



BRAND  
BOOK

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# Brand Origin

The Royal Suites by Palladium came about from the need for an exclusive adults-only hotel within the resorts that accommodated various Grand Palladium Hotels & Resorts. In 2008, improvements were made, achieving luxury standards by offering significant extras such as butler service, exclusive beach areas, 24-hour room service, and much more. Later, in 2017, we underwent a complete brand repositioning at the operational level. The Royal Suites by Palladium became TRS Hotels, a new and simplified name to modernize and expand the brand independently. From here, our positioning focused on the luxury hotel segment, now with 5 stars. TRS Hotels are located in the most desirable destinations in the Caribbean, characterized as all-inclusive adults-only hotels offering service and experiences that are exclusive, sophisticated and modern and which are the best option for couples or honeymooners.

Complementing the idyllic hotel surroundings, **Infinite Indulgence®**, an exclusive and detailed program, goes beyond all-inclusive service. Addi-

tionally, TRS Hotels features another program with exclusive benefits: With Absolute Indulgence, guests can visit our hotels in the same category in neighboring destinations, enjoying all of their services and facilities.

In 2021, TRS Hotels is facing a new challenge: expanding to the Mediterranean destination of Ibiza, with the objective of offering a vacation experience independent and at a distance from the Grand Palladium Hotels & Resorts hotels.



# Brand Mission

Our mission is to offer travelers around the world the most luxurious adults-only 5-senses type of experience, along with the personalized all-inclusive

services of Infinite Indulgence®, in intimate settings at the most spectacular beach destinations of the Caribbean and the Mediterranean.



# Brand Vision

We want to be—today and in the future—an adults-only hotel brand that adds value to each moment of our guests' stays through unique experiences and by offering tranquility and exclusivity that can be found in breathtaking Caribbean and, beginning in 2022, Mediterranean destinations.



## ***Infinite Indulgence®***

Freedom of choice, time for your pleasure and space to make the most of it. At TRS Hotels, the all-inclusive evolves beyond excellence.

## ***Absolute Indulgence***

Your free all-inclusive day pass to explore the services and facilities of TRS Hotels and Grand Palladium Hotels & Resorts of the neighboring destination.



Enjoy your stay with ***Infinite Indulgence®***. **It's all included.**  
Plus, with Absolute Indulgence, you can double your exclusive vacation by visiting the hotels of our other destinations.



# Core Values

## BUSINESS VALUES

- CUSTOMER SATISFACTION FIRST
- FOCUSED ON OBJECTIVES & RESULTS
- COMMITTED TO THE ENVIRONMENT
- ALIGNED TO OUR CORPORATE CULTURE
- TEAMWORK
- OPERATIONAL EXCELLENCE
- EMPLOYEE DEVELOPMENT

## BRAND VALUES

- LUXURY
- ELEGANCE
- SOPHISTICATION
- EXCLUSIVITY
- CONTEMPORARY
- INTIMACY
- ASPIRATIONAL
- FREEDOM

## PRODUCT VALUES

- ADULTS ONLY
- EXCLUSIVE BEACH AND POOL
- ALL ROOMS ARE SUITES
- SUPERIOR À LA CARTE GASTRONOMIC OFFER
- PERSONALIZED SERVICE
- LUSH TROPICAL SURROUNDINGS
- SENSORY ARCHITECTURE
- IBIZA-STYLE BEACH CLUB
- PREMIUM COCKTAILS AND BARTENDING SERVICES
- WELL-BEING
- SPA
- DINNER-SHOW

## SERVICE VALUES

- EXCLUSIVE AND UNIQUE SERVICES
- OUR OWN EXCEPTIONAL STANDARDS
- CONSISTANCY IN PRIVILEGED SERVICES
- STAFF ALWAYS IN PROXIMITY
- PERSONALIZED ENTERTAINMENT
- 24-H BUTLER SERVICE
- INNOVATIVE TECHNOLOGY
- Infinite Indulgence®, it's all included
- ABSOLUTE INDULGENCE



# Brand Personality

## CHARACTER

Elegant, discrete, charming,  
smooth, educated, honest,  
innovative, perfectionist, peaceful.

## MOOD

Warm, friendly, confident, leader, cheerful, happy, relaxed, caring, accessible, intimate, exclusive.

## COMPETENCE

Intelligent, reliable, helpful,  
responsible, attentive,  
thoughtful, considerate, endless.

## LOOK

Sophisticated, luxurious, modern, glamorous, good looking, natural, discrete, stylish, luxurious.

## NEGATIVE

Unappealing, modest, common, old-fashioned, hectic.





# Brand Positioning Statement

TRS Hotels offers the best adults-only 5-senses type of experience and personalized services with Infinite Indulgence®, it's all included, for couples and single travelers around the world.





