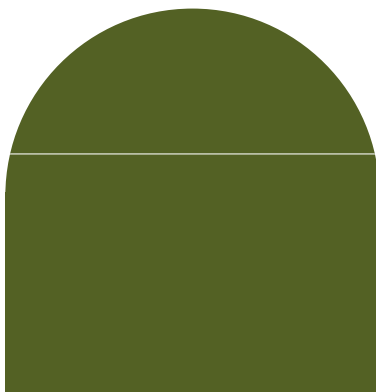
Print

Pantone colors are used to all printing, rather than CMYK. Pantone colors will provide the maximum amount of consistency. In instances where this is not possible we have created optimized CMYK values.

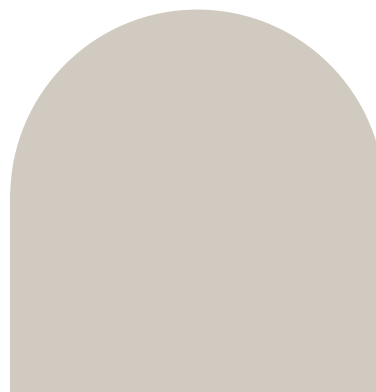
Screens

Not all RGB colors render the same online and with different screens. Therefore we recommend the use of hexadecimal colors when applying colors to screen and when using them across digital applications.

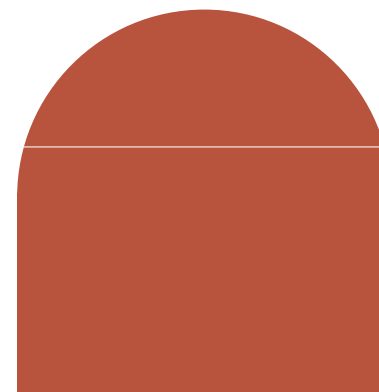
Primary Colors.



Moss

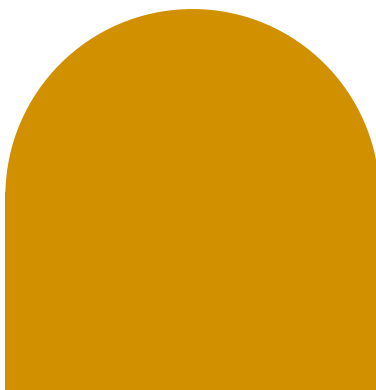


Sand

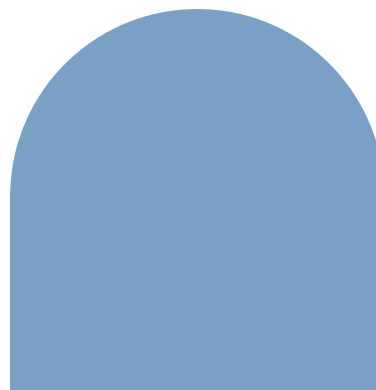


Clay

Secondary Color.



