

The logo for Tequila Sunrise features the word "TEQUILA" in a bold, orange, sans-serif font. Below it, the word "Sunrise" is written in a white, elegant script font. The letter "S" is significantly larger and overlaps the "TEQUILA" text.

TEQUILA
Sunrise

Tequila Sunrise

Customer Service
& Brand Book

The logo for Tequila Sunrise features the word "TEQUILA" in a bold, orange, sans-serif font, with the "S" in "Sunrise" being a large, elegant, black script letter. The background is a light orange, intricate mandala pattern that fades into the white background.

TEQUILA Sunrise

A JOURNEY OF COMMUNITY AND CELEBRATION

HUMBLE BEGINNINGS:

- ✓ Tequila Sunrise began in Guatemala City, evolving from a professional bartender school into a small 40-bed hostel.
- ✓ Inspired by the Tequila Sunrise cocktail, we expanded to Australia, embracing a Latin identity.

PURPOSE:

- ✓ Tequila Sunrise Hostels is a social community where guests share experiences, meet new friends, and create unforgettable moments.
- ✓ **VISION:** We aim to expand with larger hostels featuring pods & private compact rooms in major cities across Australia, Latin America, and worldwide airports.
- ✓ **MISSION:** Nurture a shared living community where every guest is a part of a family.

GROWTH:

- ✓ **FORMULA:** a) prime locations, b) innovative designs, c) professional staff, and d) social atmosphere.
- ✓ **PHILOSOPHY:** Unlike hotels where guests keep to themselves, at Tequila Sunrise, every sunrise is a chance to toast to new beginnings, enjoy "happy days," and prove "the best days are not planned" because you are not alone.

TEQUILA
Sunrise

TEQUILA SUNRISE HOSTELS:

CURRENT OPERATIONS:

- 4 hostels in Australia
- 1 hostel in Guatemala City
- Over 600 beds
- 98%+ occupancy rate

IMMEDIATE EXPANSION PLANS:

- Opening 3 new hostels
- Adding 850 beds, for a total of 1420.

LONG-TERM STRATEGY:

- Build larger hostels featuring pods & private compact rooms in major cities across Australia, Latin America, and worldwide airports.



CORE VALUES

- ✓ **COMMUNITY:** Building memorable guest interaction
- ✓ **INNOVATION:** Simplifying our spaces and services to add value for our costumers
- ✓ **SIMPLICITY:** Making shared living easy and for the young



TEQUILA
Sunrise

BRAND IDENTITY

LOGO USAGE

Guidelines: The Tequila Sunrise logo is a crucial aspect of our brand identity and should be used consistently.

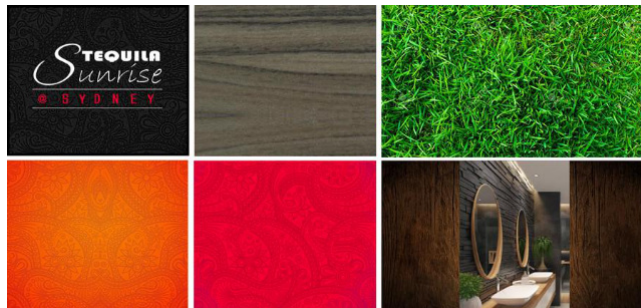


GRADIENT



#FBE000

#FC2802



Improper Usage of the Logo

It is important that the appearance of the logo remains consistent. Here are examples of unacceptable use of the logo.



Do not Distort



Do not Stretch



Do not Rotate



Do not Blur



Do not use Busy Background



Do not use Busy Background

COLOURS



Red



Orange



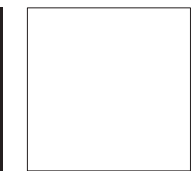
Yellow



Green



Black



White



Gray



EXCEPTIONAL CUSTOMER SERVICE RULES

1. Remember the guest's name.
 2. Smile at all times.
 3. Stop what you are doing and action to guests' needs.
 4. Take initiative and go beyond to surprise guests.
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TEQUILA
Sunrise

The word "COMMUNICATE" in a bold, orange, sans-serif font, centered on the page. The background features a large, intricate, light-orange mandala pattern on the left side.

