



GRAND PALLADIUM  
HOTELS & RESORTS

# BRAND BOOK





# SUMMARY

## Who we are

Brand Origin  
Brand Mission & Vision  
Brand Goals  
Brand Values  
Brand Personality  
Brand Target  
Brand Positioning and Promise  
Brand Essence  
Brand Moodboard

## What we are

Flavours  
Restaurants and Bars  
Spaces  
Experiences  
Ideas

## How we are

Brand Voice, Style and Tone  
Communication Tips and Recommendations  
Communication Moodboard  
Brand Tagline  
Brand Manifesto

## Market analysis

Competitive Set  
Market Trends

## Brand touchpoints

Website  
Collaterals  
Signage  
Uniforms

## Where we are

Spain  
Mexico  
Dominican Republic  
Jamaica  
Brazil  
Italy

## Visual identity

Name and Applications  
Visual Identity





Who we are

# BRAND ORIGIN

In 2008, Grand Palladium Hotels & Resorts brand was established with the inauguration of two hotels in a single resort in Jamaica. Our goal was to cover the vacation segment for all ages, but with a distinct focus on family, and with a clear objective of expanding to destinations in the Americas, such as Punta Cana,

Imbassai, Puerto Vallarta, the Riviera Maya, the Riviera Nayarit and Costa Mujeres. The brand has always been defined by offering seafront destinations that boast a wide variety of entertainment and leisure activities as well as high quality food and drink for families or couples, while attending to every detail to

ensure our guests' stay is perfect. Complementing the idyllic hotel surroundings, **Infinite Indulgence®**, an exclusive and comprehensive program, goes beyond all-inclusive service.







## BRAND MISSION

To keep growing as a big family, spreading joy and love around the world.

Who **we** are

## BRAND VISION

To be the leader of all-inclusive vacation hotels in tourist destinations surrounded by nature, offering guests the highest-quality service and entertainment for all ages, while understanding and adapting to our customers' needs to ensure we're always improving.





## Who **we** are

### **BUILD AWARENESS:**

Achieve powerful brand recognition and be in the top of mind of our target, within the strategic markets defined by the company.

### **CREATE AN EMOTIONAL CONNECTION:**

We highly value the relationship that our brand has with its customers. A positive relationship assures that they will come back and also recommend us. This is demonstrated by our tagline "It's everything you love."

### **DIFFERENTIATE OUR PRODUCT:**

The most complete facilities for families and children, as well as personalized service and superb gastronomy. We are also distinguished by our shows and activities presented by POP Entertainment (People of Palladium).

### **CREATE CREDIBILITY AND TRUST:**

We must attain brand loyalty by constantly creating moments that matter and regularly following up with guests, always with elegant communication in a polite, but friendly manner.

### **MOTIVATE PURCHASING:**

We must generate the need and preference of our audience towards our brand. Value for money.



# BRAND VALUES

- DEDICATION
- COMFORT
- QUALITY
- ENTERTAINMENT
- FUN
- EXPERIENCES
- RELAX
- NATURE
- FREEDOM
- AUTHENTICITY
- EXCELLENT VALUE FOR PRICE

Who we are



# BRAND PERSONALITY

**Character:** helpful, polite, cheerful, honest, detailed, extroverted, exclusive, fancy.

**Mood:** warm, friendly, self-confident, calm, considerate, accessible, positive, modern, fun.

**Skills:** intelligent, reliable, attentive, responsible, decisive, effective, professional, innovative.

**Look:** elegant, formal, discrete, careful, subtle, excellent presence.

**Negative:** uncertain, boring, classic, common, unappealing.

Who **we** are





# BRAND TARGET

Who **we** are

## YOUNG COUPLES

30-50 years old  
HHI: 40-95k annual

## FAMILIES

50-65 years old  
HHI: 50-105k annual

## SILVER COUPLES

50-65 years old  
HHI: 50-105k annual

## WEDDINGS

25-50 years old  
HHI: 55-110 k annual

## MICE

25-60 years old  
HHI: 70-130k annual



## BRAND PROMISE

### CREATING MOMENTS THAT MATTER.

Our modern facilities complemented with distinguished personalized and all-inclusive services, deliver an unforgettable vacation experience for the whole family.

## BRAND POSITIONING

Grand Palladium Hotels & Resorts is our guests' guarantee for a vacation of a lifetime. We offer an all-inclusive experience with a wide array of sports and leisure activities, excellent dining options and the most complete services and facilities for families, couples and business groups.

