

Trinavia Brand Guidelines

v1.0



Trinavia

“Where Precision takes root”

HOW TO SAY OUR NAME

Trinavia

/ tree-nah-VEE-uh /

*A four-syllable cadence that rises on ‘VEE’,
flowing as gracefully as a vine in the Sicilian breeze.*

Vineyard intelligence in motion



Building a Legacy of land, air & innovation

Great vineyards are measured in decades, not quarters.

Trinavia was founded to give growers the long-view advantage—
data-rich insights that let each block reach its full potential year after year.

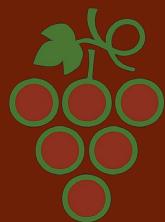
Our drones trace the contours of Sicily's ancient terraces and Napa's rolling rows alike,
turning every flight into a living archive of canopy health, soil moisture, and micro-climates.
The result: healthier vines, lower inputs, and a legacy that outlives any single harvest.

Why Trinavia?

Our name fuses **Trinacria**—the three-point symbol of Sicily—with **avia**,
a nod to the airborne intelligence at the heart of our craft.
Three propeller blades, three island points, one promise:

Precision where it matters, stewardship where it counts.





Where Soil Meets Sky - Guided by Innovastion. Where Precision Takes Root



If you could sum up
TRINAVIA
in three words...



Heritage

Every Trinavia touch-point—colors drawn from Sicilian terracotta and olive groves, Moorish-tile patterns, the Trinacria motif—pays homage to centuries-old craft and culture. That grounding in place and history gives the brand its soul.

Precision

From mapping drones that fly centimeter-accurate routes to data dashboards that guide every pruning cut, Trinavia is engineered for exactness. The product promise is measurable, reliable vineyard intelligence.

Empowerment

Whether you're a small family estate or a global producer, the tools are designed to put insight—and ultimately control—back in the grower's hands, elevating yields, quality, and sustainability.

Put Trinavia on the Things That Matter.

Fun phrases decorate the delivery bags. Most sushi restaurants have plain, boring white plastic bags. These bags will feature a sticker featuring clever phrases that are sure to make someone smile.

key characteristics of the brand voice

- ◆ *Grounded*
- ◆ *Innovative*
- ◆ *Empowering*
- ◆ *Warm*
- ◆ *Memorable*

Trinavia's language blends the assurance of aerospace engineering with the soul of Old-World viticulture. Messages are confident yet welcoming—technical enough for agronomists, human enough for wine lovers. Each phrase should leave partners feeling equipped, inspired, and part of something that will outlast the season's harvest.



The Logo.



Logo Main

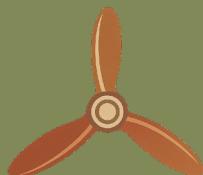


Logo Alt

Our Other Marks



Green Grape



Propeller



Teracotta Grape

Why these marks?

Circular Emblem

- Marries Trinavia's three pillars—innovation, heritage, agronomy—into one seal.
- Arab-Norman border and propeller blades honour Sicily's craft and our UAV precision.
- Use on packaging, signage, official documents.

Grape Cluster

- Symbolises abundance and terroir—the heart of viticulture.
- Two colourways: Green (fresh growth) and Terracotta (ripe harvest).
- Perfect for app favicons, wax seals, secondary brand graphics.

Propeller Icon

- Three-blade prop echoes the Trinacria, Sicily's ancient emblem.
- Stands for the union of flight and data mapping.
- Ideal for UI loaders, process graphics, small-scale reproduction.

logo possibilities



Trinavia

"Where Precision takes root"



Full logo

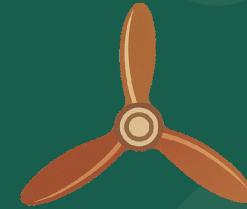
Our formal mark—full crest and wordmark—used on packaging, stationery, and press materials.

Standard logo

Default mark for most consumer-facing touchpoints: website header, product labels, collateral.

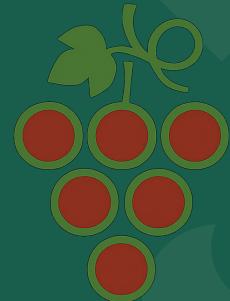
Wordmark only

Use when vertical clearance is limited but name recognition is essential (e-mail footer, slide titles)



Icon only

Tight spaces such as mobile nav bars, social-media profile pics, and map pins.



Responsive logo

Watermarks, favicons, avatar circles, or over photography where the name already appears nearby.



Where Precision takes root

Where Soil Meets Sky



Trinavia

Trinavia

Tech-savvy, sustainability-minded vineyard owners and managers seeking precision, efficiency, and full-spectrum crop insight.



Luca Demazzi

Overview

Age: 42

Status: Married with children

Occupation: Professional: Vineyard Owner / Estate Manager

Income: Household \$160,000+

Location: Napa Valley, California

Education: Bachelor's or higher in Agriculture, Viticulture, or Business

Goals

- Wants to optimize vineyard operations through technology and automation
Interested in early detection of crop stress and maximizing yield quality
- Aims to make data-informed decisions that reduce waste and increase sustainability
- Looking for tools that integrate easily with existing farm infrastructure

Values

- Sustainability and environmental stewardship
- Craftsmanship and heritage in wine production
- A desire to leave the land better than they found it.



