



e ▴ m ▴ b ▴ e ▴ r ▴ s

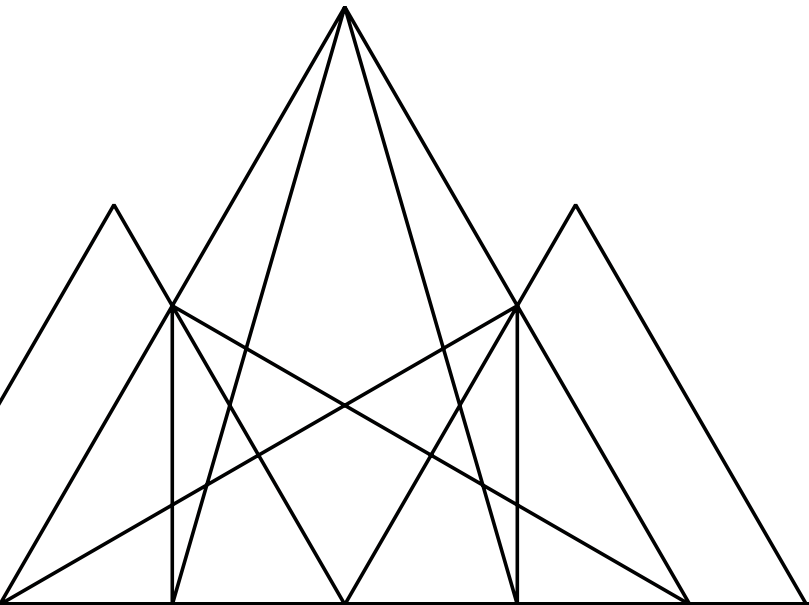
LUXURY ▴ RESORT ▴ DAYSPA

STYLE GUIDE



e ▴ m ▴ b ▴ e ▴ r ▴ s

LUXURY ▴ RESORT ▴ DAYSPA



CONTENTS

1.0	The Brand	01.	8.0	Signage	59.
1.1	Primary Logo	03.	8.1	Building Signage	61.
1.2	Positioning Statement	05.	8.2	Car Signage	63.
2.0	Colour	07.	9.0	Corporate Uniforms	65.
2.1	Primary Palette	09.	9.1	Primary Uniforms	67.
2.2	Gold Palette	11.	9.2	Secondary Uniforms	69.
2.3	Platinum Palette	13.	10.0	Promotional	71.
2.4	Sapphire Palette	15.	10.1	Colour Mood Board	73.
2.5	Emerald Palette	17.	10.2	Packaging	75.
2.6	Black & White	19.	10.3	Website	77.
3.0	Secondary Layouts	21.			
3.1	Dark Background	23.			
3.2	Light Background	25.			
4.0	Typography	27.			
4.1	Primary Logotype	29.			
4.2	Secondary Type	30.			
4.3	Content Type	31.			
5.0	Device Graphics	33.			
5.1	Device Elements	35.			
5.2	Photography	37.			
6.0	Layout Principles	39.			
6.1	Logo Exclusion Zone	41.			
6.2	Logo Restrictions	43.			
6.3	Logo Minimum Size	45.			
7.0	Corporate Stationery	47.			
7.1	Letterhead	49.			
7.2	A4 Stationery	51.			
7.3	Business Cards	53.			
7.4	DL Stationery	55.			
7.5	Room Elements	57.			



1.0. THE BRAND



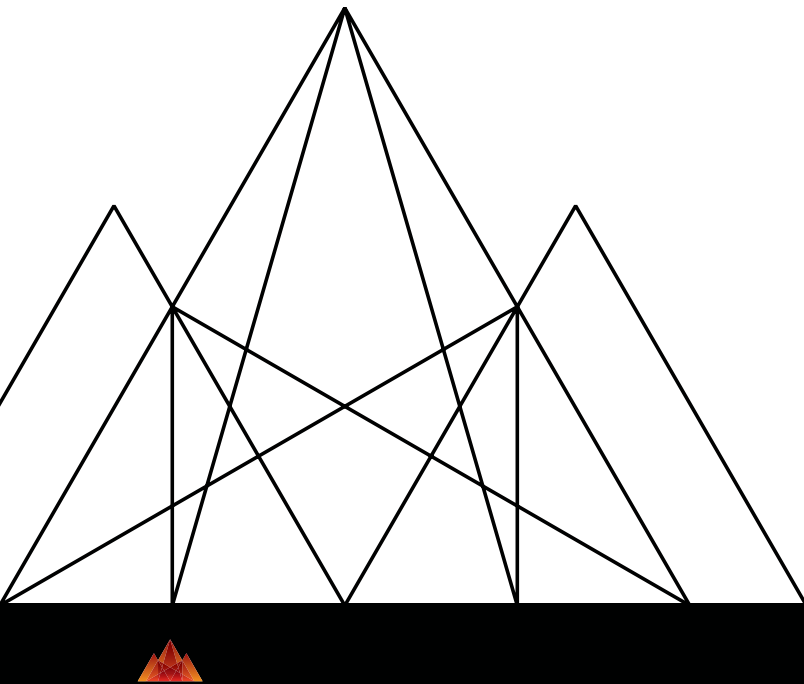


e · m · b · e · r · s

LUXURY · RESORT · DAYSPA



1.1. PRIMARY LOGO



Modern, symmetrical, flexible (wire frame, B&W, grayscale, different colours can be applied)

Embers influences:

- Upward pointing triangle, Ancient symbol for fire \triangle
- Graphical element consists of 6 overlapping upward transparent triangles (fire shape)
- Blue mountains area, mountainous shape, resort lays in the valley of the mountains (valley centre of shape)
- Embers name: embers provide, warmth, comfort (as the climate and location is fresh & cold)

The primary logo (vertical) consists of the Ember's symbol, logotype and tag line. 2 versions, which can be applied to light and dark coloured backgrounds.

File formats provided include:
PNG, JPG, EPS & TIF.



1.2. POSITIONING STATEMENT

Positioning Statement

Three 6 letter words that best describe the key focus points of the resort.

- **LUXURY**
- **RESORT**
- **DAYSPA**

Separated by 2 upwards pointing triangles (ancient symbol for fire).

Positioning

The positioning statement is positioned directly underneath the logotype, separated by a very fine line.

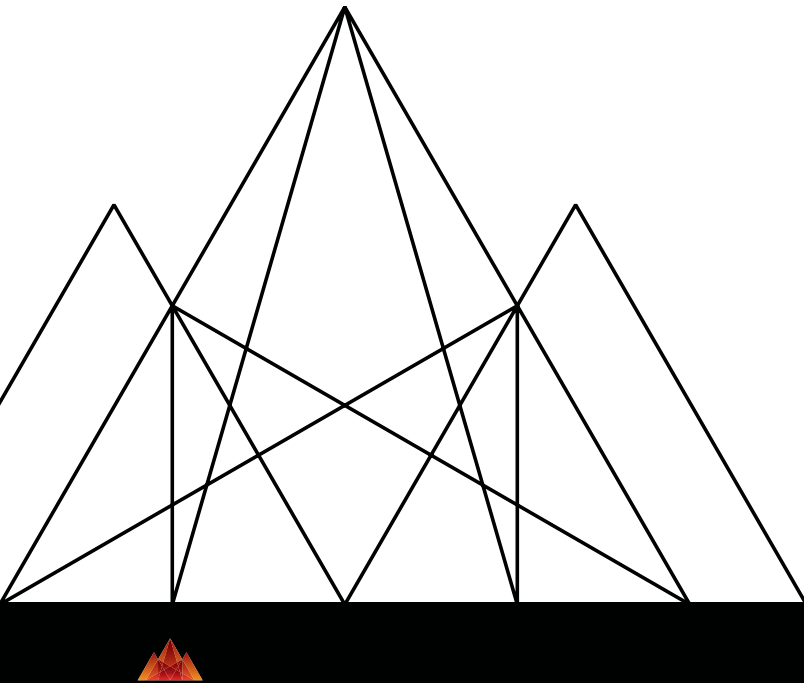
It can also be used by itself, as shown to the right.

There are 2 versions, which can be applied to both light and dark coloured backgrounds.

Departments

The positioning statement will adapt for each of the major departments found within the resort.

- The Eternal Flame Dayspa
- Charcoal Gourmet Restaurant
- The Blue Flame Lounge Bar
- Pristine Outback Adventures



LUXURY ▲ RESORT ▲ DAYSPA



2.0. COLOUR



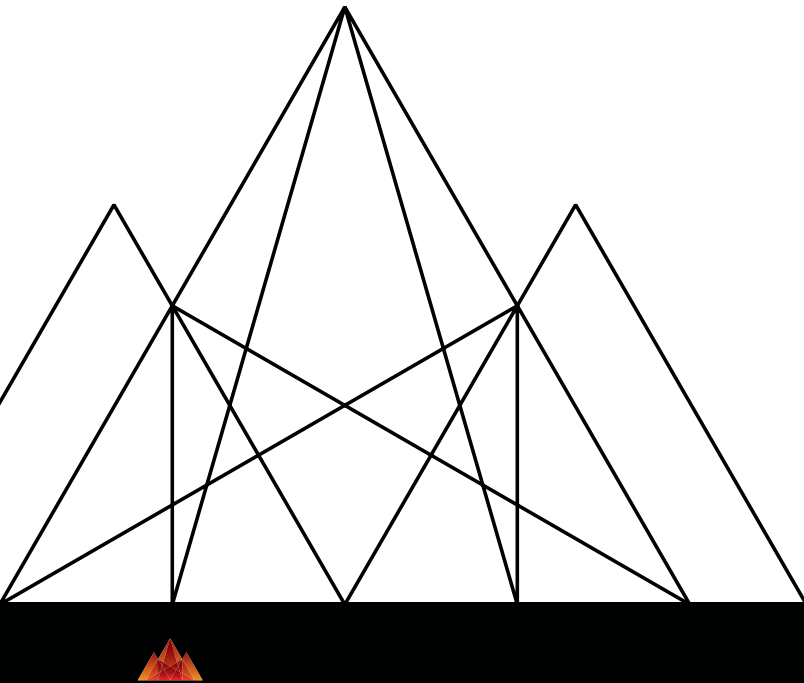


e • m • b • e • r • s

LUXURY • RESORT • DAYSPA



2.1. PRIMARY PALETTE



Primary Palette

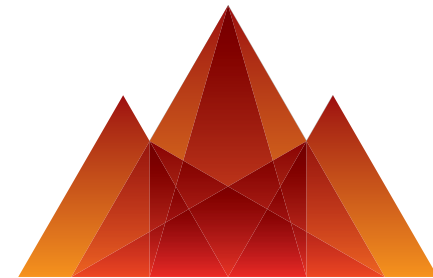
The Primary Palette derives from the sun drenched sandstone coloured cliffs located in the area. At dusk they shine as if on fire, Fire, flame, ember inspired, crimson red and orange tones, to reflect the Embers name. These colours portray warmth, comfort, passion, and lust, which reflects on the service and quality provided at the resort.

Usage

The primary colour palette, it is to be used for all major corporate material.

Department Flexibility

To cater for the various departments that run the resort, complimentary colour palettes have been assigned to each department. As the resort is located in the Blue Mountains area, these colour palettes are based upon precious stones/minerals. Gold, Platinum, Sapphire & Emerald.





CMYK

0
50
100
0

RGB

247
148
30

**HEXA
DECIMAL**

#F7931D

PANTONE

1375 C

CMYK

0
100
100
40

RGB

158
11
15

**HEXA
DECIMAL**

#9D0A0E

PANTONE

484 C

CMYK

75
68
67
90

RGB

0
0
0

**HEXA
DECIMAL**

#000000

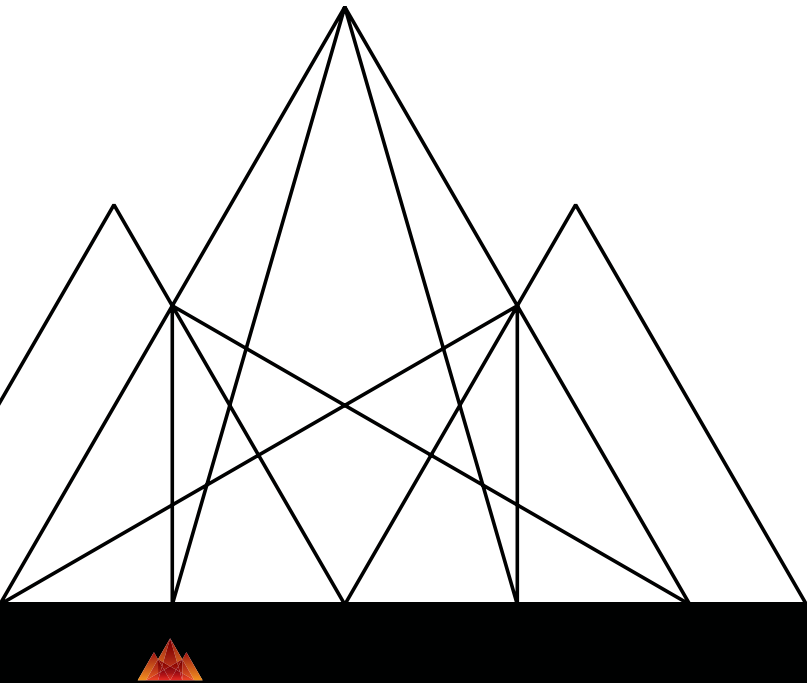
PANTONE

Black 6 C



2.2. GOLD PALETTE

THE ETERNAL FLAME DAYSPA



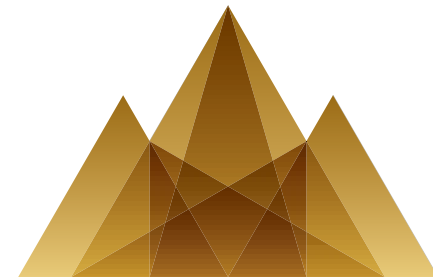
Gold Palette

The Gold Palette derives from the sandstone coloured cliffs and reflects the highest in quality and service.

Usage

The Eternal Flame Day Spa.

Therapists provide the highest quality relaxation and beauty therapy treatments.





