

the
ROCKLEY

Brand Guidelines

JUNE 2026

tambourine



The goal of this document is to define the standard for all visual and verbal communications, positioning The Rockley as a premier urban destination that blends modern design with authentic Bajan artistry.

Inside, you'll find the graphic rules and tonal instructions required to protect our brand integrity and maintain a sharp, consistent identity across every high-contrast execution and guest touchpoint.

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Introduction

With an emphasis on curated, design-forward environments, The Rockley invites guests to trade the ordinary for an urban escape where Barbados' creative soul takes center stage. We provide a sophisticated, clutter-free outpost that serves as a modern gallery of island life and a vibrant home base for the contemporary traveler.



Our Pillars

COME AS YOU ARE

No two people arrive at The Rockley the same way. Some come for the beach. Some come for the culture. Some bring the whole tribe to explore the crossroads. All of it is right. The Rockley doesn't ask you to fit a mould or follow a schedule. It just puts you somewhere worth being.

LEAVE AS A LOCAL

Barbados has a pulse you can only feel from the inside, at the rum shop, at the fish fry, in the art on every wall of this hotel. The Rockley doesn't package that for you. It puts you right in the middle of it.

TAKE THE DETOUR

The South Coast doesn't do itineraries. It does the road you didn't plan to take, the conversation you didn't expect to have, the turn that led somewhere better. The Rockley is the starting point. Where you end up is the whole point.

JUST LIME

Limin' isn't an activity. It's a philosophy. At The Rockley, that current runs through everything. A good time here doesn't announce itself. It just shows up.

Our Voice

SHARP & SOULFUL

We speak like someone who actually knows the island, not a tour guide or a travel brochure. Direct, warm, and specific. We reference real places, real culture, and real Bajan life because that's where we live. The shortcuts we give our guests are the ones we'd give a friend.

We Are: Direct and Culturally Rooted
Without Being: Exclusive or Alienating

BREEZIN' & BOLD

Confidence doesn't need to shout. Our tone is easy without being lazy, playful without being performative. We're not afraid of a short sentence. Or a good pause. The energy of the South Coast is in the writing: unhurried, present, and always a little more interesting than expected.

We Are: Confident and Alive
Without Being: Try-Hard
or Tropical-Cliché

Brand Key Words

ROOTED — BOLD

LOCAL — ALIVE

DIRECT — SHARP

UNSCRIPTED — SOULFUL

Logo



Primary Logo

Pairing a bold typeface with an expressive handscript, our logo holds two things in balance: the sharp urban energy of the new Rockley and the warmth of a place that genuinely welcomes you. Both are essential. Neither apologises for the other.



Alternate Logos

Our logo is available in alternate versions, allowing our brand to easily adapt to any print or digital format. Regardless of its placement, our logo should always be visible and legible to maximise memorability.

HORIZONTAL LOGO

Use this version to maximize size in spaces of horizontal nature.



LOGO WITH LOCATION DESIGNATOR

Use this version of this logo when communicating outside of the region.



LOGO WITH OCEAN HOTELS DESIGNATOR

Use this version to specify it is part of a hotel group.



FAVICON





CLEAR SPACE

This clear space has been established to ensure visibility and impact. No other graphic elements, such as copy, imagery, or other logos, should appear in this exclusion zone.

Logo Usage

Our logo is the primary expression of our identity. Using it as outlined will help establish brand recognition, reinforcing us in the minds of our consumers.



MINIMUM SIZE

2.3 in / 167 px
In order to ensure legibility of the logo, the full logo should be larger than 2.3" / 167 px wide.



EXTRA SMALL APPLICATIONS

1.45 in / 104 px
In applications where the logo must be reduced below the approved minimum size, use the simplified logo version specified here.

Logo Rules

Our logo must always be respected, preserved and used in a consistent manner.

