

Brand Guidelines



Introduction



Casa in Versilia is an online portal that allows homeowners in the Versilia area (a tourist-attractive area on the coast of Tuscany) and also those with houses in nearby areas to rent out their homes for long or short periods without the use of intermediaries.

At the same time, it allows those looking for a rental house in Versilia for a short or long stay, such as summer holidays, Easter, Christmas, or the Viareggio Carnival, to do so independently and conveniently through the filters and search options available on the platform and the ability to contact the host directly.

Those who want to rent out their home and list it on the platform register and pay a monthly or annual subscription to keep their property or properties on the platform.

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01

Mission / Vision

Facilitating the meeting of supply and demand for house rentals in Versilia in an intuitive, fast, and modern way, without the need for intermediaries.



02

Target Audience

It is useful for all people aged 30 to 60 who want to rent out their home in Versilia independently and for all people aged 20 to 70 who are looking for a house to rent for short or long periods in these areas.



03

Logo and Usage





Logo Mark Creation



The symbol consists of adding two letters "C" and "V" (upto 90° Rotated), which are grouped and arranged in a Trigonal shape to resemble the shape of a Mountains and Rental house. Under mountains, shows a water flow which indicate a "Flow of river".

Grid Structure

Logo grid is a Design Ordering System tool created by using shapes to create geometric harmony in a logo or helpful to understand the construction for the reconstruction of the logo.





Logo White Space

To ensure legibility and prominence, the logo should be surrounded by an area of clear space which remains free of other design elements, such as other logos or patterns.





CasaInVersilia.it





04

Color Palettes



Brand Colors

(Warm Color Tones)

Warm colors will always add a sense of Tourism, Environmental Sustainability, Sea, Riviera, Coast, Apuan Alps, Mountain, Holiday, Holidays, Carefreeness, Good vibes. Think of the difference between a blue swimming pool, refreshing and bracing, and inviting you to sit and stay a while.

