

# PARADOX

## BRAND GUIDELINES

PARADOXHOTELS.COM

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An aerial night view of a city, featuring a prominent, curved skyscraper with a glass facade that reflects the surrounding lights. The building's top is a flat, open area with some structures. The surrounding city is filled with other buildings, some with lit windows, and streets with traffic. The word "Welcome" is written in a white, elegant cursive font across the center of the image, partially overlapping the skyscraper.

Welcome

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# INTRODUCTION



# About us

At the heart of Paradox Hotels & Resorts lies a story not just of luxury and hospitality, but of unexpected harmonies and the beauty of contrasts. Inspired by its founders' unique journeys and multifaceted personalities, Paradox is a brand that celebrates the rich tapestry of human experiences and the surprising depths we discover in others and ourselves.

From our humble beginnings, Paradox has grown into a global brand with a presence in four countries and two independent child brands. Each location is a unique reflection of our core belief - that it's in the merging of contrasts where true beauty and understanding emerge.

The Paradox Hotel identity is defined by an unwavering commitment to first-class hospitality that offers guests immersive experiences through authentic, cultured, and witty service that doesn't take itself too seriously.

Our collective vision is to create a hospitality brand that reflects the true local spirit of Vancouver, Canada -- the city that started it all; where world-class luxury and laid-back lifestyles go hand-in-hand.

Our purpose, and the driving force behind our approach, is to provide guests with a hospitality experience that forms lasting memories and

tangible moments that resonate with their unique stories and enrich their lives long after they check out.

Staying true to our foundational beliefs in placing authentic human-to-human relationships first through over-the-top generosity and authentic human-to-human connections, Paradox Hotel Group is committed to a new approach to hospitality, one that celebrates the beautiful synchronicity of unique identities, individual stories and immersive localities steeped in vibrant cultures.



PARADOX

# Mission

Paradox Hotels focuses on becoming the local hospitality champion that facilitates memorable and authentic local experiences while recognising and celebrating the varied (*paradox of*) personalities in all of us.



# Vision

Paradox Hotels envisions a world where every journey enriches the soul, bridges communities, and celebrates the unique mosaic of human expression. Through our commitment to authentic local experiences and personalized service, we aim to be the global beacon for culturally immersive and inclusive hospitality, where every stay turns into a vivid story, connecting hearts across the spectrum of humanity's diverse tapestry.



# *What we promise*

As a brand, we promise to do everything possible within our means to satisfy our guests with an experience that exceeds normalities and creates memories of imaginative and surprising lifestyle experience in Vancouver.



# What we value

## **SELFLESSNESS**

We're slow to judge, quick to forgive. This also means we will put aside our own pride, finances and needs in order to reconcile with and win the hearts of each other and our guests. (It's not thinking yourself as less, but thinking about yourself less).

## **TRUSTWORTHINESS**

In all aspects of our lives, we strive to demonstrate honesty, reliability and responsibility, even when it's a difficult choice. In turn, this forms pillars to our character that are foundational to a long-lasting relationship with each other and our guests.

## **APPROACHABILITY**

We don't take ourselves too seriously; we're collectively eclectic, eccentric and a little bit weird. We strive to remain non-judgemental and non-pretentious but still stylish, always putting ourselves in the shoes of others.

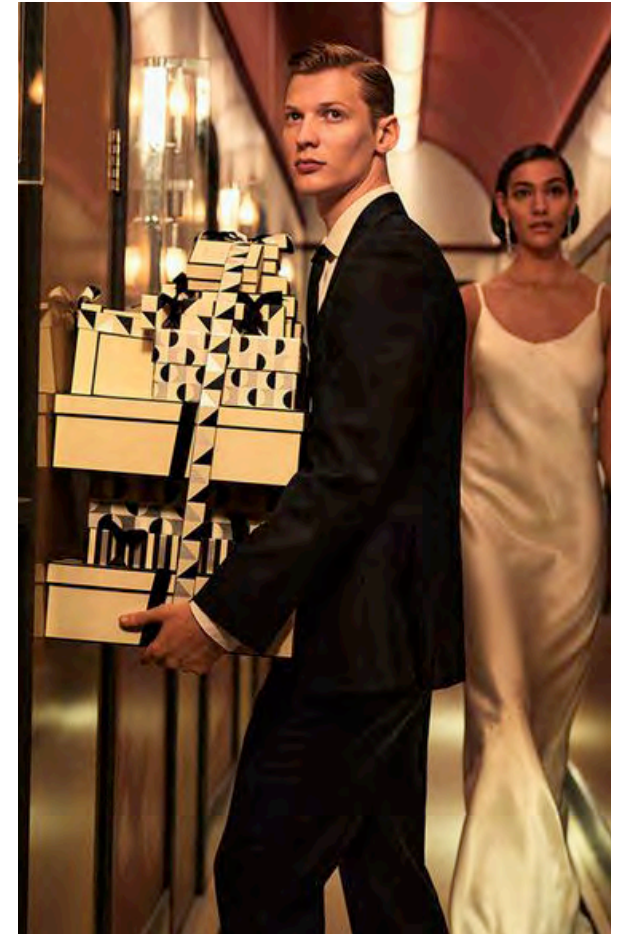
# *Our personality*

He's shrouded in mystery, yet wins you with his charisma, wit and warmth. He is an alchemist to your experience, his innate ability to alter and transform your time together. He is a thinker, a weaver, a creator of sacred space, a visionary, and an intuitive. He bridges the gap between the inner world of your mind and the spirit to the outer world of creation and physical manifestation.

A chameleon in the day and dynamically mystifying by night. A student of human behaviour, he anticipates, imagines and manifests his energies to satisfy our inner needs. We are under his spell. His careful, distinct and exceptional taste is revealed through his refined choices.

**ENTERTAINING | CHARISMATIC**

**WITTY | ENIGMATIC | INTUITIVE**



# Our lifestyle

He enjoys both the anonymity of the city and the intimate relationships within. It offers him the choicest of things life has to offer and the also simplicity of day to day moments that amalgamate together to elevate our lives.

**DISTINCT | HEALTH CONSCIOUS**

**CLEVER | REFINED | DARING**



# Our brand experience

## SERVICE AND PEOPLE

Our dedication and sincerity to our guests are what enables us to achieve brand loyalty and admiration. In our service, we use our personalities and bring out our values - selflessness, trustworthiness, approachability and playfulness - to our guest experience. Every staff member is a life and style inspiration ready to assist anyone and everyone and seeks to build a strong emotional bond with the guest.

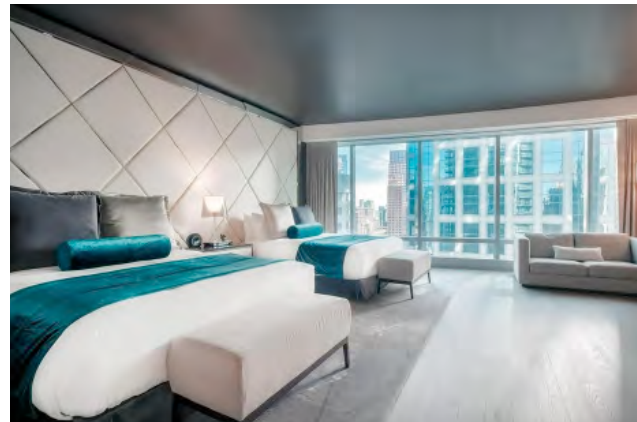
In instances where there may be guest dissatisfaction or upset, our primary objective is to communicate that we will take responsibility to help them in any way possible.



# *Interiors, exteriors*

## IT'S ALL IN THE DETAILS

Carefully curated interiors and exteriors, that not only reflects our alter-ego spirit but appeal emotionally and inspires them to explore new ideas. Hidden within the details of our collateral and amenities are personal touchpoints that express our thoughtful and witty personality.



LOGO

# Logo architecture

The “Paradox” name, “Vancouver” + “Hotel” and the graphic logo elements. These elements should never be changed. Position, size and color, along with the spatial and proportional relationships of the Paradox logo elements, are predetermined and should not be altered. Used consistently, they will reinforce public awareness of the company.

**PARADOX**  
— HOTELS & RESORTS —

## DIFFERENT VERSIONS OF THE LOGO

**PARADOX**  
— HOTEL VANCOUVER —

Regular version

**PARADOX**

Landscape without graphic elements

# Logo elements

Consistency of application: Maintaining logo placement and prominence across all communications.

Consistency of quality: Ensuring that all uses communicate a consistent message of quality and excellence.

**PARADOX** ]

The logo wordmark

— **HOTELS & RESORTS** —



The logo location / designation mark

**PARADOX PARADOX PARADOX PARADOX**

— **HOTEL VANCOUVER** —

— **PHUKET** —

— **KUNSHAN** —

— **SINGAPORE** —

# Legibility

The Paradox logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the initial letters of the logo type. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 35 mm width, for the logo without background it is 30 mm width.



## MINIMUM SIZES OF THE LOGO

**PARADOX**

— HOTELS & RESORTS —

Withve

**PARADOX**

— HOTELS & RESORTS —

Without Background: 30 mm width

# Color variations

Sometimes, often due to production costs, you need another color or only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. You must honor the Paradox color palette when possible, using black or white if necessary.



Golden Crown Version



Black and White Logo Version



Reverse Logo Colour (White Logo Color Background)

# Positive & negative

Given that we only have a black and white logo, it's crucial to maintain its recognizability. The figurative mark will consistently appear in black in the positive version and in white in the negative version, ensuring its distinctiveness in both contexts.

The wordmark will remain black, providing consistency across different applications. This monochromatic approach ensures that the logo remains recognizable and cohesive.

The grayscale and monochromatic versions have been crafted to meet specific printing requirements and should only be utilized in those contexts, avoiding their use in other circumstances.

Color Mode Optimization: Use CMYK for print, RGB for web to maintain color accuracy.

Positive Version



Negative Version



Positive Grey Version




Negative Grey Version




*Don't's*

Do not alter the structure, colour, proportions, elements or the direction of the logo.

 Stretch or transform


**PARADOX**  
— HOTELS & RESORTS —

 Remove elements


**PARADOX**

 Outline

PARADOX  
— HOTELS & RESORTS —

 Change colors

**PARADOX**  
— HOTELS & RESORTS —

 Adding shadows

**PARADOX**  
— HOTELS & RESORTS —

 Change the font

**PARADOX**  
— HOTELS & RESORTS —

# Background images

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds which do not contrast with the black in the logo.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate colour label behind the logo if there is no other option.

## Dark background



## Light background

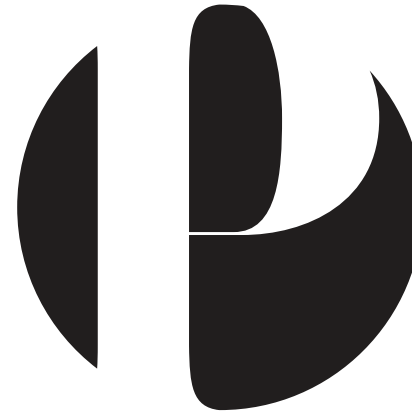


## Complex background

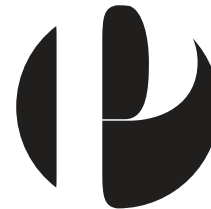


# Monogram

Sometimes, often due to production costs, you need another color or only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. You must honor the Paradox color palette when possible, using black or white if necessary.



Regular Version



Gold Crown  
Version



White Version



*App icon*

The Paradox icon is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the icon is not the brand logo and should never replace the logo.



*DESIGN APPLICATION*





COLORS



# Color palette

The following palette has been selected for use in Paradox communications. Lighter tints of these colors are also allowed, but the Logotype may only be used with a 100% tint in Crown Gold, True Black or White. The primary colors include True Black and a Gold Crown that embodies the luxury and quality of our hospitality.

