



CAREYES BRAND VOICE

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CAREYES®
MÉXICO



OUR STORY

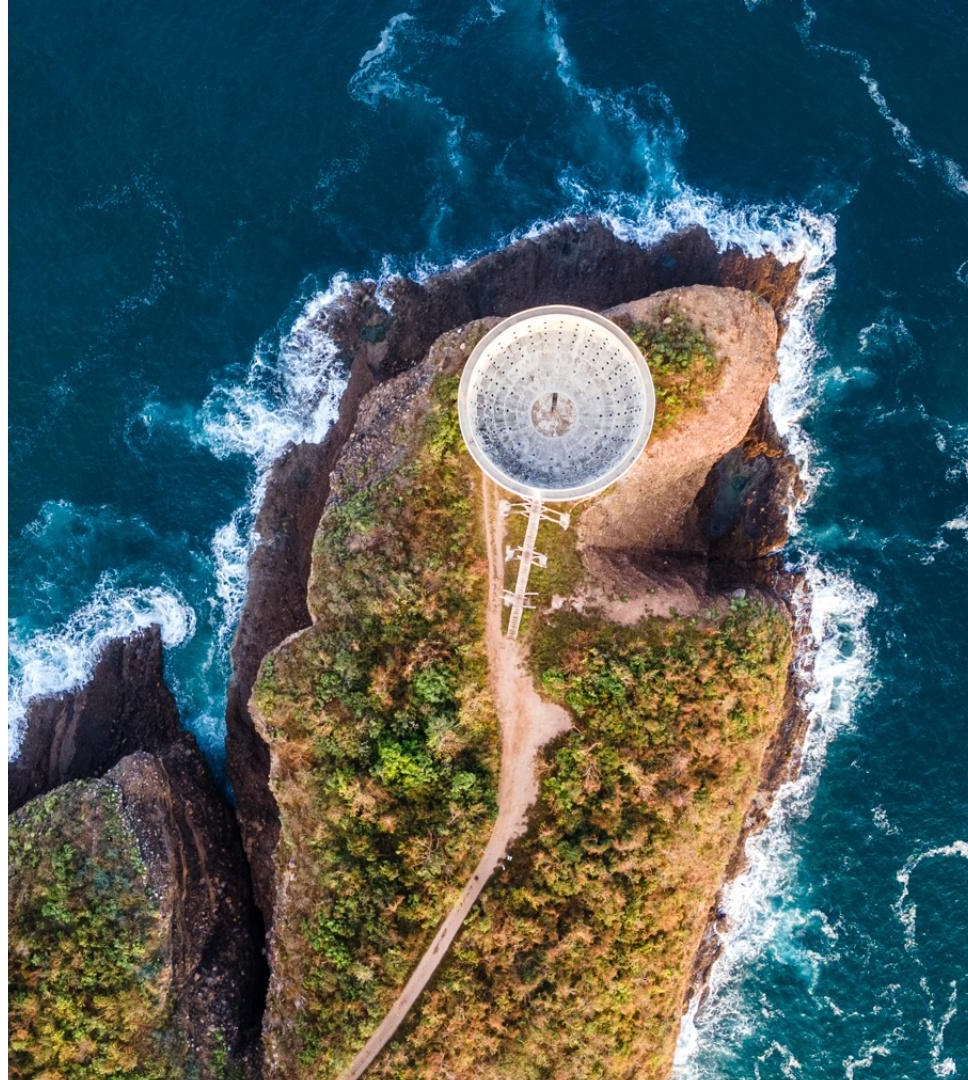
OUR LEGACY

"Careyes is a story of love at first sight. This is a timeless kind of love that will last far longer than just one lifetime."

It started with a single flight. It inspired an entire way of life.

What can be said about Gian Franco Brignone that hasn't been said? A visionary, a framer, a custodian of the pacific coast. He created a remarkably unique place that has been called home for generations and generations.

Still, his legacy lives on.



