



# Castara Retreats

And the  
Caribbean  
Kitchen

## Our Brand Guidelines

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*Our Brand / Our concept*

OUR INTERNAL COMMUNICATION LINE

THE ESSENCE OF THE CASTARA RETREATS BRAND (ITS INTENT) IS CAPTURED IN THE LINE:

*“Keep it Real”*

THIS IS FOR INTERNAL USE ONLY. ALL STAFF AND CASTARA RETREATS PARTNERS SHOULD STAND BY THIS.  
IT'S WHAT MAKES CASTARA RETREATS SPECIAL, DOWN TO EARTH - AUTHENTIC  
AND SETS US APART FROM OUR COMPETITION.

## OUR INTERNAL COMMUNICATION LINE EXPLAINED

### *“Keep it...”*

➤ REFLECTS THE SENSITIVITY AND CARE WE EMPLOY, THE DESIRE NOT TO LOOSE WHAT'S RIGHT AND GOOD ABOUT THE COMMUNITY AND SURROUNDINGS VIA OUR SUSTAINABLE APPROACH. WE AIM TO KEEP CASTARA AS UNHARMED AS POSSIBLE PROTECTING THE ENVIRONMENT & CARING FOR THE ECO SYSTEM & IT'S WILDLIFE.

➤ REFLECTS OUR DIFFERENCE COMPARED TO HOTELS OR COMMERCIAL RESORTS.

### *“...Real”*

➤ REFLECTS OUR HONESTY AND THE FACT THAT WE STAND OUT BY DOING THINGS WITH INTEGRITY AND DIRECTLY FROM OUR HEARTFELT INTENTION TO REMAIN AUTHENTIC.

# *“Keep it Real”*

AS A WHOLE IT'S THE INFORMALITY OF TONE THAT MIRRORS THE CULTURAL ASPECTS OF TOBAGONIAN LIFE. IT INSTILLS PRIDE IN TEAM CASTARA RETREATS AND IS A CONSTANT REMINDER TO ...

...WELL 'KEEP IT REAL'.

UNLIKE THE UPTIGHT AND PREDICTABLE HOSPITALITY CHAIN APPROACH IT DIFFERENTIATES US FROM THE HOTEL SECTOR AND THEIR GENERIC BRAND CONCEPTS.

# *Our Brand / Our Concept*

OUR INTERNAL COMMUNICATION LINE - 'KEEP IT REAL' REFLECTS OUR EVERYDAY WORKING SIDE; THE WAY WE DO THINGS ROUND HERE, THE WAY WE GET THE JOB DONE.

BUT WHAT ABOUT THE MAGIC?

WHAT ABOUT THOSE SPECIAL MOMENTS THAT STICK IN THE GUESTS MIND, THE LITTLE CASTARA RETREATS ANECDOTES THEY REGALE AGAIN AND AGAIN.

WE CAN ASSUME IT'S THESE MEMORABLE MOMENTS THAT HELP DRIVE RETURN CUSTOM AND CREATE BRAND LOYALTY, INDICATED BY THE HIGH YEAR ON YEAR RETURNING CUSTOM.

## *Our Brand / Our Concept*

OUR EXTERNAL COMMUNICATION LINE:

*“Life is not measured by the number  
of breaths you take,*

*But by the Moments that take  
Your breath away”*





*Our Brand / Our Vision*

## OUR VISION EXPLAINED

AN AMBITIOUS CONCEPT REQUIRES A BIG VISION.  
WE BELIEVE THE BIGGER THE VISION, THE GREATER THE OPPORTUNITY TO SUCCEED!  
IN THE WORLD OF SUSTAINABLE TOURISM WE WANT CASTARA RETREATS:

- TO BE THE FIRST NAME THAT COMES TO MIND FOR CUSTOMERS
- TO BE THE FIRST NAME THAT COMES TO MIND FOR PARTNERS
- TO BE THE FIRST RESULT IN ANY SEARCH ENGINE...

*...To be the first 'Port of Call'*

(FOR ALL ASPECTS OF SUSTAINABLE TOURISM IN THE CARIBBEAN)



*Our Brand / Our Values*

## *Our Brand / Our Values*

### *Our values*

WE HAVE INTENTIONALLY DEFINED OUR VALUES THROUGH A SERIES OF MNEMONICS (CATCHY PHRASES) TO MAKE THEM MEMORABLE:

REMEMBER, IN EVERYTHING WE DO, WE ARE TRUE TO AT LEAST ONE OF OUR VALUES. AND NEVER, NEVER, CONTRAVENE ANY.

