

THE NEW PATH IS AN ANCIENT ONE

VISUAL DNA

A GUIDE TO OUR UNIVERSE

THIS BOOK IS A VISUAL GUIDE TO KINKÁRA'S DIMENSION.

ALL OF THE GRAPHIC ELEMENTS YOU ARE ABOUT TO ENCOUNTER ARE FILLED WITH UNIVERSAL WISDOM, THEY MUST BE USED IN HARMONY AND COHERENCE ACCORDING TO THE MESSAGE THAT NEEDS TO BE TRANSMITTED.

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GRAPHIC ELEMENTS

SACRED GEOMETRY
BORUCAN ELEMENTS
COSMIC COLLAGES

A playground for the soul, an oasis for the mind and a body realigned.

A REGENERATIVE RETREAT DESTINATION THAT BRINGS ANCIENT INDIGENOUS WISDOM TO MODERN LIFE IN A COLORFUL AND WHIMSICAL WAY.

LOCATED IN THE FOOTHILLS OF CERRO CHIRRIPÓ SURROUNDED BY RIVERS AND WATERFALLS, KINKÁRA IS THE PERFECT PLACE TO RECONNECT WITH YOUR OWN PATH.

REAWAKEN.

THE STORY OF KINKÁRA

KINKÁRA'S STORY IS TOLD THROUGH THE USE OF A MEDICINE WHEEL, WHICH ESTABLISHES THE PATH TO HEALING IN HARMONY WITH NATURE.

IT SETS THE BRAND'S COLOR USE AND IMAGERY

Each section of the wheel designates a cardinal point and an element. The core represents the fifth and last element: the mysterious Quintessence.

The Wind blows to the North, hand in hand with change, vision, mysticism and clairvoyance.

The Great Borucan Quetzal flies in the same direction as the Wind and embodies its characteristics through its green plumage.

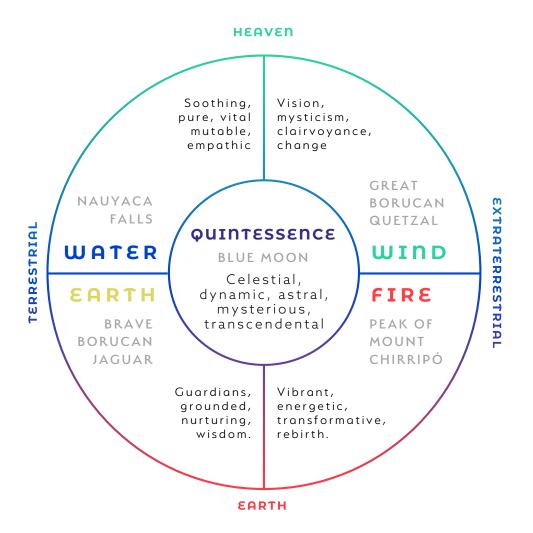
The Brave Borucan Jaguar runs in the opposite direction: South. Earth as an element is represented by this strong guardian through wisdom and nurturing. The color yellow embodies the inherent connection between all natural elements.

East, the place where the sun rises is where Fire can be found, slithering through the earth, underneath Mount Chirripó. The experience of Fire can be divided in three different moments: before, during and after. Before the red rises, the atmosphere around us is vibrant and energetic. Then Fire transforms all things in its way, leading to the transformative process of rebirth.

Afterwards, the sun sets West, where the Water rests in Chirripó, the "land of eternal waters". Water is soothing, pure and blue, a perfect balance for Fire. For being such a strong and mutable element, the Nauyaca Waterfalls are the representation of cleansing and soothing.

The Core of the medicine wheel is the fifth and last element, the celestial Quintessence, ether, the unseen. According to ancient knowledge, Quintessence is believed to permeate all througout nature. It is the 'substance' that composes and surrounds celestial bodies, in other words, the element that ties everything together. It is located in the middle of the medicine wheel as it connects the other four elements. The concept is depicted by the Blue Moon phenomenon and the color purple. It is astral, transcendental and mysterious, yet dynamic.

THE MEDICINE WHEEL



ESSENCE:

"THE NEW PATH IS AN

Ancient one."

Reconnecting with ancient wisdom.

Reconnect with the subtle energy of the rainforest and the sacred plants—ancestral medicine. Embodiment of multidimensional space, harmony and union in all realms, within and beyond.

PILLARS

WELLBEING

a rejuvenating program that educates body, mind and soul through art, music, yoga, adventure, breathwork, horse movement, thermal waters, temazcal and medicine food.

REGENERATIVE HOSPITALITY

awareness for restoring δ regenerating though the guest experience, operations δ the environment (stewardship)

ART IN LIFE

curatorial platform that integrates local artistic expression for the enhancement of the experience.

HEALING FOOD

food as medicine, nutrient dense cuisine, earth table. We follow the sun while honoring the elements $\boldsymbol{\delta}$ kingdoms

PERMACUITURE

our processes follow natures paths to reach self sustaining and regenerative habitats — an ecosystem that provides a cycle of edible life.

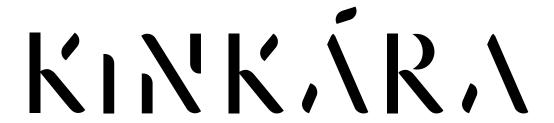
SACRED GEOMETRY

architecture of the universe, the explanation of energy. the mastering of space and time.

SHAMANISM

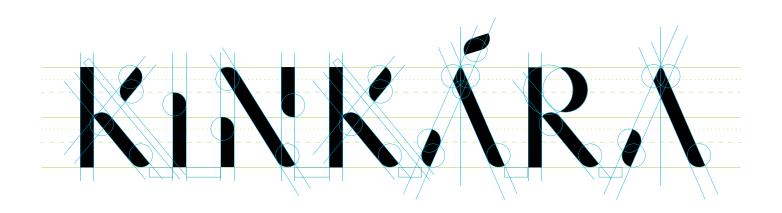
for millennia, the power to heal has being in our hands through the shaman, the medicine man who purifies body δ soul —honoring the spiritual world.

LOGO



THE NEW PATH IS AN ANCIENT ONE.

CONSTRUCTION



GEOMETRY IS SACRED.

KINKÁRA IS BUILT WITH INTRICATE LINES AND CIRCLES THAT JOIN TO CREATE A PERFECTLY BALANCED, PLAYFUL AND HIGH-END LOGO.

KiNKÁRA

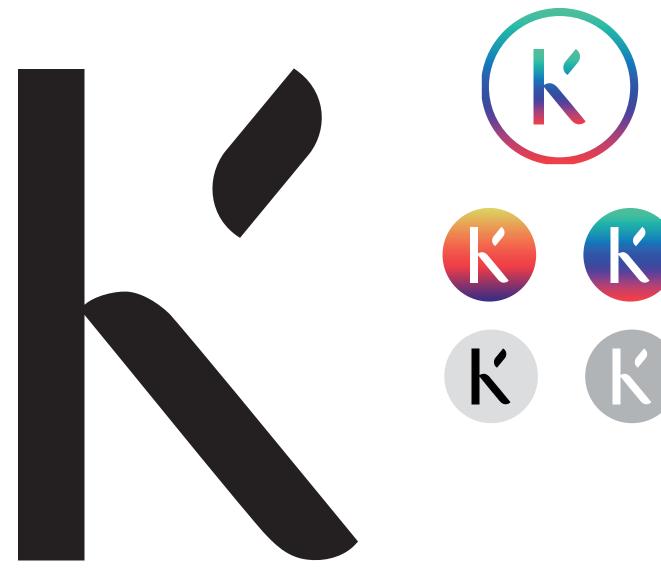
К

KINKÁRA THE NEW PATH IS AN ANCIENT ONE

MINIMUM SIZE no slogan 3cmx0.64cm MINIMUM SIZE synthesis 5mmx3.5mm MINIMUM SIZE slogan 4cmx1.25cm

LOGO SYNTHESIS

KI MEANS VITAL ENERGY.
IT IS THE GRAPHIC ELEMENT
USED FOR SHORT VERSIONS
OR AVATARS.