DO'S



Use full colour logo over white background only



White logo over simple image background

DON'TS



Do not alter or rearrange



Do not change colours



Do not change proportions



Do not rotate or distort



Do not use over busy background



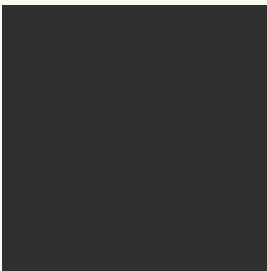
Do not apply effects

Brand Colors



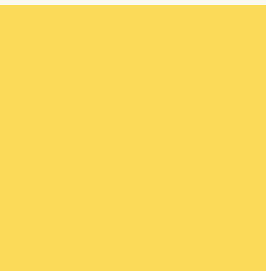
Colour Usage

High contrast, South Coast alive. Warm White and Summer Rain set the foundation: clean and modern. Sunshine yellow is the signal colour: bold, intentional, unmistakably Rockley. Orange and Deep Ocean bring the island in.



SUMMER RAIN

RGB 47. 47. 47
HEX #2f2f2f
CMYK 74. 52. 71. 90
PMS Pantone Black 3 C 



SUNSHINE

RGB 251. 218. 89
HEX #fbd5a9
CMYK 0. 10. 80. 0
PMS Pantone 129 C 



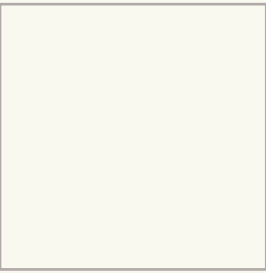
ORANGE

RGB 242. 111. 79
HEX #f26f4f
CMYK 0. 68. 96. 0
PMS Pantone 165 C 



DEEP OCEAN

RGB 0. 57. 77
HEX #00394D
CMYK 100. 32. 0. 68
PMS Pantone 302 C 



WARM WHITE

RGB 255. 254. 244
HEX #fffef4
CMYK 0. 0. 4. 0
PMS Pantone P 1-9 C 

Colour Usage

PRIMARY | Warm White

SECONDARY | Summer Rain

SECONDARY | Sunshine

SECONDARY | Orange

ACCENT | Deep Ocean

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Typography



Urbanist

URBANIST FONT FAMILY

Urbanist was chosen for its clean geometry and quiet confidence. It feels modern without being cold and remains legible at any scale. Use it consistently across all executions to keep the brand tight and recognisable.

ExtraLight
Regular
Bold
Stroke

Modernline

MODERNLINE FONT FAMILY

Expressive and articulate, Modernline brings humanity to our visual system. Because of its distinct personality, it must be used strictly as an accent (limited to 1–2 words max within a headline or callout). Never use it for back-to-back sections, long phrases, or body copy.

Bold

Urbanist
ExtraLight

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Urbanist
Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Urbanist
Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

For HTML text for emails, please use Arial.

Typographic Hierarchy

Lorem

Chase your Bliss

PSAMENDE SOLORIO

Psamende solorio necernate quid quatur, consed
quo inum iur autem quid quidenis senimax impere
odit ra incia doluptatiis ratiae poriae pla quisqui ut
omnienet eu.

.....
Headline
Urbanist Extra Bold
Stroke 1.5 pt
Title Case
10 pt tracking

.....
Headline
Urbanist Extra Light
and Urbanist Extra Bold
Title Case
10 pt tracking

.....
Subheadline
Urbanist Bold
All caps
200 pt tracking

.....
Body Copy
Urbanist Regular
Sentence Case
5 pt tracking

Photography





General Photography

Our photography puts people in the place, not posed, not polished beyond recognition. Real staff, real guests, real South Coast light.