Color 1  
**GOLD CROWN**



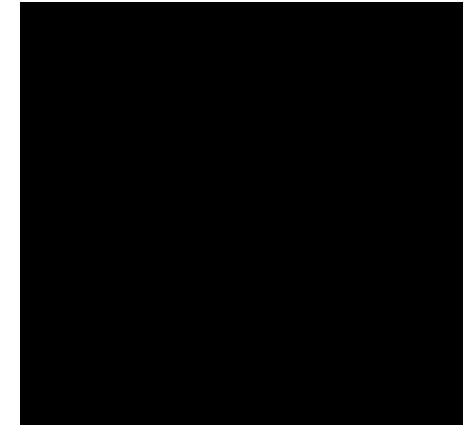
CMYK  
18 / 29 / 76 / 6

RGB  
212 / 176 / 101

HEX  
#d4b065



Color 2  
**TRUE BLACK**



CMYK  
0 / 0 / 0 / 100

RGB  
0 / 0 / 0

HEX  
#000000

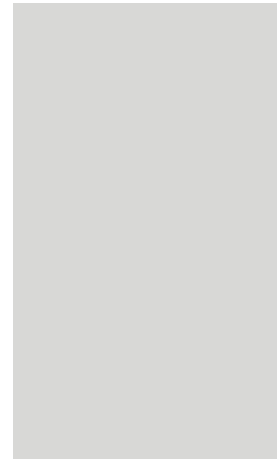


# Secondary colors

The palette allows the addition of secondary colors to enrich the Paradox visual identity as a whole. Lighter tints of these colors are also allowed. These colors are complimentary to our official colors, but are not recognizable identifiers for our company. Use the all colors sparingly, except the Marble color.

Alternative Pantone colors are shown below. Only use these colors when needed for printing purposes.

MARBLE



CMYK 11 / 9 / 14 / 0  
RGB 225 / 222 / 213  
HEX #e1ded5



PEACOCK



CMYK 95 / 61 / 44 / 29  
RGB 3 / 76 / 97  
HEX #034c61



NEPHRITE



CMYK 78 / 40 / 70 / 31  
RGB 54 / 97 / 69  
HEX #366145



# Tertiary colors

The chosen tertiary colors of Sunset Purple, Sunrise Orange, Oceanic Turquoise which bring a refreshing, warm and vibrant dimension to the brand's identity.

Sunset Purple embodies romance and passion, aligning perfectly with occasions like Valentine's Day and celebrating love in all its forms.

Sunrise Orange adds warmth and energy to the palette, reminiscent of tropical sunsets and the vibrant cultures found in each Paradox location. It signifies enthusiasm and adventure, encouraging guests to explore and indulge in unforgettable experiences.

Oceanic Turquoise evokes the serene waters of exotic destinations like Phuket, Singapore, and Kunshan, where Paradox hotels reside. It symbolizes tranquility and relaxation, inviting guests to immerse themselves in the ultimate escape.

Together, these tertiary colors complement the brand's identity, offering flexibility and versatility while reflecting the essence of Paradox hospitality – a harmonious blend of luxury, adventure, and heartfelt experiences.

## SUNSET



CMYK 70 / 97 / 25 / 11  
 RGB 102 / 44 / 111  
 HEX #783f64



## SUNRISE



CMYK 0 / 64 / 69 / 0  
 RGB 244 / 124 / 87  
 HEX #cf4430



## OCEANIC



CMYK 82 / 35 / 8 / 0  
 RGB 9 / 137 / 190  
 HEX #227074





TYPOGRAPHY



**MADE CANVAS**

Aa

**THE PRIMARY TYPEFACE**

ABCDEFGHIJK

LMOPQRST

UVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

MADE Canvas Light

MADE Canvas Regular

**MADE Canvas Black**

REMAN

Aa

THE ACCENT TYPEFACE

A B C D E F G H I J K  
L M N O P Q R S T  
U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1234567890

~!@#\$%^&\*()\_+

Reman



SOURCE HAN SANS

這句話

CHINESE TYPEFACE

勺 夕 冂 匚 勹 去 孑 𠂇 𠂆 𠂇 𠂇 𠂇  
下 出 彳 尸 日 卩 𠂇 厶 一 乂 口 丫 𠂇  
古 世 𠂇 𠂇 𠂇 又 𠂇 𠂇 𠂇 𠂇 𠂇  
一 二 三 四 五 六 七 八 九 十

這句話後來演變成「飲水思源」這個成語，意為喝水的時候想一想流水的源頭，比喻不忘本。

# The typography

## Heading Typography

The primary typeface for heading on printed materials is MADE Canvas. The alternative for web safe usage is the secondary font MADE Canvas. For the web the font Malina will only be used as graphic files.

## Subheading Typography

The primary typeface for subheading on printed and online materials is the font MADE Canvas. With 3 levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

### HEADING TYPOGRAPHY

# Paradox Lifestyle

MADE Canvas Black, 46 pt

### SUBHEADING TYPOGRAPHY

## Paradox Lifestyle

Reman Regular, 46 pt

## Paradox Lifestyle

MADE Canvas Black, 20 pt, spacing 300

## Paradox Lifestyle

MADE Canvas Black, 14 pt, spacing 300

# Body Typography

The primary typeface for body copy on printed materials is the font Futura PT. The typeface is to use on all documents. Typical applications include letters, presentations, websites and documents.

# Futura PT

## Futura PT regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Futura PT italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## Futura PT medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## RULES

This serif font is available in 4 weights. We use 3 of them. The Book, Medium and Heavy versions.

# Typography usage

## Heading Typography

Apply the stylings and rules used in these brand guidelines as a guide to how the Paradox brand should be portrayed.

All text can either be centered or left aligned to fit the text into the space with ample padding to keep breathing room around the fonts. the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

# Header

## Display Header

### Sub Header

#### Introductory Text

Tio to incia consequid que labore. Ucius as corem se corest ipsam, quiae es et occum faccabo reptatusamet veroremos et facepud igenis nos doluptatis eaquis con non pa quist faccus se voluptam, tem nectatur, si quam fugia ventius.

Od quiae quid quia si di am quam laborempor sus.  
Es mi, et maximol orporiatur ressinini occus que dolorro enetusam ut excere, con nonsectam dem est, et rem eossi dolor accum et omnis estibea rumquae. Neque delectatur, simus si quia cuptate mint.

#### <H1> Header

MADE Canvas Black  
All caps, centered, size 46pts,  
kerning 48pts

#### <H2> Display Header

Reman Regular  
Sentence case, centered, size 46pts,  
kerning 50pts, Minimal use

#### <H3> Subheader

MADE Canvas Black  
All caps, centered, size 20pts,  
kerning 12pts, tracking 10

#### Intro Text

MADE Canvas Regular  
Sentence case, centered or left aligned,  
size 12pts, kerning 16pts

#### Body Copy / Left Center

Futura PT Book  
Sentence case, centered or left aligned,  
size 9pts, kerning 12pts, tracking 10

#### Divider Line

Gold, centered to text, 0.5pts thickness

# Examples of Typography use

When using our brand text on dark backgrounds, it's crucial to ensure optimal readability for our audience. To achieve this, follow these guidelines:

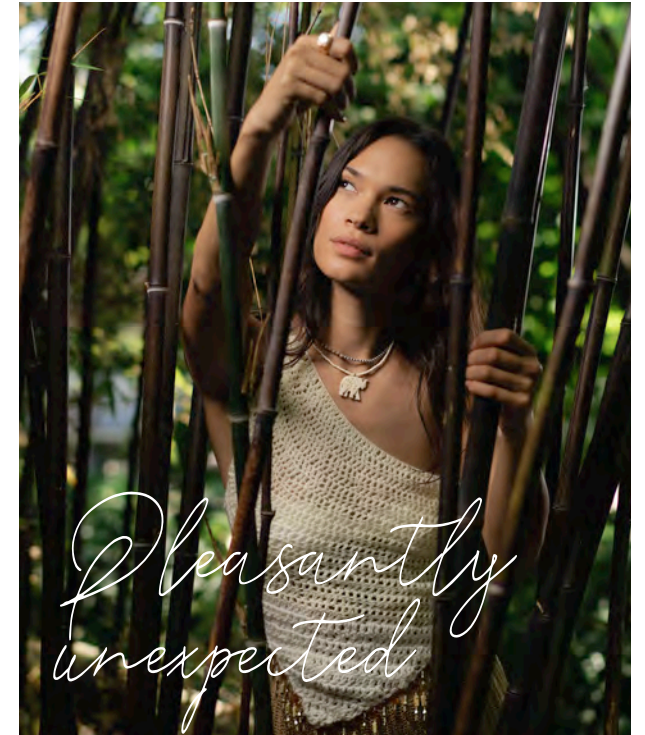
**Contrast:** Maintain a high level of contrast between the text and the background to enhance legibility. Ensure that the text color contrasts well with the background color to ensure readability.

**Black Shade:** If necessary, place a black shade or background behind the text to create a clear distinction between the text and the background. This helps prevent the text from blending into the dark background and ensures readability.

**Font Selection:** Choose fonts that are legible and have clear, distinct letterforms, even when displayed on dark backgrounds. Avoid using thin or overly decorative fonts that may become difficult to read against a dark backdrop.

By following these guidelines, you can ensure that our brand text remains clear and legible, even when displayed on dark backgrounds, providing a seamless and engaging experience for our audience.

Center alignment, Left Justification and Right Justification can be used. Ensure there is always some space (50px or more) separating the text and the edge of images / video. Never allow elements of the Reman font to be cut off.



Everything  
digital

The Paradox digital collateral must adhere to these specific guidelines. If you have any queries on brand guidelines, please refer back to the brand design team.

35mm W x 12mm H @ 300dpi minimal size for logo, or 120px W x 32px H @72ppi.

0.05pts line thickness @ 40% tint of Smoke or 100% tint of Gold.

Minimal font size is 6pts for printing. +2pts for leading on top of the font size. Tracking is always 100. Minimal tracking is 50 when space is needed or unless otherwise specified.

**FONTS:**

Name: Futura PT 12pts, gold, bold, italic, Or the closest sans serif font (Calibri or Verdana).

Job: Futura PT, 10pts, smoke with gold lines/normal size, or sans serif font

**BANNER:**

2290 x 340px

**CTA:**

Futura PT, book, 10pts, smoke with gold lines/normal size, or sans serif font.

Icons: Gold line and social icons, optional.

**HYPERLINKS:**

Social icons link to individual destination. Email, address,

Examples



*Email  
signature*

0.05pts line thickness @ 40% tint of Smoke or 100% tint of Gold.

**HYPERLINKS:**

Social icons link to individual destination. Email, address, reservations and website.  
Note: Summit and Aava icons for Canadian destination only.

**LOGO:**

Logo must always be present on a faded image/clean background at the start of the email banner. Logo separating promotion by a 0.25pt line.

Size: Minimum of 35mm W or 120px W.

Colour: Mustard Gold, Peacock, Smoke, Onyx, Marble, Black, White or a gradient of one of these



# SIGNAGE

# Signage

Paradox Hotels has instituted a policy mandating the use of 3D metallic signage at all its properties, underscoring a commitment to brand consistency, luxury, and visual appeal. This directive ensures that each hotel, regardless of its location, presents a sophisticated and instantly recognizable facade to guests and passersby. The adoption of silver 3D metallic signs not only elevates the brand's aesthetic but also reinforces its identity, making each property stand out with a modern, premium look. This strategic move is aimed at enhancing the guest experience from the first moment of arrival, ensuring that Paradox Hotels remains synonymous with quality and distinction in the competitive hospitality industry.