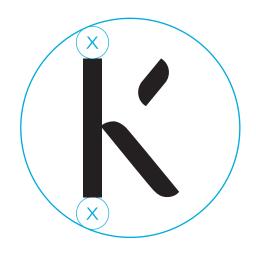
It should only be used white or black on:

primary color palette color element gradients color alchemy gradients grayscale / $b \delta w$ versions

LOGO SAFE ZONE

FOR A CORRECT VISUALIZATION THE LOGO NEEDS THE FOLLOWING MARGINS







LOGO FORM-COUNTERFORM

B&W VERSIONS OF THE LOGO

KiNKÁRA



KiNKÁRA

THE NEW PATH IS AN ANCIENT ONE.

KINKÁRA



THE NEW PATH IS AN ANCIENT ONE.

COLOR ELEMENTS & ALCHEMY

OUR COLOR UNIVERSE IS BASED IN THE 5 ELEMENTS OF THE MEDICINE WHEEL. WE MIX ELEMENTS TO CREATE ALCHEMY THROUGH 3 COLOR GRADIENTS. EACH COLOR ELEMENT AND ALCHEMY REPRESENTS AN ASPECT OF KINKÁRA'S BRAND SPEECH.



DIRECTION ELEMENT

EAST FIRE



FIRE COLOR ELEMENTS

INSPIRED IN THE DUALITY OF THE FLAME

Used for communicating warm experiences such as Casa Bulú's kitchen, Temazcal, Firepit or any other places associated to the element.





OPACITY 50%



Cleansing • Transforming • Rebirth

GRAPHIC ELEMENT

Peak of Mount Chirripó













DIRECTION

ELEMENT

NORTH

WIND



R: 0 G: 120 B: 115
#007873
C: 85 M:30 Y: 55 K: 10

WIND COLOR ELEMENTS

INSPIRED IN THE FLOW OF THINGS.

Used for communicating any outdoor experience that does not include water such as the deck at Casa Bulú, Mandala Garden and Edible Forest.



GRADIENT

OPACITY 100%

OPACITY 50%

ATTRIBUTES

Vision • mysticism • clairvoyance



GRAPHIC ELEMENT

Great Borucan Quetzal









DIRECTION

WEST

ELEMENT

WATER



WATER COLOR ELEMENTS

INSPIRED IN THE CLEANSING PROCESS

Used for communicating any experience that includes water such as the creek, River Village, shower rooms and restrooms.



GRADIENT

OPACITY 100%

OPACITY 50%



Soothing • Purifying • Mutable



GRAPHIC ELEMENT

Nauyaca Waterfalls







DIRECTION ELEMENT SOUTH EARTH



R: 0 G: 120 B: 115 #007873 C: 85 M:30 Y: 55 K: 10

EARTH COLOR ELEMENTS

INSPIRED IN THE GUARDIANS OF EARTH

Used for communicating experiences at Casa Bulú, El Morén, Mandala and Family Village or earth related topics such as grounding or hiking trails.



GRADIENT

OPACITY 100%

OPACITY 50%



Guardian • Grounding • Nutritive



GRAPHIC ELEMENT

Brave Borucan Jaguar









DIRECTION

ELEMENT

CORE

QUINTESSENCE



R: 0 G: 120 B: 115 #007873 C: 85 M:30 Y: 55 K: 10

QUINTESSENCE COLOR ELEMENTS

INSPIRED IN THE DUALITY OF THE UNIVERSE

Used for communicating mystic experiences and topics such as astrology, night activities or full moon circles.

GRADIENT

OPACITY 100%

OPACITY 50%



ATTRIBUTES

Celestial • Astral • Trascendental



GRAPHIC ELEMENT

Blue Moon





COLOR ALCHEMY

COLOR ELEMENTS UNITED TO CREATE MAGICAL GRADIENTS



THIS COLOR GRADIENT GLOBALLY REPRESENTS KINKÁRA AS A PEACEFUL, SPIRITUAL AND SOOTHING EXPERIENCE

It should be used on avatars, main color applications and as a photography filter for the following:

- Spiritual development focused on mind and energetic work (Eg. meditation, reiki, biomagnetism, breathwork)
- Soothing water/wind concepts or activities (Eg. waterfalls, plant watering, birds)
- Cosmic/universal topics, astral bodies, mysticism.



USED AS A COMPLEMENTARY REPRESENTATION OF THE PHYSICAL ACTIVITY THAT WILL ALSO TAKE PLACE.

It should be used on cover photo, secondary color applications and as a photography filter for the following:

- Transformational activities focused on physical body and ancestral work.(Eg. temazcal, ceremonies, incense burning, massage)
- Anything related to nature and permaculture except watering.(Eg. gardens, crops, hiking, horseback riding)
- Motion, grounding, food, spa.

ELEMENT EVOKING







CHIRRIPÓ

CASA BULÚ

KITCHEN

TEMAZCAL



EARTH

JAGUAR EL MORÉN CAMPSITE LOUNGE CASA BULÚ



BLUE MOON

ILLUMINATION LAMPS

TYPOGRAPHIC SYSTEM

DIFFERENT OPTIONS OF TYPOGRAPHY GIVE USERS THE POSSIBILITY OF CREATING A NOTICEABLE HEIRARCHY WHEN WRITING OR DESIGNING. FOR BEST TYPOGRAPHIC PRACTICES REVIEW THE USES OF EACH FAMILY.

*SOME ARE ONLY USED IN CAPITALS FOR TITLES AND SUBTITLES.



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SLOGAN AZO SANS LIGHT Tracking 320

THE NEW PATH IS AN ANCIENT ONE

AZO SANS LIGHT | *LIGHT ITALIC* ONLY CAPITALS ABCDEFGHIJKLMNOPQRSTUVWXYZ ÂÊÔ 1234567890 '?'"!"#%()[]{@}/&<-+÷×=>\$€£¥¢:;,.*

LIGHT FOR SLOGAN, SUBTITLES, EXPRESSIONS, NAMES TRACKING 220

LIGHT ITALIC FOR SUBTITLES
TRACKING 220

BREAKFAST FOR YOUR SOUL

Bb

Serenity

EXTRALIGHT | LIGHT | LIGHT ITALIC | MEDIUM | BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ÂÊÔâêô 1234567890 `?'"!"#%()[]{@}/&<-+÷×=>\$€£¥¢:;,.*

BOLD CAPS FOR TITLES TRACKING 220

Medium for important texts TRACKING 40 / 120

Light version for bodies of text TRACKING 40 / 120

Light italic version for quotes TRACKING 40 / 120

ANTIROBOTIC PROBIOTICS

C

Montserrat Alternates

BOLD - ONLY CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 '?'"!"#%()[]{@}/&<-+÷×=>\$€£¥¢:;,.*

BREAKFAST FORYOUR SOUL

MORNING ABUNDANCE

SOUL ELIXIR

Seasonal fruit juice

GAIA'S GIFTS

Watermelon, papaya, banana, manzana de agua

G-BOWL

Homemade gluten free granola.

