



Brand Handbook

AN OVERVIEW OF OUR BRAND STANDARDS
AND GUIDELINES

LAST UPDATED: NOVEMBER 2024



A WARM

Welcome

Welcome to the BHC Brand Handbook. This book is designed to align our colleagues within the collection and our collaborative partners on the meaning behind our brand and how we breathe it to life, so we can 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 create extraordinary experiences that enrich the lives of others. 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



Our Story

BHC was founded by local businessman and philanthropist Ben Navarro in 2021, with the sole purpose of creating meaningful ways for people to connect and share extraordinary experiences. 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 grown into a luxury urban resort destination with the development of The Cooper, downtown Charleston's only luxury waterfront hotel; Sorelle, a multi-level Italian restaurant concept; The Riviera Theater, a revitalized iconic entertainment venue; American Gardens, a new community greenspace in the heart of downtown Charleston, opening in 2025; and Credit One Stadium, a world-class venue for sports and entertainment.





The Collection

1. THE CHARLESTON PLACE

The Charleston Place, BHC's flagship property, is an iconic landmark in the heart of Charleston's historic district, serving as the Living Room of the city.

2. THE COOPER

Adjacent to the Joe Riley Waterfront Park on the Charleston peninsula, The Cooper will be downtown Charleston's only luxury waterfront hotel.

3. CREDIT ONE STADIUM

Credit One Stadium is a world-class venue for sports and entertainment. Following an extensive renovation in 2022, the stadium now offers 11,000-person capacity, premium suites, a VIP club area and state-of-the-art technology.

4. SORELLE

Inspired by Italy's all-day cafes, abundant markets and rich culinary traditions, Sorelle's charming space boasts a mercato, central bar, wine room, grand dining room, and exclusive private dining space.

5. THE RIVIERA THEATER

The Riviera is a newly revitalized, iconic Art Deco theater in the heart of downtown Charleston that welcomes a diverse lineup of cultural events to both locals and visitors alike in an intimate, historic setting.

6. AMERICAN GARDENS

A new community greenspace spanning an entire city block.



OUR VISION

To be the leading luxury hospitality company,
recognized as an iconic American brand.

OUR MISSION

As stewards of intentional hospitality, we create
extraordinary experiences that enrich the lives of our
colleagues, communities, and guests.

Our Values

EXCELLENCE

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

INTEGRITY

We are all accountable and take responsibility for our behavior, stand up for each other, and always do what is right.

PASSION

We believe in the power of hospitality and are both genuine and enthusiastic in our endeavors.

GRACE

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

COMMUNICATION

We are transparent, proactive and professional in all of our communications, practicing active listening and positivity.

LEARNING

We are aspirational and embody a growth mindset striving for continuous improvement, while maintaining flexibility and collaboration.

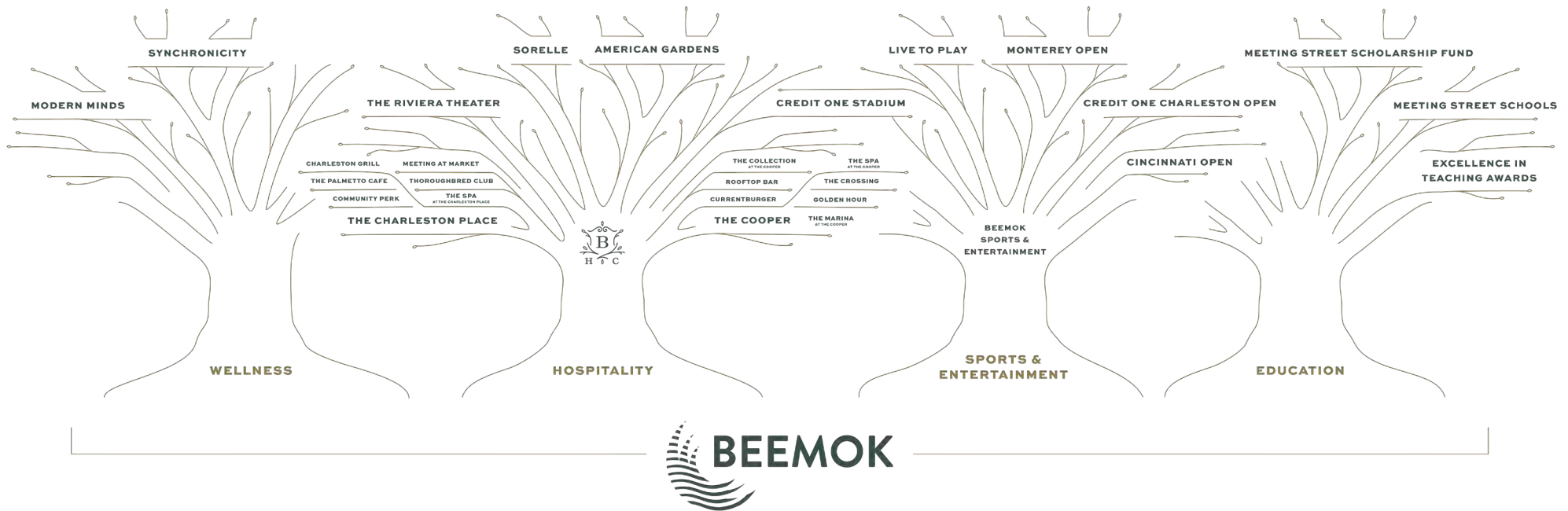
HUMILITY

We are grounded in humanity, dedicated to our community, and in it together, no matter what challenge we face.

The Beemok Family of Brands

“Beemok” is a family name that honors the passion and drive of businessman and philanthropist, Ben Navarro. We keep his family’s devotion to purpose and intention at the core of every decision we make as colleagues and as a company.

Beemok initiatives include a heavy focus on wellness, education, sports and entertainment, extending our growing network to local non-profits, schools, scholarship funds, and marquee events.



STANDARD ASSET MODIFIERS

At BHC, we are a family-owned company and a family of brands, we must communicate our relation to each other consistently for clarity. If you are inviting a guest to experience a different part of our collection, refer to it as “our sister property.” For example: *“I’d be happy to assist you with a reservation at our sister restaurant, Sorelle.”* or *“Let me direct you to our sister hotel, The Cooper.”*

BRAND NAME AND UNIVERSAL DESCRIPTOR

We refer to our company name as “BHC” whenever possible. To further explain what our collection entails, we’ve created a universal descriptor to help provide more context for both internal and external communications. This descriptor phrase is paired with our acronym to quickly explain what BHC has created and will continue to develop through our ever-growing collection.



