



navasana

OUTRIGGER RESORTS SPA // BRAND BOOK // MAY 2015



OUTRIGGER.
RESORTS

Surrounded by natural beauty,
Navasana evokes the peace
and calm within a sanctuary
set in a Zen-inspired décor.





Escape from your world
at Navasana Spa and embark
on the journey of serenity
and revialitization to balance
your body and mind.

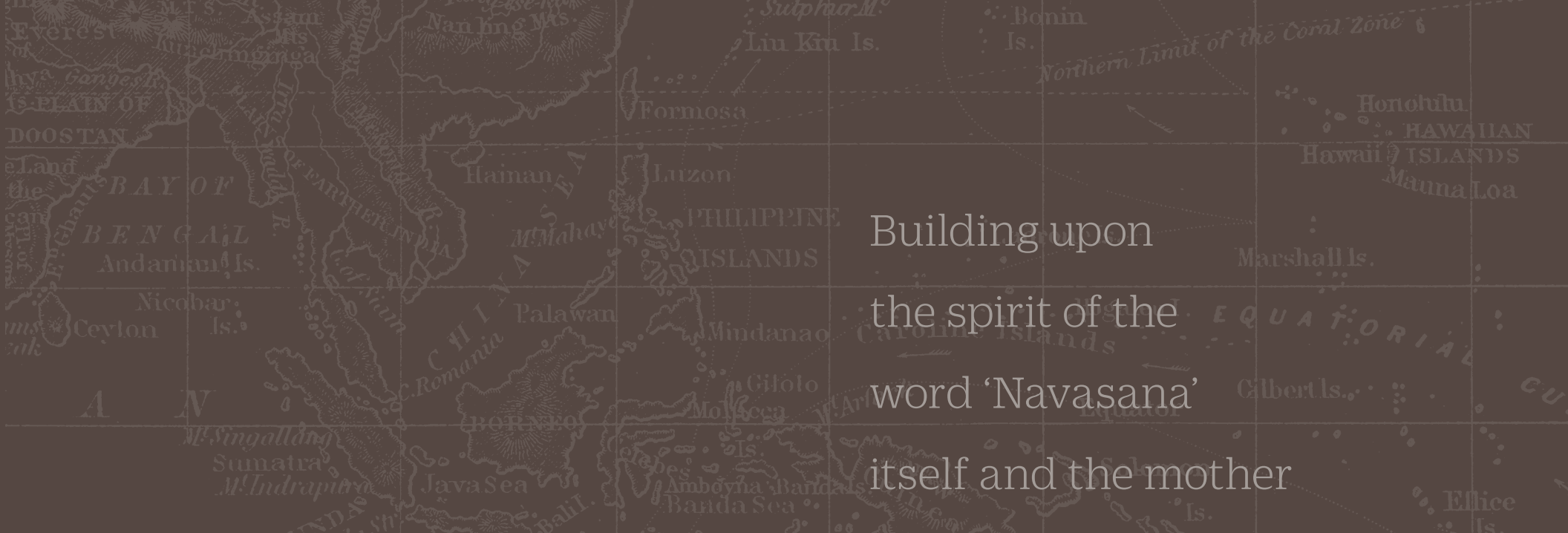
T H E N A M E

Navasana is the conjunction of two Sanskrit words: “nava” – boat and “asana” – posture.

The balance pose practiced in yoga fortifies the individual’s physical core, as well as relaxes the body-mind in a wholesome manner.

Every treatment at our spa is a balance of pampering and well-being.





Building upon
the spirit of the
word 'Navasana'
itself and the mother
brand 'Outrigger',

THE NAME
also reinforces
the idea of journey
and discovery.





Navasana Spa is the embodiment of our brand promise. Where local culture meets world-class hospitality.



We are Outrigger.

Graciousness cannot be taught. It is the purest expression of the human spirit, infused with natural kindness and an effortless warmth you may have never experienced before.

