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G R A P H I C S

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TABLE OF CONTENTS

Sanctuary Cap Cana.....	4
Red Market Salon	8
Carnival Cruise Lines Australia	12
Playa Resorts	16
Seabourn Cruise Line / Ad Campaign.....	20
Seabourn Cruise Line / Brochure Design.....	24
Seagate Hotel & Spa	28
Saga Cruise Lines.....	32
Broken Sound Club	38
Dance NOW! Miami.....	40
Logo Design.....	44
Product Photography.....	46

SANCTUARY CAP CANA

Project: Ad Campaign and Photo Shoot

PROJECT PRESENTED IN CONJUNCTION WITH PIL CREATIVE

The resort needed an updated look for their ads and other marketing materials to attract a younger, more stylish clientele. The campaign also included a full photo shoot that involved property and lifestyle photos and I was sent on location to be the Creative Director for the project.





Find Your Refuge. Claim Your Kingdom.

A 30,000-acre retreat. 10 world-class restaurants. 90 shops and boutiques.
5 swimming pools. Dozens of activities. Endless Pleasures.
Only 1 Destination - This is Your Sanctuary.

For more information visit sanctuarycapcana.com

Sanctuary
CAPCANA
BY PLAYA HOTELS & RESORTS



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Sanctuary
CAPCANA
BY PLAYA HOTELS & RESORTS

RED MARKET SALON

Project: Jules Branding and Salon Product Package Design

The client requested a logo and packaging set that reflected the owner's French background. It was to be elegant and classic, and to use a color palette that emphasized the natural ingredients in the products.

JULES





CARNIVAL CRUISE LINES AUSTRALIA

Project: Trilogy Exercise Program Logo and Branding

PROJECT COMPLETED IN CONJUNCTION WITH ONESPAWORLD

The cruise line needed a logo and collateral design for a new onboard fitness program. The color palette and photography were chosen to reflect a high-intensity program that was directed at a more youthful, athletic audience.



Trilogy
STRETCH. STRENGTH. TONE.

The HIIT

Cardio | Strength | Stretch
The Best of Three
Trainer Supervised
Suitable for All Levels of Fitness
Perspiration Guaranteed
45-minute class

Contact spa reception to sign up.
Limited space available.

RYDE

Indoor Cycling
Progressive Levels
Suitable for All Levels of Fitness
Perspiration Guaranteed
45-minute class

Contact spa reception to sign up.
Limited space available.

Row Club

Head-to-Toe Toning
Trainer Supervised
Suitable for All Levels of Fitness
High-Intensity Sweat
45-minute class

Contact spa reception to sign up.
Limited space available.

Group Boxing

Circuit Inspired
Cardio + Functional Training
Trainer Supervised
Perspiration Guaranteed
45-minute class

Contact spa reception to sign up.
Limited space available.

Trilogy
STRETCH. STRENGTH. TONE.

Location _____

Date _____ Time _____

Detox for health and weight-loss.

When there's a gym on every corner and diet books in every bookshop, why are we unhealthier than ever before? Learn top tips from our personal trainers on ways to cleanse your body and reap the rewards.

IDEAL IF YOU HAVE:

- Difficulty Losing Fat
- Low Energy
- Slow Metabolism
- Cellulite
- Digestive Problems
- High Cholesterol
- Fluid Retention
- High Blood Pressure