BRAND GUIDELINES



23 PHOTOGRAPHY



THE ROCKLEY



Off-Brand Photography Looks Like:

- Oversaturated or HDR-processed images
- Poorly lit or dark scenes
- Flat, blown-out, or grey skies
- Models looking directly at camera
- Overly staged or artificial setups
- Imagery that projects negative emotions



Graphic Elements

- ARTWORK
- PATTERNS
- TEXTURES



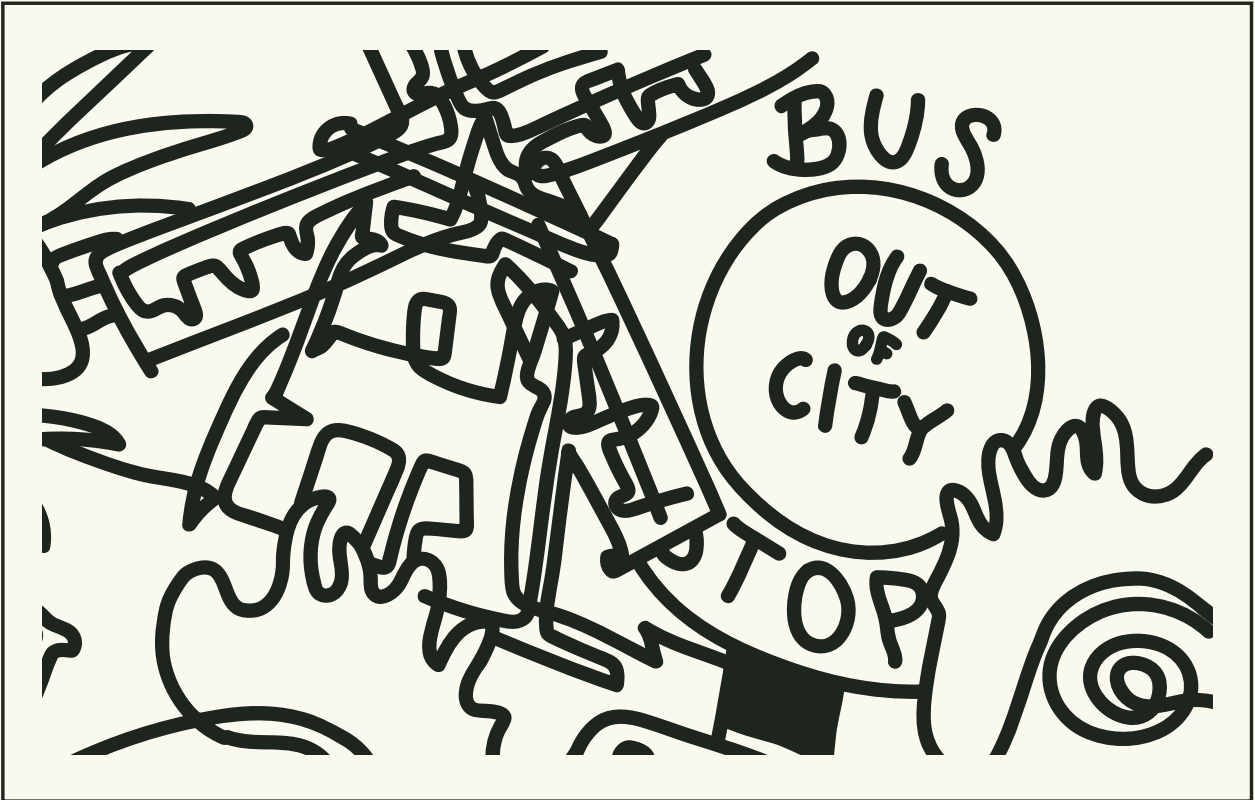
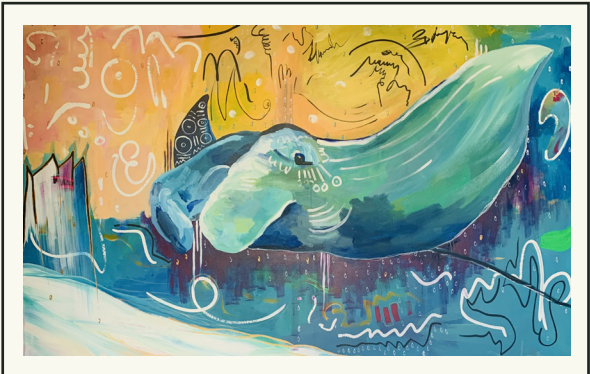
Artwork

These artworks are the visual soul of The Rockley. Cathy Cummins' urban style serves as the primary pattern language, while expressive mural work grounds the brand in local character. They're not decoration. Use them with intention and restraint. Their power comes from not being everywhere..

