

The background of the entire page is a solid olive green. A large, dark olive green circle is positioned on the right side, partially overlapping the edge. Inside this circle, on the left, is a series of concentric, thin, dark olive green lines that spiral inward, creating a tunnel-like effect. On the right side of this spiral, there is a white circle. Inside the white circle, the text "PALLADIUM" is written in a large, bold, dark olive green serif font. Below it, a thin dark olive green horizontal line separates the word "PALLADIUM" from the words "HOTEL GROUP", which are written in a smaller, dark olive green serif font. Below "HOTEL GROUP", the words "BRAND IDENTITY GUIDELINES" are written in a very small, dark olive green sans-serif font.

PALLADIUM

HOTEL GROUP

BRAND IDENTITY GUIDELINES

Summary

Concept Development

- Brand origin
- Brand vision & mission
- Brand values
- Brand personality
- Brand positioning statement
- Brand promise
- Brand essence
- Brand identity prism
- Brand goals

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- Brand visual identity
- Brand graphic system
- Brand moodboard
- Brand voice
- Brand tagline

Products and Services

- Brand portfolio
- Destinations
- Hotel brands
- Product brands

Brand Touchpoints

- Advertising
- Website
- Corporate communications
- Stands (tradeshows)

From the 50's

Brand Origin

Abel Matutes Juan is the founder and owner of Palladium Hotel Group and Grupo de Empresas Matutes. He was born in Ibiza in 1941. In the 60's, he began his journey within the tourism industry by opening up his first hotel in Ibiza. From then onwards, the Matutes family has continued to expand its company to the most emblematic destinations in the world. In the 1970's the brand Fiesta Hotels & Resorts emerged and with it came the expansion of the hotel chain throughout the Balearic and Canary Islands, causing it to become one of the leading companies in the tourism sector of Spain.

By the 90's, the company began to expand to the Caribbean, opening three luxury hotels in the Dominican Republic. Later, two more properties were opened in Madrid and Valencia, introducing it to the urban hotel sector. By the year 2000, its first hotel in Sicily, Italy was opened. Then, in 2002 the company's offer in the Caribbean was expanded with the opening of two new grand luxury eco-resorts in Riviera Maya, Mexico, functioning under the brand that encompasses the chain's superior category; Palladium Hotels & Resorts was born.

From 2004, the group changed its name to Fiesta Hotel Group. It began to segment itself, modernize and launch new brands, as well as modernize its facilities, which would raise the category of some hotels to 4-star properties. Soon enough, one of the company's most important brands was born, encompassing all inclusive hotels focused on families, Grand Palladium Hotels & Resorts. In 2005, rural tourism was promoted by the openings of Agroturismo Sa Talaia in Ibiza, along with Grand Palladium White Sand Resort & Spa and Grand Palladium Riviera Resort & Spa. By the year 2006, the luxurious adults-only rooms, "The Royal Suites," made their debut in Punta Cana and Mexico and at the end of the year the urban hotel brand Ayre Hoteles was presented.

In 2007, Abel Matutes Juan was succeeded as president by his son, Abel Matutes Prats, who is the company's current Business Council President. From there on, the group began to further modernize itself, applying strategies which doubled the number of rooms within only 5 years. In 2008, two new Grand Palladium Hotels & Resorts were opened in Jamaica and in 2009, new openings of hotels pertaining to the Ayre Hoteles brand were seen in Barcelona, Cordoba, Seville and Madrid. One year later, Fiesta Hotel Group opened Grand Palladium Imbassaí Resort & Spa in Salvador de Bahía, Brazil.

Finally, in 2011 the group's most groundbreaking brand was born, Ushuaia Unexpected Hotels, which combines lavish luxury, design, gastronomy, specialized services and the world's best adults-only electronic music events, forever transforming entertainment in Ibiza.

In 2012, the group initiated a new era, as it became known as Palladium Hotel Group. From this moment on, it has continued to grow, creating a new casual luxury brand in 2013 based in Madrid, Only You Hotels. In 2014, the Hard Rock Hotel franchise was acquired in Ibiza, in 2016 in Tenerife and in 2022 in Marbella. In 2017, the rooms under the brand "The Royal Suites" became part of a new independent 5-star luxury hotel brand for adults only called TRS Hotels, located in Mexico and the Dominican Republic. In 2019, the group presented a new brand of hedonist luxury lifestyle hotels, Bless Collection Hotels, which opened its first hotel in Madrid in January, followed by Bless Hotel Ibiza over the summer. Due to the success of TRS Hotels in the Caribbean, the brand brought its adults-only luxury to Europe, landing in Ibiza in the summer of 2022. Thanks to the Matutes family's experience and passion for the tourism industry, each guests' stay is unique, surprising and memorable, the main goal of Palladium Hotel Group.



...to the future

BRAND IDENTITY GUIDELINES
Concept Development

With 50 properties in six countries, our portfolio consists of music themed, city and beachfront hotels in prime destinations worldwide: Ushuaïa Unexpected Hotels, BLESS Collection Hotels, TRS Hotels, Grand Palladium Hotels & Resorts, Palladium Hotels, Fiesta Hotels & Resorts, Only You Hotels, Palladium Boutique Hotels and our three Hard Rock Hotels, franchises of the HR International brand, operated by Palladium Hotel Group.

Throughout its history, our company has been truly committed to international expansion, originality and development, integrating design, state-of-the-art technology and lifestyle innovations.

In 2023, two of the Grand Palladium Hotels & Resorts at the Caribbean will be undergoing major renovations: Grand Palladium Jamaica Resort & Spa at Montego Bay, Jamaica, and Grand Palladium Kantenah Resort & Spa at Riviera Maya, Mexico. The renovation of the latter will also include the grand opening of Family Selection at Grand Palladium Kantenah Resort & Spa, the third premium hotel created especially for families.

Finally, in 2024 Only You Hotels will open its doors in the colorful city of Sevilla, the capital of Andalusia, offering its cosmopolitan atmosphere and decoration created by the prestigious designer Lázaro Rosa Violan.

Turn customers into fans.

We want to position ourselves as one of the most profitable international hotel chains in the world, focusing on the creation of value and based on the wide knowledge of our clients. We also want to be recognized as one of the best hotel companies to work for.





Brand values.

BUSINESS

- EXCELLENCE
- INNOVATION
- TEAMWORK
- ADAPTATION TO CHANGE
- RESULTS AND OBJECTIVES ORIENTED
- CORPORATE CULTURE

BRAND

- EXPERIENCES
- DESTINATIONS
- COMMITMENT
- KNOW-HOW
- STRENGTH
- DEVOTION

PRODUCT

- QUALITY
- PERSONALIZED SERVICE
- COMFORT
- TRANQUILITY
- WELLBEING
- ENTERTAINMENT
- FUN

Brand personality

Character:

Self-confident, polite, honest, helpful, mature.