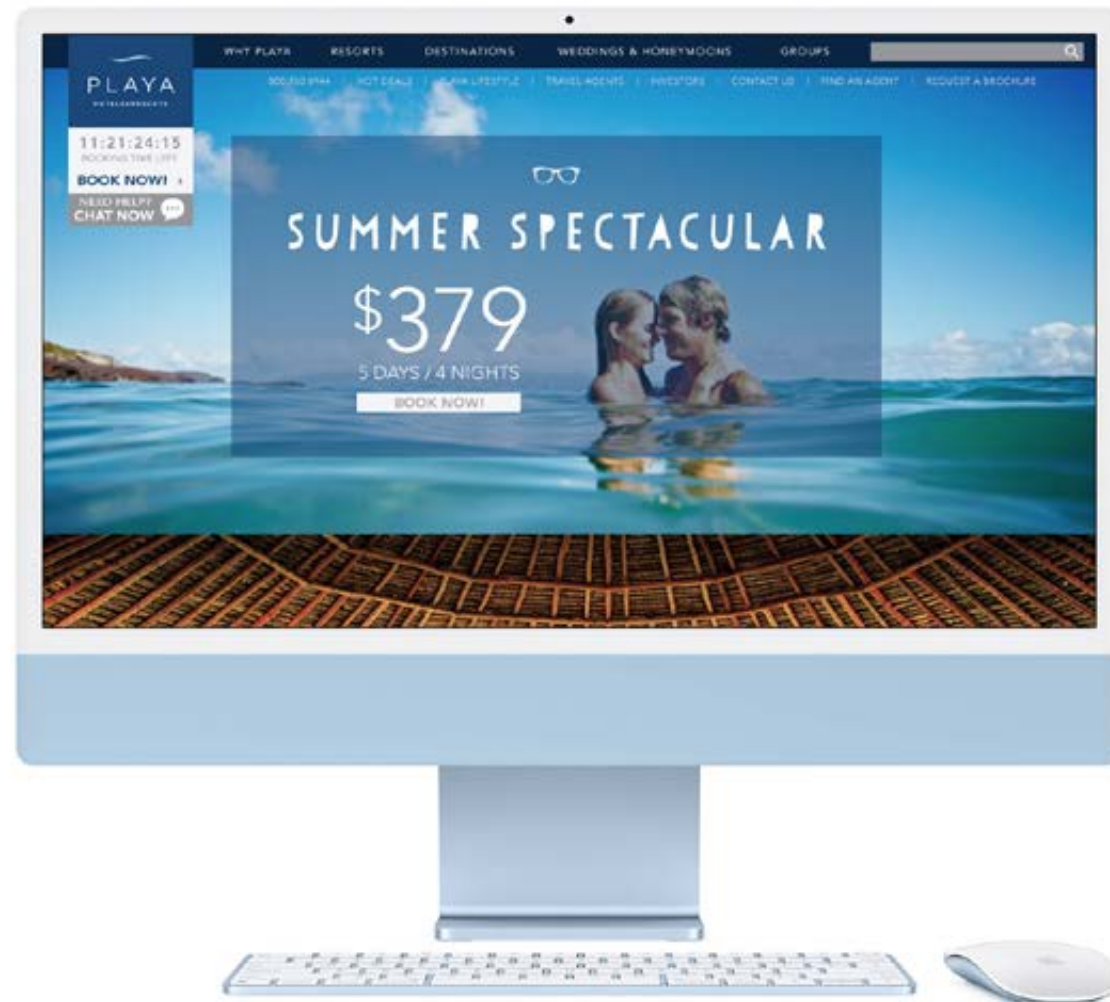
SIGN UP NOW
FREE Health Seminar
LIMITED SPACE AVAILABLE

PLAYA RESORTS

Project: Website Redesign

PROJECT PRESENTED IN CONJUNCTION WITH PIL CREATIVE

The client requested a redesigned website for their resort line that presented a combination of clean graphics, vibrant photography, and an easy-to-follow booking system.





PLAYA
HOTEL RESORTS

WEDDINGS

Playa Hotels & Resorts offer the ultimate destination wedding experience. Brides may choose from Playa's four distinctive resort brands, each located in the world's most celebrated beachfront destinations. Breathtaking beauty, authentic old-world charm, and laid-back, friendly ambience all set the scene for an unforgettable wedding that is unequalled by traditional venues. Brides and husbands-to-be will stroll hand-in-hand through soft, white sands with the deep blue sea as their backdrop, and the sound of the surf playing their song. There is simply not a more magical place to embark on a new life together.

LEARN MORE

NEED HELP? CHAT NOW

WHY PLAYA | RESORTS | DESTINATIONS | WEDDINGS & HONEYMOONS | GROUPS

888.742.0944 | HOT DEALS | PLAYA LIFESTYLE | TRAVEL AGENTS | INVESTORS | CONTACT US | FIND AN AGENT | REQUEST A BROCHURE



HYATT ZIVARA
HYATT ZIVA

Located on one of the most majestic peninsulas in the world and offering spectacular views of the Sea of Cortez, Hyatt Ziva Los Cabos is a luxurious all-inclusive oasis of sophistication and comfort. This magnificent beachfront resort is minutes from beautiful downtown San José del Cabo and features plush accommodations, impressive amenities, impeccable service and is just minutes from the international airport.