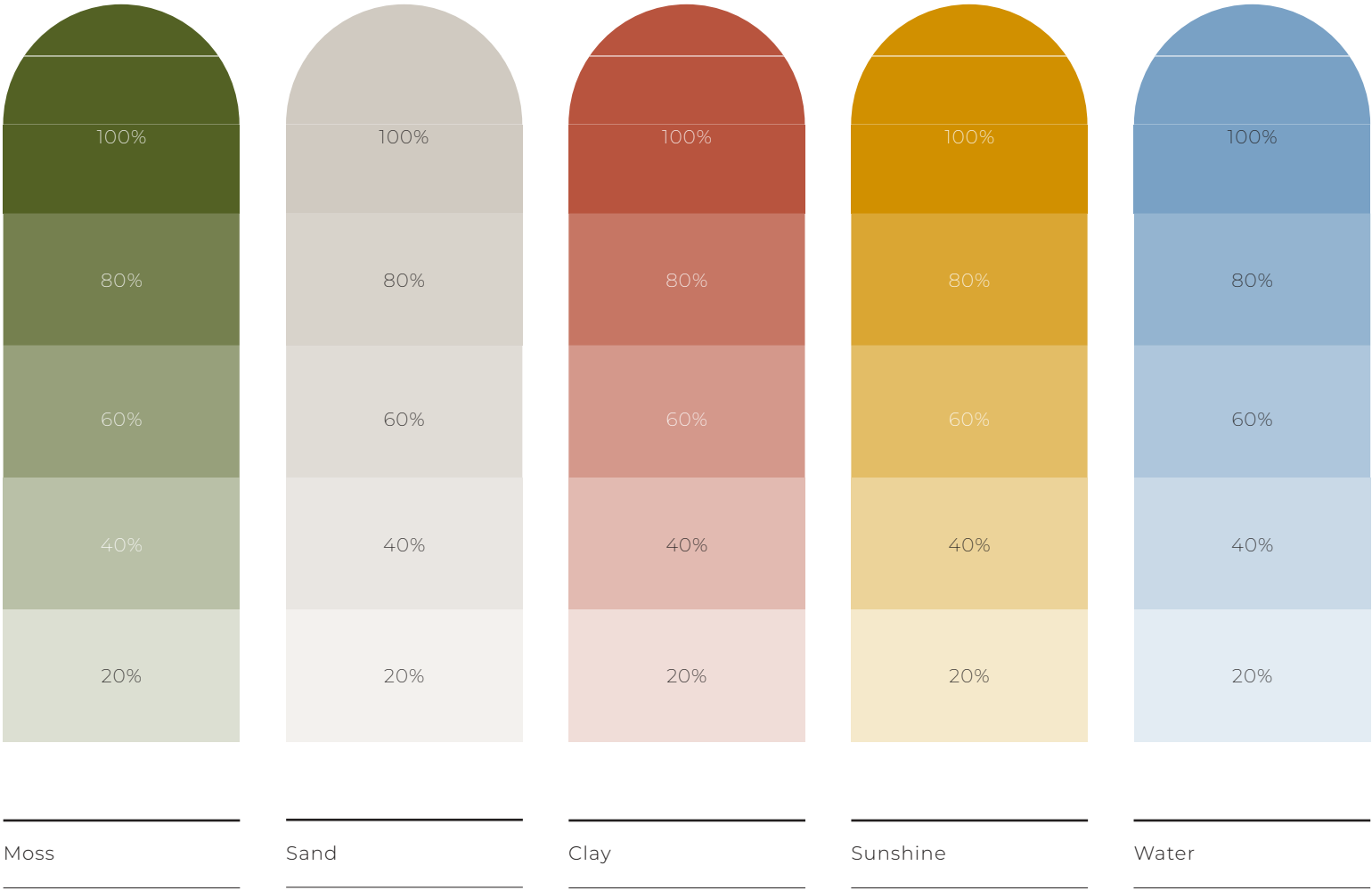
Sunshine



Water

Color Tints.

For flexibility, there are tints available for each of the brand colors.



Typography.

Primary Typeface. 01

Secondary Typeface. 02

Use Of Type. 03

Primary Typeface.

Made Mirage

Thin

Regular

Medium

AaBbCcDdEeFfGg
HhIiJjKkLlMmnOo
PpQqRrSsTtUuVv
WwXxYyZz

1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()<>?/\

Secondary Typeface.

Montserrat
Regular
Light
Semi Bold

AaBbCcDdEeFfGg
HhIiJjKkLlMmnOo
PpQqRrSsTtUuVv
WwXxYyZz

1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()<>?/\

Use of Type.

One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance, allowing the reader to easily find what they are looking for and navigate the content.

It helps guide the reader's eye to where a section begins and ends, enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings.

From Sunrise to Sunset, a Golden Gleam Shines On

Headline
Made Mirage Regular
30 / 28
-40 Kerning

There are only a few places left in the world where the stunning beauty of the location and a profound sense of serenity make someone feel complete. Bahía Papagayo is one of them.

Sub Headlines
Made Mirage Regular
14 / 16
-40 kerning

On a stretch of isolated Pacific coastline, surrounded by the rainforests of Costa Rica and the ever-present breezes of the tropics, enjoyment and relaxation take place differently.