CMYK

4
13
60
5

RGB

232
203
120

**HEXA
DECIMAL**

#E7CA77

PANTONE

7402 C

CMYK

6
40
96
40

RGB

155
108
20

**HEXA
DECIMAL**

#9B6C13

PANTONE

132 C

CMYK

75
68
67
90

RGB

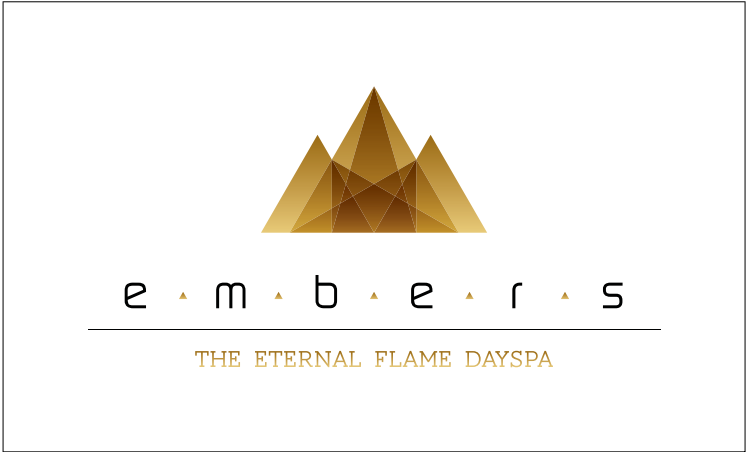
0
0
0

**HEXA
DECIMAL**

#000000

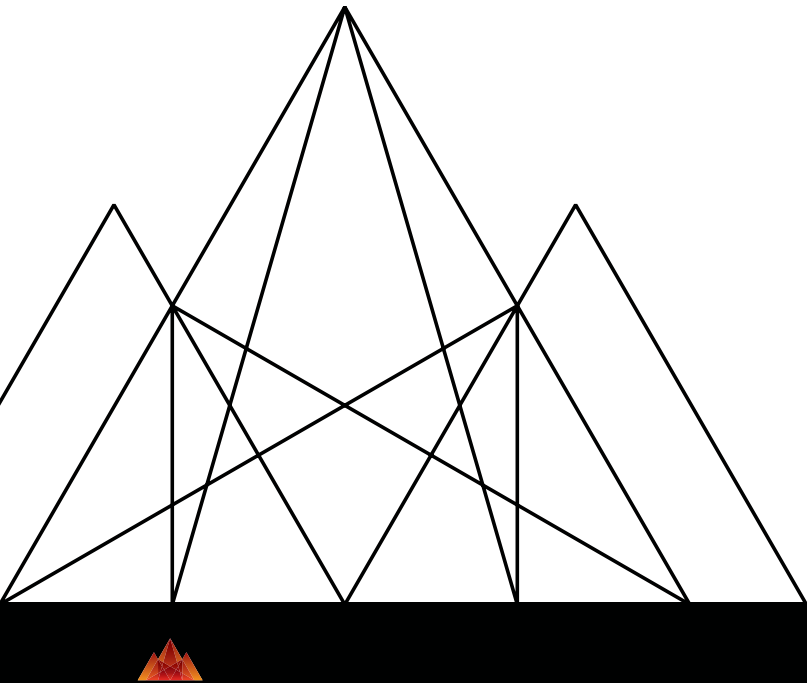
PANTONE

Black 6 C



2.3. PLATINUM PALETTE

CHARCOAL GOURMET RESTAURANT



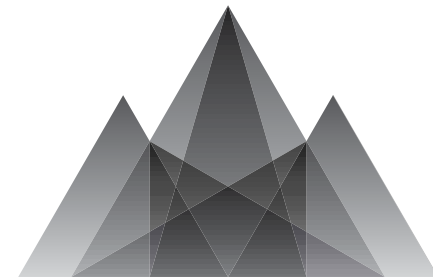
Platinum Palette

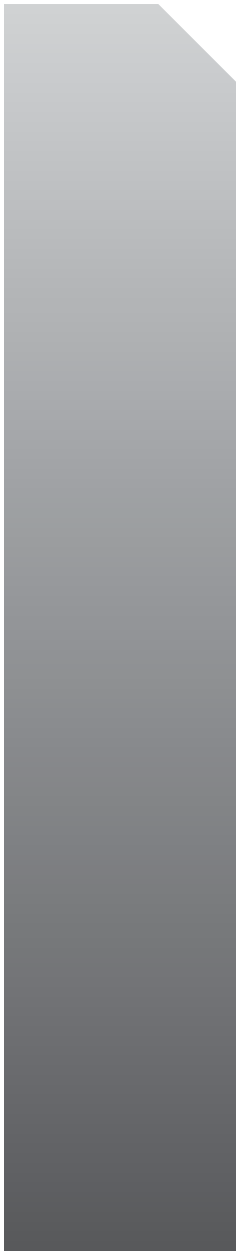
The Platinum Palette derives from the stainless steel work tops and splash backs used within the 5 star kitchen. It also represents the remains of a fire, such as ash and charcoal.

Usage

The Charcoal Gourmet Restaurant.

Offering high quality premium local produce, with a traditional modern day infusion.





CMYK

0
0
0
20

RGB

209
211
212

**HEXA
DECIMAL**

#D1D2D4

PANTONE

Cool Gray C

CMYK

0
0
0
80

RGB

88
89
91

**HEXA
DECIMAL**

#58585B

PANTONE

425 C

CMYK

75
68
67
90

RGB

0
0
0

**HEXA
DECIMAL**

#000000

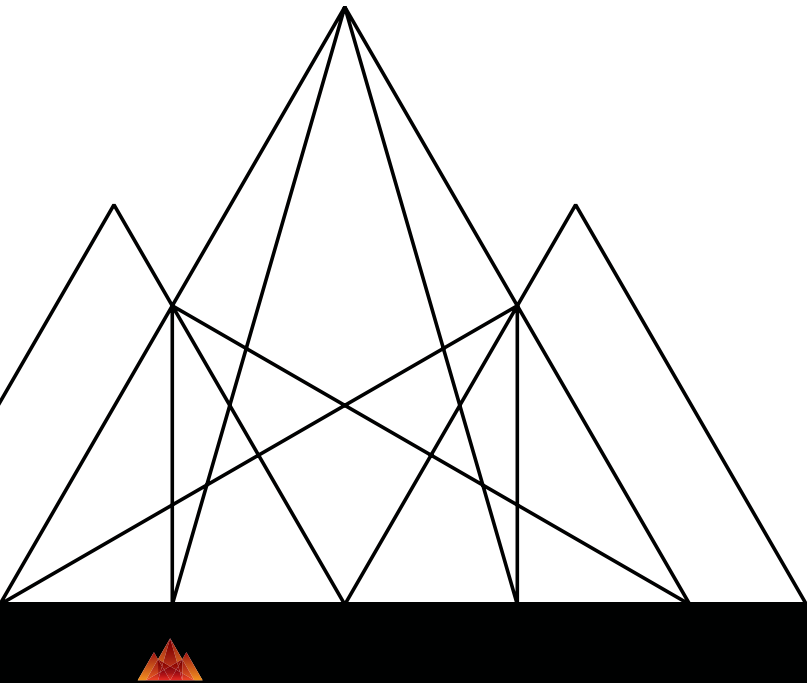
PANTONE

Black 6 C



2.4. SAPPHIRE PALETTE

THE BLUE FLAME LOUNGE BAR



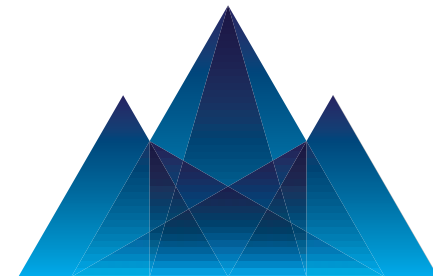
Sapphire Palette

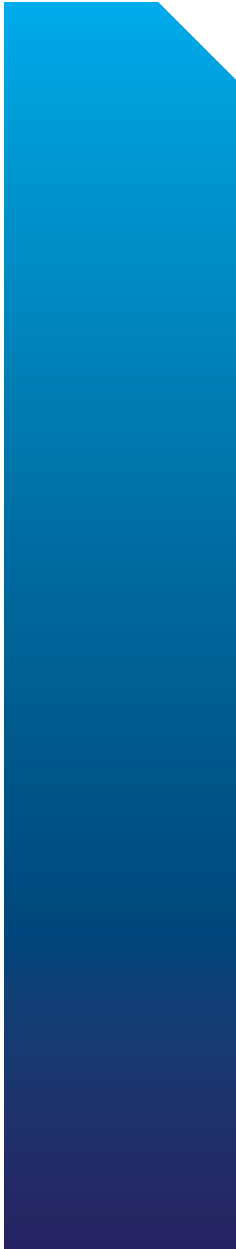
The Sapphire Palette is derived from the blue flame and twilight colour of the night sky. Thus a perfect setting for a bar atmosphere.

Usage

The Blue Flame Lounge Bar.

Premium alcoholic beverages, boutique beers, wines and outstanding cocktails.





CMYK

100
0
0
0

RGB

0
174
239

**HEXA
DECIMAL**

#00ADEF

PANTONE

306 C

CMYK

100
100
25
25

RGB

38
34
98

**HEXA
DECIMAL**

#262261

PANTONE

2755 C

CMYK

75
68
67
90

RGB

0
0
0

**HEXA
DECIMAL**

#000000

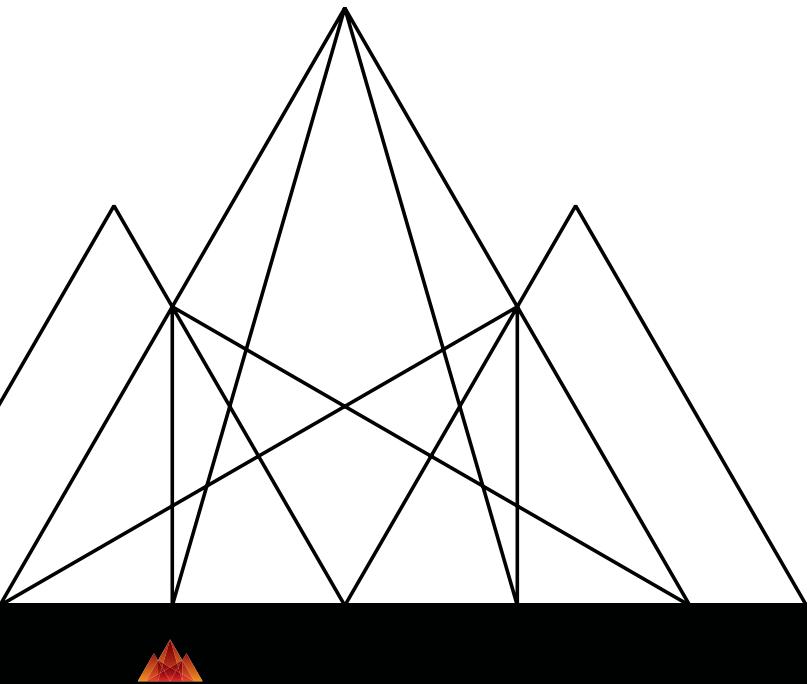
PANTONE

Black 6 C



2.5. EMERALD PALETTE

PRISTINE OUTBACK ADVENTURES



Emerald Palette

The emerald palette caters for the outdoor side of things, colours of nature, the local flora and fauna.

Usage

Pristine Outback Adventures.

Outdoor activities, mountain bike riding, swimming, hiking, picnics, horse back riding, etc. Pristine: in its original condition; unspoiled.





CMYK

50
0
100
0

RGB

141
198
63

**HEXA
DECIMAL**

#8CC63E

PANTONE

375 C

CMYK

90
30
95
30

RGB

0
104
56

**HEXA
DECIMAL**

#006738

PANTONE

349 C

CMYK

75
68
67
90

RGB

0
0
0

**HEXA
DECIMAL**

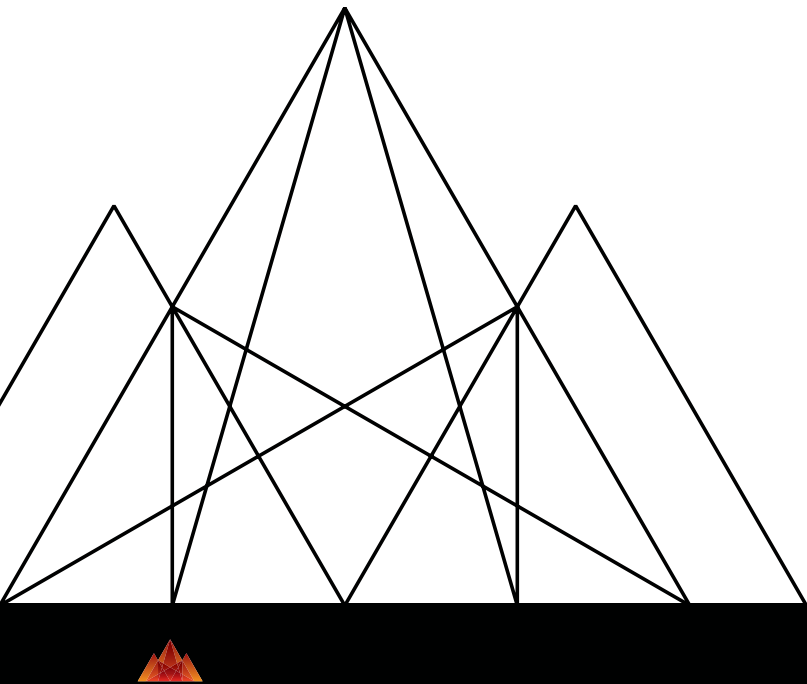
#000000

PANTONE

Black 6 C



2.6. BLACK & WHITE



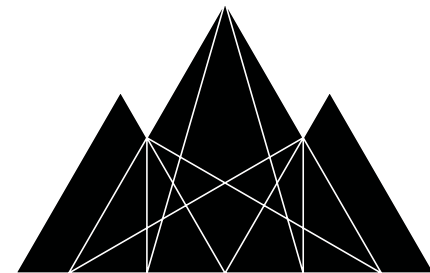
Black & White

The most basic version of the brand. Simple black & white - useful for one or two colour formats, for embroidery or screen printing. This variation also provides a sophisticated approach, as black is a perfect corporate technical colour.

Inverted wire frame version also available.

Usage

Cleaning services - legal documents, fax sheets and watermarks.