Mood:

Friendly, calm, considerate, accessible, positive.

Aptitude:

Intelligent, reliable, attentive, responsible, decisive, effective, professional.

Look:

Elegant, formal, discrete, careful, excellent presence.

Brand positioning statement

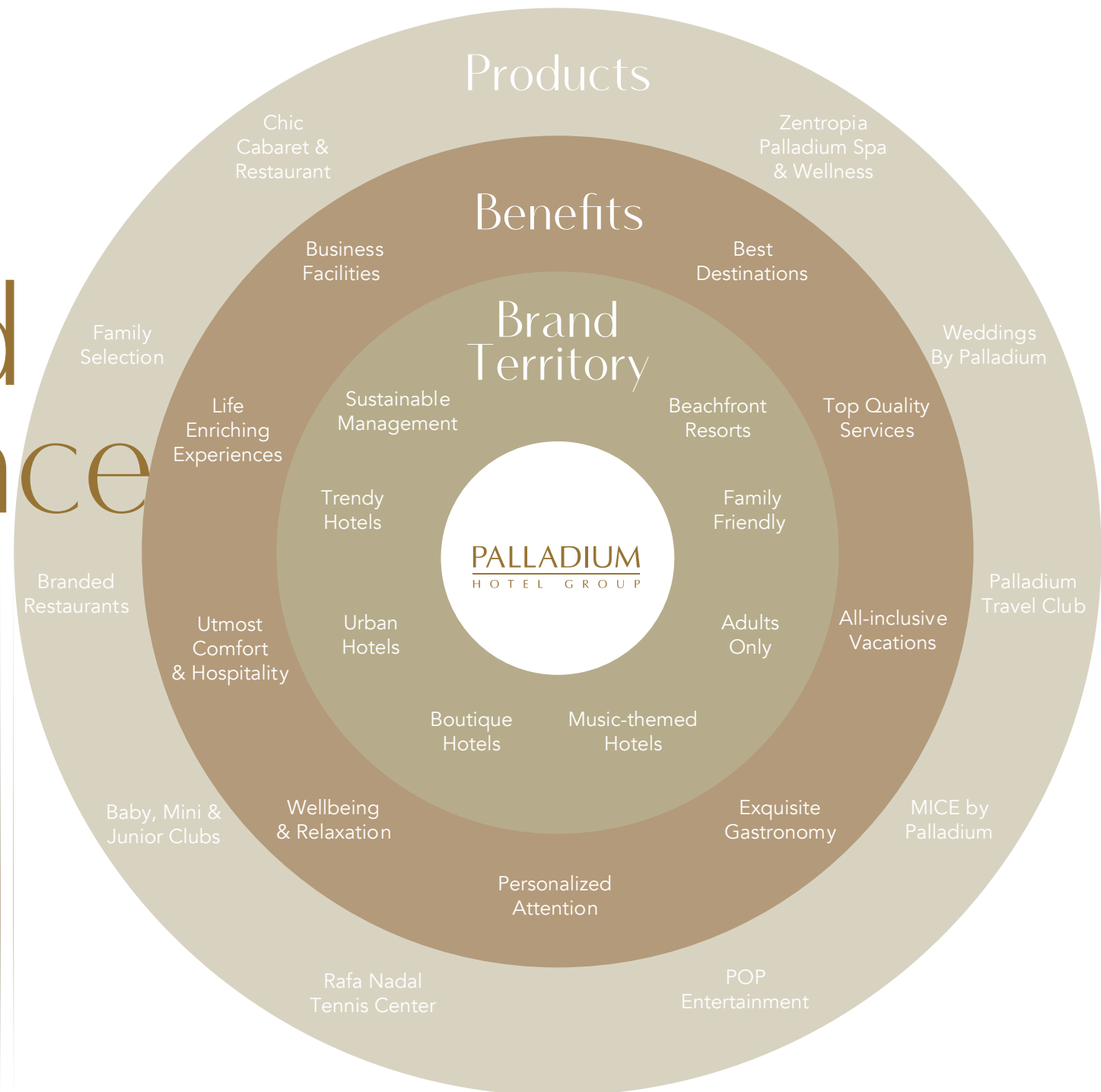
From luxury beachfront resorts in the best vacation destinations to urban hotels located in the most cosmopolitan cities. Palladium Hotel Group has a hotel for each traveler's taste, offering comfort and premium quality service.

