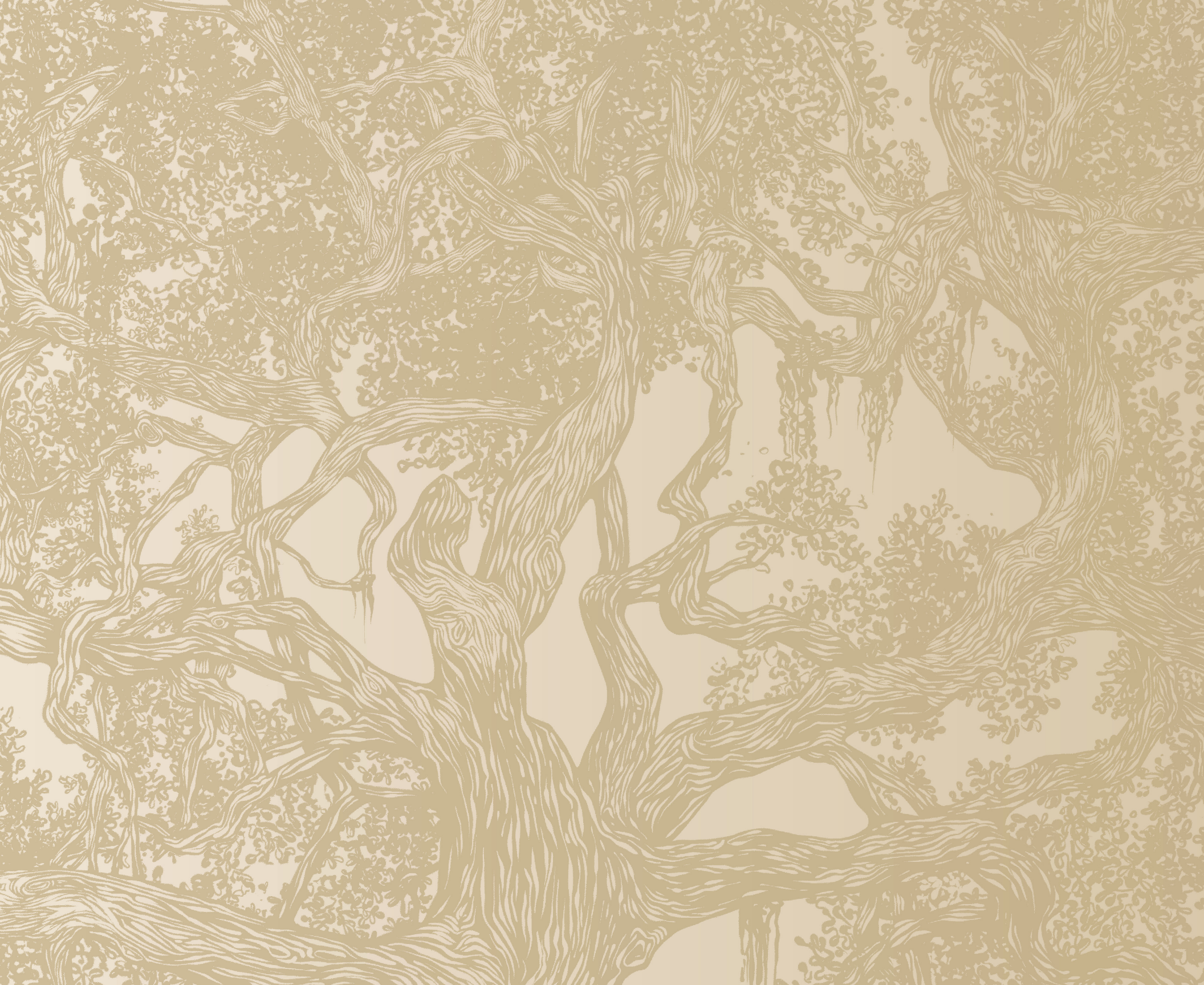




Brand Handbook

BEEMOK HOSPITALITY COLLECTION

2023





Welcome

TO THE BHC BRAND HANDBOOK

This book is designed for those in our corporate headquarters as well as colleagues within our collection to provide deeper understanding of the brand as well as tools and inspiration in order to consistently present BHC to the world.

Every element of this book is shaped and inspired by the BHC story. The core elements of our story serve as a reminder of who we are and the unique opportunity we have to *make the ordinary extraordinary*.

