



KELEA

SURF SPA

BRAND GUIDE

Created by The Look & the Feel

What's a brand book?

At this stage in our time of working together, you know that your brand isn't just your logo; It's the look and feel of your business. It's how you want your audience to react when they engage with your website, social media, product packaging, and any other materials related to your business.

Being intentional and thoughtful about how you communicate with your customer, and how you illustrate your work is one of the foundational pillars of branding.

This is why we've created this info-packed brand book for you.

We hope that this brand book serves as a go-to resource, so that you can share your story with your audience and engage with them in impactful ways, so that they feel more interested, invested in, and impacted by what you offer.

Think of it as a convenient catalog of your unique voice and visual profile.

Use this tool to ensure that your brand messaging stays consistent and your brand's look and feel remains cohesive.

Keep your messaging on-point so that every time you write or speak about your work, the message is aligned with your brand identity.

Create a brand that your customers know, like, and trust.

This brand book is one part rulebook, one part toolkit, and one part inspiration.

Use this as a reference when developing promotional materials; it will help you to ensure that you craft a clear message across all communication channels, whether it's through your website, social media accounts, brochures, flyers, or ads.

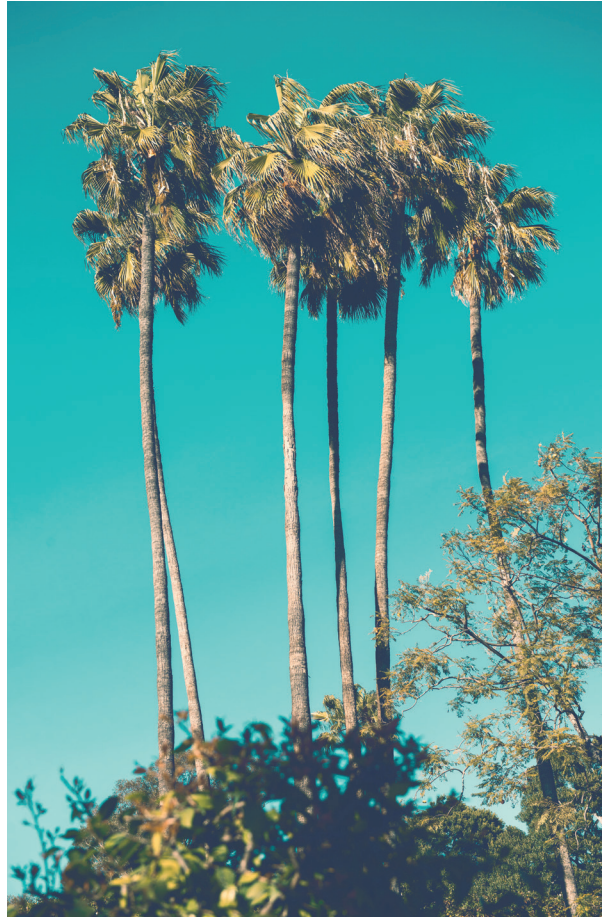
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01. MOODBOARD

Moodboard

Images and patterns
that evoke the overall
feeling of the brand.



01. LOGO

Logo

Main logo design.

Use this logo primarily,
and keep at least .5" white
space on all four sides.



01. GREYSCALE LOGO

Greyscale Logo

Main logo design in greyscale.

Use this logo on light colored background or on black and white materials.

Keep at least .5" white space on all four sides.



01. ALTERNATE LOGOMARKS

Alternate Logos

These secondary logos should be used on printed materials when it is important that the viewer knows the relevant information at the bottom (i.e. location or website).

Keep at least .5" white space on all four sides.



02. ICONS

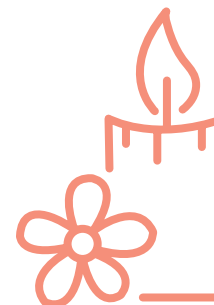
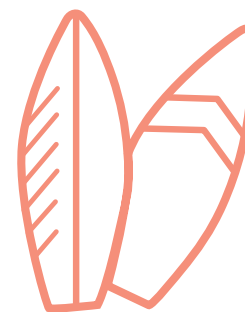
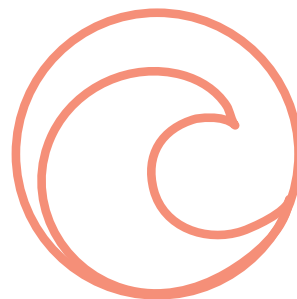
Icon

The icon can be used as a decorative element in design pieces or in instances where clear brand recognition has been established.