# *Keep it Real*

(AUTHENTICITY)

# *Love What You Do*

(FRIENDLY)

# *Do the Right Thing*

(ETHICALITY)

# *Daring to Share*

(SUSTAINABILITY)

## *Our Brand / Our Values*

### *Keep it Real:*

AS GUARDIANS OF SUSTAINABLE TOURISM OUR TOUCH POINTS ARE REAL AND AUTHENTIC GUEST EXPERIENCES AND PROTECTING OUR NATURAL ENVIRONMENT. WITH OUR COMMUNITY INITIATIVES AND NO FENCES POLICY WE DRIVE THIS ACTUALITY.

### *Love what you do:*

WE ENJOY OUR WORK, TAKING PRIDE AND PLEASURE IN OUR SUCCESSES. WE LOVE WHO WE WORK WITH, FEEDING INTO A POSITIVE CULTURE WITHIN CASTARA. WE VALUE THESE RELATIONSHIPS BE THEY WITH CORE STAFF OR SUPPLIERS – LOVE AND RESPECT WILL CARRY OUR MESSAGE AND EFFORTS FAR BEYOND THE BAY.

### *Do the right thing:*

WE ARE OPEN AND HONEST; ALWAYS KEEP OUR PROMISES, AND DEMONSTRATE RESPECT FOR THE ENVIRONMENT AND THE COMMUNITIES WE WORK WITH.

### *Daring to Share:*

SUPPORTING INDEPENDENT LOCAL BUSINESS, WE WORK TOGETHER TOWARDS POSITIVE CHANGE THROUGH A FRESH, INSPIRED APPROACH TO SUSTAINABLE TOURISM WITHIN CASTARA, TOBAGO AND THE CARIBBEAN.



*Our Brand / Our Calling*

## *Our Brand / Our Calling*

BEING A ETHICAL COMPANY – WITH SAINABILITY AT ITS HEART  
WE DON'T HAVE A MISSION WE HAVE...

*...Our Calling*



OUR CALLING:

*We Welcome Guests to Experience  
Authentic Life Enhancing Moments.*

*We act as the Catalyst for Environmental  
& Community Focused Wellbeing.*



*Our Brand / Our Tone of Voice*

# Our Brand / Our Voice

## Our voice explained

IT IS IMPORTANT THAT THE PERSONALITY OF OUR BRAND PERMEATES EVERYTHING WE DO. THIS IS PARTICULARLY IMPORTANT WHEN WE COMMUNICATE WITH THE WRITTEN WORD: A MEDIUM THAT MAY NOT NECESSARILY BE ACCOMPANIED BY IMAGES OR DELIVERED WITH PASSION FROM THE LIPS OF OUR STAFF.

OUR STARTING POINT IS ALWAYS OUR VALUES:

## Keep it Real

PEPPER THE COPY WITH WORDS THAT ARE CREDIBLE AND SINCERE AND TO KEEP IT LIVELY AND DYNAMIC USE WORDS WITH A TOBAGONIAN FLAVOUR. AVOID BEING OBTUSE, ABSTRACT, HIGHFALUTIN OR PRETENTIOUS. ULTIMATELY THE PURPOSE IS TO COMMUNICATE NOT CONFUSE.

## Love what you do

READING CASTARA RETREATS COPY SHOULD BE A PLEASURE. PROPAGATE CASTARA RETREATS' ENTHUSIASM AND LOVE OF WHAT WE DO. IMBUE A WRY SMILE WITH WELL-PLACED WORDS. CASTARA RETREATS MAKES SUSTAINABLE TOURISM FUN, WE ARE FRIENDLY AND WELCOMING, BUT WE ARE NEVER FRIVOLOUS. WHEN IT COMES TO HUMOUR, IF THERE ANY DOUBTS – LEAVE IT OUT.

## Do the right thing

RESPECT IS THE KEY TO STAYING TRUE TO THIS VALUE. WE STICK TO THE FACTS, AND STAND EYE-TO-EYE - NEVER PATRONIZING OR TALKING DOWN TO THE AUDIENCE. SHARING THE TRUTH WITH TRANSPARENT STORYTELLING.

## Daring to Share

EXHIBIT THE STRENGTH AND THE DARING IT TAKES TO DO SOMETHING DIFFERENTLY, EMBRACING OTHERS, SHARING OPPORTUNITY. KNOW YOUR AUDIENCE AND ADJUST YOUR COPY ACCORDINGLY. PUT YOURSELF IN THEIR SHOES AND CONSIDER WHAT THEY WANT TO "HEAR". REASSURE BY REMAINING POSITIVE AND VIBRANT, BUT REMEMBER – WE DON'T BOAST, WE SIMPLY INSTIL CONFIDENCE.

