

Design Recommendations for Nauquest.com

Color Palette: Trust and Greek-Summer Mood

Draw on the classic Greek palette of **bright white** and **Aegean blues** to evoke sky and sea ¹ ² . Use a clean white background to convey openness and light, and a deep mid-blue (or navy) as the primary accent for headers/buttons, since blue is widely associated with calmness, stability and trust ² ³ . Introduce a secondary blue (sky-blue or turquoise) to reflect coastal waters, and add **warm accents** (e.g. sandy-beige, golden yellow or terra-cotta) to echo the sunlit summer palette ¹ ⁴ . These earth-tones balance the cool blues with Mediterranean warmth; yellow-gold highlights in icons or buttons can suggest sunshine and optimism ⁵ ⁴ . Overall, keep the scheme simple (blue-white base plus one or two natural accents) to feel trustworthy and spacious ² ⁶ .

Layout & Structure: Minimalist and Trustworthy

Adopt a **clean, uncluttered layout** with clear sections and intuitive navigation. Begin with a bold hero image (e.g. an island or yacht scene) and a concise headline, then guide users down through “Services”, “About Us”, and “Contact” sections or pages. Limit on-page content so that each area is easy to scan ⁷ ⁸ . For example, highlight key services (transfers, cruises, tours) in succinct text blocks or icons. Use generous white space and a consistent grid to focus attention on essential info ⁷ .

- **Contact Form:** Design a simple, single-column form with only essential fields (Name, Email, Message, and optionally Phone or Date). Clear labels and placeholder text guide the user. Place a prominent submit button (e.g. in an accent color). Also display a clickable phone number and email on the page, since a visible phone contact “shows trust and willingness to engage” ⁹ . After submission, provide a thank-you confirmation or auto-reply so users know their query was received.
- **About Us:** Create a concise, reader-focused “About” section to build credibility. Include a short company story or mission (highlight local expertise in Athens and personal service), plus any credentials or partner logos. Feature 1–2 team or founder photos to add a human touch. Incorporate client testimonials or reviews to reinforce trust – a well-placed quote or star ratings can be persuasive. (As a guideline, effective About pages often cover background, mission, and testimonials to build trust ¹⁰ .) Keep the tone friendly and customer-centric: emphasize how Nauquest solves travel needs.

Ensure navigation is obvious (sticky top bar or simple menu with Home, Services, About, Contact). On mobile, use a hamburger menu for simplicity. A minimalist design with vibrant photography and clean layout is effective – for instance, inspiring travel sites use **vivid photos** and simple structure to draw users in ⁸ ¹¹ .

Typography & Accents: Clean and Professional

Choose **legible, modern fonts** to convey professionalism. A sans-serif family (e.g. Lato, Calibri, Montserrat) works well for body text because it reads cleanly on screen ¹². Pair it with a complementary font for headings or accents: for example, a geometric sans (like Futura or DIN) or a refined serif (like Baskerville) can add subtle elegance ¹³ ¹². Ensure font sizes and weights create a clear hierarchy (larger, bolder for headings, regular for paragraphs). Keep text left-aligned and ample line spacing so pages feel airy.

Use **consistent colors and line styles** for accents. For instance, horizontal dividers or buttons in the accent yellow/ochre or neutral tan can tie the design together. Subtle Greek-inspired motifs (e.g. a thin Greek-key line or wave icon) could appear in icons or section dividers, but use them sparingly to maintain a minimalist feel. Overall, the visual style should minimize “noise” – every element should serve a purpose ⁷. A clean, well-structured typography scheme will reinforce trust, since consistent, readable fonts help “establish or reinforce a brand and its credibility” ¹⁴ ¹⁵.

Imagery and Visual Elements

Image: Classic whitewashed Santorini buildings under a deep blue sky – an iconic Greek summer scene. High-quality photography is crucial. Use bright, sunny images of Greek summer: deep blue seas, clear skies, and white villages ¹ ¹⁶. Showcase your services with context: for example, a sleek yacht on calm water, travelers enjoying a beach or on a cruise deck, or a panoramic island vista at sunset. Images should feel inviting and aspirational but also authentic. Ensure they match the color scheme (lots of blues/whites and warm light). Research confirms travel sites rely on “high-quality imagery” and intuitive navigation to engage users ¹¹ ⁸.

- Feature candid scenes of happy customers (couples on a boat, friends on a beach) to convey the experience.
- Use at least one striking hero photo (or short background video) of a Saronic island or coastal view. This immediately sets the Greek summer mood.
- Include a small map or location image for contact, reinforcing real presence in Athens.
- Keep any graphic overlays or text on images minimal and in brand colors for readability.

Cohesive, professionally-shot visuals will make the site feel premium yet approachable, appealing to mid-range travelers who want beauty without gaudiness ¹¹ ¹⁷.

Logo Refinement (Optional)

If updating the blue-white logo, keep it simple and consistent with the site’s style. For example, you might add a subtle accent from the new palette (e.g. a thin yellow line or dot) to tie it to the site colors. Consider smoothing any complex details so it scales well on all devices. A small Greek-themed icon (like an abstract wave, olive leaf, or column) could be integrated if it doesn’t clutter the logo. The goal is a cohesive brand mark that feels at home on a crisp, minimalist site – nothing overly ornate. Any refinement should maintain the two-color scheme (blue and white) to preserve recognition, while ensuring the logo looks balanced alongside the site’s typography and imagery.

Sources: Design principles from usability and branding experts ¹⁸ ¹⁴, travel industry analyses ¹¹ ³, and color psychology research ² ¹ were used to inform these recommendations. Each choice is aimed at fostering trust and the uplifting feeling of a Greek summer vacation.

¹ ⁴ ⁶ **A Minimalist's Guide to the Mediterranean Color Palette - AlittleDelightful**
<https://alittledelightful.com/a-minimalists-guide-to-the-mediterranean-color-palette/>

² **Color Matters: Color as Trustworthiness Cue in Web sites – TechComm**
<https://www.stc.org/techcomm/2011/06/13/color-matters-color-as-trustworthiness-cue-in-web-sites/>

³ ⁵ **Discover the Best Practices for Color Scheme in Travel - Locus Visual Arts**
<https://www.locusdigital.com/blog/discover-the-best-practices-for-color-scheme-in-travel>

⁷ ¹⁴ ¹⁸ **Aesthetic and Minimalist Design (Usability Heuristic #8) - NN/g**
<https://www.nngroup.com/articles/aesthetic-minimalist-design/>

⁸ ¹⁷ **Best Travel Agency Websites of 2025 | 27 Examples**
<https://mycodelesswebsite.com/travel-agency-website/>

⁹ **Contact Us Page Design: Ideas and Best Examples - Crocoblock**
<https://crocoblock.com/blog/wordpress-contact-us-page-design-ideas-examples/>

¹⁰ **12 tips to write an "About Us" page that builds trust (and turns visitors into buyers)**
<https://copyhackers.com/2022/08/how-to-write-about-us-page/>

¹¹ ¹⁶ **Luxury Travel Website Design - 50 Examples to Inspire You**
<https://mediaboom.com/news/luxury-travel-website-design/>

¹² ¹³ ¹⁵ **13 professional fonts: Top business typefaces for a polished look | Webflow Blog**
<https://webflow.com/blog/professional-fonts>