CMYK

paper
or
stock
colour

RGB

255
255
255

HEXA DECIMAL

#FFFFFF

PANTONE

GRIS 1 C

CMYK

75
68
67
90

RGB

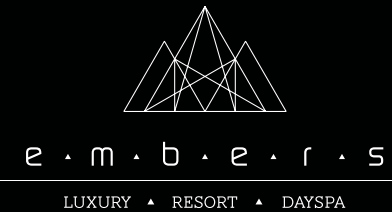
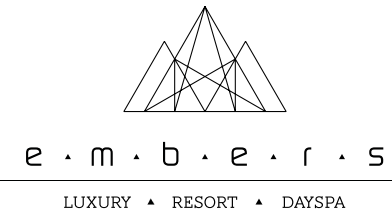
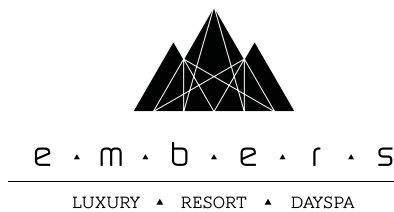
0
0
0

HEXA DECIMAL

#000000

PANTONE

Black 6 C



3.0. SECONDARY LAYOUTS





e · m · b · e · r · s

LUXURY · RESORT · DAYSPA



3.1. SECONDARY LAYOUTS

Secondary Layouts

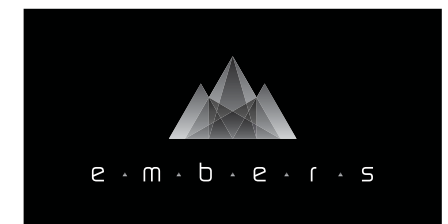
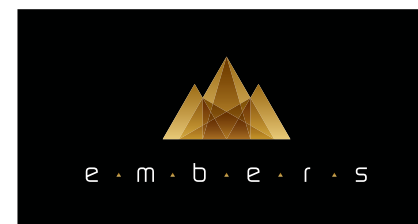
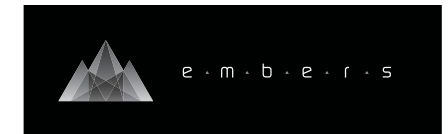
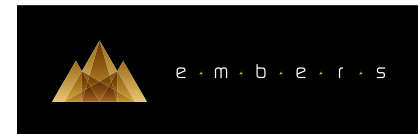
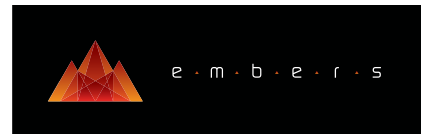
- Symbol (stand alone)
- Horizontal - symbol, logotype & tag line
- Horizontal - symbol & logotype
- Horizontal - logotype only
- Vertical - symbol & logotype

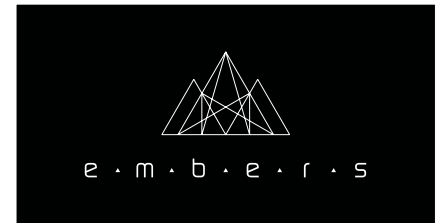
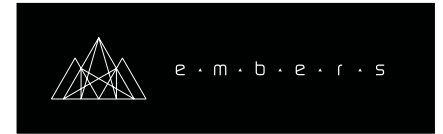
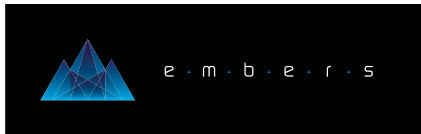
The Ember's logo has been designed for smooth output flexibility.

Dark Backgrounds

There are 2 versions of each layout and colour format, which can be applied to both light & dark coloured backgrounds.

File formats provided for each layout include: PNG, JPG, EPS & TIF.





3.2. SECONDARY LAYOUTS

Secondary Layouts

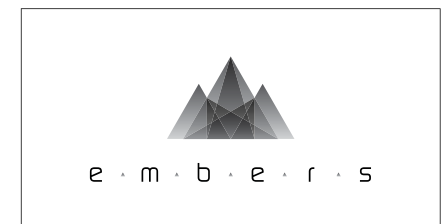
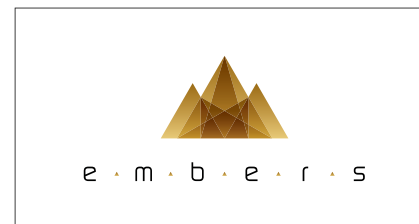
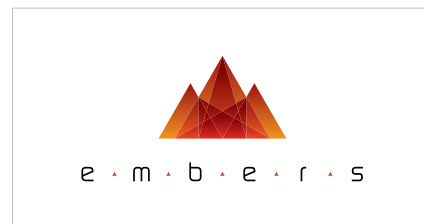
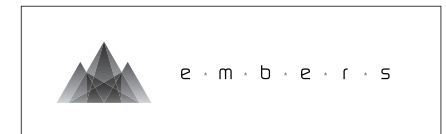
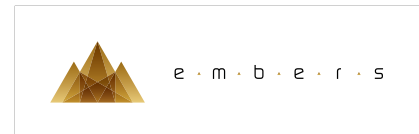
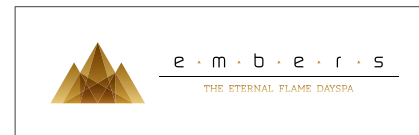
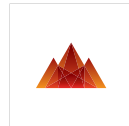
- Symbol (stand alone)
- Horizontal - symbol, logotype & tag line
- Horizontal - symbol & logotype
- Horizontal - logotype only
- Vertical - symbol & logotype

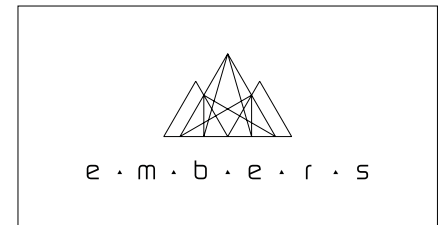
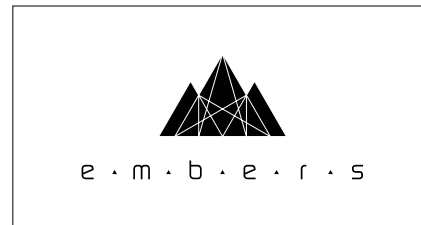
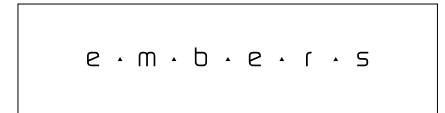
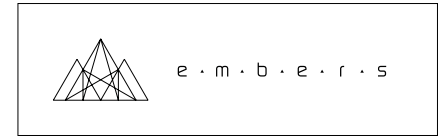
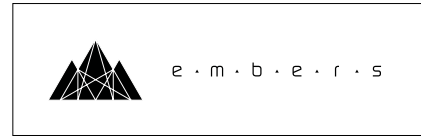
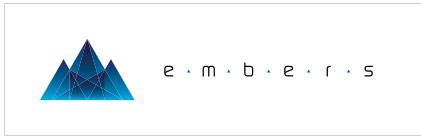
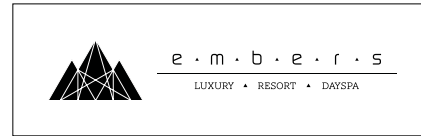
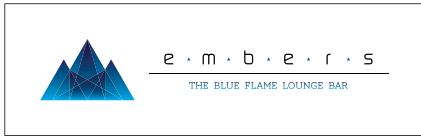
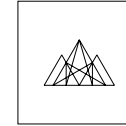
The Ember's logo has been designed for smooth output flexibility.

Light Backgrounds

There are 2 versions of each layout and colour format, which can be applied to both light & dark coloured backgrounds.

File formats provided for each layout include: PNG, JPG, EPS & TIF.





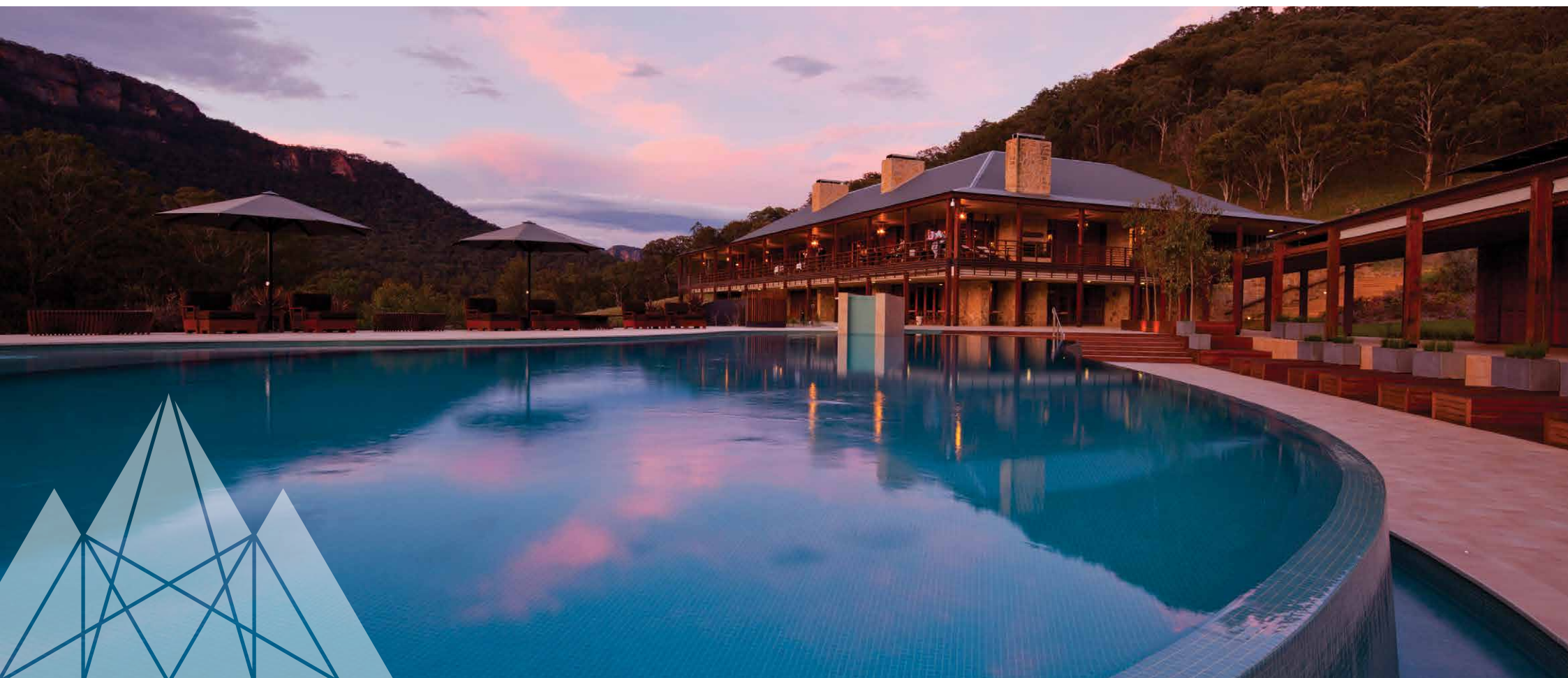
4.0. TYPOGRAPHY





e · m · b · e · r · s

LUXURY · RESORT · DAYSPA



4.1. PRIMARY LOGOTYPE

Continuum - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Continuum - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Continuum - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Continuum

Continuum a modern sans serif font, elegant and luxurious. Light, medium & bold families available.

Usage

Primary logotype.

Sizes

6pt, 8pt, 9pt, 10pt, 11pt, 12pt, 14pt, 18pt, 24pt, 30pt, 36pt, 48pt, 60pt, 72pt.

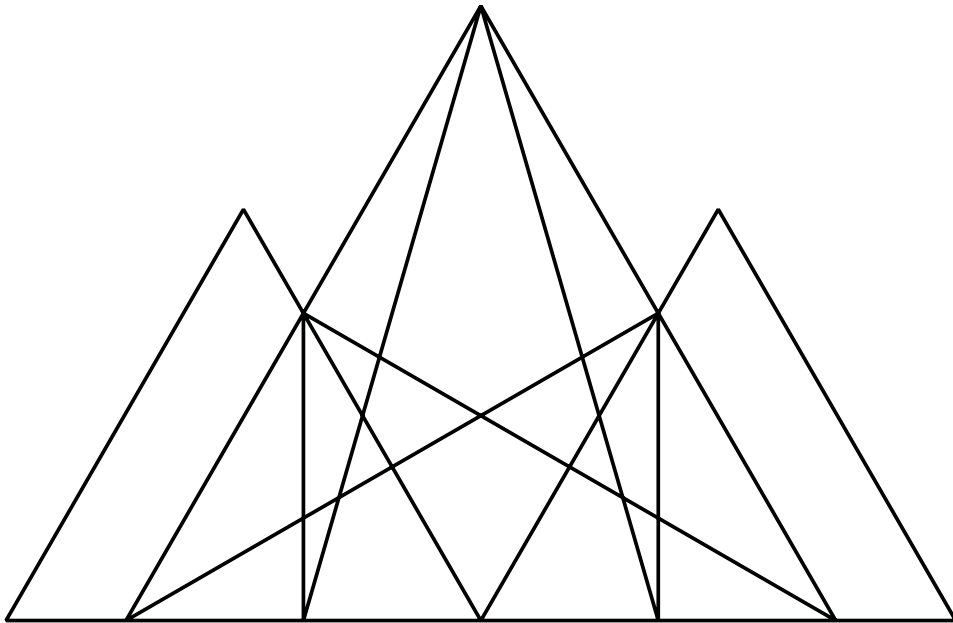
Aa



4.2. SECONDARY TYPE

AW Conqueror Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



AW Conqueror Slab

AW Conqueror Slab modern sophisticated serif font. Perfect complimentary font for Continuum.

Usage

Headings, sub headings & tag line.

Sizes

6pt, 8pt, 9pt, 10pt, 11pt, 12pt, 14pt, 18pt, 24pt, 30pt, 36pt, 48pt, 60pt, 72pt.

A A



4.3. CONTENT TYPE

Century Gothic - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic

Century Gothic sophisticated sans serif font. Elegant content font smooth readability. Perfect accompaniment for Continuum and AW Conqueror Slab.

Usage

- Regular Content Font
- **Bold** Content Sub Headings
- **Bold Italic** Pull Quotes (light grey)

Available Sizes

6pt, 8pt, 9pt, 10pt, 11pt, 12pt, 14pt, 18pt, 24pt, 30pt, 36pt, 48pt, 60pt, 72pt.