## CONCEPT DEVELOPMENT

### TRS Hotels USP

Enjoy unique life enriching experiences and exclusive personalized services, within a sophisticated and relaxed adults-only ambience on the world's most beautiful coasts.

### Brand Promise

Enjoy unique life enriching experiences, within a sophisticated and relaxed adults-only ambience at the most beautiful destinations of the Caribbean.

### USP BY HOTEL AND DESTINATION

### TRS Turquesa Hotel

Charming people and beautiful beaches within an adults-only ambience. Enjoy all that Punta Cana has to offer on its stunning coast.

### TRS Yucatan Hotel

Your adventure paradise away from home... and kids. Feel the magic of Riviera Maya.

### TRS Coral Hotel

Exuberant nature and unlimited comfort for adults only, in a pristine destination. Discover Costa Mujeres, Cancun.

### TRS Ibiza Hotel

The magic of a destination like Ibiza, universally known for its entertainment and leisure, merges with the exclusivity and luxury of the adults-only TRS Ibiza Hotel. This perfect mix for an incomparable get-away can be found along the shores of the Mediterranean.

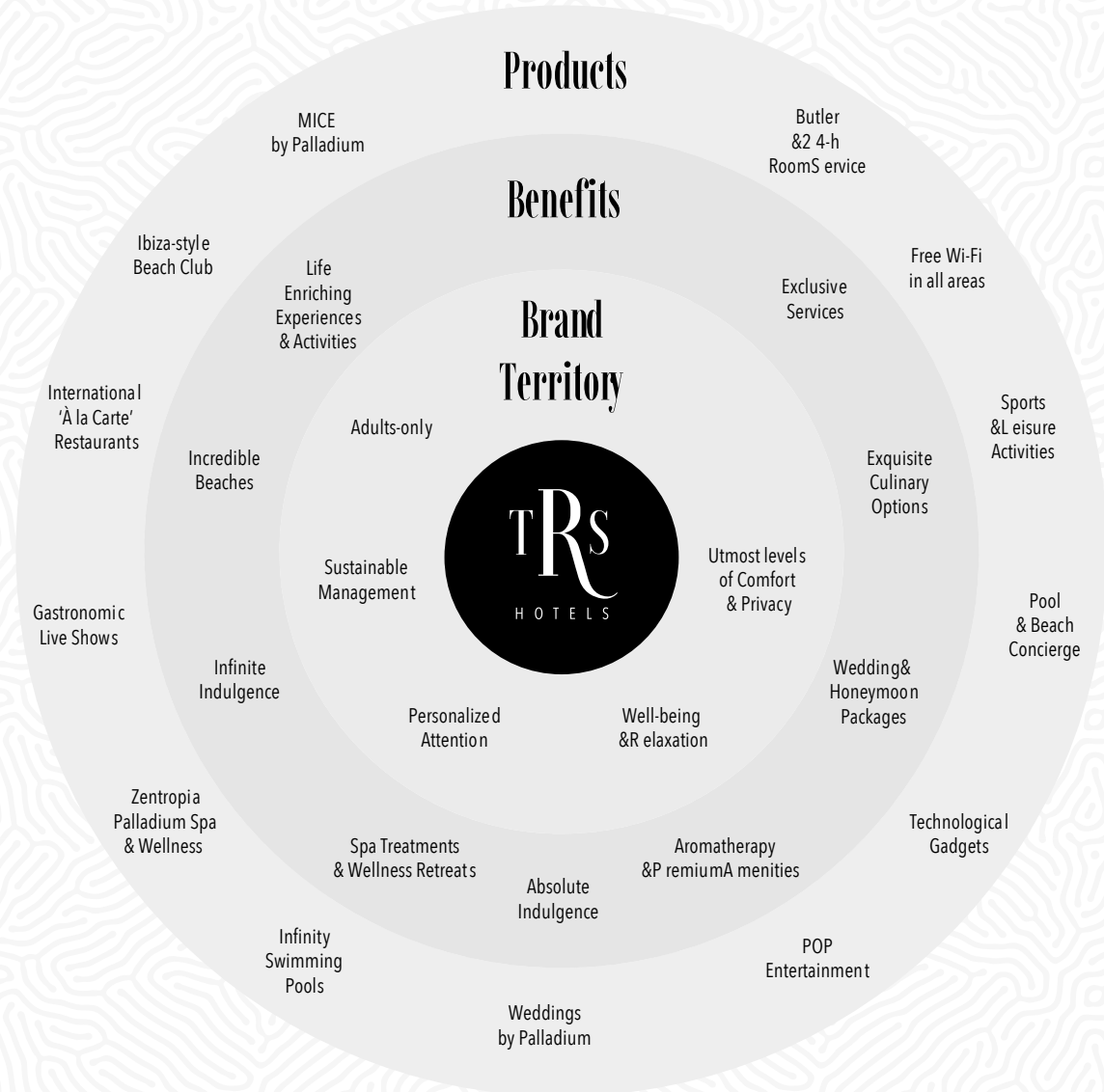


# Brand Essence

We create new experiences for guests looking for a new standard of luxury.

