PRATAP'S

Signature

AT ANY TIME OF THE YEAR

Content

Our Brand

Resort type hotel Pratap's Signature Located at the confluence of the Black Sea and the Enguri River in Anaklia - it is a green climatic resort with a wetland eco-system, a humid climate, Clean and a sunny sandy beaches.
We have a unique atmosphere that provides psychological and emotional well-ness, spiritual enrichment, self-confidence, broadening the horizons of the imagi-nation and promoting creative thinking. World medicine has proven that people who spend more time traveling and relaxing are much more productive and cre-atively active.

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—— AT ANY TIME OF THE YEAR ——

At Any Time of The Year

Brand Driving

Tone of Voice

Resort for you to discover new ideas

Mission

Turn people's daily lives into creativity

Values

Caring, promoting, news-loving, friendly, principled, purposeful, sincere, attentive.

Positioning

This is a cottage-type hotel near the Abkhazian border in western Georgia, nestled in a wetland ecosystem on the peninsula.

Promise

Lets your ideas to be born

Vision

Create a relaxing environment where ideas are born.

Personification

An experienced actor who loves communication

Category

A 4-star resort hotel of international standards, with restaurants, outdoor entertainment, swimming pools, a spa center and beautiful views of the wooden cottages at the confluence of the Enguri and the Black Sea.

Slogan

At any time of the year

Friendly: We share experiences, help with career growth and support news

* We do not use criticism!

Honest: We share insider information

* We are not artificial!

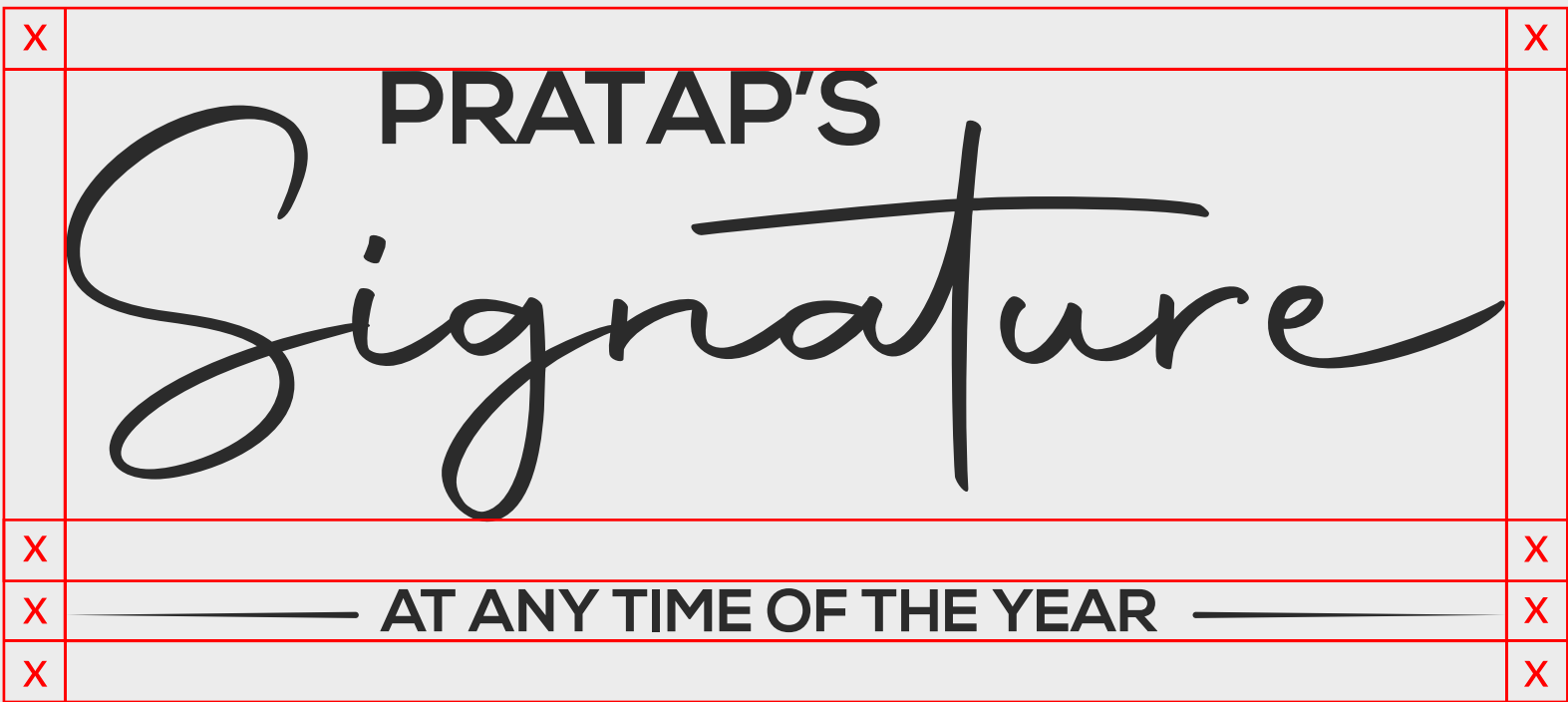**Attentive: We always read our customer's opinion**

* Do not beg competitors!