Navasana Spa is built on the foundation of the following Outrigger Resorts brand attributes.



CONNECTED

To each other, to guests.
To the land and sea that serves as our backyard. To our local cultures and neighbors.
To everyone everywhere who delights in exploring the planet we share.



INSPIRING

Inspiration is the ultimate amenity – changing guests' lives by reinvigorating their minds, bodies and spirits.



AUTHENTIC

Always true to our heritage and the spirit and culture of each destination. Always from the heart.



ALIVE

We honor our heritage by constantly renewing it.



ICONIC

Not just a unique experience, but the standard for unique, deeply engaging experiences. A worldwide symbol of excellence.

The background features a light teal color with a pattern of thin, wavy lines on the left side that curve towards the center. On the right side, there are three faint, overlapping spiral patterns.

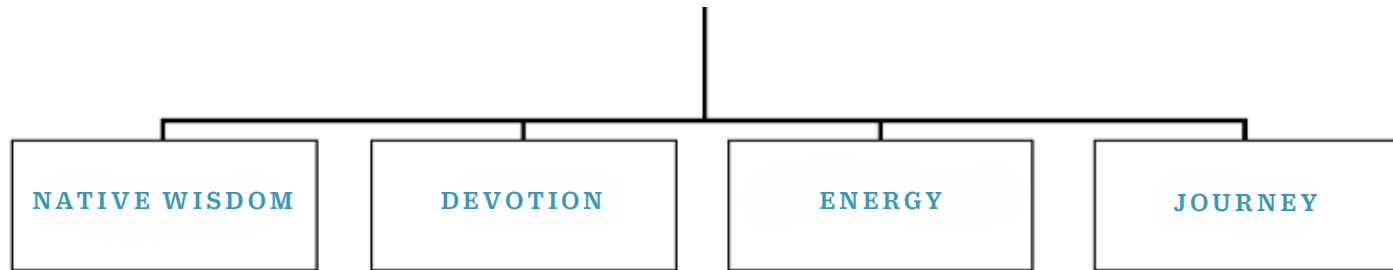
NAVASANA SPA

Brand Guidelines

Brand Attributes



navasana



NATIVE WISDOM

- Indigenous values
- Spirit of place
- Wisdom of traditions
- Generations of knowledge
- Local know-how
- Nature as sage and inspiration

DEVOTION

- Affirmation — loving yourself and each other
- Sharing a wellness experience as a couple
- Indulging in spa journeys together
- Slowing down and living life at your own pace
- Embarking on personal retreats
- Creating your own space in which you feel totally at peace

ENERGY

- Finding beauty in simplicity
- Immersing yourself in peace and silence
- Spaces that inspire positive thoughts
- Balancing earthly and spiritual elements
- Putting mind over matter
- Meaningful rituals

JOURNEY

- Discovering new passions
- Emerging with a renewed spirit
- Living healthier physically and mentally
- Life-enhancing transformations
- Uplifting and fulfilled
- A journey of awakening — loving and respecting yourself more than before



Concept



- Treatments that bring back balance to an individual with a unique combination of pampering + well-being
- Honors the diversity of the local culture with signature services
- Around the world healing techniques (Hawaiian, Asian, and European practices)
- Extensive wellness offerings to restore and enhance energy
- Navasana 5-Sense Spa Journey
 - Touch** Through relaxing massages, facial and body treatments performed using quality natural products
 - Taste** Through locally-curated herbal tea tasting after treatment
 - Smell** Through aromatherapy and locally-inspired essential oils that enhance psychological and physical well-being
 - Sight** Through natural scenery, comfortable settings, and local influences
 - Sound** Through music therapy that incorporates the soothing lullaby of whispering waters
- Luxury spa beds
- Line of international and local spa products