# Signage secondary

The use of black extruded 3D letters on a silver background for all secondary signage applications, including the main entrance and other strategic locations, offers Paradox Hotels a distinctive visual branding tool that enhances both navigation and brand presence. This choice in signage design combines the depth and sophistication of black with the sleek, modern appeal of silver, creating a striking contrast that is not only visually appealing but also highly legible from various distances and angles. The 3D effect of the letters adds a tactile dimension to the signage, making it stand out physically and visually in the environment it occupies. This design approach ensures coherence and consistency across all brand touchpoints, reinforcing the Paradox Hotels' identity as contemporary and luxurious. The strategic placement of these signs, from the main entrance to other critical areas, aids in seamless navigation while continuously reinforcing the brand's aesthetic and values to guests and visitors alike. Overall, this signage strategy effectively marries functionality with style, contributing significantly to a cohesive and memorable brand experience.



# STONE OF VOICE

# Tone of voice

Paradox Hotels' tone of voice is warm, welcoming, and genuine, reflecting its mission to champion local hospitality and celebrate the diversity of personalities among its guests. It is a tone that speaks with authenticity and enthusiasm about the unique experiences each destination offers, aiming to connect deeply with guests' desires for memorable and authentic stays. The language used is inclusive and personable, inviting guests from all walks of life to find a home away from home within the Paradox Hotels family.

This brand voice consistently emphasizes the beauty of local culture and the value of genuine, human-centric experiences, resonating with travelers seeking more than just a place to stay but a story to tell. It's a voice that encourages exploration and celebrates individuality, ensuring guests feel seen, heard, and valued. Through its communication, Paradox Hotels aims to build a community of travelers who appreciate the paradoxes within us all, fostering a sense of belonging and connection in every interaction.



**STATIONERY**



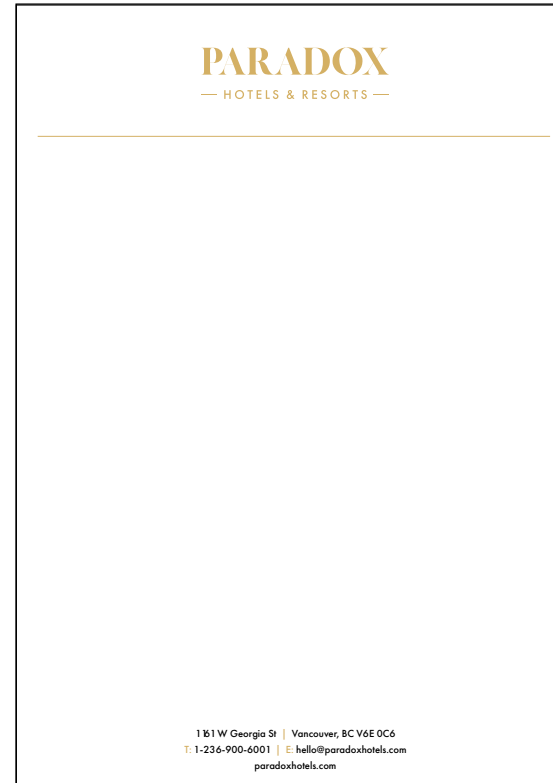
# Guest notepad

## Heading typography

The Paradox front office collateral must adhere to these specific guidelines. If you have any queries on brand guidelines, please refer back to the brand design team.

**LOGO:**  
Paradox  
Singapore  
- Gold 12mm H

**ADDRESS:**  
Futura PT Book  
6pts with gold  
vertical lines



CROWN GOLD



PANTONE  
10126 C

TRUE BLACK



BLACK C

## PRINT SPECIFICATIONS

SIZE: A6 (105 x 148mm)

STOCK: Bright white FSC uncoated  
paper

WEIGHT: 120gsm

PRINTING: 2C (front) x 0C (back)

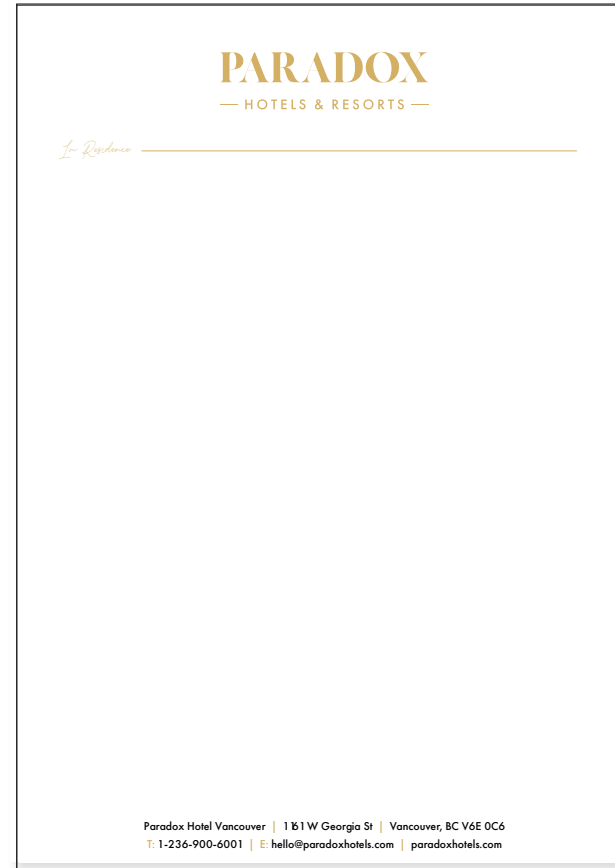
# Guest letterhead

**LOGO:**  
Paradox  
Singapore  
- Gold 19mm H

**SUBTITLE:**  
Reman regular  
19pts

**LINES:**  
0.25pts Gold

**ADDRESS:**  
Futura PT Book  
8pts with gold



CROWN GOLD



PANTONE  
10126 C

TRUE BLACK



BLACK C

**PRINT SPECIFICATIONS**

SIZE: A4 (210 x 297mm)

Letter (215.9 x 279.4mm)

STOCK: Bright white FSC uncoated paper

WEIGHT: 120gsm

PRINTING: 2C (front) x 0C (back)

# Business card

**LOGO:**  
Paradox  
Singapore  
- Gold 16mm H

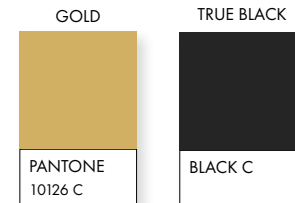
**NAME:**  
Playfair Display  
Gold 11pts. Tracking  
100

**JOB TITLE:**  
Futura PT Book  
8pts. Caps  
Tracking 100

**BODY:**  
Futura PT Book  
7pts with  
Tracking 100

**ADDRESS:**  
Futura PT Book  
7pts.  
gold vertical lines  
Tracking 100

## FRONT



**PRINT SPECIFICATIONS**  
SIZE: 85 x 55mm  
BLEED: 3mm all around  
STOCK: Bright white FSC uncoated  
WEIGHT: 300gsm  
PRINTING: 2C (front) x 2C (back)  
BACKGROUND IMAGE CMYK:  
FRONT + BACK: Marble Background.  
png

## BACK



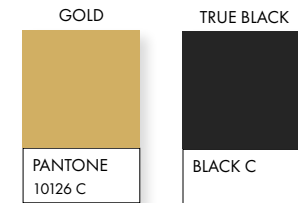


*DL envelopes*

**LOGO:**  
Paradox Hotels &  
Resorts  
- Gold 18.5mm H

**ADDRESS:**  
Futura PT Book 9pts  
with Tracking 100,  
Gold vertical lines

FRONT - WITHOUT / WITH WINDOW



PRINT SPECIFICATIONS  
SIZE: DL (220 x 110mm)  
STOCK: Bright white FSC uncoated  
WEIGHT: 120gsm  
PRINTING: 2C (front) x 2C (back)  
WINDOW: 45 x 90mm. 15mm from base.  
19mm from left side.

BACK

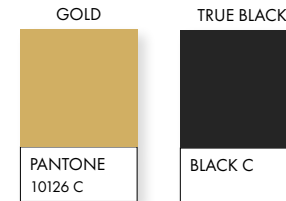




A4  
envelopes

**LOGO:**  
Paradox Hotels & Resorts  
- Gold 18.5mm H

FRONT - WITHOUT / WITH WINDOW



PRINT SPECIFICATIONS  
SIZE: A4 (324 x 229mm)  
STOCK: Bright white FSC uncoated  
WEIGHT: 120gsm  
PRINTING: 2C (front) x 2C (back)

**ADDRESS:**  
Futura PT Book 9pts,  
Tracking 100,  
Gold vertical lines

BACK



C5  
envelopes

**LOGO:**  
Paradox Resorts &  
Hotels  
- Gold 18.5mm H



PRINT SPECIFICATIONS  
SIZE: A5 (229 x 162mm)  
STOCK: Bright white FSC uncoated  
WEIGHT: 120gsm  
PRINTING: 2C (front) x 2C (back)

**ADDRESS:**  
Futura PT Book 9pts  
Tracking 100,  
Gold vertical lines



# General Letterhead

**LOGO:**  
Paradox Singapore  
- Gold 18.5mm H

**LOGO:**  
Alternative extended line Paradox Singapore  
- Gold 18.5mm H

**BODY:**  
Calibri Regular recommended font when Futura PT Book is not available  
25mm from the side margins.  
53mm from the top margin.  
100% Black

**ADDRESS:**  
Futura PT Book 9pts with Tracking 100,  
Gold vertical lines



**PRINT SPECIFICATIONS**  
SIZE: A4 (210 x 297mm)

Letter (215.9 x 279.4mm)

STOCK: Bright white FSC uncoated paper

WEIGHT: 120gsm

PRINTING: 2C (front) x 0C (back)

**NOTE:** Please use the A4 Word Document provided for the in-house printing of the letterhead.

# Conference notepads

**LOGO:**

Paradox Hotels & Resorts  
- Gold 12mm H

**SUBTEXT:**

Futura PT Book 12pts  
- Gold 18.5mm H

**TEXT BOX:**

2% True Black tint

**GRID BOX:**

30% Smoke tint  
0.25pts line thickness

**ADDRESS:**

Futura PT Book 6.5pts  
Tracking 100,  
Gold vertical lines

**SUBTEXT:**

Futura PT Book 12pts  
- Gold 18.5mm H

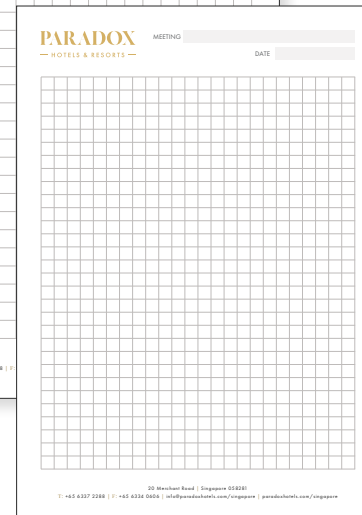
**ADDRESS:**

Futura PT Book 6pts  
with  
Tracking 100,  
Gold vertical lines

A4 FRONT



A5 FRONT



GOLD



TRUE BLACK



PRINT SPECIFICATIONS

SIZE: A4 (324 x 229mm)

A5 (148.5 x 210mm)

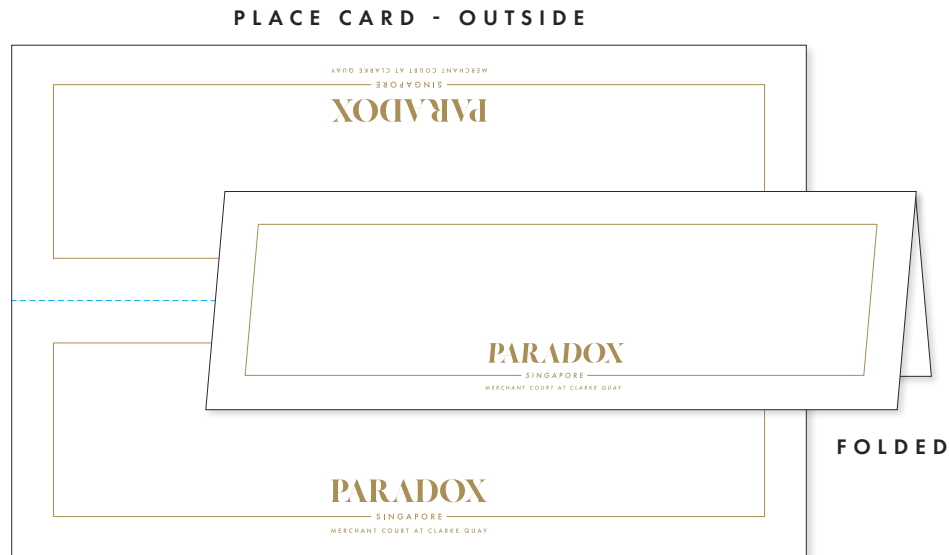
STOCK: Bright white FSC uncoated

WEIGHT: 100gsm

PRINTING: 2C (front) x 0C (back)

