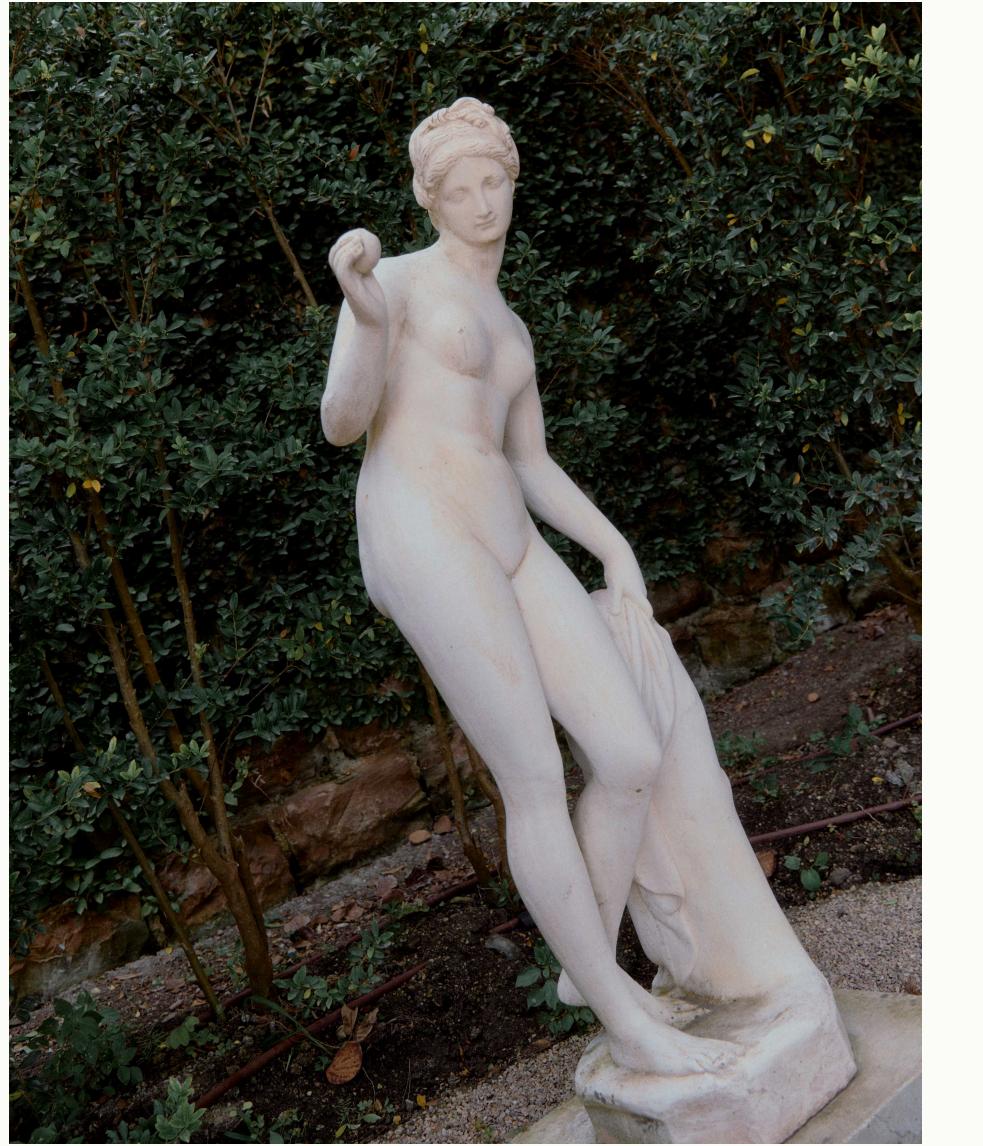




OUR BRAND | JUNE 2025

August

HOW TO USE OUR IDENTITY



OUR LOGO

Our logo is a key part of how we express who we are. In the following slides, you'll find an overview of our logotype, logo mark, and how they come to life across different applications. Each element has been thoughtfully designed to reflect the essence of August — elegant, distinctive, and warm.



OUR LOGO

August has grown into a company defined by elegance, personality, and warmth, and we wanted a visual identity that carried those qualities with clarity and intention.

To create this mark, we collaborated with Peter Horridge, a master calligrapher known for his work with the Royal Family's coronation emblem, as well as institutions like Claridge's, Heckfield Place, and Liberty. The logo was crafted entirely from scratch, with careful attention paid to every curve, line, and detail.

This logo is more than just a symbol — it's a reflection of the brand we've become and the experience we strive to deliver.

OUR LOGO | LOGOTYPE

August

OUR BRAND | HOW TO USE OUR IDENTITY

OUR LOGO | LOGOTYPE

August

OUR BRAND | HOW TO USE OUR IDENTITY



OUR LOGO | LOGOTYPE

August

OUR BRAND | HOW TO USE OUR IDENTITY

OUR LOGO | LOGOMARK



OUR BRAND | HOW TO USE OUR IDENTITY

OUR LOGO | LOGOMARK



OUR BRAND | HOW TO USE OUR IDENTITY

An aerial photograph of a large, two-story villa nestled in a dense, green hillside. The villa has a light-colored facade, green shutters, and a red-tiled roof. In the foreground, there is a rectangular swimming pool with several lounge chairs and umbrellas around it. The surrounding area is filled with various types of trees and shrubs, creating a sense of seclusion and natural beauty.

