



# LUXURY OF FREEDOM

BB ELEMENTS	HOW TO USE IT	COMMENTS
<a href="#">Colour RAL4002</a>	Paint BB Red Violet Line	Present in each of the designs
<a href="#">BB Vertical Red Violet Line</a>	Visible in all designs	Motif
<a href="#">Font Gotham Light</a>	Signature Motivational quotes	Obligatory f writing text
<a href="#">Logo</a>	Connect with the idea of what logo represents	Not to use the logo as it is
<a href="#">Slogan: LUXURY OF FREEDOM</a>	Connect with the meaning	Use the line or the meaning
<a href="#">Royal Cards Style</a>	Details from cards Sentences from cards	Use only details from the card
<a href="#">BB Projects icons</a>	Detail	Use only style
<a href="#">BB Button</a>	Detail	Motif
<a href="#">Badge</a>	Detail	Motif
<a href="#">BB Renders</a>	Design idea	Create the "awe" moment
<a href="#">Quotes from bloggers</a>	As extra element	Use the quote or as a motif
<a href="#">Berries</a>	As extra element	Motif or colour
<a href="#">BB resort offer</a>	Whole design idea	Create feeling of the resort
<a href="#">Partners</a>	Details of local community	Create connectivity with the destination
<a href="#">3 BIG BERRY Concepts</a>	Adjust to 3 different styles: Brown BERRY Blue BERRY Orange BERRY	Painting might be used in different surrounding than just on Kolpa River
<a href="#">3 target audience</a>	Adjust to 3 different targets: FEEL, JOIN, CREATE	Make design universal