FINISHING: Glued top edge to form pad

# Tent & placecards



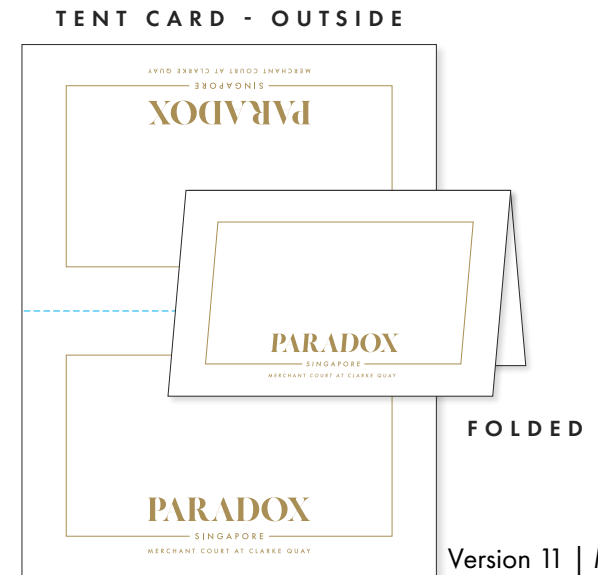
**LOGO:**  
Paradox Singapore  
- Gold 35mm W

**LINE:**  
Gold 0.65pts



**PRINT SPECIFICATIONS**  
TENT CARD:  
SIZE: Flat (89 x 114mm)  
Folded (89 x 57mm)

PLACE CARD:  
SIZE: Flat (177 x 114mm)  
Folded (177 x 57mm)  
STOCK: Bright white FSC uncoated paper  
WEIGHT: 180-250gsm  
PRINTING: 1C (front) x 0C (back)





Name tag

**MONOGRAM:**

Paradox Monogram logo,  
Gold 15mm W

**SUBTEXT:**

**Maximum:**

**First Line:** Futura PT Book 20pts  
- Gold on White = 8 Character Max.  
**Second Line:** Futura PT Book 14pts  
- Gold on White = 11 Characters Max.

**Minimum:**

**First Line:** Futura PT Book 13pts  
- Gold on White = 13 Characters Max.  
**Second Line:** Futura PT Book 10pts  
- Gold on White = 16 Characters Max

**NOTE:** The alternative of White on Gold can be used for upper management or higher level of staff members.

PRINT SPECIFICATIONS

SIZE: 25.4mm H x 97mm W  
STOCK: Metallic Shine Gold - TBC  
WEIGHT: TBC  
PRINTING: 1C (front) x 0C (back)  
FINISHING: Pin / Magnent - TBC





# BRANDED FLEET

# Branded fleet

Tying together the multiple hotel locations is a significant goal. The branded fleet gives an immediate unifying factor to the brands in British Columbia at first. This strategy will then be deployed in the other hotel locations. This will create a tactile marketing function that can be applied to luxury vehicles, sport utility vehicles, electric vehicles and limousines if desired.

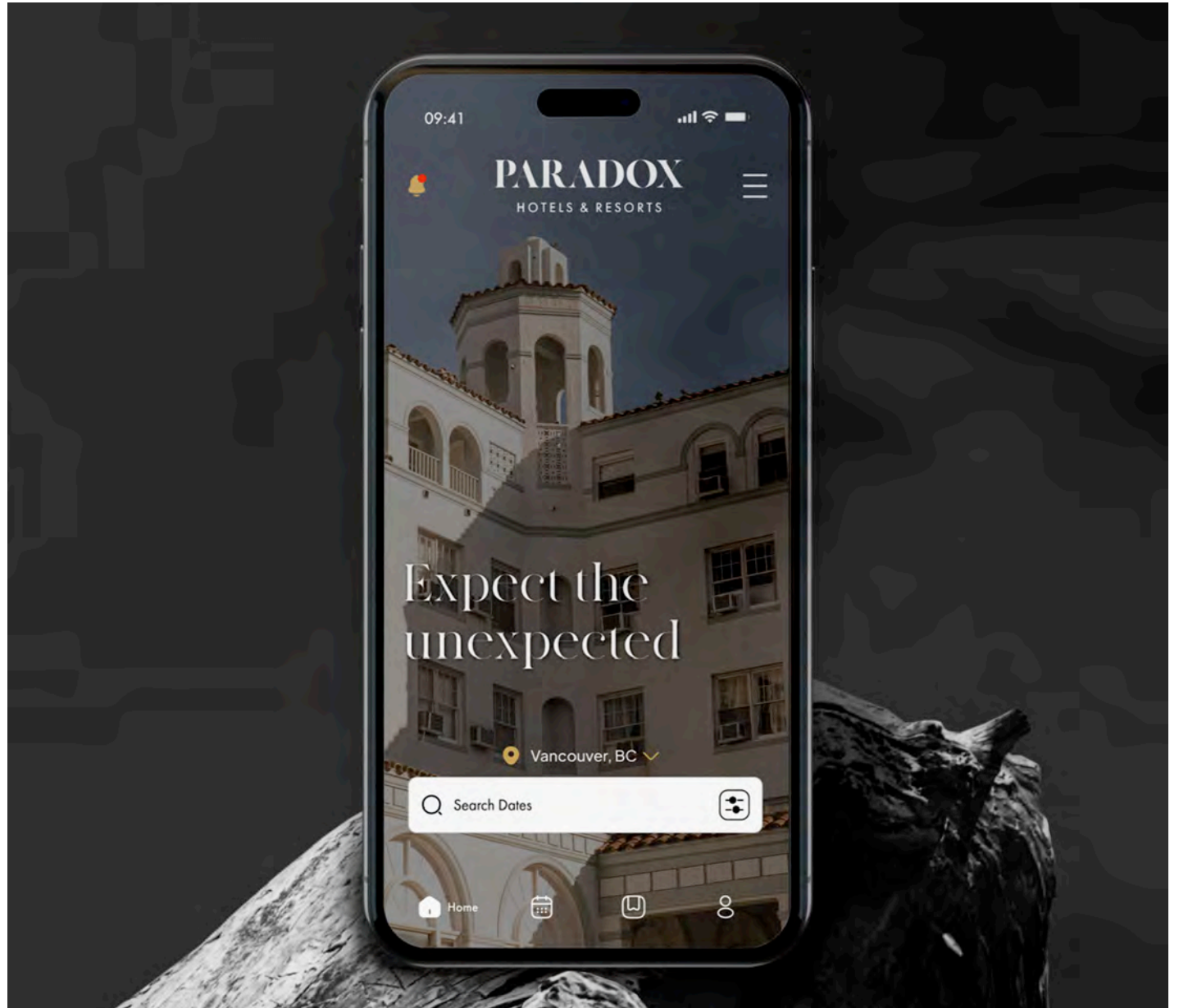
Implementing a branded vehicle fleet for Paradox Hotels presents a strategic move that can significantly amplify brand awareness, not only within the bustling hubs of Vancouver and Whistler but also as a beacon for global recognition.



**WEB DESIGN**

# Mobile

Paradox Hotel's website is not just a digital platform; it's a powerful sales engine, especially with its mobile interface. This sleek, intuitive design coupled with fast-loading videos has a significant impact on revenue generation. Recent statistics underscore the importance of mobile-friendly websites, revealing that 53% of mobile users abandon sites that take longer than three seconds to load, while 88% of users are less likely to return to a site after a poor mobile experience. With Paradox Hotels' mobile web design offering fast-loading videos that captivate users, it's positioned to convert more visitors into customers. Furthermore, data shows that mobile bookings are on the rise, with over 50% of travelers globally using mobile devices to book accommodations, making a compelling case for investing in a mobile-friendly platform. By prioritizing an intuitive interface and engaging multimedia content, Paradox Hotels is poised to not only meet but exceed customer expectations, resulting in increased bookings and revenue.



# BOOKING APP

# Amadeus booking platform

Amadeus Hotel Website Solutions provide a highly secure, closed source Content Management System (CMS) that was built specifically for hoteliers. In accordance with the latest industry best practices and digital trends, our hospitality-specific websites reduce the number of steps in the user journey and yield more rapid decision-making to entice and enable faster conversions. And with our module-based approach to data storage, hoteliers gain fast, efficient management of website data, which is particularly effective for multi-property groups.



**amadeus**

# ICONOGRAPHY

# Iconography

Paradox Iconography adopts the universal language of line drawing symbols, marked by a slightly technical aesthetic, to transcend linguistic, cultural, and ethnic boundaries globally. This approach ensures that guests from all corners of the world can navigate and understand Paradox Hotels' offerings with ease, fostering an inclusive environment that resonates with the brand's commitment to celebrating diversity.

The choice of line drawings, characterized by their simplicity and clarity, allows for immediate recognition, while the technical twist imbues each icon with a sense of precision and attention to detail. This combination not only enhances the visual appeal but also contributes to the overall effectiveness of communication within Paradox Hotels' properties. Whether it's signage, digital interfaces, or printed materials, these icons serve as a universal language that enriches the guest experience, making every interaction intuitive and engaging.

By integrating this unique iconography into its visual identity, Paradox Hotels underscores its mission to offer authentic local experiences in a welcoming and accessible manner. The careful selection of symbols ensures that every guest, regardless of their background, feels understood and valued, reinforcing the brand's global ethos of inclusivity and connection.

## ICONS WITHOUT BACKGROUND



## ICONS WITH A SOLID BACKGROUND



# SPECIAL FEATURES

# Special features

Paradox Hotels stands out for its array of special features designed to delight guests and create unforgettable experiences. Among these unique touches are hand-written notes from housekeeping, adding a personal and thoughtful touch to each stay. These notes not only convey warmth and hospitality but also enhance the sense of care and attention to detail that defines the Paradox experience. Additionally, guests can expect special unexpected treats and toys during their stay, adding an element of surprise and delight. Whether it's a sweet treat waiting on the pillow or a playful toy tucked away in the room, these unexpected gestures elevate the guest experience and leave a lasting impression.

Furthermore, Paradox Hotels introduces a charming and whimsical addition to its amenities: odd but endearing sock puppet monsters, perfect for pets and equally intriguing for guests. These adorable yet odd creations not only entertain furry companions but also serve as quirky companions for guests to enjoy. With their endearing and captivating presence, these sock puppet monsters add a touch of whimsical character to the hotel experience, creating memorable moments and fostering a sense of joy and playfulness. At Paradox Hotels, it's the thoughtful details and unexpected delights that set the stage for truly magical stays.



ARCHITECTURE

# Architecture

The architecture of Paradox Hotels plays a pivotal role in shaping the brand identity and bringing the company's mission and vision to life. Inspired by the local surroundings and cultural heritage of each destination, the architecture of Paradox Hotels reflects a commitment to authenticity and immersive experiences. Whether it's the sleek, contemporary lines of a cityscape hotel or the rustic charm of a countryside retreat, every property embodies the essence of its location, creating a unique sense of place that resonates with guests.

This architectural diversity not only enriches the guest experience but also reinforces Paradox Hotels' mission to become the local hospitality champion, facilitating memorable and authentic experiences. By seamlessly integrating with the surrounding environment and embracing local architectural styles, each Paradox Hotel becomes a reflection of the community it serves, fostering a deeper connection with guests and locals alike. Moreover, the architecture of Paradox Hotels aligns with the company's vision of redefining luxury hospitality, offering guests a transformative journey that celebrates the varied personalities within us all. Through thoughtful design and attention to detail, Paradox Hotels creates spaces where guests can escape, explore, and connect, embodying the brand's ethos of sophistication, inclusivity, and innovation.