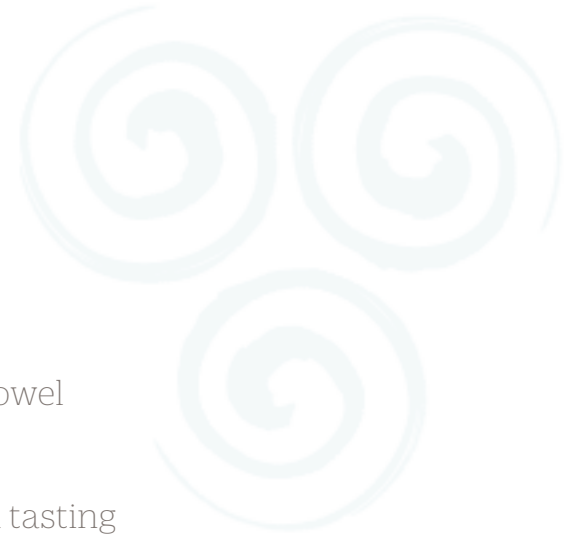
Target Audience

- affluent travelers
- couples / honeymooners
- individuals
- business travelers





Customs



- Welcome drink and cold towel
- Welcome floral foot ritual
- Locally-curated herbal tea tasting after treatment
- Post-treatment souvenir keepsake with specialty packages (i.e. at turndown service)





Menu

SIGNATURE EXPERIENCES

- Navasana Signature Massage
(ie. Lomi Lomi massage reflective of our Hawaii roots)
- Navasana Signature Sweet Dream Package
- Navasana Signature Local Package
(ie. Mauritian Fusion + physical activity)

SPA JOURNEYS

- 1/2 Day Spa Package

* includes wellness package of yoga & meditation



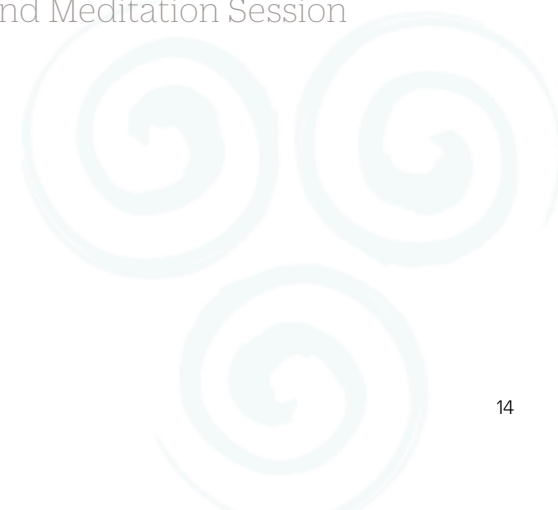
MASSAGES

- Hawaiian Lomi Lomi
- Traditional Thai
- Thai Herbal Compress
- Swedish
- Sport
- Jetlag
- Aromatic
- Sand Compress
- Foot
- Back, Neck, Shoulder

BODY TREATMENTS

- Sea Salt Scrub
- Exotic Coconut Body Scrub
- Green Tea Scrub
- Seaweed Body Wrap
- Aloe Vera Post Sun Treatment

- Facials
- Hand & Nail Care
- Salon Services
- Add-On (Steam, Bath, Water Treatments)
- Body Work/Wellness Exercises
- Private Yoga, Aerobics, Pilates and Meditation Session



Spa Products



- International line of high-quality therapeutic spa products
- Local line of products





Operating Hours and Facility Requirements

- Minimum Hours: 10am - 9pm; last treatment at 8pm
- Reception desk
- Lounge area
- Retail products
- Locker and private changing rooms (Male & Female)
- Grooming area
- Toilets
- Showers

OPTIONAL

- Salon
- Steam
- Hydrotherapy pavilion
- Spa bungalows



Design Characteristics



Bright
light,
natural
=
Positive
energy



Contemporary local material
with handmade quality

Warmth encouraging contemplation
and self-reflection



Open spaces = unblocked energy



Design Characteristics



Indigenous textures



Beauty in simplicity

Brand Identity



Pantone 631U



Pantone 431U

THE GRAPHIC ELEMENT

The three spirals symbolizes the flow and continuity of the water element, while the triangular shape represents the 'boat' pose in yoga (navasana).