Who we are





# BRAND ESSENCE

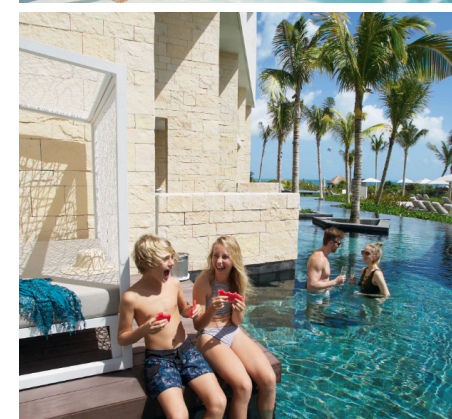
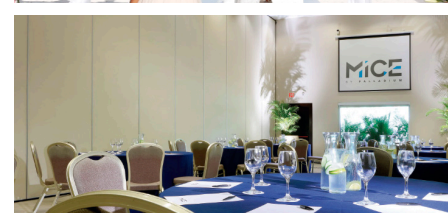
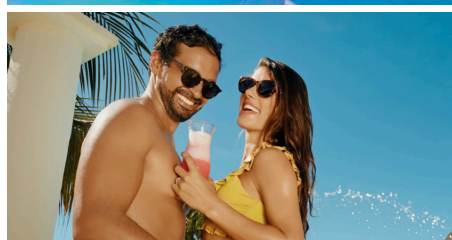
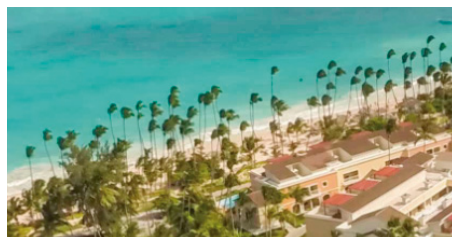
## Who we are







# BRAND MOOD BOARD



Who **we** are





# IF THE BRAND WAS...

If it were a person, it would be:



ELSA PATAKY

Favourite brands:



Which celebrities match the traits of Grand Palladium Hotels & Resorts?



RAFA NADAL



CHIARA FERRAGNI



PAMPITA



ADAM SANDLER

If it were anywhere in the world, it would be:



CARIBBEAN

## Who we are



Its favourite car would be:

SUV FAMILY



Its favourite song would be:

DON'T WORRY, BE HAPPY



A film:

ANYTHING BY PIXAR



IF THE  
BRAND  
WAS...

If it were an icon, it would be:



ANGELINA  
JOLIE



A myth:  
HESTIA,  
GODDESS  
OF HEARTH  
AND HOME



A piece  
of jewellery:

LINK  
NECKLACE



A stone:

MARBLE



A feeling:

PLENITUDE



A piece of art:

THE GARDEN  
OF EARTHLY  
DELIGHTS

Who we are



# BRAND VOICE

Grand Palladium Hotels & Resorts communication is elegant and the style is polite, friendly, positive and refined. Remember not to use articles before writing the name of our hotels, and call them by their full names. When communicating in Spanish or any other Latin language, we use the informal "Tú" form (2nd person) in all communications.

## KEYWORDS:

- Beach
- Vacation
- Adventure
- Joy
- Fun
- Summer
- Freedom
- Nature
- Stunning views
- Family friendly
- Warm hospitality
- Excellent service
- Entertainment
- International restaurants
- Entertainment
- Flavors
- Enriching experiences and activities
- Personalized attention

How we are





# BRAND STYLE AND TONE


In communications with customers, we speak in the first person and with a tone of voice that is accessible, positive and cheerful. All communications needed must be done in a friendly manner, keeping in mind that our customers are family-oriented and love to savor every moment (even when getting messages from a hotel brand called Grand Palladium).

How **we** are

## Do's and don'ts

Dear guest – To whom is concerned  
Hello (personalize with name) - Good-afternoon  
Enjoy our diverse gastronomy, fit for all tastes and  
ages - We have a good menu  
Custom-made experiences – Fun activities  
Open from 8pm to 11pm - Schedule: 8:00 p.m. /  
11:00 p.m.  
We hope you have fun during your stay – Have a  
good stay  
If there is something that we can improve in,  
please let us know here – State your complaint  
below  
We hope to see you back soon – We hope to be  
in contact with you again soon  
Our best regards – Sincerely





# COMMUNICATION TIPS AND RECOMMENDATIONS

## How we are

### TRANSLATIONS:

Always take care of both languages in each publication and do not depend on automatic translators. Also, certain things should never be translated like brand names, taglines, slogans or concepts. Infinite Indulgence® is a good example, which is our trademark to refer to the “all-inclusive” service.

### REFER TO EVERYTHING PROPERLY:

Our guests remember what they’ve experienced and they will want to see and talk about it. Whenever we show a place, a service or a show, mention the complete name of it, tell what it offers and give as much information as possible. The more specific you are, the closer you get to the audience and the more you contribute to the brand recognition.

### CAPTURE THE SPECIAL MOMENTS:

Smiles, sunsets, beach time, drinks sparkling, a steamy dish, a chef in action, hugs and kisses. Unforgettable moments with family and friends. Interact with the experiences and people will interact with your posts. POP performances, a sports match, gym lessons. Be active and participate, in the end, people like to be a part of the Show.