Intentional Hospitality, Rooted in Charleston

Intentionality is a key pillar of our collection that is in line with ownership’s passions.

Homage to our city and growing family of brands.



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 colleagues and 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.



BRAND PERSONA

A defined brand archetype is a way to easily present a brand's values, behavior, and messaging by making it a persona, making it more recognizable and relatable to our brand partners.

The Humanitarian Host

A hybrid of three archetypes: *The Creator*, the expressive maker of the inventive and exceptional, nurturer of self expression, creativity, and imagination; *The Magician*, the spiritual visionary who makes dreams into reality; and *The Caregiver*, the nurturing, generous, protector.

The Humanitarian Host cares deeply about people's happiness, health, and wellbeing. That means everything from remembering — and surprising them — with their favorite flowers, scheduling a much-needed massage, and deftly executing last-minute business dinners to connecting them with experts who share their passions. We delight in the details while always keeping the bigger picture in view. We move from front of the house to back of the house to out into the community with ease and grace. We work diligently, care more, invite creativity, and are hungry to learn new things — and explore the uncharted territories of both hospitality and humanity. We understand at a bone-deep level that small acts done with great care have the power to create enduring memories and transformational change.



Our Tone of Voice

Tone of voice is the style with which we write and speak about ourselves. With a strong, easy-to-execute voice, we present a unified brand to our audiences, differentiate ourselves from competitors, and communicate more efficiently. Tone of voice comes through in all of our communications—from internal training materials to advertising, online to print—everywhere we “speak” as a collection. So, if messaging is what we say, tone of voice is how we say it.

THIS

Kind
Honest
Knowledgeable
Generous
Trustworthy
Intuitive
Inclusive
Inspiring
Committed
Compassionate
Empowering
Engaged
Genuine
Thoughtful
Timeless
Creative
Dynamic
Patriotic

NOT THIS

Rude
Dishonest
Ignorant
Withholding
Deceptive
Calculated
Exclusive
Boring
Unfaithful
Cruel
Restrictive
Apathetic
Rehearsed
Thoughtless
Trendy
Unimaginative
Boring
Political

A Successful Use of Tone

HOW TO IMPLEMENT TONE OF VOICE:

Register

Like a speaking or singing voice, your verbal tone of voice has a specific range of formality or informality to it. You can describe tone like you would describe a person. So, BHC's tone would be: warm, gracious, intentional, inspirational, etc.

Word Choice

As a brand, BHC likes to use certain words over others. That's important because some words connote different meanings, associations, and even industries. As ambassadors for BHC it's up to us to be both precise and creative with our word choice.

Structure

Structure speaks to the way we use sentence length, pacing, and hierarchies (headlines vs. body copy vs. instructional copy) to convey information. What comes first? What's the most important takeaway?

HELPFUL TIPS FOR CLEAR, INCLUSIVE WRITING:

WRITE WITH HUMILITY

i.e. "We're grateful to be included in *Travel & Leisure's* List of..."

MAKE IT PERSONAL

As often as possible, share personal stories of the individuals that together, make BHC what it is.

WRITE FOR CLARITY AND CONNECTION

We strive to convey our message clearly and concisely, using language that's evocative and conjures a sensory experience or feeling—a personal story. This is communication at its most direct and meaningful.

WRITE CONVERSATIONALLY

Use personal pronouns like you, we, and us that lend a conversational tone. Paired with contractions, (let's) this style welcomes readers and captures the brand's warmth.

USE ACTIVE VOICE

Active voice engages the reader. So, for example, use: "Susan prepared the steak. (active), not "The steak was prepared by Susan." (passive)

AVOID CLICHÉS

While using a well-known cliché like "ahead of the pack" seems like an easy way to communicate a thought, let's endeavor to be more original.

PAUSE, REVIEW—THEN READ IT ALOUD

It's well worth taking the time to pause and reflect on what you've written, for a few hours or even overnight. Then, revisit it; read it out loud. Listen for natural flow and a feeling of clarity and completion of thought.

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 MLA Style Guidelines in all communications and standard AP Style for all press releases.

WHEN REFERENCING BHC:

When referencing our brand in conversation or writing, refer to us as “BHC”.

If further description is necessary, you can include our universal descriptor “Intentional hospitality, Rooted in Charleston”

OXFORD COMMA:

In following the MLA Style guidelines, please use Oxford commas on all communications.

**DO NOT use Oxford commas in press releases. These are required to be in AP Style.*

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)
- Phone numbers should always include the international code and spaces between digit groups. Do not use periods or hyphens. For example: +1 123 456 7890
- We denote cell phone numbers by using the abbreviation “M” and landline phone numbers by using the abbreviation “T” on business cards and e-signatures.

Messaging

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

BOILERPLATE COPY:

Founded in 2021, BHC is a Charleston, SC-based hospitality company whose sole purpose is to create intentional ways for people to connect and share extraordinary experiences. With a focus on generational ownership and longstanding partnerships, BHC is building a luxury urban resort destination designed to stimulate the senses and enrich the lives of others. 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, opening in 2025; Sorelle a multi-level Italian restaurant concept; The Riviera Theater a revitalized iconic entertainment venue; American Gardens, a new community greenspace in the heart of downtown Charleston, opening in 2025; For more information, please visit [BHC.com](https://www.bhc.com).

External Tagline

MESSAGING GUIDELINES

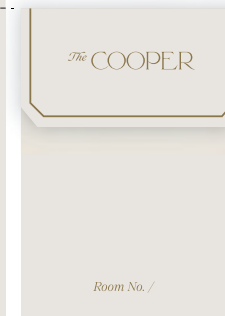
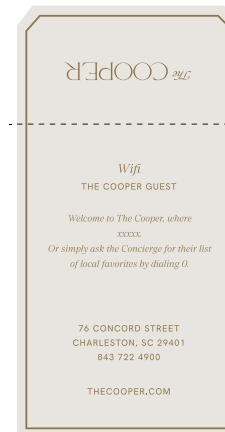
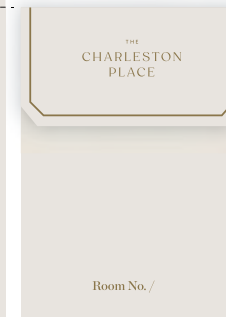
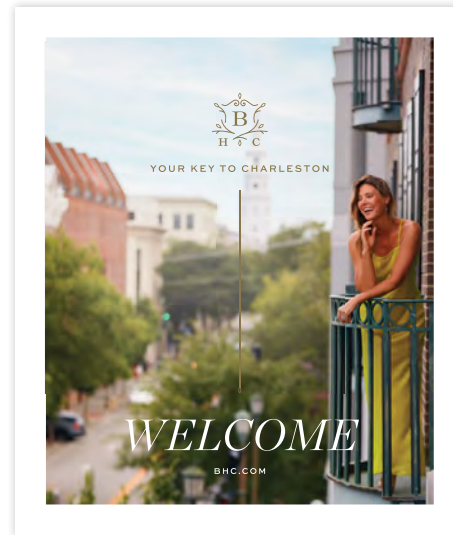
YOUR KEY TO CHARLESTON

Objective: To emphasize BHC's urban luxury resort destination and the interconnectivity of our family of brands.