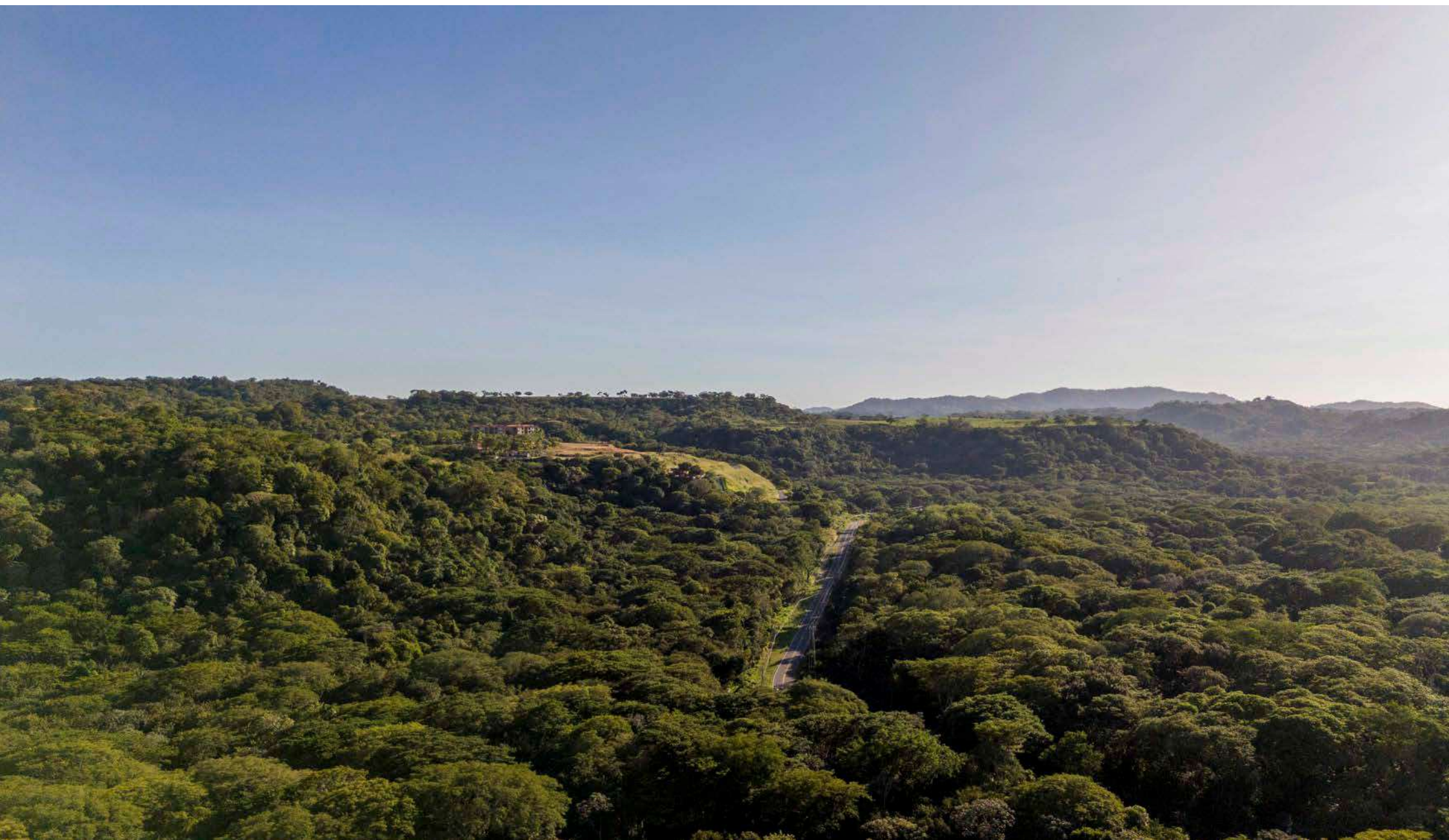
Body Text
Montserrat Regular
8 / 11
+45 Kerning

Imagery.