Brand promise

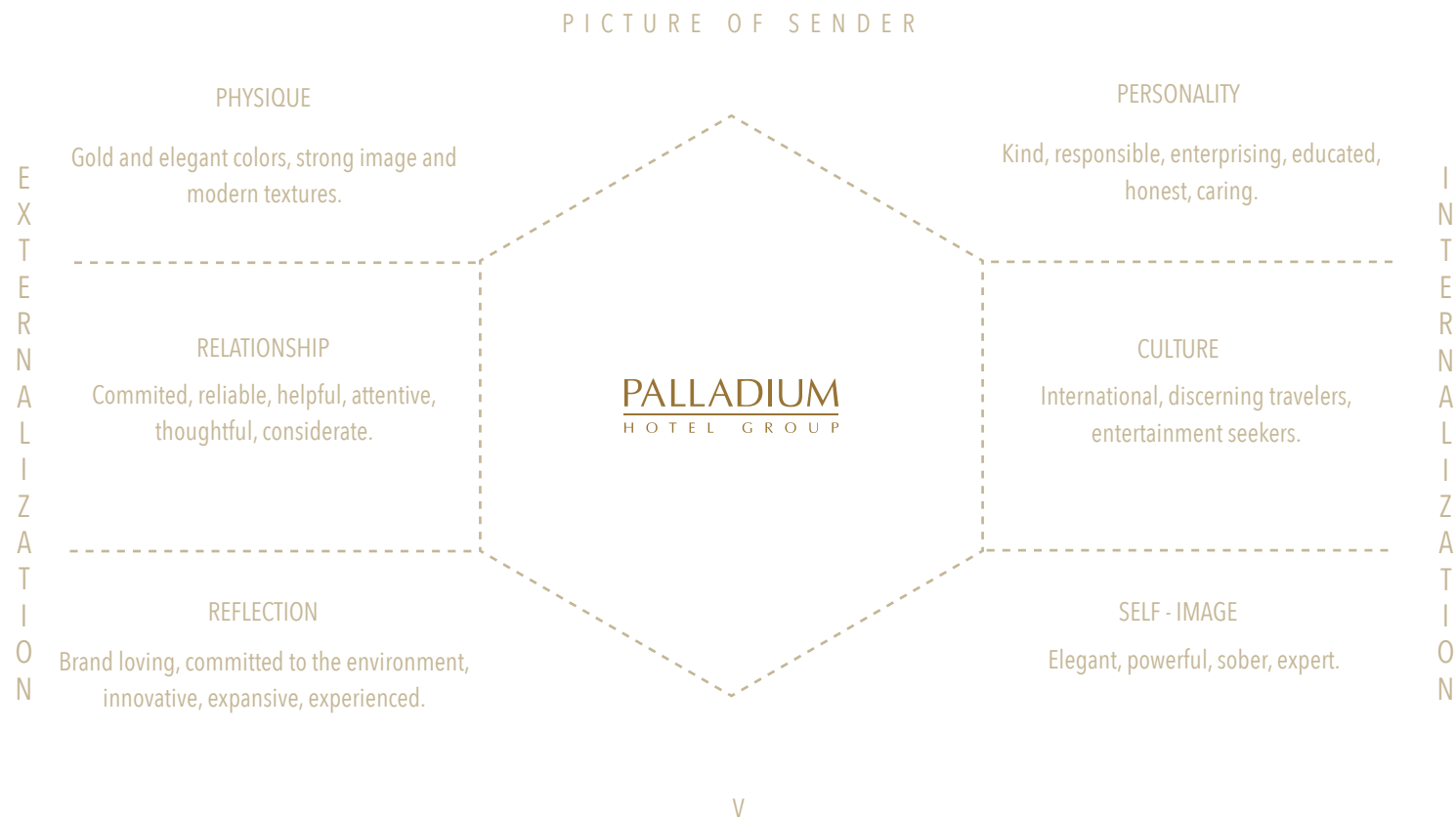
We do things differently. We keep innovating to offer the ultimate travel experience to our guests. Wherever they want to go, we have a hotel with unique personality and services designed to exceed their expectations.



Brand essence



Brand identity prism



Brand goals

Build Awareness

Our main goal is to achieve strong brand recognition on a global level and be the top of mind of travelers.

Create an emotional connection

Our mission is to build a bond with our guests, not only during their stay, but rather over time. We aim to be an important part of their lives.

Differentiate our product

Our strong points are innovation and having a clear understanding of who our client is. This allows us to provide a service that is completely oriented towards the experience.

Create credibility and trust

Only if we fully understand the needs of our clients, we can exceed their expectations and make them feel in a way that they will never forget, so they will come back.

Motivate purchasing

We strive to always offer an experience in accordance to the budget of the traveler: value for money.

Visual Identity

LOGOTYPE

PALLADIUM
HOTEL GROUP

MINIMUM SIZE

PALLADIUM
HOTEL GROUP 0,8 cm

CORRECT USE OF COLOR



CORRECT USE OF CORPORATE URL



The URL must be written in upper case in a minimum size of 5 pt.

INCORRECT USE OF COLOR



INCORRECT USE OF CORPORATE URL

~~WWW.PALLADIUMHOTELGROUP.COM~~

The URL must always be written without WWW



Visual Identity

Colors

THE DOMINANT COLOR IS PANTONE 126C.

It is the logo's color and you can use it for the most important information.

SECONDARY TONES.

Use Pantone 452 and Pantone 1405 for texts, backgrounds, and supporting information.

PERCENTAGE OF COLOR'S GRADUATION IN PUBLIC ATIONS



Vanitas Family

Use this font for headlines and relevant information in all brand communications. It can be used in all its weights. We recommend using it in the "Sentence case".

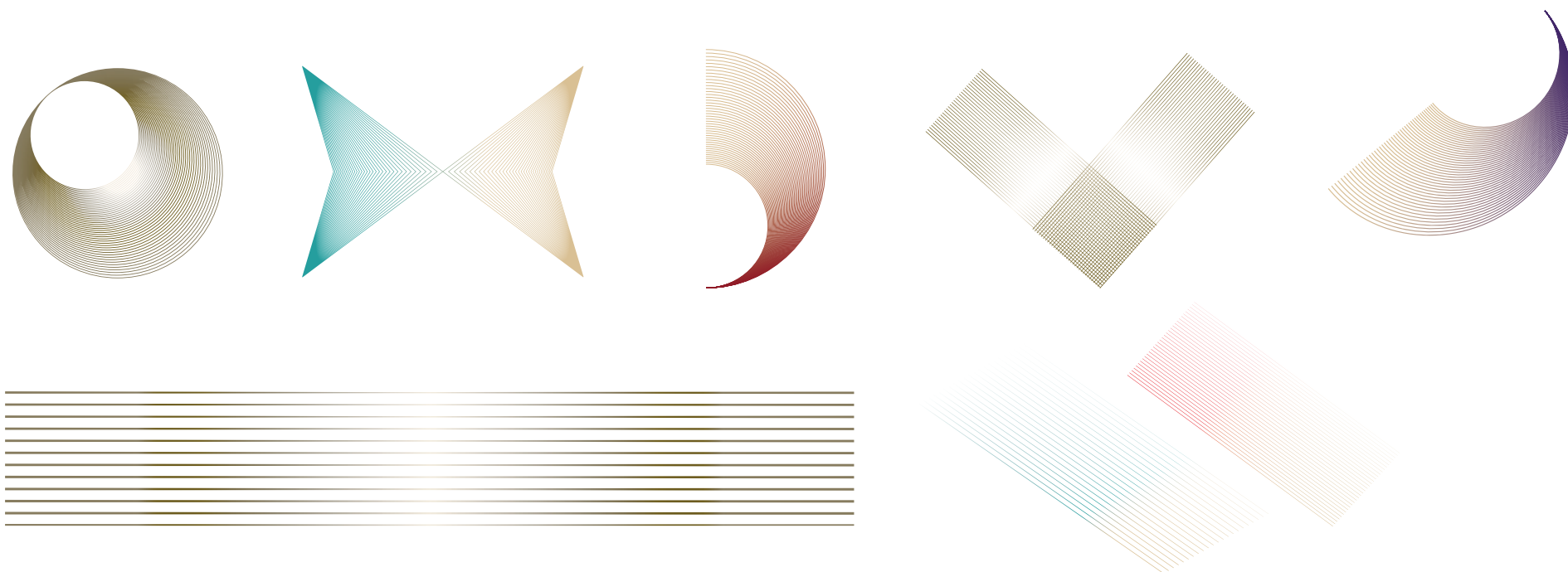
Avenir Family

This font is the main typography for copies and all sorts of texts. It can be used in all its weights. For other formats (like the website or other digital media) where Avenir is not available, we will temporally use Open Sans condensed, which can be found in Google Fonts. Fonts such as Lato condensed or Arial narrow are also acceptable alternatives.