### HONOR THE DESTINATION:

The nature, the culture, their traditions, habits and good qualities. People travel to see and learn new things. The Dominican happiness of Punta Cana is something to highlight, the Mexican cuisine and ancient culture of Costa Mujeres (Cancun), Riviera Maya and Riviera Nayarit, too. The Jamaican hospitality of Montego Bay, along with the vibrant cultural fusion in Imbassaí, Brazil and Ibiza, Spain. These are the aspects our guest won’t forget of their vacation.

### TAKE CARE OF OUR CAMPAIGNS:

Creative concepts are part of an advertising strategy and it is important not to overuse them to avoid being repetitive and boring. The more variety of expressions we show on our posts, the less tired our audience gets and it prevents the loss of active participants. This is the biggest challenge of a good community manager, to stay fresh and be creative.



# COMMUNICATION MOODBOARD

How **we** are







BRAND  
TAGLINE

# IT'S EVERYTHING YOU LOVE

How **we** are

What better way to define our brand, than by the words expressed by our clients to define us?

IT'S EVERYTHING YOU LOVE is a simple and direct message that conveys what our guests feel during their stay through each experience. They seek to feel comfortable, to have fun, and be pampered...to enjoy without limits.

And they love that at Grand Palladium Hotels & Resorts, they find all this, and more.

This phrase arose from a client who was asked why he chose us. His answer was so gratifying, we took the liberty of choosing it as our tagline.

It reminds us of our responsibility to continue working hard to keep this loving relationship with our guests alive. We want to be part of the history of the families who come to us every year, through generations, and create moments that matter in their lives.



# BRAND MANIFESTO

"It's everything you love," our current advertising campaign, puts the hotel and its products in the spotlight, focusing on the experiences that guests of Grand Palladium Hotels & Resorts can enjoy from inside the resort. Launched in 2018, it is based on the brand's tagline, which emphasizes the feeling of plentitude that our guests feel throughout their stay, a 360° feeling of enjoyment and being fully completed by every aspect that the resort has to offer them as they have fun without any worries.

The warm welcome that greets our guests as they step into the lobby, to the exquisite comfort experienced of our rooms, the relaxation felt on the beach and by the pools, as well as the delicious satisfaction felt at our á la carte restaurants. Pleasant experiences that allow for carefree family fun and arouse a mixture of sensations within our guests: joy, comfort, adventure, along with the feeling of being appreciated by our ultra-attentive staff and through our excellent services. In the end our guests feel fulfilled and complete because, just as the claim of the campaign implies, they have experienced everything they love.

How we are







# SPAIN IBIZA

Enjoy amazing and authentic Mediterranean vacation experiences with all-inclusive services at our family friendly beachfront resorts in Ibiza, creating moments that matter.

Where **we are**







CANCUN



RIVIERA  
MAYA



Where **we are**

RIVIERA  
NAYARIT

## MEXICO

Exuberant nature and a rich local culture create moments that matter in Mexico's most beautiful family friendly all-inclusive 5-star beach resorts.







# THE DOMINICAN REPUBLIC PUNTA CANA

Charming locals and paradisiacal beaches create moments that matter at the Caribbean's friendliest all-inclusive resort Win Punta Cana.

Where **we** are





Where **we are**

## JAMAICA MONTEGO BAY

True Jamaican hospitality provided by a dedicated team of personnel creates moments that matter together with all-inclusive services, comfort and entertainment for the whole family.  
Feel the vibes!







# BRAZIL IMBASSAÍ

Exuberant nature, entertainment for the whole family, superb gastronomy and all-inclusive services in Imbassaí create moments that matter.

Where **we are**







Where **we** are

## ITALY SICILY

Taste the flavors, the culture and the amazing coast of Sicily, the largest island in the Mediterranean. Enjoy fabulous experiences on your vacation, with all-inclusive services for the entire family. Live the authentic Italian way of life.





# FLAVOURS

Grand Palladium Hotels & Resorts offer a wide variety of culinary options to enjoy. At our resorts in Mexico, Italy, Spain, the Dominican Republic and Jamaica, we feature delicious restaurants specialised in both local and international cuisine to satisfy the appetites of guests of all ages. During their stay, guests of the hotels can enjoy superior quality meals and drinks at à la carte restaurants, international restaurants and even show cooking restaurants. This is in addition to bars, cafés and a sports bar, which offer countless options to delight guests from morning to evening.



What **we** are



# RESTAURANTS À LA CARTE



SUMPTUORI

Delicious Japanese cuisine with an extensive menu that includes sushi, sashimis, seaweed and tempuras. A menu with a selection of sushi is the chef's recommendation, to accompany it with classic drinks of this gastronomy. The teppanyaki tables invite guests to be front row spectators of the preparation of their dishes.



BAHIA  
E BRASIL

The traditional rodízio of meats and local specialties is one of our guests' favorites. An authentic Brazilian barbecue with a wide selection of freshly made meats. In addition, the table service of the meats is accompanied by a very wide selection of salads and preserves to accompany the best cuts such as picanha.