Noting our devotion to our city and the access guests receive when staying with BHC. This external tagline is for use in guest-facing campaigns to promote our Luxury Urban Resort Destination.

Usage Examples:

- Marketing Campaigns
- Pre-Arrival Guest Communications
- Universal Key Card Program
- In Room Welcome



Community and 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:

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 Fourth of July

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

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 and culture, and hospitality
- We do NOT support include political entities or individuals. All other organizations may be supported pending BHC's philanthropy board approval.



OUR EXPERIENCE STANDARDS

We carefully create and curate our BHC experiences and offerings based on the below categories.

Communications should always be:

ENGAGING

Go beyond the hello to establish and maintain meaningful connections.

AUTHENTIC

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

INTENTIONAL

Ensure your purpose is clear and concise.

APPROACHABLE

Always treat others with warm, genuine Southern hospitality.

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.

ENRICHING & INSPIRATIONAL

Through enriching experiences, we inspire others to discover a sense of joy and fulfillment for themselves and channel those feelings to the greater community.

EXPERIENTIAL & DYNAMIC

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.

INTERCONNECTED

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

Others should always feel we are:

TRUSTED LEADERS

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

COMPASSIONATE

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

GRACIOUS & RESPECTFUL

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.



PART 03

Visual Identity



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 level of excellence that guests anticipate at each BHC experience. The selected visual elements communicate our brand visually in a contemporary, distinctive, and immersive manner.

To access our visual asset repository, please visit:

[BHC.COM/BRAND](https://www.bhc.com/brand)



Brand Identity

PRIMARY LOGO



HORIZONTAL LOGO



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.



EMBLEM

The emblem, including our tagline, should be used sparingly. This is a secondary logo used only when the universal descriptor is needed for awareness and context.

For example, this logo is used on our colleague lapel pins for dynamic placement of brand awareness for guests visiting our properties.

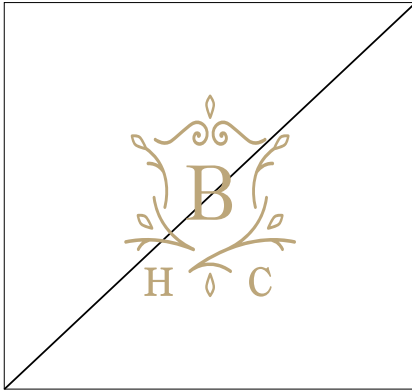
Logo Usage



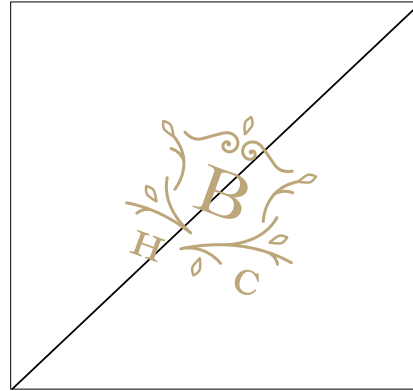
HORIZONTAL LOCKUP WITH DESCRIPTOR

This logo is a secondary element only used case-by-case for responsiveness, when a horizontal lockup is required in the composition. We use this logo in our BHC home office email signatures for a quick glance at our brand purpose to ensure context is clear to all external parties.

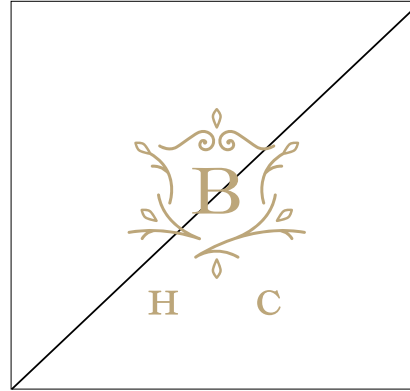
Incorrect Usage



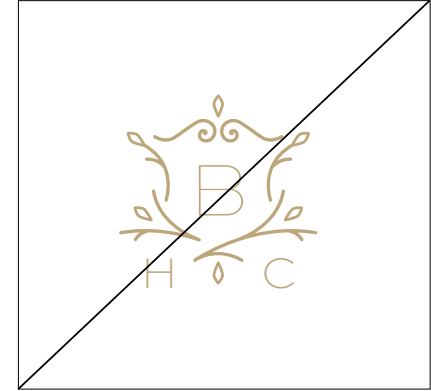
Do not change the logo proportions or distort the logo.



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.



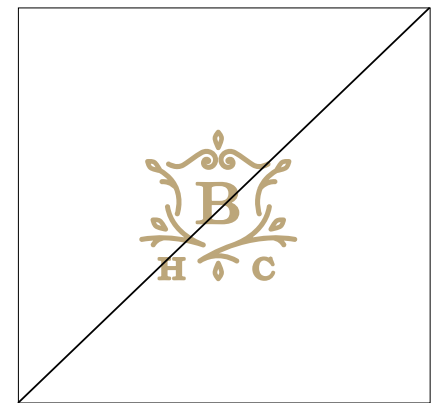
Do not use a gradient on the logo.



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



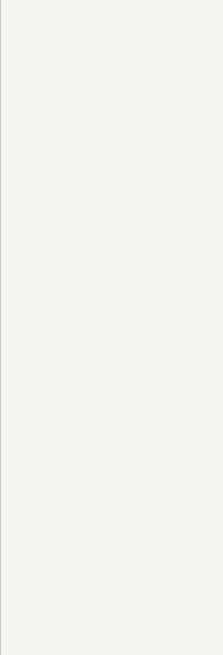
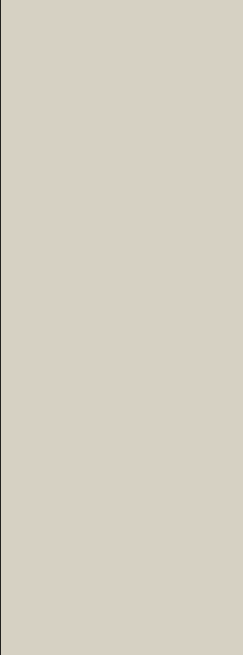




Do not add effects, shadows, or outlines to the logo.