Design Elements

These icons can be used as decorative elements when referring to waves, surfing, yoga, and massage.



02. COLOR PALETTE

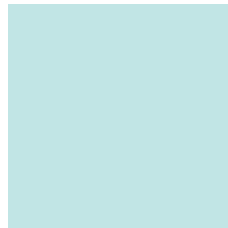
Color Palette |



Navy Blue
CMYK 100, 77, 47, 48
RGB 0, 44, 68
#002c44



Ocean Teal
CMYK 75, 2, 34, 0
RGB 0, 181, 181
#00b5b5



Soft Aqua
CMYK 23, 0, 10, 0
RGB 194, 230, 229
#c2e6e5



Salmon
CMYK 0, 54, 49, 0
RGB 246, 143, 120
#f68f78



Pale Pink
CMYK 2, 17, 8, 0
RGB 246, 216, 216
#f6d8d8



Golden Sun
CMYK 11, 31, 98, 0
RGB 229, 175, 40
#e5af28

Typography

Used for headlines.

Black Diamond

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

Typography

Alternative font for
headlines.

FUTURA BOLD

**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

Typography

Body copy font.

Proxima Nova

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

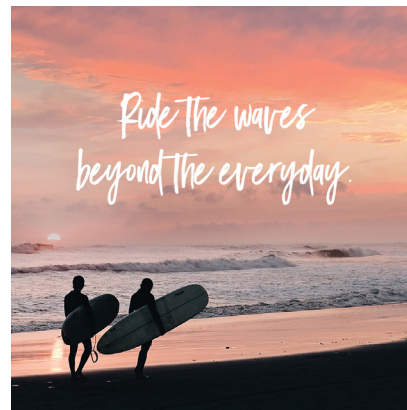
a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Social Media Graphics

Starter pack of social media posts.

Posts should follow this general aesthetic.



Tagline

Ride the waves beyond the everyday.

Brand Mission

Kelea Surf Spa is an all-inclusive experience that takes you beyond the everyday to a place where “no worries” is more than just a saying. A retreat for adventurous and fun-loving women in search of a supportive and safe environment to explore, take in the beauty of the world, and have the the the trip of a lifetime.

Brand Values

This is what our brand holds dear.

Kelea combines our passion of the ocean, healthy living, adventure, exploring, and being active in nature. We blend massage and yoga with surfing, so that your body is supported and your spirit is uplifted throughout your retreat. In complement of a good massage to relax your body, and yoga to calm your mind, surfing strengthens your muscles, clarifies your thoughts, and replenishes your inner being.

We believe:

- Surfing directly connects you with nature and provides you with a great workout.
- That it's important to take time for yourself In the healing power of the ocean.
- Life is an adventure worth living.
- You're never too old or too busy to try something new.

Voice & Tone

This is how we want to sound when we connect with our audience.

OUR BRAND IS...

Fresh and bright

Fun and adventurous

Laid-back and friendly

Knowledgeable and professional

Warm and welcoming

Encouraging and supportive

Our Brand Core Traits

This is what makes our brand unique.

PIONEERING PROFESSIONALS

Kelea Surf Spa, the first ever all-inclusive women's surf and yoga retreat was established in 2000 by professional bodyboarder, Elenice Senn. Since then, hundreds of women have joined Kelea in the waves, surfing their dream vacations and having the adventure of their lives.

AFFORDABLE LUXURY

Kelea is an all-inclusive affordable luxury experience; we offer unparalleled surf retreat accommodation, meals, massage, yoga, surf lessons, and all surf equipment. Kelea combines our passion of the ocean, healthy living, adventure, exploring, and being active in nature. We blend massage and yoga with surfing, so that your body is supported and your spirit is uplifted throughout your retreat. In complement of a good massage to relax your body, and yoga to calm your mind, surfing strengthens your muscles, clarifies your thoughts, and replenishes your inner being.