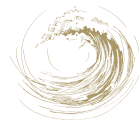
*Portafino*

What we are

In this restaurant with a very Mediterranean setting, the cuisine and the chef's recommendations are mainly based on delicious dishes of pasta, risottos and fish. A non-stop journey through the flavors of Italian cuisine.







## POSEIDÓN

Tables on the sand, the sea breeze and a delicious menu by our chefs. Lunch with gastronomic stations and spectacular a la carte dinners with a complete variety of wines. Fish, rice, seafood and local cuisine in a paradisiacal setting and a relaxed atmosphere.



The ideal place to watch games of your favorite team, play pool or eat delicious hamburgers with cold beers. The menu also offers other light dishes, sandwiches, salads and drinks.



What **we** are



# BRAVO

DINNER & DANCE EXPERIENCE

BRAVO Dinner & Dance Experience, the new concept of gastro show that will open on December 2023 to offer a dinner experience where gastronomy, 80's and 90's music and the magic of dancing will meet.



## BAM BOO!

This restaurant provides an à-la-carte dinner service, with Asian specialities, as well as an innovative menu with Indian food. You can dine using tatami-type tables which, together with the faint and filtered lights, will create a unique atmosphere.



## EL DORADO

This restaurant offers a wide selection of meat imported from the US. Choose your starters from our buffet or à la carte menu and enjoy the flavours of the authentic american grill.



## What we are



## LA ADELITA

A sequence of colourful spaces and geometries where you can enjoy à-la-carte dinners, with exquisite Mexican dishes. It provides a carefree and pleasant atmosphere that will take you to this incredible country, so you can enjoy its famous cuisine.





This fully refurbished restaurant provides a dinner service that focuses directly on the concept of tapas, with a large variety of selected Spanish tapas, which you can enjoy with a glass of beer. You can also try the best cava wines and the most delicious Spanish wines from the cellar, while enjoying the pleasant outdoor restaurant.



Let us seduce you with the gastronomy, the intense flavours and the exotic atmosphere of our new Hindu restaurant. There, you can enjoy the delicious traditional Indian recipes, with their variety of spices and greens combined with rice dishes that make every meal a unique culinary experience. This magnificent à la carte theme restaurant is the ideal venue for lovers of Indian food. Its decoration and the flavours of its original gastronomy on your palate will carry you away to India.

What **we** are



Decorated in earth tones and wooden touches, the rustic atmosphere of La Paisana will transport you right to La Pampa, Argentina. Premium cuts for all tastes, from the classic tender beefsteak to the juicy brisket and, of course, always topped with chimichurri. Unleash your senses with a full-bodied Malbec and select the sides that best dance with your palate. A tango of flavors in your mouth, that you cannot miss.







## IL PALAZZO

Mamma mia! It's easy to see why Italian cuisine is a favourite world-wide. Il Palazzo is an Italian à la carte restaurant where you will get to enjoy delicious pastas, pizzas and other tasty Mediterranean recipes. Give in to the delicious aromas of tomato, basil and olive oil and enjoy a dinner al fresco on its wonderful terrace.

## RIBS&MORE

This large American restaurant offers an incredible variety of meats, ribs, hamburgers and much more! A spectacular variety of wines to pair with the different flavours you'll find in this restaurant where you can enjoy authentic American cuisine for an outstanding evening.



What **we** are

## LA DOÑA

Tacos, margaritas, guacamole, pico de gallo, refried beans, Mexican tortilla chips... ¡Viva México! Dine in our à la carte restaurant and enjoy the delights of Mexican gastronomy in a charming atmosphere. It offers a stylish Mexican décor and a large terrace with a covered deck for dining outdoors.







Embark on a culinary journey to Thailand and discover the intensity of Asia's most savoury plates. The perfect balance between sweet and salty, sour and spicy, tart and bitter. A party of flavours in your pallet that you won't want to miss.



What **we** are



Having an authentic culinary experience at your destination is essential if you want to learn about the culture. Enjoy regional Jamaican specialties made with local produce like okra, callaloo, ackee, and allspice, then let your senses do the talking.





## HEMINGWAY

Located on the terrace of the Grand Palladium Punta Cana Resort & Spa, near the lobby. It offers a wide range of national and international cocktails. Tea-time from 17.00 to 18.00 with a variety of cakes, reading area and board games.



## PIACERE

Arabic, Robust, from Colombia or from Kenya. Espresso, ristretto or latte, pleasure comes in a variety of flavors. There is nothing more intimate, nor more intense, than a warm cup of coffee. In our Coffee Shop we can satisfy any craving.

## What we are



Water circuits, a massage and a revitalizing juice. Mango, apple, pineapple, carrot... made of fruits or vegetables, but always natural. The start and the end of a lasting tribute between the body and soul in our exclusive Healthy Bar.