We offer an atmosphere where the guest takes the spotlight, creating an everlasting emotional connection.

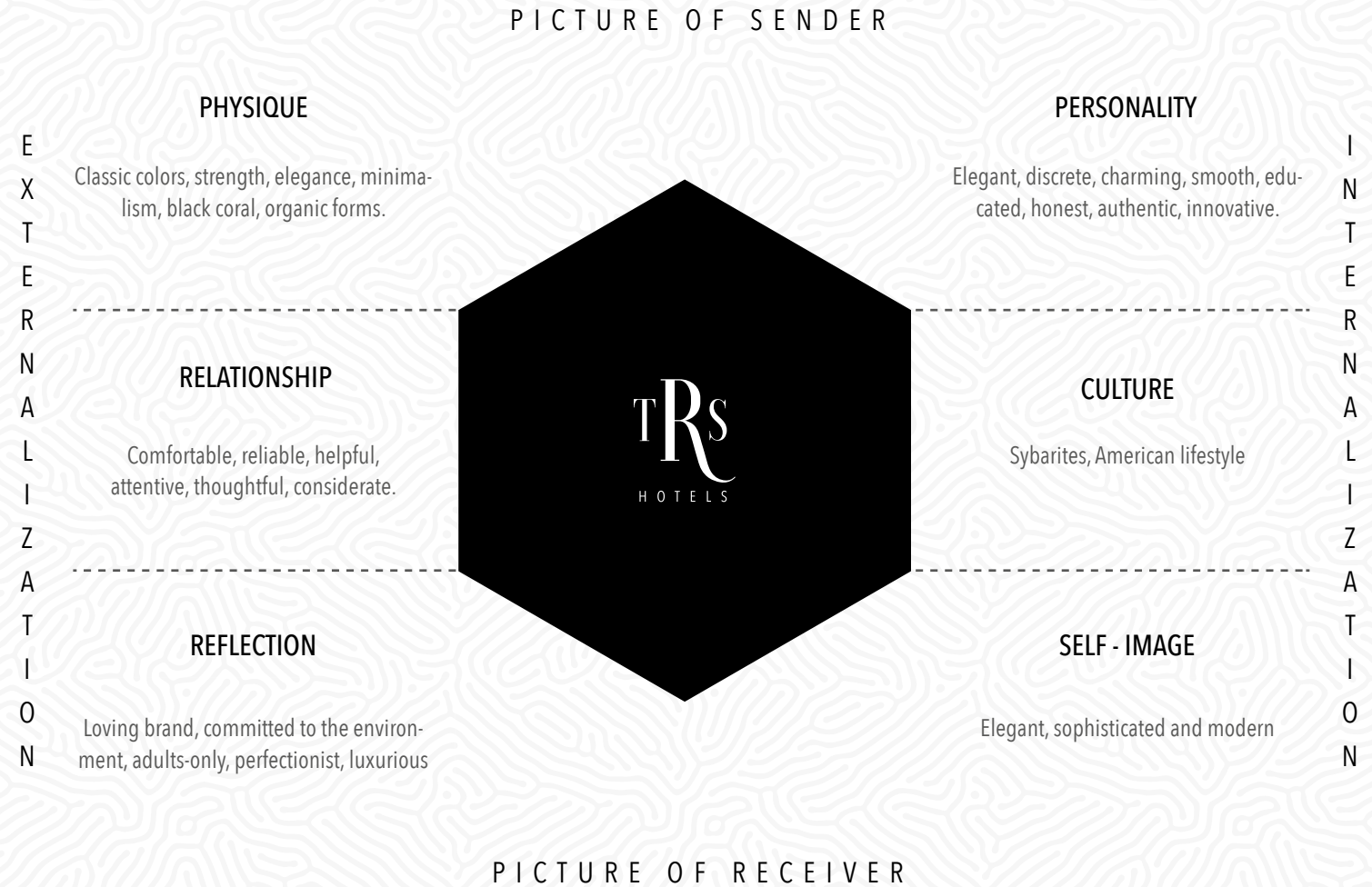
Guests can enjoy their stay without limits with Infinite Indulgence®, it's all included.





CONCEPT DEVELOPMENT

# Brand Identity Prism



## CONCEPT DEVELOPMENT

# Brand Goals

**BUILD AWARENESS**

Achieve strong brand recognition and be top of mind within our target audience, in the most strategic markets for our company.

**CREATE AN EMOTIONAL CONNECTION**

Invite guests to appreciate life as they choose, honoring their freedom, motivation and willingness to enjoy all that comes their way. It's all about their feelings.

**DIFFERENTIATE OUR PRODUCT**

Personalized attention along with high-quality services and amenities. Enriching activities and experiences add value, providing guests with special moments throughout their stay.