This Brand Handbook is a living document, and sections will be added or refined as elements of the brand evolve.





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PART 01

Who We
Are

Why

BHC enriches lives, facilitates connections, and leaves a lasting positive impact on guests, colleagues, and communities.

How

Through impeccably designed spaces, quality-driven experiences, unwavering commitments to community and wellbeing, and a people-first approach, BHC will reimagine the art of hospitality by continually upholding a culture of excellence that challenges the status quo.

What

The BHC concepts consist of hotels, restaurants, entertainment venues, and marquee events.





Vision

WE ENRICH LIVES AND INSPIRE CONNECTION.

Mission

THROUGH INTENTIONAL HOSPITALITY, WE CREATE
EXTRAORDINARY EXPERIENCES TO SERVE OUR
COLLEAGUES, COMMUNITIES AND GUESTS.



Our Values

OWN OUR INTEGRITY

We take responsibility for our behavior and stand up for what is right.

ACT WITH COMPASSION

We believe every human interaction is a chance to have compassion, no matter the circumstances.

DELIVER GRACE

We respect our workplace, take the high road, and start from a foundation of kindness.

SERVE WITH EXCELLENCE

We prioritize exceptional craftsmanship, build relationships, and connect deeply with the communities around us.

STRIVE FOR WELLBEING

We recognize the importance of physical and mental wellness in every experience we deliver.

EMBRACE HUMILITY

We are grounded in humanity, grateful for our success, and in it together, no matter what challenge we face.





Brand Architecture

We are a family of brands, connected by our shared vision, mission and purpose.

Parent Brand:

BEEMOK

Family of Sub-Brands:



Our Story

Ben Navarro, a businessman and philanthropist, founded BHC with the sole purpose of creating meaningful ways for people to connect and share extraordinary experiences. With a focus on generational ownership and longstanding partnerships, BHC is committed to building a portfolio of interconnected hospitality, entertainment and wellness experiences that stimulate the senses and enrich lives.

Our collection originated in 2021 with the acquisition of BHC's flagship property, The Charleston Place, in the heart of downtown Charleston, SC. As we embark on the next chapter of this iconic landmark with a comprehensive, multi-phased renovation, we aim to captivate the hearts and imaginations of all who enter "Charleston's Living Room" through open hands and open hearts.

Since transitioning The Charleston Place to a fully independent luxury hotel in March 2022, BHC has continued to grow its portfolio within the greater Charleston area with the development of The Cooper, downtown Charleston's only luxury waterfront hotel (coming late-2024); an extensive renovation of Credit One Stadium, a world-class venue for sports and entertainment; the revitalization of the iconic Riviera Theater, now open to the public for the first time in 40+ years; the creation of Sorelle, a new Italian restaurant concept opening in early-2023; and the acquisition of Cedar Hill, a sprawling tidal property nestled on the Cooper River currently undergoing development.

Our Collection



THE CHARLESTON PLACE
Historic Charleston's Crown Jewel



THE RIVIERA THEATER
An Intimate 1930s Art Deco Landmark



THE COOPER
Charleston's Luxury Waterfront Retreat



CREDIT ONE STADIUM
The Southeast's Premier Entertainment Venue



CEDAR HILL
Historic Riverfront Estate



SORELLE
Where Southern Italy Meets Southern Hospitality



PART 02

*Our
Guidelines*

An Introduction to Branding

An effective brand communicates how it's different from the alternatives. It offers a unique promise of value to consumers, creating a series of expectations in their hearts and minds that they come to anticipate, rely on and want to experience, again and again.

In the multi-layered world of branding, consistency is critical. Consistency starts with the way a brand presents itself to the world: more specifically, the way it talks, the way it looks and the overall messages it conveys. The more consistent a brand is, the more powerful and focused it will be in a crowded and competitive marketplace. Consistency helps a brand break through the noise of other messaging, connect with people and set an expectation.

Once a brand establishes an authentic, ownable and defining expectation, it attracts potential customers and creates loyal ones.

The BHC brand is no different. Our brand is more than a logo. It's a common set of values and passions. It's a shared promise of unique experiences that will enrich the spirit and awaken the senses of our valued guests. Just as our beliefs are unified, so too is the way in which we present those beliefs. To maintain our brand consistency, please review and utilize the following guidelines for all communications.