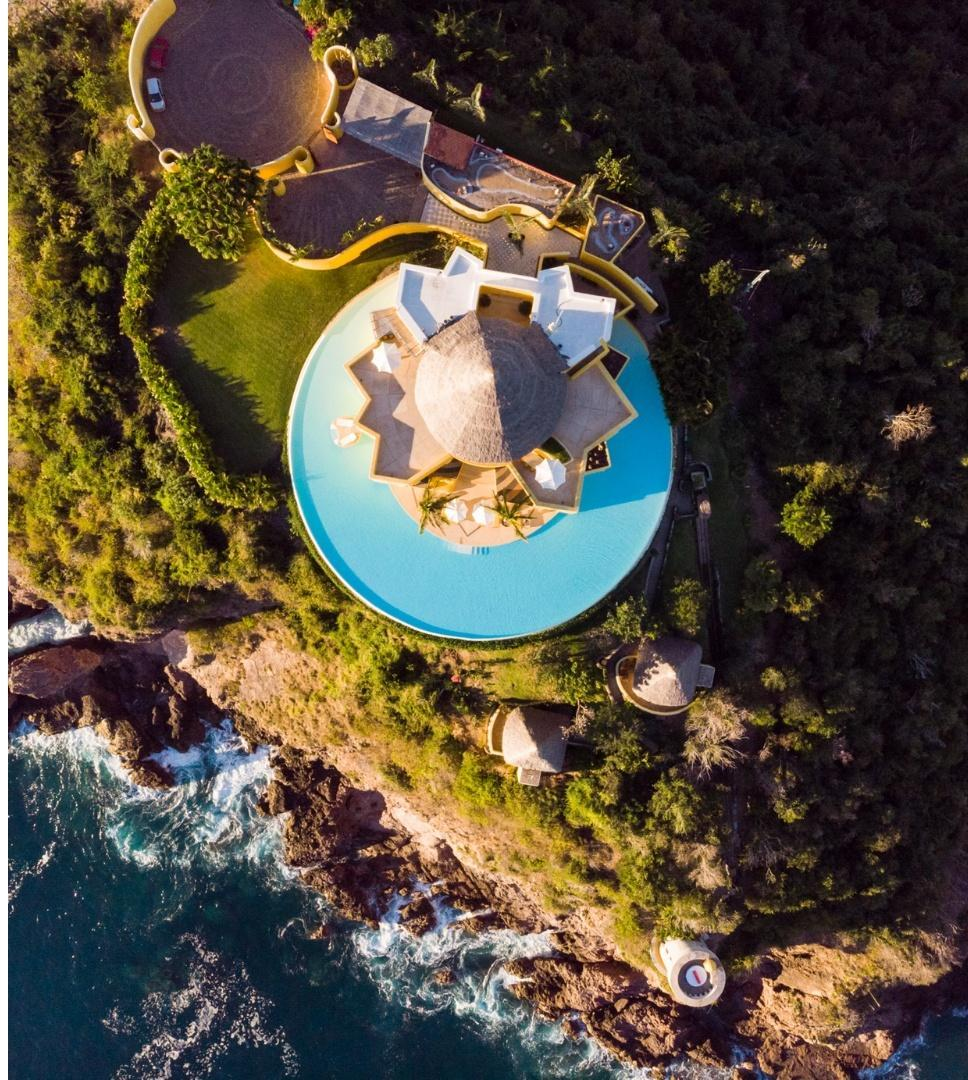
OUR FUTURE

This is a sacred space to us.

Just like the carey turtle, we call this coastline home. It has been carefully picked out for us decades ago. And so we are also called to this serene space time and again.

With a special regard to our past and how we grew into what we are, we keep our vision on the horizon.

This energy is timeless. The Careyes experience is as authentically remarkable as it has always been and will continue to be.





OUR HUMANS

The humans of Careyes are as artful and sophisticated as the place itself. The world is their playground. They believe in freedom and equilibrium. They are unassuming creators who come to Careyes to slow down time.

Their pursuit is one of passion.

INSIDE THE MIND OF OUR HUMANS



Lifestyle

"I want to make the absolute most of every minute I've been given"

"I respect the laws of nature and embrace living in real elements."

"Fresh, healthy food is as good for the mind as it is for the body."

"I appreciate how my body moves and what it can do."

"Spending quality time with family is always a priority."

"My inner circle is diverse and well-traveled."

INSIDE THE MIND OF OUR HUMANS



Mindset

"Home is a concept, not a place."

"I am worldly yet down to earth."

"I have a desire to create and explore."

"I'm part of something greater than myself"

"I can learn from any kind of person or situation."

"I am not limited by where the rules say I can and can't go."

"I find beauty in the small things."

WHAT THEY SEEK

Why Careyes?



Community

A sense of belonging to a curated community of likeminded humans.



Nature

Living in harmony with their surroundings, with each other, and with nature.



Legacy

A residence they can return to season after season, generation after generation.



Connection

To foster deep connections and authentic friendships that grow stronger over distance and time.



Timeless Retreat

Shake off the weight of living and enjoy dolce far niente in sophisticated style with a place to return to in any season of life.



Aesthetics

A front-row seat to the greatest natural wonder show on the pacific coast.



CORE VALUES

CORE VALUES



Artful Living



*Connectedness with
Purpose*



Safeguard The Sacred



Impactful Living

ARTFUL LIVING

To us, being alive is more than an act. It is a form of art.

Creative expression drives us.
Understated beauty inspires us.
And ordinary days do not define us.