**CREATE CREDIBILITY AND TRUST**

We must attain customer loyalty by being faithful to our brand promise: to provide unique all-inclusive experiences in a relaxed adults-only setting in the world's most stunning costal destinations.

**MOTIVATE PURCHASING BEHAVIORS**

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



GENESIS OF THE BRAND

# Naming



The official name of the brand:

- TRS HOTELS

The official names of each destination are:

- TRS Yucatan Hotel
- TRS Turquesa Hotel
- TRS Coral Hotel
- TRS Ibiza Hotel



## GENESIS OF THE BRAND

# Brand Visual Identity

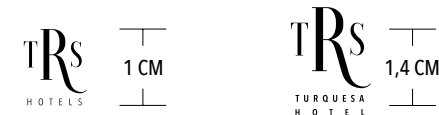
## LOGOTYPE



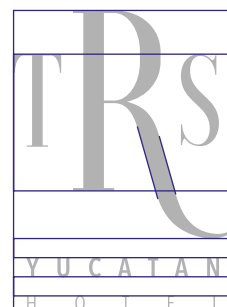
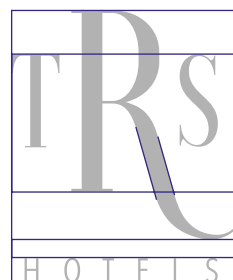
## HOTELS LOGOTYPE



## MINIMUM SIZE



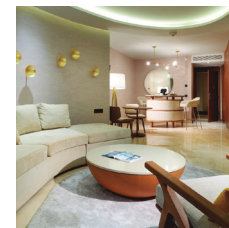
## LOGO CONSTRUCTION





GENESIS OF THE BRAND

# Brand Mood Board





GENESIS OF THE BRAND

# Brand Visual Identity

## MEMBER LOGO

All TRS Hotels in America are members of the prestigious Forbes Travel Guide.





GENESIS OF THE BRAND

# Brand Visual Identity

## AVENIR NEXT CONDENSED

# TYPOGRAPHY

ULTRA LIGHT  
REGULAR  
*ITALIC*  
MEDIUM  
*MEDIUM ITALIC*  
**DEMI BOLD**  
**DEMI BOLD ITALIC**  
**BOLD**  
***BOLD ITALIC***  
**HEAVY**  
***HEAVY ITALIC***

This font is the main typography chosen to be used in all communications. It shows the fine and unique aesthetics of the brand.

It can be used in all communications and all its weights.

For other formats (like the web site 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.

## Imbue FT

# Secondary typography

Thin  
Light  
Regular  
**SemiBold**  
**Bold**

This font is the chosen one for headlines and relevant information in all brand communications. The lines are inspired by the simple but ornamented shapes of coral, maintaining the subtlety and the balance of its organic forms.

It can be used in all communications and all its weights. We recommend using it in the "Sentence case".



GENESIS OF THE BRAND

# Brand Visual Identity

# C O L O R S

**The dominant color is Black 100%.**  
It is used for the logo, headlines and relevant information of the brand.

**Secondary tones.**  
They are the tones between the Black 100% to 5%.  
They can be used for texts and supporting information.

**Support color.**  
It is exclusively used to highlight relevant information and as a outstanding color for digital media.

PERCENTAGE OF COLOR'S GRADUATION IN PUBLICATIONS



70% black

20% tonos de grises

10% Blue 072C  
R16 G6 B159  
C100 M95 Y0 K3  
HTML 10069F



## GENESIS OF THE BRAND

# Brand Visual Identity

The brand visual identity is complemented by a set of patterns that create a symbology similar to the shape of the coral skeleton.

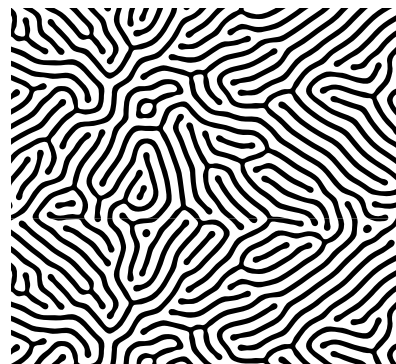
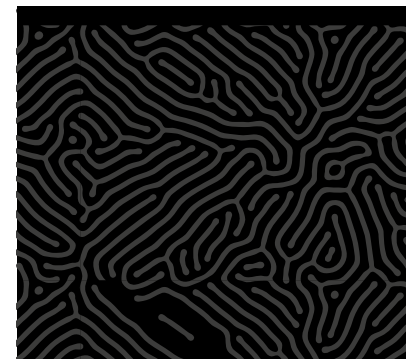
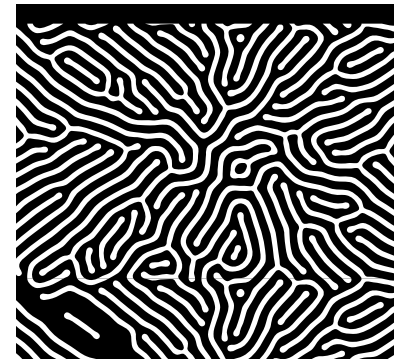
These illustrations serve as support to create brand remembrance and recognition.