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The logo is the core of a brand's identity. Find out about the logo's elements, variations and how to apply it in a consistent way. The logo needs sufficient space around it so that it is not confused with other words or word mark. It needs to be legible and work as a standalone graphic.

PRATAP'S
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For print: 20 ^{mm} minimum
For web: 100 ^{pixel} minimum

PRATAP'S
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For print: 40 ^{mm} minimum
For web: 150 ^{pixel} minimum

PRATAP'S
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For print: 60 ^{mm} minimum
For web: 200 ^{pixel} minimum

Dont's

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

Primary Typeface

Consistent use of typograpy helps to make the brand identity strong and cohesive across all applications.

Lato Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234567890 • !@#$%^&*(){}

Lato Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
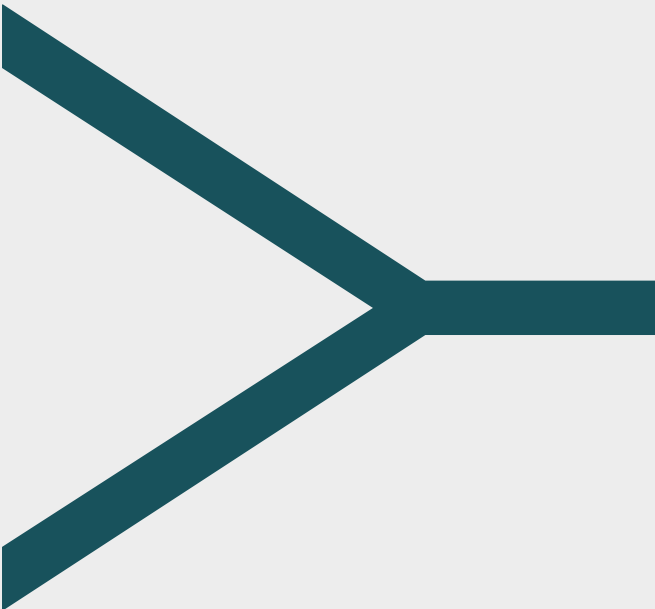01234567890 • !@#$%^&*(){}

Lato Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234567890 • !@#$%^&*(){}**

BPG Arial Caps Web 2018

ა ბ გ დ ე ვ ზ თ ი კ ლ მ ნ ო პ ჟ რ ს ტ უ ფ
ქ ღ ყ შ ჩ ც ძ წ ჭ ხ ჯ ჰ
1234567890 • !@#$%^&*(){}

BPG Arial Regular

ა ბ გ დ ე ვ ზ თ ი კ ლ მ ნ ო პ ჟ რ ს ტ უ ფ
ქ ღ ყ შ ჩ ც ძ წ ჭ ხ ჯ ჰ
1234567890 • !@#$%^&*(){}