TERRESTRIAL DELIGHTS

Muffins of the day | Breakfast bread

NAUYACA TABLE

Selection of local cheeses

DITSÓ PANCAKES

buttermilk and flax seed pancake with spiced honey

PHOTOGRAPHIC UNIVERSE

INSPIRATIONAL EXAMPLES OF HOW TO CAPTURE KINKÁRA'S ESSENCE THROUGH THE LENS.

TIMES OF DAY ARE SPECIFIED TO ENHANCE THE EXPERIENCE BUT MAY VARY ACCORDING TO WEATHER CONDITIONS.

THE PHOTOGRAPHER MUST BE PLAYFUL AND DEEPLY CONNECT WITH THE SACRED SPACE AT ALL TIMES.

SUNRISE 6AM-ISH DIFFUSE LIGHT PLAYING WITH NATURE





HARD NOON
11-1 PM
HARDEST LIGHT OF DAY
WORKS FOR THE BEST
LIGHT-SHADOW EFFECTS

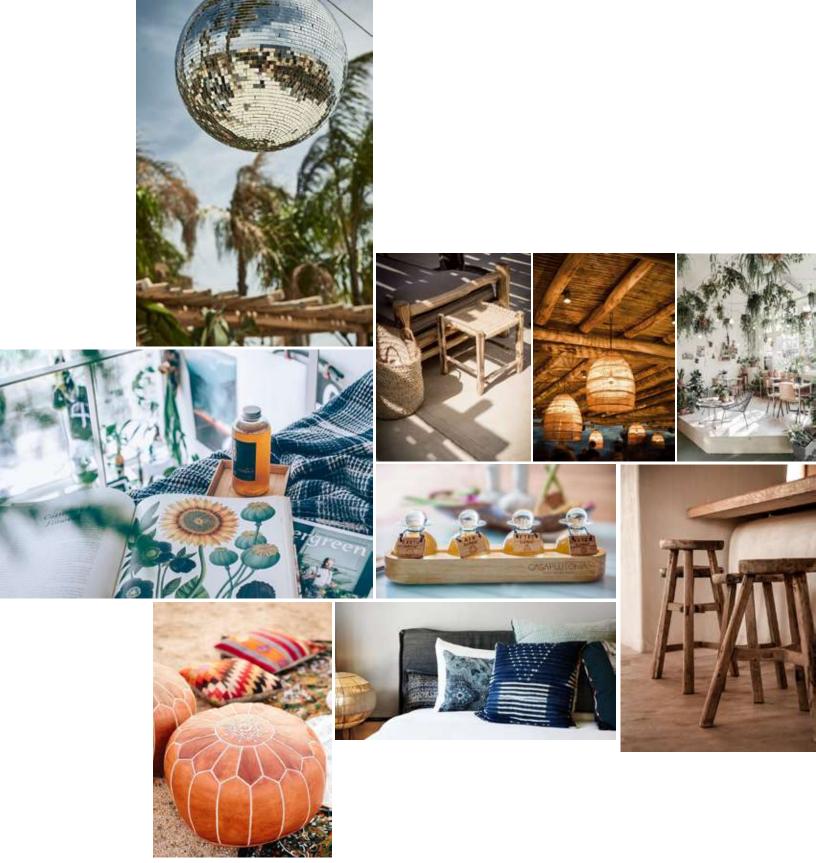


LAZY AFTERNOONS 2-4PM HARD LIGHT STARTS GOING DIFFUSE AND WELCOMING THE SUNSET

TECHNIQUE: CHIAROSCURO

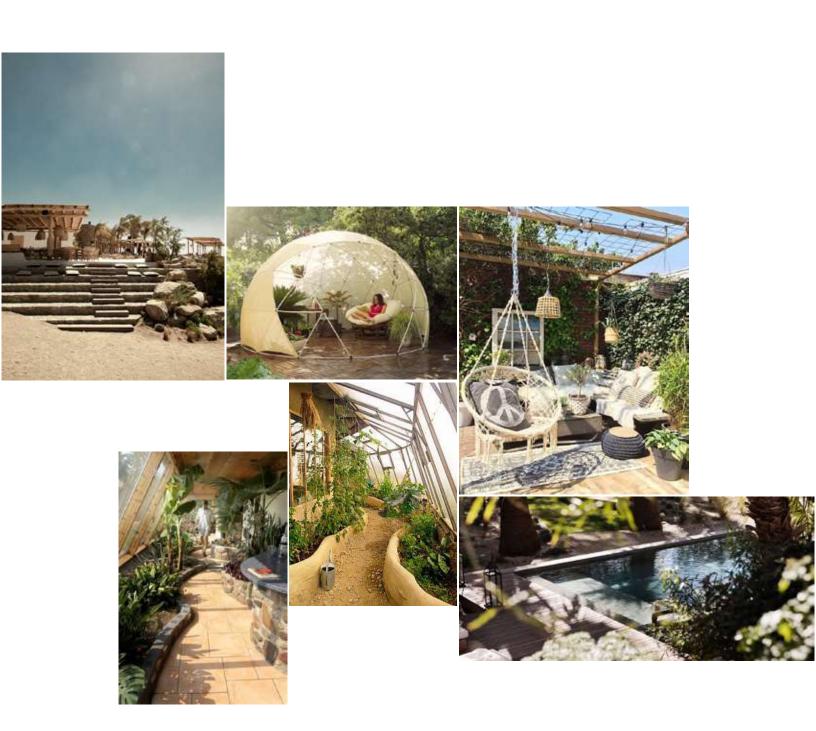
Light and shadow

PLAY WITH LIGHT AND THE SHAPES IT CREATES
WHEN IT HITS ORGANIC OBJECTS AT DIFFERENT TIMES OF DAY



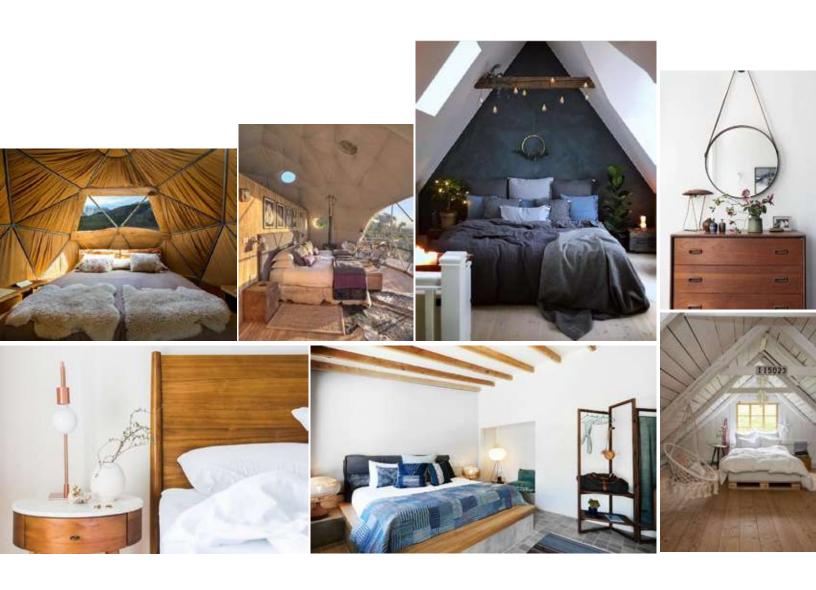
Detail oriented

FOCUS ON THE COHERENCE, ORDER AND BEAUTY CREATED BY THE ELEMENTS



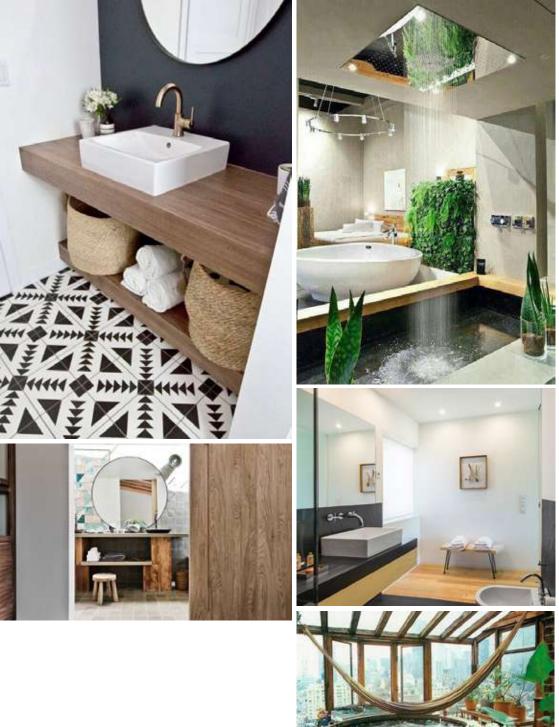
Exteriors

EXTERNAL VIEWS OF THE SACRED SPACES, PATHWAYS OR GREEN SPACES, IN THE RIVER PLAY WITH LIGHT AND WATER AT HARD NOON.