We Are

Connectors

CULTURAL

ICONIC

HUMBLE

ELEGANT

FAMILIAR

ELEVATED

AUTHENTIC

INNOVATIVE

Sophisticated

TIMELESS

CELEBRATORY

POSITIVE

LIVELY

WELLNESS-DRIVEN

CHARMING

Community-Focused

CAPTIVATING

REFINED

CREATIVE

INSPIRATIONAL

BALANCED

DELIGHTFUL

Inviting

We Are Not

Our language must reflect our attention to detail, and stay above the mundane, the corporate, the expected.

We want to avoid any out of touch or inauthentic messaging.

AVERAGE

FALSE

BOASTFUL

JUDGMENTAL

BORING

JUVENILE

CLICHÉ

LAZY

COMMON

MANUFACTURED

DISCOURAGING

OUTDATED

DISJOINTED

OVERSTATED

DISSONANT

PRETENTIOUS

ELITIST

TRENDY

EXPECTED

TYPICAL

Our Experience Standards



Language

EXPERIENCE STANDARDS

The BHC brand is not only expressed through graphic elements. It's also through our language, our choice of words, where the brand's essence is conveyed. The tone should be warm and inviting, capturing the uniqueness of our true Southern roots and extraordinary hospitality.

BHC COMMUNICATIONS SHOULD ALWAYS BE:

APPROACHABLE

Always treat others with warm, genuine Southern hospitality.

ENGAGING

Go beyond the hello to establish and maintain meaningful connections.

INTENTIONAL

Ensure your purpose is clear and concise.

GENUINE

Honesty and transparency are paramount. Address any conflicts as they arise and practice compassion.

Products & Services

EXPERIENCE STANDARDS

BHC PRODUCTS AND SERVICES SHOULD ALWAYS BE:

— EXTRAORDINARY

We aim to create opportunities for others to briefly escape daily pressures and transform the ordinary to extraordinary.

— INTERCONNECTED

Our family of brands is intentionally curated to connect Holy City visitors and residents both physically and experientially.

— ENRICHING

We inspire others to discover a sense of joy and fulfillment for themselves and channel those feelings to the greater community.

— EXPERIENTIAL

From travel and food to music and design, each BHC experience is designed to stimulate the senses, foster meaningful connections, and bring joy to the lives of others.



Guest Interactions

EXPERIENCE STANDARDS

INTERACTIONS WITH BHC SHOULD ALWAYS MAKE OTHERS FEEL LIKE WE ARE:

— COMPASSIONATE

Always strive to take action and help others when they need it.

— GRACIOUS

Listen intently, be supportive, show humility and treat others with dignity in all situations.

— COMMUNITY STEWARDS

Everything we do is for the benefit of others, particularly those in our local community, rather than our egos.

— TRUSTED LEADERS

Others should look to us as credible experts and know that we will provide sound, objective guidance.

Writing Standards

Please follow the below guidelines when composing editorial content for BHC or any of our concepts. As a general rule, we follow the AP Style Guidelines in all communications.

WHEN REFERENCING BHC:

The first mention of Beemok Hospitality Collection should be written out as “Beemok Hospitality Collection (BHC)”, with each subsequent mention shortened to BHC

Beemok Hospitality Collection (BHC) should always be used when the full name of the company is required

OXFORD COMMA:

In following with AP Style guidelines, please refrain from using Oxford commas

NOUN CAPITALIZATION:

Only true proper nouns (name, place, organization, etc.) should be capitalized. Apply a “minimalist” principle when determining what constitutes a proper noun or what should be capitalized. Use capitalization sparingly.

NUMBERS:

We write out numbers one through nine and then to use the numerical forms for numbers 10 and greater. (e.g. two, 35, 100). In addition:

- Any number that begins a sentence should be written out.
- It is acceptable to mix numerals and words for large numbers (e.g. 9.3 million)



Writing Standards

Please include the following brand overview on all external communications including press releases that involve BHC concepts or partnerships.