OUR LOGO | LOGOMARK



OUR BRAND | HOW TO USE OUR IDENTITY

OUR LOGO | SAFE SPACE



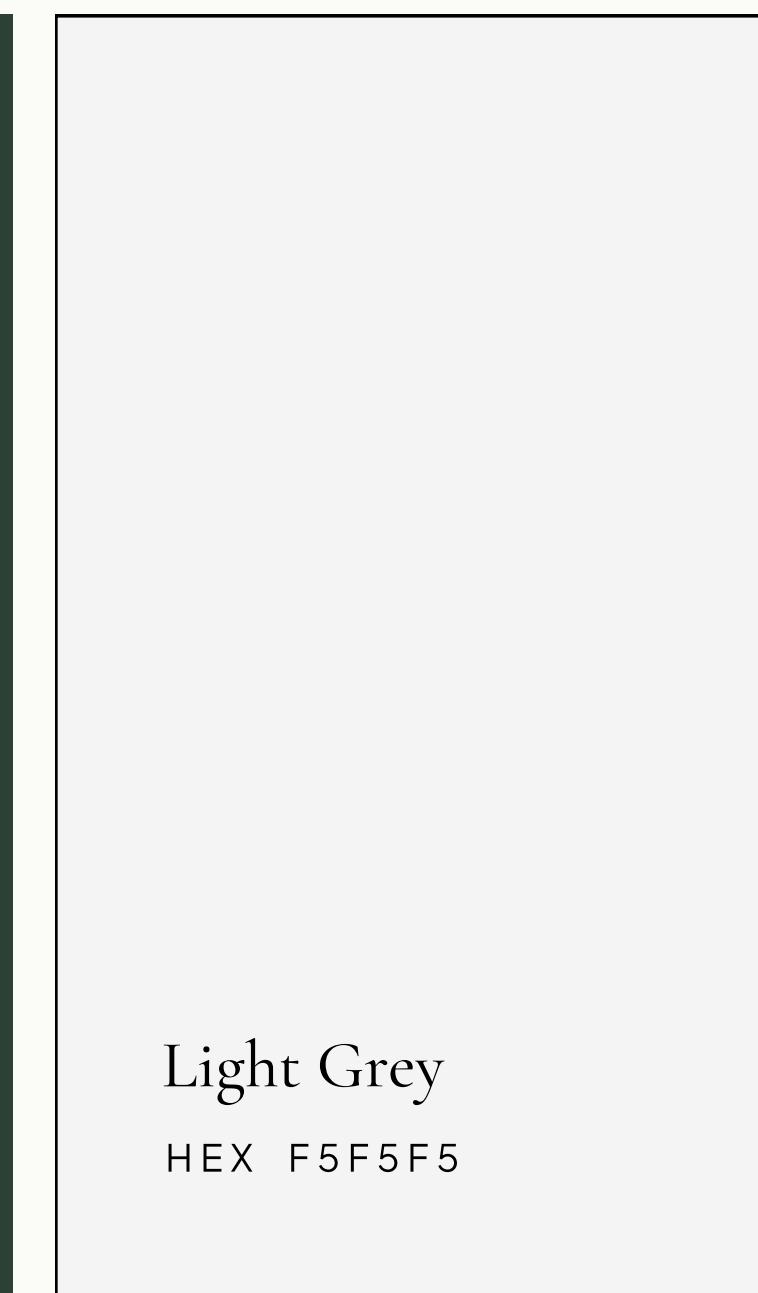
OUR BRAND | HOW TO USE OUR IDENTITY



Our colour palette and typography play a central role in shaping the August experience. These elements work together to convey our personality and create visual consistency across every touchpoint. In the following slides, you'll find guidance on how to use our colours and type to bring the brand to life with clarity and character.