# SHOWCOOKING RESTAURANTS



Main restaurant in the Grand Palladium Punta Hotels & Resorts. It offers an international show cooking with a wide choice. At dinner we offer speciality show cooking, a wide variety of salads and healthy foods, an Italian and American section and ice creams.



## BARS



### BEACH BAR

The resort includes magnificent beach bars, the perfect place to enjoy an unforgettable experience overlooking the sea. Enjoy the best tropical cocktails and mixed drinks, while listening to the relaxing sound of the sea and gazing at the starry night sky. In this magnificent you'll also find a wide variety of snacks to enjoy during a day at the beach, with every detail taken care of. Rest and relax in an ideal environment.



### SKY BAR

For those who don't want to miss a thing. Panoramic views to watch the sunset with a cocktail in hand and music playing in the background. Take pleasure in a social hour to share experiences and just let go.

What **we are**



### LOBBY BAR

Enjoy an exclusive service in the lobby bar. A cosy space and a refuge from the heat, take a seat and enjoy a drink, a good book, a great conversation and a moment of peace and quiet.



### BAR

Enjoy fabulous cocktails and all sorts of refreshing beverages.



### POOL BAR

Enjoy a wide selection of drinks and cocktails by the pool. Ice cream and all the snacks you need to recharge between dips in the water.



# PALLADIUM PREMIUM EXPERIENCE

The Palladium Premium Experience is the umbrella that comprises all the Palladium Hotel Group's upselling options. The guests at Grand Palladium Hotels and Resorts can make upgrades in their room, enjoy a large selection of premium drinks in our bars and restaurants, take suggestions from the chef, such as Wagyu burgers or steaks, or even enjoy romantic experiences or unique birthday celebrations within the hotel.

What we are





## SPACES

Exclusive, innovative and peaceful, Zentropia Palladium Wellness & Spa offers you a luxury spa and wellness centre where all kind of treatments are on offer. Zentropia is a space devoted to relax and wellbeing, equipped with special cabins for beauty treatments and a wonderful thermal zone. A team of highly professional therapists will be pleased to revitalize your body and soul.

### Facilities and services Spa:

- Beauty
- Facial and body treatments
- Massages
- Water slides
- Hot and cold eater whirlpools
- Relaxation area
- Cold bath
- Hot Jacuzzi
- Ice cabin
- Steam rooms
- Dry and moist sauna
- Foot shower with stones
- Cold Jacuzzi
- Round Jacuzzi with gooseneck
- Sensation Shower

What we are

*Zentropia*  
PALLADIUM SPA & WELLNESS





What we are

## EXPERIENCES

### THE SHOW

The curtain goes up, the spotlight hits the stage. Heart beats quicken as senses are stimulated. Get ready for Chic Cabaret & Restaurant! Prepare to be amazed by the most captivating choreography, bedazzling acrobatics and a legendary soundtrack, passing through the most influential tunes in history. From classic 50's rock all the way up to present day pop, with a touch of Latin rhythm, enjoy a taste of pure performances complemented by a tempting fusion of flavors.

### THE DINNER

Cheers to a night full of delicious surprises. From the very first cocktail to the very last plate, indulge in an exquisite assortment of flavors, exciting your taste buds as they dance to the beat of each act. Relish in a dinner fit for the stars, where each dish complements the scene. With culinary creations that will blow your mind, we'll satisfy your need for excitement and zest with each one of our delectable signature dishes. We are never short of vegan or vegetarian options, just let us know which menu fits your lifestyle best during the time of reservation so that we can offer you the ideal experience.







DINNER & DANCE EXPERIENCE

What we are

## EXPERIENCES

Prepare yourself for an amazing night in Grand Palladium White Sand Resort & Spa that fuses entertainment and indulgence, promising memories that linger long after the last note fades away. From the nostalgic beats of the '80s to contemporary chart-toppers, the ambiance resonates with a diverse range of tunes, catering to all generations.

As guests step into this electrifying venue, they are greeted with a welcome cocktail, setting the stage for an evening of culinary delights and captivating performances. The dinner show unfolds with mesmerizing displays of talent, featuring a dynamic ensemble of singers and dancers, ensuring an immersive experience for all attendees. And, for those who want to extend the evening, an enticing after-party awaits, boasting a premium open bar and an atmosphere charged with excitement, promising an unforgettable night.

BRAVO Dinner & Dance Experience is more than just a night; it's a sanctuary for those seeking to escape the ordinary and embrace the extraordinary.



## BABY CLUB

The favourite hangout for the little ones in the gang. Our childcare professionals will pamper and care for your 1 to 3-year old while you get some quality time with your partner or friends. The Baby Club is equipped with padded furniture and all kinds of toys suited to this age group to make sure they have an easy and safe play time with the other little cuties. And, if they get a sleepy, we'll put them down for a nap in the colourful nursery, fitted with cradles, changing mats and every toddler care essential there is. Hey little ones, welcome to a universe of colour and fun. Opening hours: from 9 am to 8 pm Ages: 1 to 3 years old.