LEARN MORE

THE OSANG | THE ROYAL | HYATT ZIVARA | HYATT ZIVA



PLAYA
HOTEL RESORTS

11:21:24:15
BOOKING WILLYET
BOOK NOW
NEED HELP? CHAT NOW

WHY PLAYA | RESORTS | DESTINATIONS | WEDDINGS & HONEYMOONS | GROUPS

HOT DEALS | HOT DEALS | PLAYA LIFESTYLE | TRAVEL AGENTS | INVESTORS | CONTACT US | FIND AN AGENT | REQUEST A BROCHURE

HYATT ZIVA
Puerto Vallarta

SUITES | DINING | ACTIVITIES | AMENITIES | LOCATION

ONLINE CHECK-IN

HYATT ZIVA PUERTO VALLARTA
PUERTO VALLARTA, MEXICO

Tucked into a secluded tropical paradise on pristine Las Estacas Beach, Hyatt Ziva Puerto Vallarta is a shining jewel situated within the region's only private clustered beach cove. From its position along the Pacific Ocean, Hyatt Ziva Puerto Vallarta creates the perfect backdrop for guests seeking either a romantic getaway or a fun-filled trip with the family. Here, each guest will enjoy luxurious accommodations, gourmet cuisine at diverse restaurants, bars & lounges, and true Service From the Heart™.

The architecturally inspiring resort complements its dramatic setting, featuring an infinity pool that seems to pour into the ocean beyond. Its modern design stands in contrast to the nearby colonial town of Puerto Vallarta with its charming cobblestone streets, authentic craft shops and rich history. Hyatt Ziva Puerto Vallarta is less than 20 minutes from Puerto Vallarta International Airport, offering easy access from major gateway cities including Los Angeles, Phoenix, Houston and Mexico City.

ALL INCLUSIVE PLAN SNAPSHOT

- Luxurious Accommodations
Featuring the Latral Technology, Modern Amenities and Breathtaking Ocean Views
- Fine Dining at a Selection of 4 A La Carte, International Buffet Restaurants and Innovative Food Carts. All inspired by International Celebrity Chef, Massimo Lopez
- 24 Hour In-Suite Dining
- Signature Cocktails, Spirits, Beer, Wine, and Soft Drinks Served Throughout the Resort
- Tequila and Wine Sommeliers to Guide Tastings
- Resort Butler to Enhance Your Experience at the Pool or Beach, and to Help De-Stress Your Stay by Offering Assistance Unpacking or Planning Activities
- Resort Concierge to Facilitate Special Moments
- World-Class Facilities, Spectacular Pools and Beach Cabanas
- 3 Exclusive Pools including the Quiet Pool for Adults-Only
- All Resort Taxes & Gratuities

SEE FULL ALL INCLUSIVE BENEFITS

TOUR THIS RESORT

There's no substitute for being here, but this might be the next best thing. Here, guests can view photos of the resort's best features and amenities.



SIGN UP FOR HOT DEALS!