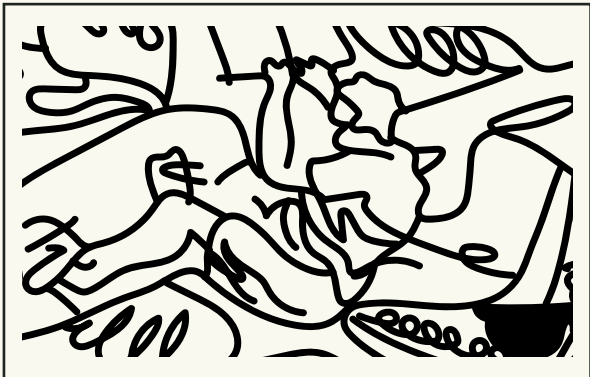
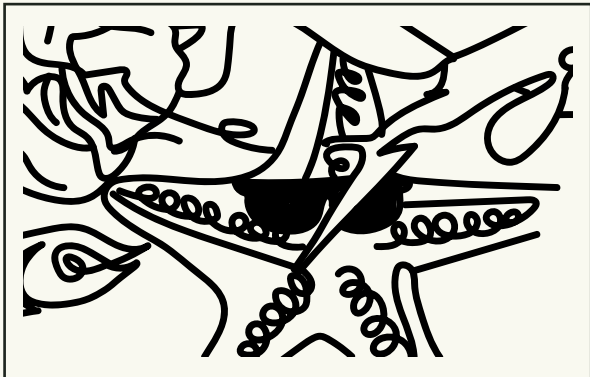
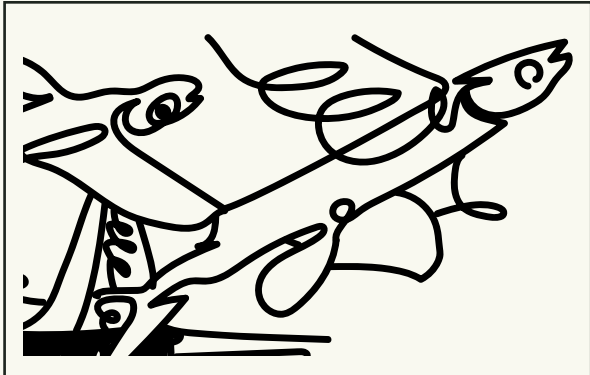
All applications must be reviewed and approved by the Marketing Director.