# Our Brand / Our Voice

## Our vocabulary

WHEN IT COMES TO COMMUNICATING OUR BRAND, CHOOSE YOUR WORDS WITH CARE. YOU MAY FIND IT USEFUL TO FIRST CREATE A VOCABULARY BASED UPON OUR VALUES, AND DRAW ON IT WHEN WRITING COPY. HERE ARE SOME EXAMPLES:

FAMILY BUSINESS	RENEWABLE	CARING	ACTUAL	MOMENTS
UNDERSTANDING	SUSTAINABLE	EMPATHY	PEACE & QUIET	HAPPINESS
COMMUNITY	GREEN	LOVE	PALPABLE	REAL EXPERIENCE
RELAXING	ECO-FRIENDLY	SHARING	RESPECTFUL	WONDER
KEEP IT REAL	RAPPORT	COLLABORATING	TRUE	CONNECTING
TRUSTED	COMPASSION	LISTENING	HONEST	EMBRACING
RETREAT	AFFINITY	FEELING	SINCERE	UNPRETENTIOUS
AUTHENTIC	RESPONSIVENESS	HEARING	INTEGRATED	VITALITY
CREDIBLE	SOULFUL	FUN	HEARTFELT	HEALTHY
VIABLE	APPRECIATIVE	LIVELY	WARM	REJUVENATING
SECLUSION	BEING THERE	CONVIVIAL	ENGAGING	RECHARGE



*Our Brand / Our Identity*

# Our Brand / Our Identity

## Our Primary Logo

OUR LOGO BRAND HAS BEEN ADAPTED TO BRING IT IN-LINE WITH OUR BRAND GUIDELINES, AS DESCRIBED BELOW:

Castara  
Retreats  
And the  
Caribbean  
Kitchen

— THE BRUSH EFFECT FONT HAS BEEN CUSTOMISED TO  
CREATE A MEMORABLE EMBLEM

— BY UTILISING ONE BRAND COLOUR & BY LOSING THE  
GRADIENT WE CONTEMPORISE THE APPROACH.

— BY INCLUDING THE RESTAURANT & BAR NAME, WE  
RAISE AWARENESS OF THIS SECONDARY BUSINESS &  
EMPHASISE OUR AUTHENTIC VALUE.

## *Our Brand / Our Identity*

### *Our Caribbean Kitchen Logo*

BY CREATING A UNIQUE IDENTITY FOR THE RESTAURANT BUSINESS, WE CAN HELP RAISE AWARENESS AND AIM TO ATTRACT MORE BUSINESS FROM OFF SITE. WE HAVE MADE A NAME CHANGE TO EMPHASISE THE AUTHENTIC NATURE OF THE CUISINE ON OFFER AND ANSWER THE QUESTIONS RAISED IN THE BRANDING DEVELOPMENT PROCESS.

Caribbean  
Kitchen

— WE HAVE CHOSEN A CASUAL BRUSH STROKE FONTFACE TO WORK ALONGSIDE THE PRIMARY LOGO DESIGN AND YET RETAIN A UNIQUE IDENTITY OF ITS OWN.

## Our Brand / Our Identity

WHEN USED ON NATIONAL ADS & PROMOTIONAL MATERIAL, THE LOGO MAY BE LINKED TO THE WEB URL.

Castara  
Retreats  
And the  
Caribbean  
Kitchen

[WWW.CASTARARETREATS.COM](http://WWW.CASTARARETREATS.COM)

## Application

THE LOGO CAN BE REVERSED OUT OF THE BRAND COLOURS OR PHOTOGRAPHS IN WHITE.





# Our Brand / Our Identity

## Identity Exclusion Zone

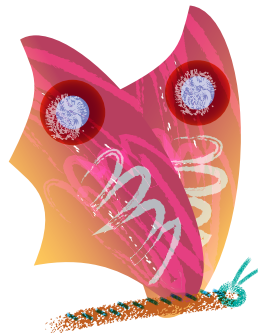
TO KEEP THE IDENTITY PRECIOUS AND FREE FROM CLUTTER, WE HAVE DEVELOPED AN EXCLUSION ZONE. NO ADDITIONAL GRAPHICS OR TEXT SHOULD ENCROACH AN AREA DEFINED AS THE HEIGHT OF THE HEART TO BE USED (X) AND 1/2 X ON EITHER SIDE OF THE IDENTITY. WHEN USED ON IMAGERY, PLEASE ENSURE IT SITS ON AN AREA WHICH IS RELATIVELY FREE FROM BUSY COLOUR OR EXCESSIVE CONTRAST.