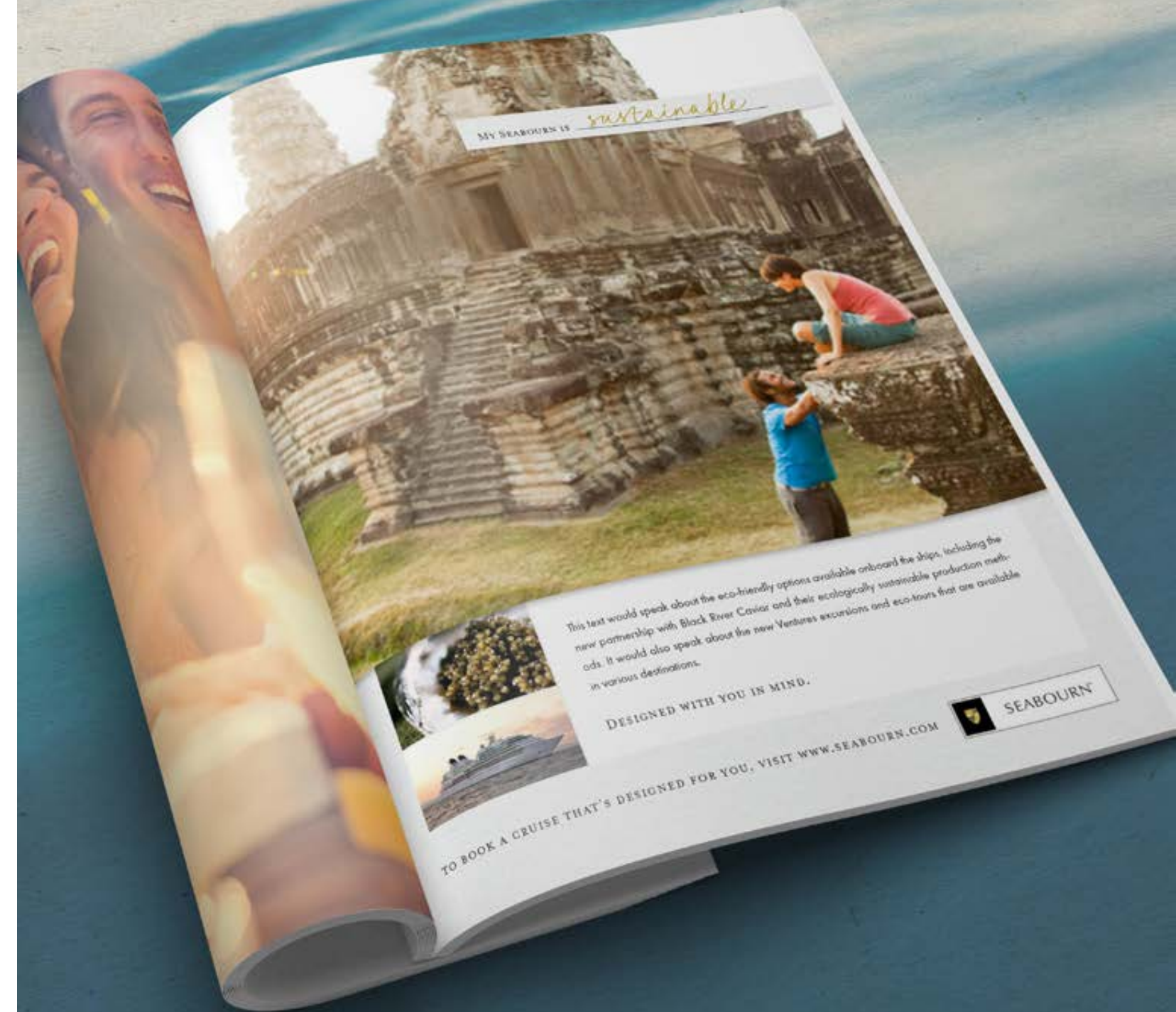


SEABOURN CRUISE LINE

Project: "My Seabourn" Ad Campaign

PROJECT PRESENTED IN CONJUNCTION WITH PIL CREATIVE

The cruise line wanted to create a campaign that emphasized their clients' ability to personalize all aspects of their cruise, including eco-friendly tours, shopping excursions and cooking lessons with the chef, and having every whim catered to by the staff on or off the ship.





MY SEABOURN IS innovative



This text would mention the luxury dining options available onboard the ships, including the new partnership with Thomas Keller and his innovative cuisining. It would also describe the options available to "foodies" like shopping excursions with the chef, celebrity chef cooking demonstrations and wine tasting events.



DESIGNED WITH YOU IN MIND.

TO BOOK A CRUISE THAT'S DESIGNED FOR YOU, VISIT WWW.SEABOURN.COM



MY SEABOURN IS dedicated



This text would speak about the exquisite service the passengers receive on and off the ship. No request is too difficult to fulfill, like arranging a hot-air balloon ride complete with champagne, flowers and hand-dipped chocolates. It would detail how all services are created expressly to meet each individual's needs.