**Prussian
Blue**

HEX: 023047
RGB: 02 - 48 - 72
HSL: 200 - 95 - 14

**Spanish
Yellow**

HEX: FDB714
RGB: 253 - 183 - 20
HSL: 42 - 98 - 54

**Pure
White**

HEX: FFFFFFFF
RGB: 255 - 255 - 255
HSL: 00 - 00 - 100

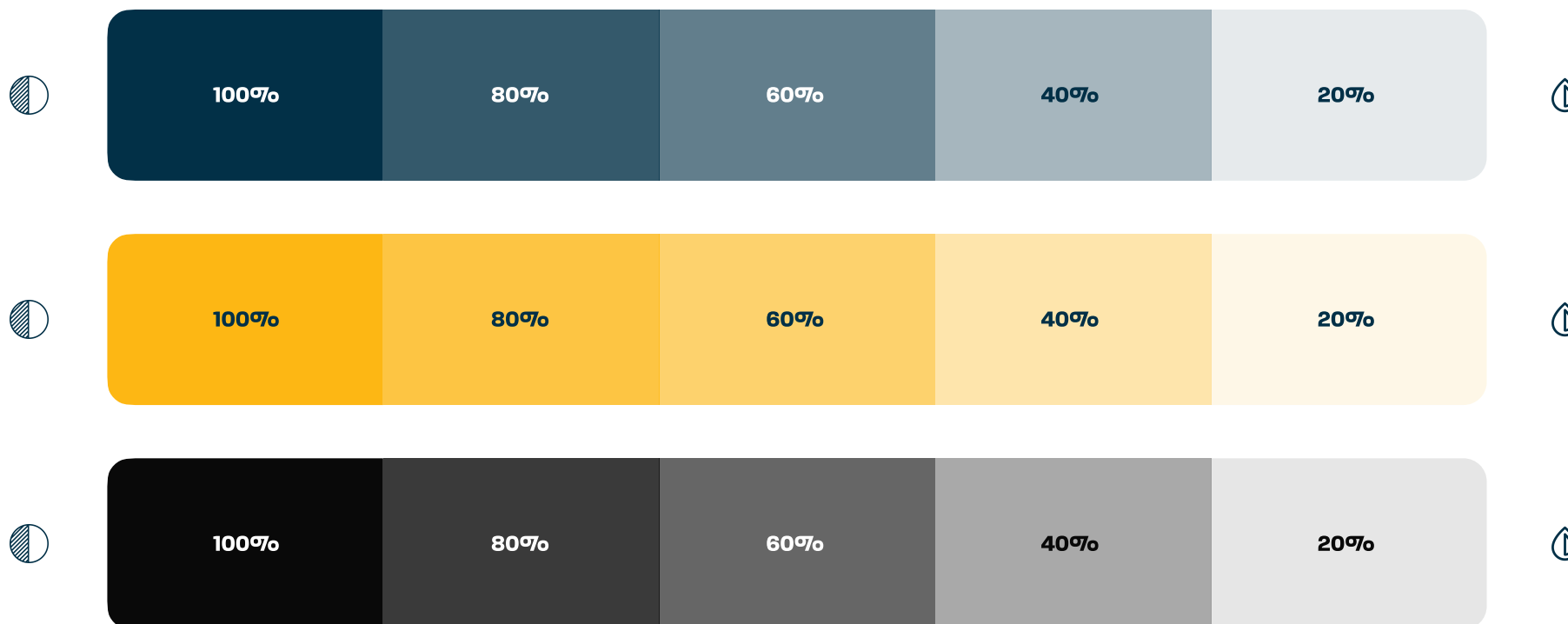
**Vampire
Black**

HEX: 090909
RGB: 09 - 09 - 09
HSL: 00 - 00 - 04

Tints & Shades

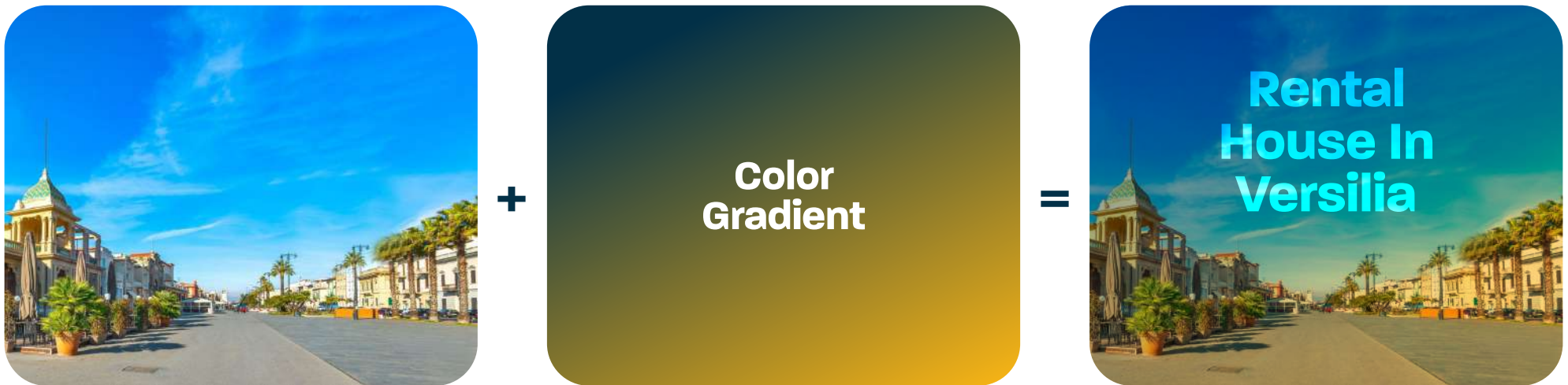
In color theory, a tint is a mixture of a color with white, which increases lightness, while a shade is a mixture with black, which increases darkness. Both processes affect the resulting color mixture's relative saturation.

A tone is produced either by mixing a color with gray, or by both tinting and shading.



Blend Color Gradient Composition

A color gradient is typically a blend of two or more colors. Gradients are an exceptionally trendy design element, capable of adding new depth and visual interest to your designs.



CSS Definition Of The Gradient And Blend Mode

```
Selector {  
  background: linear-gradient(144deg, rgba(2, 48, 71, 0.51) 14.67%, rgba(253, 183, 20, 0.51) 74.79%);  
  mix-blend-mode: multiply;  
}
```

05

Typo- Graphy



Paralucent



A sans serif font is, as the name implies, a font without serifs. In typographic terms, serifs are the small strokes or extensions at the end of a longer stroke, such as the leg of a “K” or “R.” There are several styles of sans serif fonts, including geometric sans serifs like Futura, humanist sans serifs like Frutiger, grotesque sans serifs like Franklin Gothic, and neo-grotesque sans serifs like Helvetica. Sans serif fonts are popular with brands.

Aa

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DOWNLOAD →

- ▶ Thin
- ▶ Extra-Light
- ▶ Medium
- ▶ **Demi-Bold**
- ▶ **Bold**
- ▶ **Heavy**



Objective

A sans serif font is, as the name implies, a font without serifs. In typographic terms, serifs are the small strokes or extensions at the end of a longer stroke, such as the leg of a “K” or “R.” There are several styles of sans serif fonts, including geometric sans serifs like Futura, humanist sans serifs like Frutiger, grotesque sans serifs like Franklin Gothic, and neo-grotesque sans serifs like Helvetica. Sans serif fonts are popular with brands.