COLOURS & TYPOGRAPHY

COLOURS & TYPOGRAPHY | BRAND COLOURS

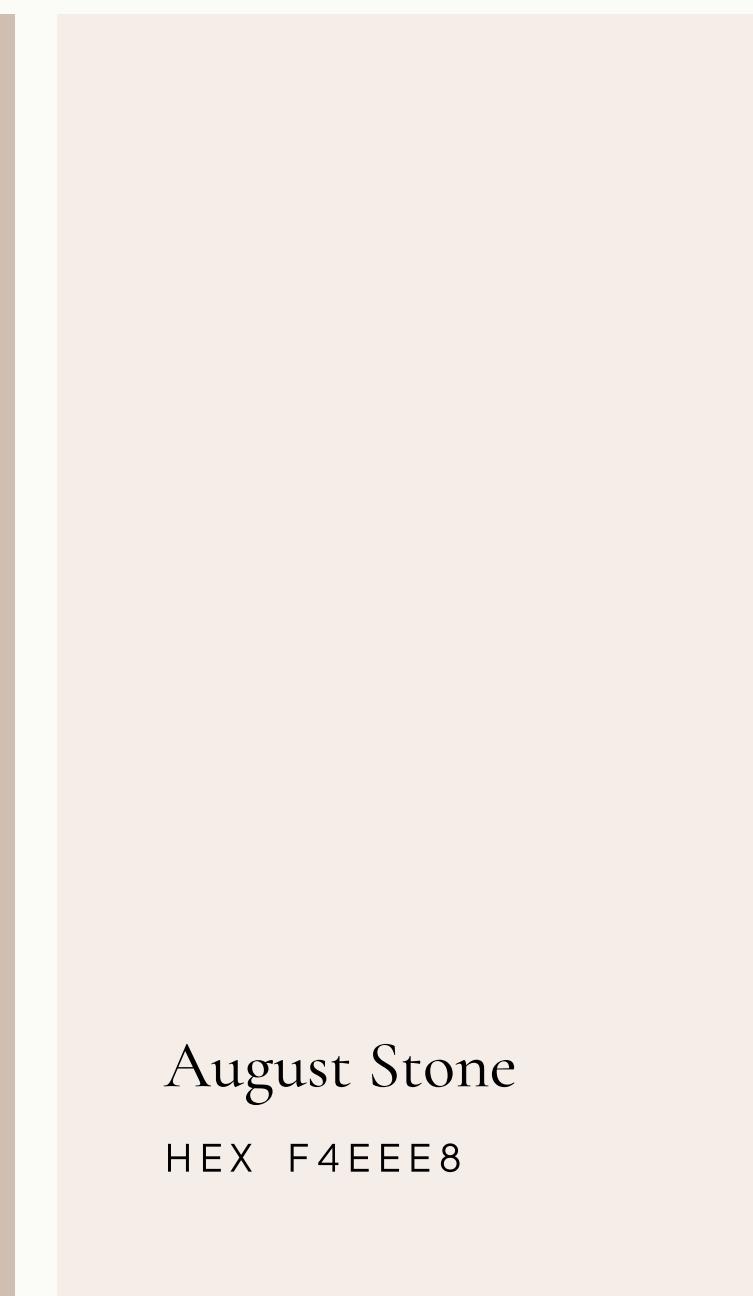


COLOURS & TYPOGRAPHY | BACKGROUND COLOURS



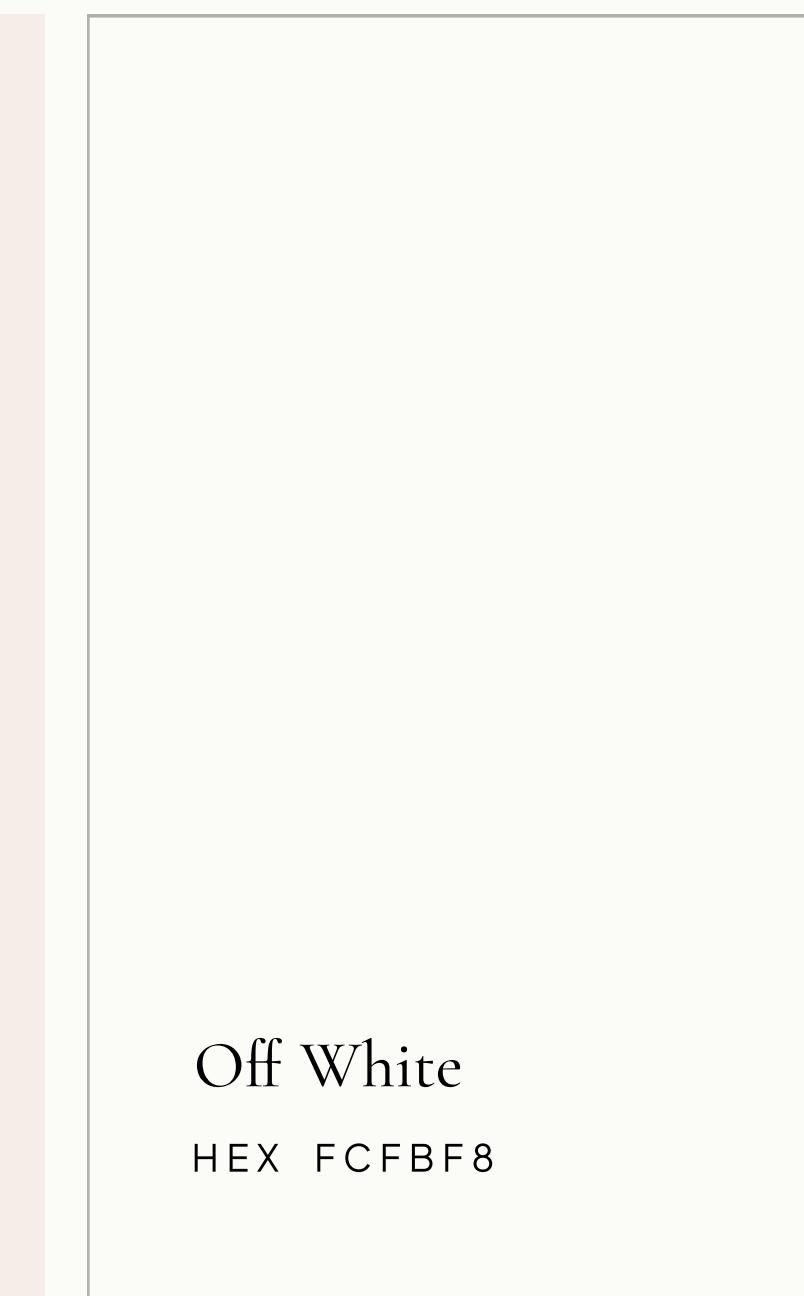
August Sand

HEX CFBFB2



August Stone

HEX F4EEE8



Off White

HEX FCFBF8

COLOURS & TYPOGRAPHY | COLLECTION COLOURS



Pied à Terre
HEX 9C6663



Grand Pied à Terre
HEX 894734



Signature
HEX 2A2C4F



Premium
HEX 6E7C62



Prime
HEX 9A938A

COLOURS & TYPOGRAPHY | DESTINATION COLOURS



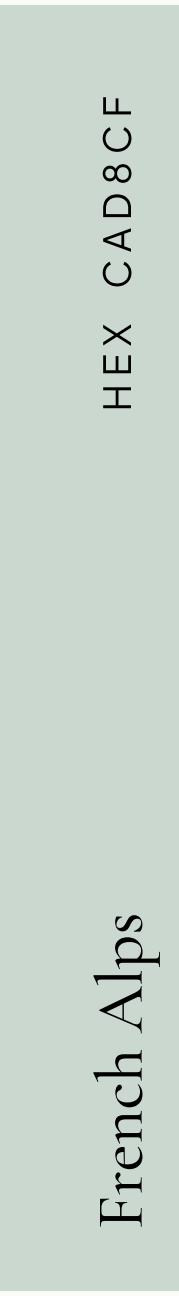
Cotswolds

HEX 858C89



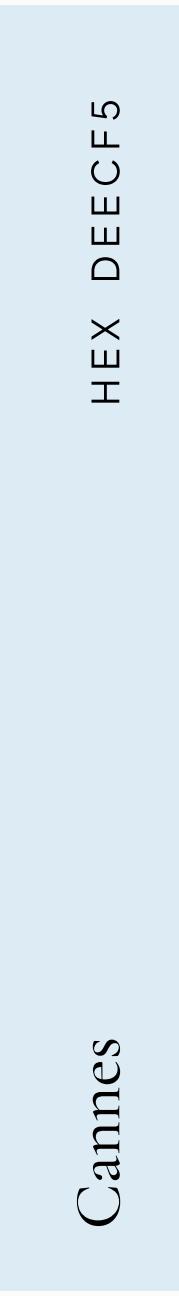
London

HEX 9C6663



French Alps

HEX CAD8CF



Cannes

HEX DEECF5



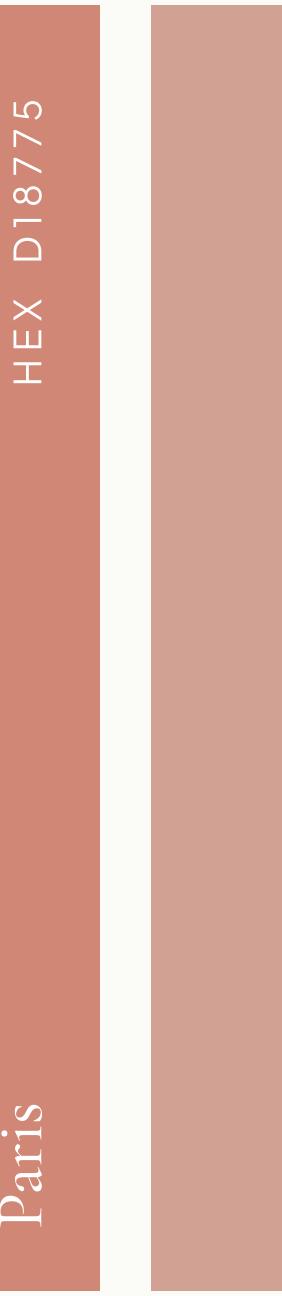
Tuscany

HEX 7D4E49



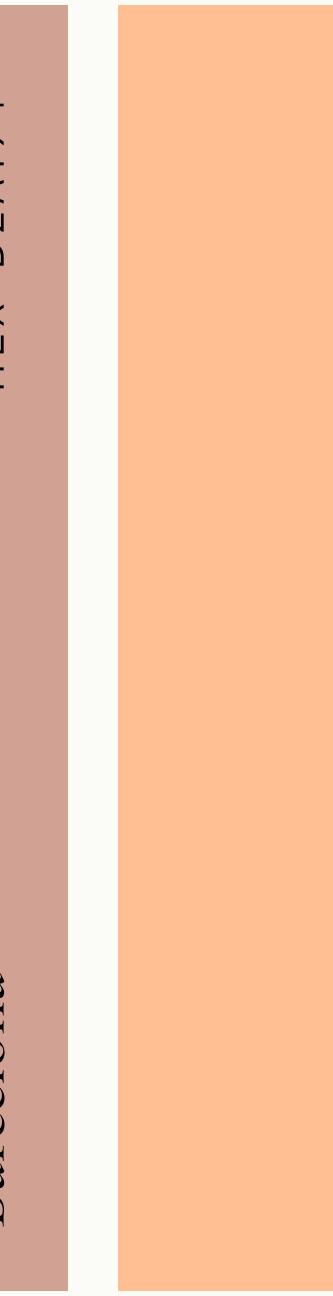
Paris

HEX D18775



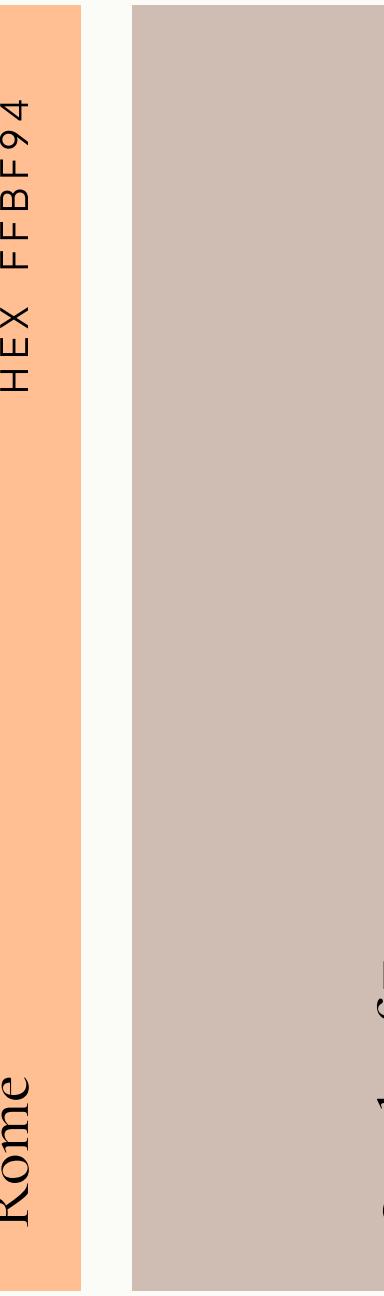