BOILERPLATE COPY:

Founded in 2021, Beemok Hospitality Collection (BHC) is a Charleston, SC-based hospitality company whose sole purpose is to create meaningful ways for people to connect and share extraordinary experiences. With a focus on generational ownership and longstanding partnerships, BHC is committed to building a portfolio of interconnected hospitality, entertainment and wellness experiences that stimulate the senses and enrich lives. The collection originated with the acquisition of BHC's flagship property The Charleston Place, a landmark in the heart of historic downtown Charleston, and has continued to grow with the development of The Cooper, downtown Charleston's only luxury waterfront hotel; Sorelle, a new, multi-level Italian restaurant concept in partnership with MINA Group (opening February 2023); The Riviera Theater, a revitalized iconic entertainment venue; and Credit One Stadium, a world-class venue for sports and entertainment. For more information, please visit www.thebhc.com

Brand Identity

PRIMARY LOGO



LOGO LOCKUP



SIMPLIFIED MONOGRAM



EMBLEM



Logo Usage



PRIMARY LOGO

We use this logo on all external-facing digital platforms and printed documents including our website header, letterhead, branded stationery, marketing materials and all social media platforms.

Whether creating materials for internal or external usage, this should be the main choice to lead our brand presence.



BEE MOK HOSPITALITY
COLLECTION

LOGO LOCKUP

The logo lockup, including our full brand name, should be used sparingly. This is a secondary logo used only when the full brand name is needed for awareness and context.

For example, this logo is used on the office signage to support wayfinding and brand awareness for external guests.

Logo Usage



SIMPLIFIED MONOGRAM

The simplified monogram is used as a secondary element in our brand identity system. This abbreviated version of our primary crest is used on internal materials or documents that require a smaller brand moment. For example it is used on brand merchandise for internal team members.



EMBLEM

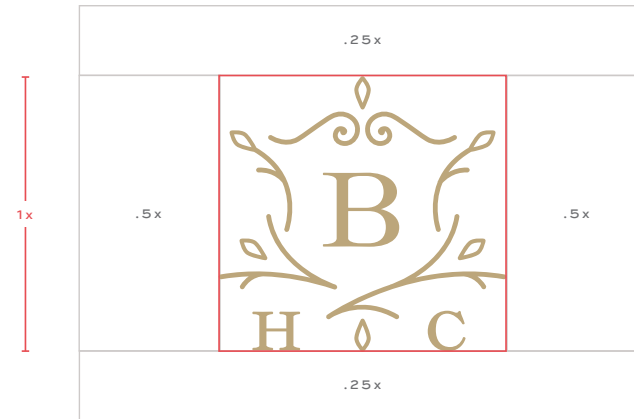
The BHC brand emblem is used on secondary materials as needed. For example it is used on branded stickers, embossers, and the website footer - where primary brand exposure is already clear and established.

Space & Sizing

CLEAR SPACE

To ensure its visibility and impact, the logo should always be used with a margin of empty space around it—isolating it from other elements in the layout.

The minimum clear space around the logo is equal to 1/2 the height of the outline shape. Generally it should be given as much breathing room as is comfortable, but in some cases (i.e. digital or mobile graphics) where space is limited it can be used closer to margins.



MINIMUM SIZE

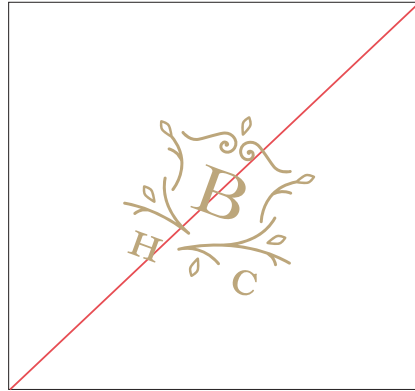
The logo should be kept above a minimum size in both print and digital reproductions to ensure legibility.



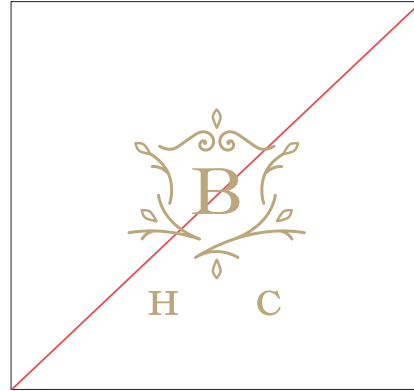
Incorrect Usage



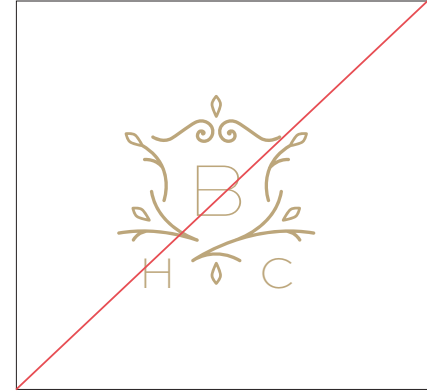
Do not change the logo proportions or distort the logo.