Urban style



Mural art



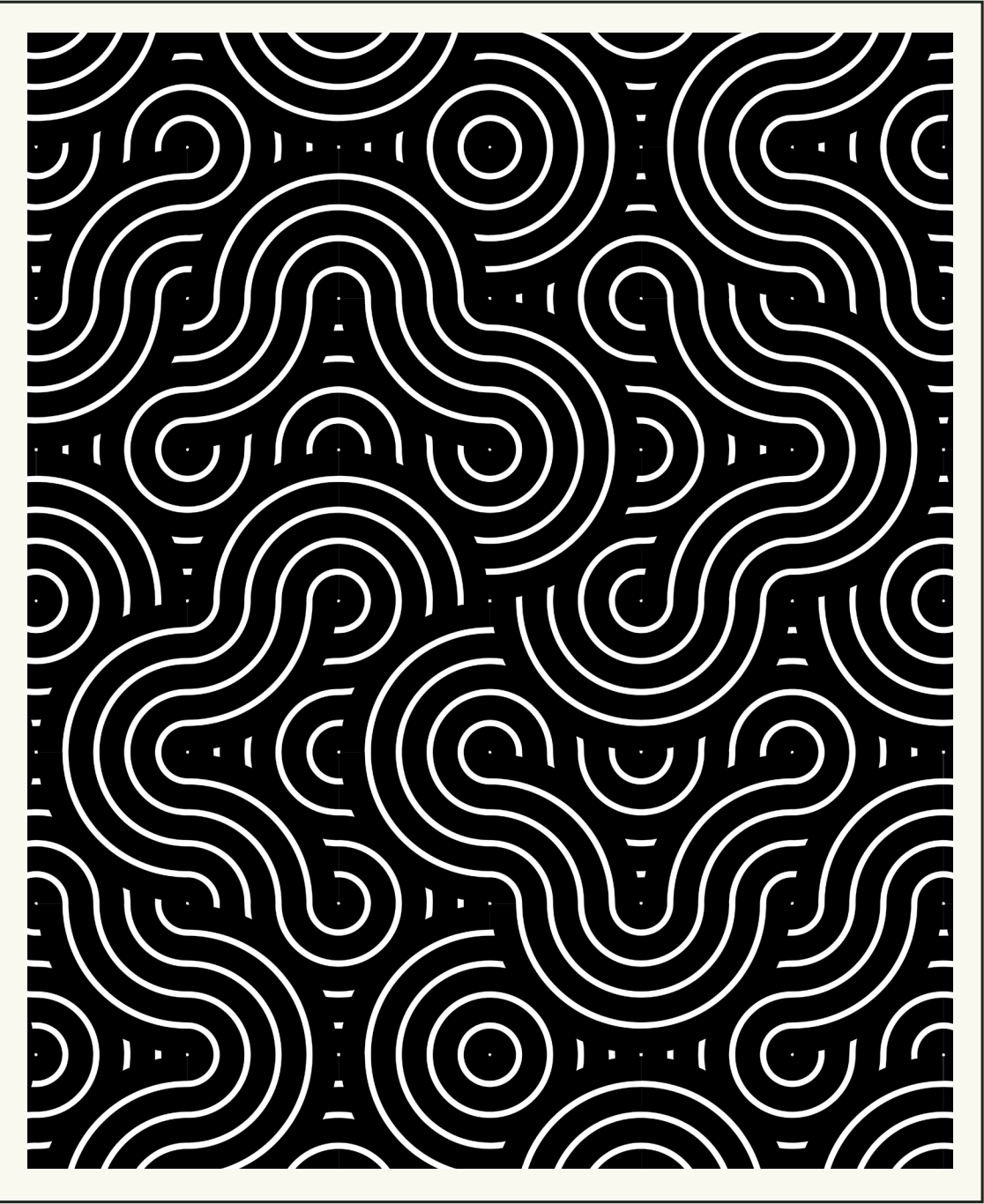
Patterns

Inspired by the unscripted energy of local crossroads, this pattern captures the rhythmic movement of the South Coast. It serves as a visual bridge between our modern brand identity and the hotel's bold, Bajan-rooted interiors



Urban Lines

Use exclusively as a supportive element. The logo, hero imagery, and typography must always remain the primary focus.



Waves

Use subtly as an all-encompassing background texture to add visual interest to executions.

Textures

These texture reflect the organic materiality and tropical light of Barbados. They provide a tactile layer to the brand, adding depth and a quiet, playful energy to the overall visual language.



Wall texture

Use as a subtle background layer to add depth. It should remain understated, ensuring all typography and visual content remain the primary focus.