Barcelona

HEX D2A194



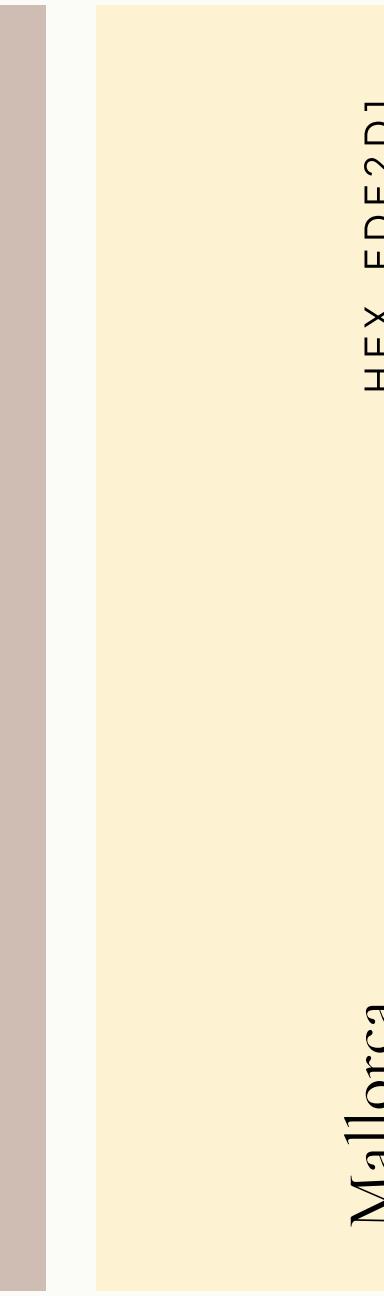
Rome

HEX FFBF94



South of France

HEX CFBEB3



Mallorca

HEX FDF2D1

COLOURS & TYPOGRAPHY | PRIMARY FONTS

AaBbCcDd

Cormorant Garamond Regular | Headers, titles & long body copies

AaBbCcDd

Plus Jakarta Sans | Subtitles & Body

COLOURS & TYPOGRAPHY | SECONDARY FONTS

AaBbCcDd

Figue | Website headers

AaBbCcDd

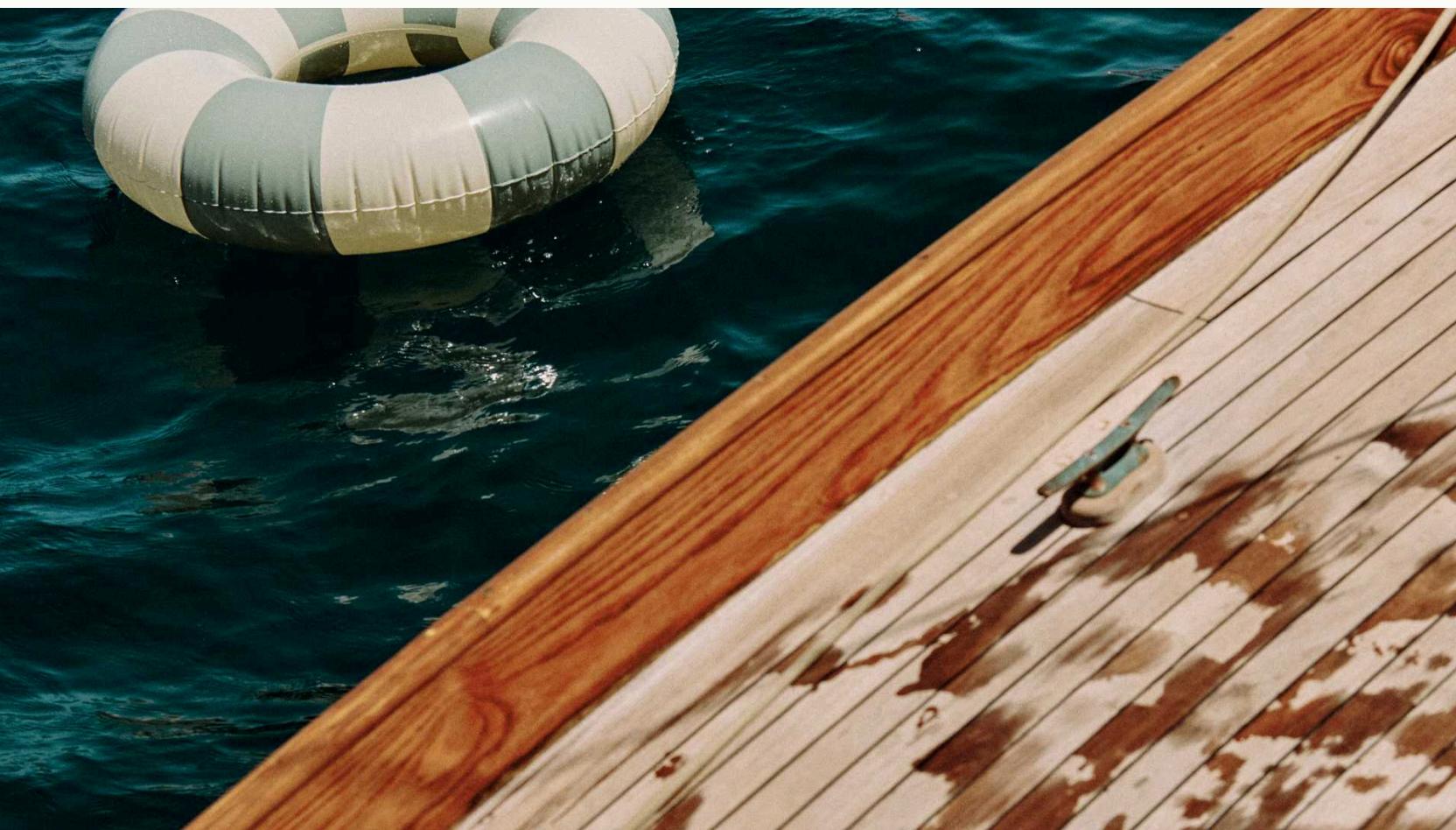
Pinyon Script | Newsletter Titles

AaBbCcDd

Editorial New | Newsletter Titles

Our brand comes to life through every interaction — from social media and documents to email signatures and our website. This section showcases how our visual identity is applied across key touchpoints, ensuring a consistent and cohesive experience wherever August shows up.

BRAND IN USE





Five Homes, Endless Getaways.