DESIGNED WITH YOU IN MIND.

TO BOOK A CRUISE THAT'S DESIGNED FOR YOU, VISIT WWW.SEABOURN.COM



SEABOURN CRUISE LINE

Project: "My Seabourn" Brochure Design

PROJECT PRESENTED IN CONJUNCTION WITH PIL CREATIVE

This brochure is the companion piece to the "My Seabourn" ad campaign, and emphasizes personalized aspects a Seabourn cruise provides their passengers in greater detail.



makes a reality

BY MY KIRSTI STOUTENBERG KANTZBERG

Just to go here about the indulgent things you can get and do on board. Just to go here about the indulgent things you can get and do on board. Just to go here about the indulgent things you can get and do on board. Just to go here about the indulgent things you can get and do on board. Just to go here about the indulgent things you can get and do on board.

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SEABOURN SOJOURN
Round-trip Barcelona
14 DAYS | APR 14, 28, 2015

DAY	PORT	ARR	DEP
1	Barcelona, Spain	06:00	18:00
2	Madrid, Spain	06:00	18:00
3	La Jolita (Marathi)	06:00	18:00
4	France	06:00	18:00
5	St. Tropez, France	06:00	18:00
6	Agde, France	06:00	18:00
7	Marseille, France	06:00	18:00
8	Genoa, Italy	06:00	18:00
9	Civitavecchia (Rome), Italy	06:00	18:00
10	Barcelona, Spain	06:00	18:00
11	Barcelona, Spain	06:00	18:00
12	Barcelona, Spain	06:00	18:00
13	Barcelona, Spain	06:00	18:00
14	Barcelona, Spain	06:00	18:00

VOYAGE 4585
JAN 27, 2016
VOYAGE 4585
FEB 28, 2016
VOYAGE 4585
JAN 7, 2017
VOYAGE 4585
FEB 4, 2017
VOYAGE 4585
MAR 4, 2017

Actual sailing departure dates are subject to ship conditions and daylight hours.

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13	Barcelona, Spain	06:00	18:00
14	Barcelona, Spain	06:00	18:00

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VOYAGE 4585
FEB 4, 2017
VOYAGE 4585
MAR 4, 2017

Actual sailing departure dates are subject to ship conditions and daylight hours.

SUITE CATEGORY	BOOKING FARES FROM	SALE PRICE FROM
Queen View Suite (A)	\$1400	\$1400
Veranda Suite (V)	\$1400	\$1400
Porthouse Suite (P)	\$1400	\$1400
Owner's Suite (O)	\$1400	\$1400

For full pricing please contact your travel agent or visit Seabourn.com

COMPLIMENTS OF SEABOURN

MAKING DAY WITH COMPLIMENTARY WATERPORTS

Enjoy an exclusive Seabourn Marine Day with complimentary kayaking, pedal boats and board sailing from a marina at the ship's home port of San Francisco.

PORT HIGHLIGHT

Mumbai, India

Mumbai, India offers a unique experience with its vibrant culture, historic landmarks and stunning skyline. Enjoy the city's energy and hospitality from the comfort of your Seabourn ship.

Seabourn.com | 23

SEAGATE HOTEL & SPA

Project: "Sea. Stay. Play" Marketing Campaign

This campaign was created to promote the rebranding of the Seagate Hotel & Spa with an elevated and simplified message. Materials included on-site signage, targeted print ads and animated online banner ads.



Sea.
Stay.
Play.

Explore today at
SeagateDelray.com

THE SEAGATE



Sea.
Stay.
Play.

Explore today at
SeagateDelray.com


THE SEAGATE



Sea.
Stay.
Play.

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THE SEAGATE



Sea. Stay. Play.
THE SEAGATE



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THE SEAGATE



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SAGA CRUISE LINES

Project: Spa Logo and Branding Materials

PROJECT COMPLETED IN CONJUNCTION WITH ONESPAWORLD

The cruise line requested a new logo and collateral designs for their onboard spa. I created items that included the branding guide, spa treatment brochures, stationery sets, appointment cards, thank you cards, and showcards.