They can be used alone or combined, according to the format of the communication.

White background and light grey pattern.



Dark background in contrast with light pattern. Dark background and dark grey pattern.



White background and black pattern.



# Do's and don'ts

- Dear guest - To whom is concerned
- Hi (personalize with name) - Good afternoon
- Come discover a world of delicacies- We have a good menu
- Tailor-made experiences - Entertaining activities
- Open from 8pm to 11pm - Schedule: 8:00 p.m./ 11:00 p.m.
- We hope you have a fabulous stay - Have a good stay
- If there is something that we can improve in, please let us know here  
- State your complaint below
- See you soon- We hope to be in contact with you again soon
- Our best regards - Sincerely

## GENESIS OF THE BRAND

TRS Hotels will always be elegant, refined and formal, but will include a broader and more contemporary terminology than it used to. When communicating in Spanish or any other Latin language, we use the formal "Usted" form (3rd person) in all B2C offline and online communications.

## KEYWORDS

- Elegance
- Exclusivity
- Luxury
- Sophistication
- Comfort
- Tranquility
- Personalized attention
- Intimacy
- Relaxation
- Freedom
- Fun
- Entertainment
- Experiences



## GENESIS OF THE BRAND

# Brand Storytelling

Inside and out, TRS Hotels constantly emanates a distinct attitude. After undergoing a thorough rebranding, succeeding its precursor, The Royal Suites by Palladium, it has developed into an independent hotel and luxury brand, breaking away and distinguishing itself from Grand Palladium Hotels & Resorts to provide a more exclusive and personalized accommodation for adults only. Its core values and mission are to offer the best adults-only luxury experience,

along with tailor-made services, for travelers around the world, featuring an intimate and tranquil ambience on some of the most spectacular coasts of the Mexican Caribbean, the Dominican Republic, the Mediterranean and other future destinations.

Over the years the brand has matured, developing its own unique personality and a fresher image. The relationship between the guests and the hotel has inspired it to offer a more luxurious and personalized experience, which presents a 24-hour personal butler to cater to our guests' needs, an exclusive and innovative culinary offer in our international à la carte restaurants, exquisite premium drinks crafted by our mixology specialists, fabulous private Ibiza-style beach clubs to enjoy the most spectacular sunsets, modern rooms that include exceptional amenities like direct access to swim-up pools in some suites, along with exclusive services, such as life enriching activities and à la carte entertainment among many others, with an attention to detail that exceeds all expectations. Our guests have evolved, and so have

we. The emotional bond between them and the staff is another fundamental aspect in this process, reinforcing our brand values, always focused on the customer.





## GENESIS OF THE BRAND

# Brand Tagline

## HONORING YOUR FREEDOM

Our tagline is much more than a definition of the brand. It is a statement that is driven by a philosophy that invites guests to appreciate life as they choose to: their freedom, their purposes and motivation, their capacity to understand themselves and their willingness to enjoy everything that comes their way.

Honoring freedom is to also be aware of what you want in life and to have the liberty to choose to not deal with what you do not want. Those who choose to vacation in an adults-only hotel look for locations where they are at the center and everything has been thought through to bring them the highest levels of comfort.

It is an inspiring message that puts guests in a place of power and lets them know that they will get everything they deserve at each hotel through excellent service.