Co-own five holiday homes across Europe for less than the price of one. From Tuscany to Provence, experience Europe's finest destinations where holidays begin the moment you arrive.

August

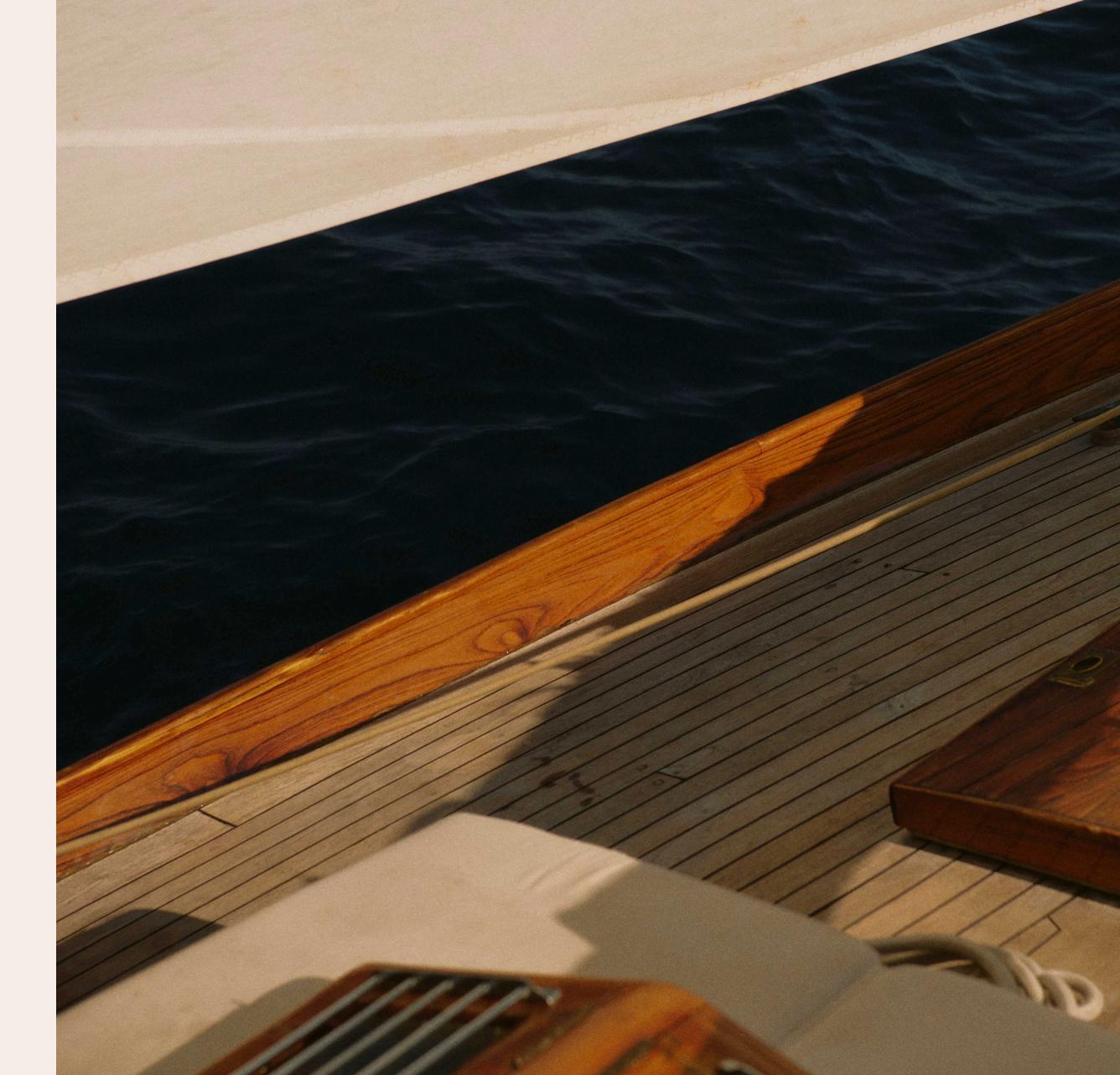


Five Homes,
Endless Getaways.

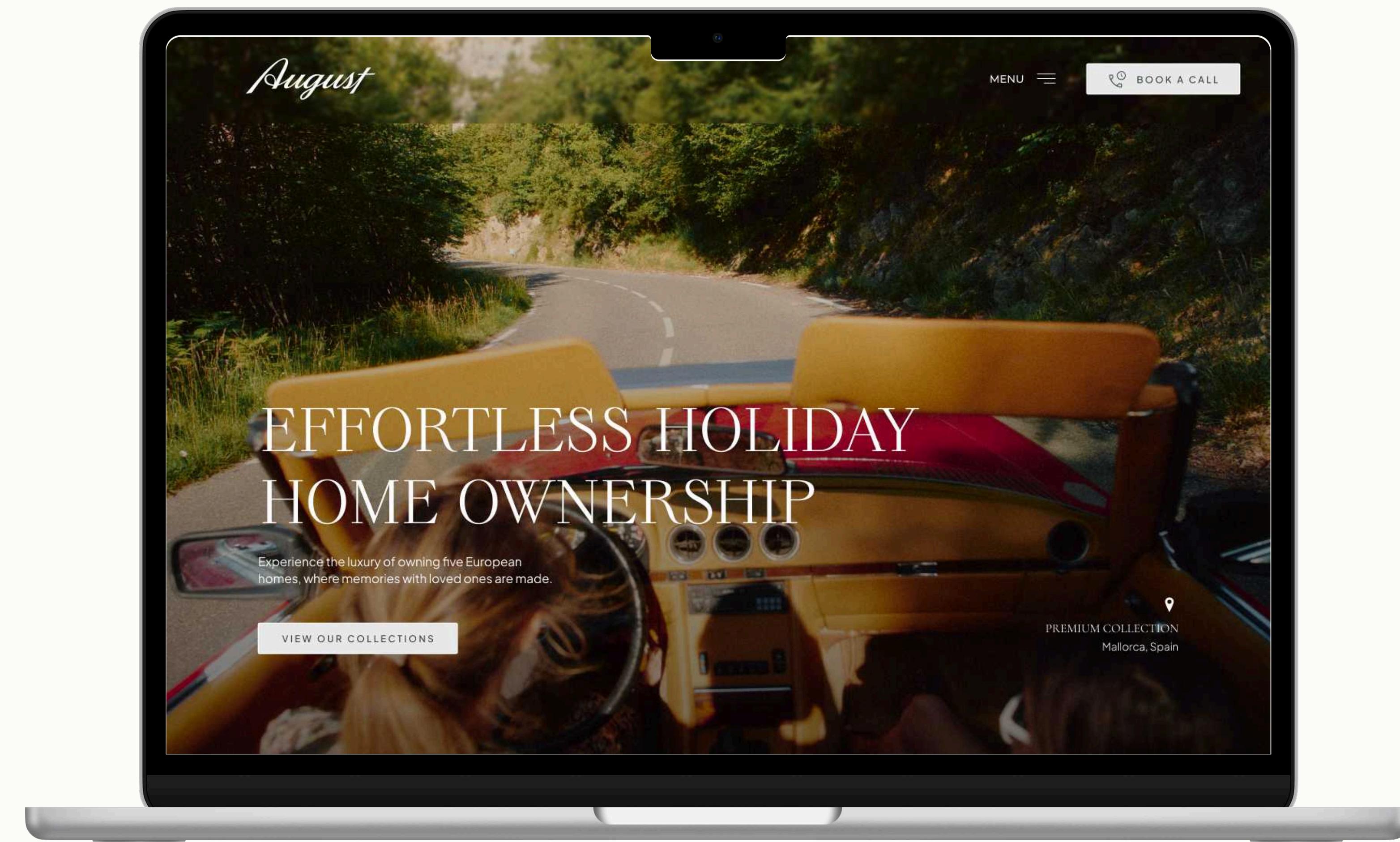
Co-own five holiday homes across Europe for less than the price of one. From Tuscany to Provence, experience Europe's finest destinations where holidays begin the moment you arrive.