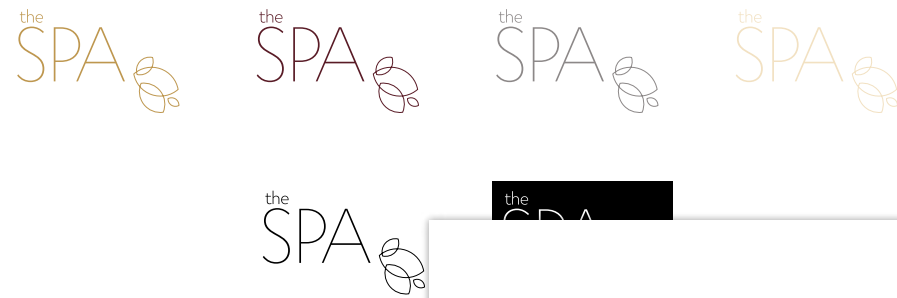
main logo | PMS 384 or CMYK Version



For most print materials CMYK is the standard. PMS is used for specific uses such as embroidery and silkscreen printing for bags/t-shirts/aprons/uniforms, etc. Generally all print materials are in CMYK. Web programmers can easily convert the palette from the CMYK colors for web usage.

Pantone Color: PMS 384
CMYK Conversion: C 46 | M 21 | Y 100 | K 2
RGB: R 150 | G 166 | B 58

alternate logo and color palette



color palette CMYK

C 40 | M 89 | Y 68 | K 56
C 25 | M 38

C 47 | M 41 | Y 41 | K 4

color palette RGB

R 89 | G 27 | B 38
R 190 | G 15

typography

Atlan Light

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
1234567890!?*&£

Atlan Semi Bold

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
1234567890!?*&£

Capital Serif Light Italic

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
1234567890!?&£*

type usage

headlines

Font: Atlan Light
Case: Lowercase
Tracking: 0
Color: C 46 | M 21 | Y 100 | K 2

Subheadings

Font: Capital Serif Light Italic
Case: Upper + Lowercase
Tracking: 0
Color: C 25 | M 38 | Y 81 | K 3

Treatment Names

Font: Atlan Semi Bold
Case: Upper + Lowercase
Tracking: 40
Color: C 40 | M 89 | Y 68 | K 56

Body Text

Font: Atlan Light
Case: Upper + Lowercase
Tracking: 0
Color: Black



Discover bliss with each wellness treatment.

name..... stateroom #.....



paradise found

name..... stateroom #.....

Enter to win up to £250 in spa services!

Join our Spa Tour today and submit this FREE raffle ticket to win a voucher to be used towards your favourite spa treatments. Your entry must be submitted to the spa reception on the first day of your cruise. Winners will be contacted within 24 hours.

- O F
- O M
- O E
- O A

The v
per c
prod



discover your own paradise

name..... stateroom #.....

the
black friday
event

Shop and save.

Buy Two ELEM
Receive the Thi

the
SPA

*Limited time. ELEMIS products only. Free
Not valid on ELEMIS gift sets.

BUY TWO
GET ONE
FREE
the joy
of giving

Shop our h

Buy two ELEM
receive the thi

the
SPA

*Limited time. ELEMIS products only. Free
Not valid on ELEMIS gift sets.

glowing with
gratitude

Explore these indulgent
spa packages and receive
15% off one package or 25% off
for both on port days.

Fall into Relaxation
75-minutes massage
BIOTEC Anti-Aging Facial

Autumn Glow
Fire & Ice Manicure and Pedicure
Blowout or Express Shave

the
SPA

*Available on port days only. Limited time. Cannot be combined with offers, discounts, or packages.
Cabin restrictions may apply.

SAVE UP TO
25%

BROKEN SOUND CLUB

Project: Honey Jar Labels

This private country club in Boca Raton has their own beehives and they package and sell the honey in the property gift shop. I was asked to design labels and packaging that reflected the club's new corporate branding.