Photography. 01

Stock Photography. 02

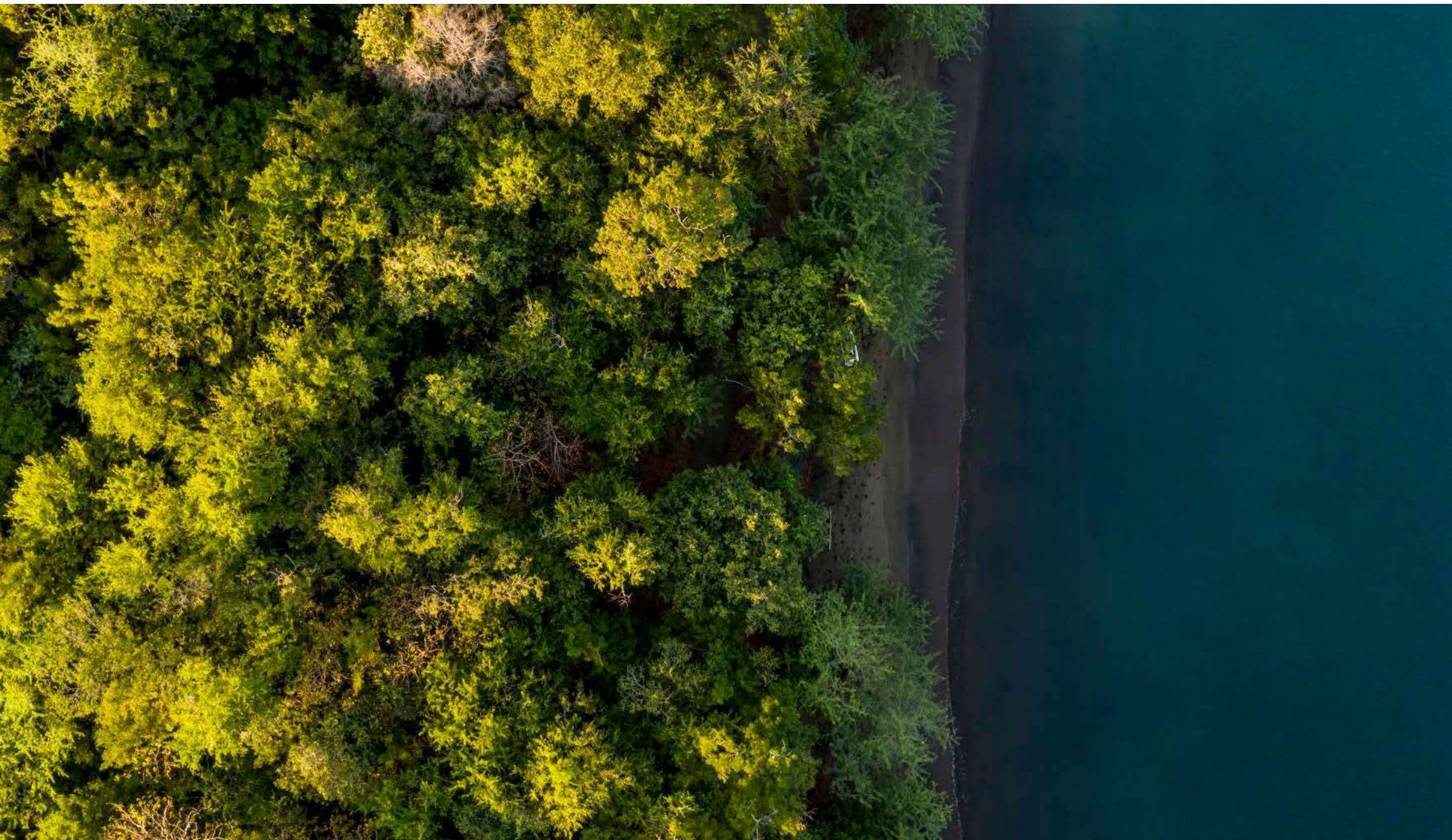