Standard point size 8pt, line height 9.6pt, (minimum point size 6pt).

Ad





“luxury - comfort - elegance...”

ELEGANCE



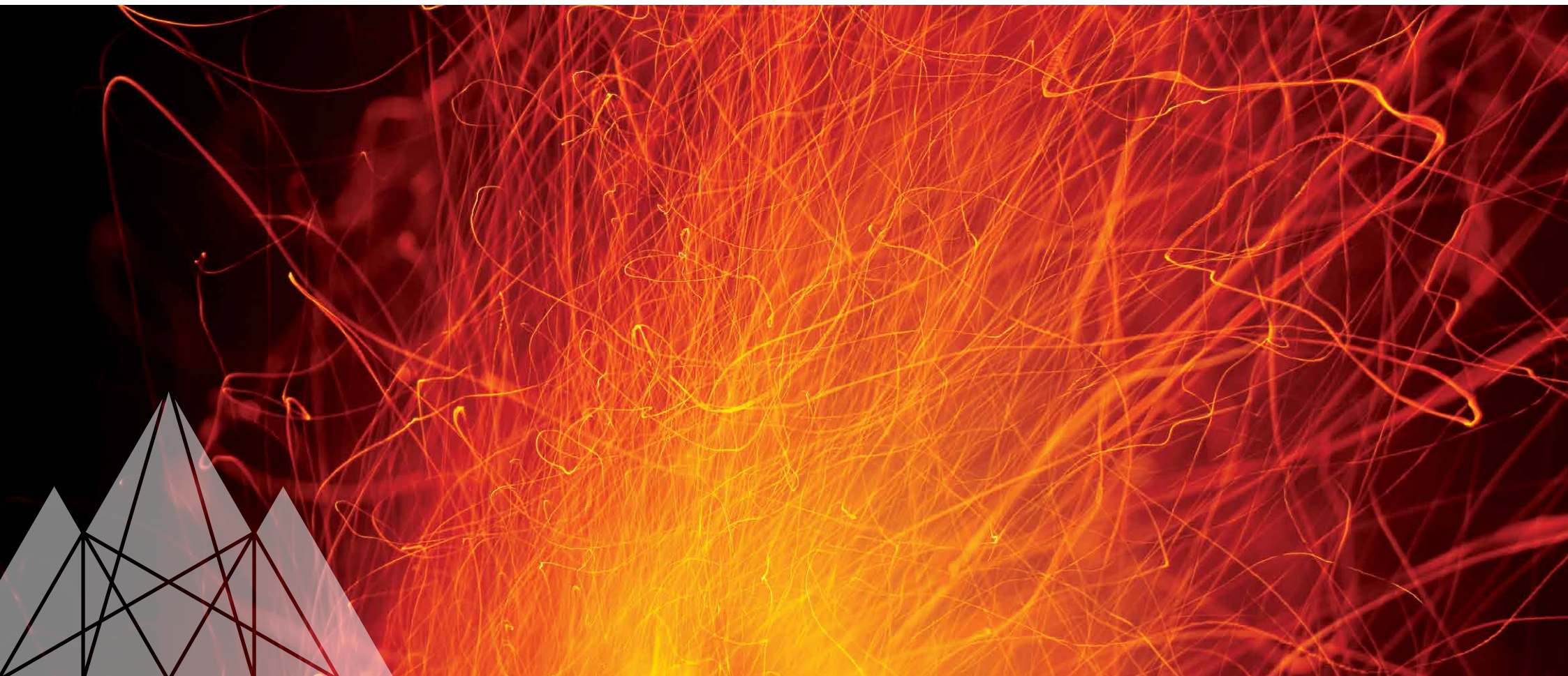
5.0. DEVICE GRAPHICS



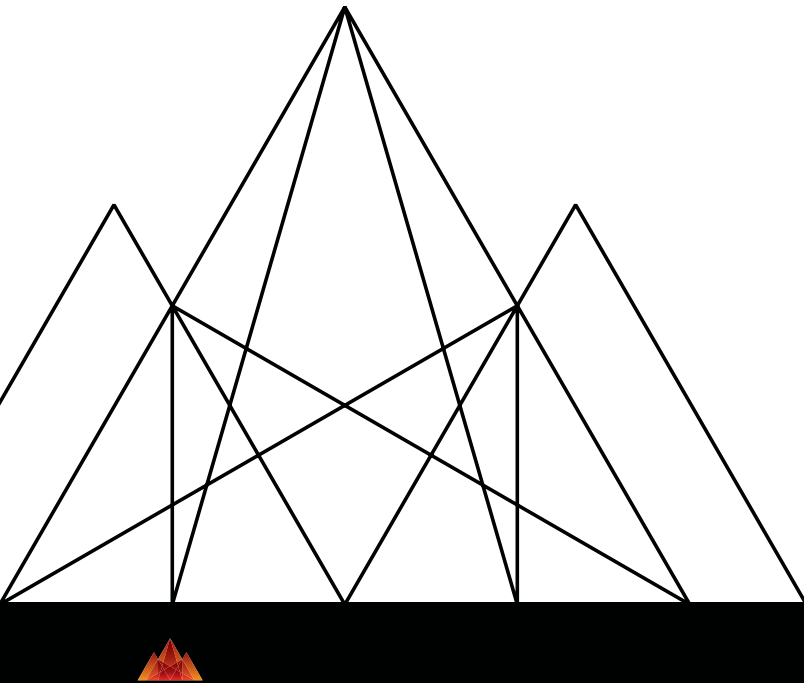


e • m • b • e • r • s

LUXURY • RESORT • DAYSPA



5.1. DEVICE ELEMENTS



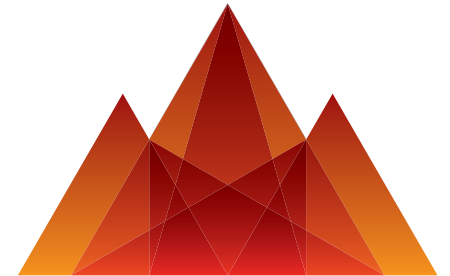
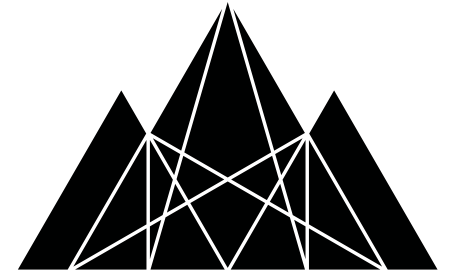
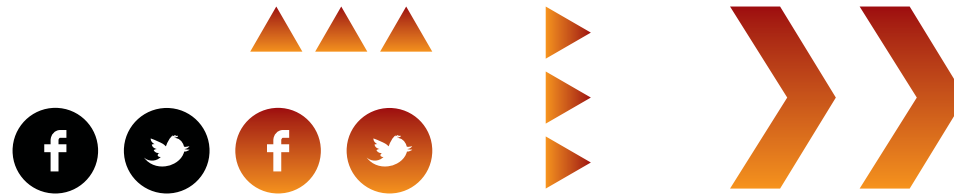
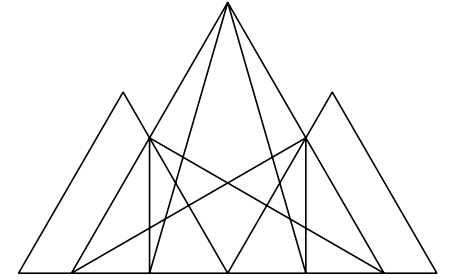
Device Elements:

- Triangles: bullet points
- Wire frame logo symbol: entire or cropped (black or white)
- Black or white filled logo symbol: entire or cropped (transparency)
- Actual logo symbol: (coloured) entire or cropped
- Shapes found within the actual logo symbol
- Chevrons: way finding, bullet points
- Wire frame logo symbol: repeated pattern strip (B&W gradient)
- Art Deco style graphic: symmetrical triangular pattern
- Contact icons
- Social Media Icons
- Half colour logo symbol, corner placement

These device elements are to be used to compliment - not detract from the Embers brand. Use them accordingly.

Secondary palettes can also be applied.

File formats provided include: PNG, JPG, EPS & TIF of each element.



5.2. PHOTOGRAPHY

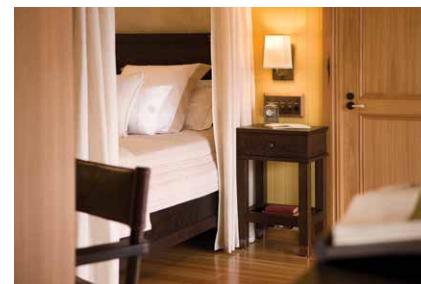
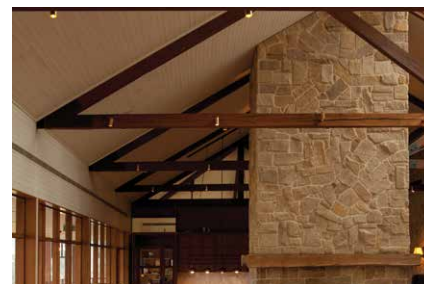
Photography

These images are to be used for all promotional material.

They are available in both CMYK & RGB, full size resolution and HD.

- CMYK 300dpi Print Output (.tif)
- RGB 72 dpi Screen Output (.jpg)

Do not stretch the images disproportionately horizontally or vertically.





6.0. LAYOUT PRINCIPLES



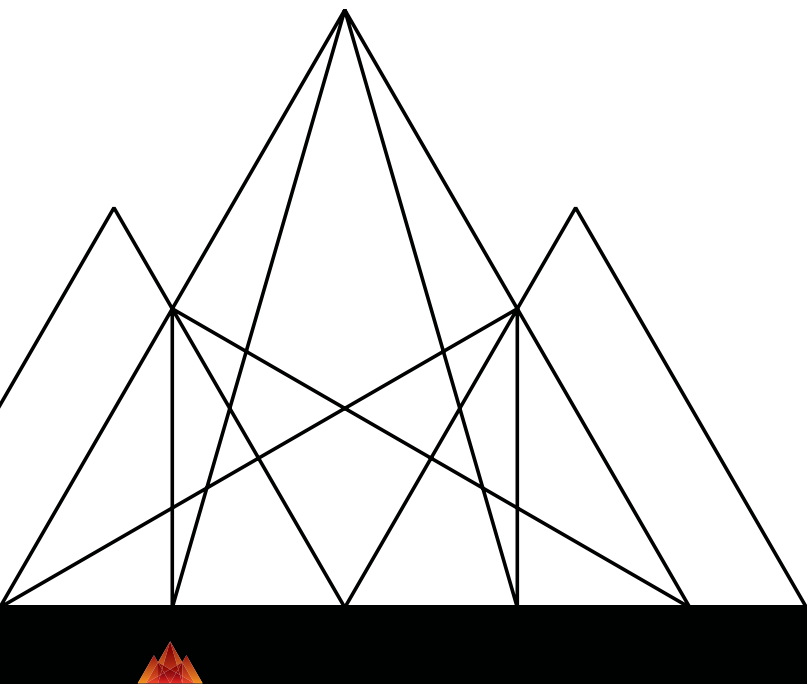


e · m · b · e · r · s

LUXURY · RESORT · DAYSPA



6.1. EXCLUSION ZONE



Exclusion Zone

The area around the logo must be kept clear at all times. This is the exclusion zone, also known as the safe margin, buffer or padding zone. This is to be strictly adhered to, to ensure the prominence and effectiveness of the logo on all output formats.

The “**X**” spacing must be maintained around the logo and logotype as specified. It cannot be altered.

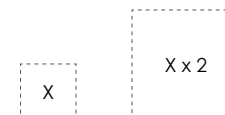
This provides a safe distance around the logo (breathing room).

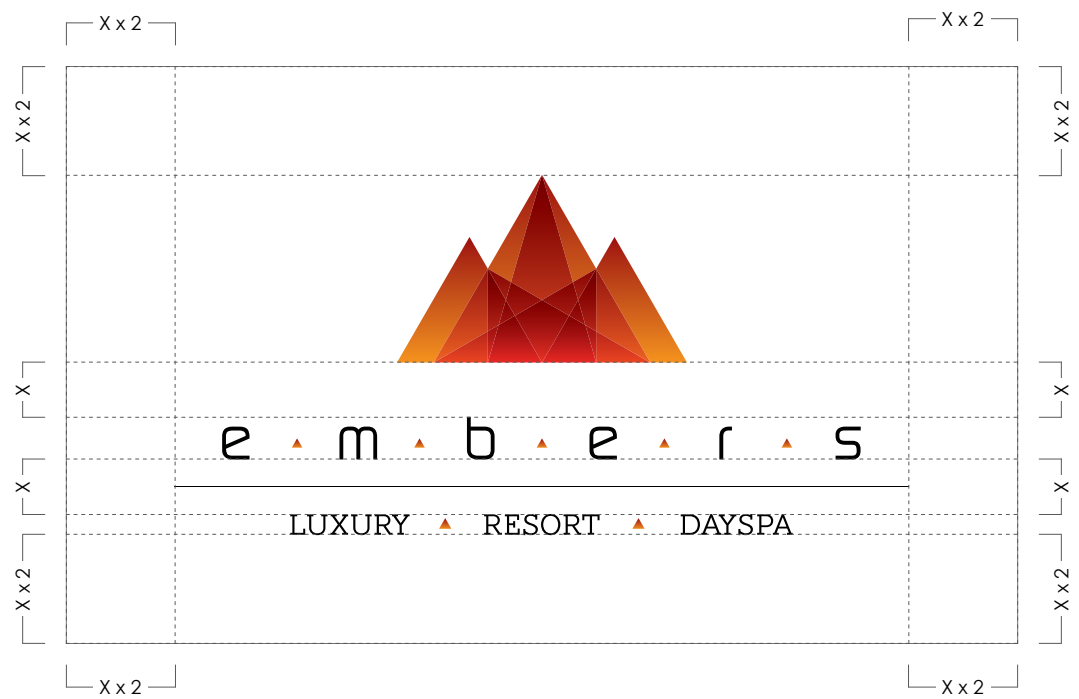
The same “**X**” spacing has been applied to all secondary layouts also.

No text or graphical element should invade the exclusion zone.

Clearance Space

Any element placed close to the logo should be “**X x 2**” distance away from the logo buffer: both horizontally and vertically.