Interdimensional capsules

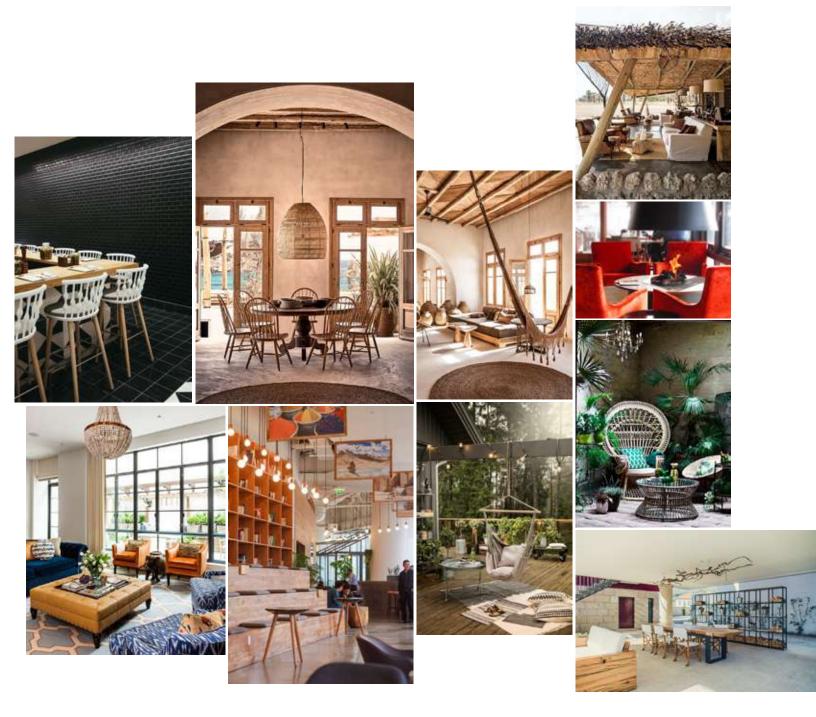
PORTRAY INTERESTING ANGLES THAT SUGGEST SACRED GEOMETRY.





Bathrooms

INTERESTING ANGLES. WATER ELEMENT MUST BE PRESENT TO SHOW CLEANSING AND TRANSFORMATION.



Casa Bulú

EAT • REST • CHILL TERRACE - LOUNGE - DINING SPACE. FRESH, LOTS OF LIGHT





CLASSES, SHARING SPACE, WORKSHOPS



El Morén

OUR PAVILLION MUST TRANSMIT A RELAXING ESSENCE THROUGH HIGH ANGLES AND PORTRAYING VERY COMFORTABLE SPACES















Dining tent

SHARING SPACE, A NATURAL AND FRIENDLY VIBE NIGHT GATHERING SHOTS ARE ENCOURAGED.



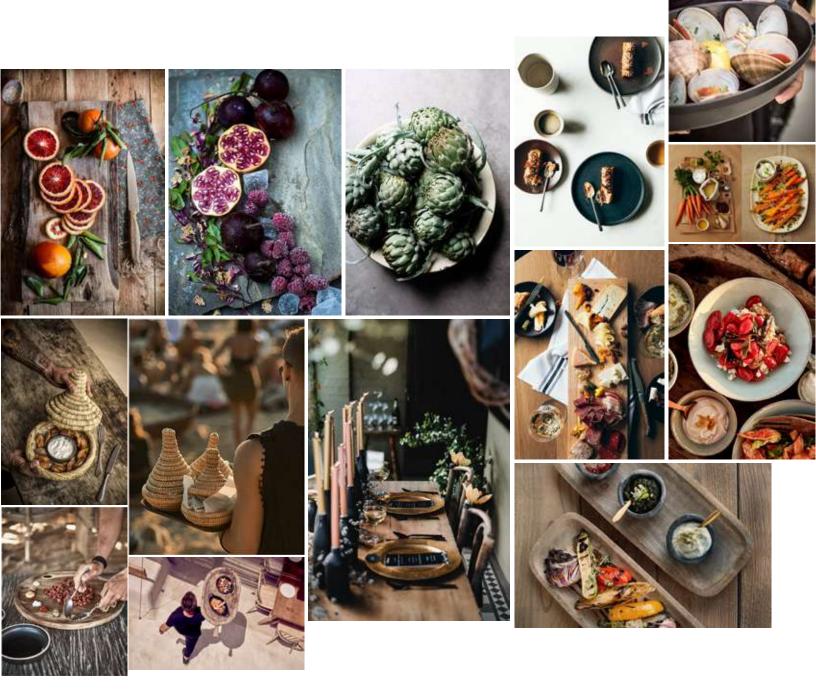






Sunset + night shots

MAGIC HAPPENS AT NIGHT IN KINKÁRA. NIGHT SURREALISM AND CONNECTION WITH THE UNIVERSE.



Food shots

FOOD MUST BE PORTRAYED AS IS: SIMPLE, CASUAL AND NATURAL. BRING THE CONCEPT "FROM THE GARDEN TO YOUR TABLE" TO LIFE.

FOOD PHOTOGRAPHY MUST NOT SEEM REFINED, UPSCALE OR OVER THE TOP.



Permaculture

TO EXPLAIN THE DAY TO DAY LIFE AT KINKÁRA, PORTRAY THE FARM TO TABLE CONCEPT WITH THE HUMAN ELEMENT INCLUDED WHEN POSSIBLE.

SACRED SIGNAGE

PRESENT AND FUTURE INSPIRATION TO ENGAGE AND ADD EXPERIENCE TO THE JOURNEY IN OUR DIMENSION.