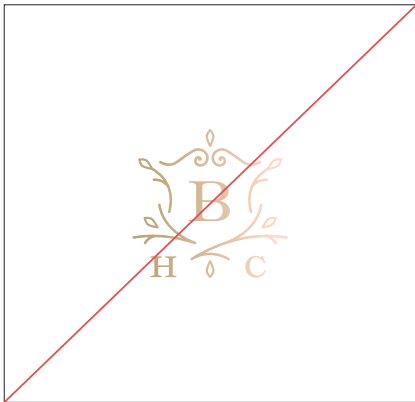
Do not rotate the logo or change its orientation.



Do not change the logo arrangement.



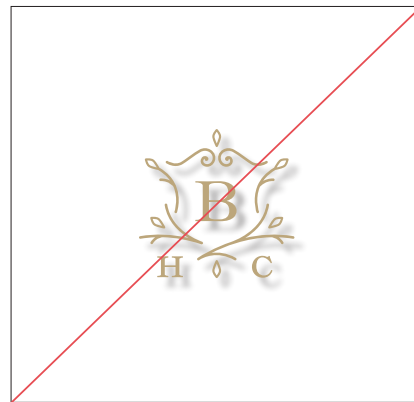
Do not recreate the logo wordmark in a different font.



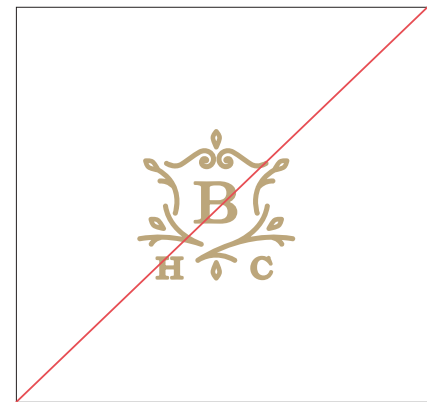
Do not use a gradient on the logo.



Do not use the logo over an image if the logo is not legible.



Do not add effects, shadows, or outlines to the logo.



Do not add a stroke or thicken the logo.

Example Applications



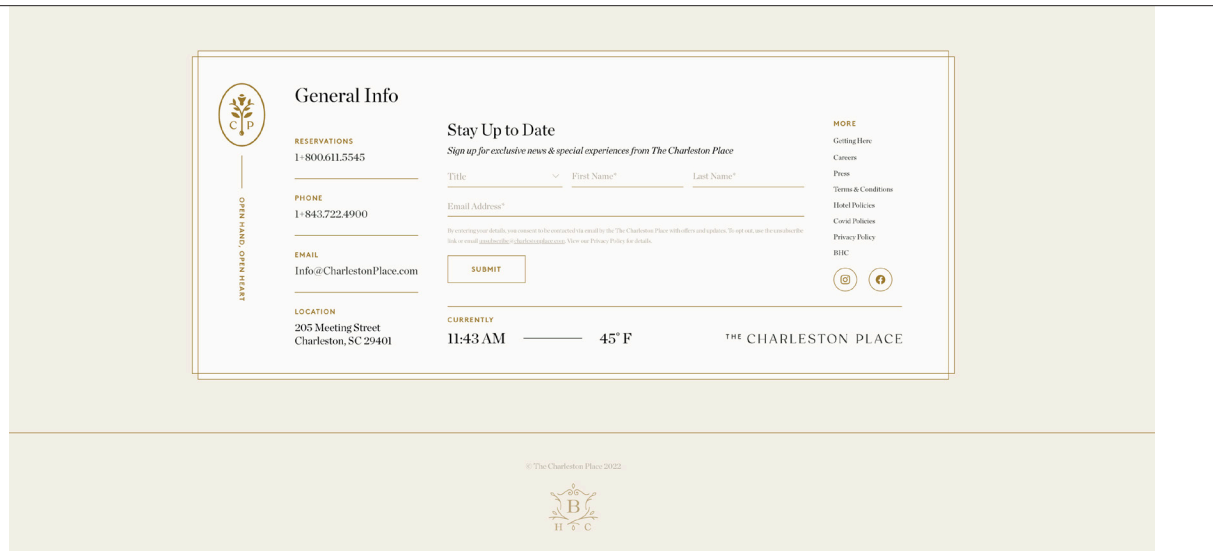
Co-Branding

BHC LOGO IN THE WEBSITE FOOTER

The BHC logo should be placed at the bottom of each operating business's website as part of the website footer, which is present on the homepage and every sub-page. The crest should link to our website: *thebhc.com*