# Our Brand / Our Identity

## Our Identity illustrations

WE HAVE CREATED THESE ILLUSTRATIONS TO BE USED ACROSS OUR COMMUNICATIONS. THEY ARE SEPARATED FROM THE LOGO AND USED SPARINGLY, AS ADDITIONAL BRAND IDENTITY ELEMENTS THAT COMPLIMENT THE DESIGN APPROACH AND BUILT COLOUR AND HELP SET THE MOOD.



# Our Brand / Our Identity

## OUR IDENTITY ILLUSTRATION EXAMPLE

OUR RETREATS | CARIBBEAN KITCHEN | ACTIVITIES | EXPERIENCE TOBAGO | SUSTAINABLE APPROACH

# Castara Retreats

And the Caribbean Kitchen

SUSTAINABLE DESTINATION

SUSTAINABLE ALLIANCE CERTIFIED

Check availability:

Checkin: 26 Jan 2016 | Checkout: 27 Jan 2016 | Adults: 2 | Children (2-12): 0 | Promo Code

LIFE IS NOT MEASURED BY BREATHS WE TAKE...

*...but by the Moments that take our breath away*

## About Us

Castara Retreats is a family-run eco resort superb-located overlooking the Bay of Castara in...

Putting the values of friendship, sharing and respect for the natural environment at the heart of...

\*OVERLOOKING CASTARA Bay, the Caribbean Sea...



*Our Brand / Our Colours / Our Typography*

# Our Brand / Our Colours

## Our Colours

WE HAVE CREATED A PALETTE THAT EXPRESSES OUR CORE VALUES OF AUTHENTICITY AND SUSTAINABILITY. FUN, POSITIVE, VIBRANT AND TRULY PASSIONATE COLOURS THAT EXPRESS THE CARIBBEAN & TOBAGO WILDLIFE AND FORNA.

WE HAVE RETAINED THE ORIGINAL FEEL OF CASTARA RETREATS RICH ORANGES AND CARRYING OVER THIS ELEMENT FROM THE ORIGINAL LOGO, CREATING A BRIDGE FROM EXISTING BRAND MATERIAL AS A POINT OF REFERENCE FOR EXISTING CUSTOMERS.

WE HAVE NO PRIMARY COLOUR, BUT WE PLACE AN EMPHASIS ON USING THE GREENS FOR JUNGLE AND SUSTAINABILITY.

PMS 227		C 100 M 20 Y 0 K 20		R 0 G 125 B 183		HEX 007DB7
PMS 254		C 100 M 0 Y 50 K 0		R 0 G 169 B 157		HEX 00A99D
PMS 283		C 80 M 0 Y 100 K 10		R 10 G 162 B 69		HEX 0AA245
PMS 290		C 60 M 0 Y 100 K 0		R 114 G 191 B 68		HEX 72BF44
PMS 310		C 10 M 0 Y 100 K 5		R 255 G 220 B 13		HEX E1DC0D
PMS 1		C 0 M 5 Y 100 K 0		R 255 G 230 B 0		HEX FFE700
PMS 22		C 0 M 80 Y 100 K 0		R 241 G 90 B 34		HEX F15A22
PMS 47		C 10 M 70 Y 100 K 15		R 193 G 94 B 32		HEX C15E20
PMS 120		C 10 M 100 Y 50 K 30		R 162 G 10 B 67		HEX A20A43
PMS 403		C 30 M 30 Y 30 K 30		R 136 G 129 B 127		HEX 88817F



# Our Brand / Our Typography

## Our Typography Rules

THE PERSONALITY OF CASTARA RETREATS & OUR BRAND VALUES ARE REFLECTED IN THE CHOICE OF THE TYPOGRAPHY WE USE.

### 1. GOODLIFE BRUSH & SANS

GOODLIFE IS REFLECTIVE OF OUR CORE VALUES, RELAXED IN CHARACTER, FUN AND AUTHENTIC LOOKING. PERFECT FOR SIGNAGE, MENUS, WEB USE AS A VERSATILE DISPLAY FONT. WE HAVE CHOSEN TWO MAIN FONTS FROM THIS SET AS PRIMARY USE.