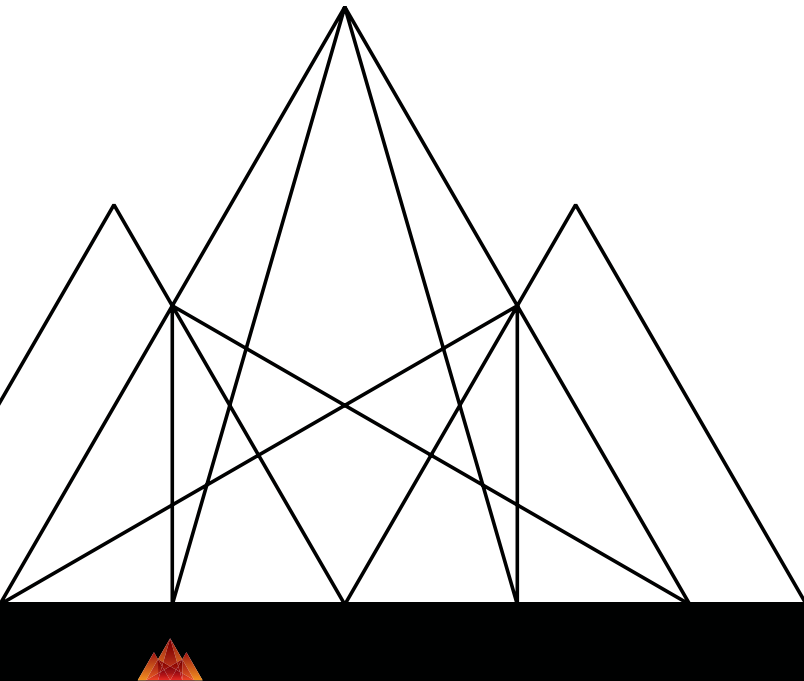
6.2. LOGO RESTRICTIONS

Logo Restrictions

Logo restrictions must be adhered to at all times. The logo is not to be altered in any way, shape or form.

- Do not stretch the logo vertically or horizontally
- Do not skew or rotate any of the elements within the buffer zone
- Do not substitute the logotype or positioning statement with any other font
- Do not alter or mix the colour palettes
- Do not place the light version on a light background
- Do not place the dark version on a dark background
- Do not alter or invade the buffer zone
- Do not place any text or image within the buffer zone
- Do not re-size any of the logo elements
- Do not place the logo on complex backgrounds
- Do not add stroke or inappropriate fills to any of the elements

These rules apply to all secondary variations also.

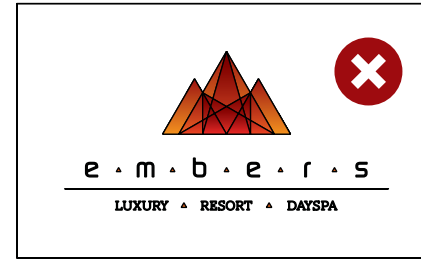




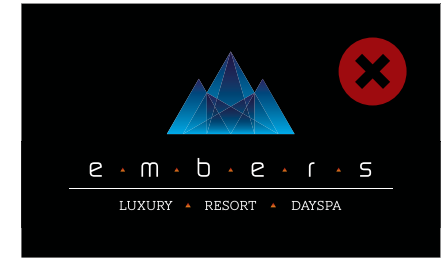
Do not stretch the logo vertically



Do not stretch the logo horizontally



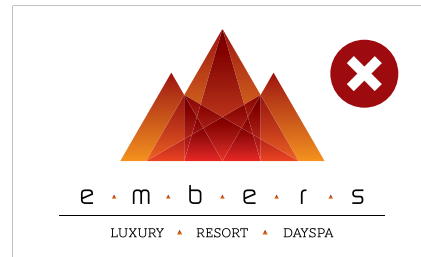
Do not add stroke to elements



Do not mix colour palettes



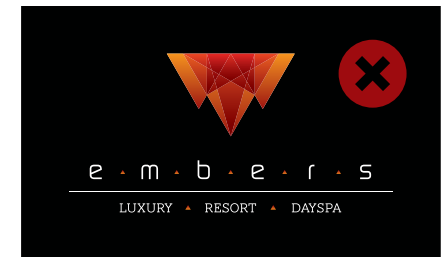
Do not substitute logotype with any other font



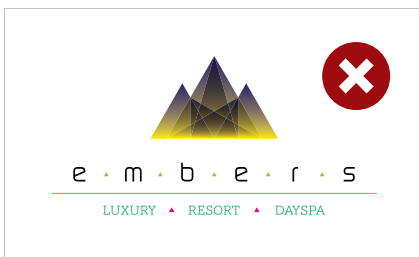
Do not resize logo elements



Do not place dark version on light backgrounds



Do not rotate symbol within exclusion zone



Do not alter the colour palettes



Do not alter the buffer zone



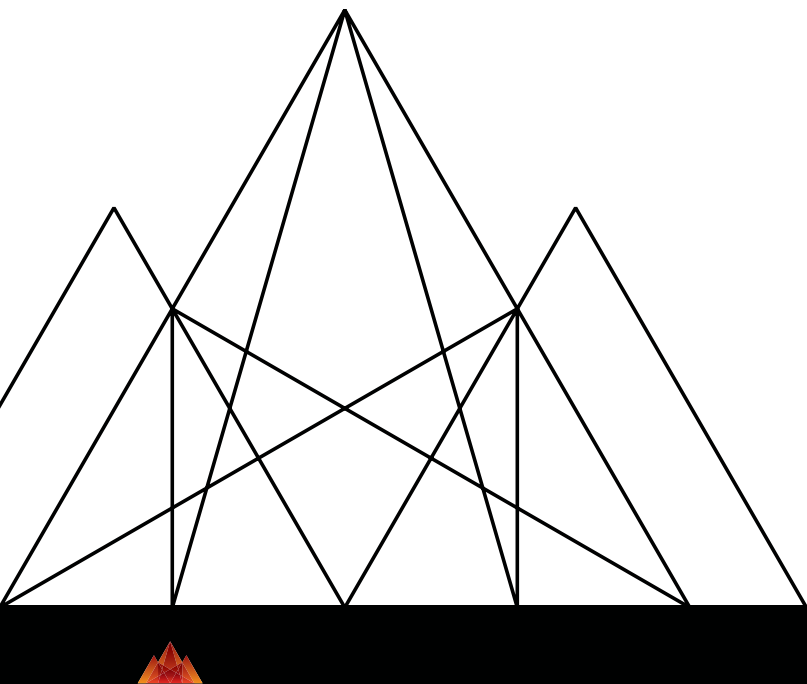
Do not place light version on dark backgrounds



Do not place logo on complex backgrounds















6.3. LOGO MINIMUM SIZE



Logo Minimum Size

The logo should never be minimised any lower than the minimum size specified.

Symbol stand alone:	10mm
Vertical symbol, logotype, tag line	17mm
Vertical symbol, logotype	15mm
Horizontal symbol, logotype, tag line	10mm
Horizontal symbol, logotype	10mm
Horizontal logotype	8mm

10mm		
17mm		
15mm		
10mm		
10mm		
8mm		



7.0. CORPORATE STATIONERY



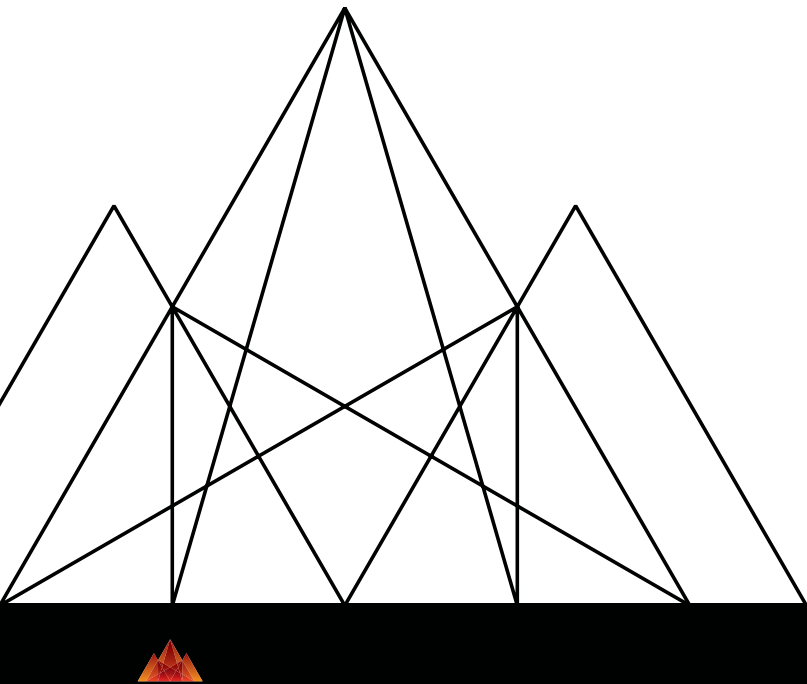


e · m · b · e · r · s

LUXURY · RESORT · DAYSPA



7.1. LETTERHEAD



Letterhead

A4 100GSM

1st page and 2nd page.

Grids & Margins

First Page:

10mm spacing above logo, 15mm left and right margins from edge of page, 15mm black strip bottom, 15mm to contact details.

Content area: 15mm below top logo and 15mm above bottom contact details. 15mm in from edges of page.

Second Page:

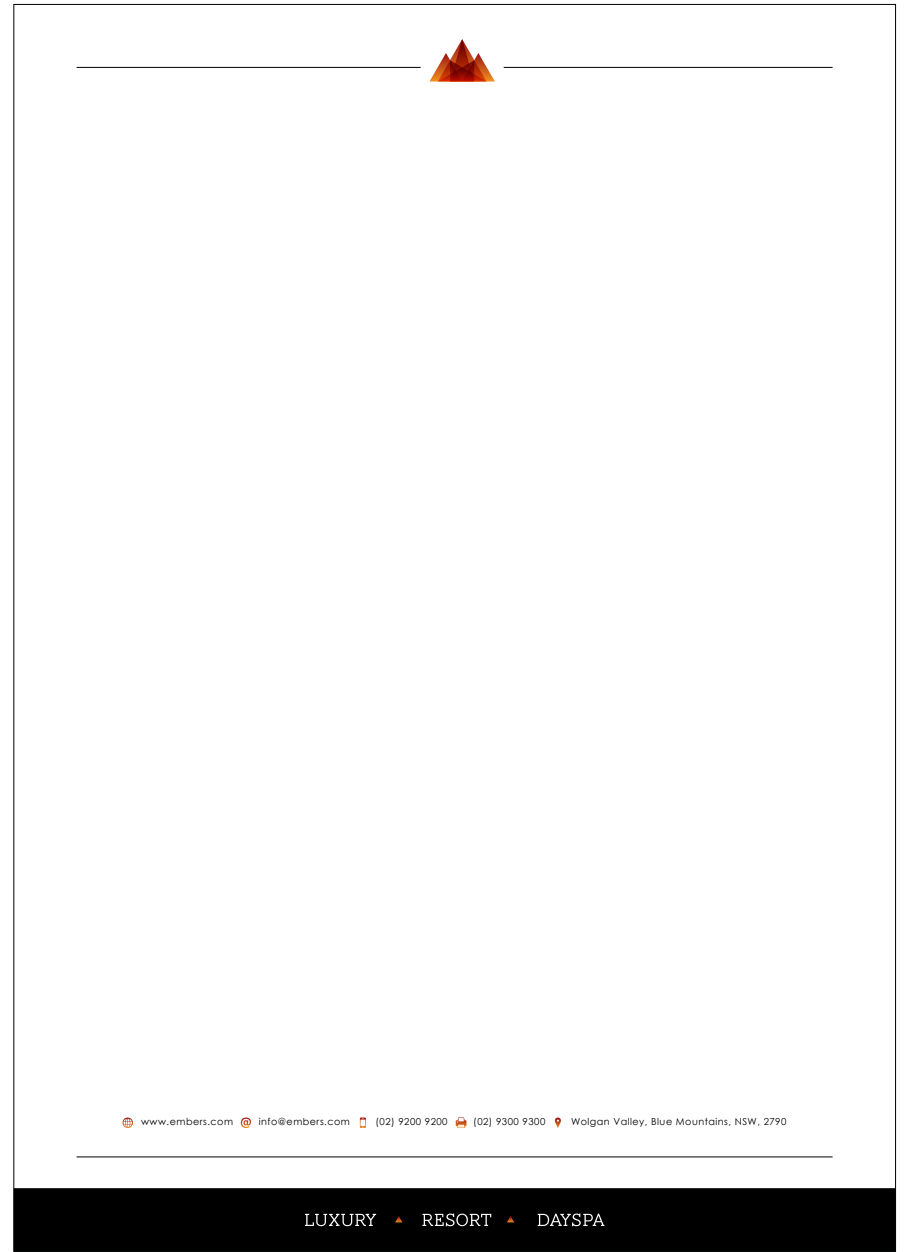
15mm spacing above top line, 15mm left and right margins from edge of page, 15mm black strip bottom, 15mm to contact details.

Content area: 15mm below top symbol and 15mm above bottom contact details. 15mm in from edges of page.

Type

6.5pt contact details and 8pt for content.

The same spacing applies to all A4 stationery.



7.2. A4 STATIONERY

A4 Stationery

A4 100GSM

- Memo
- Fax Sheet
- Invoice

Grids & Margins

As stipulated in the Letterhead notes. Plus, the main headings are right aligned, sit 15mm from right and 18mm from the top of the page. Thin line sits 10mm under heading aligned with bottom of logo.

Type

6.5pt contact details and 8pt for content. Main headings secondary font 50pt.



A4 Stationery - Memo





FAX

Re: CC:

urgent ☐

please comment ☐

please review ☐

please reply ☐

for your records ☐






Pages:

LUXURY ▲ RESORT ▲ DAYSPA



INVOICE

29.11.12

 www.embers.com
 info@embers.com
 (02) 9200 9200
 (02) 9300 9300
 Wolgan Valley, Blue Mountains, NSW, 2790

sub total	
GST	
discounts	
GRAND TOTAL	



LUXURY ▲ RESORT ▲ DAYSPA

A4 Stationery - Invoice



7.3. BUSINESS CARDS

Business Card

Custom Slim 90mm x 30mm Matte Cello-glaze 400GSM.

Spot UV on front logo elements.