For questions or specific co-branding requests, reach out to: *marketing@thebhc.com*

EXAMPLE: CHARLESTONPLACE.COM



Community & Colleague Engagement

Supporting and bettering the communities in which we operate is fundamental to our organization's values and should be reflected through actions at the corporate level as well as in each of our operating businesses. There are a few ways we do this:

SPONSORSHIPS & DONATION REQUESTS:

- Whether financial or in-kind, sponsorships should represent a meaningful percentage of total annual revenue as determined by property management
- Types of organizations we support include education, wellness, animal welfare, arts & culture and hospitality
- Types of organizations we do NOT support include political entities, religious institutions, individuals and fraternal organizations

VOLUNTEERING:

- Organize quarterly volunteer days

COLLEAGUE CARE:

- Create meaningful opportunities to give back to colleagues
- Identify at least one high impact opportunity to positively enhance the lives of those within our operating entities

INSTALLATIONS, ACTIVATIONS, & SPECIAL EVENTS:

- Consistently look for opportunities to surprise and delight locals and visitors
- Identify and implement the most impactful quarterly seasonal installation, activation and/or special event
- Installations, activations and events must reflect quality and commitment to excellence
- An emphasis should be placed on priority holidays including holiday/Christmas, Easter and 4th of July





PART 03

Visual Identity

Our Visual Language

An effective visual language is built on many components. For BHC, the visual language needs to project a thoughtful balance of classic elegance for a contemporary global luxury market. The repeated use of distinctive visual elements provides a platform for attributes that the consumer can come to understand.

These attributes reflect the quality of the experience that guests anticipate at each BHC concept. The selected visual elements communicate our brand visually in a contemporary, distinctive and immersive manner.

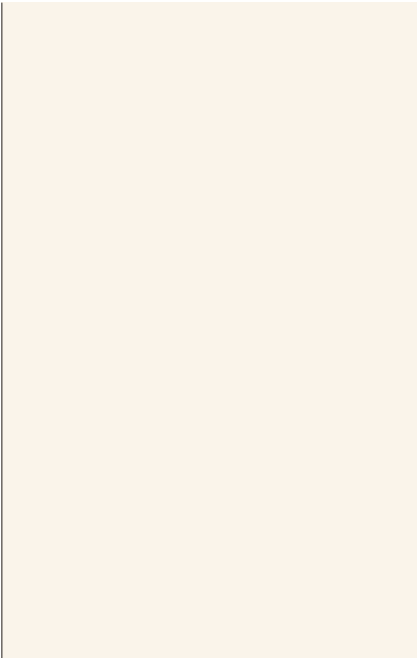


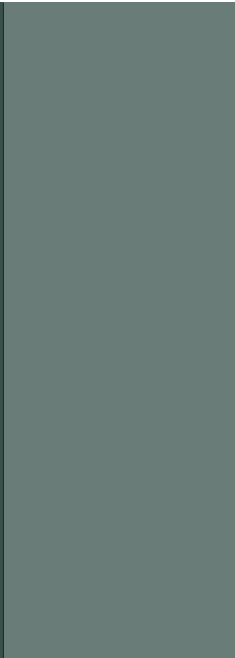
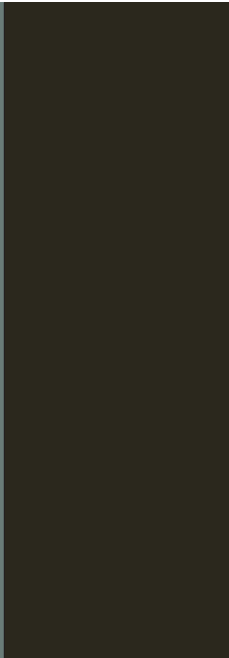
To access our visual asset repository, please visit:

THEBHC.COM/BRAND



Color Palette

Our primary brand colors are ivory, heritage gold, and deep emerald.
We also use soft emerald and black as secondary colors alongside the primary palette when applicable.