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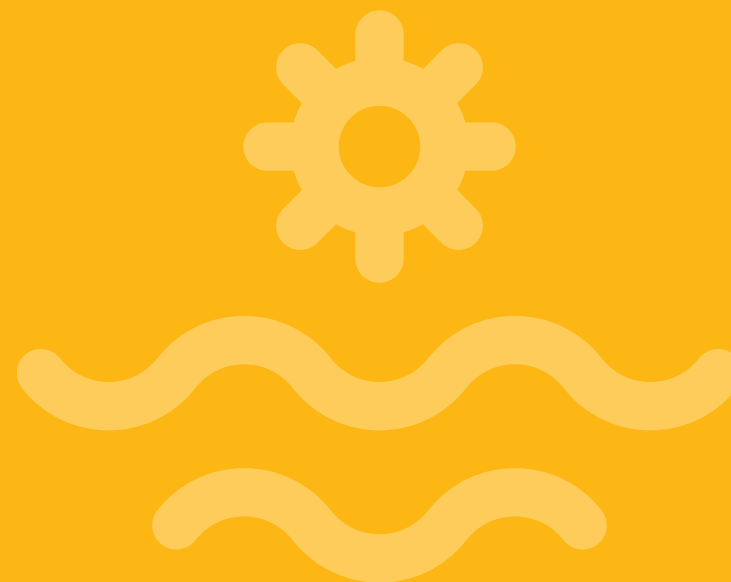
DOWNLOAD →

- ▶ Thin
- ▶ Light
- ▶ Regular
- ▶ Medium
- ▶ **Bold**
- ▶ **Extra-Bold**
- ▶ **Black**
- ▶ **Super**



06

Tone of Voice

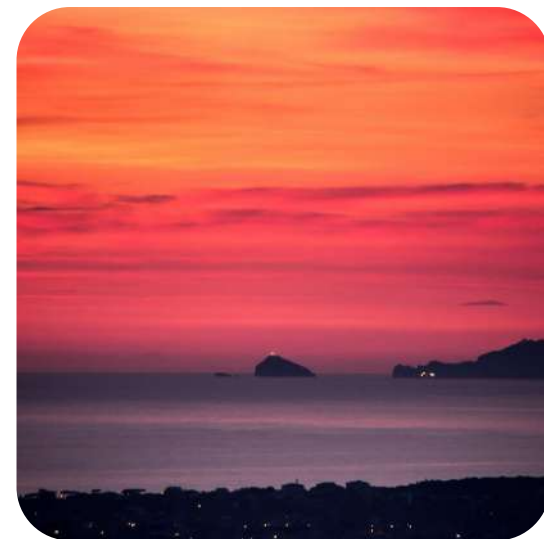


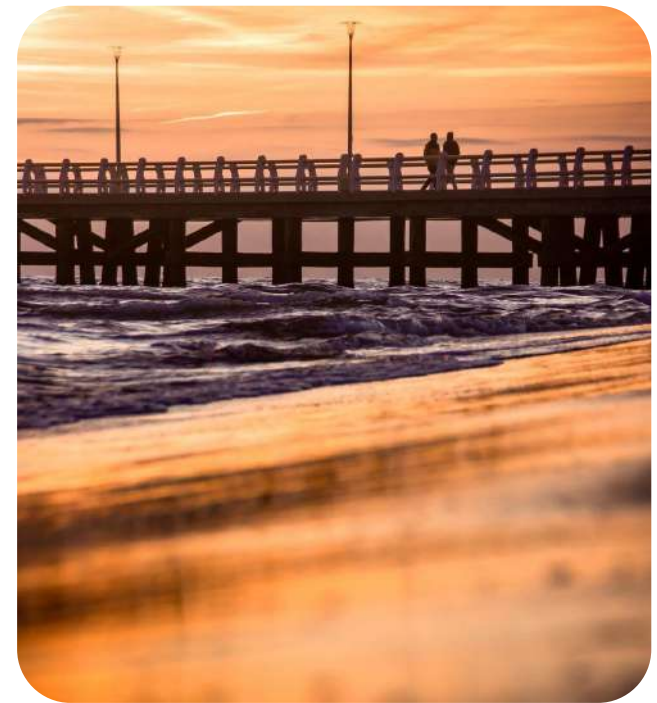




Moodboard

A mood board is generally a collage consisting of photos, illustrations and other graphics. It may contain some text, but it's mainly a way to make your ideas visual and express yourself through images.





Contact



 Versilia

 Info@Casainversilia.it