Do not add a stroke or thicken the logo.

BHC 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. These colors should only be used if BHC is the only brand present in the composition.

					
IVORY PMS 9043 C8 M7 Y11 KO R247 G245 B242 HEX #F7F6F3	TAUPE PMS 7527U C9 M8 Y15 KO R214 G209 B195 HEX #D6D1C3	HERITAGE GOLD PMS 4006C C28 M31 Y58 K1 R187 G165 B122 HEX #BBA57A	DEEP EMERALD PMS 4202C C75 M51 Y62 K38 R58 G80 B75 HEX #3A504B	SOFT EMERALD PMS 5545U C60 M41 Y48 K11 R107 G124 B120 HEX #6B7C78	BLACK PMS BLACK 3C C65 M61 Y74 K69 R45 G42 B31 HEX #2D2A1F

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

Type 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

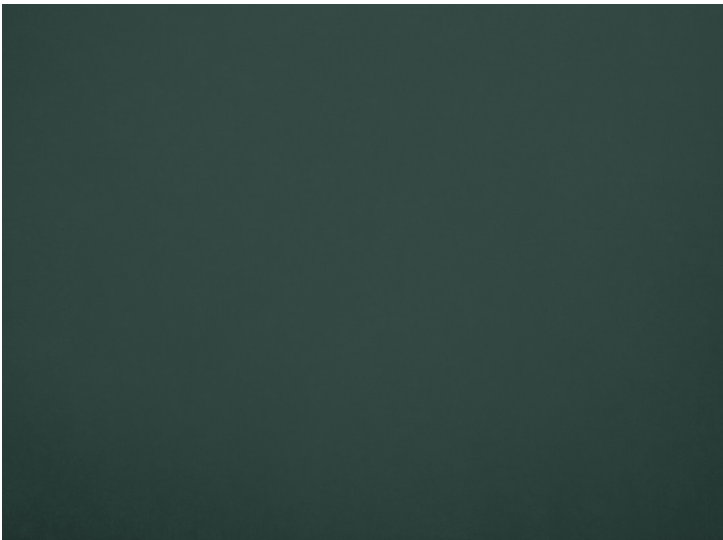
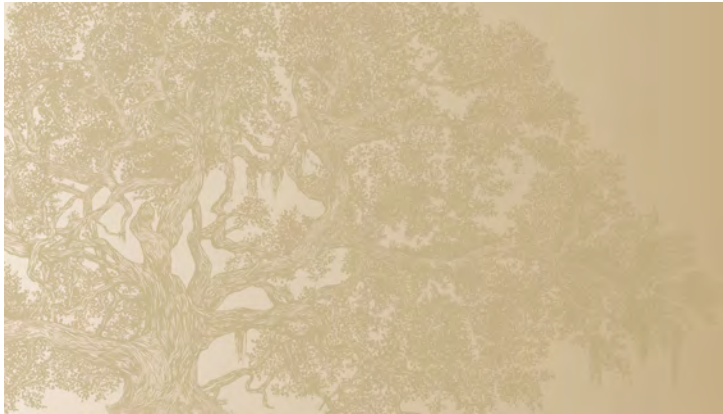
6:00 - 9:00 pm
Edmund's Oast
Charleston, SC

KINDLY RSVP

by May 28th to
kowen@bhc.com

Secondary Elements

DIGITAL BACKGROUND TEXTURES



BOTANICAL ILLUSTRATIONS



Botanical illustrations of local trees and flowers to emphasize our Lowcountry roots. These can be used as secondary decorative elements on BHC-branded layouts.

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 one color. We recommend the logo be either debossed or pressed 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 added texture - never blind emboss any information text.

E-signatures

Email Signatures for the BHC Home Office employees are automatically integrated into your Outlook email account using the CodeTwo plugin. It should appear in desktop application, browser, and mobile correspondences like the following:

Alex Gregory *EVP, Sales and Marketing*

M: +1 843 708 9090

200 Meeting Street, Ste 11 | Charleston, SC



Intentional Hospitality, Rooted in Charleston

BHC.COM |  |  | 

Your Outlook email font should also be changed to our standard default web font, *Arial - Size 10*, for consistency across all team member correspondence.

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 template options, please contact: marketing@bhc.com

Co-Branding Guidelines

It is essential that we carefully consider our co-branding efforts within the collection. The BHC crest or “stamp” should be present on the majority of pre-arrival materials – before the guest arrives on-property. Once the guest has arrived for they stay, dinner, or experience, the co-branded materials are minimal yet dynamic in connecting the collection quickly and effectively.



Co-Branding Guidelines

REQUIRED MESSAGING ON ASSET-BRANDED MATERIALS

“A BHC EXPERIENCE”

In asset to asset messaging in relation to BHC we use “A BHC Experience” to connect back to the full collection of brands. This phrase should appear on:

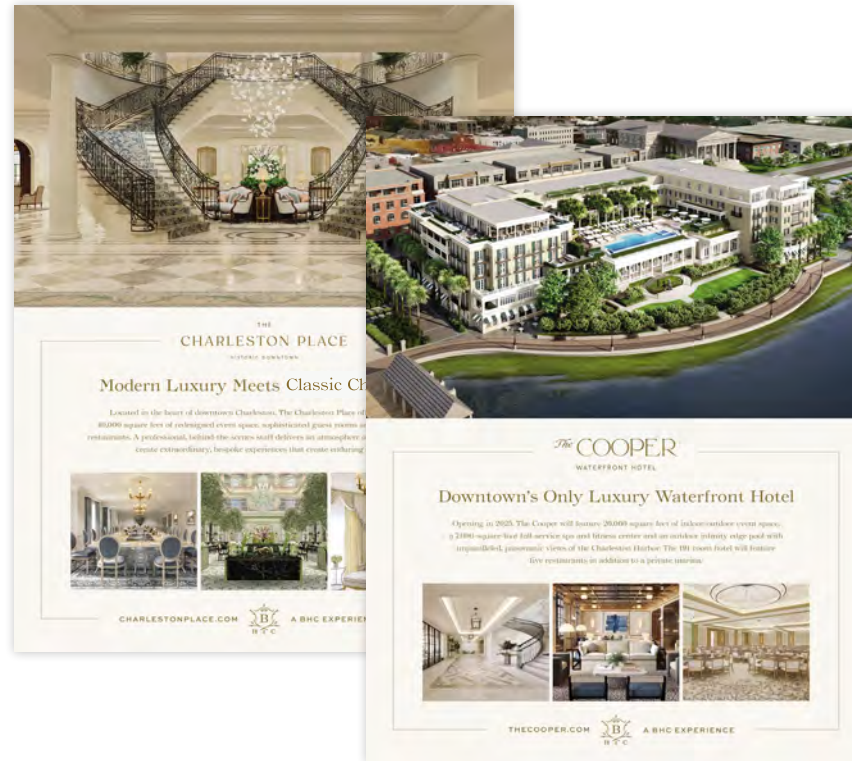
- Asset branded e-signatures
- Asset branded marketing
- Individual asset social media bios