August

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@august.collections



BRAND IN USE | WEBSITE



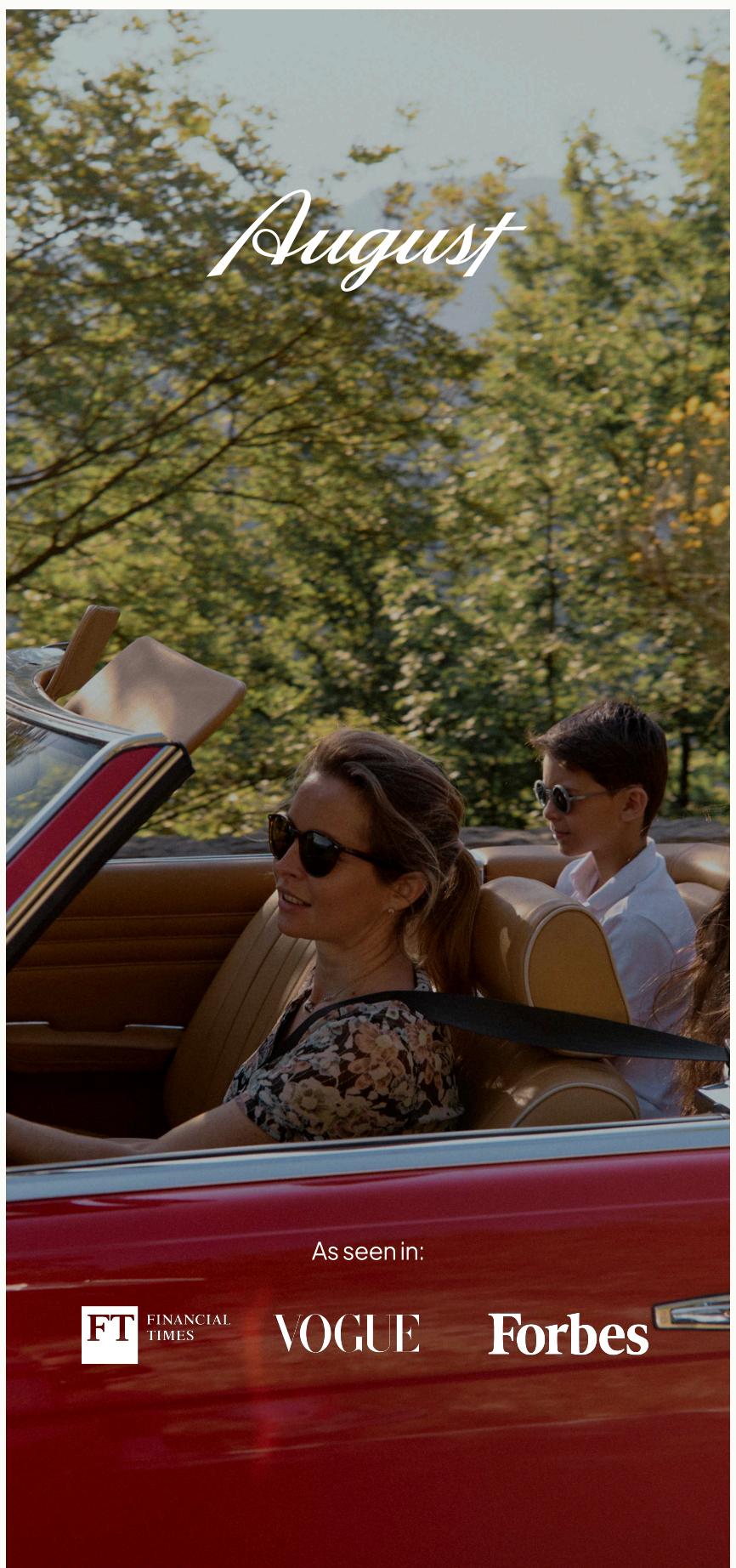
OUR BRAND | HOW TO USE OUR IDENTITY

BRAND IN USE | NEWSLETTERS



OUR BRAND | HOW TO USE OUR IDENTITY

BRAND IN USE | PAID SOCIAL MEDIA



OUR BRAND | HOW TO USE OUR IDENTITY



August

374 posts

20K followers

228 following

Property

Discover our world. Family-focused private luxury real estate collections with 10 destinations across Europe.