Graphic system

From its logo's original element, Palladium Hotel Group takes over the line as a graphic resource to create a pattern.

According to the visual disposition of each format, different abstract figures appear composed by this texture, which golden lines can remain in their pure color, varying the intensity to create lighting effects, or they can graduate from gold to the most representative colors of our brands: black, red, blue and violet.



MEMBER LOGO

Bless Hotel Madrid, Bless Hotel Ibiza and TRS Coral Hotel are members of the prestigious club, The Leading Hotels of the World. Whenever possible, this exclusive membership should be exhibited through the vertically stacked logo with "A Member Of", measuring at least 75 inches / 19 mm (90 pixels).



HORIZONTAL MEMBER LOGO

The horizontal logo may be used when space does not allow the primary logo. The minimum size in which it should be used is 1 inch/ 25 mm (90 pixels).



MEMBER LOGO COLOR USAGE

The Member Hotel Logo Lockup may appear in one of five colors: slate, dark slate, light gray, powder blue or camel. The preferred color is dark slate, which should be used on light backgrounds, however when being applied to a dark background, the logo may be produced in a lighter color.



LOGO CLEARSPACE

In order for the logo to stand out properly, there must be a sufficient amount of clear space surrounding the logo, separating it from any other graphical elements. The minimum amount of clear space surrounding the logo equals the height of the H



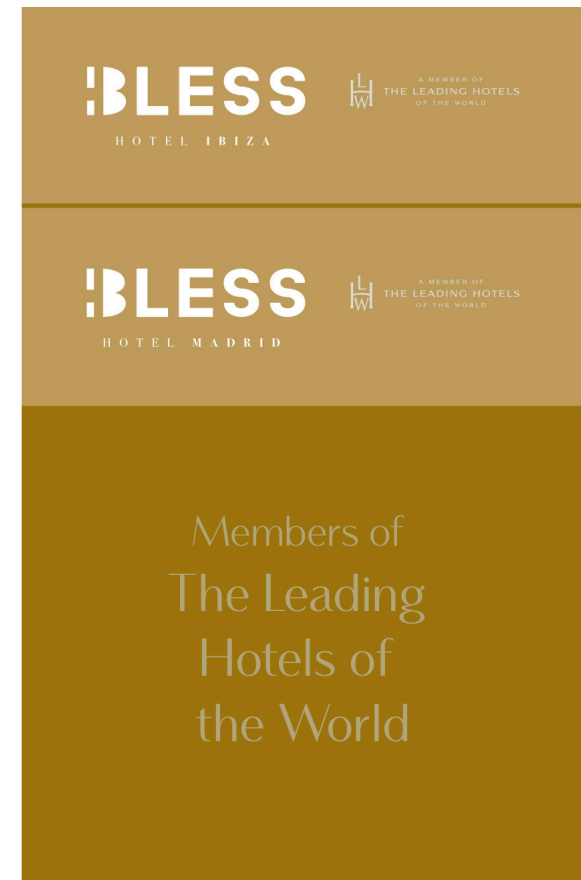
LOGO MISUSE

Logos must not be altered in any way. For example, using different colors, rearranging the logo elements, slanting, rotating or stretching it, using a gradient, shadows or any other effects are unacceptable.



BRAND IDENTITY GUIDELINES

Genesis of the Brand



FORBES LOGO APPLICATION

Bless Hotel Madrid



Bless Hotel Ibiza



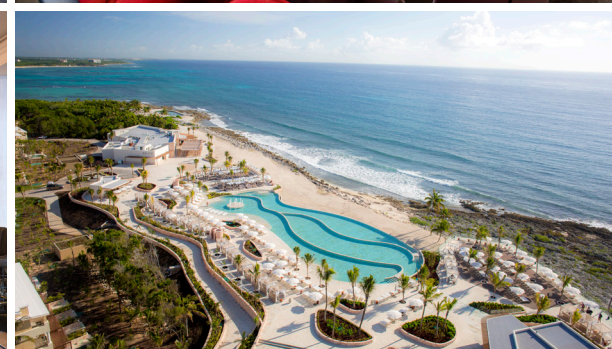
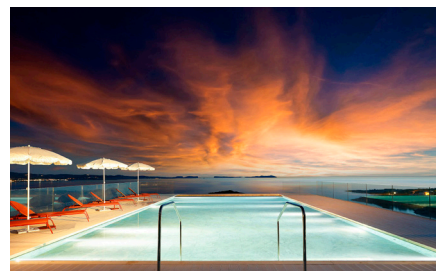
TRS Turquesa



TRS Yucatan



Brand mood board



Brand voice

Palladium Hotel Group's communication is elegant and the style is polite, friendly, positive and refined.

Please notice that when we talk about our brands, we never use articles prior to their names, which sounds a bit vulgar.

Keywords: experience, freedom, vacation, getaway, excellent gastronomy, top quality, modern facilities, comfort, fun, best destinations.



BRAND IDENTITY GUIDELINES

Genesis of the Brand

TAGLINE

Based on the growth of the company and on each brands' development, Palladium Hotel Group reinforces its own identity by focusing on everything it offers beyond accommodation and, most of all, in the life experiences our guests have. Supported by the quality and variety of our hotels and all the values that identify us as a company - which is and will always be a family business - we are proud to say:

We
have
it all.



The background features a series of parallel lines in a light gold color, sloping from the top-left towards the bottom-right. On the right side, there is a large triangular area filled with a dense grid of these same parallel lines, creating a textured effect.