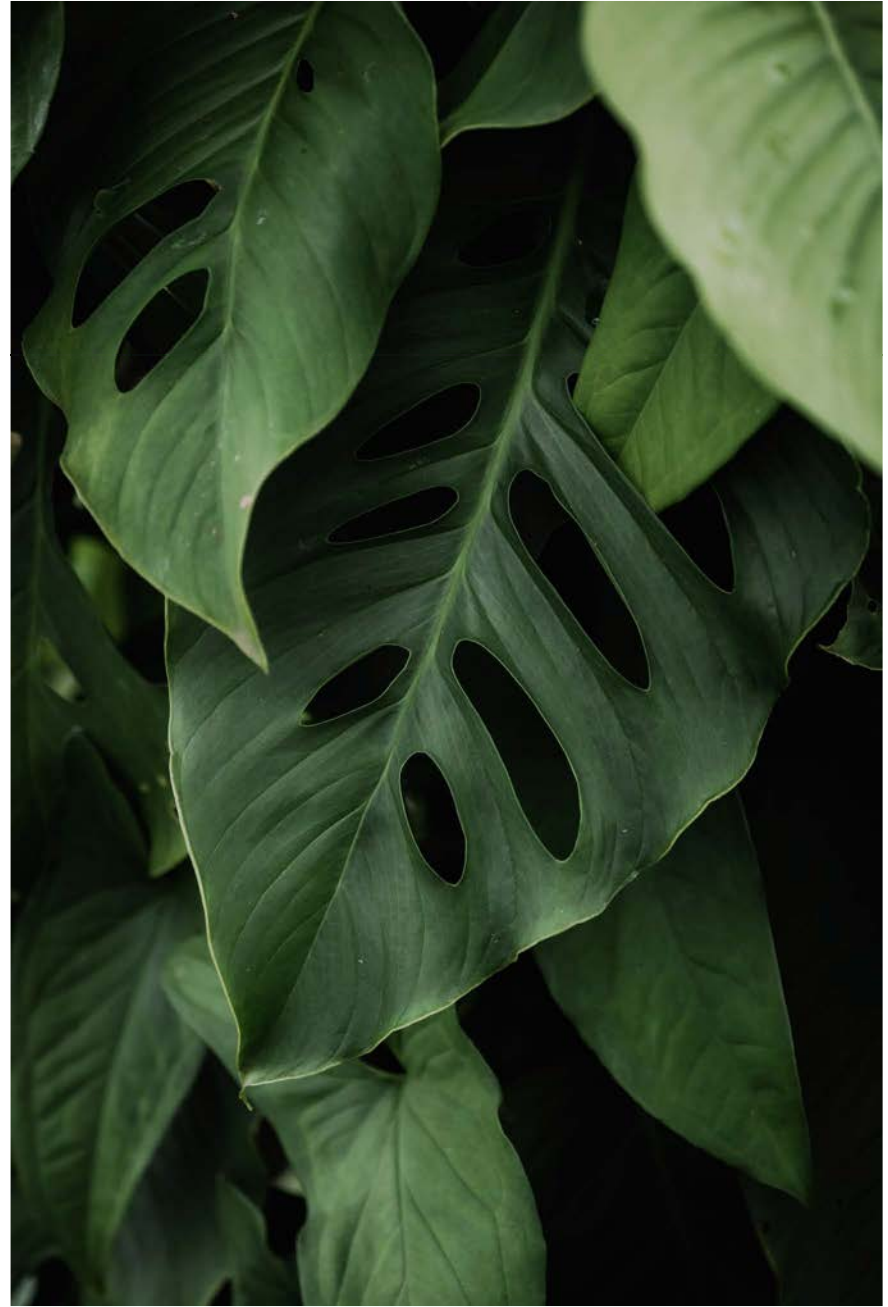