COMMUNICATE

Report
maintenance
issues with
photos

Request
necessary
equipment/
supplies

Share
guest
suggestions

CONNECTING GUESTS

- ✓ Facilitate the bonding of new friendships
- ✓ Create a welcoming and enjoyable environment

A PATHWAY FOR CONSTANT IMPROVEMENT:

LISTEN TO OUR STAFF & CUSTOMERS



STAFF SURVEY:

- ✓ Likes and dislikes about the job and hostel
- ✓ Suggestions for improvements



GUEST SURVEY:

- ✓ Likes and dislikes about the hostel
- ✓ Suggestions for improvements

A large, intricate, light-orange mandala pattern is positioned in the top-left corner of the slide, partially overlapping the white background and the orange text box.

EXCELLENT SERVICE

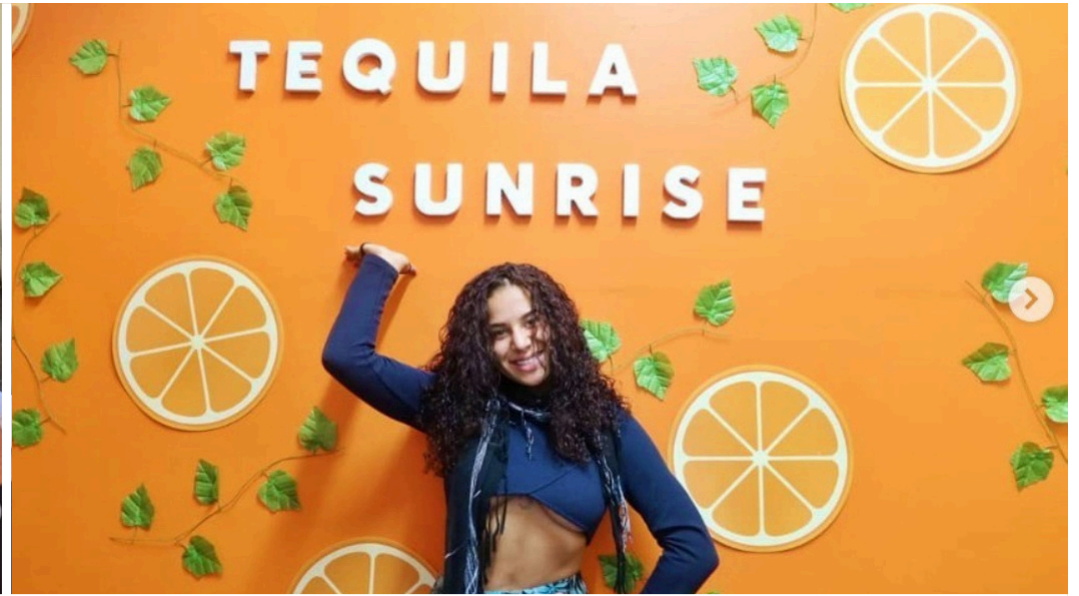
**Exceptional
customer service
is the foundation
of our success**

**Your dedication to
these principles
sets Tequila Sunrise
Hostels apart**

GUATEMALA



ADELAIDE



GOLD COAST



SYDNEY



POTTS POINT



CONCEPT IMAGES

- ✓ **Gold Coast** (270 beds, opening Sept)
- ✓ **Brisbane** (250 beds, opening Nov)
- ✓ **Perth** (300+ beds, Aug 2025)



BRANDING EFFORTS



SIGNS



TOTEBAG



SHIRTS

A dark gray background with a complex, repeating mandala pattern in a lighter gray color. The pattern consists of intricate floral and geometric designs, including teardrop shapes, circles, and swirling lines, creating a rich, textured effect.

TEQUILA
Sunrise

MARKETING TEAM

✉ marketing@tequilasurfers.com