# INFLUENCER COLLABS

# Influencer collabs

Influencer marketing has emerged as a pivotal strategy for Paradox Hotels, offering a dynamic and authentic approach to engaging with audiences and driving brand awareness. Unlike conventional marketing avenues like Google AdWords, which may lack the personal touch and emotional resonance, influencer marketing enables Paradox Hotels to connect with consumers through trusted voices and relatable content. By partnering with influencers and celebrities whose values align with the brand's identity, Paradox Hotels can reach a broader and more diverse audience, tapping into their loyal fan bases and leveraging their influence to authentically promote the brand.

Moreover, the shift towards influencer marketing allows Paradox Hotels to capitalize on the power of storytelling and experiential marketing, enabling influencers to share their firsthand experiences at Paradox properties with their followers. This not only creates buzz and excitement but also provides valuable social proof, as consumers are more likely to trust recommendations from individuals they admire and relate to. Additionally, influencer marketing offers a more cost-effective and measurable approach compared to traditional advertising, allowing Paradox Hotels to optimize their marketing budget and track the impact of their campaigns in real-time.

Overall, influencer marketing presents an unparalleled opportunity for Paradox Hotels to elevate brand awareness, foster meaningful connections with consumers, and drive business growth in an increasingly competitive landscape. By embracing this shift from conventional marketing channels to influencer collaborations, Paradox Hotels can position itself as a leader in the hospitality industry, leveraging the power of influential voices to tell its story and inspire travelers around the world.



# MUSIC & SOUND

# Music & sound

At Paradox Hotels, music and sound serve as integral elements in crafting immersive experiences, both in videos and at events. The carefully curated soundscapes blend the timeless elegance of classical instruments such as harp, violin, piano, xylophone, and percussions with modern synths and electronic chill music, creating a harmonious fusion of tradition and innovation. Whether it's the delicate plucking of strings or the rhythmic beats of percussion, each instrument adds depth and texture to the auditory landscape, enhancing the ambiance and elevating the overall guest experience.

In videos, the music sets the tone and captures the essence of Paradox Hotels' luxury and sophistication. From sweeping orchestral arrangements to ethereal electronic melodies, the soundtracks compliment the visual storytelling, evoking emotions and immersing viewers in the world of Paradox Hotels. Similarly, at events, the music creates an inviting atmosphere, engaging guests and enhancing the sense of occasion. Whether it's a live performance by classical musicians or a curated playlist blending traditional and contemporary sounds, the music at Paradox Hotels' events reflects the brand's commitment to creating unforgettable moments that resonate with guests long after they depart.

The sounds in our video and marketing assets will feature textural, tonal and ASMR related sounds, that are sensory, tantalizing and minimal.



# EVENTS

# Events

In 2024, Paradox Hotels is gearing up for a series of high-impact events with influencers and brand collaborations that promise to elevate brand awareness on a global scale. These events will strategically align with the brand's vision and values, leveraging the reach and influence of renowned personalities across various industries. From luxury travel bloggers to social media mavens, these influencers will converge at Paradox Hotels' properties to experience firsthand the unparalleled hospitality and unique offerings that define the brand.

Each event will be meticulously curated to showcase the distinct charm and allure of Paradox Hotels, providing influencers with immersive experiences that they'll be eager to share with their vast audiences. Whether it's through captivating content on social media platforms, exclusive behind-the-scenes access, or collaborative projects, these events will generate significant buzz and drive engagement, propelling Paradox Hotels into the spotlight on a global scale.

By partnering with influencers who embody the brand's values of sophistication, authenticity, and innovation, Paradox Hotels will not only expand its reach but also solidify its position as a leader in luxury hospitality. These events will serve as powerful platforms for storytelling, fostering meaningful connections with audiences around the world and cementing Paradox Hotels' reputation as a destination of choice for discerning travelers seeking unforgettable experiences.



# SOCIAL MEDIA GRID

# Social media grid

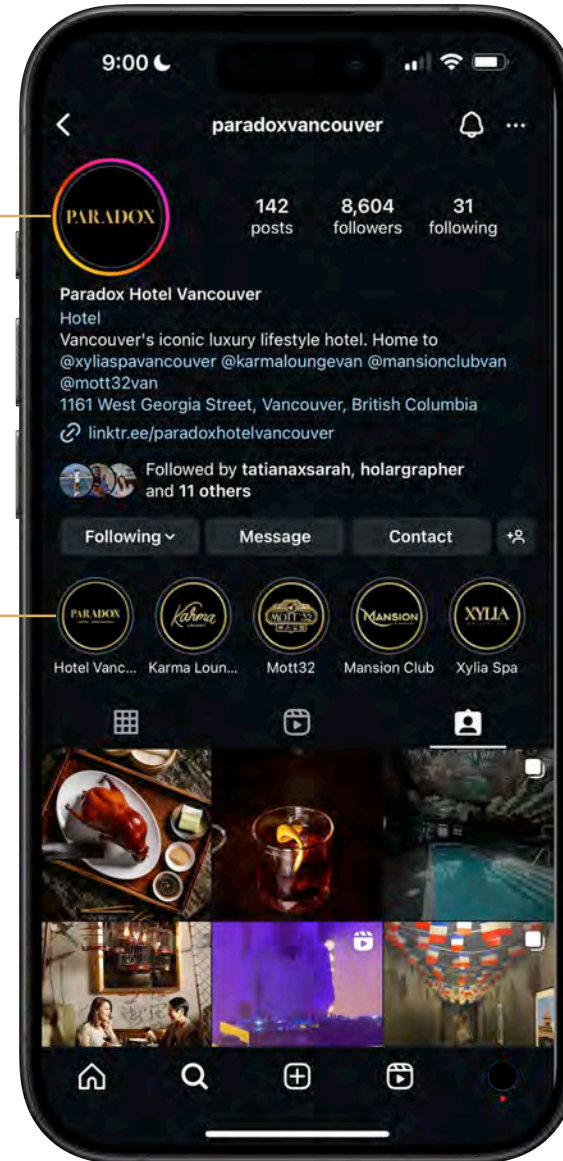
Paradox Hotels' social media grid showcases a masterclass in brand cohesion, with a meticulously curated selection of images that adhere to a consistent color scheme, lighting, and overarching motif. This visual consistency not only defines the brand's aesthetic but also reinforces its identity in the digital space, making it instantly recognizable to its audience. The deliberate choice of colors reflects the brand's personality and values, while the uniform lighting sets a mood that resonates with their target demographic, evoking emotions and experiences associated with luxury and comfort. This coherence across their social media platforms enhances brand recall, ensuring that whenever users come across a Paradox Hotel post, they immediately associate the sophisticated visuals with the high-quality, immersive experiences the brand promises. In essence, the strategic use of a harmonized visual language across their social media grids plays a pivotal role in building a strong, cohesive brand identity that captivates and retains the attention of viewers, turning casual browsers into potential guests.

## Paradox Logo Update Crown Gold on Pure Black

All paradox hotel brands should use the same logo for consistency, keeping in mind that each social media profile has the locations in the title. This makes having the location in the logo redundant and the title redundant. The subtext in the logo is also currently hard to read.

## Featured Brands Crown Gold on Pure Black

The featured brands should all have consistent colour, utilizing Crown Gold and also True Black, to increase visibility and contrast ratio. Subtext under each logo should be eliminated, since the full details remain under the logo. This will improve visibility.

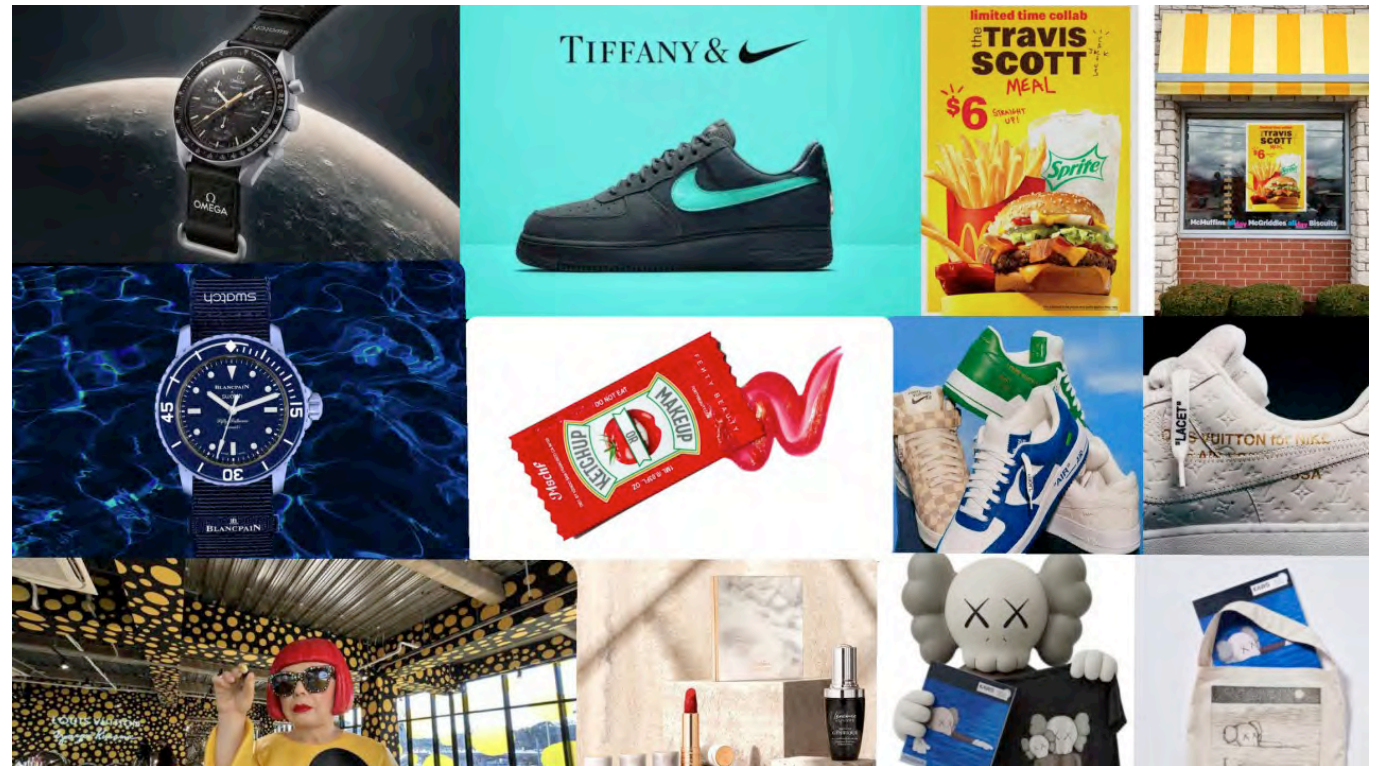


# BRAND COLLABORATIONS

# Brand collaborations

Brand collaborations offer Paradox Hotels a dynamic way to boost its brand awareness by tapping into the loyal customer bases and strengths of companies across various industries. Here's a concise look at why each sector is valuable for Paradox Hotels:

Fashion collaborations attract style-conscious guests, adding a touch of luxury and exclusivity. Tech partnerships introduce smart amenities, appealing to modern, tech-savvy travelers. Food and beverage tie-ins with well-known chefs or local producers enhance dining experiences, drawing food enthusiasts and highlighting local culture. Wellness collaborations offer unique health-focused services, appealing to guests prioritizing self-care. Art and cultural partnerships enrich the stay with intellectual and aesthetic experiences, distinguishing the hotel as a culturally engaged destination. Environmental and social responsibility initiatives resonate with eco-conscious and socially aware guests, promoting Paradox Hotels as an ethical choice. These strategic collaborations not only elevate the guest experience but also significantly boost Paradox Hotels' brand awareness across diverse markets.