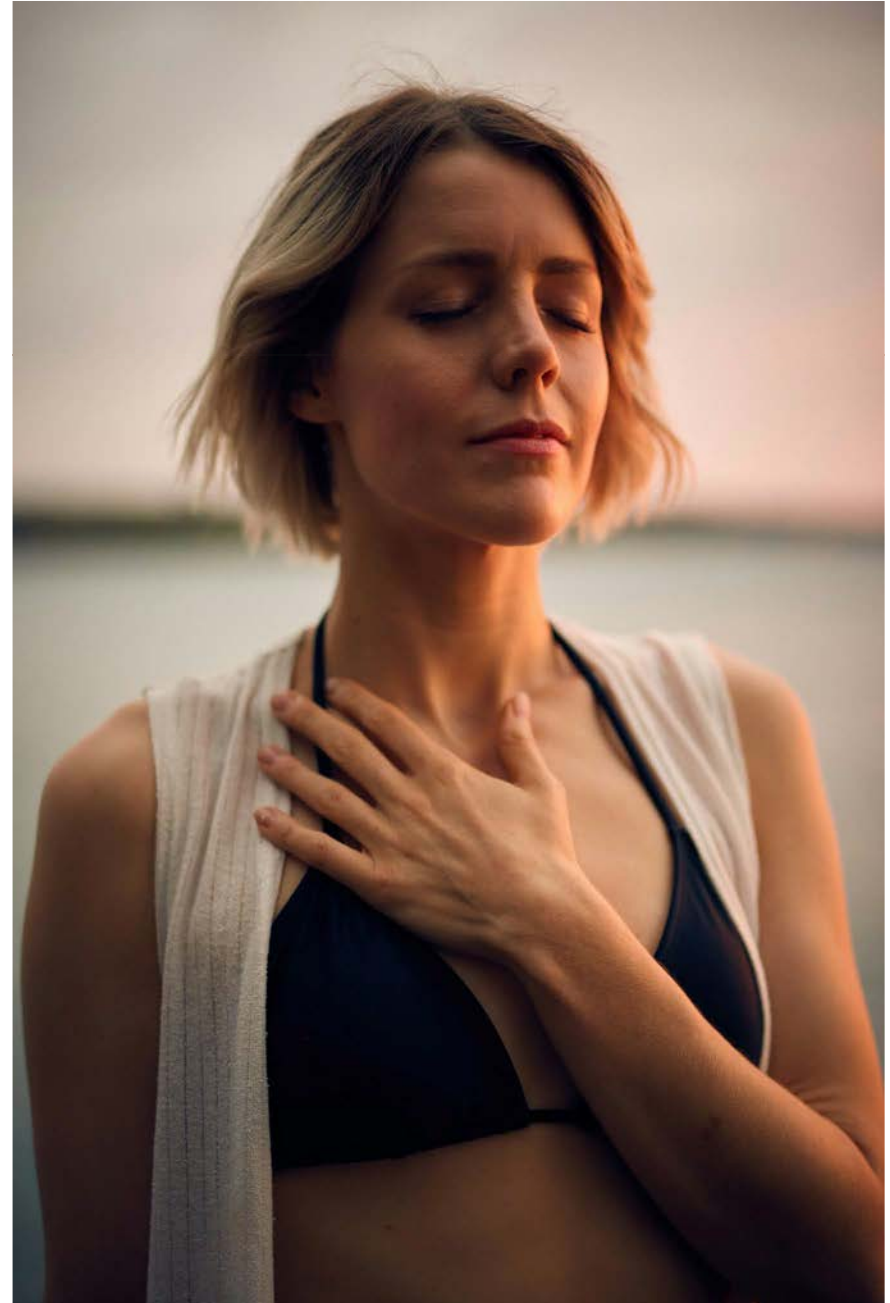
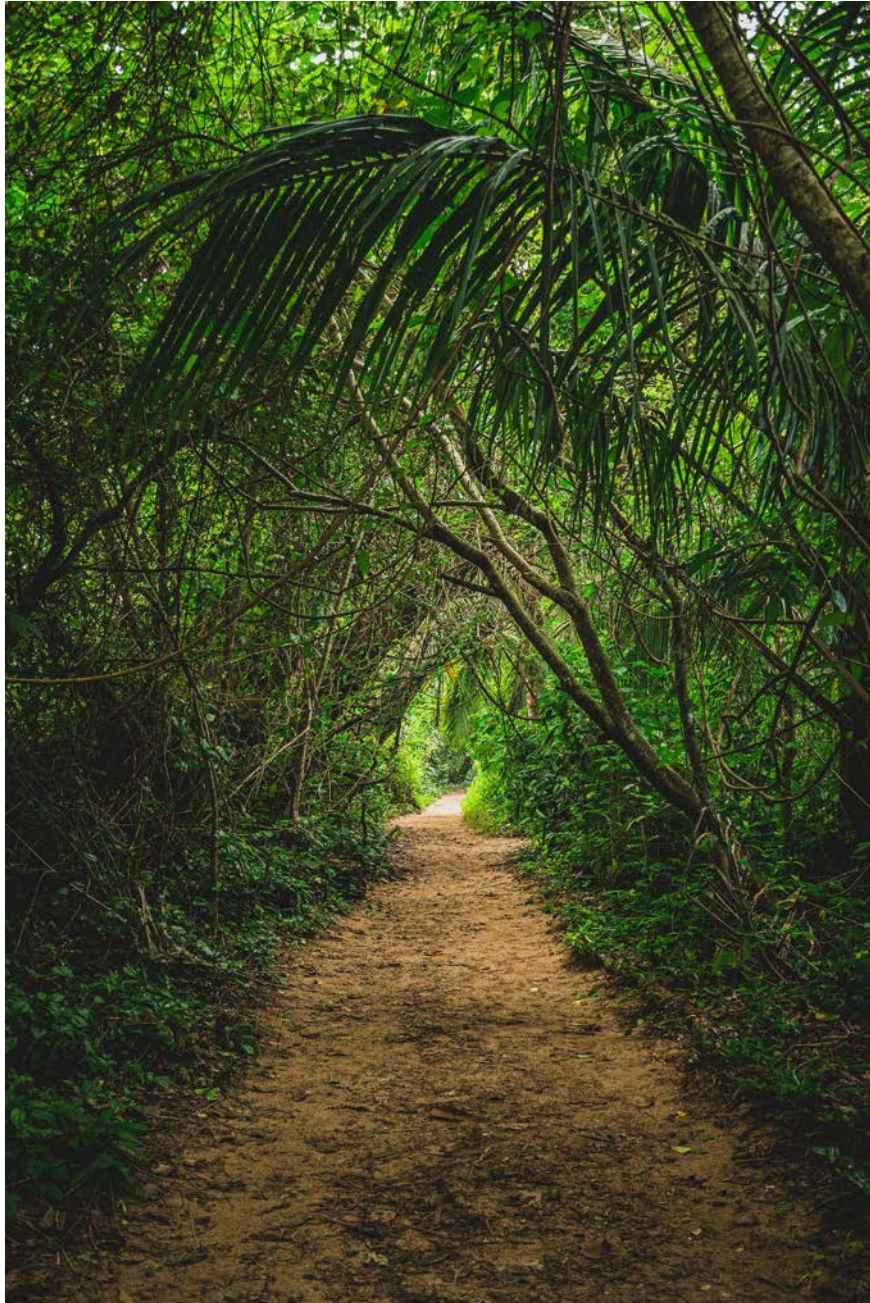