## MINI CLUB

Mini Club is the leisure space for kids between 4 and 12 years of age who are up for some fun and adventure on their holidays. Under the supervision of our professional staff, the little guys will enjoy a full programme of activities, workshops and all kinds of entertainment activities in a space designed just for them. Located beside the kid's pool, with indoor and outdoor spaces, there's an art room, video games, an outdoor kiddie park with a trampoline and all sorts of games. They're going to have a ball! Opening hours: from 9 am to 5 pm Ages: 4 to 12 years old.



What we are

## JUNIOR CLUB

An amazing space for teens who want to have some awesome parent-free fun. Sorry grown-ups, this is a no-go zone for you. This place is just for them. Junior Club is equipped with everything a teen aged between 13 and 19 could want to have a totally awesome holiday: X-Box One zone with consoles and videogames, pool table, TV screens and even a band room for jamming with their favourite musical instruments. Let the fun begin! Opening hours: from 11 am to midnight Ages: 13 to 19 years.





What we are

## LEARN FROM THE BEST, AT MEXICAN CARIBBEAN.

The epic nature of tennis, like any sport, combines fantastically with the fun to be had on a memorable holiday. Improve, learn, overcome. Thrive. And return home with your batteries fully charged. Because there's no better way for active travellers to disconnect than by connecting with their passion. At Rafa Nadal Tennis Centre, guests at Grand Palladium Costa Mujeres Resort & Spa are welcome to attend classes and programmes suitable for all levels that will ensure a holiday as extraordinary as Rafa Nadal's professional career. This is a state-of-the-art sports centre where you can learn from the best thanks to instructors from Rafa Nadal Academy by Movistar. It's a fabulous gift for tennis fans, whatever their age.





# IDEAS



Grand Palladium Hotels & Resorts features Family Selection, a special area created just for families in the Caribbean's most paradisiacal corners, currently in Costa Mujeres (Cancun, Mexico) and Riviera Nayarit (Mexico). It offers exclusive facilities, personalized services and premium products and amenities for the entire family, so both parents and their little ones can enjoy their vacation to the fullest. Among its unique features, it boasts Family Boss, its line of premium products specially made for children, as well as personal assistance from a Family Host.



What we are





# IDEAS

## THE Signature LEVEL

Grand Palladium Hotels & Resorts feature The Signature Level, an exclusive program to take the all-inclusive experience to the next level, currently available in Sicily (Italy) and Imbassaí (Brazil).

The Signature Level guests enjoy personalized services, premium products, unique perks and access to exclusive areas within the hotel. It offers from private check-in and access to Zentropia Palladium Spa & Wellness to priority booking and preferential seating at á la carte restaurants.

The perfect plan to enjoy the new holiday experience at Grand Palladium Hotels & Resorts.



What we are





# INFINITE INDULGENCE® PROMISE

## ABSOLUTE INDULGENCE

### What we are

Relax. Savor every moment. Please yourself, with no limits. This is what vacations are for, and this is our inspiration, offering you much more than an all-inclusive plan at Grand Palladium Hotels & Resorts. Freedom of choice, time for your pleasure and space to make the most of it. Enjoy your stay with Infinite Indulgence®. It's all included.

Feed your most exquisite cravings at our à la carte international restaurants. The thirst for good times, is satisfied with the finest spirits and drinks at every bar of the hotel. Share your joy, you have free wi-fi in all our facilities. Reconnect with nature: the resort has direct access to the beach and stunning views of the landscape and gardens that you can appreciate from the balcony or terrace of your suite.

At Grand Palladium Hotels & Resorts we want you to enjoy yourself twice as much. So, when visiting our hotels with Absolute Indulgence, your free all-inclusive day pass, you can double your vacation, visiting our hotels of the same category in the neighboring destination to enjoy all of their services and facilities with no limits.





# COMPETITIVE SET

## PUNTA CANA

IBEROSTAR BAVARO SUITES  
BARCELO PALACE  
MAJESTIC COLONIAL  
PARADISUS PUNTA CANA  
DREAMS PUNTA CANA  
ROYALTON PUNTA CANA  
MELIA TROPICAL

## RIVIERA MAYA

BARCELO MAYA PALACE  
IBEROSTAR PARAISO LINDO  
PARADISUS PALAYA DEL CARMEN  
ROYALTON RIVIERA CANCUN  
DREAMS TULUM

## COSTA MUJERES

DREAMS PLAYA MUJERES  
ESTUDIO PLAYA MUJERES  
MAJESTIC COSTA MUJERES  
PLANET HOLLYWOOD  
PARADISUS CANCUN

## JAMAICA

JEWEL DUNNS RIVER RESORT  
MELIA BRACO  
ROYALTON BLUE WATER  
IBEROSTAR ROSE HALL BEACH  
HYATT ZIVA ROSE HALL  
SANDALS WHITE HOUSE  
ROYALTON NEGRIL