Products
& Services

Brand portfolio

BRAND IDENTITY GUIDELINES
Products and Services

BRANDS	<div><p>TRs HOTELS</p><p>MEXICO Cancun - Costa Mujeres TRS Coral Hotel Riviera Maya TRS Yucatan Hotel</p><p>DOMINICAN REPUBLIC Punta Cana - Playa Bávaro TRS Turquesa Hotel Punta Cana - Cap Cana TRS Cap Cana Waterfront & Marina Hotel</p><p>SPAIN Ibiza TRS Ibiza Hotel</p></div>	<div><p>GRAND PALLADIUM HOTELS & RESORTS</p><p>SPAIN Ibiza Grand Palladium Palace Ibiza Resort & Spa Grand Palladium White Island Resort & Spa</p><p>MEXICO Cancun - Costa Mujeres Grand Palladium Costa Mujeres Resort & Spa Riviera Maya Grand Palladium Colonial Resort & Spa Grand Palladium Kantenah Resort & Spa Grand Palladium White Sand Resort & Spa Riviera Nayarit Grand Palladium Vallarta Resort & Spa</p><p>DOMINICAN REPUBLIC Punta Cana - Playa Bávaro Grand Palladium Punta Cana Resort & Spa Grand Palladium Bávaro Suites Resort & Spa Grand Palladium Palace Resort Spa & Casino</p></div>	<div><p>PALLADIUM HOTELS</p><p>SPAIN Ibiza Palladium Hotel Palmyra Palladium Hotel Cala Llonga Menorca Palladium Hotel Menorca</p></div>	<div><p>BLESS COLLECTION HOTELS</p><p>SPAIN Madrid BLESS Hotel Madrid Ibiza BLESS Hotel Ibiza</p></div>	<div><p>Only YOU HOTELS</p><p>SPAIN Madrid Only You Boutique Hotel Madrid Only You Hotel Atocha Valencia Only YOU Hotel Valencia Malaga Only YOU Hotel Málaga Sevilla Only YOU Hotel Sevilla</p><p>ITALY Venice Only YOU Bonvecchiatti Hotel Venice (Opening 2025)</p></div>	
	<div><p>FAMILY SELECTION AT GRAND PALLADIUM HOTELS & RESORTS</p><p>MEXICO Cancun - Costa Mujeres Grand Palladium Costa Mujeres Resort & Spa Riviera Maya Grand Palladium Kantenah Resort & Spa Riviera Nayarit Grand Palladium Vallarta Resort & Spa</p></div>	<div><p>JAMAICA Montego Bay Grand Palladium Jamaica Resort & Spa Grand Palladium Lady Hamilton Resort & Spa</p><p>BRAZIL Imbassai Grand Palladium Imbassai Resort & Spa</p><p>ITALY Sicily Grand Palladium Sicilia Resort & Spa</p></div>	<div><p>45 TIMES SQUARE HOTEL</p><p>USA New York 45 Times Square Hotel</p></div>	<div><p>USHUAIA UNEXPECTED HOTELS</p><p>SPAIN Ibiza Ushuaia Ibiza Beach Hotel</p></div>	<div><p>Hard Rock HOTEL</p><p>SPAIN Ibiza Hard Rock Hotel Ibiza Tenerife Hard Rock Hotel Tenerife Marbella Hard Rock Hotel Marbella</p></div>	
PRODUCTS & SERVICES	<div><p>RAFA NADAL TENNIS CENTER</p><p>PALLADIUM GOLF</p><p>Zentropia PALLADIUM PARTNERSHIP</p><p>ZENSATIONS BY THE PALLADIUM HOTELS & RESORTS</p><p>FOP PEOPLE OF PALLADIUM ENTERTAINMENT</p><p>CHIC LUXURY ENTERTAINMENT</p><p>Palladium PREMIUM Experience</p></div>			OFFICIAL SPONSOR <div><p>Real Madrid Baloncesto</p><p>NY ISLANDERS</p></div>	LOYALTY PROGRAMS <div><p>PALLADIUM CONNECT</p><p>TRAVEL CLUB PALLADIUM</p><p>PALLADIUM REWARDS</p></div>	SALES CHANNELS <div><p>MiCE BY PALLADIUM</p><p><i>Weddings</i> BY PALLADIUM</p></div>



Product portfolio

BRAND IDENTITY GUIDELINES
Products and Services

PRODUCTS & SERVICES	 	 	 		OFFICIAL SPONSOR	 Real Madrid Baloncesto	
LOYALTY PROGRAMS				SALES CHANNELS	 		

Destinations

BRAND IDENTITY GUIDELINES
Products and Services



PALLADIUM
HOTEL GROUP



RIVIERA MAYA AND
COSTA MUJERES, CANCUN -
MEXICO
PUNTA CANA AND CAP CANA
- DOMINICAN REPUBLIC
IBIZA - SPAIN



IBIZA - SPAIN



MADRID AND IBIZA - SPAIN



IBIZA, TENERIFE
AND MARBELLA - SPAIN



MADRID, MALAGA, VALENCIA
AND SEVILLA - SPAIN
NEXT OPENING 2025
VENICE - ITALY



RIVIERA MAYA, RIVIERA NAYARIT,
AND COSTA MUJERES, CANCUN
- MEXICO
PUNTA CANA - DOM. REPUBLIC
MONTEGO BAY - JAMAICA
IMBASSAI - BRAZIL
IBIZA - SPAIN
SICILIA - ITALY



IBIZA AND MENORCA
- SPAIN



SANTO DOMINGO
- DOMINICAN REPUBLIC



NEW YORK - USA

Hotel Brands

BRAND IDENTITY GUIDELINES
Products and Services

TRs
HOTELS

Honoring your freedom

TRS Hotels offer an exclusive adults-only experience, modern facilities and a wide range of luxurious amenities with personalized attention.

Our five-star resorts are located in the most desirable destinations of the Caribbean, in Mexico and the Dominican Republic, and the Mediterranean, in Ibiza.

Guests enjoy their stay with Infinite Indulgence®. It's all included.

TRSHotels.com



Hotel Brands

BRAND IDENTITY GUIDELINES
Products and Services



GRAND PALLADIUM
HOTELS & RESORTS

IT'S EVERYTHING YOU LOVE

Beachfront 5-star accommodations located in the best vacation destinations of America and Europe. They offer the best world cuisine, top entertainment and unforgettable experiences for the whole family, couples and groups, as well as a wide range of services and facilities for the business traveler and weddings.

Guests enjoy unlimited services during their stay with Infinite Indulgence®. It's all included.

PALLADIUMHOTELGROUP.COM



Hotel Brands

BRAND IDENTITY GUIDELINES
Products and Services



*We
make
sun
tortellers*

Modern facilities are complemented with personalized services to deliver a comfortable and contemporary adults-only experience in any of our exclusive four-star hotels, located in the best hotspots of the Mediterranean, in Ibiza and Menorca.



Hotel Brands

BRAND IDENTITY GUIDELINES
Products and Services



Dominican Fiesta Hotel & Casino is a comfortable hotel with stand-out quality service and facilities, designed to enjoy life in a simply luscious way. This 5-star hotel provides affordable luxury and is located in Santo Domingo, Dominican Republic.

PALLADIUMHOTELGROUP.COM



Hotel Brands

BRAND IDENTITY GUIDELINES
Products and Services



THE UNEXPECTED HOTEL.