Supporting Typeface

Consistent use of typograpy helps to make the brand identity strong and cohesive across all applications.
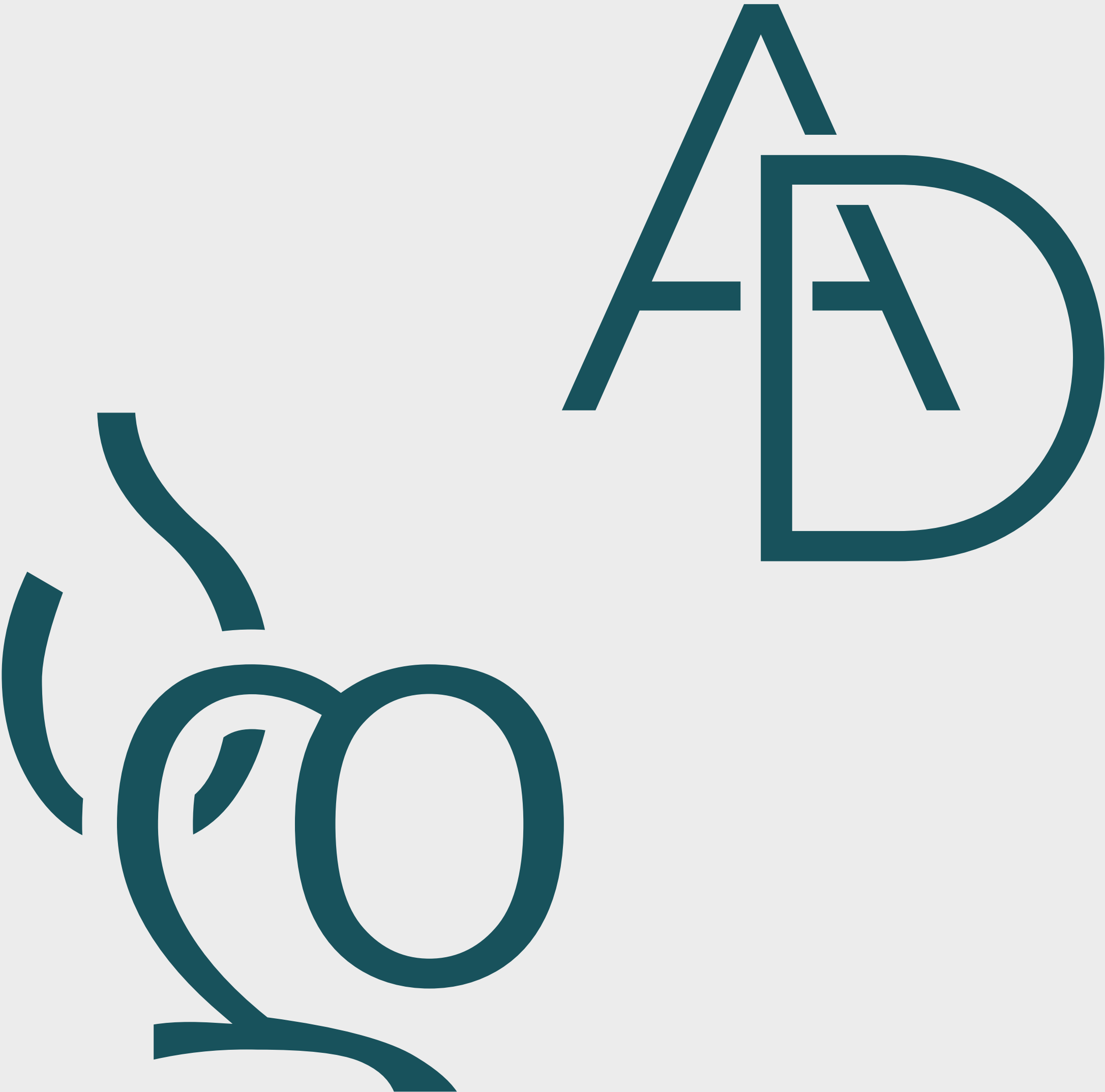
Nexa Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890 • !@#$%^&*(){}

Nexa Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890 • !@#$%^&*(){}

BPG Nino Medium

ა ბ გ დ ე ვ ზ თ ი კ ლ მ ნ ო პ ჟ რ ს ტ უ ფ ქ ღ ყ შ ჩ ც ძ წ ჭ ხ ჯ ჰ 1234567890 • !@№§%^&*(){}

Marketing Collateral

PARAGRAPH STYLES For design and marketing collateral, the paragraph styles are embedded into their respective templates. This is a basic guide and general overview of the typesetting employed throughout Pratap's Signatur company collateral.

