# Villa Tokay – Brand Identity Summary

## Typography

1. Primary Typeface:  
 Athisthan Trial Regular  
 - Use for titles, logos, or brand-defining text  
 - Serif style with a refined, exotic character

2. Secondary Typeface:  
 Nexa  
 - Use for body text, captions, and supplementary content  
 - Two weights:  
 - Nexa Black (Bold headlines, highlights)  
 - Nexa Thin (Subtle details, fine text)

## Color Palette

|  |  |  |
| --- | --- | --- |
| Color Name | Description | Hex Code (likely) |
| Dark Jade Green | Primary brand background | #0F3128 |
| Copper | Accent color (not for logo use) | #A7684F |
| Gold | Highlight and elegance | #AA7831 |
| Fossil | Neutral grey tone | #4A4A47 |
| Anthracite | Deep dark neutral | #262626 |
| White | Used for negative logo | #FFFFFF |

Note: Copper is not recommended for logo application due to contrast issues.

## Logo Usage

- Can be used in positive (dark on light) or negative (light on dark) versions  
- Must maintain correct proportions and sufficient contrast  
- Do not distort or recolor the logo  
- Simplified brand elements (pictogram, font, or shape) may be used alone

**Villa Tokay Brand Voice Guidelines**

**Brand Voice Summary**

**The Knowing Guide**: Villa Tokay speaks as a skilled but friendly concierge who understands luxury doesn't need to shout. We offer quiet confidence, insider knowledge, and genuine warmth while helping guests discover their own perfect moments in paradise.

**Core Voice Attributes**

**1. Comfortable Luxury**

* Luxury that invites rather than intimidates
* Focus on comfort, service, and authentic experiences
* Avoid overly formal or pretentious language

**2. Quietly Confident**

* Share insider knowledge with understated expertise
* Let the experience speak for itself
* Use specific, vivid details rather than generic superlatives

**3. Genuinely Warm**

* Conversational and approachable tone
* Personal without being overly casual
* Show care for both guests and local community

**4. Thoughtfully Evocative**

* Paint clear pictures without being overly poetic
* Focus on tangible moments and feelings
* Avoid flowery language that sounds artificial

**Tone Guidelines**

**✅ DO Sound Like:**

* A well-traveled friend sharing a hidden gem
* A local expert who genuinely cares about your experience
* Someone who understands both luxury and authenticity
* A skilled concierge with insider knowledge

**❌ DON'T Sound Like:**

* Generic luxury hotel marketing
* AI-generated travel copy
* Overly formal hospitality speak
* Environmental activists (be genuine about sustainability efforts)

**Key Messaging Pillars**

**Value & Accessibility**

Address cost concerns subtly by emphasizing:

* Inclusive pricing and packages
* Exceptional value through service and experience
* Flexible villa configurations for different group sizes

**Family-Welcome Luxury**

Position as sophisticated but inclusive:

* Private villa settings allow for both family joy and adult relaxation
* Multi-generational experiences in comfort
* Respectful coexistence of different guest types

**Insider's Gili Air**

Leverage unique location knowledge:

* 200m from beach (close but peaceful)
* No cars = authentic island life
* Less crowded than Bali but with luxury amenities
* Local culture respect and inclusion

**Language Style**

**Vocabulary Choices:**

* **Use**: discover, experience, moments, retreat, haven, authentic, genuine, thoughtful, exclusive
* **Avoid**: world-class, elite, ultimate, unparalleled, pristine

**Sentence Structure:**

* Mix of short, confident statements and descriptive, flowing sentences
* Start with action or experience, not abstract concepts
* Use second person ("you'll find") rather than first person plural ("we offer")

**Specificity Over Superlatives:**

* Instead of "world-class amenities" → "private pools, floating breakfasts, and bicycles for island exploration"
* Instead of "breathtaking views" → "garden pathways leading to crystal-clear waters just minutes away"
* Instead of "ultimate luxury" → "comfort that feels like home, service that anticipates your needs"

**Sample Voice Applications**

**Website Hero Copy (Current vs. Revised):**

**Current**: "Harmony in Nature, Luxury in Every Detail" **Revised**: "Your private villa. Your perfect moments. Just minutes from Gili Air's clearest waters."

**Experience Descriptions:**

**Instead of**: "Indulge in our world-class spa treatments" **Try**: "Let skilled hands ease your tension while gentle breezes drift through your exclusive villa retreat"

**Family Messaging:**

**Instead of**: "Family-friendly luxury resort" **Try**: "Spacious villas where three generations can create memories together, each finding their own perfect corner of paradise"

**Brand Voice Checklist**

Before publishing any content, ask:

1. Does this sound like a real person who knows Gili Air intimately?
2. Would a discerning traveler find this helpful rather than just promotional?
3. Does it address both comfort and luxury without being pretentious?
4. Can families and couples both see themselves in this message?
5. Does it feel authentic to Villa Tokay's actual experience?

**Examples of Voice in Action**

**Booking Hesitation Response:**

"We understand choosing the right villa for your escape matters. That's why we offer detailed availability calendars and personal consultations to ensure your investment creates exactly the memories you're seeking."

**Sustainability Messaging:**

"We're thoughtfully reducing our footprint—from supporting local suppliers to conserving island resources—because respecting this beautiful place is part of respecting your experience here."

**Location Description:**

"Just two hundred meters from the beach means morning coffee in your private garden, then bare feet in sand within minutes. Close enough for convenience, far enough for the exclusive tranquility that drew you to Gili Air in the first place."

*This brand voice should feel distinctly Villa Tokay—never generic, always genuine, and focused on helping guests discover their own perfect version of luxury in paradise.*