Terracotta

Pantone #7581 C

RGB: 150, 107, 74

CYMK: 0, 29, 51, 41

Web #966B4A

Terracotta-light

RGB: 165, 72, 26

Web #A5481A

Terracotta-lighter

RGB: 171, 86, 52

Web #AB5634

Terracotta-lightest

RGB: 202, 109, 59

Web #CA6D3B

Primary Accent Color

Pantone #142 C

RGB: 253, 253, 33

CYMK: 3,15,245,0

Web #52054

Red Accent

RGB: 109, 32, 5

Web #6D2005

Stone dark

Pantone #142 C

RGB: 253, 253, 33

CYMK: 3,15,245,0

Web #52054

Stone darkest

Pantone #142 C

RGB: 253, 253, 33

CYMK: 3,15,245,0

Web #52054

Olive Green

Pantone #18-0527 TCX

RGB: 100, 106, 69

CYMK: 6, 0, 35, 58

Web #646A45

Olive Green Deep

RGB: 85, 90, 58,

CYMK: 5 0 35 71

Web #464A30

Olive Green Dark

RGB: 70, 74, 48

CYMK: 6 0 36 65

Web #555A3A

Olive Green lightest

RGB: (130, 137, 89)

Web #828959

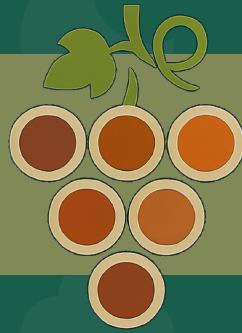
Where Soil Meets Sky: The Trinavia Color Story.

Trinavia's palette is born of the Sicilian landscape—sunbaked terracotta, ancient olive groves, hand-aged parchment, and the deep green of vineyard rows as seen from the air. These colors are not decorative—they are elemental.

Terracotta reflects the baked earth of old-world vineyards. Olive Green carries the wisdom of generations who've tended these vines. Parchment speaks to craft, paper, and legacy—of maps, journals, and wine labels. Teal, the modern accent, evokes altitude, precision, and data flowing through the air.

Together, this palette bridges two worlds: the heritage of winemaking and the elegance of AI-powered viticulture. Just as grapes flourish

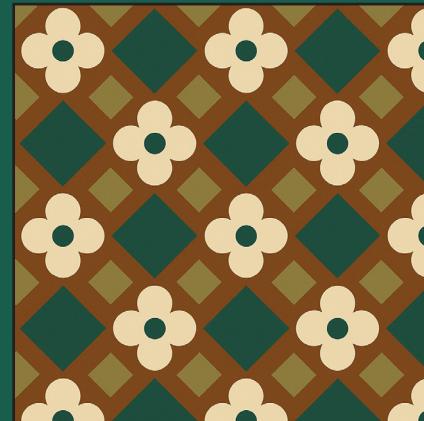




Patterns Library.

Ready for the Vineyard.

These modular motifs reinterpret Arab-Norman masonry and Sicilian majolica through Trinavia's palette. Use them sparingly—as border trims on drone cowls, slip-case foils, or UI dividers—to introduce craft without visual noise. Keep each pattern at its native 16 px grid for digital and 2 mm grid for print; one motif per surface is the rule.



Imagery that Invites & Inspires

We curate photography that fuses Sicilian heritage with precision agritech. Each image feels sun-drenched, crafted, and alive with possibility.

- ❖ Authentic Provenance
- ❖ Elevated Perspective
- ❖ Warm, Natural Palette



Type Options

Montserrat Extra Bold
Size - 38 pt
Leading - 36 pt
Tracking - 0 pt

Montserrat Medium
Size - 22 pt
Leading - 25 pt
Tracking - 0 pt

Montserrat Medium
Size - 14 pt
Leading - 18 pt
Tracking - 0 pt

Montserrat Bold
Size - 9 pt
Leading - 12 pt
Tracking - 0 pt

Montserrat Medium
Size - 7.5 pt
Leading - 13 pt
Tracking - 100 pt

Montserrat Regular
Size - 8 pt
Leading - 10 pt
Tracking - 0 pt

Montserrat Italic
Size - 8 pt
Leading - 10 pt
Tracking - 0 pt

Headlines are Big & Bold.

Subheadings are slightly smaller but medium weight.

Smaller headings are medium weight still but continue to get smaller in size.

Bold smaller item, great for labels.

AN ALL CAP OPTION IN MEDIUM WEIGHT

Perfect for standard body copy for paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Great for small print items like legal copy.*

| | |
|------|-----------|
| 38pt | H1 |
| 22pt | H2 |
| 14pt | H3 |
| 9pt | H4 |
| 8pt | Paragraph |

There's still so much more to cultivate.

Gabriel Giancarlo, Vulcan

let's continue on
this journey of
brand building
together...



Type Options

Montserrat Extra Bold
Size - 38 pt
Leading - 36 pt
Tracking - 0 pt

Montserrat Medium
Size - 22 pt
Leading - 25 pt
Tracking - 0 pt

Montserrat Medium
Size - 14 pt
Leading - 18 pt
Tracking - 0 pt

Montserrat Bold
Size - 9 pt
Leading - 12 pt
Tracking - 0 pt

Montserrat Medium
Size - 7.5 pt
Leading - 13 pt
Tracking - 100 pt

Montserrat Regular
Size - 8 pt
Leading - 10 pt
Tracking - 0 pt

Montserrat Italic
Size - 8 pt
Leading - 10 pt
Tracking - 0 pt

Headlines are Big & Bold.

Subheadings are slightly smaller but medium weight.

Smaller headings are medium weight still but continue to get smaller in size.

Bold smaller item, great for labels.

AN ALL CAP OPTION IN MEDIUM WEIGHT

Perfect for standard body copy for paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Great for small print items like legal copy.*

| | |
|------|-----------|
| 38pt | H1 |
| 22pt | H2 |
| 14pt | H3 |
| 9pt | H4 |
| 8pt | Paragraph |