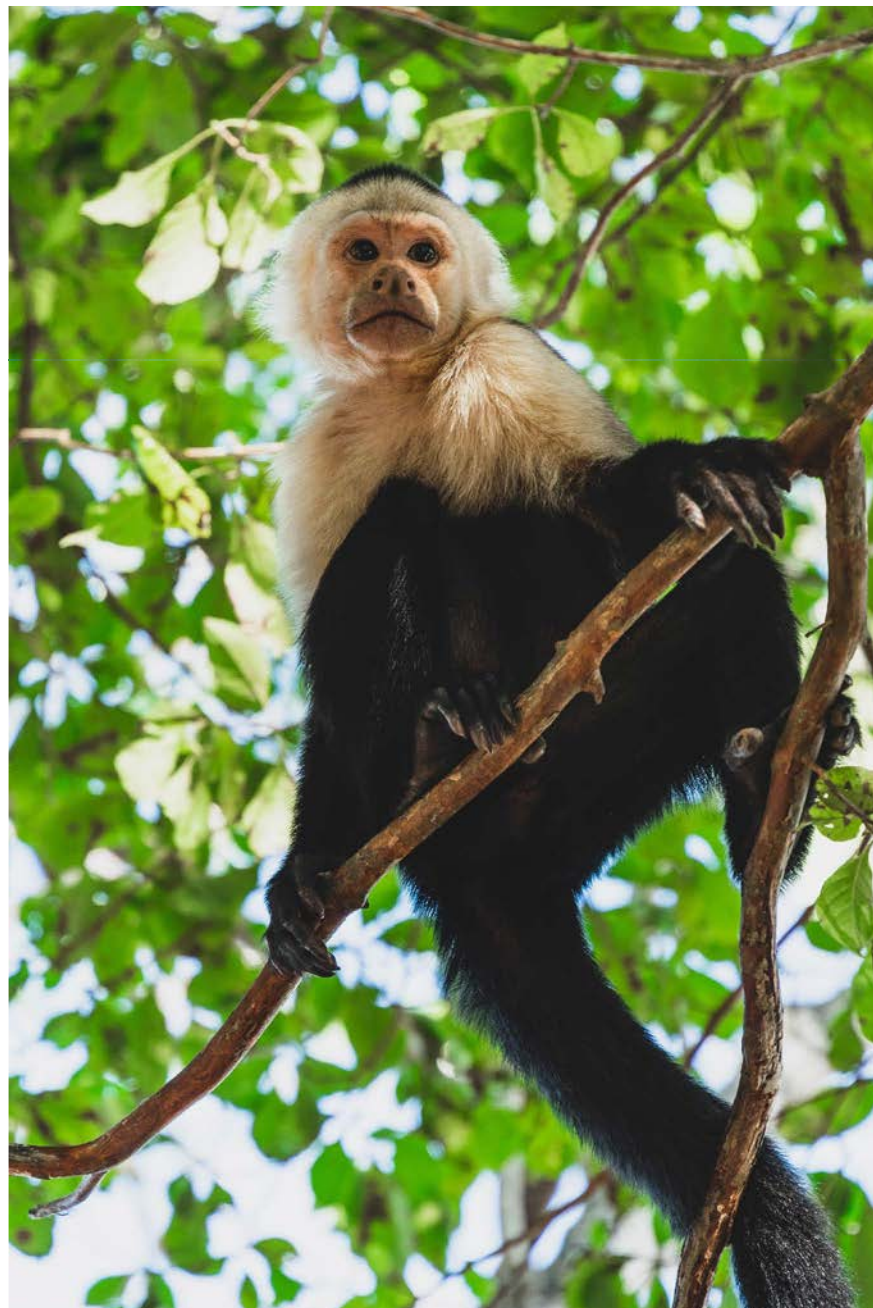
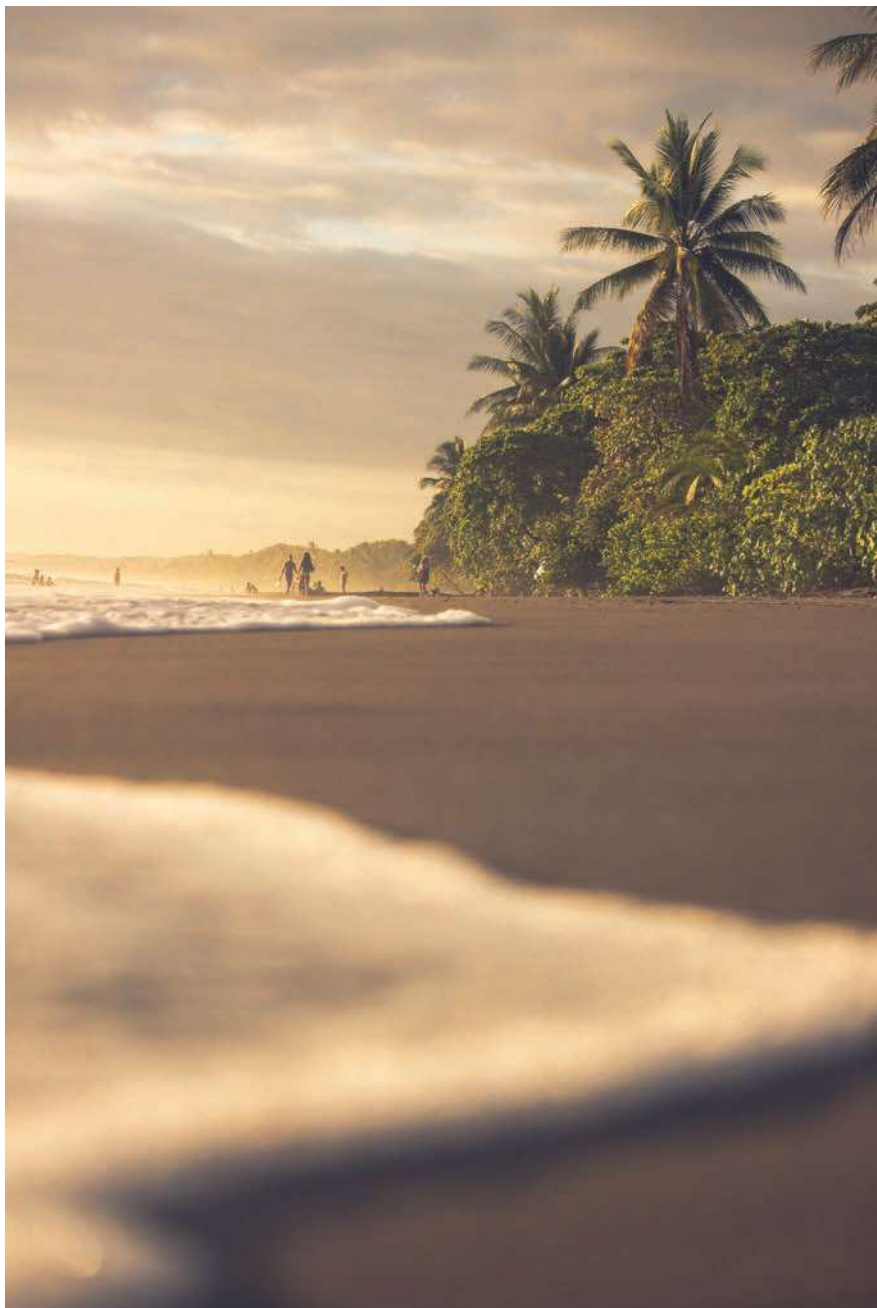