At Careyes, we reject the concept of fast living. Instead, we have mastered the art of living. From the way we live to where we live, we foster artful living in everything we do.

It's the understated elegance of an exquisite view. The art of living in harmony with our surroundings, with each other, and with nature. It's prioritizing wellness within and without.

Even the spaces we call home are iconic pieces of architecture that frame the most majestic art of all - the unspoilt nature that surrounds us. In all things, we live with an appreciation of the subtle sophistication of life.

CONNECTEDNESS WITH PURPOSE

What value is the human experience if it's not shared?

At Careyes, we are part of something greater than ourselves.

This is a place of intentional togetherness and meaningful interaction.
Of creation, expression, and imagination.

Like our protected carey turtle, families return generation after generation. Friendships are fortified for life. And the young and the old engage in enlightening conversation around the dinner table.
Every voice is heard and every idea is explored.

More than mere homeowners, greater than just guests. We are a curated community of multicultural, multigenerational global citizens with that je ne sais quoi. Come as you are, leave with more than you are.

SAFEGUARD THE SACRED

Appreciation is not a passive act.

We have a duty to safeguard the sacred. Our land, our wildlife, our people - all are sacred.

Careyes has protected the Biosphere Reserve around us for over 50 decades and we will never value expansion more than we value the natural territory. Here, we embrace the authentic experience of immersing ourselves in nature and living in harmony with the elements.

The place we have created is a sanctuary for all those who enter it. From the carey turtle that calls our shores home to our humans who deserve peaceful freedom, every being is protected and provided for.

IMPACTFUL LIVING

In 1968 one life-changing flight over the unspoilt Mexican coastline inspired an entire way of life.
Now, Careyes is more than a lifestyle, it is a legacy.

A legacy of living with purpose.

As individuals with respect for the Mexican culture and local territory, we strive to build a legacy that lives on for us and for those around us. That is why we focus on mindful living and a deliberate awareness of our impact.

Nothing is done without purpose and nothing is received without gratitude. For everything Careyes gives us, we give back - to the land and local community.



OUR VOICE

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“THE PICTURES
ARE OF NATURE
AND FRAMES ARE
MY SPECIALTY.”

Gian Franco Brignone



PERSONALITY TRAITS & ATTRIBUTES

- Authentic
- Eccentric
- Multicultural
- Mindful
- Magic
- Sophisticated
- Timeless
- Creative
- Down-to-earth
- Sensible
- Warm and personal
- Vibrant

THE LANGUAGE OF CAREYES

Careyes is a place of **subtle sophistication**.
We bring an **understated elegance** to everything we do - even how we talk.

We are **passionate**. We are **human**. We are creators and lovers of **art**.

The Careyes lifestyle is **timeless**. We live **immersed in nature** and surrounded by real, raw elements.

Our language is **creative**, personal, and real. We use words to paint a picture, but we **don't do fluff**.

When we talk about Careyes, we keep our eyes on the horizon. We focus on the future and the **legacy that lives on**. The generations and **generations of beings that return to our coast**.

DO'S & DON'TS

Don't

Say we are exclusive

Call us magic

Call us a resort

Talk to our audience as if they're not staying long

Ask people to buy property

Overuse terms that can be negative regarding the heat, nature, and accessibility, like: "remote" "secluded" "bugs" and "heat"

Use generic terms like:
Paradise, heaven/heaven on earth, luxury resort, retreat, wild beaches

Do

Imply exclusivity and magic through phrases like: "Curated community" "Get to live the Careyes experience" "The resting place of the gods" or "A hidden gem nestled in an unspoiled sanctuary."

Call us a territory or estate

Speak to "our humans" or "the Careyes community" in a way that makes them feel like they are "more than mere homeowners, greater than just guests"

Refer to what the person gains from a life in Careyes when engaging in sales conversations.
For example: "Invest in a legacy that future generations can return to." or "Experience what it's like to be a part of the Careyes community."

Use them in combination with descriptions that proactively educate the audience and paint a picture of what the lived experience is like.
For example:

Take a scenic drive through the Mexican jungle before cobblestone streets and perfectly imperfect lush tropical gardens welcome you to Careyes.
(Remoteness)

Make use of unique vocabulary like:
Tranquil, sanctuary, exquisite, remarkable, one-of-a-kind territory, serene, protected shores, untouched coastline

An aerial photograph of a tropical coastline. A curved, reddish-brown beach is nestled between lush green hills and the ocean. The water is a vibrant turquoise, with white waves crashing against the shore. In the foreground, a resort complex is built into a steep, green cliffside. It features a large, circular swimming pool with a thatched roof, a smaller pool, and several buildings. A winding road leads up to the resort. In the background, a small island with a lighthouse and a small building is visible in the water. The overall scene is a beautiful, scenic view of a tropical paradise.

THANK YOU