

Create with care.

Le Roma Hotels & Resorts | 13 October 2026

v1.4 released - Read the full guide first; this sheet is a reminder.

01 VOICE

Clarity. Compassion. Honesty.

Make every guest feel special. Help the client visualise the event. Use relevant specialist terms with explanation and warmth. Marketing examples are not mandatory sales scripts.

02 TYPE

Cormorant Garamond for headings.

Montserrat for body and interface.

Garamond is the default for numbers and numerals.

Do not use Cormorant Garamond for numerals.

Web specimen: heading 56px / 300 / 1.2; subtitle 24px / 600 / 1.5; body 16px / 400 / 1.8. Narrow screens: 40 / 20 / 16px.

These are web sizes, not social-export or print sizes.

The numeral rule includes room numbers, dates, prices, capacities and statistics.

03 IDENTITY

Use the current striped-bee v3 files. Keep the full lockup intact. LR is for quieter guest touchpoints.

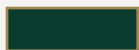
Minimum full-logo width: 120px digital / 30mm print.

Clear space: one logo-height on all sides.

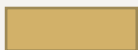
Do not redraw, stretch, crop, recolour or add effects.

04 COLOUR

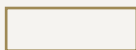
Gold anchors the identity; forest, cream and sand support it. Samsara uses Pavilion Olive. Let photographs carry natural colour; do not force green everywhere or add a new blue.



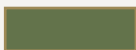
Forest
#0b3b2e



Gold
#d2b169



Cream
#f5f3f0



Olive
#63734b

05 SOCIAL & VIDEO

Working canvases: feed 4:5 (1080 x 1350); Reels / Stories 9:16 (1080 x 1920); landscape film 16:9 (1920 x 1080).

Recompose for each format.

Weddings: emotion and connection.

Corporates: energy, teamwork and enjoyment.

One audience, message and CTA per creative.

06 SIGNATURE PLACEMENT

Static-post direction: bottom-right, inside generous clear space. Exact template margins remain under review.

Use ink / olive on light panels, ivory on dark panels.

Avoid busy images and faces.

Video: check changing backgrounds. Use a stable panel or end card. Keep logos and captions clear of platform controls; check the placement preview.

07 SHOW & TELL

Balance empty-space clarity with celebrations in use.

Show architecture, chosen objects and the people behind them. Use genuine colour and emotion.

Avoid distant-only aerials, vague sarcasm, unrelated captions and a constant wellness tone.

08 BEFORE HANDOFF

Verify property status, facts, logo, contrast, crop, caption, CTA and image permissions. Supply editable source, export and phone-size preview.

Samsara: 148 rooms; 3.5 acres; up to 1,200 floating or 800 seated event guests, layout-dependent. These are not overnight figures.

Grandeur / Gardenia: upcoming. Gardenia renders and final palette are pending.