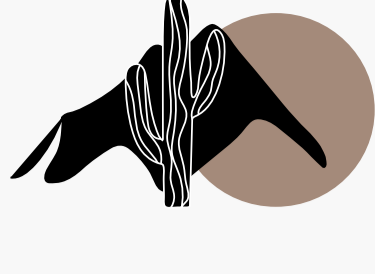


SAGUARO GLAMP



MOODS



BRAND IDENTITY

& Values

Brand Core/Brand Essence/Core Values:

- Seclusion:** A hidden retreat far from the noise of everyday life.
- Connection:** A grounding experience with nature in its purest form.
- Refinement:** High-quality materials & services that radiate quiet sophistication
- Calm:** A sanctuary for rest, relaxation, and indulgence.

SAGUARO GLAMP is a luxurious desert retreat for urbanists seeking a harmonious blend of seclusion, calming comfort and want to (re-)connect with the pure and untamed beauty of nature. Our superior glamping tents dive you into quiet luxury and let you experience the pure scenery of Arizonas Sonora desert without sacrificing comfort. Every second of your stay at SAGUARO GLAMP brings you closer to rest and restoration.

At SAGUARO GLAMP we believe that true luxury lies in simplicity and silence. Our retreat is designed for those who pursue a reprieve from the loud demands of daily life. Every element of our luxurious tents has been carefully sourced to honor the natural beauty of the desert and providing an experience of pure outdoor indulgence.

Our accommodations redefine glamorous camping with high-quality materials and a warm, understated elegance and relaxed elegance. From the softness of deserts sunsets spilling into your private suite, to the tactile richness of organic linens, leather accents, and fine cotton, every detail is chosen to soothe and inspire your soul. Here, you will find a seamless balance between rustic authenticity and modern, comforting sophistication.

A place where nature's power and serenity embrace you in every moment.

SAGUARO GLAMP is more than a destination — it is a retreat for the senses, a space to rediscover calm, clarity, and connect with nature. Whether you come to rest, reflect, or simply revel in the quiet majesty of the desert, we invite you to let SAGUARO GLAMP restore your soul. Experience quiet luxury, redefined. Experience the desert, reborn.

Welcome to SAGUARO GLAMP.

COLOUR PALETTE



MOCCA BROWN

#A38979
CMYK 31/40/45/19
RGB 163/137/121



SAND BEIGE

#CA9F7A
CMYK 19/38/52/7
RGB 202/159/122



MANE BLACK

#000000
CMYK 0/0/0/100
RGB 0/0/0



S/W PATTERN

#000000 & FFFFFFFF
CMYK 0/0/0/100 & 0/0/0/0
RGB 0/0/0 & 245/245/245



CACTUS GREEN

#BAB381
CMYK 30/22/55/5
RGB 186/179/129

SAGUARO GLAMP COLOR WORLD AND VISUALS
masculine — powerful — clear — hands-on — luxury
relaxed elegancy — warming — homely — grounding — calming — natural

Mocca Brown (similar to Pantones Colour of the year 2025 Mocca Mousse) is a warming, brown hue imbued with richness. It nurtures us with its suggestion of the delectable qualities of chocolate and coffee, answering our desire for comfort.

FONTS

ABORETO

LOGO FONT & HEADLINES

EXAMPLE

AVENIR MEDIUM

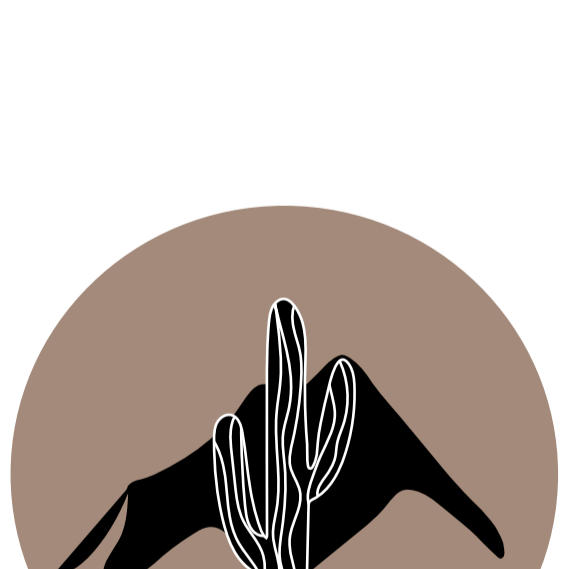
HEADLINE II
GROSSBUCHSTABEN, 14 Pt,
14 Zeilenabstand, 75 Laufweite,
linksbündig