linktr.ee/augustc



Followed by **portraitofapasserby**, **hastatedesign** and 10 others

Following ▾

Message

Contact



Homeowners



Arcadia



Press



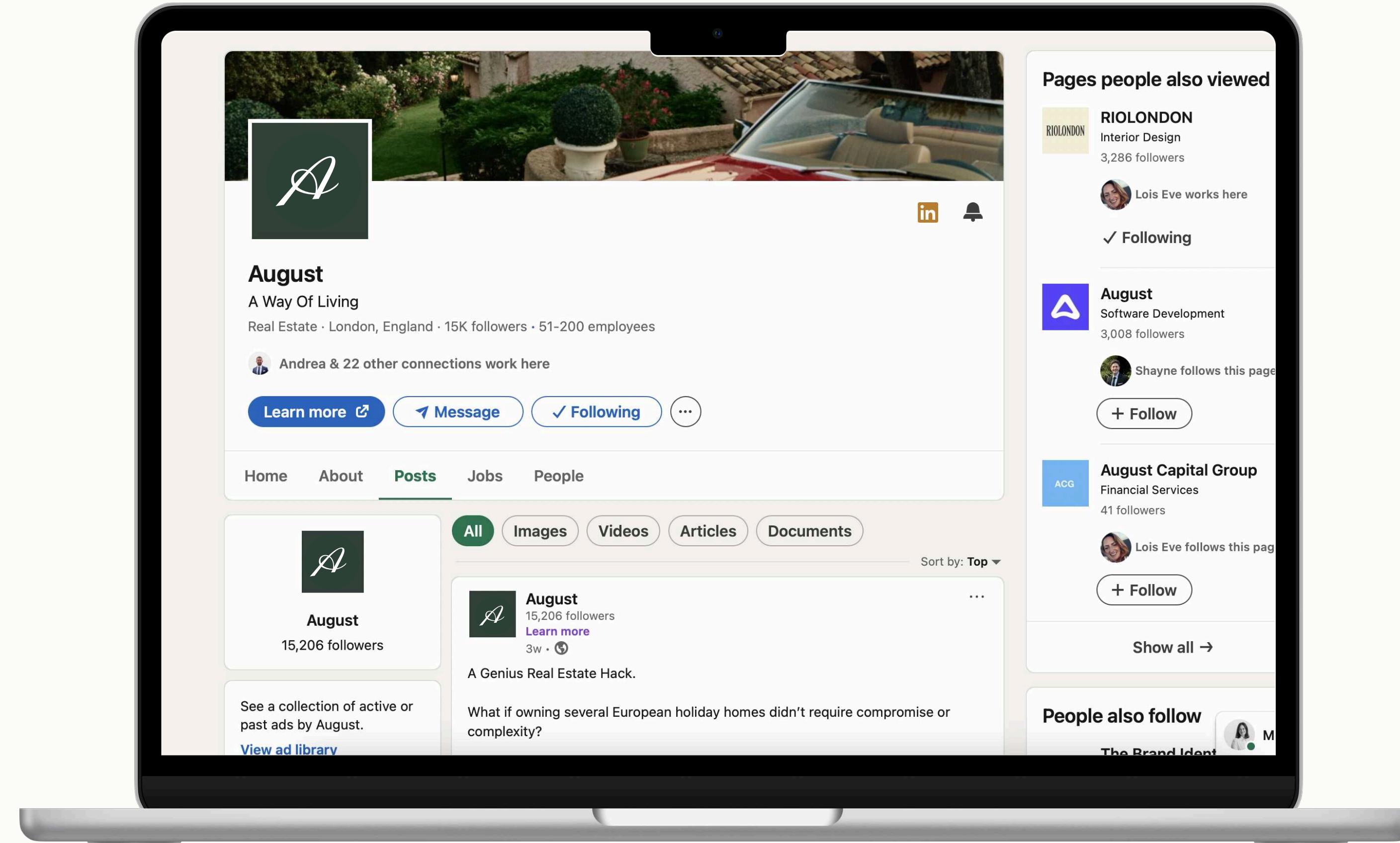
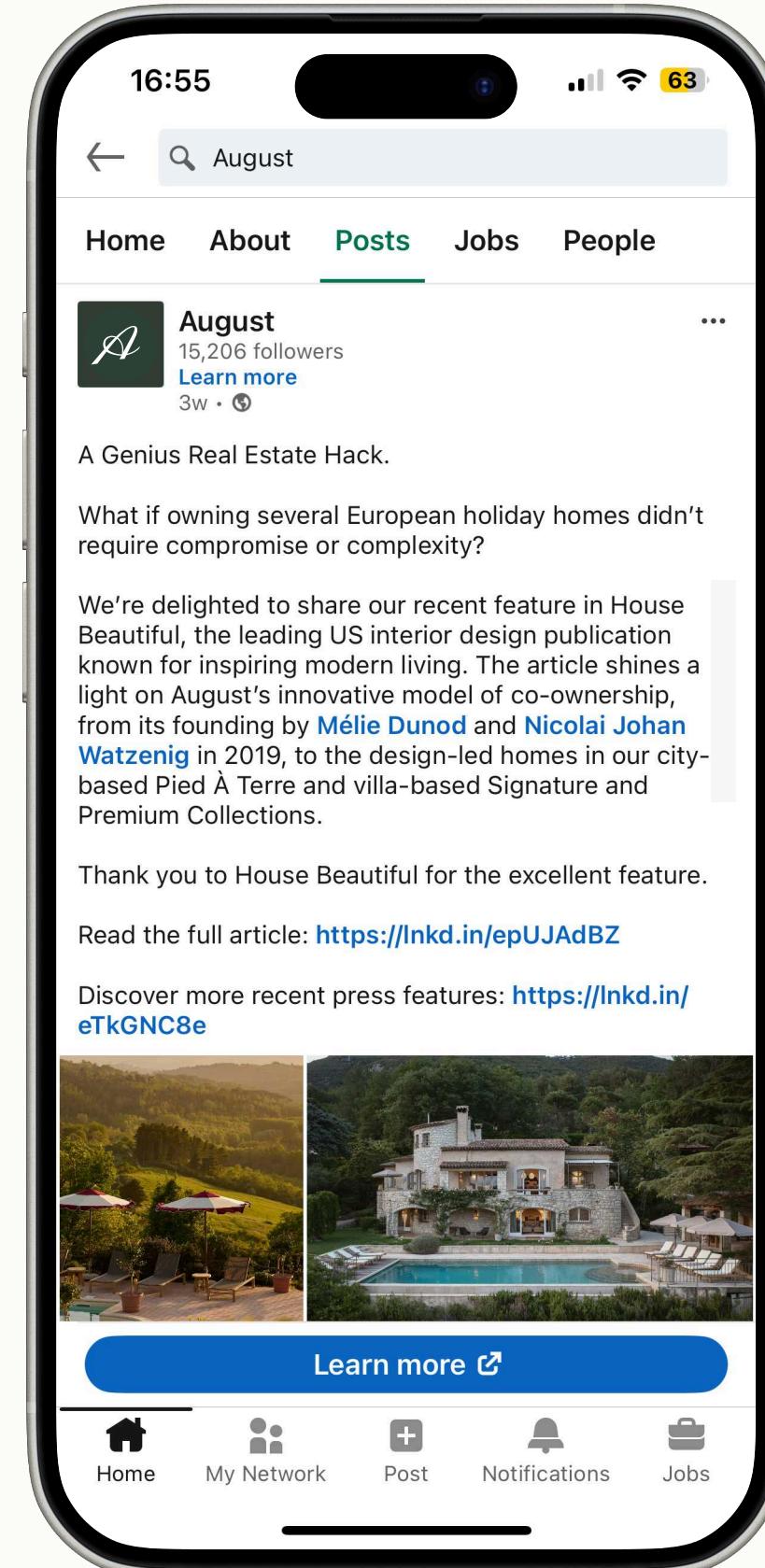
French Alps



Barc



BRAND IN USE | SOCIAL MEDIA



OUR BRAND | HOW TO USE OUR IDENTITY

BRAND IN USE | PRINTED ADS - SPREADS

August

Co-own five dream homes across Europe.

August is the leading co-ownership platform for holiday homes across Europe, offering curated collections designed to suit a variety of lifestyles. Whether you're drawn to sun-soaked beaches, vibrant cities, or snow-covered mountains, August makes it possible to own five incredible homes, hassle-free and at a fraction of the cost.

Bringing the European dream to life, August delivers a fully managed experience by sourcing and purchasing exceptional properties, transforming them through thoughtful renovation and design, and handling all ongoing maintenance, so you never have to worry about the logistics or upkeep.

This is more than co-ownership; it's elevated living for those who value quality, flexibility, and time well spent. With every detail taken care of and five remarkable homes always ready when you are, the complexity of traditional second home ownership fades away, so you can focus on what matters most: creating lasting memories with the people you love.

Ready to holiday effortlessly?

augustcollections.com [@august.collections](#)

From Tuscany to Provence, live the European lifestyle without the complexity of second home ownership and at a fraction of the price.