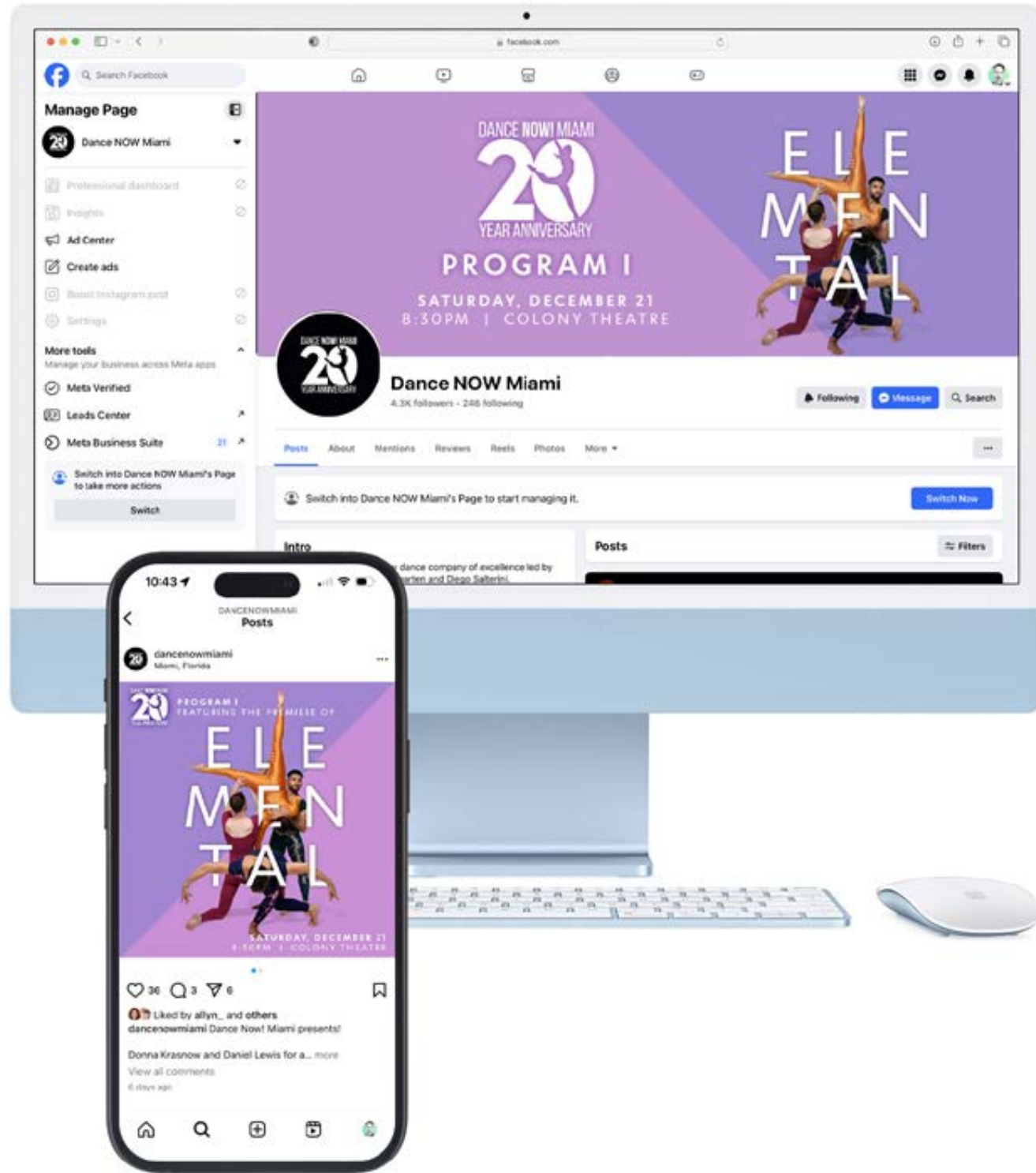


DANCE NOW! MIAMI

Project: "Elemental" Performance Marketing Materials

This modern dance company needed promotional materials that included print, web and social media platforms. This simple, elegant graphic was created to be easily identified in all mediums large and small.





LOGO DESIGN



PRODUCT PHOTOGRAPHY



**"Good design is like a refrigerator—
when it works, no one notices,
but when it doesn't, it sure stinks."**

-Irene Au

LARRY CHIDSEY

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