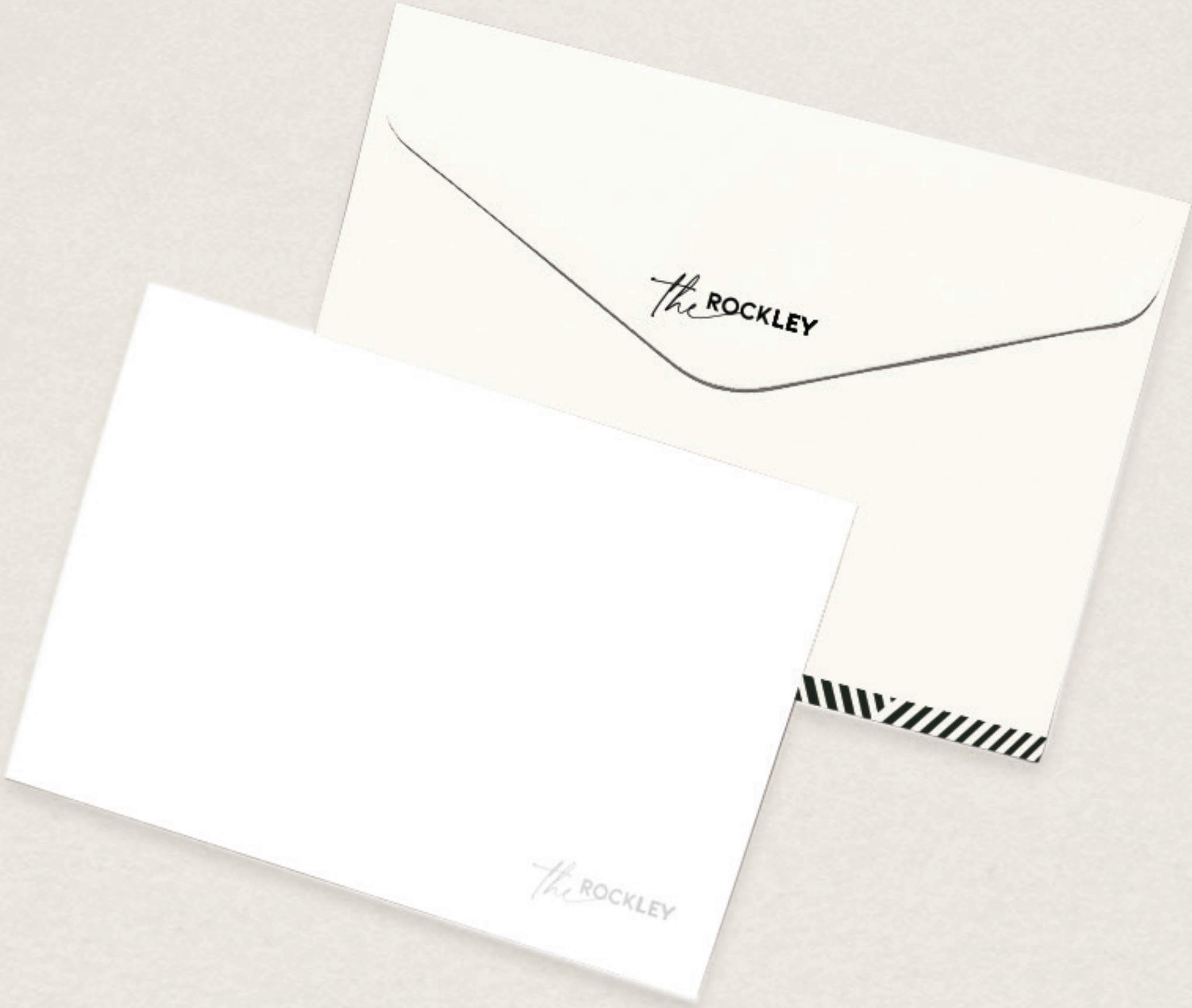
Brand Applications



PAPER STOCK

Envelope - Pearlized Paper

Cardstock - Smooth Paper





Print Advertising

Our print advertising combines high-impact property photography with curated brand assets to deliver a sharp, Bajan-rooted experience. Each composition should feel open and intentional, balancing our urban graphic language with the natural beauty of the South Coast