## VALLARTA

IBEROSTAR PLAYA MITA  
BARCELO PUERTO VALLARTA  
DREAMS BAHIA MITA SURF  
MARIVAL EMOTIONS  
HILTON VALLARTA RIVIERA  
KRYSTAL GRAN NUEVO VALLARTA

## IMBASSAI

IBEROSTAR BAHIA  
IBEROSTAR PRAIA DO FORTE  
COSTA SAUIPE PREMIUM  
VILLA GALE

## IBIZA

INSOTEL FENICIA PRESTIGE  
FERGUS STYLE BAHAMAS  
INSOTEL TARIDA BEACH  
HOTEL TORRE DEL MAR  
THE IBIZA TWIINS  
HARD ROCK HOTEL IBIZA  
HOTEL VIBRA ALGARB  
HOTEL GARBI IBIZA

## SICILY

ACACIA RESORT PARCO DEI LEONI  
HIMERA PREMIUM RESORT  
POLLINA PREMIUM RESORT  
CEFALÚ SEA PALACE  
DOMINA ZAGARELLA SICILY  
CDSHOTEL TERRASINI  
VOI CLUB ELORO  
HOTEL COSTA VERDE



## MARKET TRENDS:

- Multi-generational travel
- All-inclusive services
- Food options for the entire family, including allergy and gluten-free friendly offerings
- Wellness activities
- Day & Night activities
- Kid-friendly activities
- Pop up activities (unscheduled, unique activities)
- Reliable & Free Wi-Fi
- Room service options
- Environmentally conscience
- Unique tour offerings
- Hygiene and safety stays guarantee

## HOW TO SATISFY THESE TRENDS:

- Infinite Indulgence©, it's all included
- Absolute Indulgence, all-inclusive pass to neighboring resorts
- Kids Clubs designed for different age groups and open until 11PM
- Diverse international food offerings each with a special allergy & special diet menu
- Zentropia Palladium Spa & Wellness center
- POP Entertainment Program

## Market analysis

- PLAY at Palladium with RAGGS and The POP Gang, featuring these colorful characters hosting Mini Club activities, poolside events, a disco party, breakfasts and a 50-minute live show
- FREE Wi-Fi throughout the resort
- Resort digitalization (WIFI portal and smart phone APP)
- Room service available until 11 PM
- Sustainable management: our resorts are highly committed to the wellbeing of the environment
- Diverse tour offerings
- Room service options
- Environmentally conscience
- Unique tour offerings
- From free cancellations to travel insurance and security measures upon possible infection





Visual **identity**

# NAME AND APPLICATIONS

## Grand Palladium Hotels & Resorts

### SPAIN:

Grand Palladium Palace Ibiza  
Resort & Spa

Grand Palladium White Island  
Resort & Spa

### MEXICO:

Grand Palladium Costa Mujeres  
Resort & Spa

Grand Palladium Colonial  
Resort & Spa

Grand Palladium Kantenah  
Resort & Spa

Grand Palladium White Sand  
Resort & Spa

Grand Palladium Vallarta  
Resort & Spa

### DOMINICAN REPUBLIC:

Grand Palladium Punta Cana  
Resort & Spa

Grand Palladium Bávaro Suites  
Resort & Spa

Grand Palladium Palace  
Resort, Spa & Casino

### JAMAICA:

Grand Palladium Jamaica  
Resort & Spa

Grand Palladium Lady Hamilton  
Resort & Spa

### BRAZIL:

Grand Palladium Imbassaí  
Resort & Spa

### ITALY:

Grand Palladium Sicilia Resort & Spa





## Visual identity

# LOGOTYPE



### NEGATIVE VERSION OF THE LOGOS OVER THE MAIN COLOURS



### WRONG EXAMPLES





## Visual identity

### TYPOGRAPHY

The typographic family of the brand is **AVENIR** and it is only used in these 3 weights:

LIGHT  
& LIGHT OBLIQUE  
**BLACK**  
& BLACK OBLIQUE  
BOOK  
& BOOK OBLIQUE

**TITLES MUST BE WRITTEN**  
WITH CAPITAL LETTERS IN  
AVENIR LIGHT AND BLACK.

The use of the weights will depend on the content of the title, always highlighting in black the most relevant words or concepts.

Paragraphs must be written in Avenir Book. Highlighted contents, in Avenir Black.





## Visual identity

SUPPORTING COLORS

PANTONE 7506

PANTONE 2708

The supporting colors are used when you want to reduce the visibility of the principal and secondary colors.

PRINCIPAL COLORS

PANTONE 126

PANTONE 288

These colors should be present in all forms of communications and should always be combined with one or two of the secondary colors.

# COLOURS

The secondary colors will always be used together with principal colors.

SUPPORTING COLORS

The supporting colors are used when you want to reduce the visibility of the principal and secondary colors.





## GRAPHIC SYSTEM

Due to the amount of common areas of use (swimming pools, sports facilities, lakes, gardens, restaurants, bars, access to beaches, etc.), specific color graphic shapes will be used to differentiate them.