RE-PURPOSE WOOD + COLOR ENGRAVING /MARKING



Route François I*

















SIMPLICITY CONTRAST EASY MANUFACTURING

Pathways

SUBTLE SHAPES AND MATERIAL THAT BLENDS IN WITH THE ENVIRONMENT. COLORS AND CONTRAST BETWEEN SHAPES TO FOCUS THE VIEWER'S GAZE















Secret spaces

MONOLITHIC • PURE • HIGH CONTRAST • SMALL EYE CATCHING AT PROXIMITY









ACCENTS CONTRAST WITH EMPTY SPACE



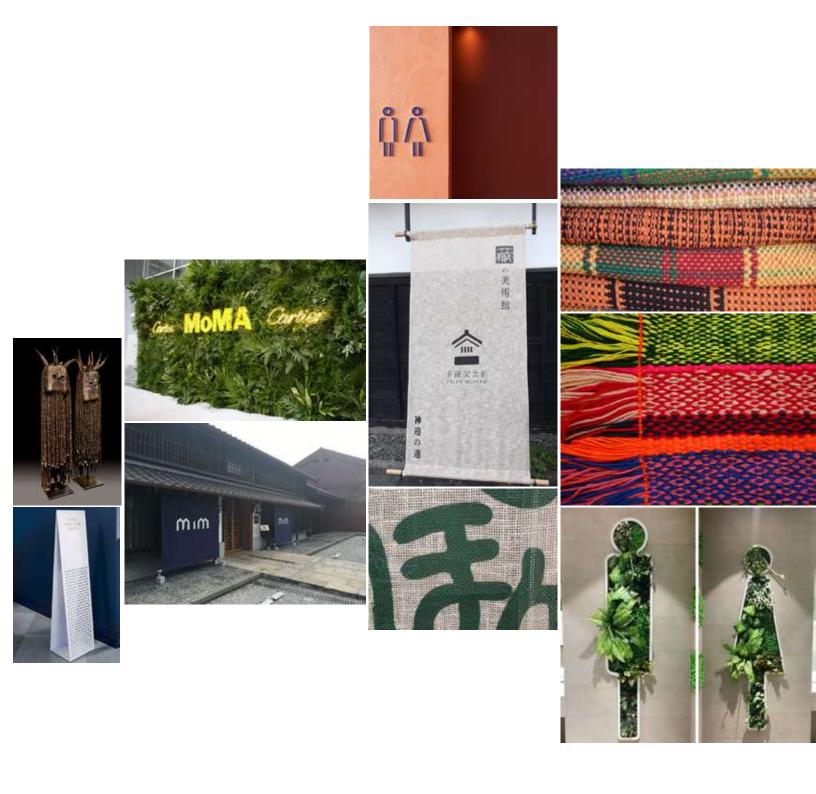




EXTERNAL VIEWS WOOD DIRECTION SUBTLE

Façades

FOR EXTERNAL SIGNAGE OF ARCHITECTURAL STRUCTURES



Interior spaces

CONECTION WITH NATIVES • PATTERN AND TEXTURE CONTRAST WITH NATURE

GRAPHIC ELEMENTS:

SACRED GEOMETRY

GEOMETRY IS THE RATIONAL EXPLANATION OF REALITY. IT IS THE BASE OF ANY EXPRESSIVE CREATION IN KINKÁRA.

BASIC GEOMETRY

BASIC GEOMETRIC SHAPES MAY WORK AS:

- Document covers
- Iconographic elements
- Signage
- Any special needs that can be met through shapes.



KINKÁRA BADGE

PRIMARY COLOR ALCHEMY

SUGGESTED USE:

DOCUMENT COVERS

BURNING BADGE

FIRE ELEMENT GRADIENT

SUGGESTED USE:

TEMAZCAL OR FIREPIT INVITE



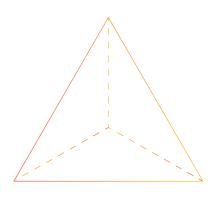


PLATONIC SOLIDS

DIET ICONOGRAPHY

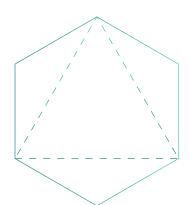
LOCATED IN EVERY MENU, IN CASA BULÚ AND VERBALLY EXPLAINED BY WAITERS AT EVERY MEAL.

CREATE A KEY FOR EMPLOYEES AT CASÁ BULÚ



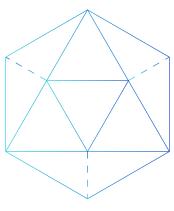
GLUTEN FREE

TETRAHEDRON SYMBOLIZES FIRE



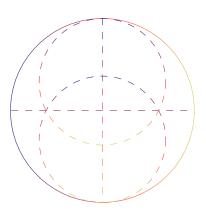
VEGAN

OCTAHEDRON SYMBOLIZES AIR



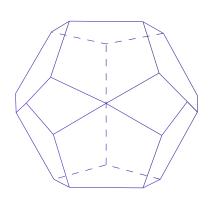
PLANT PARADOX

ICOSAHEDRON SYMBOLIZES WATER



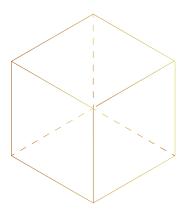
DAIRY FREE

VESCICA PISCES SYMBOLIZES THE MOTHER: FEMININE ENERGY



NUT FREE

DODECAHEDRON SYMBOLIZES QUINTESSENCE



VEGETARIAN

CUBE SYMBOLIZES EARTH

GEOMETRIC ALCHEMY

SPATIAL ICONOGRAPHY

USED FOR SIGNAGE OF THE DIFFERENT SACRED SPACES.



EARTH

Casa Bulú Piedra Agora Mandala Village Mandala Garden



WATER

Shower rooms/Bathhouse River Village Trail to waterfall Trail to river



FIRE

Firepit Temazcal Dining Tent



WIND

Aerodrome Trail to edible forrest



QUINTESSENCE

El Morén



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BORUCAN MASKS

WHEN GEOMETRY MEETS ANCIENT WISDOM MAGIC MASKS AND TEXTILE PATTERS CAN BE CREATED.

THESE ARE EXPRESSIVE GRAPHIC ELEMENTS THAT CAN BE USED AS ACCENTS OR TO ADD MYSTICISM TO AN EXPERIENCE.

A FRACTAL IS A SEMIGEOMETRICAL OBJECT WHOSE BASIC STRUCTURE, FRAGMENTED OR IRREGULAR, IS REPEATED IN DIFFERENT SCALES. MANY NATURAL STRUCTURES ARE FRACTALS.

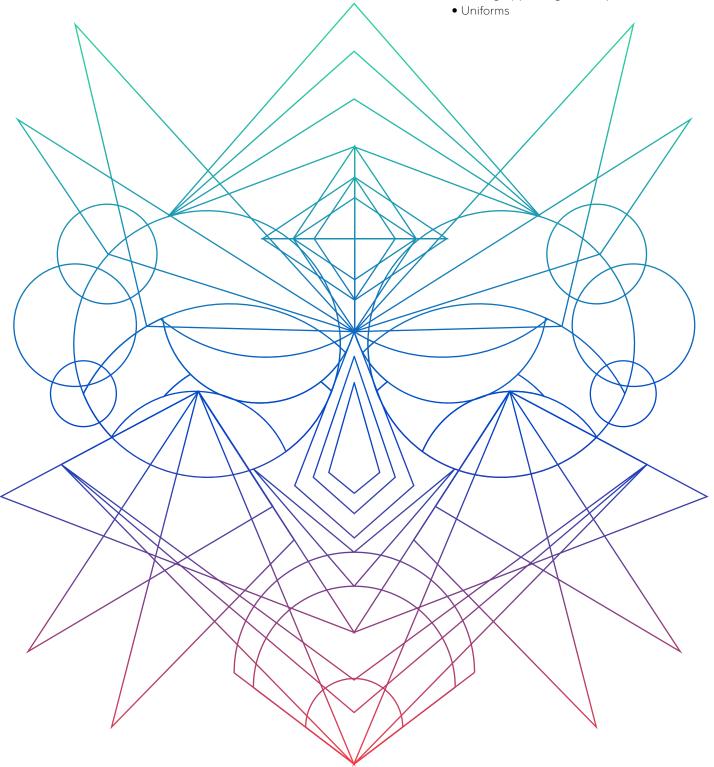
OUR GRAPHIC LINE REFERENCES SACRED GEOMETRY PATTERNS TO DEPICT ELEMENTALS THROUGH LINES AND REFLECTIONS. AS MAIN GRAPHIC ELEMENTS THEY SET THE BRAND'S PERSONALITY.