ON MARKETING CAMPAIGNS

Always include “A BHC Experience” on external-facing sales and marketing materials that are branded per property. This will help expand awareness of our collection and connect our family of brands to external parties.

IN UNIVERSAL E-SIGNATURES

Universal e-signatures are used collection-wide. All email communications should follow this standard so our emails look consistent throughout all BHC properties.



Becky Hubbard *Managing Director*

M: +1 252 456 7890

205 Meeting Street | Charleston, SC

THE CHARLESTON PLACE

CHARLESTONPLACE.COM | @ | f | in



A BHC EXPERIENCE

Lukus Grace *Managing Director*

M: +1 252 456 7890

76 Concord Street | Charleston, SC

The COOPER

THECOOPER.COM | @ | f | in



A BHC EXPERIENCE

Co-Branding Guidelines

BHC Descriptive Content (when applicable)

CO-BRANDED COLLATERAL

Adding BHC to on-property collateral will need to be carefully considered. The BHC brand is subtly placed within brand touchpoints once the guest has arrived. Meaning, this does not need to go on every single item the guest touches.

If there is ample room within the piece of collateral, use some or all of the BHC description listed here.

These guidelines will continue to evolve as we start developing new co-branded collateral.



We believe, that in every moment, there is a unique opportunity to make a difference in the world with intentional hospitality. Through our actions and collective passion, intent and effort, we rise to the occasion to enrich the lives of our colleagues, communities and guests.

YOUR KEY TO CHARLESTON

THE CHARLESTON PLACE The COOPER Sorelle

The RIVIERA CreditOne STADIUM AMERICAN GARDENS

Co-Branding Guidelines

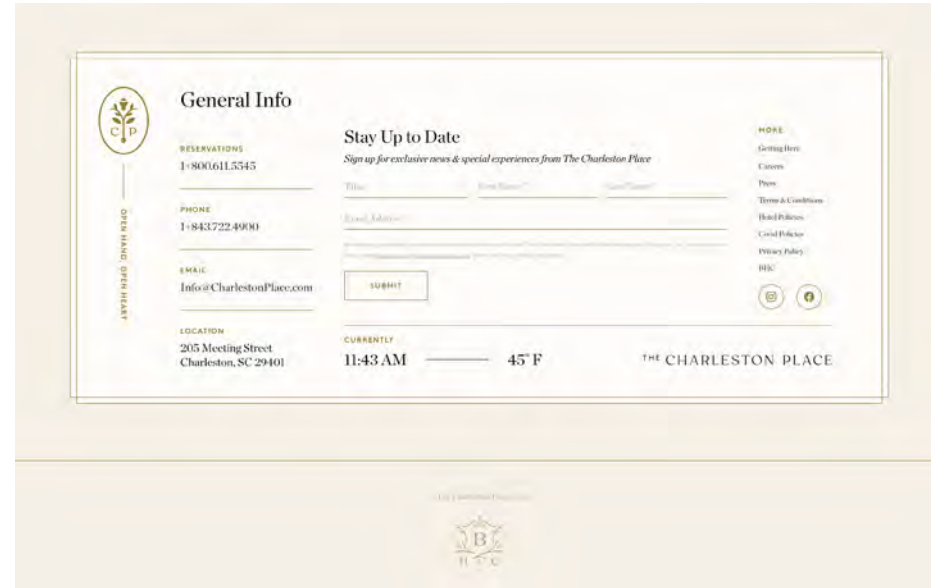
BHC LOGO REQUIREMENTS ON ASSET WEBSITES

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 BHC crest should link to our website: bhc.com

For questions or specific co-branding requests, please contact: marketing@bhc.com

Example: CharlestonPlace.com



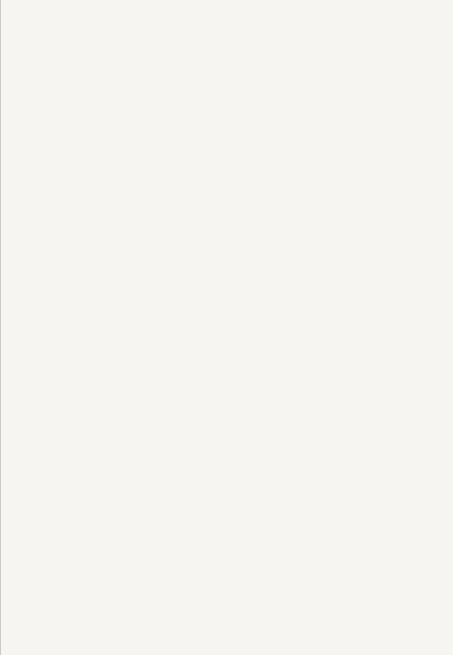
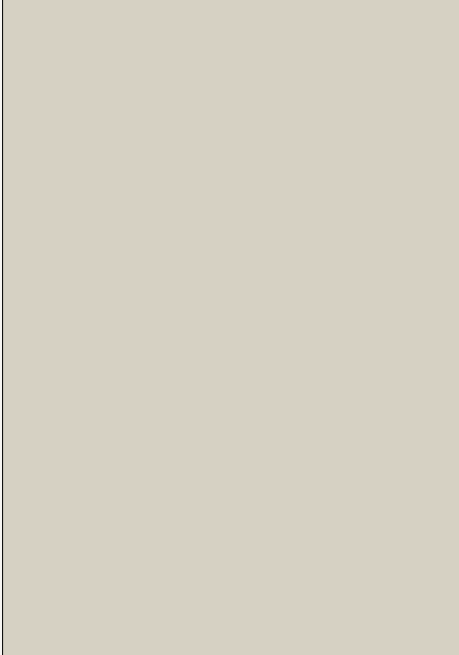

ASSET LOGO USAGE ON CO-BRANDED MATERIALS

If the BHC crest is included in a design composition, only the asset logotypes should be included as secondary references to the individual brands within the collection. Individual logo marks are not to be used when the BHC crest is present within a layout.