SAFE AND SUPPORTIVE

We pride ourselves on our personalized, encouraging, and safe hands-on approach to surfing. Due to our intimate group size, you'll receive one-on-one attention and constructive feedback from our instructors, so that you'll spend more time surfing and less time waiting in the waves for guidance.

PERSONALIZED SERVICE

You'll experience the ultimate adventure getaway at Kelea. Our VIP concierge will take care of your individual needs, so that you can spend more time in the now and living in the moment, than worrying or wondering about plans, logistics, or details.

Message Goals

*When we communicate
with our audience,
we want to:*

- make our audience aware of the full surf/spa experience we offer, our approach to surf instruction, and our commitment to providing personalized experiences.
- inspire our audience to make time for themselves to get away, explore, and learn something new.
- educate our audience about surf tips, travel ideas, and healthy living tools.
- share information about our upcoming retreats, our team members, and special promotions.

Important Terms

*These are terms that
we use when we talk
about the work we do.*

- **friends, everyone, lovely people** --- use this term when directing communications to our audience
- **guests** --- use this term when referring to our customers
- **We/Our/Us** --- use this term when speaking about our team
- **I** --- default to this term when speaking 1:1 with customer or if Laura is sharing her own personal experience/story on social media or email
- **services** --- use this term when referring to what you provide our guests
- **retreat vs. camp** --- use retreat when referring to the guest experience
- **VIP concierge** --- use this term when referring to the personalized, customized itinerary planning and service bookings offered
- **Book Your Retreat, Start Your Adventure** --- use this term when referring to a call-to-action for guest

Brand Vocabulary

The following words describe what makes our brand unique.

OUR APPROACH

Personalized

Encouraging

Safe and hands-on

THE GUEST EXPERIENCE, AND THE AMBIANCE AT KELEA SURF SPA

Peaceful

Relaxing

Empowering

Fun

Exciting

Inspiring

Life-changing

Writing & Speaking About Your Brand

The following section provides examples for language and phrases used when writing marketing copy, speaking about events, or sharing information about upcoming promotions. By being mindful of our messaging goals, brand vocabulary, and core traits, we can be sure that we maintain our appropriate voice and tone of our brand.

PROMOTIONAL COPY FOR EVENTS OR SPECIALS

Start your adventure today and get \$50 off your retreat!

ABOUT SURFING AT KELEA

Whether you're a first-time surfer and just looking to explore something new, or a seasoned surfer who can't wait to get back in the waves and improve your surfing, there's a place for you at Kelea Surf Spa. No matter where you're at in your journey, our surf instructors will help you reach your surfing goals.

CALL TO ACTIONS

- Start your adventure
- Book your retreat
- Register now
- Learn more
- Visit us online at www.keleasurfspa.com
- Sign-up for the Surf Report and get \$50 off your first retreat
- Connect with us on Facebook or Instagram

**SOCIAL MEDIA
CAPTIONS**

Facebook

- Dreaming of sunshine and fresh, tropical breezes? Stop dreaming and start scheming! Come adventure with us this winter in Costa Rica; we've got just a few more spots available for our January retreat. We'd love to see you in the waves! Learn more about how to start your adventure by following the link below.

Instagram

- I'm so grateful for the many faces of our Kelea team. They help us offer the killer surf spa experience we know you love. Every now and then, I like to give a little shout-out to one of our special people. This month, I'm featuring a conversation with one of our massage therapists, Angelina, on the Kelea blog. Head on over to the link in our bio to learn more about Angelina and the magic that she shares with us on retreat.

Relevant Hashtags

These are examples of hashtags that evoke our brand essence; they represent strength, women empowerment, relaxation, surf lifestyle, adventure, and healthy living.

#surfergirl
#surfretreat
#girlsonboards
#surfyogaretreat
#surfcoaching
#learntosurf
#womenssurfretreat
#surfandyogaretreat
#malpais
#northshore
#letsgosurfing
#womenwhoadventure
#forceofnature
#saltlife
#surfyogis
#surfinglifestyle
#surftrip
#surflove
#surftime
#surftravel
#yogasurfretreat

BRANDING DEVELOPED BY



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