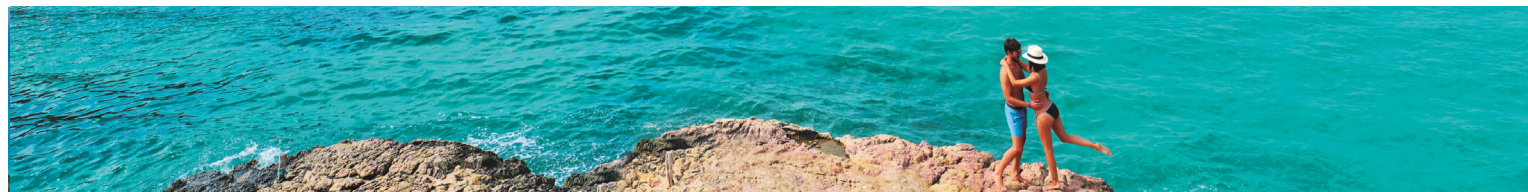
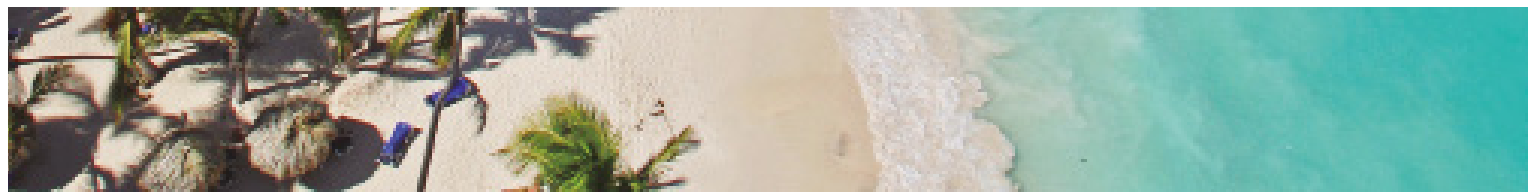
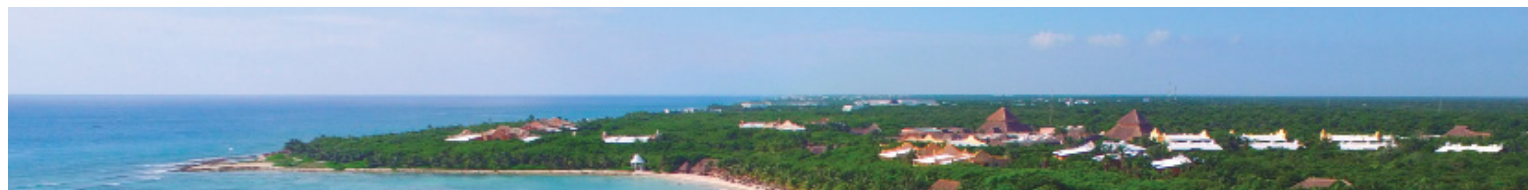
Now they know that if they stay with us, we will honor their freedom.



GENESIS OF THE BRAND

# Destinations

Discover tropical beaches, striking landscapes, and archaeological sites of ancient civilization. Like the coral reefs found in the depths of the sea, our hotels are located in the heart of each destination.





## GENESIS OF THE BRAND

# Product & Services Description

An unmatched location on the most desirables beaches, modern and comfortable facilities and a wide range of luxurious all-inclusive amenities. Among them are:

- Infinity Indulgence®, it's all included
  - Absolute Indulgence all-inclusive pass to neighboring resorts
  - Butler service
  - Infinity pools
  - 24-hour room service
  - Golf cart transportation throughout the resort
  - Access to Zentropia Palladium Spa & Wellness center
  - Suites with swim-up or private pools
  - Poolside and beachside waiters
- We offer uniquely crafted gastronomical experiences including:

- A dinner-show at Chic Cabaret & Restaurant
- Exclusive International restaurants with à la carte menus
- Bars with premium drinks
- Ibiza-style beach club Helios
- À la carte entertainment activities

The all-inclusive evolves beyond excellence at TRS Hotels

Infinite Indulgence® are the words we've chosen to communicate the all-inclusive service, in our own way. Absolute Indulgence are the words that represent our all-inclusive day pass when our guests want to visit the TRS Hotels and Grand Palladium Hotels & Resorts of the neighboring destinations. Our main priority is to allow the enjoyment of whatever is desired. We promise to empower our guests with the assurance that they will feel satisfied during their entire stay.

How we communicate it:

## Infinite Indulgence®

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.

Relax. Savor every moment. Please yourself, with no limits. Enjoy much more than an all-inclusive plan at TRS Hotels.

Feed your most exquisite cravings at our 'à la carte' international restaurants. The thirst for good times is satisfied with premium 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 gardens. Come and pamper your expectations.

## Absolute Indulgence

Double your exclusive vacation with Absolute Indulgence, your complementary all-inclusive pass to enjoy all the facilities and services of TRS Hotels and Grand Palladium Hotels & Resorts of the neighboring destination with no limits. At TRS Hotels we want you to enjoy yourself twice as much!





# Product & Services Description



The lights dim, heart-beats quicken, and the stage opens along with the most exquisite appetites.

In Chic Cabaret & Restaurant, each night a surprising party of flavors, music and dance unfold before its audience. Let the show begin!

A musical journey through history, passing over the most popular styles

- 3-hour show with over 20 artists on the scene (singers, dancers, and acrobats)
- Welcome cocktail, unlimited premium drinks, and post show party
- Varied gourmet menu

Locations:

- TRS Coral Hotel, Costa Mujeres (Cancun, Mexico)
- TRS Yucatan Hotel, Riviera Maya (Mexico)
- TRS Turquesa Hotel (Punta Cana, the Dominican Republic)



MARKET ANALYSIS

# Target Audience

Young &  
Silver couples

30-50 50-60  
years old

HHI: 40-95 k / 50-105 k annual

Singles

20-40  
years old

HHI: 40-60 k annual

Weddings &  
Honeymooners

25-50  
years old

HHI 55-110k annual



## MARKET ANALYSIS

# Competitive Set

Adults-only hotels offering all-inclusive plans at each destination.