Universal Co-Brand Palette

When multiple asset brands are visible in a composition or guest experience, we use neutral tones that pair well with the asset-specific color palettes. Please use the below universal brand color palette when applicable.

			
<p>IVORY PMS 9043 C8 M7 Y11 KO R247 G245 B242 HEX #F7F6F3</p>	<p>TAUPE PMS 7527U C9 M8 Y15 KO R214 G209 B195 HEX #D6D1C3</p>	<p>METALLIC GOLD PMS 871C CO M12 Y41 K48 R138 G118 B75 HEX #8A764B</p>	<p>BLACK PMS BLACK 3C C65 M61 Y74 K69 R45 G42 B31 HEX #2D2A1F</p>

Photography Standards

UNIFYING OUR COLLECTION THROUGH IMAGERY

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

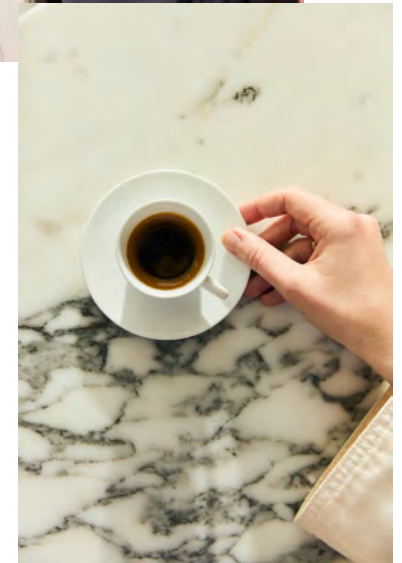
COMPOSITION: AUTHENTIC, EXPERIENTIAL, ENGAGING

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



Example Images

ACROSS THE COLLECTION





PART 04

Our Family of Brands



THE

CHARLESTON PLACE

HISTORIC DOWNTOWN

The Charleston Place

DOWNTOWN CHARLESTON'S CROWN JEWEL

The Charleston Place, the flagship property of BHC, is an independent, iconic hotel in the heart of downtown Charleston's historic district, serving as the Living Room of the city. Named one of the Best Hotels in the World on *Condé Nast Traveler's* 2024 Gold List, The Charleston Place offers 433 elegant, pet-friendly guestrooms; a world-class spa; plus an exclusive Club Level complete with spacious luxury suites and a two-story private lounge. The hotel also features five premier food and beverage concepts for all tastes and occasions, 40,000 square feet of meeting and event space, complimentary bicycles and a curated collection of retail shops. With a \$150+ million transformation underway, The Charleston Place aims to captivate the hearts and imaginations of a new generation with inspiration, intention, and connection at the center.



The Charleston Place

VISUAL IDENTITY

LOGO SUITE

The brand design reflects The Charleston Place’s mission to nurture the physical, emotional, and spiritual well-being of guests, colleagues, and community.

Serif and sans serif letterforms blend old and new. The “giving tree” mark represents new beginnings, branches budding and outstretched, inviting the community in, and wrapping its arms around the city it calls home. A modern take on a monogram, seal, and patterns are complemented by hues of gold, cream, celadon, sage, and Charleston green.



THE

CHARLESTON PLACE

HISTORIC DOWNTOWN

THE

CHARLESTON
PLACE



THE CHARLESTON PLACE

The Charleston Place

VISUAL IDENTITY

TYPOGRAPHY

Chronicle Display ————— HEADLINE

BROWN LL - REGULAR ————— SUB-HEADER

Chronicle Display Italic ————— BODY COPY

Elaina Script Regular ————— ACCENT SCRIPT

Georgia ————— DEFAULT WEB FONT

Georgia Italic ————— DEFAULT WEB FONT

BRAND COLOR PALETTE

IVORY

PMS 9043

C8 M7 Y11 KO

R247 G245 B242

HEX #F7F6F3

CELADON

PMS 559U

HEX #B5CFBF

CELADON LIGHT

PMS 9040U

HEX #D6E9DB

GOLD

PMS 871U

HEX #8A764B

BLACK

PMS BLACK 3C

C65 M61 Y74 K69

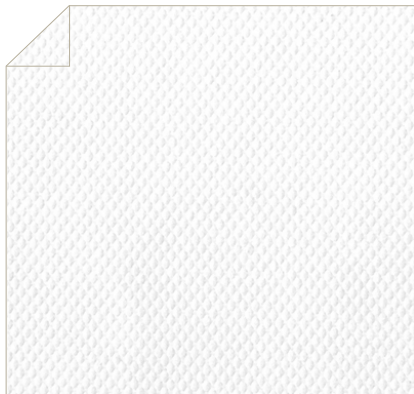
R45 G42 B31

HEX #2D2A1F

The Charleston Place

PRINT COLLATERAL PAPER SELECTIONS

WHITE TECHWEAVE



LUXE STOCK
NEENAH CLASSIC TECHWEAVE,
BRILLIANT WHITE

80-100# COVER

- For luxe materials
- For letterpress, foil or debossing only

100# TEXT WEIGHT

- For letterhead, standard digital print materials

CELADON



COLORPLAN POWDER GREEN

100-130# COVER

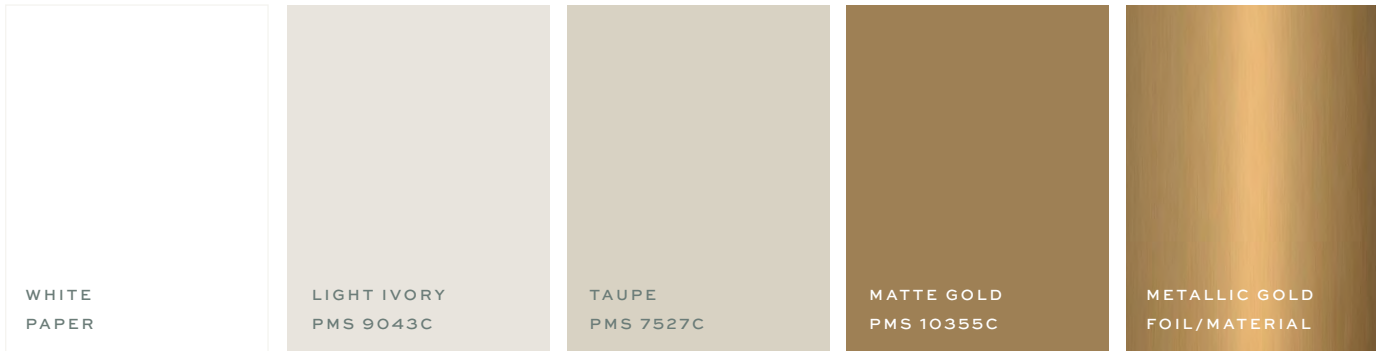
- For luxe materials
- For letterpress, foil or debossing only