				
<p>IVORY PMS 468C (25% TINT) C1 M4 Y8 KO R251 G241 B230 HEX #FAF2E8</p>	<p>HERITAGE GOLD PMS 4006C C28 M31 Y58 K1 R187 G165 B122 HEX #BBA57A</p>	<p>DEEP EMERALD PMS 4202C C75 M51 Y62 K38 R58 G80 B75 HEX #3A504B</p>	<p>SOFT EMERALD PMS 5545U C60 M41 Y48 K11 R107 G124 B120 HEX #6B7C78</p>	<p>BLACK PMS 7533C C65 M61 Y74 K69 R45 G42 B31 HEX #2D2A1F</p>

Print Standards

To ensure that the brand awareness grows in an elevated way, it is essential that every piece of communication treats the symbol in the same manner, for visual consistency. The BHC logo should only appear in 1 color. We recommend the logo be letterpressed in gold foil when possible.

STANDARD PAPER

Our standard off-white paper is *Classic Crest Natural White*. For small pieces like postcards or invitations we use 120 lb cardstock and for booklets or multi-page documents, we use 80-100 lb.

For print materials that can be gold foil pressed, we also use an emerald green cardstock by Legion Papers, *100 lb Colorplan Racing Green*.

STANDARD GOLD FOIL

MX955 - Bright Gold Metallic by Infinity Foils

BLIND EMBOSsing

Our illustration elements can be blind embossed for a rich texture - never blind emboss the logo or information text.

Typography

SERIF

Violet JW Serif

AaBbCcDdEeFf0123456789!@#\$\$%^&*

Inspired by letterpress serifs from the 1800s, Violet JW was created to put a modern spin on a classical serif. Use this font for headlines and body copy.

Welcome

SANS SERIF

Sweet Sans Pro

AaBbCcDdEeFf0123456789!@#\$\$%^&*

The engraver's sans serif—strikingly similar to drafting alphabets of the early 1900s. Its open, simple forms offer legibility at very small sizes. Use this font for sub-headers and calls-to-action.

MEETING
AGENDA

UPCOMING PRIORITIES

DEFAULT WEB FONTS

If using a web-based platform, like Microsoft Office Online or Outlook, where system fonts are not accessible, please use Garamond and Arial.

SERIF

Garamond

SANS SERIF

Arial

Usage Examples

Welcome

TO OUR GROWING TEAM.

We know your skill set will be an amazing addition to the BHC.

Over the next few days, you'll meet some key colleagues from the Beemok Hospitality Collection, Beemok Capital, and The Charleston Place, who will get you oriented on the core projects which need your focus. Please don't hesitate to reach out directly with any questions.

All the best,

Casey Lavin

PRESIDENT, BHC



MEETING AGENDA

UPCOMING PRIORITIES

- 1 -

Illum abo. Namus. Esectendi re,
odis experum harum.

- 2 -

Update status Illum abo. Namus.
Esectendi re, odis experum harum.

- 3 -

Update status Illum abo. Namus.
Esectendi re, odis experum harum.

NEXT STEPS

PLEASE JOIN US FOR A

Celebration of Gratitude Dinner

As a thank you for all your hard work during The Charleston Place transition.