OUR LOCATION SUMMONS ANCIENT WISDOM FROM BORUCAN NATIVE ANCESTORS, ONE OF THEIR TRADITIONS WERE THE BORUCAN MASKS.
THERE ARE 2 VARIATIONS TRADITIONAL AND ECOLOGICAL MASKS.

DIABLITO ELEMENTAL

KINKÁRA'S DIABLITO PRIMARY COLOR ALCHEMY CAN BE USED FOR:

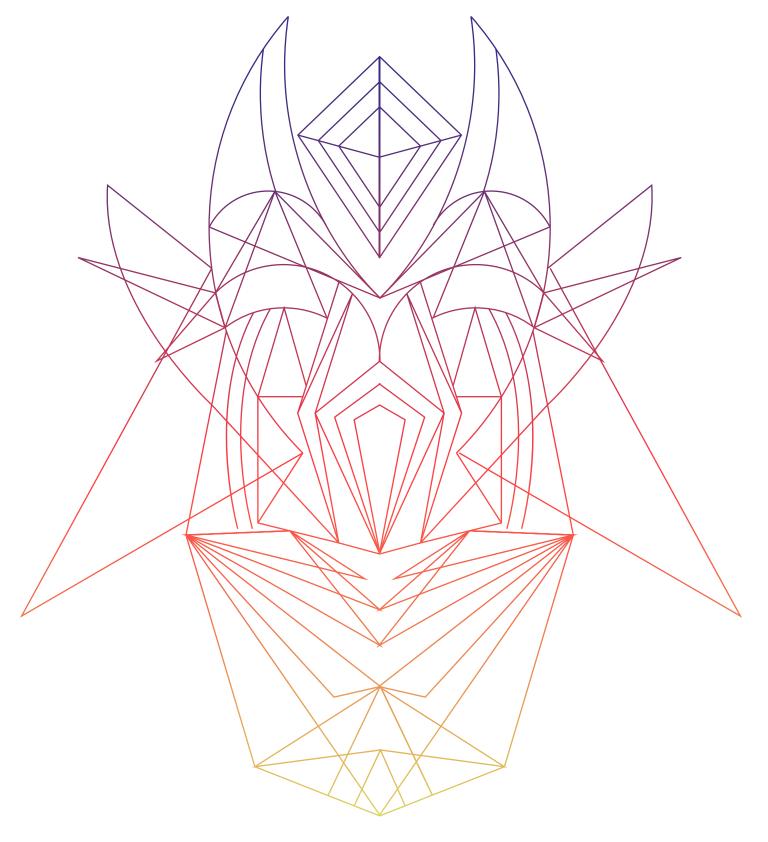
- Watermark background on documents
- Photograpy/collage overlay



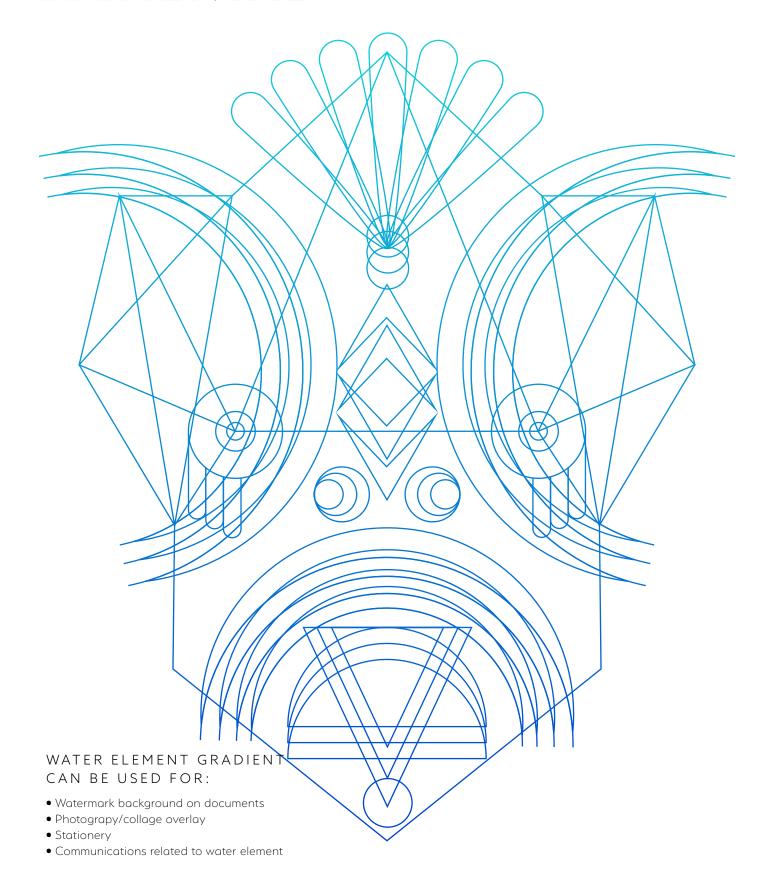
ECOLOGICAL ELEMENTAL

NATURE'S WHISPER SECONDARY COLOR ALCHEMY CAN BE USED FOR:

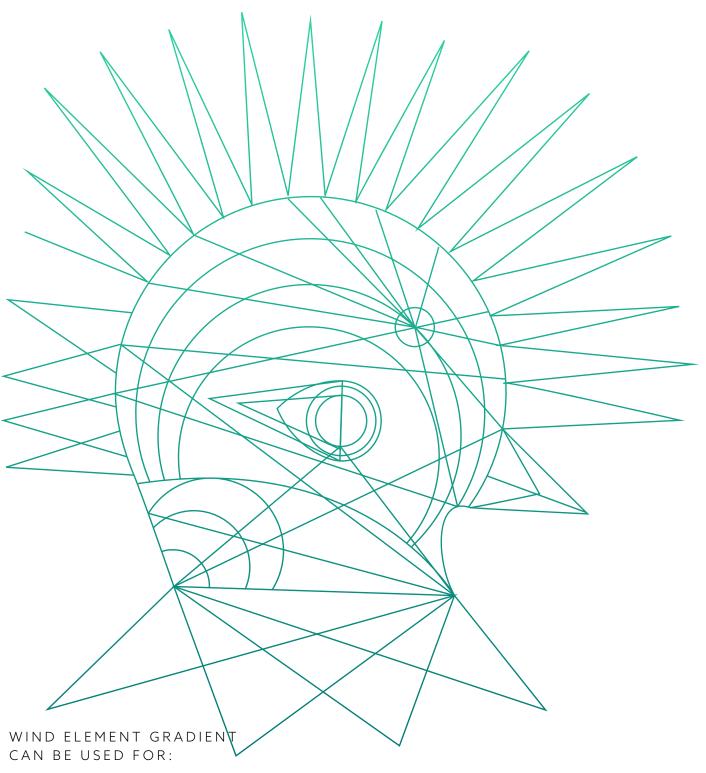
- Watermark background on documents
- Photograpy/collage overlay
- Stationery