The Charleston Place

IN-ROOM COLLATERAL



BRAND EXPERIENCE COLOR PALETTE



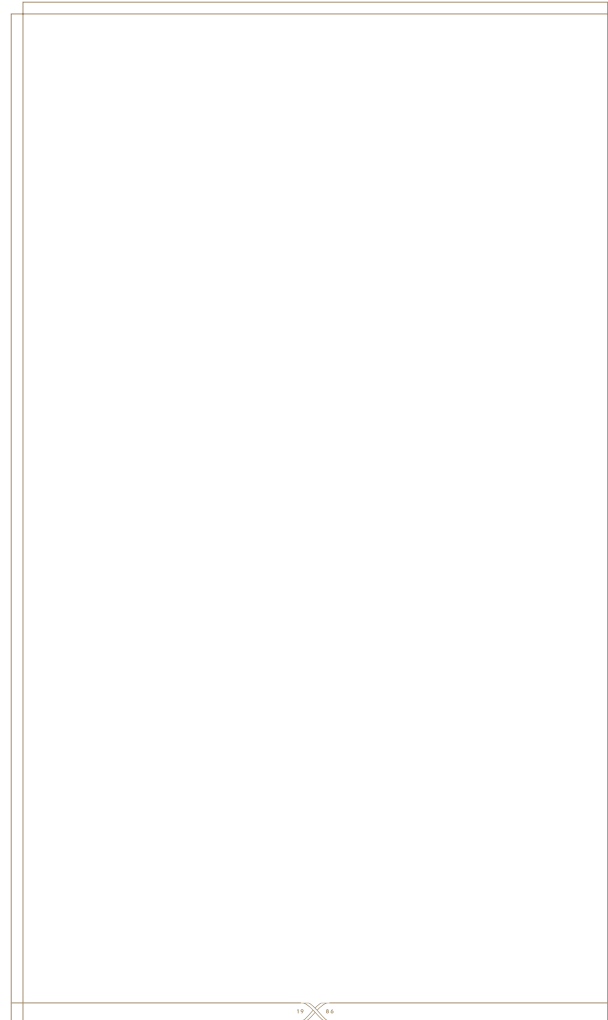
The Charleston Place

SECONDARY ELEMENTS

BRAND PATTERN



STANDARD BORDER STYLE





The COOPER

The Cooper

LUXURY WATERFRONT HOTEL IN DOWNTOWN CHARLESTON

The Cooper lives at the confluence — in the beating heart of downtown — where rivers and harbor merge — where commerce and leisure, people and place, ideas and action are ever-intertwined. Where a vibrancy lives, and is, like the river itself, always new. Here, there's an energy as exhilarating as it is restorative, as grounding as it is uplifting. It's the beautiful opportunity for yoga in the park at sunrise — and a harbor cruise at sunset. It's the river, The Bridge, the sparkling city, and lush parkscapes as both backdrops — and points of view. It's gracious people, casually elegant spaces, and unforgettable experiences that nurture, surprise, and delight. It's the unnameable magic of feeling part of the city's energy, part of its waterways — and part of something greater than ourselves.



The Cooper

BRAND PERSONA

Effortless Bonne Vivante

We're both the party and the planner. We glide from morning to evening to out into the community and onto the water with ease. We've never met a stranger. We're intuitive and observant, listen deeply to what delights and moves people — and then, as if by magical anticipation, deliver them. The perfect cocktail. A spectacular sunset cruise. An impromptu rooftop dinner with friends and family. Ever curious, we're always game for an adventure, a great story, music and art that moves us. We'll procure a sought-after wine and show you how to shuck an oyster. We nurture deep connection, creative expression, wellbeing, and community in everything we do. We consider it a daily practice to reveal the magic that lives in ordinary and extraordinary moments. We're in the heart of the city, never far from the water, because it's here our light shines brightest.



The Cooper

BRAND CHARACTERISTICS



ELEVATED ARTISAN

We embody elevated style through artisan craftsmanship. This attention to refined detail represents the uniqueness of our local viewpoint.



TIMELESS ELEGANCE

We represent a timeless elegance that transcends through a subtle, natural, yet highly refined experience with enduring appeal.



PERSONAL CONNECTION

Every moment is an opportunity for meaningful connection — with guests, colleagues, partners, and community. It begins with generous listening, genuine curiosity, and a desire to connect authentically to the world around us.

The Cooper

VISUAL IDENTITY

LOGO SUITE

The brand design reflects the surrounding landscape of this iconic location on the waterfront. With a serene composition of delicate type and breezy marsh grasses, The Cooper logo reflects the hotel's atmosphere with a welcoming charm and a luxurious sophistication.

Delicate serif and classic script letterforms blend old and new. The logotype and mark are complemented by hues that represent the city and the waterfront, with colors like jasmine leaf, "Cooper blue", gold, ivory, navy, and black.



The Cooper

VISUAL IDENTITY

TYPOGRAPHY

Emilio Light _____ HEADLINE

HK GROTESK ALL CAPS _____ SUB-HEADER

HK Grotesk sentence case _____ BODY COPY

Fayetteville _____ ACCENT SCRIPT

Palatino _____ DEFAULT WEB FONT

Arial Regular _____ DEFAULT WEB FONT

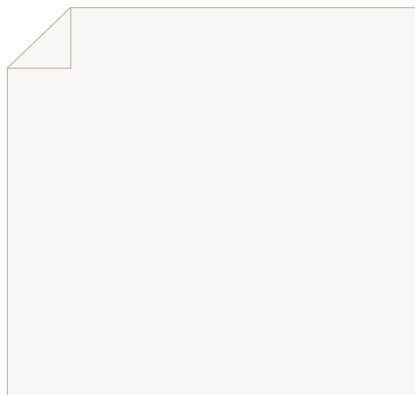
BRAND COLOR PALETTE

IVORY PMS 9043U C8 M7 Y11 KO R247 G245 B242 HEX #F7F6F3	SPANISH MOSS PMS 5507U C29 M19 Y24 KO R183 G189 B186 HEX #B7BDBA	JASMINE LEAF PMS 5545U C65 M27 Y47 K36 R97 G119 B114 HEX #5F756F	SOFT TAUPE PMS 7527U C12 M10 Y14 KO R213 G208 B195 HEX #B5CFBF	COOPER BLUE PMS 2158U C65 M37 Y24 KO R96 G113 B138 HEX #60718A	ENDLESS BROOK PMS 533U C83 M73 Y42 K32 R33 G43 B70 HEX #374059	BLACK PMS BLACK 3C C65 M61 Y74 K69 R45 G42 B31 HEX #2D2A1F
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The Cooper