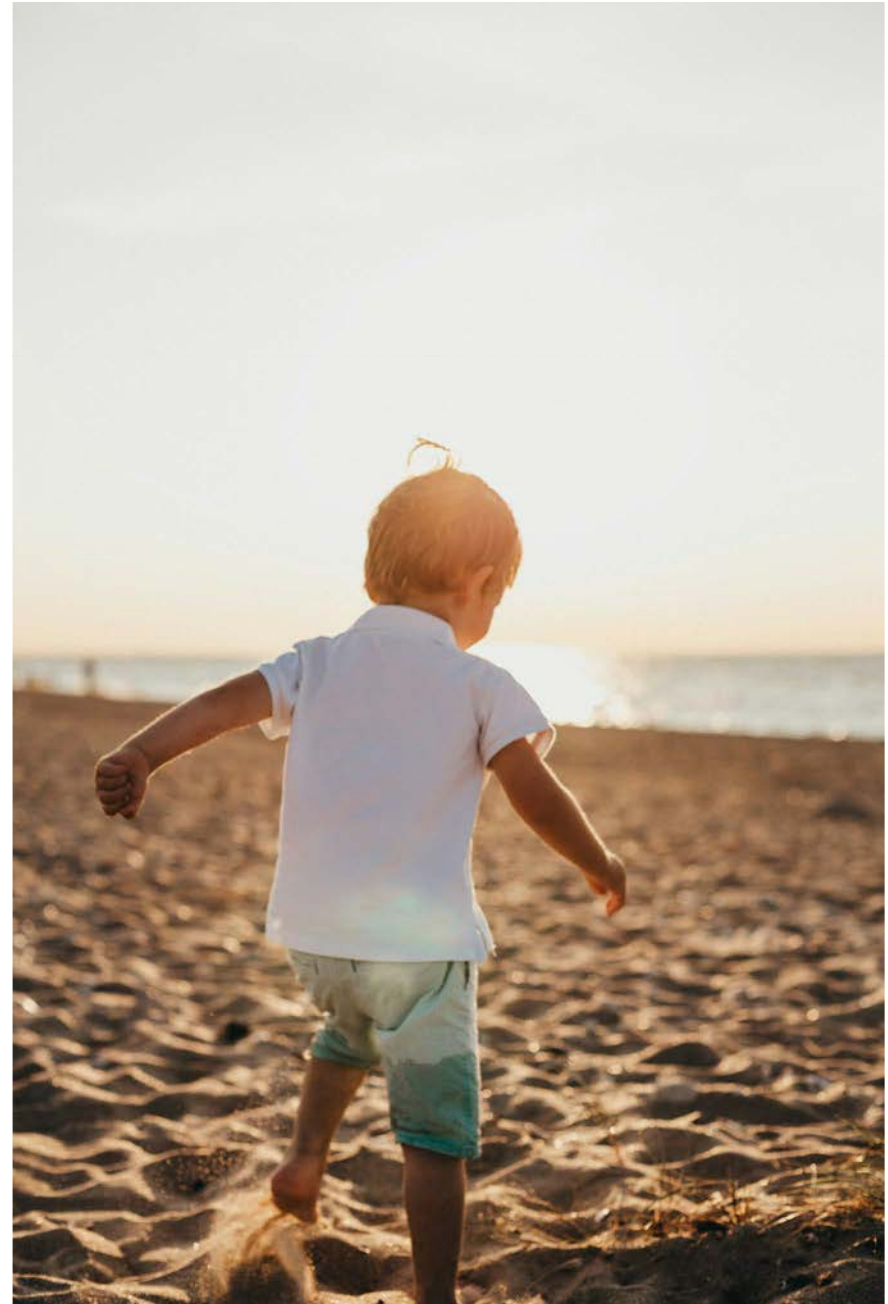












Illustrations.

Illustrations.

01