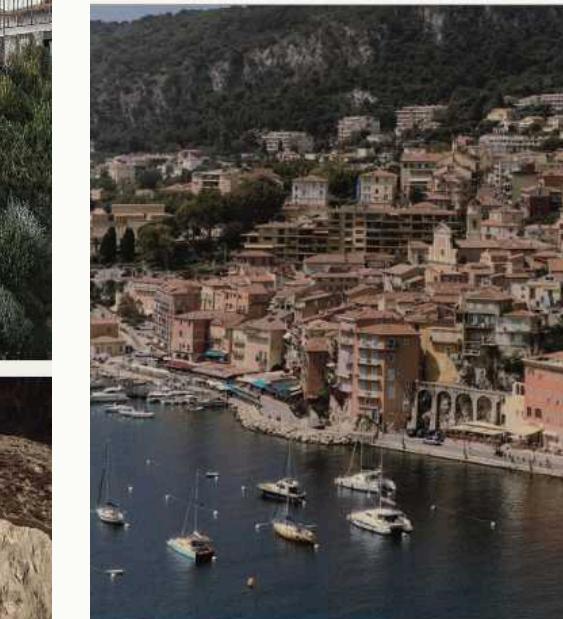
Scan the QR code to request more information.

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@august.collections

Five Homes,
Endless Getaways.

OUR BRAND | HOW TO USE OUR IDENTITY

BRAND IN USE | PRINTED ADS - SINGLE PAGES



Five Homes, Endless Getaways

Your Key to Europe's Finest Destinations

Imagine summer in Provence, autumn in Tuscany, and winter in the Alps—all without the burdens of second-home ownership.

August is your key to five exquisite homes across Europe, curated for those who seek beauty, freedom, and seamless luxury. From sourcing to design and full-time management, every detail is handled, leaving you with only one task: arrive and enjoy. This is more than ownership. It's the art of elevated living.

August

augustcollections.com
[@august.collections](https://www.instagram.com/august.collections)



Discover the
collections



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Discover the
collections

August

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[@august.collections](https://www.instagram.com/august.collections)

Five Homes, Endless Getaways

Co-own five holiday homes across Europe for less than the price of one

[DISCOVER MORE](#)



Five Homes, Endless Getaways

Co-own five holiday homes across Europe for less than the price of one

[DISCOVER MORE](#)



Five Homes,
Endless Getaways



BRAND IN USE | BROCHURES

**INTRODUCING
VILLA VALERIA**

At August, our mission is to make your holiday truly hassle-free, so you can focus on creating a lifetime of memories with loved ones.

We create beautiful homes in our iconic regions, but we also do whatever else we can do to make our owners' holiday experiences even more memorable.

Enter Villa Valeria, our sister brand, rooted in the culture and heritage and traditions of our five iconic regions.

From scenting your home and self-care in your bathroom to stocking your pantry with local produce, we want to transport everyone to these beautiful locations.

We like quietly sharing these products with our August community in their homes – watch this space for more updates.

AUGUST

Tuscany, an enchanting region in central Italy, captivates with its timeless allure and picturesque landscapes. From the rolling hills dotted with vineyards, olive groves and cypress trees, its rustic elegance has inspired artists, writers and travellers for centuries. The region's unique character exudes charm with their cobblestone streets, ancient architecture and traditional trattorias.

Beyond its cultural and culinary riches, Tuscany also offers outdoor enthusiasts a playground of activities, from hiking in the Apennine Alps to cycling through vineyard-covered hills.

Tuscany's culinary tradition are equally enticing, with family recipes celebrating fresh local ingredients and time-honoured recipes. From hearty ribollita soups to delicate pastries, the region's gastronomy delights the palate and nourishes the soul.

The cultural heritage of Tuscany is evident in its art, architecture and festivals. Florence, the capital of Tuscany, is a treasure trove of art and history, while the surrounding towns and hamlets are showcased in traditional artisan workshops that produce exquisite ceramics, leather goods and textiles.

August

A PLACE TO CALL HOME — MEGÈVE

Megève is where the Alps wear their elegance lightly. Conceived in the 1920s by the Rothschild family, Megève has remained beautifully true to its roots: its cobbled streets, timber-framed chalets, horse-drawn carriage, and art nouveau culture rooted more in fluid than rigid.

Opening a home here is to rent a lifestyle that's never been seen outside the Alps. It's a place where the winter sports are world-class, the summer activities are plentiful, the food is delicious, and the après-ski is legendary.

Cultural life here is deep, from the Megève International Jazz Festival to Touchdown, a high-altitude celebration of mountain gastronomy. Wellness is equally considered, whether at Les Fermes de Mégeve or through local rituals involving alpine herbs and natural remedies.

Megève is no performance. It's a place to settle into, where luxury is quiet, seasons are celebrated, and the mountains feel both dramatic and personal.

The village centre, entirely pedestrianised, feels like a living postcard. Fridays bring

August

PALOMA

PRIME COLLECTION

South of France | French Alps | Mallorca | Tuscany

A PLACE TO CALL HOME — MOUGINS

Perched in the hills just behind Cannes, Mougins offers a rare blend of Riviera glamour and Provincial serenity. This is the real's Côte d'Azur: discreet, elegant, and quietly sophisticated. The town's proximity to the international jet-setters of the Carlton has been a haven for creatives drawn to its soft light and sweeping views. Life here moves at a gentle pace, with cypress-lined lanes, golden-stone houses, and the scent of pine and lavender filling the air.

What sets Mougins apart is its harmony of rustic charm and refined living. Its cobbled streets lead to tucked-away galleries, leafy squares, and restaurants that have made it a destination for gastronomy. Local institutions like L'Amandier, with its terrace overlooking the town, and Le Relais du Château, with its Michelin-starred restaurant La Place de Mougins, bring a more contemporary freshness. Whether it's a long lunch under the plane trees or a market-to-table dinner in a tucked-away bistro, food here is part of the landscape: seasonal, thoughtful, and deeply rooted in place.

Our Mallorca destination

SANTANYÍ

August

PALOMA

*Take a step towards your August lifestyle.
Book a call with our expert Advisory Team now.*

augustcollection.com
info@augustcollection.co.uk

UK & Ireland (01971) +44 (0) 2039729120	North America (EST) +1 (800) 220-0229	Belgium & Netherlands (CET) +31 (0) 707025972
Mon - Fri: 9:00 am - 6:00 pm	Mon - Fri: 6:00 am - 4:00 pm	Mon - Fri: 9:00 am - 6:00 pm

AS SEEN IN: THE SUNDAY TIMES, VOGUE, WSJ, FT

OUR BRAND | HOW TO USE OUR IDENTITY

BRAND IN USE | EMAIL SIGNATURE

EMAIL SIGNATURE - NO BANNER



Your Name
Your Title
+44 (0) XXXX XXX XXX

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@august.collections



EMAIL SIGNATURE - WITH BANNER



Your Name
Your Title
+44 (0) XXXX XXX XXX

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@august.collections



AS SEEN IN:

COUNTRY & TOWN
HOUSE VOGUE GQ TATLER FINANCIAL
TIMES

BRAND IN USE | DOCUMENTS

DOCUMENT TITLE HERE



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.
QUISQUE FAUCIBUS EX SAPIENTIA PELLentesque sem placeraT.

August



Document title here

Title here

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August

THANK YOU

If you have any questions about our brand please get in touch with:

Sara | Senior Graphic Designer
sara@augustcollection.co.uk

Mariana | Head of Marketing
marianaferraz@augustcollection.co.uk