PRINT COLLATERAL PAPER SELECTIONS

STANDARD IVORY



PRIMARY STOCK
CLASSIC CREST BARE WHITE,
EGGSHELL

80-100# COVER

- For luxe materials
- For letterpress, foil or debossing only

100# TEXT WEIGHT

- For letterhead, standard digital print materials

COOPER BLUE



LEGION LESSEBO STEEL BLUE

225-300 GSM

- For luxe materials
- For letterpress, foil or debossing only

ENDLESS BROOK



G.F. SMITH COLORPLAN IMPERIAL
BLUE

270-350 GSM

- For luxe materials
- For letterpress, foil or debossing only

The Cooper

BRAND EXPRESSION



Sorelle

RISTORANTE e BAR e MERCATO

Sorelle

WHERE SOUTHERN ITALY MEETS SOUTHERN HOSPITALITY

Inspired by Italy's all-day cafes, abundant markets, and rich culinary traditions, Sorelle's charming space boasts a mercato, central bar, wine room, grand dining room, and exclusive private event space. The dining destination is led by Chef Nick Dugan, who puts his modern spin on classic Southern Italian cuisine made with Lowcountry ingredients, from fresh pastas and wood-fired pizzas to refined seafood dishes.

The Sorelle team worked with esteemed NYC design firm Meyer Davis to transform three historic town homes into a series of elegant spaces that meld Old World sensibilities and Southern history. With soaring ceilings, original moldings, refined fixtures and furnishings, and expansive windows looking out onto Broad Street, the Sorelle space is a welcoming and vibrant marriage between Italian character and contemporary spirit.



Sorelle

HISTORY AND BACKGROUND

The origins of the current building at 90 Broad Street are debated. A structure appears on a 1739 map, but records from 1793 do not mention a building. However, by 1804, the Bank of the United States occupied the site, suggesting that Henry Laurens constructed the building between 1793 and 1804. The Hebrew Society plaque, dated 1801, refers to its founding, not the building's construction. This Neoclassical building has served many purposes, from banks to a Jewish orphanage, and later housed offices, apartments, and even the founding of Pi Kappa Phi fraternity in 1904. Intriguingly, buried beneath 88 and 90 Broad Street may lie remnants of Charleston's original city wall, moat, and gate that protected the first settlers. A 1994 archaeological dig near the courthouse uncovered evidence of this historic defense, which once defined the city's edge.



Sorelle

BEHIND THE NAME

PRONOUNCED “SO-REH-LAY”

From approximately 1887-1920, two sisters, Florida and Doridina Fabian, ran a school inside the Hebrew Society at 88 Broad Street. The school was for local children whose families couldn't afford traditional education. Sorelle, the Italian word used to describe close friends that are like sisters, not only ties to the history of the building and its former inhabitants, but also to the welcoming environment that embodies both Southern Italian cuisine and true Southern hospitality. It was a welcoming place for early Charlestonian settlers, and a well-known and loved part of this neighborhood's story.



Sorelle

VISUAL IDENTITY

LOGO SUITE

An air of casual refinement and ease is conveyed through the logo script and an illustration of sisters as our brand mark, supporting the feeling of being welcome and having the freedom to take your time. A stately hero color of Italian green paired with the typography, inspired by Italian film, adds character and charm.

The photography celebrates quality ingredients and emphasizes a strong sense of place, enhancing the overall experience.

Sorelle

RISTORANTE e BAR e MERCATO



S.

Sorelle

Sorelle

VISUAL IDENTITY

TYPOGRAPHY

GARDA NOVA REG. — HEADLINE

TT NORMS MEDIUM — SUB-HEADER

Recife Text Regular — BODY COPY

OPTIMA ALL CAPS — DEFAULT WEB FONT

Georgia Regular — DEFAULT WEB FONT

BRAND COLOR PALETTE

CHARLESTON GREEN

PMS 343U

C82 M21 Y61 K53

R3 G46 B34

HEX #032E22

BURRATA

PMS 9043U

C6 M5 Y13 KO

R235 G233 B217

HEX #EBE9D9

PIZZELLE

PMS 4023U

C8 M23 Y64 K5

R236 G191 B123

HEX #ECBF7B

GOLD

PMS 871U

HEX #8A764B

Sorelle

BRAND EXPRESSION



The
RIVIERA
THEATER

The Riviera

VISUAL IDENTITY

LOGO SUITE

Inspired by the Art Deco style of the interiors of this historic venue, the logo suite is a classic combination of a deco sans serif with a retro script accent. The floral shape of the mark was directly inspired by the inlaid flooring and railing details in front of the entrance doors to pay homage to the preservation of this iconic space.

The
RIVIERA
T H E A T E R

The
RIVIERA



The RIVIERA THEATER
IN HISTORIC CHARLESTON

The Riviera

VISUAL IDENTITY

TYPOGRAPHY

Contralto Small Light — HEADLINE

PP PIER SANS MEDIUM — SUB-HEADER

PP Pier Sans Regular — BODY COPY

Palm Canyon Drive Regular — ACCENT SCRIPT

Optima — DEFAULT WEB FONT

Arial Regular — DEFAULT WEB FONT

BRAND COLOR PALETTE

ANTIQUÉ BLACK

PMS BLACK 6U

CO MO YO K93

R53 G53 B53

HEX #353434

IVORY

PMS 9043

C8 M7 Y11 KO

R247 G245 B242

HEX #F7F6F3

GOLD

PMS 618U

C23 M19 Y76 K16

R166 G158 B102

HEX #AEA453

The Riviera

BRAND EXPRESSION





Thank you.

IF YOU HAVE ANY QUESTIONS,
PLEASE CONTACT: MARKETING@BHC.COM

BHC.COM/BRAND