# Photography

At Paradox, our visual identity is paramount in conveying the essence of our brand and the unique experience we offer to our guests. Our photography guidelines are crafted to maintain a cohesive and captivating visual narrative that reflects the luxury, fun, and sophistication synonymous with our hotel.

We embrace a timeless aesthetic with desaturated colors and an analog feel, evoking a sense of nostalgia and elegance. Balancing fair contrast ensures depth and visual interest without overwhelming the viewer, while bright, well-exposed highlights infuse our imagery with vibrancy and energy. Corrected white balance keeps colors true to life, avoiding extremes of warmth or coolness.

In composition, we seek harmony by blending clusters of activity with ample clear space, creating a visually engaging yet calming experience for our audience. excitement and intrigue to our visuals.

Color Mode Optimization: Use CMYK for print, RGB for web to maintain color accuracy.

**MASTER MOOD BOARD**





# Lighting

## Outdoor

Whenever shooting outdoors, we can almost always shoot with just one light. We use the flash as a fill light (or “fill flash”). The technique of using a fill flash simply means using light to fill in the shadowed areas left by the sun. This balances both ambient light and artificial light for a far more realistic and natural-looking picture while still holding perfect exposure.

Off-Camera Softbox Flashes or Strobes must always be present and most times utilized for outdoor photography during daylight. Exceptions are permitted if there is perfect lighting conditions on the day.

A light stand holds everything together and gives you a ready-to-use kit for any kind of subject photography. That said, a good light stand is what protects all of the above from the elements. Light stands will easily blow over: get a good, solid heavy one or be prepared with weights.

Make sure you get a mount for your light stand that fits your speedlight along with your softbox! Many softbox kits come with a mount, but if you’re just purchasing an umbrella softbox you’ll need something for the umbrella to stick into.

## Hair Light

A hair light is an accompanying (second) light to your setup. It’s positioned to the back left or back right of your subject (out of the frame). It gives your subject contrast against the background and can add a subtle amount of light to your subject’s silhouette.

## Under Chin Reflector

To bring any and all of the elements you’re using together, put a reflector flat on the ground or raise it flat against your subject’s waist with a reflector stand. This bounces all your light to mitigate any shadows cast under their chin, flatters their jawline, and helps avoid any other faint shadows on their face. Experiment with either the silver side or the white side for what suits your preference!

## Rembrandt Lighting

Rembrandt lighting (popularized by the Dutch painter Rembrandt) simply has the light placed at 45° from where you and the subject are standing.

In other words, the light is just to the right – or left – of where you’re shooting; where you, the light, and your subject are making an equal-sided triangle. The light is (often) tilted at a 45° angle facing your subject as well.

## Under Chin Reflector

To bring any and all of the elements you’re using together, put a reflector flat on the ground or raise it flat against your subject’s waist with a reflector stand. This bounces all your light to mitigate any shadows cast under their chin, flatters their jawline, and helps avoid any other faint shadows on their face. Experiment with either the silver side or the white side for what suits your preference!



An example of butterfly lighting in headshot photography captured with one strobe.



An example of Rembrandt lighting in fashion photography using one strobe and exposing for ambient light fill.

# Lighting (cont'd)



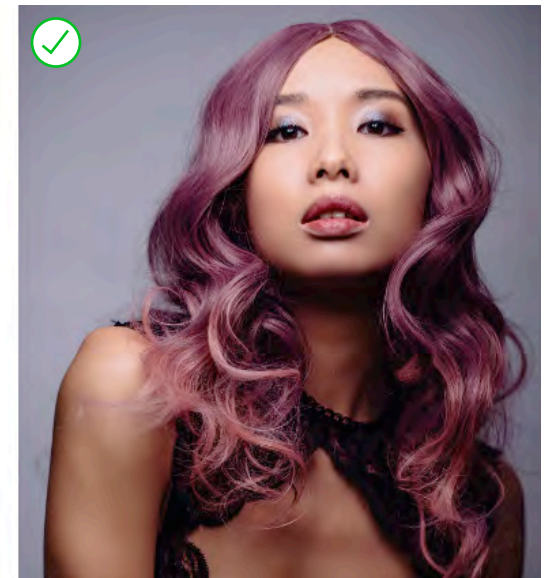
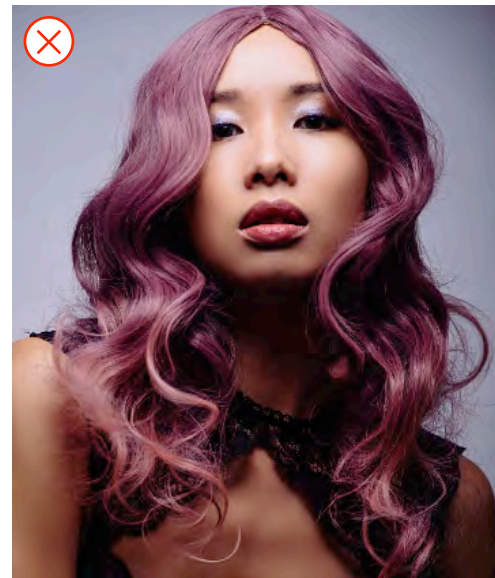
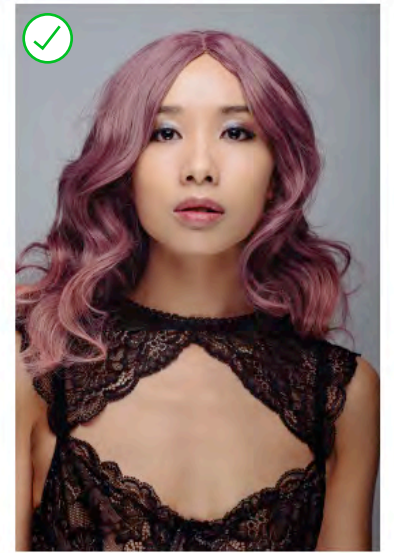
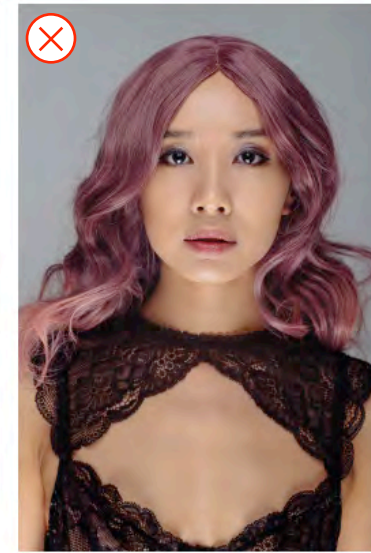
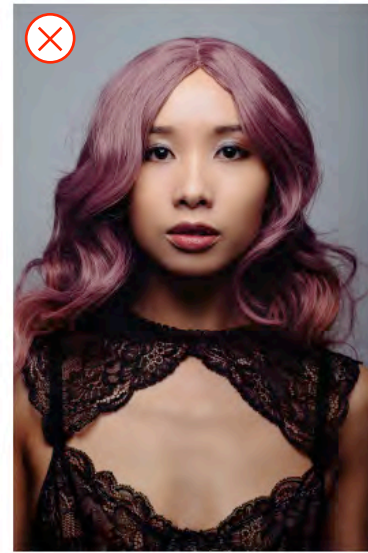
# Do's and do not's

## Do's

- Ensure that the lighting and edit make the skintones look vibrant, lifelike and realistic.
- Correctly light the hair of models so that the image is bright and avoids deep shadows on the face.
- Utilize a softbox and/or bounce in outdoor photography.
- Under chin reflector to illuminate the neck area, and removing this reflector when the desired image is cinematic and on the darker side.
- Ensure that the background has contrast with the subject
- Utilize foreground objects for depth and perspective when necessary.
- Always refer to the Master Mood Board (Page 92) for art direction, lighting, props, styling and overall creative guidance.

## Do Not's

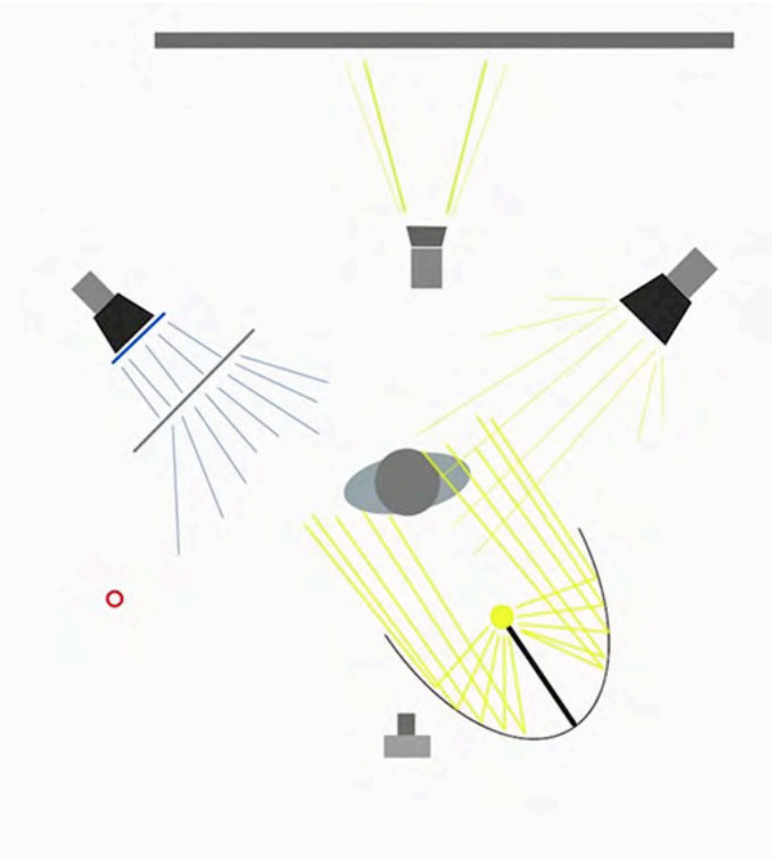
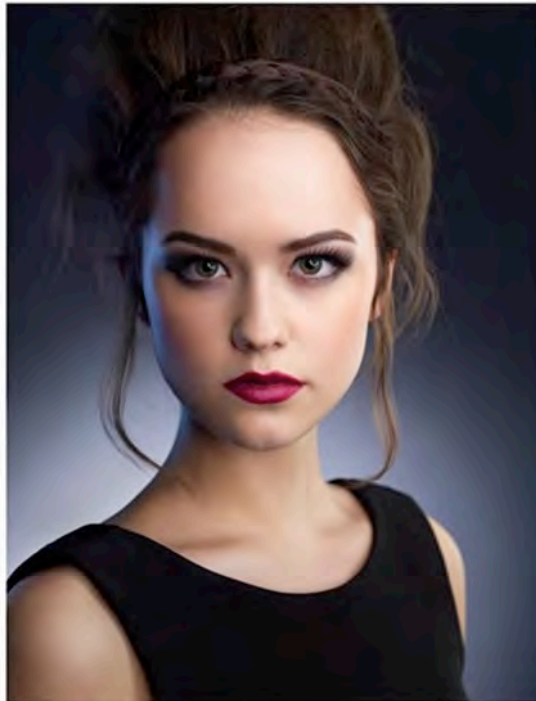
- Avoid over saturating images.
- Avoid hair from blocking the face.
- Do not use heavy contrast on lighting the skin (prevent horror movie style shadows)
- Avoid having models look deadpan at the camera with no expression, unless the creative requires no facial expressions for fashion shots.
- Do not let the model cast aggressive shadows that are visible in the frame.
- Do not use clothing and colours that clash with the Paradox colour scheme.



# Staff portraits

For headshots we utilize a 3 light setup, including key, fill and contour lighting. We like to include warm and cold lighting to create a balance composition that brights out eye colour, and lights cheekbones, jawlines and facial features clearly.