Grids & Margins

Front: 8.5mm top and bottom margin, 7.6 left and right margin.

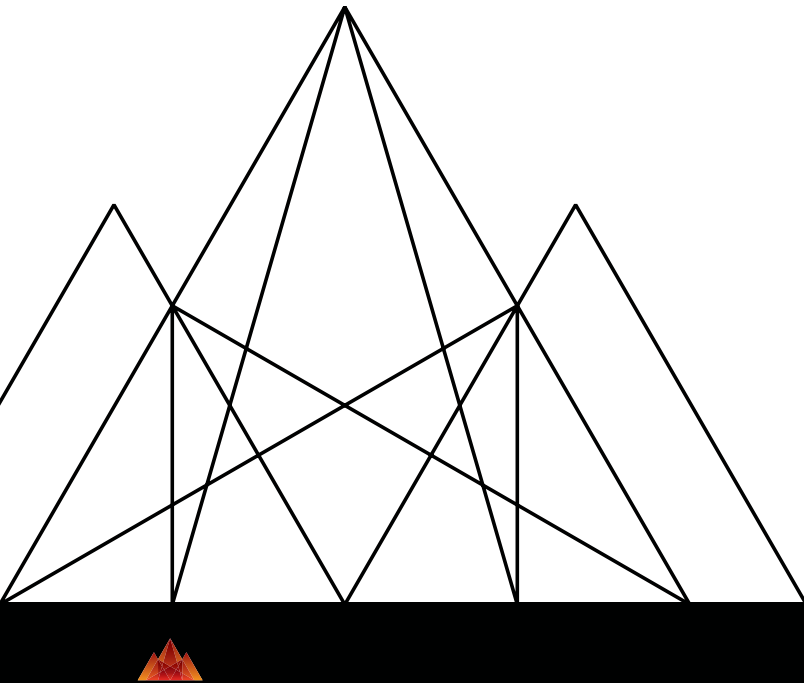
Back: bottom 7.3mm, right 5mm, top 5.8mm spacing.

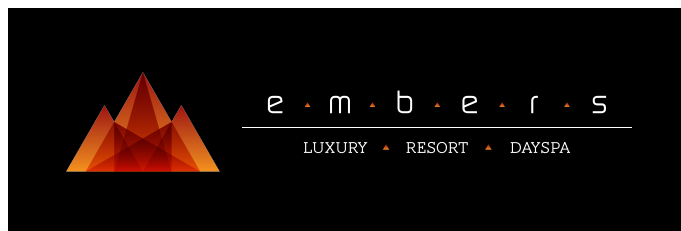
Type

6.5pt contact details and 8pt for Staff Name (bold) & job title.

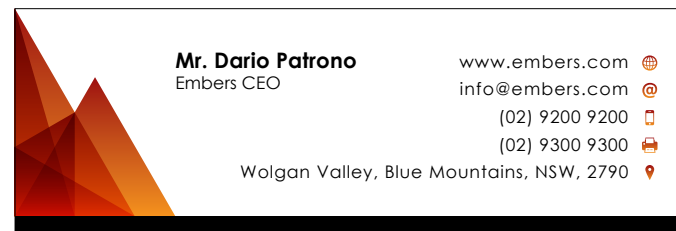
Departments

Each department of the resort will have their own style business card. The appropriate colour palette will be used for each individual department (ie. Platinum Palette for the Charcoal Gourmet Restaurant). The primary colour palette will be the default for the reception area, etc.





Business Card - Primary Default



Business Card - Secondary ie. Charcoal Gourmet Restaurant



7.4. DL STATIONERY

DL With Compliments Slip



With Compliments Slip

DL Slim 210mm x 180mm 100GSM

Grids & Margins

10mm spacing above logo, 10mm spacing from right, 10mm black strip bottom, contact details 6.5pt. Main heading 30pt.

Post Cards

DL 250GSM

Grids & Margins

Front: 1.8mm white border, white logo 15mm from top, faded half white symbol 40% transparency.

Back: Heading 10mm from top and left, 30pt & 10pt. Postage details area, 10mm spacing around all elements. 10mm black strip bottom, contact details 6.5pt, 10mm from right.

Envelope

DL Wallet 100GSM

Grids & Margins

Front: logo 10mm from black bottom strip, right margin 10mm. Postage details 12pt, name in bold, horizontally centred with logo. Tag line 2.5mm high, 10mm from left. Postage details align with right edge of tag line. Half red symbol left.

Back: envelope flap black, contact details 10mm from bottom of flap, 6.5pt. 10mm black strip, with red symbol, aligns with left inner left point of flap. Reverse half red symbol right.



Post Card - Front



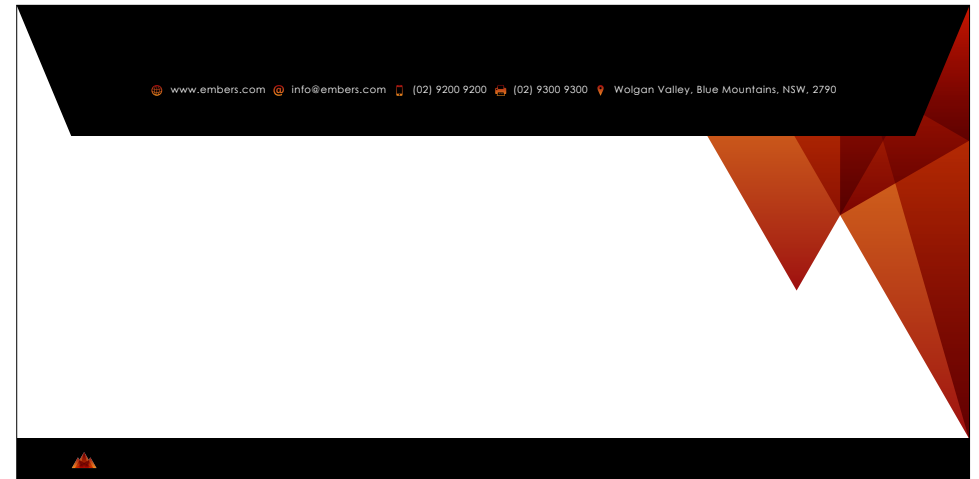
DL Wallet Envelope - Front



Post Card - Back



DL Wallet Envelope - Back



7.5. ROOM ELEMENTS

Room Key Card

1mm thick PVC with Magnetic Strip on rear face.

Grids & Margins

Front: Primary logo 30mm high (including exclusion zone), 9mm from top, centred. White wire frame symbol 44mm high from base of card. Red chevron 4mm high, 7mm from base of card.

Back: Primary logo 18mm high (including exclusion zone), 11mm from top, 3.5mm from right. Text content type, 5pt. Black chevron 4mm high, 7mm from base of card, 13.5mm from right.

Embers Door Hanger

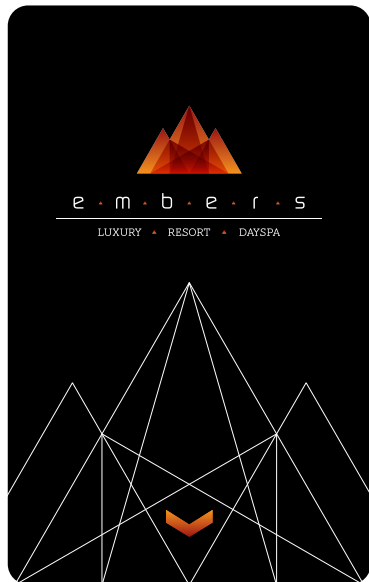
100mm x 300mm 350GSM

Grids & Margins

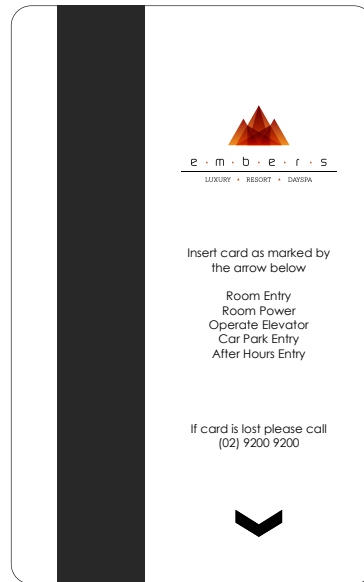
Half red symbol on front, with inverted black & white version on back 133mm high from base. Text Secondary type, 30pt and 15pt. Front 10mm from left and left aligned, Back 10mm from right and right aligned.



Room Key Card - Front



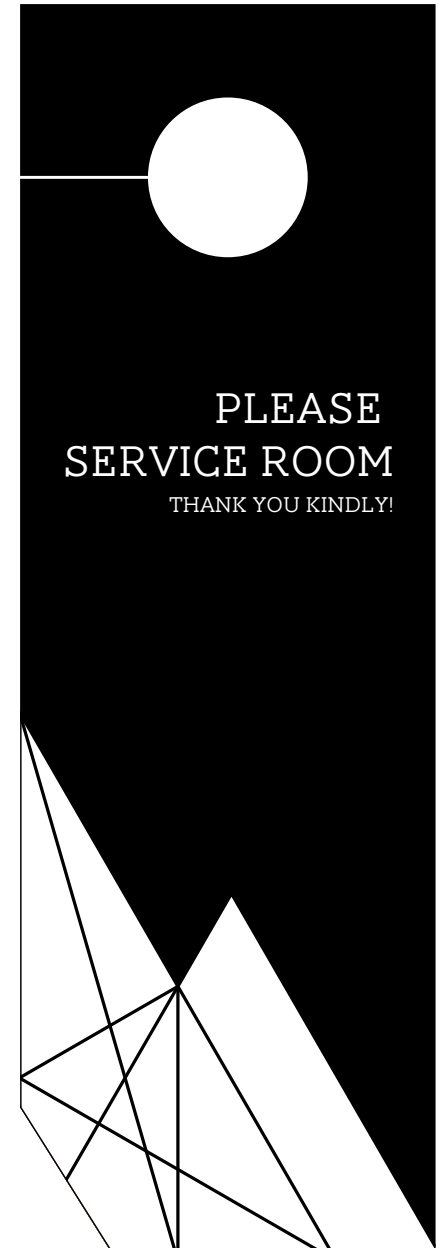
Room Key Card - Back



Door Hanger - Front - Please Do Not Disturb



Door Hanger - Back - Please Service Room



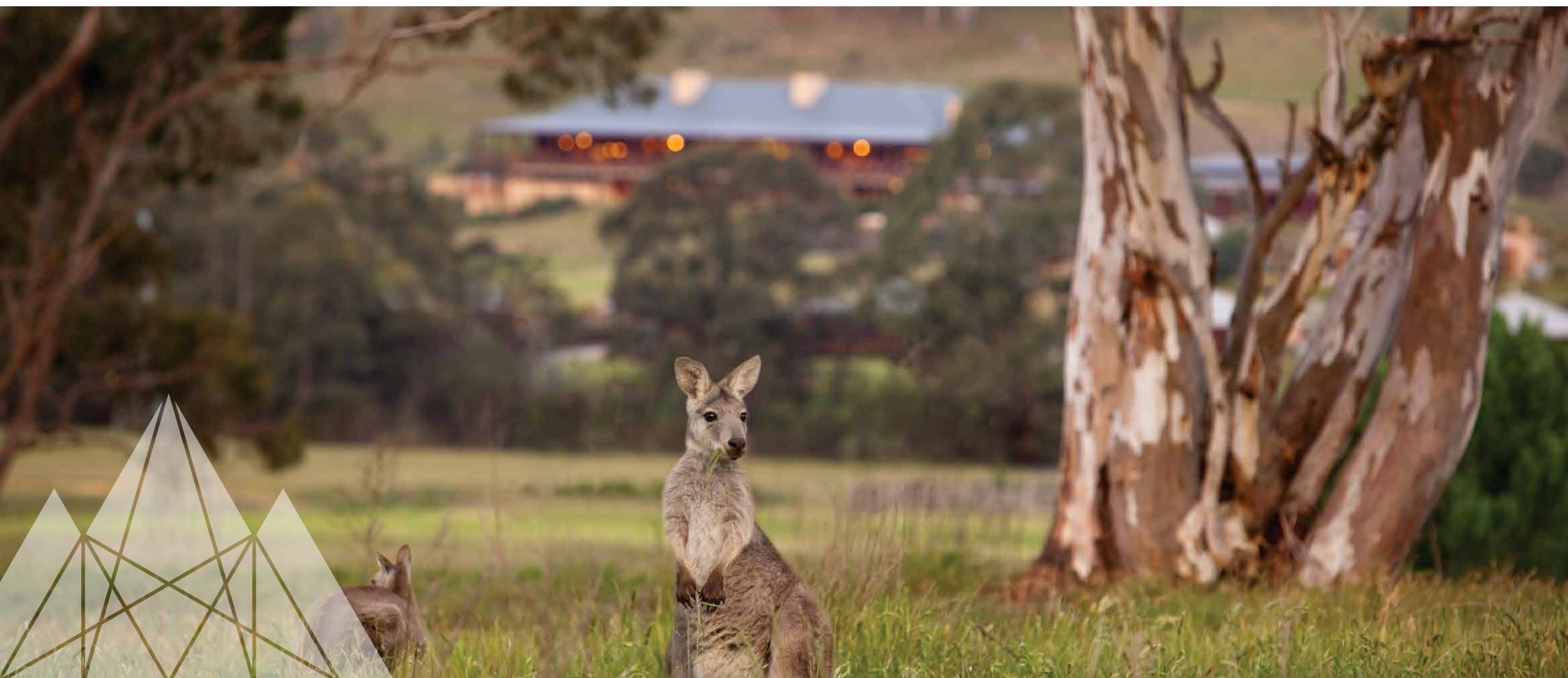
9.0. SIGNAGE





e · m · b · e · r · s

LUXURY · RESORT · DAYSPA



9.1. BUILDING SIGNAGE

Building Signage

Main Entrance Sign

Located at the entrance to the resort, black marble base and upright. White light box with Embers branding. Reception and wire frame logo optic fibre lighting.

Horizontal Signage

Will be utilised on the walls of buildings, both inside and outside. Both for directions and signage. Appropriate colour palettes will be used for each department area.

Vertical Signage

These will be placed along the walkways, both for directions and signage. White light boxes with Embers branding and optic fibre for wire frame logo, arrows and text.

Way finding

Chevrons utilised for directions (device graphics). The appropriate colour palettes will be assigned to each department.