A contemporary designer setting. Premium quality services with the most exclusive ambience in Ibiza. Epicenter for the best open-air parties and electronic music addicted. Offering the very latest trends, luxury, technology and top gastronomy, Ushuaia invites guests to live the unexpected.

THEUSHUAIAEXPERIENCE.COM



Hotel Brands

BRAND IDENTITY GUIDELINES
Products and Services

BLESS
COLLECTION HOTELS

The best of living

The pioneers of hedonist luxury, BLESS Collection Hotels takes over a brand-new territory, blessing its guests with the best of living. For the sybarites seeking the highest level of pleasure, it opens its doors in the world's most cosmopolitan cities and its most exclusive holiday destinations, offering 5-star accommodation that fuses classic elegance with contemporary style and high-tech gadgets.

Boasting personalized services, an impressive gastronomic offer and stimulating experiences to arouse all five senses, the brand has begun its journey in Madrid, Spain's emblematic capital, and the magic island of Ibiza.

blesscollectionhotels.com



Hotel Brands

Only YOU HOTELS

Your style. Our way

4-star boutique hotels that are all about tailor-made travels.

Signature designed with a genuine love for lifestyle and urban trends, the hotels boast an elegant atmosphere with a chic and contemporary décor and premium services to provide a real luxury experience.

onlyyouhotels.com

BRAND IDENTITY GUIDELINES
Products and Services



Hotel Brands

BRAND IDENTITY GUIDELINES
Products and Services



Only fun and a rock 'n' roll spirit. For those who feel rock as a way of life. A one-of-a-kind luxury experience in 5-star hotels inspired by the music legends. They combine the style and energy of the known brand, together with the vibrant atmosphere Ibiza, Tenerife and Marbella have to offer.

[HOTEL.HARDROCK.COM/IBIZA](https://hotel.hardrock.com/ibiza)

[HOTEL.HARDROCK.COM/TENERIFE](https://hotel.hardrock.com/tenerife)

[HOTEL.HARDROCK.COM/MARBELLA](https://hotel.hardrock.com/marbella)



Hotel Brands

BRAND IDENTITY GUIDELINES
Products and Services



*Luxury comes
in all sizes*

Grand Palladium Hotels & Resorts features Family Selection, a special area created just for families in the Caribbean's most paradisiacal corners, currently in Riviera Maya (Cancun, Mexico), 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.



Product Brands

BRAND IDENTITY GUIDELINES
Products and Services

Zentropia
PALLADIUM SPA & WELLNESS

Our sophisticated wellness centers are equipped with state-of-the-art technology and offer modern facilities, saunas, steam rooms, swimming pools, healthy bars, a full gym with a fitness zone and a variety of massages and beauty treatments.



Product Brands

BRAND IDENTITY GUIDELINES
Products and Services



FROM GUEST TO FAMILY

Palladium Travel Club is the maximum expression of our guest experience. Much more than just a club, it is a family made up of thousands of people who are as passionate about travel as we are, offering them a membership to enjoy discounted hotel rates and numerous other benefits.

palladiumtravelclub.com



Product Brands

BRAND IDENTITY GUIDELINES
Products and Services

PALLADIUM R • E • W • A • R • D • S

The Palladium Hotel Group loyalty program offers exclusive benefits and discounts for those customers who keep coming back. They can earn points for every experience at any of our hotels around the world, and redeem them for new ones. Welcome to Palladium Rewards.

OUR WORLD IS YOUR REWARD.



Product Brands

BRAND IDENTITY GUIDELINES
Products and Services



A skilled team of professionals presents a wide variety of activities for guests of all ages to enjoy during their stay at the beach, the hotel or the swimming pools. From all kinds of sports and classes to live music shows and pop-up performances, POP Entertainment surprises guests every day and night.



Product Brands

BRAND IDENTITY GUIDELINES
Products and Services



Whether for business meetings, conferences, private events or an incentive travel, MICE by Palladium offers facilities equipped with the latest technology, where the atmosphere and organization are specially tailored to the needs of each group.



Product Brands

BRAND IDENTITY GUIDELINES
Products and Services

Weddings
by PALLADIUM

Weddings by Palladium offers personalized packages and services for weddings, vow renewals and honeymoons, with a variety of venues, such as beachfront gazebos, lush gardens and a chapel, as well as multifunction rooms that are uniquely decorated for each occasion.

PALLADIUMWEDDINGS.COM





Brand Touchpoints

Corporate Communication

These examples depend on the message and format of each image.
When using pictures, it is important to mention where they were taken, including the hotel and destination.



Corporate Communication

Advertising examples focused on product or lifestyle.

GRAND PALLADIUM
MÉRIDA CANAL RESORT & SPA

Plaza paradisíaca enmarcada por jardines tropicales, piscinas naturales y senderos de coral, campo recreativo, jardines de alta cultura y sabores del mundo.

En Grand Palladium Hotel & Resorts en Punta Cana, República Dominicana, lo tenemos todo.

WE HAVE IT ALL

Con Infinite Indulgence®, todo está incluido.

PALLADIUM HOTEL GROUP

TRS YUPPIE BLESS

To be one of the top hotel chains in the world means...

... To have the best of everything.

We have the
EXPERIENCES
BEAUTY
LUXURY
EXCELLENCE
PEOPLE
COMMITMENT
KNOW HOW
STRENGTH
GRATITUDE
DEVOTION
WE HAVE IT ALL

And now WE HAVE IT ALL.
From Punta Cana to Mexico.

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From Punta Cana to Mexico.

PALLADIUM HOTEL GROUP

TRS YUPPIE BLESS

Corporate Communication

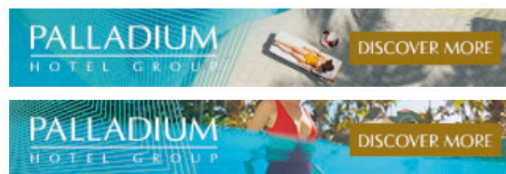


Corporate Communication



Online Communication

Examples of different banner applications.



320 x 50 px

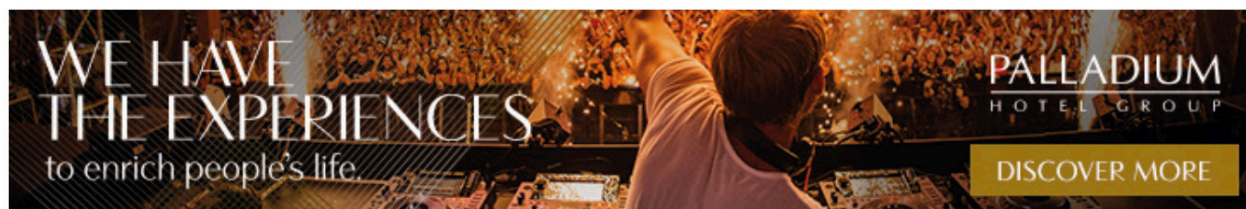
PALLADIUM
HOTEL GROUP

30px

Minimum logo size in remarketing banners.