WELCOME TO SAGUARO GLAMP

Nestled in the... Edi con restium sit, sit aute dis reicit odit ea cum volescientem simus eosae. Nem venimoluptat ilis cuptur? Lest, ut inci coreprovide aut a cus, sincipiet voluptam doloren magnatur? Ex experecipitam et aut rest, ommo il id magnim facestem nistis autem nis magnihi llabore voluptaquas vent occumquo to-taepatata voluptatur?

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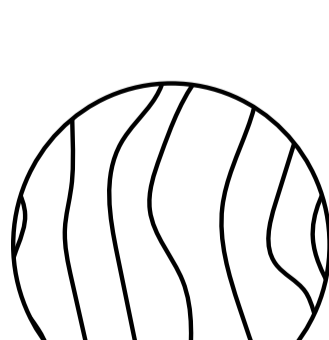
LOGO VARIATIONS



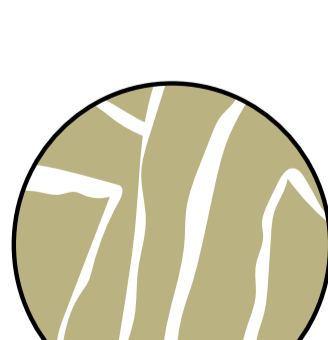
SAGUARO GLAMP

DESERT RETREAT

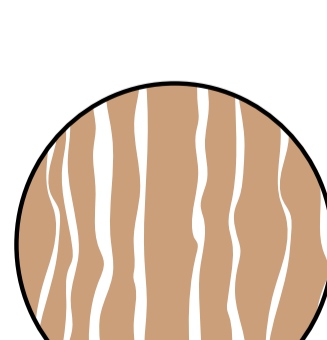
PATTERNS



PATTERN I

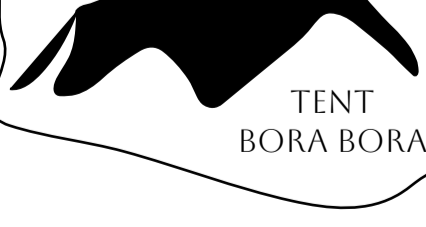


PATTERN II



PATTERN II

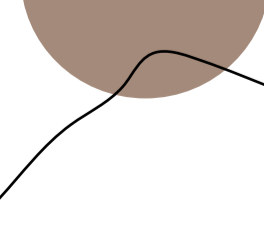
ELEMENTS



TENT BORA BORA



SAGUARO CACTUS



DESERT SUN

part of the:

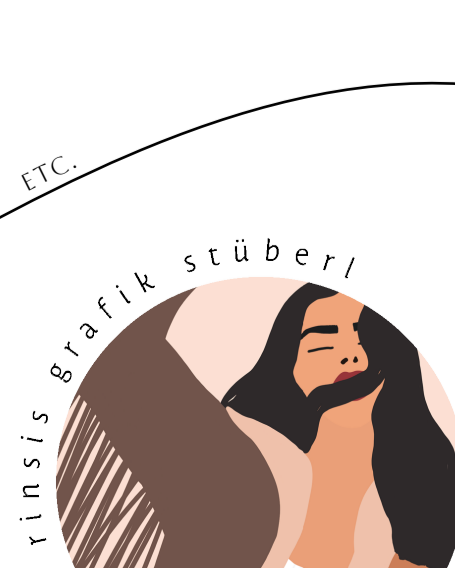
SAGUARO RANCH *

SAGUARO GLAMP

CASA DE SAGUARO

SAGUARO SPA

SAGUARO HORSEBACK ETC.



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