PUNTA CANA	CAT.	ROOMS	PLAN	REST/ BARS	ROOM TYPES	M2	MAX. PX.	CONFERENCE ROOMS	LOCATION	CLIENT
Barcelo Bavaro Beach	5*	584	ALL	8	Superior	47	4 Adultos	13 salas / max 5000	Playa de Bávaro	Only Adults
Paradisus Palma Real	5*	554	ALL	18	Junior Suite	49	2 adultos	17 salas / max 5185 pax	Playa de Bávaro	Only Adults
Royalton Chic	5*	320	ALL	12	Luxury room	36	2 adultos	-	Uvero Alto	Only Adults
Secrets Royal Beach	5*	464	ALL	35	Junior Suite Vista Tropical	53m2	3 adultos	8 salas / max 868 pax	Av. Alemania	Only Adults
Excellence El Carmen	5*	492	ALL	28	Junior Suite Pool View	74m2	3 adultos	3 salas	Uvero Alto	Only Adults
Iberostar Grand Hotel Bávaro	5*	272	ALL	10	Suite	47m2	2 adultos	6 salas	Playa de Bávaro	Only Adults
Majestic Mirage	5*	358	ALL	22	Mirage Club One Bedroom Suite	91m2	4 adultos	8 salas / max 594 pax	Playa de Bávaro	Family
TRs TURQUESA HOTEL	5*	372	ALL	37	Royal Deluxe Junior Suite	44m2	3 adultos	7 salas / max 500 pax	Playa de Bávaro	Only Adults
MEXICO - RIVIERA MAYA	CAT.	ROOMS	PLAN	REST/ BARS	ROOM TYPES	M2	MAX. PX.	CONFERENCE ROOMS	LOCATION	CLIENT
Iberostar Grand Hotel Paraíso	5*	310	ALL	14	Suite	60m2	2 adultos	7 salas / 1393m2 / max 1200 pax	Playa del Carmen	Only Adults
Paradisus Playa del Carmen La Perla	5*	394	ALL	30	Paradisus Junior Suite	53m2	3 adultos	17 salas / max 1500 pax	Playa del Carmen	Only Adults
Secrets Akumal	4s	434	ALL	16	Junior Suite Tropical View	50m2	3 adultos	9 salas / max 600 pax	Pueblo de Akumal	Only Adults
Royalton Hideaway	5*	343	ALL	16	Luxury Junior Suite	52 m2	3 adultos	6 salas	Riviera Maya	Only Adults
Excellence Riviera	5*	440	ALL	20	Junior Suite	62 m2	2 adultos	5 salas / 9700 m2	Riviera Maya	Only Adults
Valentin Imperial	5*	540	ALL	21	Deluxe Junior Suite	48 m2	3 adultos	5 salas / 1327 m2 / max 1024 pax	Riviera Maya	Only Adults
El Dorado Royale	5*	478	ALL	24	Luxury Jacuzzi Junior Suite	56m2	3 adultos	5 salas / 1858m2 / max 700 pax	Playa del Carmen	Only Adults
TRs YUCATAN HOTEL	5*	130	ALL	42	Royal Junior Suite	60m2	3 adultos	11 salas / max 600 pax	Riviera Maya	Only Adults
MEXICO - COSTA MUJERES	CAT.	ROOMS	PLAN	REST/ BARS	ROOM TYPES	M2	MAX. PX.	CONFERENCE ROOMS	LOCATION	CLIENT
Excellence Playa Mujeres	5*	450	ALL	22	Junior Suite PV	75m2	Máx 3 adultos King o 2 double beds	11 salas / 1579m2 / max 960 pax	Playa Mujeres	Only Adults
Secrets The Vine	5*	497	ALL	12	Deluxe OV	44 m2	Máx 4 adultos King (2 ) / 2 double (4 )	5 salas / 1207m2 / 800 pax	Boulevard CUN	Only Adults
Secrets Maroma	5*	412	ALL	15	Junior Suite POV	58 m2	Máx 4 adultos King (2 ) / 2 double (4 )	688 m2 - 600 pax - 4 salas	Riviera Maya	Only Adults
Secrets Playa Mujeres	5*	424	ALL	16	Junior Suite GV	56 m2	King	8 salas / 720 m2 total / 600 pax	Playa Mujeres	Only Adults
Hyatt Zilara	5*	307	ALL	11	Junior Suite King OV	61 m2	Máx 4 adultos (king (2) or double (4)	6 salas / 640 m2 / max 700 pax	Boulevard CUN	Only Adults
TRs CORAL HOTEL	5*	473	ALL	30	JS Superior	49 m2 / 68 m2	Máx 3 adultos	6 salas / 1.531 m2 / max 1.380 pax	Costa Mujeres	Only Adults