380xx420 px

380xx420 px



Online Communication

Example home website

GENERAL RECOMMENDATIONS

The graphic elements over the photographs should be in corporate colors

Each access to the vertical brand is able to have a hover effect, in where it will show the corporate color of the brand to which the image pertains to.

Recommended Logo size in Header web
300x75px

PALLADIUM 75 px
HOTEL GROUP

Use of Vanitas font

H1 (color: #9a7611 / #FFFFFF, size:100px)

H3 (color: #9a7611 / #FFFFFF, size:70px)

H5 (color: #9a7611 / #FFFFFF, size:35px)

Use of Avenir font

CTAs (color: #FFFFFF, background: #9a7611; size:30px)

Body (color: #666666 / #FFFFFF, size:15px)

p (color: #666666 / #FFFFFF, size:15px)

CTAs (color: #FFFFFF, background: #9a7611; size:15px)

Corporate main slider

Booking widget

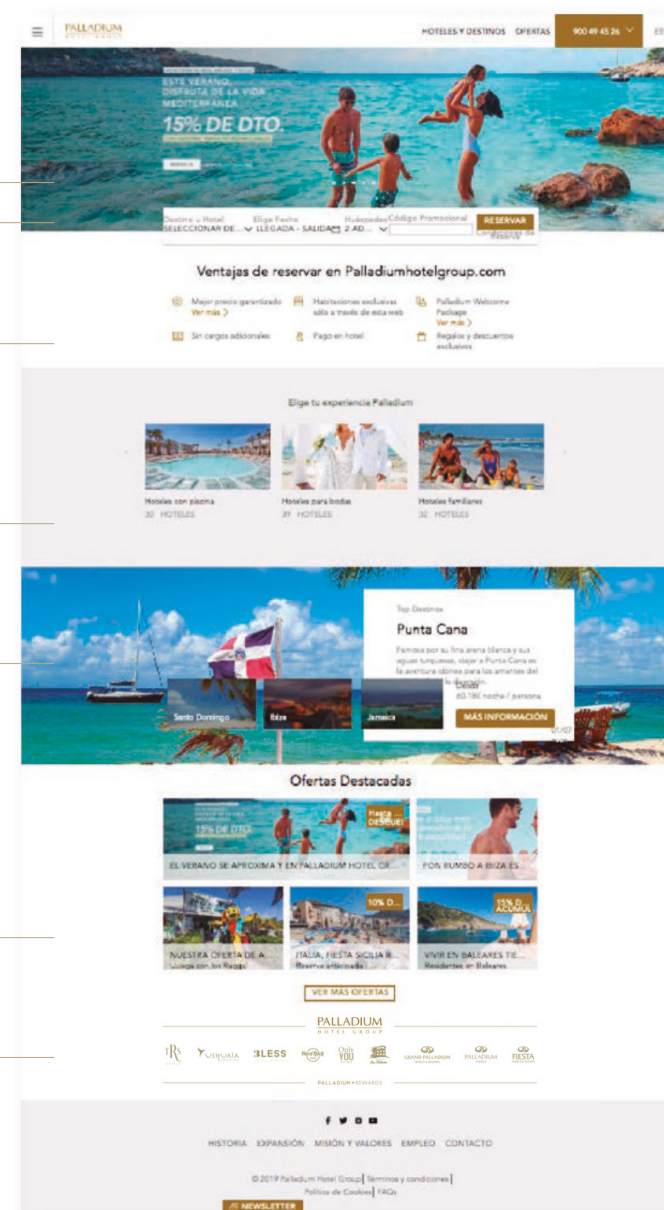
Advantages of booking by web

Brand experiences

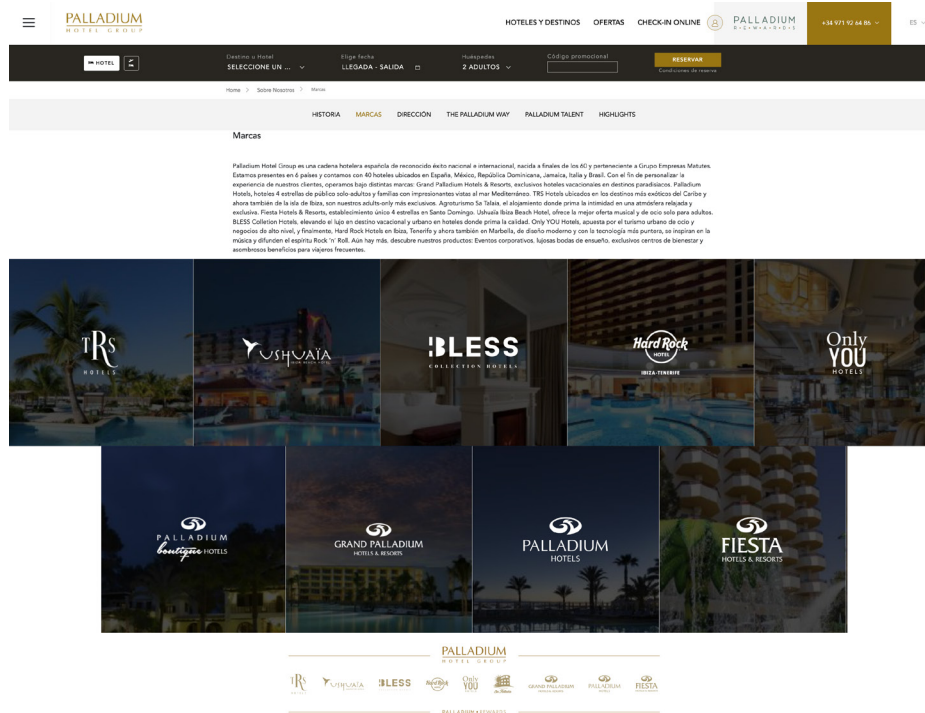
Featured destinations

Offers

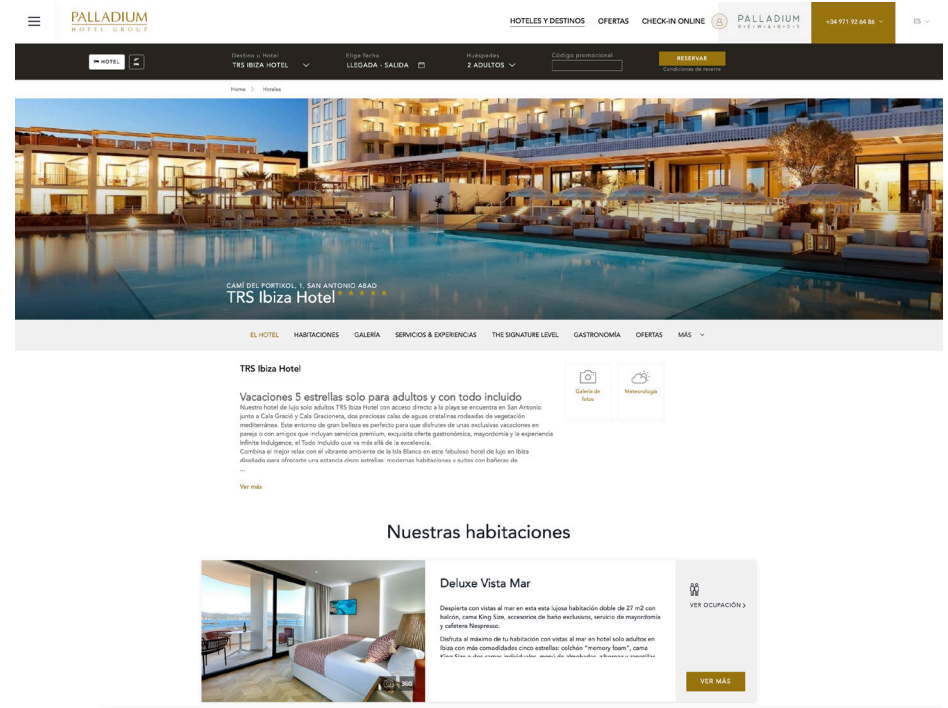
Horizontal Brands



Brand and products page

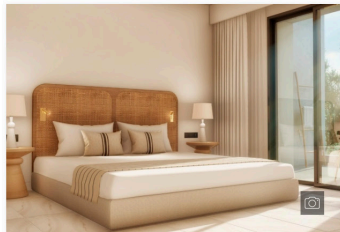









Hotel template page




Rooms list template page

Nuestras habitaciones

	<h4>Deluxe</h4> <p>Disfruta la máxima comodidad en tus vacaciones en Ibiza en esta habitación doble de 21 m2 con balcón, cama King Size, cafetera Nespresso, accesorios de baño exclusivos y servicio de mayordomo.</p> <p>Reserva la habitación Deluxe de TRS Ibiza con vistas a la piscina o las colinas y benefíciate de más comodidades de lujo, como cama King Size o dos camas individuales, colchón "memory foam" manó de almohadas.</p>	 <p>VER OCUPACIÓN ></p> <p>VER MÁS</p>
