



IzanamI

Who We Are

We do not pride our selves in the quality of experience through luxury, but through the experience itself. *Izanami* is a retreat created for those wanting to get away from the everyday scene and to those that want adventure and thrill through the nature of the sea and experience its wonder. To ensure the best experience, guests will not have access to power outlets during their stay.

Izanami will not only be unique in that the guests will be living without direct access to technology, but will also be an active participant in restoring and maintaining the coral reefs by planting artificial reefs that will grow over time in the shape of man made structures to give snorkelers and scuba divers a feeling of awe when engaging in these activities.

We are *Spiritual*

We are *Serene*

We are *Affordable*

We are *Green*

Logo

Acceptable Usage



The logo used represents a calming sense of energy. It is both relaxing and energetic while maintaining a sense of elegance. The choice of colors help emphasis and balance these contradictory moods. Upon closer inspection of the graphical element, you'll notice that you can find all the english letters represented within it while also maintaining a certain sense of Japanese culture of which the company name has taken its influence. Since the graphical element is something that drives the brand forward, there are a few rules that must be upheld when in use as listed in the following pages.

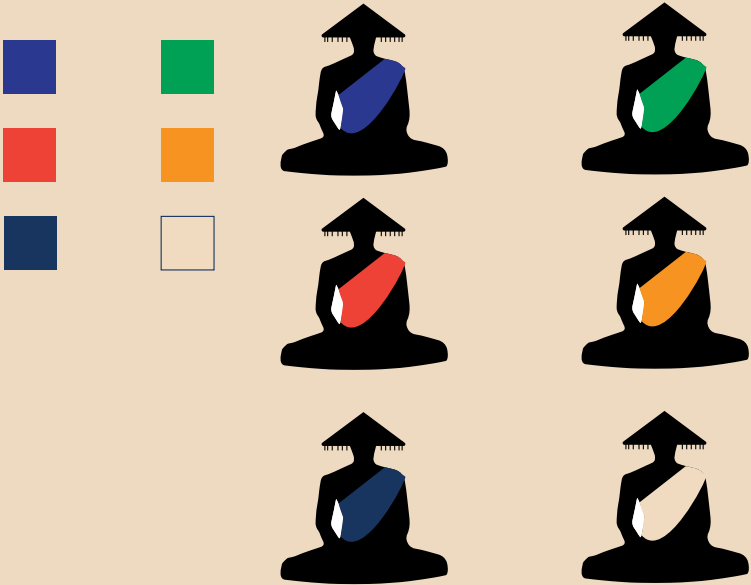
Unacceptable Usage



Clear Space



Secondary Element



The Meditating Monk is to be used as either an icon or as an added texture to the background of pages. It is not to be used in a very repetitive fashion (max 3). This is to avoid clutter and to keep the design simple. There are a variety of colors that can be used to represent different departments and locations. The sash may also be used to place an image within.

Secondary Element II

The theme of any of our secondary element must be tranquil in some way. One of our main tranquility symbols is water. It is energetic but calm. Water is another secondary element that, like in the real world, changes form and presentation based on its medium. If an image has water in it in a media format that allows for movement (web), the water must move in a way that follows cinemagraphs (still images but has one moving element).

The water used in images must be clean and inviting.



Typography

0 1 2 3 4 5 6 7 8 9

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

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

0 1 2 3 4 5 6 7 8 9

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

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

Heading: Garamond or Charlemagne

Text: Garamond

Colors



C=100 M=95
Y=4 K=1



C=84 M=10
Y=91 K=1



C=0 M=90
Y=85 K=0



C=0 M=51
Y=98 K=0



C=100 M=84
Y=32 K=32



C=6 M=13
Y=24 K=0

Branded Apps



Website