- Segmented hotels
- Special destinations
- Luxury services
- Premium products
- Wellbeing treatments
- Modern design
- Beach clubs
- Healthy and gourmet gastronomy
- Personalized experiences
- Music, sports, culture
- Ecology consciousness
- Detail oriented guest service
- Hygiene and safety stays guarantee

How to satisfy these trends:

- Adults-only hotels
- Located on the most desirable beaches of the Caribbean, the Mediterranean and Mexico, as well as other new beach destinations in the future
- Luxury services provided: 24H butler service, 24-h room service, high speed free Wi-Fi, butler service by pool & beach, etc.
- Premium drinks, top-quality food and our own brand for the spa products
- Zentropia Palladium Spa & Wellness Center
- Comfortable facilities, redesigned rooms and Infinity swimming pools
- Ibiza-style beach clubs with stunning views
- Uniquely crafted gastronomical experiences including live shows in our 'à la carte' international restaurants (and

personalized diet options,  
ex: gluten-free, allergies or vegetarian)

- Life enriching experiences and à la carte activities
- POP Personalized Entertainment
- Sustainable management = Hotels committed to the environment
- Infinite Indulgence®. It's all included.
- Chic Cabaret and Restaurant.
- Absolute Indulgence.
- From free cancellations to travel insurance and security measures upon possible infection.

## MARKET ANALYSIS

# Market Trends





## BRAND TOUCHPOINTS

# Advertising

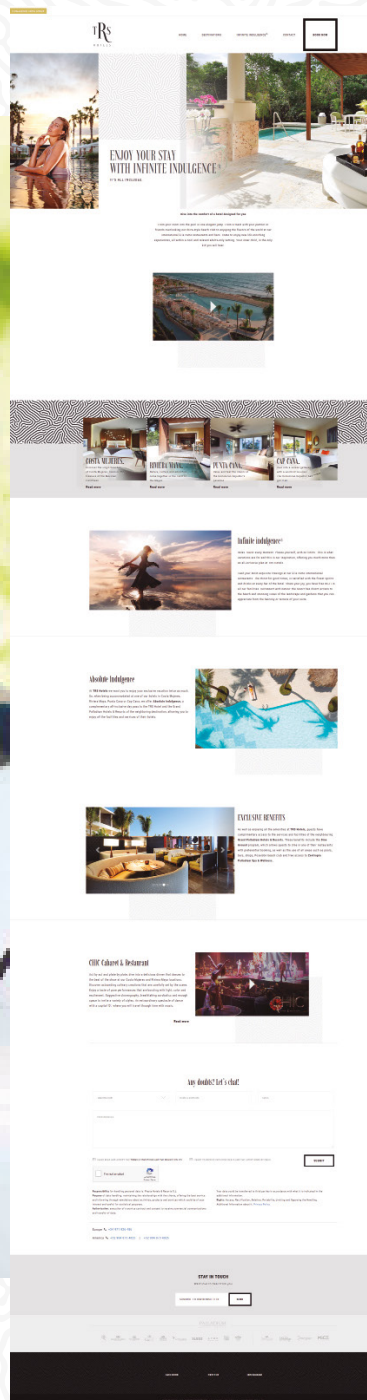


# Exhibits & stands



BRAND TOUCHPOINTS

# Website



## BRAND TOUCHPOINTS

# Digitalization

- EButler
- Internal portal
- Totem
- Digital frames
- Interactive TV
- Animation screens
- Restaurants screens
- App
- Palladium TV

### Interactive TV

- View a large list of international channels using our IPTV service and continue watching on your mobile device with TV-on-the-go.
- Purchase movies using our pay-per-view service and request popcorn for your Suite.
- Find information about bars and restaurants and order room service 24 hours a day.
- Learn more about our internal brands, as well as Partners.
- Review your account statement, alerts and program your wake-up service.
- Surf the Internet, make use of infinite applications for Android systems and duplicate your mobile device screen on the TV.

### WiFi Portal

- Obtain information about bars and restaurants, check their menus and make reservations.
- Find out landmarks, activities and entertainment.
- Check the interactive map of the Resort.
- Request transportation from any place within the Resort and geolocate it in real time.
- Request 24-hour Room Service.
- Call your Butler from any place within the Resort.
- Watch movies from any place within the Resort with your phone, tablet and PC.
- Check the Palladium Premium Experience and Zentropia Palladium Spa & Wellness catalogue.







## BRAND TOUCHPOINTS

# Collateral

Mandatory material with Leading Hotels of the World Logo only for TRS Coral Hotel: Printed advertising, hotel homepage, guest facing emails, guest bill folios, key cards, wifi login pages, business cards, stationary & letterhead (note pads, postcards), envelopes social media pages, press releases.



BRAND TOUCHPOINTS

# Uniforms







**TRSHotels.com**

PALLADIUM  
HOTEL GROUP

PALLADIUMHOTELGROUP.COM