	<h4>Deluxe Superior</h4> <p>Esta Deluxe adaptada de 27 m2 con balcón ofrece un extra de espacio para tus vacaciones en nuestro hotel solo adultos en Ibiza, cama King Size, servicio de mayordomía y cafetera Nespresso.</p> <p>Otras comodidades cinco estrellas incluidas en la habitación Deluxe Superior con vistas a la piscina o las colinas son colchón "memory foam" cama King Size o dos camas individuales, manó de almohadas.</p>	 <p>VER OCUPACIÓN ></p> <p>VER MÁS</p>
	<h4>Deluxe Vista Mar</h4> <p>Despierta con vistas al mar en esta lujosa habitación doble de 27 m2 con balcón, cama King Size, accesorios de baño exclusivos, servicio de mayordomía y cafetera Nespresso.</p> <p>Disfruta al máximo de tu habitación con vistas al mar en hotel solo adultos en Ibiza con más comodidades cinco estrellas: colchón "memory foam" cama King Size o dos camas individuales, manó de almohadas.</p>	 <p>VER OCUPACIÓN ></p> <p>VER MÁS</p>
	<h4>Junior Suite</h4> <p>Encuentra el relax exclusivo de un hotel solo adultos de lujo en esta Junior Suite con balcón, 36 m2 de superficie, cama King Size, cafetera Nespresso y mayordomo.</p> <p>Reserva la Junior Suite con vistas a la piscina o las colinas y benefíciate también de cama King Size o dos camas individuales, colchón "memory foam" manó de almohadas, accesorios de baño exclusivos, almohadas.</p>	 <p>VER OCUPACIÓN ></p> <p>VER MÁS</p>

Rooms development template page




adultos en Ibiza con más comodidades cinco estrellas: colchón "memory foam" cama King Size o dos camas individuales, manó de almohadas.

VER MÁS

Junior Suite

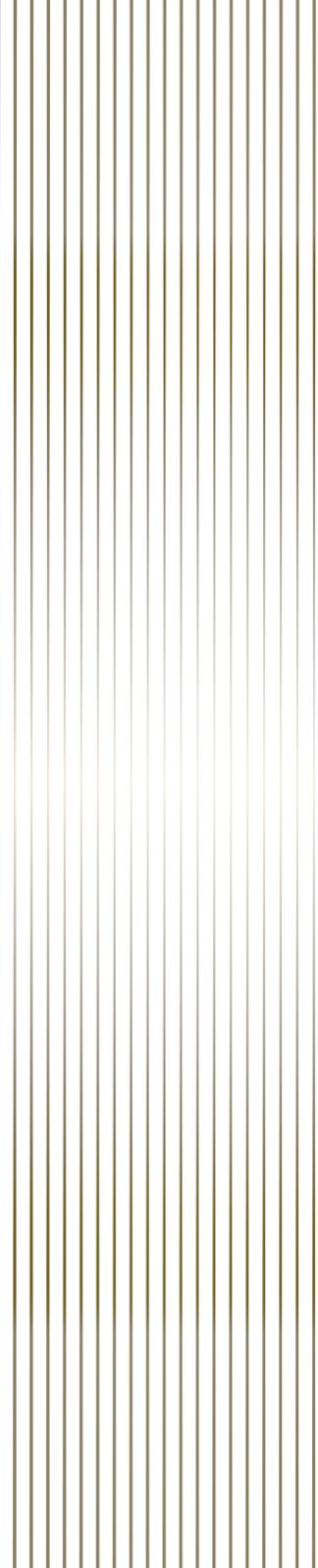
01 / 06

SIGNATURE LEVEL JUNIOR SUITE VISTA MAR



TRS IBIZA HOTEL

VER OCUPACIÓN >



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