Room Number Plates

Content font bold will be etched onto black marble, cut into the shape of the Embers symbol. Smaller red symbol also added.

Building Signage - Main Entrance



Building Signage - Horizontal



Building Signage - Horizontal Way finding



Building Signage - Vertical & Way finding



9.2. CAR SIGNAGE

Car Signage

Front

Personalised plates: EM8ERS

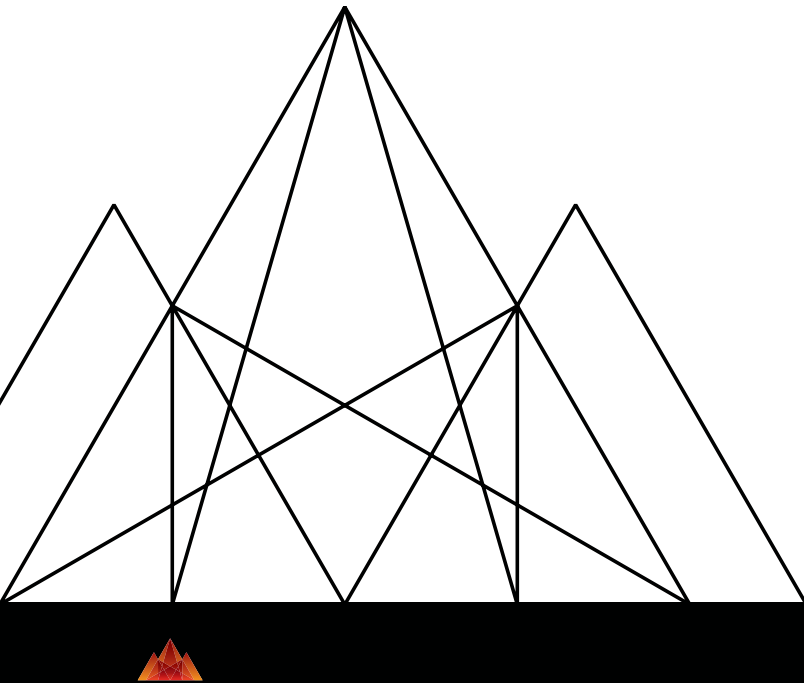
Sides

Faded white strip from front to rear wheel. Tag line front doors. Red logo rear doors (symbol and logotype). Faded white wire frame logo rear doors also.

Rear

Personalised plates: EM8ERS. See through rear window signage, red full logo. Web address strip under number plate (content font).

Embers corporate fleet, Mazda 6 2012 range. Jet black.





Car Signage - Front



Car Signage - Rear



Car Signage - Side



9.0. UNIFORMS



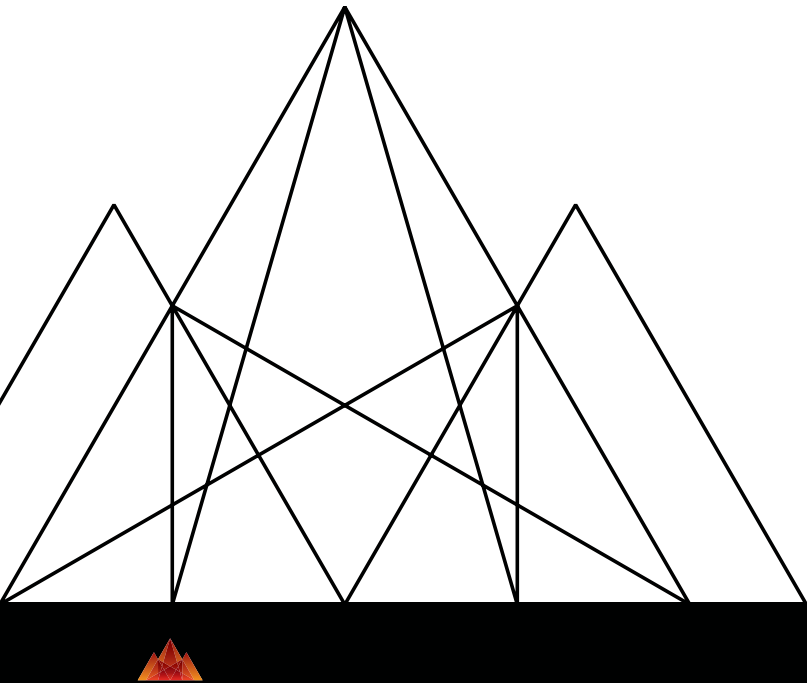


e · m · b · e · r · s

LUXURY · RESORT · DAYSPA



9.1. PRIMARY UNIFORMS



Primary Uniforms

Reception, front of house, customer service, administration. Both black and white base fabric variations. 100% cotton.

Polo Shirts

Front: embroidered symbol elements, with trim details and primary logo magnetic tag.

Back: embroidered symbol and wire frame, with trim details.

Button Up Shirt

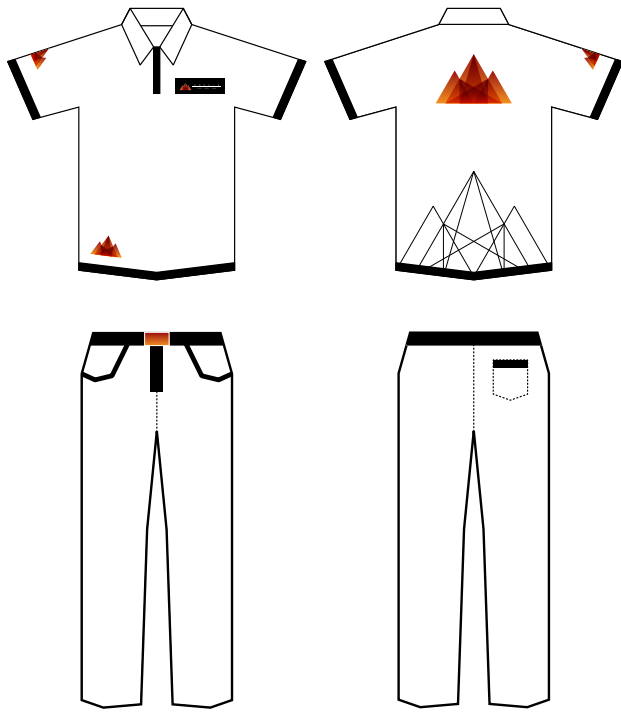
Logo symbol embroidered onto pocket and primary logo magnetic tag. Sleeve and button trim details.

Pants

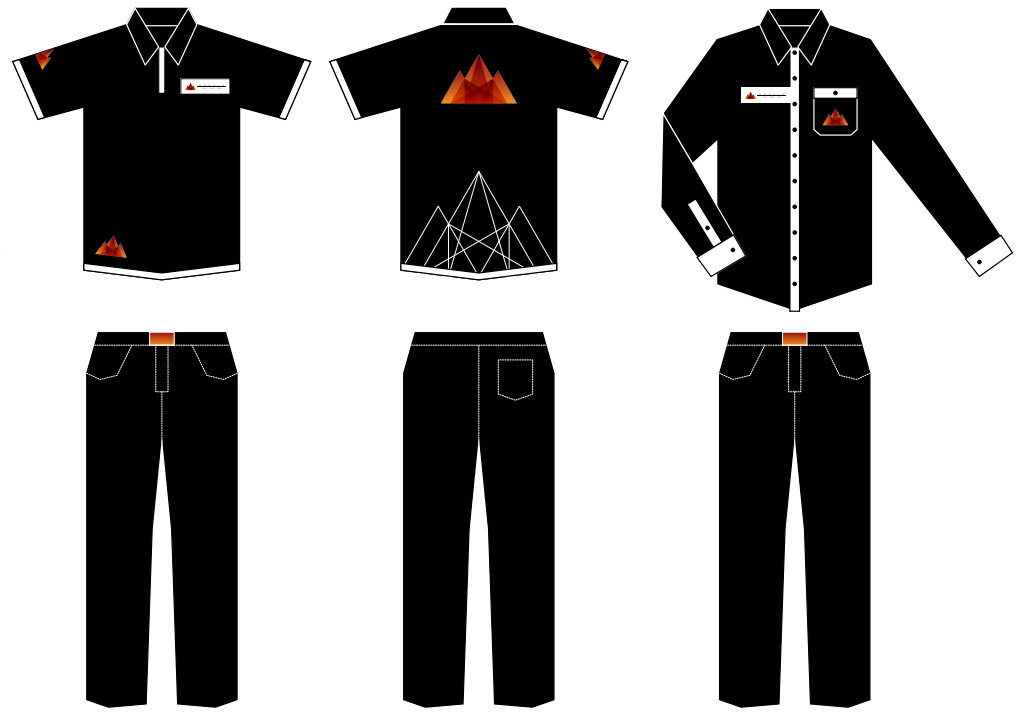
Corporate slacks, with black belt, red buckle and trim detail around pockets.

Shoes:

Black polished leather dress shoes.



Primary Uniforms - White



Primary Uniforms - Black



9.2. SECONDARY UNIFORMS

Secondary Uniforms

Secondary uniforms colour coded for each separate department of the resort. Both black and white base fabric variations. 100% cotton.

Black & White

House keeping, cleaning services.

Gold

The Eternal Flame Dayspa - therapists, spa staff.

Platinum

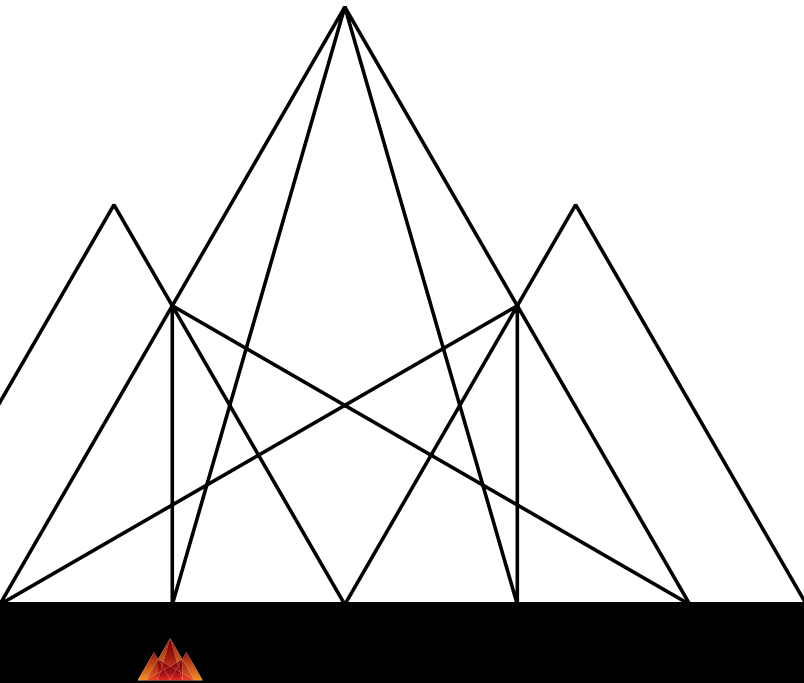
Charcoal Gourmet Restaurant - wait staff, stewards, etc.

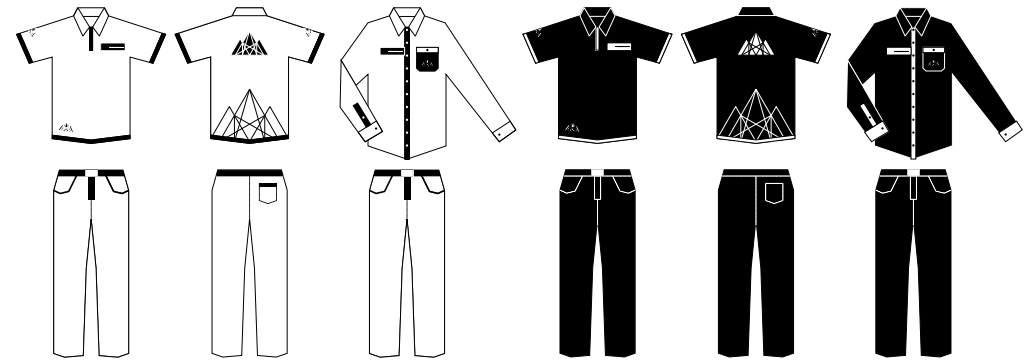
Sapphire

The Blue Flame Lounge Bar - bar staff, etc.

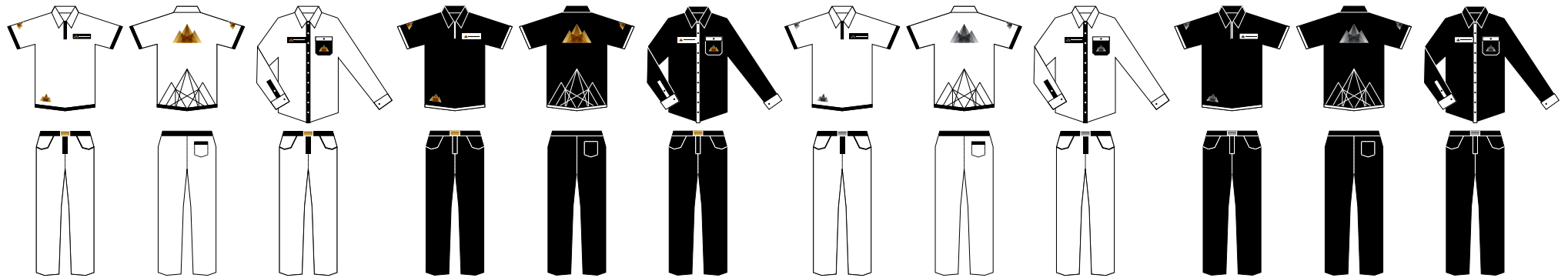
Emerald

Pristine Outback Adventures - activity staff.