JUNE 20, 2020

6:00 - 9:00 pm
Edmunt's Oast
Charleston, SC

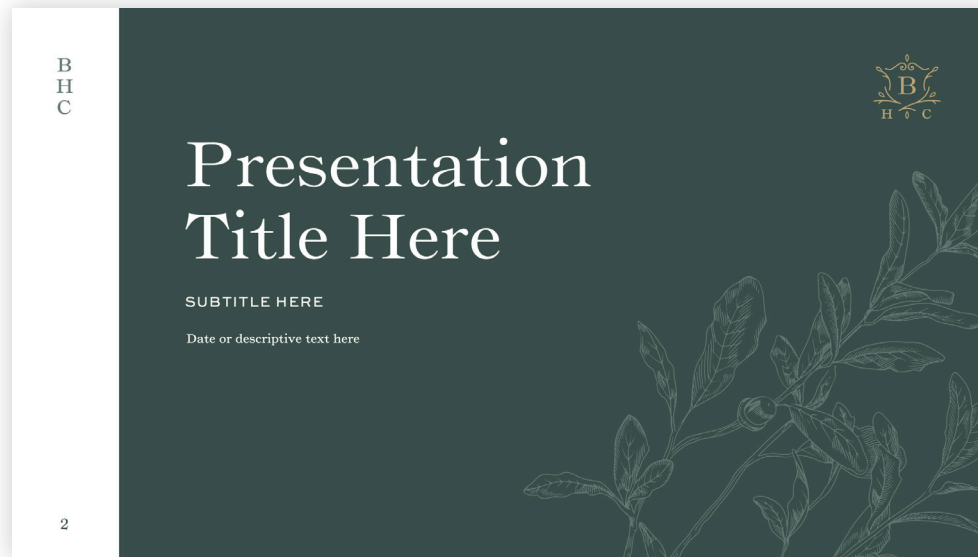
KINDLY RSVP

by May 28th to
kowen@thebhc.com

Template Documents

Branded template documents can be found on Sharepoint, our cloud storage system, by following the file path below:

BHC SHAREPOINT > ADMIN > TEMPLATE DOCS



For custom presentations or help with any branded layouts beyond our templated options, please don't hesitate to reach out to marketing@thebhc.com

Email Signature

For instructions on how to insert your Email Signature, please follow the file path below:

BHC SHAREPOINT > ADMIN > ONBOARDING > BHC_E-SIGNATURE INSTRUCTIONS



Brelyn LeCheminant

Art Director

C: 864.376.2037

200 Meeting Street, Ste 11
Charleston, SC 29401



Your Outlook email font should also be changed to our standard default web font, *Arial - Size 11*, for consistency across all team member correspondances.

Photography Guidelines

OVERALL VISUALS: AUTHENTIC + EXTRAORDINARY

Photography should focus on authenticity, emphasizing moments of connection capturing the sense of place. When selecting people to photograph, select those with warm, inviting faces and include a diversity of people.

CASTING:

Images should include diverse human elements that does not feel forced. The cast is expressive and positive with a well-cared-for, natural appearance. If kids are shown, they should be curious and bright.

COLORS IN PHOTOGRAPHY:

Consider the concept brand palette and pull specific brand colors into imagery through clothing, props, and location vignettes when possible, to ensure a cohesive brand aesthetic is represented through all imagery.

STYLING: PREMIUM, CONTEMPORARY, DETAILED

- Sourced locally whenever possible

LIGHT & CONTRAST: NATURAL, EXCITING

- If light sources are enhanced, the light authenticity of the space should not be compromised. The use of contrast lighting creates an elegant perspective and audience intrigue

COMPOSITION: AUTHENTIC, EXPERIENTIAL, ENGAGING

- The composition should tell a story or show an action taking place, making the audience relate to and see themselves in the space.



Suggested Photographers

BASED IN CHARLESTON:

Editorial / Marketing:

- Peter Frank Edwards – pfe@pfephoto.com
- Kirk Chambers (headshots) – kirk@kirkrobert.com

Events / Activations:

- Lindsey Shorter - lindseyharrishorter@gmail.com
- Reese Moore Photography - moore.reese@gmail.com

BEEMOK PHOTO/VIDEO TEAM:

For urgent requests, we have an internal team with photography and videography capabilities:

- Brent & Sarah Thacker - sthacker@beemok.com

Team Headshots

TEAM HEADSHOT GUIDELINES:

- Soft, natural lighting, emphasizing the team member's face
- Backgrounds for each should be different. Location determined by availability
- Natural expression and relaxed body position

WARDROBE:

- Colors should be neutral or coordinate with our brand color palette (see pg. 34)
- Comfortable, yet polished. Not too stuffy
- Natural and authentic to you

HEADSHOT USAGE:

- BHC Team Headshots are featured on our website Team page
- Manual upload to your Microsoft Teams account for headshot usage across all Microsoft 365 platforms
- We suggest uploading your provided BHC headshot to your LinkedIn profile for visual consistency and an elevated profile appearance that upholds our brand standards

Team Headshot Examples





Thank You

If you have any questions regarding our brand standards or visual guidelines, please reach out to marketing@thebhc.com



THEBHC.COM