These organic figures will be present in all communications and serve as signaling elements and also as support for the logo, headlines or any relevant information.

Recognizable and friendly, these visual patterns will help to create brand recognition.





# GRAPHIC SYSTEM

Shapes menu and use of them  
(individually or related):

They must be used in different colors and  
sizes.

The filling of the figures can be flat-  
colored

Shapes can touch and overlap,  
creating different planes of color and  
preponderance, to prioritize or highlight  
something.

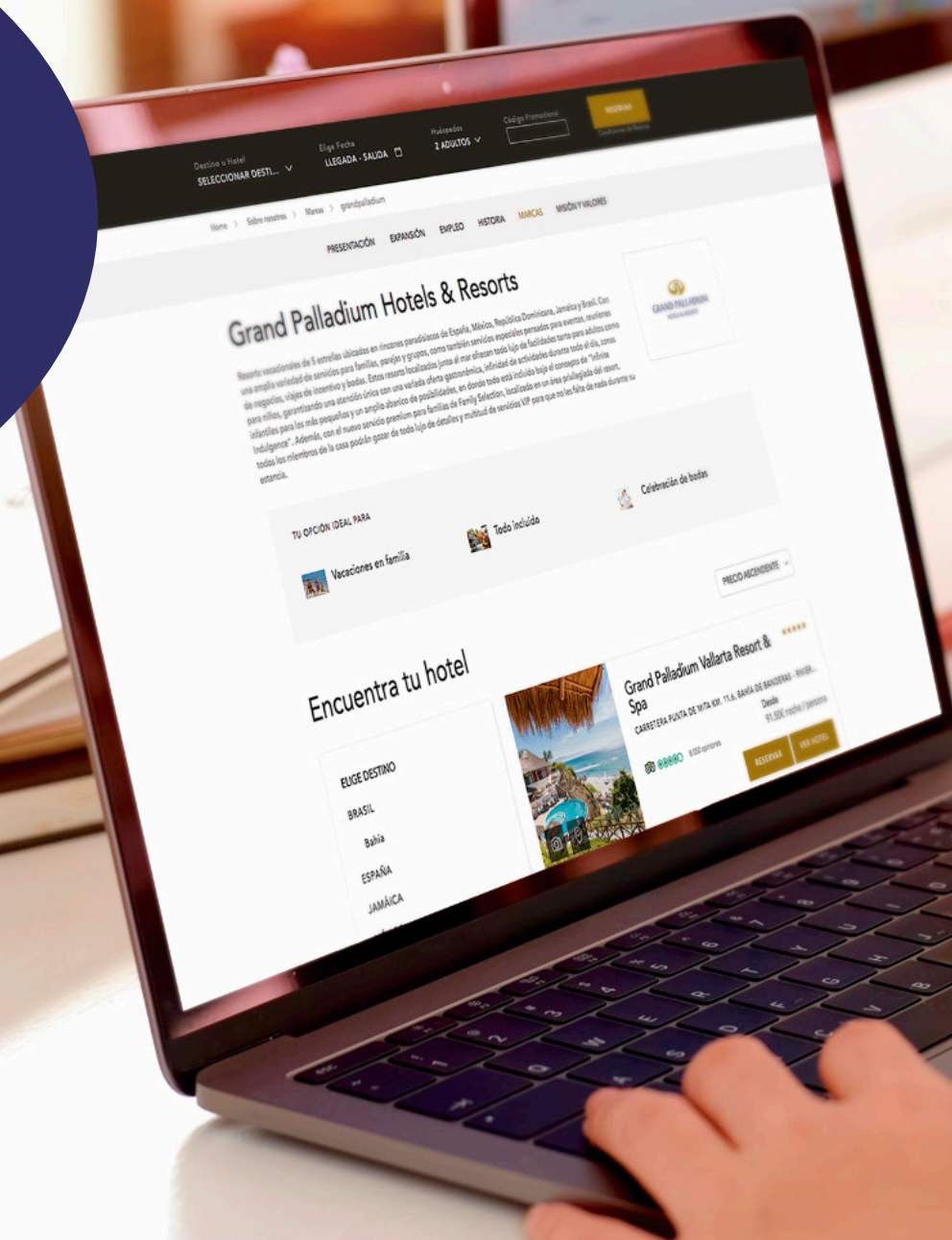
Visual **identity**





# WEBSITE

Brand touchpoints





# COLLATERALS

## Brand touchpoints





# SIGNAGE

## Brand touchpoints







## Brand **touchpoints**

# UNIFORMS

Employee uniforms are complemented with accessories such as handkerchiefs and belts, designed by our creative team.

Prints and textures are inspired by the variety of experiences that make up the brand's visual identity.

\*Europe implementation.







# GRAND PALLADIUM

HOTELS & RESORTS

PALLADIUMHOTELGROUP.COM

PALLADIUM  
HOTEL GROUP