Professional staff headshots significantly enhance a brand's professionalism and approachability, impacting customer trust and engagement. According to LinkedIn, profiles with professional photos receive 21 times more views and 9 times more connection requests. This statistic underscores the importance of a professional appearance in fostering business connections and building a professional network. In the context of a company's website, a study by BrightLocal reveals that 60% of consumers are more likely to consider or contact a business with images of their staff on their listing. Professional headshots contribute to a cohesive brand image, demonstrate a company's investment in its employees, and humanize the brand, making it more relatable and trustworthy to its audience. In an era where visual presentation and personal branding are key, these elements are critical in setting a company apart, showcasing its professionalism, and enhancing customer engagement.



# The lobby

In the lobby, where the heartbeat of hospitality pulsates, we orchestrate an experience that transcends expectations. As guests step into this threshold of welcome, they are greeted not just with warmth, but with an unexpected embrace of luxury and innovation. Our approach to hospitality is not just about meeting needs; it's about exceeding them in ways that leave a lasting impression. Here, every interaction is an opportunity to surprise and delight, whether it's through personalized greetings, curated experiences, or unexpected gestures of hospitality. As guests lounge in the opulent surroundings of the lobby, they find themselves enveloped in a world where the ordinary fades away, and the extraordinary emerges at every turn. Welcome to our lobby, where the journey begins with a promise of the unexpected.

**Shot #1**

Camera steadily enters the front entrance of the lobby, the doors open as approaching. Second setup of talent (guests) arriving.

**Shot #2**

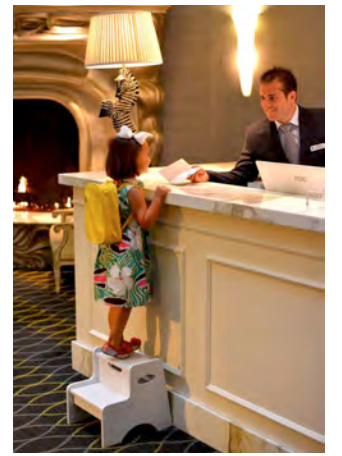
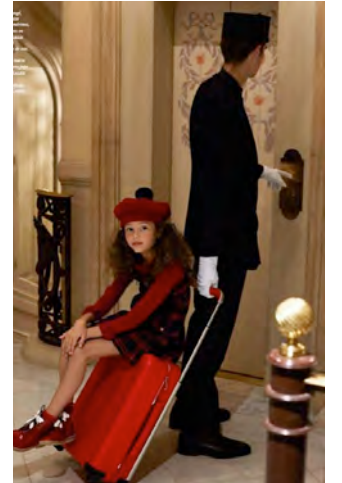
Wide angle shot from inside the lobby, looking at talent (guests) arriving, and their bright reactions as they look around.

**Shot #3**

Creative shots of the reception/front desk staff, with guests, dogs, cats and other unique elements checking in.

**Shot #4**

Editorial and shots of models in the lobby in high fashion setups.



# Service

In our service shoots, Paradox showcases its commitment to excellence through meticulous attention to detail. From the refined arrangement of amenities to the chic ambiance of our spaces, every aspect exudes sophistication and luxury. We seamlessly blend fashion photography with high service, capturing the grace and elegance of our guests. Each frame embodies the essence of Paradox, where service is elevated to an art form, creating unforgettable moments of indulgence and delight.

## Shot #1

Room service knocks on the door, camera reveals door opening with a tray being pushed in. Service is warm and hospitable.

## Shot #2

Housekeeping staff happily tidying a room. We see the sock monster being placed, sheets folded, rubber duckies being added, and small details being placed perfectly.

## Shot #3

Kitchen staff buzz around, creating culinary masterpieces.

## Shot #4

Front desk reception checks a guest out, separate takes of checking guests in, pets arriving as VIP's, front desk treating all pets like people. Concierge walks the guests towards unique experiences.

## Shot #5

Valet opens the door of luxury cars. Model steps out, tight shot on foot stepping outside of vehicle, wide shot of model exiting car door, wide angle of model(s) approaching Paradox lobby with Valet at their side with bright energy.



# Aerial

Embarking on an aerial shoot, our mission transcends the ordinary. With meticulous planning and precision, we aim to capture the essence of Paradox from every glimmer of sunlight. From the majestic sunrise, painting the sky with hues of gold, to the serene sunset casting its warm embrace, each moment offers a unique canvas to showcase the beauty of our establishment.

We prefer to shoot during Sunrise, Sunset (golden hours), to capture the full range of colours. Daytime aerial is also acceptable when colour graded correctly.

## Acceptable Drones for Paradox Video:

DJI Mavic 3 Pro + | Inspired Flight - IF1200A | Red Epic 8K Mounted (*whenever possible*)

*All other models of drones must be approved prior to filming.*

### Shot #1

Straight on shot, directly center to capture the entire property. 50m - 150+m meters away.

### Shot #2

High angle shot, zooming in from above the property. 500+ meters away.

### Shot #3

High angle shot, panning from left to right, and right to left. 250+ meters away.

### Shot #4

Ground level shot rising to capture the height of the property. Begins at 5m and goes to the height of the property. 250+ meters away.



# Rooms

When capturing our rooms a consistent approach to cinematography, will create an intricate web of similar video takes, that will weave perfectly into future narratives and cross-destination marketing assets.

We capture our rooms with approachability, cleanliness, organization, and careful lighting to ensure consistency.

## Shot #1

Door is opened as camera enters the door.

## Shot #2

Sweeping stabilized shots for smooth cinematic cuts. Eye height, sweeping left to right, right to left, pushing in, and pushing out of living area, kitchen, bed, bathroom and special features (desk, furnishings, snacks, bathtub, etc.).

## Shot #3

Patio and viewpoints (if suitable). Avoid heavy reflections, obstructed views, and overly grey backgrounds that do not give an attractive display.

## Shot #4

Tight shots on food, menu, stationery, merchandise, handwritten notes, flower petals, seasonal and holiday opportunities.



# Video

Epic storytelling for an iconic hospitality brand requires great stories, lighting, models/actors, keen editing and sound. We treat all video as an opportunity to captivate our audience and potential future guests. It is critical to treat every piece of cinema with great importance, and as the most important digital sales assets to compliment the website and all advertising.

Where our photography is usually quite safe, expected and comfortable, we look for unique and totally captivating video that gets people talking.

We also want to light our models to look healthy, vibrant and fashionable. Our clothing and wardrobe selections must always align with the specific hotel. For every shoot, the models must bring changes of clothes.

**Vancouver** - Business | Business Casual | Athletic | Adventure | Snow | Rain | Sun | Pool | Formal

**Phuket** - Business | Business Casual | Athletic | Adventure | Beach | Spa | Formal

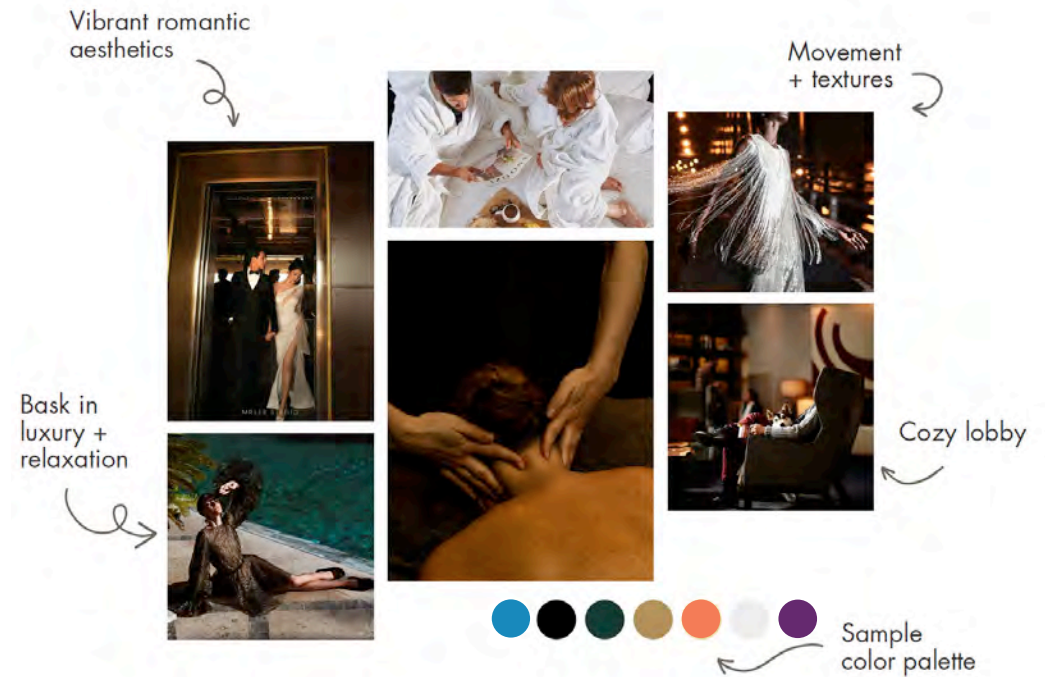
**Singapore** - Business | Business Casual | Athletic | Adventure | Pool | Spa | Formal

**Kunshan** - Business | Business Casual | Athletic | Spa | Formal

**Whistler** - Business | Business Casual | Athletic | Adventure | Snow | Rain | Sun |

Biking | Golfing | Sauna | Pool | Formal

## EPIC | CINEMATIC | DARING | CHARMING FUN | EYE CANDY



# MASTER MOOD BOARD



# Technical

## CINEMA

We shoot film and short stories with a RED EPIC 8K HELIUM SENSOR. This camera is utilized for colour, lens variety and for cinematography that truly captivates our audience. Utilizing a professional grade dolly, crane or RONIN bodysuit keeps our footage very smooth and stable. Super smooth footage is very important to cause maximum eye comfort when viewing. All cinema should be sensory, colourful and dark-ish yet carefully graded to be cinematic and easily visible.

## BEHIND THE SCENES VIDEO (B ROLL)

We shoot behind the scenes with a SONY A7S, a boom microphone attachment, and a gimbal whenever possible for smooth and steady video.

## AERIAL

The very minimum for aerial capture is a DJI MAVIC, but ideally a more advanced drone such as DJI INSPIRE, and above. Whenever possible, we want to mount the RED EPIC 8K HELIUM SENSOR with correct lenses on a drone or helicopter for the ideal look (depth / perspective of properties, locations, and people).

## CINEMA CAMERA LIST

## CINEMA EQUIPMENT LIST

## PHOTOGRAPHY

We can shoot photography on a variety of camera bodies and lenses. It is important for the edit and lighting to look consistent. Please always review our moodboards prior to shooting.

## LIGHTING

We use natural lighting whenever possible and like to utilize the magic hours (dusk / dawn). We light our models with a key light, a fill light, bounces and negative fills to get great lighting and shadows. This helps make eyes pop, and cheekbones accentuate.

## PHOTOGRAPHY LIGHTING LIST

## CREW

A director of photography, art and creative directors, camera operator, grip and gaffer help build an effective production crew. Whenever possible, we include a focus puller, director of photography, stylist, choreographer, hair/makeup, Paradox liaison, additional grips and gaffers, dolly push expert and data imaging technician. The data imaging technician should always be considered on every shoot, to guarantee successful file transfer, data backup, and satisfactory organization security of media / data.

## DATA

We utilize an in-house 32TB Synology NAS drive for hard copies of our media. We also utilize Microsoft One Drive primarily for media sharing across locations, and we utilize Google Drive when working

with external vendors. All data must be backed up on the 32TB NAS drive, Microsoft One Drive, Google Drive and on SSD harddrives whenever possible.

## COMMUNICATION

All communication must be documented and sent to management and agency via Email. Especially when using Whatsapp, Text, Phone Call and other communication, a secondary copy must be sent via email for organization and internal tracking.