WATER ELEMENTAL

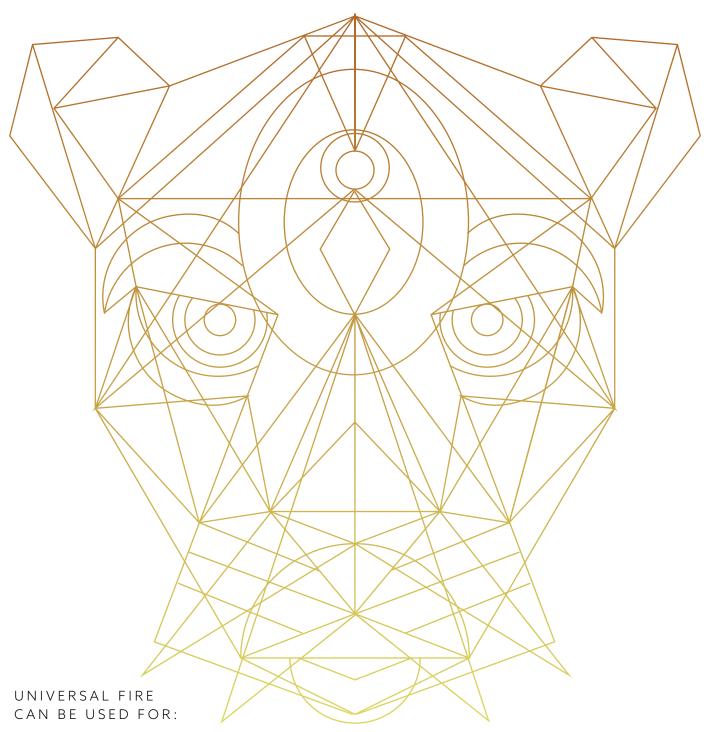


WIND ELEMENTAL



- Photograpy/collage overlay
- Stationery
- Document covers
- Invitations/postcards

EARTH ELEMENTAL

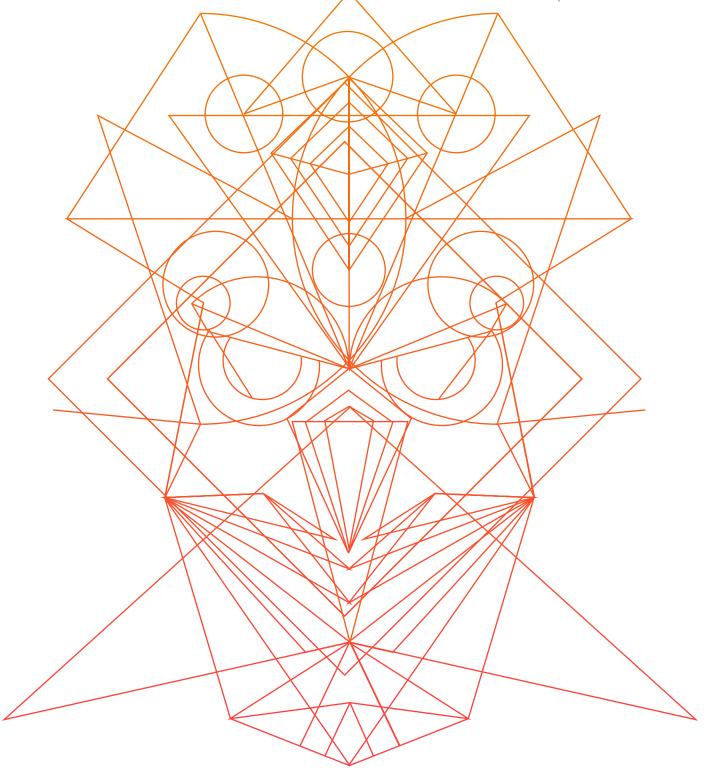


- Photograpy/collage overlay
- Stationery
- Document covers
- Uniforms

FIRE ELEMENTAL

FIRE COLOR ALCHEMY CAN BE USED FOR:

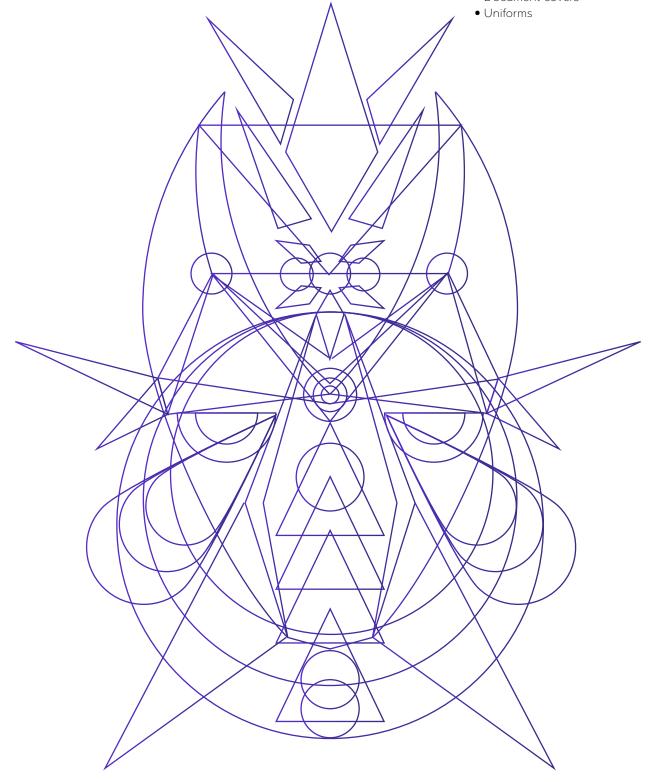
- Photograpy/collage overlay
- Stationery
- Document covers
- Uniforms
- Kitchen aprons



QUINTESSENCE ELEMENTAL

QUINTESSENCE COLOR ALCHEMY CAN BE USED FOR:

- Photograpy/collage overlay
- Stationery
- Document covers





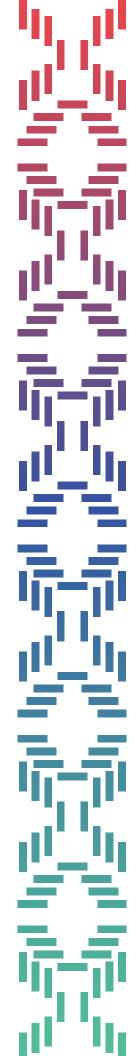
BORUCAN TEXTILES

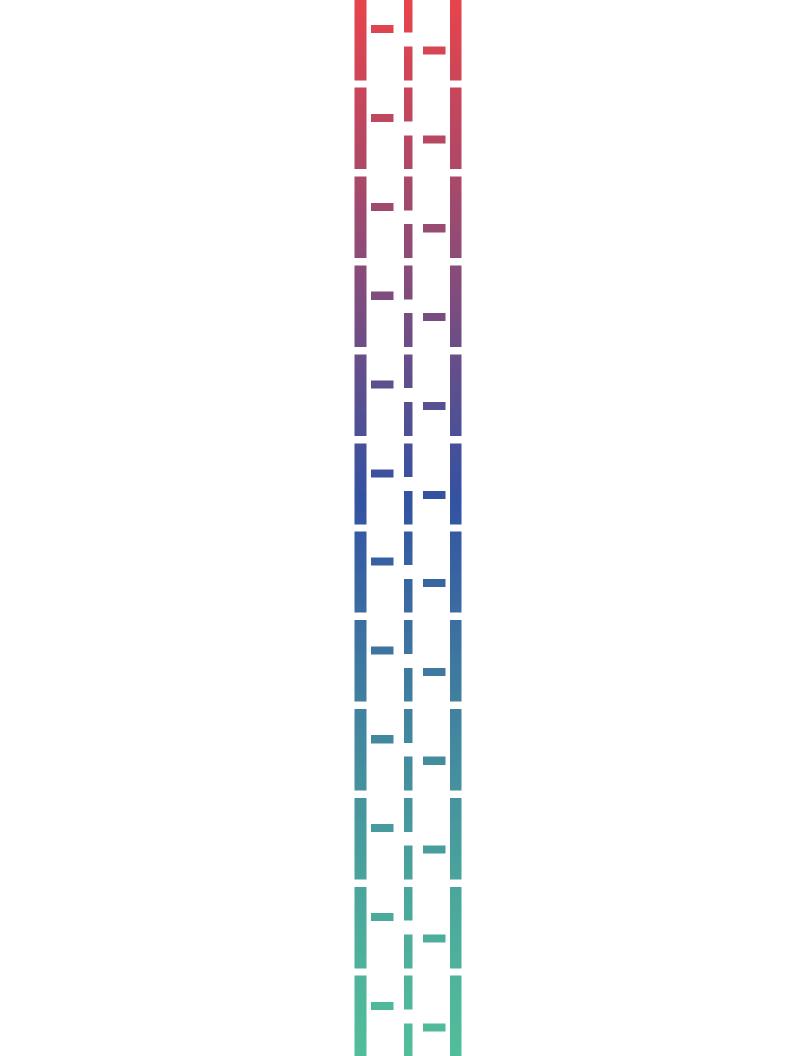
BORUCAN NATIVE ANCESTORS USED TEXTILES AS AN ANCIENT TRADITION.

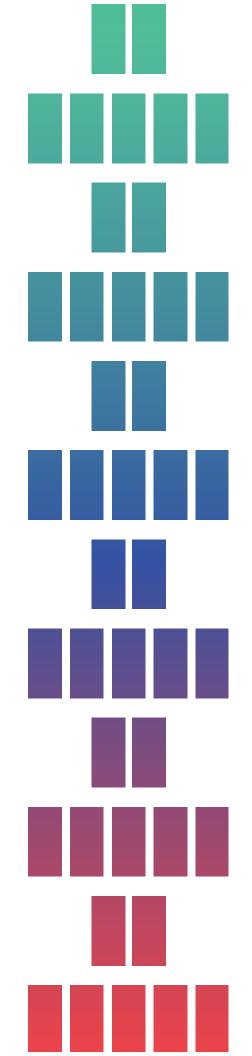
WEAVING PATTERNS ARE PART OF THE GRAPHIC LANGUAGE. OUR ATTEMPT IS TO CREATE AN EVERGROWING INDIGENOUS TEXTILE DIGITAL LIBRARY.

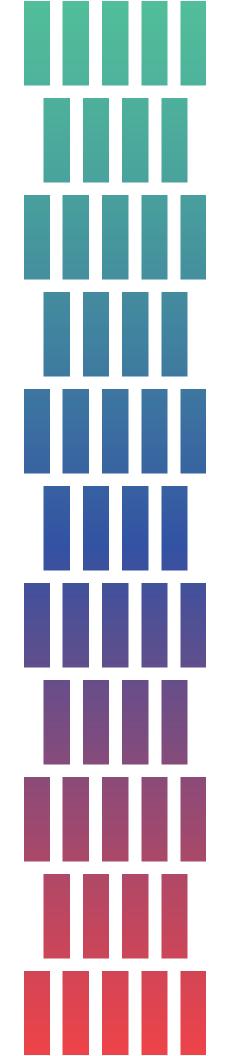
THESE CAN BE USED AS

- Accents
- Common thread in documents or stationery.
- Airport signs









GRAPHIC ALCHEMY:

COSMIC COLLAGES

AN INVITATION TO CREATE VISUAL ALCHEMY THROUGH THE HARMONIOUS AND COHERENT MIX OF THE DIFFERENT GRAPHIC AND COLOR ELEMENTS PRESENTED THROUGHOUT THE DNA.

COSMIC COLLAGES MAY BE USED AS

- Decorative posters
- Postcards
- Social Media communication
- Document covers
- Promotional items



SUMMONING THE 5 ELEMENTS

5 ELEMENTS GRAPHIC MIX

Jaguar • Chirripó • Universe • Moon • Quetzal • Fire • Water • Quintessence

COSMIC COLLAGES MAY BE USED AS

- Decorative posters
- Postcards
- Social Media communication
- Guest Book cover
- Promotional items



AWAKEN THE FIRE WITHIN

FIRE ELEMENT GRAPHIC MIX

Jaguar • Chirripó • Universe • Moon • Traditional Borucan Mask



FLY

WIND ELEMENT GRAPHIC MIX



ANCIENT WISDOM

ALCHEMY GRAPHIC MIX

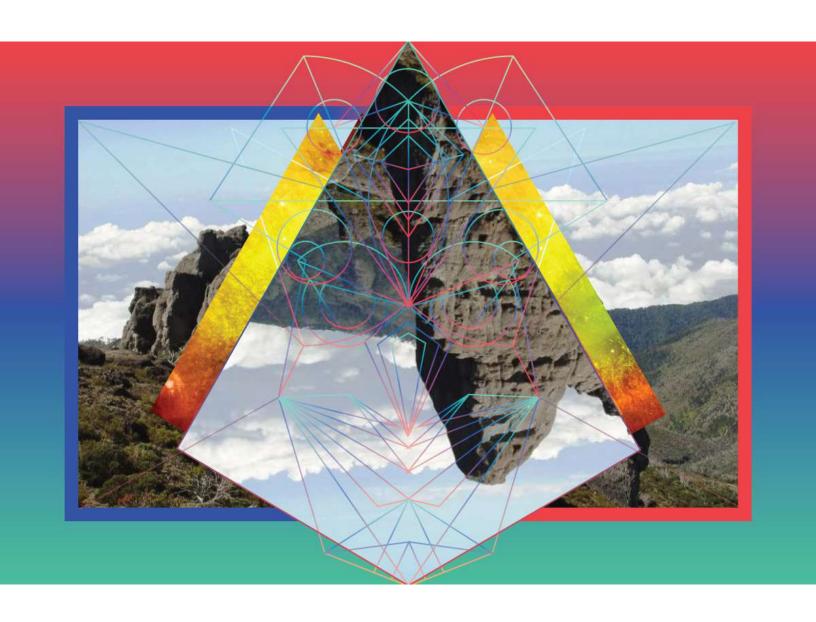
Nature • Borucan Textiles • Basic Geometry • Sacred Geometry



EARTH'S HEARTBEAT

EARTH ELEMENT GRAPHIC MIX

Jaguar • Waterfalls • Universe • Basic geometry • Moon • Rain



SACRED MOUNTAINS

ALCHEMY GRAPHIC MIX

Chirripó • Universe • Basic Geometry • Sacred geometry



CLEANSING WATERS

WATER ELEMENT GRAPHIC MIX

Waterfalls • Universe • Basic geometry • Nature's Web