Logo For Brand Recognition



Brand Frame

Lifestyle Photography

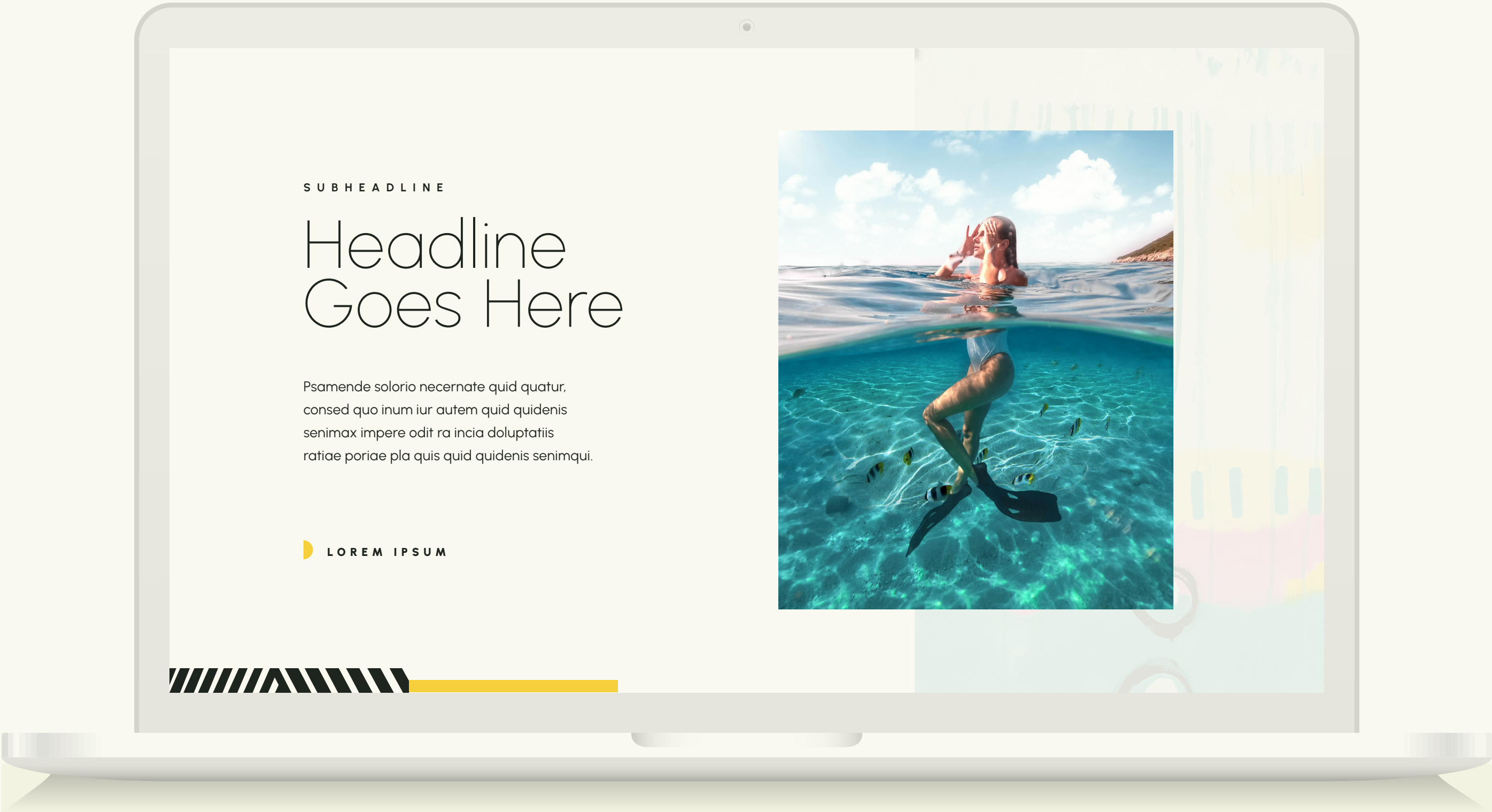
Brand Pattern

Barbados Location Tag



Website

Our digital presence translates the hotel's physical energy into a seamless online experience. By layering Cathy Cummins' foundational artwork as a subtle background texture, we create a sense of depth that anchors our onsite photography and minimalist typographic grid.



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