BOLD CAN BE USED FOR HEADLINES

Nexa Bold

LIGHT IS FOR SUBHEADINGS

Nexa Light

BODY HEADINGS ARE SET IN BOLD

Lato Bold

LIGHT IS USED FOR ALL REGULAD BODY COPY
Lato Light

Color Palette

CMYK 89 · 54 · 50 · 30

RGB 25 · 82 · 92

HEX #18525c

100%

80%

50%

20%

CMYK 21 · 45 · 100 · 3

RGB 198 · 141 · 40

HEX #c68d28

100%

80%

50%

20%

C MYK 00 · 16 · 78 · 00

RGB 255 · 210 · 85

HEX #ffd255

100%

80%

50%

20%

CMYK 84 · 63 · 63 · 72

RGB 9 · 33 · 35

HEX #092123

100%

80%

50%

20%

CMYK 21 · 45 · 100 · 3

RGB 198 · 141 · 40

HEX #c68d28

C MYK 00 · 16 · 78 · 00

RGB 255 · 210 · 85

HEX #ffd255

100%

80%

50%

20%

Aesthetic

Our images should be shot in a way that captures the warmth and beauty of the location. Where possible we should also leave a generous amount of negative space in the frame to c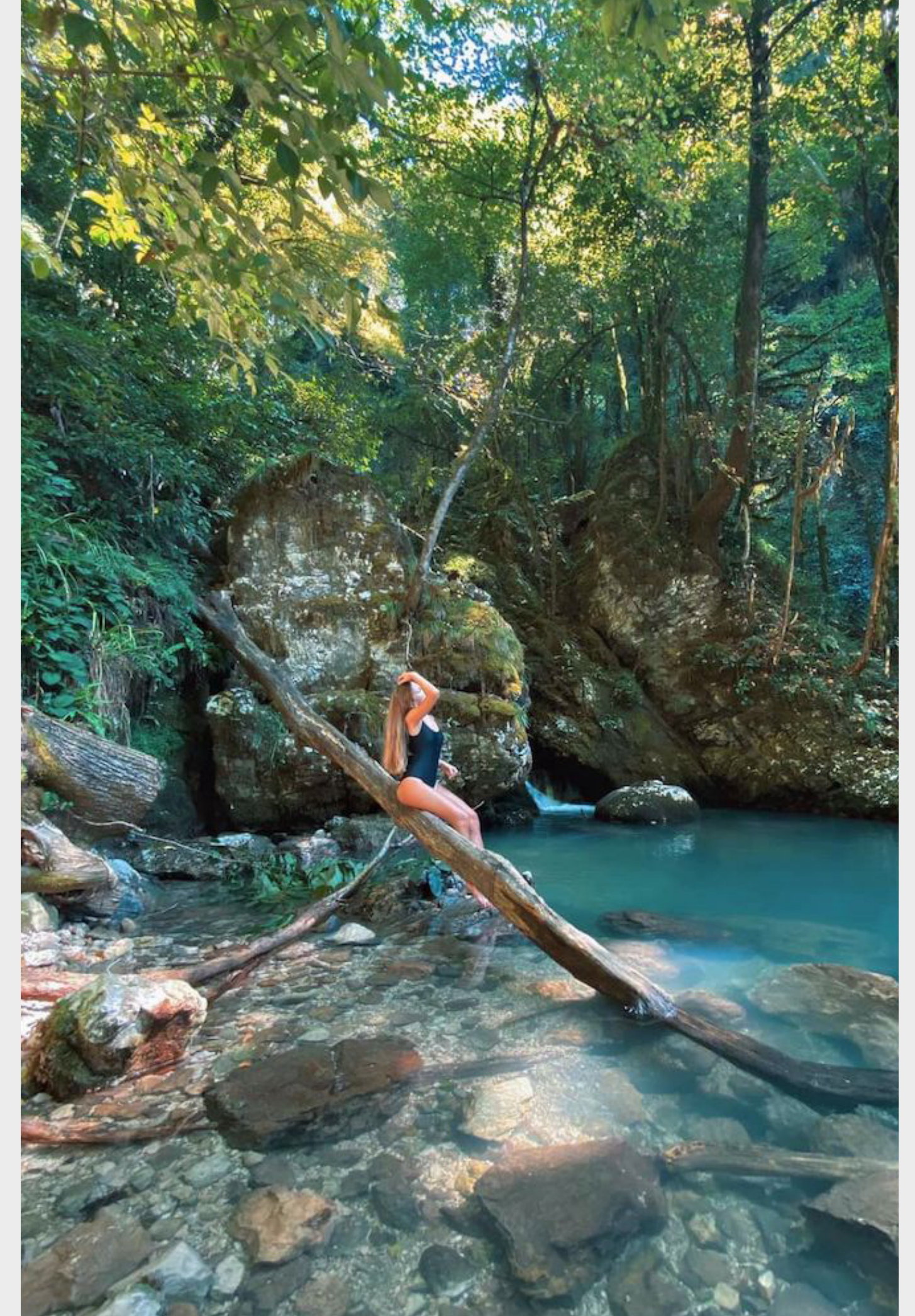reate room for visual elements such as logo lock-ups, room for visual elements such as logo lock-ups, graphic devices and headline copy.

Design Elements

Envelope & A4

El Key

Business Card

Trifold

Location

4 * Resort type hotel Pratap's Signature
Located at the confluence of the Black
... River in Anaklia - it is a
... with a wetland
... climate, Clean and a

... ce to all
... resort.
... modern
... beau-
... detail is
... happy

... relax-
... rooms,
... and
... nquet,
... whole
... dults

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Facilities

Our hotel offers extra services in addition
to high quality service and comfortable
environment:

• Gym and indoor court
• Adventure ride (scooters, hoverboards,
bicycles, etc.)
• Kids Club (with animator for children)
• Game room (billiards and consoles)
• Business corner (such as B2B meetings)
• Tasting space for master classes (souve-
nir and local products counter)
• Karaoke bar by the river
• Fishing dock
• Large conference / banquet space for
300 guests
• Rooftop lounge bar
• Additional number fund, 10-15 detached
cottages by river
• Outdoor seating areas
• Open massage spaces (lounges)

Atmosphere

We have a unique atmosphere that
provides psychological and emotional
wellness, spiritual enrichment, self-confi-
dence, broadening the horizons of the
imagination and promoting creative think-
ing. World medicine has proven that
people who spend more time traveling
and relaxing are much more productive
and creatively active

Bags

Design Elements

Notebook & Pen

Hotel Amenities

Design Elements

Do Not Disturb

Design Elements

Please make

my room

Social Media

Templates