## EDITING

For photography, we use Adobe Photoshop (PSD) and Adobe Lightroom, and Media Encoder. All edits should comply with the mood board supplied prior to every shoot. All shoots should align with the master mood board. The editing team should always be in communication to assure that the workflow and end result edits are acceptable to our standards.

For video, we use Da Vinci Resolve, Adobe Premier, RED Player / Red Cine, and Final Cut Pro.

The correct workflow for video editing:

Red Player (preview) > Da Vinci Resolve (colour grade + edit)

After export is complete (.mp4 file), editing in any software or social media platform is acceptable.

## FILE FORMATS

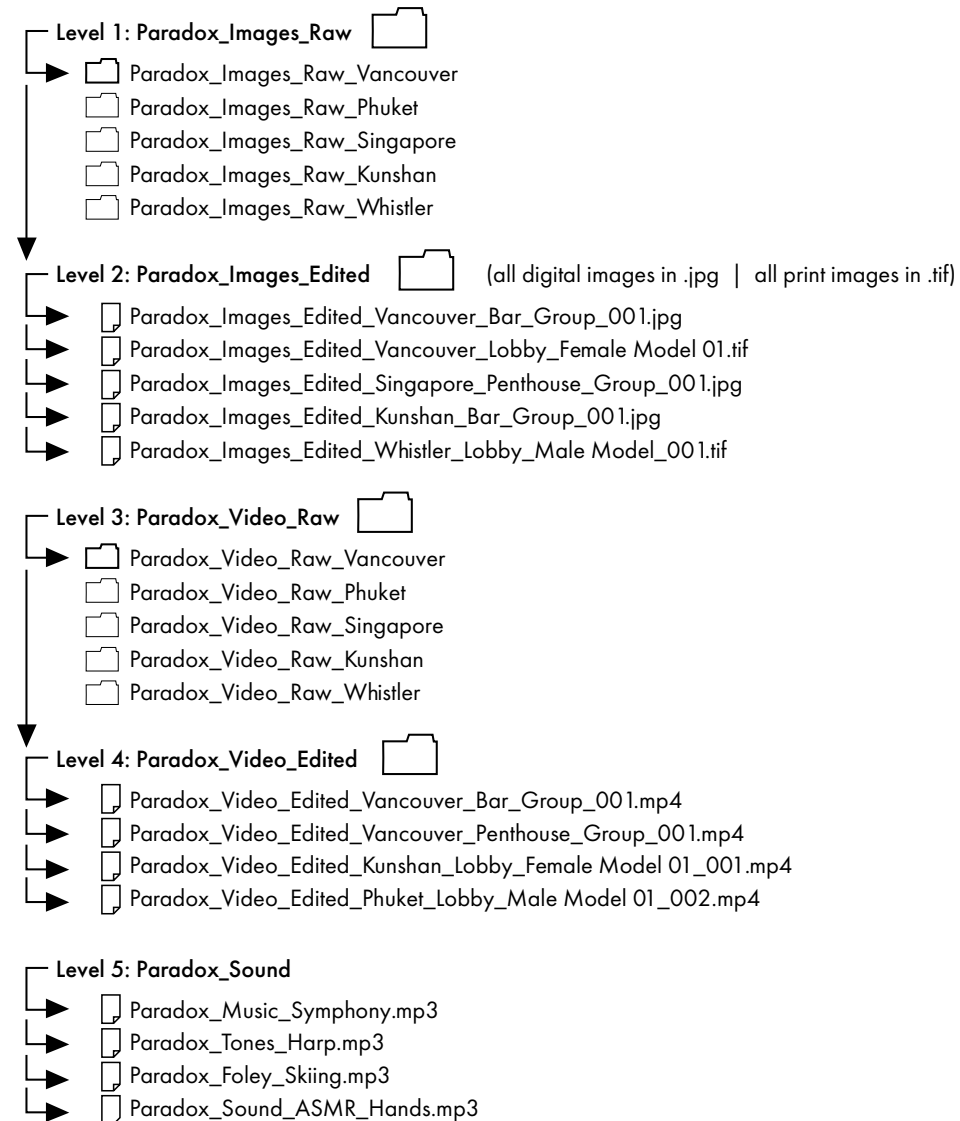
Video: .R3D (raw), .AVI (raw), .MOV (raw), MP4 (exported)

Photo: .PSD (raw), .TIFF, .JPG, .PNG (exported)

# File naming structure

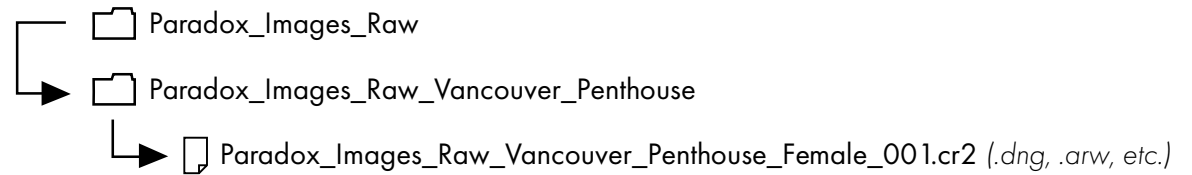
Implementing a coherent and standardized file naming structure is crucial for Paradox Hotels, a global hotel brand with seven distinct locations, to ensure efficient organization, retrieval, and management of digital documents across its international operations. A well-defined naming convention aids in minimizing confusion, preventing document loss, and enhancing collaboration among team members who are spread across different time zones and cultural contexts. It serves as a fundamental aspect of the brand's data management strategy, enabling streamlined communication, efficient project management, and the effective safeguarding of the brand's intellectual property and operational documentation.

Moreover, for a global entity like Paradox Hotels, a uniform file naming structure facilitates easier integration and analysis of data from various locations, contributing to a more cohesive understanding of business performance, customer satisfaction, and operational efficiency. It significantly reduces the time spent searching for files, allows for quicker onboarding of new employees, and supports compliance with global data management standards and regulations. In the digital era, where the volume of data is continuously expanding, establishing such standardized processes is not just beneficial but essential for sustaining growth, fostering innovation, and maintaining a competitive edge in the hospitality industry.

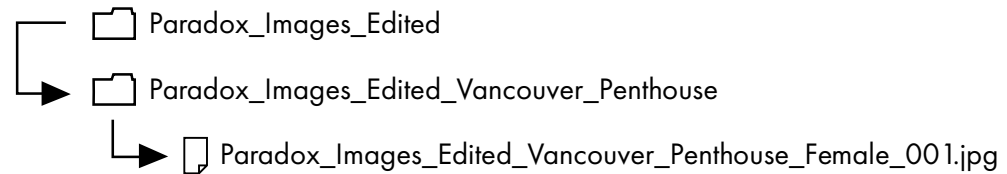


**RAW FILES**

All raw files must be uploaded in a separate folder from edited files. This is a mandatory practise that ensures we retain all footage properly. Every photographer, videographer and film production team must be briefed on our file naming structure.

**EDITED FILES**

All edited files must be uploaded in a separate folder from raw files. This is a mandatory practise that ensures we retain all footage properly. Every editor, social media manager, marketing manager and GM must be briefed on our file naming structure.



# Media kit

Our media kit is a library of images, videos, sound files, fonts, motion graphic templates, transition effects, behind the scenes footage and brand assets all in one place. The media is primarily used as a centralized bank of footage, for social media, advertising and global marketing assets.

The assets in the media kit should be viewed as highly coveted top secret intellectual property assets. These assets will help grow the brand over the coming weeks, months and decade, and are incredibly valuable. Anyone with access to this brand guidelines document, and access to the media kit, must be briefed on the importance of secrecy. A non-disclosure agreement, and briefing must take place prior to receiving access to the media kit.

## MEDIA KIT



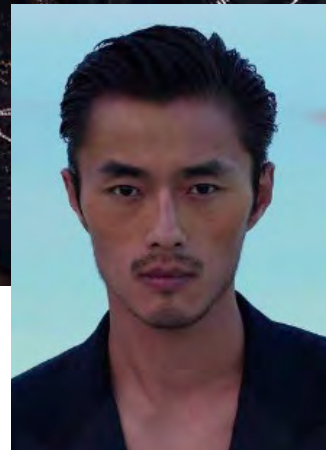
# Casting

Paradox Hotels adopts a thoughtful approach to casting choices, particularly in Asian markets where their hotels are located, as well as in Vancouver, where they maintain a significant presence. Recognizing the importance of representation and cultural sensitivity, Paradox Hotels prioritizes actors, models, and influencers with a modelesque yet unique look that eschews overt sexualization. In Asian markets, the casting mix leans heavily towards 60% Asian talent, reflecting the local demographic and ensuring a strong connection with guests. However, to embrace the multicultural fabric of both Asia and Vancouver, the remaining 40% of casting comprises individuals from diverse backgrounds, capturing the richness of ethnicities and cultures present in these regions.

As Paradox Hotels expands into new territories, casting strategies are carefully adjusted to align with the target demographic of each location. This approach ensures that the brand remains relevant and resonant with local audiences while upholding its commitment to inclusivity and cultural sensitivity. Whether in bustling Asian metropolises or the diverse melting pot of Vancouver, Paradox Hotels' casting choices aim to mirror the unique tapestry of each community, fostering a sense of belonging and connection among guests.

Moreover, by selecting talent with a modelesque yet distinct appearance, Paradox Hotels reinforces its brand identity of sophistication and individuality. These casting choices not only enhance the visual appeal of marketing materials and campaigns but also communicate a message of authenticity and inclusivity, reflecting the diverse and dynamic nature of the brand and its commitment to offering memorable experiences to guests from all walks of life.

**Age Range: 30 - 45** (50+ on some occasions)



# Fashion

Paradox Hotels' fashion and wardrobe aesthetic in photography, video, and media embodies a blend of contemporary sophistication, timeless class, and subtle allure. Each element of attire is meticulously curated to evoke a sense of modern luxury while maintaining an understated elegance. Embracing a palette that harmonizes with neutral tones such as greys, browns, whites, and blacks, the fashion choices exude sophistication and complement the sleek ambiance of Paradox Hotels' properties.

In photography, video, and media campaigns, the fashion selections reflect a balance between chic and sensual, capturing the essence of the Paradox brand. The contemporary styling enhances the visual narrative, portraying a lifestyle that is both aspirational and attainable. Whether it's a crisp tailored suit, a flowing evening gown, or relaxed yet refined casual wear, each ensemble is carefully chosen to resonate with the brand's discerning clientele and to seamlessly integrate with the luxurious backdrop of Paradox Hotels' settings.

Moreover, the fashion and wardrobe choices play a pivotal role in reinforcing Paradox Hotels' identity as a global leader in hospitality. By embracing a contemporary, classy, and subtly sexy aesthetic, the brand communicates its commitment to providing guests with an elevated experience that transcends ordinary luxury. Whether showcased in marketing materials, social media content, or guest amenities, the fashion and wardrobe selections serve as a visual expression of Paradox Hotels' unwavering dedication to excellence and sophistication.



# Product photography

Geometric product photography serves as a striking visual approach for showcasing Paradox Hotels' merchandise, including water cans, key cards, and branded items. Each product is meticulously captured against a backdrop of clean lines and geometric shapes, enhancing its contemporary appeal and aligning with the brand's modern aesthetic. The use of geometric compositions adds depth and dimension to the photographs, creating visually engaging images that draw the viewer's attention.

For water cans, key cards, and other branded merchandise, the geometric product photography style highlights the sleek design and premium quality of each item. Through careful lighting and composition, the photographs accentuate the precise lines and intricate details, elevating the perceived value of the products. The geometric backdrop provides a cohesive visual theme that reinforces the brand identity and creates a sense of sophistication.

By employing geometric product photography, Paradox Hotels effectively communicates its commitment to quality and innovation in every aspect of the guest experience, from amenities to branded merchandise. These captivating images serve not only as promotional tools but also as a reflection of the brand's dedication to modernity and excellence in hospitality.







Whistler

Vancouver

Kunshan

Phuket

Singapore

# PARADOX

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