



As a brand, Sandos Hotels and Resorts is always looking for better ways to connect to each and every partner, agent, travel company, and guest! With that being said, we would like to inform you of changes that we have made, and would greatly appreciate if you were to use the following hotel names, central hotel themes, and new logos in future marketing campaigns with Sandos.

## ***New Hotel Names***

***\*Please use the hotel names and their central themes exactly as written below***

- Sandos Cancun
- Sandos Playacar
- Sandos Caracol Eco Resort
- Sandos Finisterra

Each of the Hotels will drop any kind of categorization like lifestyle and beach experiences and instead focus on the slogan that best defines the style of each hotel.

## ***Experience Themes***

- For Sandos Cancun: “Live The Cancun Experience”
- For Sandos Playacar: “Live The All Playa Experience <sup>TM</sup>”
- For Sandos Caracol Eco Resort: “Live The All Nature Experience <sup>TM</sup>”
- For Sandos Finisterra: “To Be Discovered and Never Forgotten.”

## ***New Corporate and Individual Hotel Logos***

Hotel logos have been simplified to just the name of the resort while keeping their current colors in a monochrome version. As for the corporate logo, it maintains its identity but simplifies its use of colors until the use of a monochromatic range in blue, gray or white, depending on your application.

The new logos that we ask you to use from now on can be found in the links below:



**Corporate logo:**

[https://www.dropbox.com/sh/789vs57ynchvf09/AACYfbx9ECFCej5aTObPsNL\\_Va/Comunicaci%C3%B3n/Logos/Corporativo%20Sandos?dl=0&preview=Re-Branding\\_Sandos\\_Hotels%26Resorts\\_VERT.png&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/789vs57ynchvf09/AACYfbx9ECFCej5aTObPsNL_Va/Comunicaci%C3%B3n/Logos/Corporativo%20Sandos?dl=0&preview=Re-Branding_Sandos_Hotels%26Resorts_VERT.png&subfolder_nav_tracking=1)

**Sandos Caracol:**

[https://www.dropbox.com/s/k7dzs5rs60kso0p/Re-Branding\\_Sandos\\_Caracol\\_VERT.png?dl=0](https://www.dropbox.com/s/k7dzs5rs60kso0p/Re-Branding_Sandos_Caracol_VERT.png?dl=0)

**Sandos Cancun:**

[https://www.dropbox.com/sh/789vs57ynchvf09/AACztT4SAXs5tYqTzXxlXXgZa/Comunicaci%C3%B3n/Logos/Hoteles/Cancun?dl=0&preview=Re-Branding\\_Sandos\\_Cancun\\_VERT.png&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/789vs57ynchvf09/AACztT4SAXs5tYqTzXxlXXgZa/Comunicaci%C3%B3n/Logos/Hoteles/Cancun?dl=0&preview=Re-Branding_Sandos_Cancun_VERT.png&subfolder_nav_tracking=1)

**Sandos Finisterra:**

[https://www.dropbox.com/sh/789vs57ynchvf09/AACpdC4YSUI5g5VVCurYlwSDa/Comunicaci%C3%B3n/Logos/Hoteles/Finisterra?dl=0&preview=Re-Branding\\_Sandos\\_Finisterra\\_VERT.png&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/789vs57ynchvf09/AACpdC4YSUI5g5VVCurYlwSDa/Comunicaci%C3%B3n/Logos/Hoteles/Finisterra?dl=0&preview=Re-Branding_Sandos_Finisterra_VERT.png&subfolder_nav_tracking=1)

**Sandos Playacar:**

[https://www.dropbox.com/sh/789vs57ynchvf09/AADQbHm3LDA2f-dbCIW72stXa/Comunicaci%C3%B3n/Logos/Hoteles/Playacar?dl=0&preview=Re-Branding\\_Sandos\\_Playacar\\_VERT.png&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/789vs57ynchvf09/AADQbHm3LDA2f-dbCIW72stXa/Comunicaci%C3%B3n/Logos/Hoteles/Playacar?dl=0&preview=Re-Branding_Sandos_Playacar_VERT.png&subfolder_nav_tracking=1)

## **Sandos Hotels and Resorts Photos**

For promotional purposes, below you will be able to find an updated selection of images for each Sandos resort in Mexico:

**Sandos Cancun:**

[https://www.dropbox.com/sh/x3fhf9titt8relv/AAAyjqZvKFlueoBATk1\\_B8wa/Sandos%20Cancun?dl=0&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/x3fhf9titt8relv/AAAyjqZvKFlueoBATk1_B8wa/Sandos%20Cancun?dl=0&subfolder_nav_tracking=1)

**Sandos Caracol:**

[https://www.dropbox.com/sh/x3fhf9titt8relv/AAB4MHORpdBg1\\_mH7FrfUMGpa/Sandos%20Caracol?dl=0&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/x3fhf9titt8relv/AAB4MHORpdBg1_mH7FrfUMGpa/Sandos%20Caracol?dl=0&subfolder_nav_tracking=1)

**Sandos Finisterra:**

[https://www.dropbox.com/sh/x3fhf9titt8relv/AAAjyvI5P-71X4DKfQFayWlqa/Sandos%20Finisterra?dl=0&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/x3fhf9titt8relv/AAAjyvI5P-71X4DKfQFayWlqa/Sandos%20Finisterra?dl=0&subfolder_nav_tracking=1)

**Sandos Playacar:**

[https://www.dropbox.com/sh/x3fhf9titt8relv/AAD-mvriGF6sI4T40hAuT-Jvfa/Sandos%20Playacar?dl=0&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/x3fhf9titt8relv/AAD-mvriGF6sI4T40hAuT-Jvfa/Sandos%20Playacar?dl=0&subfolder_nav_tracking=1)



Thank you for your continued support in promoting our hotel chain using the above changes in its entirety!

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