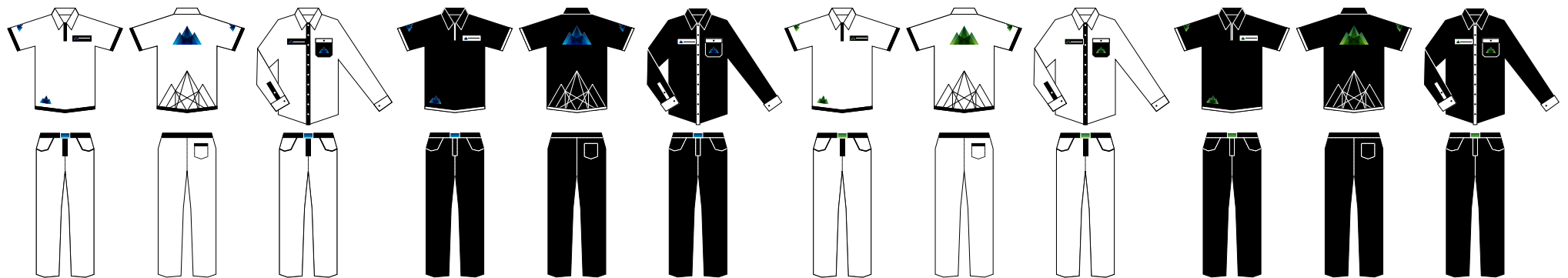


Secondary Uniforms - Black & White



Secondary Uniforms - Gold

Secondary Uniforms - Platinum



Secondary Uniforms - Sapphire

Secondary Uniforms - Emerald



9.0. PROMOTIONAL





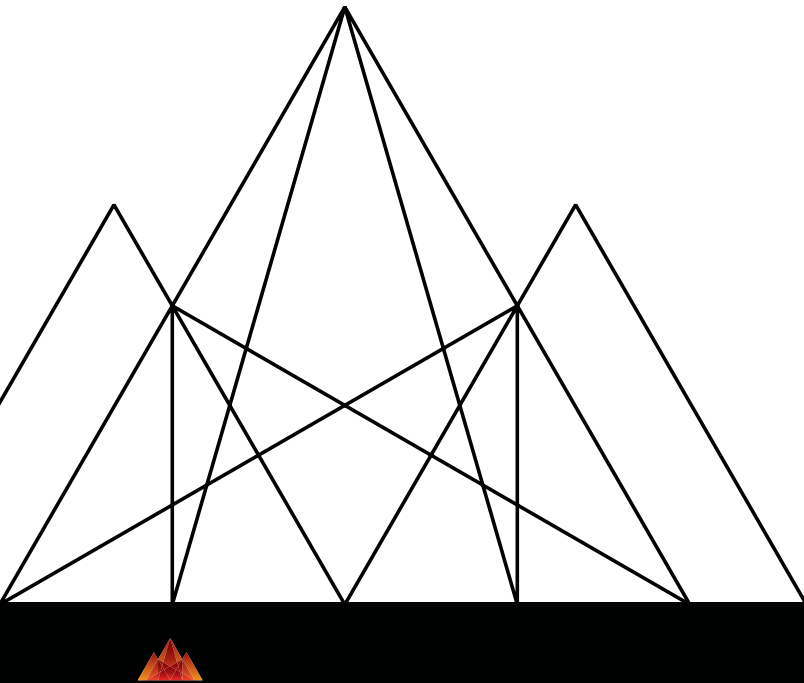
e · m · b · e · r · s

LUXURY · RESORT · DAYSPA



10.1. COLOUR MOOD BOARD

THE ETERNAL FLAME DAYSPA

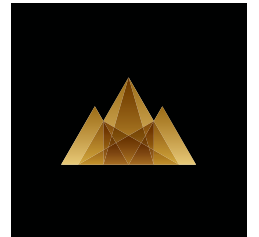


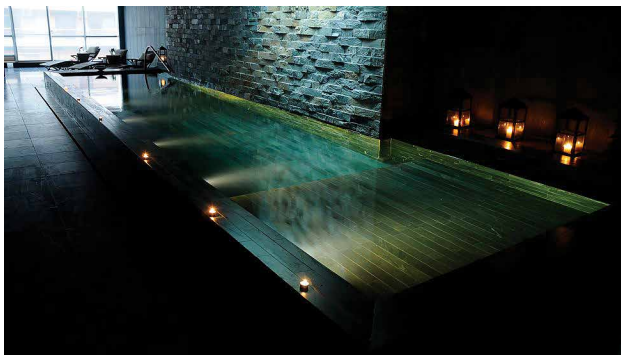
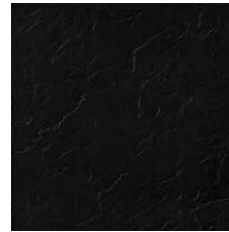
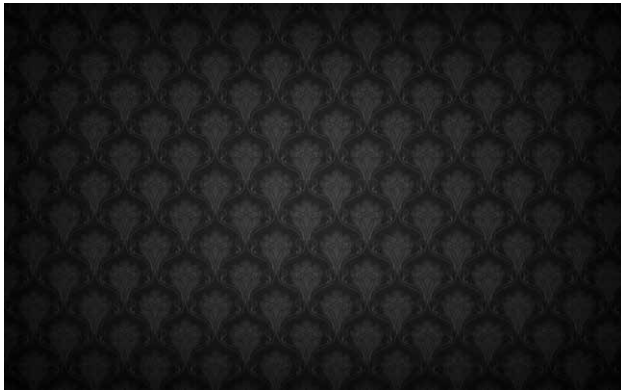
Colour Mood Board

The Eternal Flame Dayspa

- Black, gold, wood textures.
- Black textured tiles
- Black slate wall feature tiles
- Black ornate wallpaper
- Stainless steel fittings
- Large floor to ceiling windows looking out over mountains
- Wooden decking
- Modern, minimalist setting

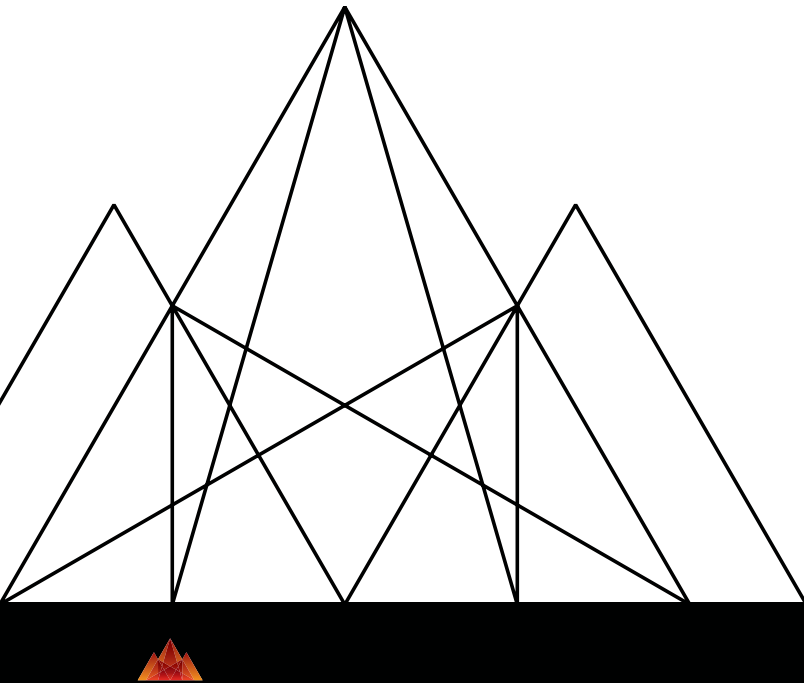
Promote relaxation, tranquillity, balance, harmony and prestige.





10.2. PACKAGING

THE ETERNAL FLAME DAYSPA



Packaging

The Eternal Flame Dayspa

Embers Sparkling Mineral Water

Sourced from the pristine Wolgan Valley spring, distilled and bottled in Sydney. Tall cylindrical bottle, 30mm x 110mm front and back label. Black lid.

Embers Seductive Dark Chocolate

Organic Dark Chocolate, produced in house by award winning head chef at the Charcoal Gourmet Restaurant. Small black tin plate box with 30mm x 50mm top & bottom labels.

Embers Soothing Mineral Bath Salts

Sourced from the Wolgan Valley, revitalising natural mineral bath salts. Packaged within a round tin plate black container with snap on lid. 30mm x 110mm wrap around label and top gold symbol label for lid (30mm x 30mm).

Embers 100% Cotton Bath Towel

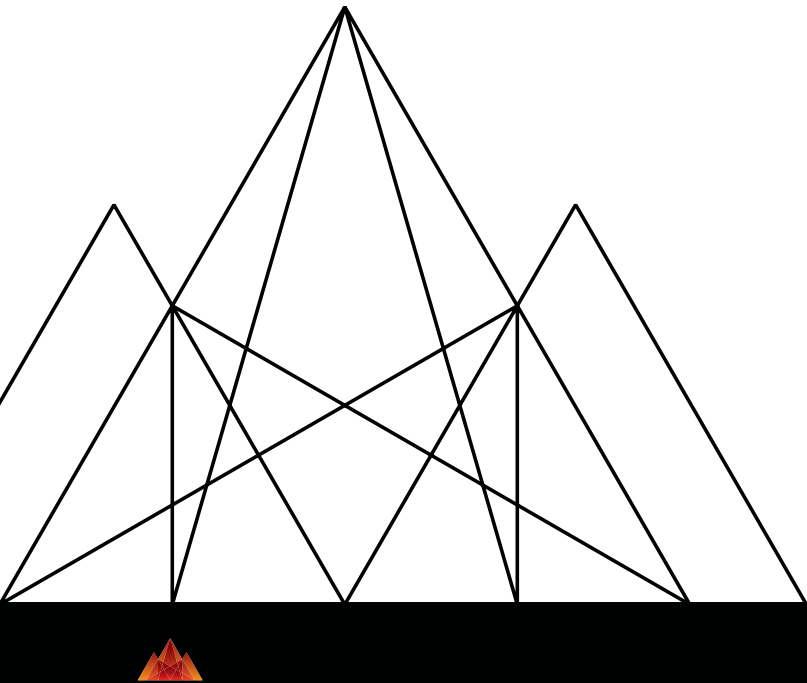
675GSM 100% luxury cotton bath towel. 100% Australian made. 60mm x 250mm black wrap around belly band, with gold symbol.

Embers Lemon Myrtle Soap

Made in house at The Eternal Flame Dayspa. Luxurious lemon myrtle infused oil free soap. 50mm wide wrap around black belly band with die cut gold symbol, which sits upright. 30mm x 30mm bottom label also.



10.3. WEBSITE



Embers Website

Domain

Crazy Domains
<http://www.embers.com/>

Web Host

Lunarpages

Number of Pages

15

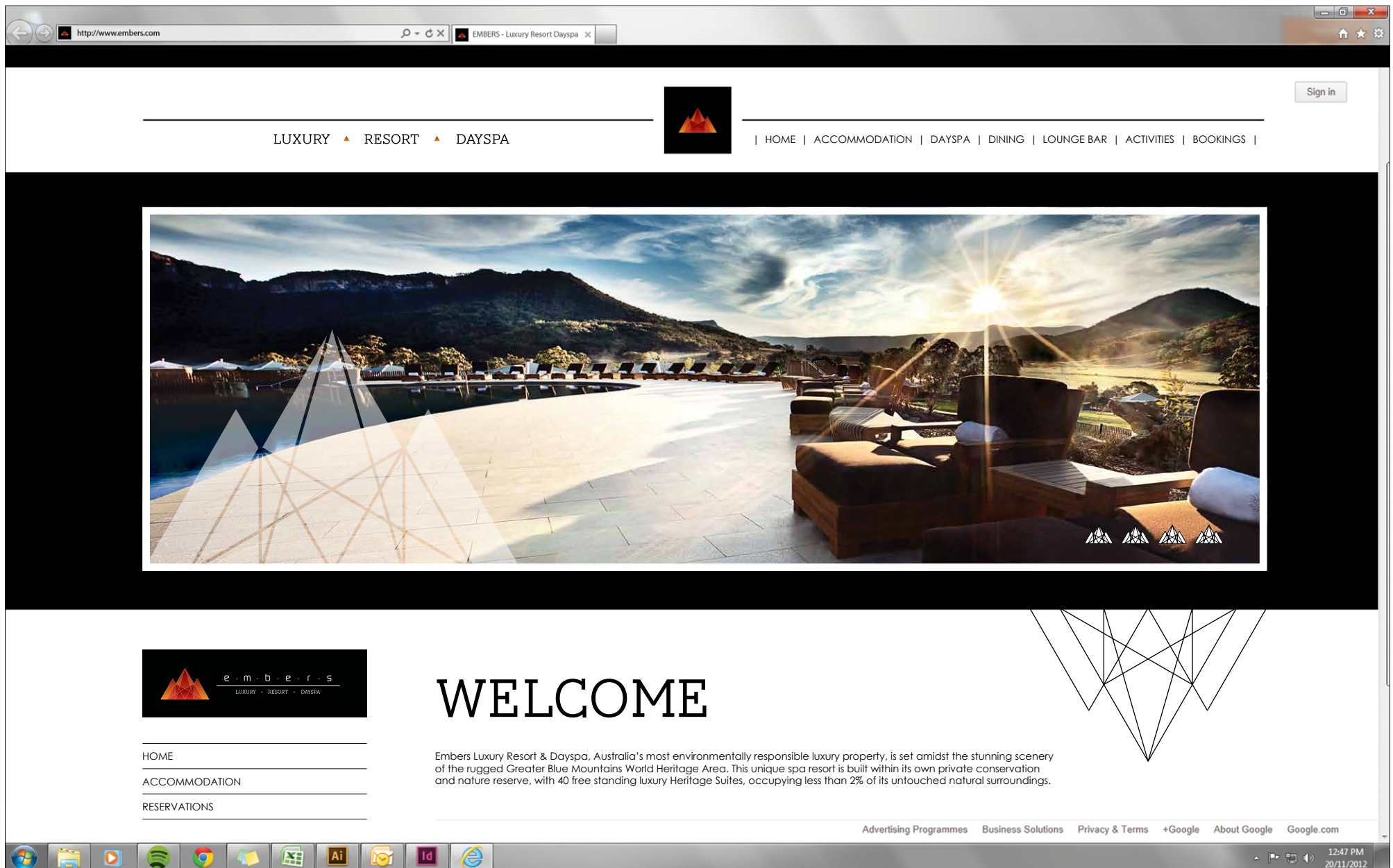
CMS

Custom CMS developed site.

Back End

AWeber Auto-Responder
Online Newsletter - scheduled articles.

Online Reservation platform.



“luxury - comfort - elegance...”





e . m . b . e . r . s

LUXURY . RESORT . DAYSPA

Style Guide
Produced by:

dpdesigns

0403-659-494
info@dpdesigns.com.au
www.dpdesigns.com.au





e • m • b • e • r • s

LUXURY • RESORT • DAYSPA