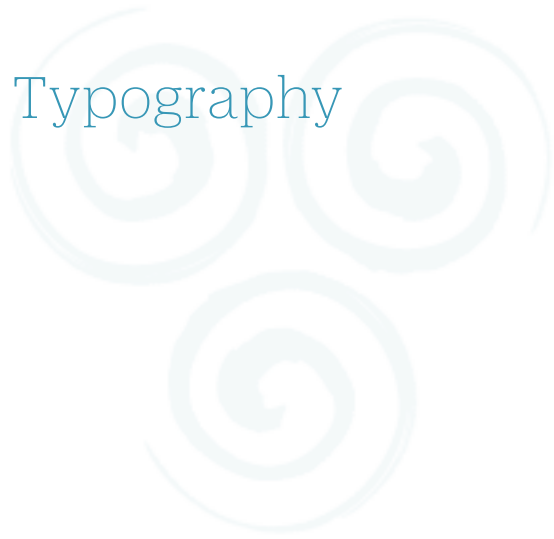
A specially drawn sans-serif typeface outlines the word 'Navasana', referencing the contours of the human body.

The logo design reflects the brand's core values and visually represents the brand's positioning.

Always use the specified Pantone colours (Pantone 631U and Pantone 431U) when reproducing the logo.

Master digital artwork should be used at all times.

Typography



PSL-Kittithada
กษัตริย์แห่งราชวงศ์สุโขทัย
มหาวิทยาลัยศิลปากร
1234567890

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette



Navasana uses a natural colour palette, consisting of earth inspired and muted tones. Always refer to the mood board and photo references for inspiration.



Mood Board

The mood board depicts imagery style, color palette and font choices. It represents the tone and style of Navasana's graphic materials.



Venue photography

Imagery should feature the uniqueness of the physical space yet always include a human presence. Hosts and/or guests should be incorporated but secondary in importance.



Mauritius approach examples:



Host.



Guest.



Guest variation.

Locations (in progress)

	MOK	MOR	OWK	ORF	FOR	OGM	TLR
NAME	Navasana	Navasana	Infinity	Serenity	Bebe	Mandara	Angsana
HOURS (DAILY)	10:00 a.m. - 12:00 midnight	11:00 a.m. - 8:00 p.m.	10:00 a.m. - 6:00 p.m.	9:00 a.m. - 7:00 p.m.		10:00 a.m. - 11:00 p.m.	10:00 a.m. - 8:00 p.m.
AMENITIES		Hydro-massage, jet showers, balneotherapy, sauna, jacuzzi	3 relaxation rooms, showers, sauna or steam room			Relaxation area, salon	
SIGNATURE SERVICE			Lomi Lomi: Traditional Hawaiian massage (Wed, Thu, Fri), Thai Herbal Yoga massage	Serenity Massage with aromatherapy, Hot Lava Rock Massage	Bebe Vakaviti Signature Massage seamless unites Fijian massage techniques with an ancient Hawaiian massage style Totoka (beautiful) - South Pacific style massage using mandarin oil, coconut scrub Time Together couples massage - begins with opulent milk bath served with champagne and chocolate dipped fruits	Natural Elegance, Tropical Escape, Touch of Luxury - Balinese Body Polish and Balinese Massage with Elemis Mini Facial and Specialty Bath	Bamboo Massage - soothing touch of warm bamboo and therapeutic long, firm massage strokes ease stiff muscles and stimulate blood circulation, to promote sense of deep relaxation.
OTHER		Terrake products - natural, inspired by earth water, air and plant life	6 treatment rooms including two with ocean views	Aveda products	Pure Fiji products, Pevonia Botanica products	Mandara Spa and Elemis products	
		13 treatment rooms, double VIP rooms offer private bathrub, shower and garden				Spa suites with private Jacuzzi, shower and vanity	
		Complimentary group yoga					