### 2. AND BLISS

BODY COPY IS SET IN SENTENCE CASE BLISS LIGHT. PRIMARILY USED FOR WEB USE IN COPY AND SMALL TYPE IN PRINTED DOCUMENTS. IT IS AVAILABLE TO PURCHASE ON: [WWW.TYPOGRAPHY.NET](http://WWW.TYPOGRAPHY.NET).

3. GOODLIFE SANS CONDENSED, SCRIPT & EXTRAS. TO BE USED SPARINGLY AS SECONDARY FONTS MOSTLY FOR PRINT MATERIAL AND DISPLAY DESIGN.

# Headlines Are always Set in:

GOODLIFE, BRUSH TRACKING 30

*Sub titles are always:*

GOODLIFE, BRUSH SENTENCE CASE, TRACKING 30

TITLES AND LEADING COPY:

GOODLIFE SANS, TRACKING 30.

Bliss Light is used for body copy when small text needs to be displayed.

*Bliss Light Italic* for captions

Body copy is set in lower case Bliss Light, align left, tracking 20.

1

A BOLD RELAXED TYPEFACE WITH PLENTY OF CHARACTER

2

AN ELEGANT AND SOPHISTICATED TYPEFACE WHICH WORKS WELL WITH LOTS OF COPY

# *Our Brand / Our Typography*

## *Our typography rules*

*Headlines*  
*Should be set with*  
*tight line spacing*

### OUR TYPOGRAPHY/LINESPACING

TO MAKE OUR HEADLINES BOLD AND PUNCHY, WE USE GOODLIFE BRUSH SENTENCE CASE ONLY WITH TIGHT LEADING-LINE SPACING. THE SPACE BETWEEN EACH LINE SHOULD BE EQUIVALENT TO THE HEIGHT OF THE FULL STOP CHARACTER.



## *Our Brand / Our Typography*

TYPOGRAPHY/COLOUR APPLICATION EXAMPLE:





*Our Brand / Our Imagery*

# Our Brand / Our Imagery

## Overview of imagery:

### WARM

OUR IMAGERY SHOULD ALWAYS FEEL WARM— BOTH IN TEMPERATURE AND ATTITUDE—WE SHOULD SHOW THE ISLAND AND RESORT WITH THE BEST WEATHER BUT MORE IMPORTANTLY THERE SHOULD BE A REAL SENSE OF WELCOME AND FRIENDLINESS. CARIBBEAN PEOPLE ARE WORLD RENOWNED FOR THE SENSE OF FUN AND WARMTH, WE SHOULD ALWAYS TRY TO SHOW THIS.

### AUTHENTIC

THE SUBJECT MATTER SHOULD ALWAYS BE REAL, NATURAL AND NEVER FEEL CONTRIVED OR SET-UP. IS ABOUT CAPTURING REAL PEOPLE IN REAL ENVIRONMENTS DOING REAL THINGS.



# Our Brand / Our Imagery

## Treatment:

WHEN PLACING AN IMAGE OVER A SOLID COLOUR—I.E. IN A BROCHURE—WE NEED TO APPLY A TREATMENT. THIS TREATMENT WILL ENABLE THE IMAGE TO BLEND WITH THE BACKGROUND AND WILL CREATE WARMTH AND UNITY.

IN ORDER TO ACHIEVE THIS, WE FIRST NEED TO CREATE A WHITE SURFACE WHICH IS THE EXACT SAME SIZE AS OUR IMAGE, PLACE IT OVER THE COLOUR BACKGROUND AND APPLY AN OPACITY USUALLY SET BETWEEN 60% AND 80% (IN INDESIGN OR ILLUSTRATOR GO TO MENU > WINDOW > TRANSPARENCY > OPACITY). PLACE THE IMAGE OVER THE WHITE SURFACE AND APPLY THE TRANSPARENCY SELECT 'MULTIPLY' (MENU > WINDOW > TRANSPARENCY > SCROLL DOWN MENU: MULTIPLY). THE COLOUR BACKGROUND COLOUR WILL SLIGHTLY SHOW THROUGH THE IMAGE.



# *Our Brand / Our Imagery*

IMAGERY APPLICATION EXAMPLE:



*Life is not measured by  
the breaths you take  
But by the Moments that  
take the breath away*

DISCOVER YOUR MOMENT AT CASTARA RETREATS

*Castara  
Retreats*  
And the  
Caribbean  
Kitchen

WWW.CASTARARETREATS.COM

*This is our brand.  
Let's live it and  
communicate it with  
consistency.*